

# LONDON BOROUGH OF ISLINGTON RETAIL & LEISURE STUDY - 2017

FINAL REPORT

---

## Contents

---

<b>EXECUTIVE SUMMARY</b>	<b>5</b>
<b>1 INTRODUCTION</b>	<b>9</b>
<b>2 PLANNING POLICY OVERVIEW</b>	<b>11</b>
NATIONAL PLANNING POLICY FRAMEWORK (NPPF)	11
LOCAL PLANNING POLICY CONTEXT	13
SUMMARY	17
<b>3 NATIONAL RETAIL AND TOWN CENTRE TRENDS</b>	<b>18</b>
RETAIL TRENDS	18
SPECIAL FORMS OF TRADING AND INTERNET SHOPPING	19
FLOORSPACE 'PRODUCTIVITY' GROWTH	21
CHANGING RETAILER REQUIREMENTS	22
VACANCY LEVELS	23
TRENDS IN RETAIL-LED INVESTMENT AND DEVELOPMENT	24
INDEPENDENTS AND MARKETS	26
RESIDENTIAL USES IN CENTRES	27
IMPACT OF OUT-OF-CENTRE RETAILING	28
SUMMARY	29
<b>4 STUDY AREA &amp; SHOPPING PATTERNS</b>	<b>31</b>
STUDY AREA AND ZONES	31
<b>5 TOWN CENTRE HEALTH CHECKS: METHODOLOGY</b>	<b>37</b>
<b>6 ANGEL - HEALTH CHECK ASSESSMENT</b>	<b>39</b>
CONTEXT	39
RETAIL COMPOSITION & DIVERSITY OF USES	40
VACANCIES	44
RETAILER DEMAND & REQUIREMENTS	44
PRIME ZONE A RENTS & YIELDS	44
ACCESSIBILITY & PEDESTRIAN FLOWS	45
CUSTOMER VIEWS AND PERCEPTIONS	45
ENVIRONMENTAL QUALITY	46
NEW INVESTMENT & POTENTIAL DEVELOPMENT	47
SUMMARY	47
<b>7 NAG'S HEAD - HEALTH CHECK ASSESSMENT</b>	<b>49</b>
CONTEXT	49
RETAIL COMPOSITION & DIVERSITY OF USES	49
VACANCIES	52
RETAILER DEMAND	53
PRIME ZONE A RENTS & YIELDS	53
ACCESSIBILITY & PEDESTRIAN FLOWS	53
CUSTOMER VIEWS AND PERCEPTIONS	54
ENVIRONMENTAL QUALITY	55
NEW INVESTMENT & POTENTIAL DEVELOPMENT	56
SUMMARY	56
<b>8 ARCHWAY - HEALTH CHECK ASSESSMENT</b>	<b>58</b>
CONTEXT	58
RETAIL COMPOSITION & DIVERSITY OF USES	58
VACANCIES	61

RETAILER DEMAND & REQUIREMENTS	61
PRIME ZONE A RENTS & YIELDS	62
ACCESSIBILITY & PEDESTRIAN FLOWS	62
CUSTOMER VIEWS AND PERCEPTIONS	63
ENVIRONMENTAL QUALITY	64
NEW INVESTMENT & POTENTIAL DEVELOPMENT	65
SUMMARY	65
<b>9 FINSBURY PARK - HEALTH CHECK ASSESSMENT</b>	<b>67</b>
CONTEXT	67
RETAIL COMPOSITION & DIVERSITY OF USES	68
VACANCIES	71
RETAILER DEMAND & REQUIREMENTS	71
PRIME ZONE A RENTS & YIELDS	72
ACCESSIBILITY & PEDESTRIAN FLOWS	72
CUSTOMER VIEWS AND PERCEPTIONS	73
ENVIRONMENTAL QUALITY	74
NEW INVESTMENT & POTENTIAL DEVELOPMENT	75
SUMMARY	75
<b>10 QUANTITATIVE RETAIL NEED ASSESSMENT</b>	<b>77</b>
BASELINE ASSUMPTIONS & FORECASTS	77
CAPACITY OUTPUTS	80
SUMMARY	86
<b>11 COMMERCIAL LEISURE NEED / 'GAP' ASSESSMENT</b>	<b>88</b>
LEISURE EXPENDITURE GROWTH	88
CINEMA CAPACITY	90
EATING & DRINKING OUT	92
HEALTH & FITNESS NEED	97
BINGO & GAMBLING NEEDS	99
OTHER COMMERCIAL LEISURE NEEDS	100
CULTURAL ACTIVITIES	101
HOTEL PROVISION	102
SUMMARY	102
<b>12 CONCLUSION</b>	<b>104</b>
CENTRE OVERVIEW	104
RETAIL NEEDS ASSESSMENT	106
LEISURE NEEDS ASSESSMENT	107
<b>13 GLOSSARY</b>	<b>109</b>
<b>APPENDIX 1: STUDY AREA</b>	
<b>APPENDIX 2: POPULATION AND EXPENDITURE</b>	
<b>APPENDIX 3: NEMS HOUSEHOLD SURVEY RESULTS</b>	
<b>APPENDIX 4: CONVENIENCE GOODS MARKET SHARES</b>	
<b>APPENDIX 5: COMPARISON GOODS MARKET SHARES</b>	
<b>APPENDIX 6: FORECAST CONVENIENCE GOODS TURNOVER</b>	
<b>APPENDIX 7: FORECAST COMPARISON GOODS TURNOVER</b>	

---

**APPENDIX 8: COMMITTED RETAIL DEVELOPMENT**

---

**APPENDIX 9: CONVENIENCE GOODS CAPACITY ASSESSMENT - BASELINE**

---

**APPENDIX 10: COMPARISON GOODS CAPACITY ASSESSMENT- BASELINE**

---

**APPENDIX 11: CONVENIENCE GOODS CAPACITY ASSESSMENT – GLA PROJECTIONS**

---

**APPENDIX 12: COMPARISON GOODS CAPACITY ASSESSMENT- GLA PROJECTIONS**

---

**APPENDIX 13: CONVENIENCE GOODS CAPACITY ASSESSMENT – HIGHER PRODUCTIVITY GROWTH**

---

**APPENDIX 14: COMPARISON GOODS CAPACITY ASSESSMENT – HIGHER PRODUCTIVITY GROWTH**

---

**APPENDIX 15: CONVENIENCE GOODS CAPACITY ASSESSMENT – HIGHER SFT GROWTH**

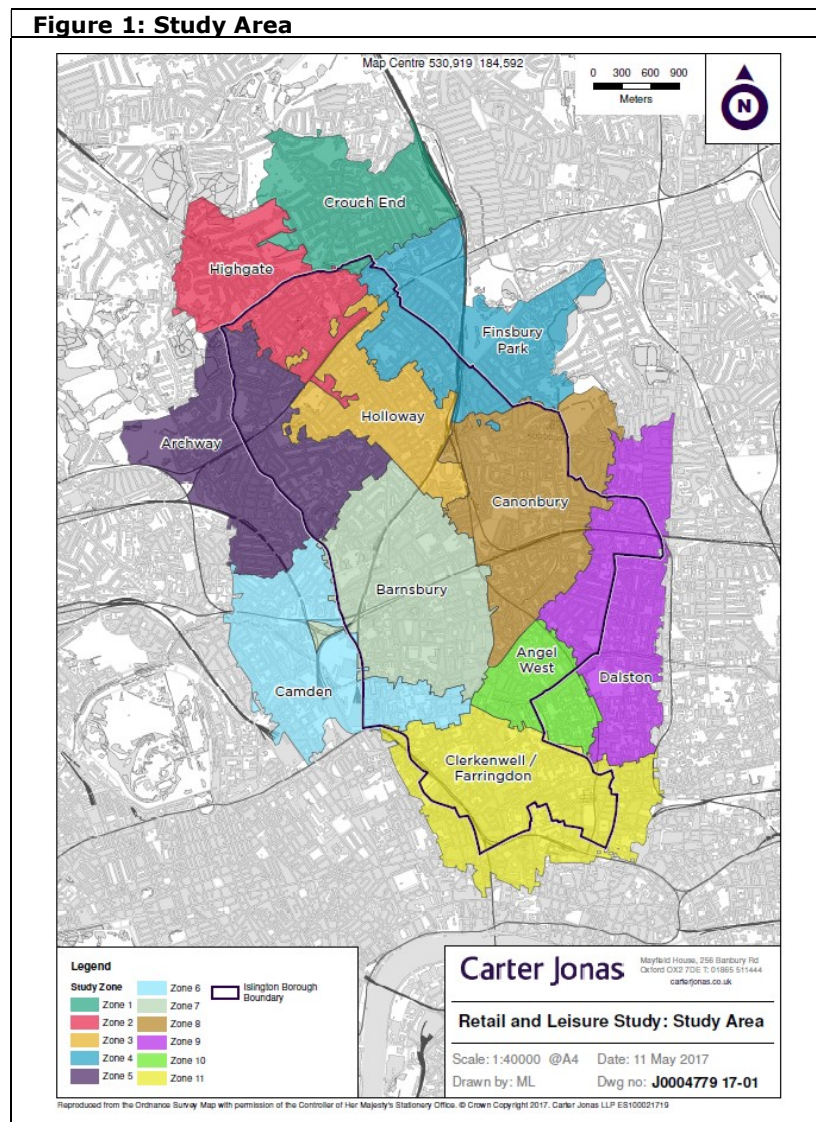
---

**APPENDIX 16: COMPARISON GOODS CAPACITY ASSESSMENT – HIGHER SFT GROWTH**

---

## EXECUTIVE SUMMARY

1. Carter Jonas (CJ) was commissioned by the London Borough of Islington to produce a retail study to help inform both plan-making and development management decisions across the local authority area. The study has been prepared in the context of current and emerging national and development plan policy and guidance - including the National Planning Policy Framework (NPPF) - as well as other key material considerations.
2. The underlying objective of both the NPPF, The London Plan and Local Plan policy is to maintain and enhance the vitality and viability of town centres, and to promote new sustainable development and economic growth in town centre locations “first”. This policy objective is crucial as town centres are facing increasing economic challenges associated with alternative forms of retailing; in particular online shopping. This provides the important background and context for assessing and understanding the potential for new retail investment and development in the Borough over the short, medium and long term.
3. The study addresses the requirement of the Council for an updated evidence base in respect of retailing, commercial leisure and town centre uses. To understand the local retail and commercial dynamics a study (catchment) area was defined for the retail and town centre assessment. This is shown in **Figure 1** below:



4. The study area was sub-divided into eleven zones based on postcode sector geography. A household telephone interview survey of some 1,103 respondents was carried out across this area.
5. The survey results for convenience goods show:
  - a good provision of convenience goods foodstores serving the Council area achieving a retention level of 59.3% within the study area.
  - Nag's Head provision retains a market share of 19.8%.
  - Angel/Upper Street retains a market share of 17.8%.
  - In contrast Finsbury Park and Archway both retain a much lower market share of 4.0% and 2.0% respectively.
  - The other smaller local and neighbourhood centres are collectively retaining 15.7% of expenditure from across the entire study area, reflecting the scale of their provision and their role in meeting day to day needs.
  - Leakage to other competing stores outside of the Council Area is relatively low at 33.7%. The main competing centres for food shopping from across the study area are Camden (7.6%), Crouch End (4.8%), Green Lanes (3.1%) and Dalston (2.7%). Leakage is largely confined to peripheral zones where foodstore catchments overlap with the Council Area.
  - The market share of Special Forms of Trading (SFT), and principally internet shopping, is 7%.
6. In terms of comparison goods, the survey results show the Council's centres and comparison goods shops are retaining a market share of 20.1% from across the wider study area. In summary:
  - Angel/Upper Street retains 9.8% of expenditure from the study area.
  - Nag's Head Town Centre retains 8.4% of expenditure from the study area.
  - Finsbury Park retains 0.6% of expenditure from the study area.
  - Archway retains 0.3% of expenditure from the study area.
  - The smaller Local centres and neighbourhood centres are achieving a combined market share of 1.1% across the total study area. This is expected given the limited comparison goods offer available in these centre.
  - The main competing centres are Central London (22.4%), Brent Cross (3.1%), Camden (3.1%) and Wood Green (2.2%).
  - Leakage to online sales across the study area is significantly higher at 30.7% when compared to the national average of 17.6% for SFT.
7. Health check assessments were undertaken for the Council's main centres. The following key strengths and weaknesses were identified by centre:

## **Angel**

- The centre has a strong comparison offer with 31.4% of units being occupied by this use, which is in line with the UK national average. There is a strong independent offer particularly concentrated along Camden Passage which provides a specialist antique and art offer and attracts many visitors outside of the borough to Angel.
- The centre's markets provide a unique retail offer.
- The proportion of leisure services in Angel is significantly above the national average and as a result, the centre's night-time economy is thriving. Cultural provision is also strong and includes two cinemas, a large live music venue and two theatres.
- The centre's vacancy rate is low and below the UK national average.

- Whilst public transport access to the centre is good, improvements to pedestrian access across the centre would be beneficial. Upper Street is an allocated TFL 'red route' and traffic is often very congested.
- The area around Chapel Market is in need of some public realm improvements. Although the street market is popular, many of the surrounding retail units are in need of repair and/or modernisation.

### **Nag's Head**

- Nag's Head has a strong convenience goods offer and a relatively strong comparison goods provision. There are a range of both independent and multiple retailers, with Selby's Department Store forming one of the centres main anchor uses.
- The indoor market is a key asset of Nag's Head town centre, which should continue to be enhanced and promoted to encourage visitors and investment to the market.
- There is a strong provision of retail services including opticians, dry cleaners, laundrettes, health and beauty outlets, a post office and photo processing studios. These services provide for the essential needs of local residents.
- The large Odeon cinema situated to the north of the centre is an important leisure asset and helps to underpin the night-time economy.
- There is a limited provision and range of food and beverage outlets. Therefore attracting better quality independent and branded operator outlets could help to draw more visitors to the centre.
- Vacancy rates across the centre are low compared to the national average but there are concentrations of vacancies around the centre. Areas include the units under the railway arches to the south of the centre and near the Odeon cinema to the north. These spaces are not currently functioning as successful retail spaces.
- There are no green open spaces located within the main town centre and there is a lack of planting alongside the main road. Installation of a green public place and additional planting could help to mitigate the impact of the busy main road.

### **Archway**

- Archway's convenience provision is relatively good for a centre of its size. It is anchored by a Co-op, Tesco Express, Sainsbury's Local and Iceland. This provision is supported by a number of smaller independent stores.
- Retail service provision is good and the proportion of units in this use is above the national average.
- Current investment taking place in the centre will help to improve the character and success of Archway town centre. The remodelling of the Archway gyratory and associated public realm improvements will improve access around the centre as well as creating a public open space, which could cater for events and a market space.
- The shop front improvement scheme has transformed numerous shop fronts, mainly located along Junction Road. This has helped to improve the centre's public realm.
- There is very little representation of non-food goods stores within the town centre including a distinct lack of clothing stores.
- Archway has an extremely limited night-time economy. The majority of cafés and restaurants in the centre are not of a particularly high quality; attracting better quality eateries could help to retain the custom of residents living near the centre and attract people from further afield. There is also a lack of bars, which further discourages night-time activity in the centre.
- Archway Mall is in very poor condition with a number of vacant units, and requires significant investment.

## Finsbury Park

- The centre has a good convenience goods offer. Tesco Metro and Lidl (just over the borough boundary in Haringey) are Finsbury Park's two main supermarkets. This provision is supported by smaller convenience stores, including two Sainsbury's Locals, Nisa Local, Tesco Express, Greggs and local bakers, butchers and greengrocers.
  - The proportion of units in leisure use across the centre is significantly above the national average. Restaurants and cafés in the centre are characterised by independent operators with a particularly good range of eateries located along Stroud Green Road. The Park Theatre is also a key asset of the centre.
  - However, there is little comparison goods provision in Finsbury Park town centre. If the centre is to become a destination location and utilise its role as a key transport interchange, attracting a wider range of comparison goods retailers is important; although this will be subject to market interest and demand.
  - Although leisure provision is generally good, there is little night-time activity within the centre. There are very few bars in Finsbury Park. Attracting this kind of use to the centre could help to encourage a stronger night-time economy and could appeal to local residents, including the high number of students living in the centre.
  - The town centre and shopping area is disjointed with a lack of clear traditional centre. The centre is also severely constrained by the dominance of transport infrastructure such as the railway bridge. Together, these factors have created a centre that has dispersed shopping frontages. There is no street that operates as a typical main high street.
8. The results of the household survey informed the assessment of the overall quantitative capacity for new (convenience and comparison goods) retail floorspace over the development plan period. Our assessment shows that after accounting for all known commitments there is a Council-wide forecast capacity for 6,341 sqm net of new 'superstore format' floorspace over the long term to 2036. There is no identified capacity to 2021 and more limited capacity over the medium term to 2026. The majority of the identified floorspace capacity at 2036 is focussed on Angel (2,658 sqm net) and Nag's Head (3,264 sqm net).
  9. In relation to comparison goods the Council-wide forecast shows no capacity over the short to medium term to 2026. Capacity of 5,105 sqm net is generated by 2031, rising to 12,247 sqm net by 2036. Angel and Nag's Head account for most of the forecast need for new comparison goods floorspace. This reflects the strong market share of comparison goods expenditure and the strength of their retail offer. The forecast need for new comparison retail floorspace, the scale and type of provision should reflect the relative role, function and hierarchy of centres.
  10. A review of the Council's commercial leisure sector and offer, and the results of the household survey, indicate that there is a relatively good level of leisure facilities (for example cinema and food and drink), although there is scope to improve the range and quality of this provision. Across all centres attention should be paid to increasing provision, including within the main retail area (mindful of the need to strike a balance with the aims of primary shopping areas). The participation rate for certain leisure activities is particularly high (e.g. restaurants and cinemas) and this offers the potential to enhance the overall offer (subject to market demand), which could bring benefits to other shops, businesses and facilities, for example through increased "dwell times".
  11. In terms of addressing future needs, the Council could benefit from a wider range of family activities, such as a multi-use venue. The potential for new family activity venues will be subject to market demand and should be directed to a town centre location
  12. The Council area benefits from a diverse range of arts and historic attractions, the majority of which are located within the main centres. These contribute significantly to the visitor economy of the area and need to be maintained and promoted to maintain their current status. The current and future hotel provision in the borough is considered adequate.



# 1 INTRODUCTION

- 1.1 Carter Jonas (CJ) was commissioned by the London Borough of Islington (the 'Council') to produce a retail study to help inform both plan-making and development management decisions across the local authority area. The findings of the study will specifically provide the robust evidence base required to help inform the preparation of the emerging local plan.
- 1.2 The study has been prepared in the context of current and emerging national and development plan policy and guidance - including the National Planning Policy Framework (NPPF) - as well as other key material considerations. Where relevant the study also draws on advice set out in the National Planning Practice Guidance (PPG), published in March 2014, which places significant weight on the development of positive plan-led visions and strategies to help ensure the vitality of town centres. The sequential and impact 'tests' are also key to both plan-making and decision-taking at the local level.
- 1.3 The assessment of the need (or 'capacity') for new retail (convenience and comparison goods) floorspace has been carried out at the strategic Council wide level to help inform the likely scale, type, location and phasing of new retail development over the short (to 2021), medium (to 2026) and long term (to 2036).
- 1.4 The study/catchment area defined for the purpose of this study principally covers the local authority area, but also extends to a wider area incorporating parts of neighbouring local planning authority areas (**Appendix 1**).
- 1.5 The defined Study Area and zones provide the framework for the new telephone interview survey of some 1,100 households conducted by NEMS Market Research (NEMS) in January 2017. The full (weighted) survey results are set out in **Appendix 3**. The survey provides the most up-to-date and robust evidence on shopping patterns, leisure preferences and expenditure flows within the Study Area. The survey findings have also informed the health check assessments for the main study centres, as well as the quantitative ('capacity') and qualitative need assessments for new retail (convenience and comparison goods) floorspace and leisure uses.
- 1.6 For ease of reference this report is structured as follows:
- 1.7 **Section 2** reviews the national and local planning policy context material to retail planning and town centres.
- 1.8 **Section 3** highlights some of the key trends that are driving the dynamic changes in the retail and leisure sectors at the national and local level, and how this has shaped (and is likely to shape) the UK's urban and retail landscape.
- 1.9 **Section 4** sets out the results of the market share analysis for convenience and comparison goods shopping and leisure use across the Study Area based on the household telephone interview survey (HTIS). The market share tabulations for convenience and comparison goods are set out in **Appendix 4** and **Appendix 5** respectively.
- 1.10 **Sections 5-9** set out the health check methodology and key findings for the Borough's main town centres of Nag's Head, Angel, Finsbury Park and Archway. These assessments draw on the indicators identified by PPG, recent research and the latest town centre audits for the centres based on site visits. The health check assessment also takes account of the results of the household survey.
- 1.11 **Section 10** sets out the key assumptions and outputs of CJ's in-house **CREAT**<sup>o</sup> (excel-based) capacity model, including: (i) the forecast population and expenditure available in the study area (**Appendix 2**); (ii) the forecast convenience (**Appendix 6**) and comparison (**Appendix 7**) turnovers of all existing centres/stores; and (iii) the forecast trading characteristics of all known committed retail floorspace at the time of preparing this assessment (**Appendix 8**). It also presents the detailed Borough-wide and main centre capacity forecasts for

both convenience (**Appendix 9**) and comparison goods (**Appendix 10**); with some additional capacity forecasts based on higher floorspace productivity and higher SFT scenarios (**Appendices 13 to 16**).

- 1.12 **Section 11** sets out the findings of the commercial leisure and other town centre uses 'gap' assessment. This looks at the main leisure uses, including the need for new food and beverage uses, cinema and other leisure/cultural uses.
- 1.13 Finally, **Section 12** provides high level advice on where any forecast need for new retail floorspace and leisure uses could be accommodated in the main study centres, carried out in accordance with the main aims of national and local plan policy.
- 1.14 When considering and assessing the findings of this retail assessment it is important to understand at the outset that capacity forecasts beyond a five year (short-term) time period should be interpreted with caution by the Council, applicants and any other person/organisation using the information, as they are subject to increasing margins of error. We therefore advise that although this updated study provides the robust evidence base required to help inform plan-making, site allocations and the determination of planning applications at the local level, the forecasts should be updated to take into account any significant new retail development and changes in the retail expenditure and population growth forecasts over time, as well as any potential impacts arising from other key trends in the retail and leisure sectors (such as, the growth in internet shopping) and commercial leisure sectors.

## 2 PLANNING POLICY OVERVIEW

- 2.1 This section provides a high level overview of the relevant national, London and local planning policy pertaining to retail and town centre uses, along with other material considerations.

### NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

- 2.2 The NPPF was published in March 2012 and sets out the planning policies for England and how these are expected to be applied. It reinforces the importance of up-to-date plans and strengthens local decision making. The NPPF must be taken into account in the preparation of Local Plans and Neighbourhood Plans. At the heart of the NPPF is a presumption in favour of sustainable development, which is seen as *“a golden thread running through both plan-making and decision-taking”* (paragraph 14). The NPPF (paragraph 14) sets out the Government’s view of what sustainable development means in practice for both plan-making and decision-taking at the local level.
- 2.3 For plan-making the Framework states that local planning authorities should positively seek opportunities to meet the development needs of their area. Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits. The Framework (paragraph 15) states that policies in Local Plans should follow the approach of the presumption in favour of sustainable development so that *“...it is clear that development which is sustainable can be approved without delay”*.
- 2.4 The NPPF (paragraph 17) sets out twelve core planning principles that underpin both plan-making and decision-taking. Amongst other objectives these principles confirm that planning should be genuinely plan-led; proactively drive and support sustainable economic development to deliver thriving local places; promote mixed use developments; focus significant development in locations which are or can be made sustainable; and deliver sufficient community and cultural facilities and services to meet local needs.
- 2.5 The Framework (paragraph 150) emphasises that Local Plans are *“...the key to delivering sustainable development that reflects the vision and aspirations of local communities”*. They should be *“aspirational but realistic”* and should set out the opportunities for development and clear policies on *“...what will or will not be permitted and where”* (paragraph 154). Only those policies that provide a clear indication of how a decision maker should react to a development proposal should be included in the plan. Any additional Development Plan Documents (DPDs) should only be used where clearly justified (paragraph 153).
- 2.6 The NPPF (paragraph 156) requires strategic priorities for the area covered by the Local Plan to deliver the homes and jobs needed in the area; the provision of retail, leisure and other commercial development; and the provision of health, security, community and cultural infrastructure and other local facilities; etc. Crucially the NPPF (paragraph 157) indicates that Local Plans should, amongst other key requirements: plan positively for the development and infrastructure required in the area; be drawn up over an appropriate time scale (preferably 15 years), take account of longer term requirements and be kept up to date; and allocate sites to promote development and flexible use of land, bringing forward new land where necessary, and provide detail on form, scale, access and quantum of development where appropriate.
- 2.7 In terms of the evidence-based approach to planning, the Framework states LPAs should ensure that the Local Plan is based on *“...adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area”* (paragraph 158). Furthermore the assessment of and strategies for housing, employment and other uses should be integrated, and take full account of relevant market and economic signals. LPAs should use this evidence base to assess the needs for land or floorspace for economic development, including for retail and leisure development; examine the role and function of town

centres and the relationship between them; assess the capacity of existing centres to accommodate new town centre development; and identify locations of deprivation which may benefit from planned remedial action.

- 2.8 The NPPF is clear that pursuing sustainable development requires “...*careful attention to viability and costs in plan-making and decision-taking*” (paragraph 173). Plans should be deliverable and, in this context, sites and the scale of development identified in the plan should “...*not be subject to such a scale of obligations and policy burdens that their ability to be delivered viably is threatened*” (paragraph 173).
- 2.9 The Framework (paragraphs 18-149) sets out thirteen key ‘principles’ for delivering sustainable development, including building a strong, competitive economy; ensuring the vitality of town centres; promoting sustainable transport; delivering a wide choice of high quality homes; requiring good design; promoting healthy communities; protecting Green Belt land; and conserving and enhancing the natural and historic environment.
- 2.10 In terms of *‘ensuring the vitality of town centres’* the NPPF (paragraph 23) states that planning policies should be positive and promote competitive town centre environments, as well as setting out policies for the management and growth of centres over the plan period. When drawing up Local Plans, LPAs should:
- recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;
  - define a network and hierarchy of centres;
  - define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations;
  - promote competitive town centres that provide customer choice and a diverse retail offer;
  - retain and enhance existing markets and, where appropriate, re-introduce or create new ones;
  - allocate a range of suitable sites to meet the scale and type of retail and leisure development needed in town centres;
  - ensure that the needs for retail and leisure are “*met in full*” and “*not compromised by limited site availability*”. Assessments should therefore be undertaken of the need to expand town centres to ensure a sufficient supply of suitable sites;
  - allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;
  - set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;
  - recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites; and
  - where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.
- 2.11 When assessing and determining applications for main town centre uses that are not in an existing centre and not in accordance with an up-to-date Local Plan, the NPPF states that LPAs should:
- Apply a **sequential test**, which requires applications for main town centre uses to be located in town centres first, then in edge-of-centre locations and only consider out-of-centre locations if suitable sequentially more preferable sites are not available. When considering edge and out of centre proposals, “...*preference should be given to accessible sites that are well connected to the town centre*” (paragraph 24). Applicants and LPAs should demonstrate flexibility on issues such as format and scale.

- Require an **impact assessment** if the development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500 sqm). The NPPF (paragraph 26) states that this should include assessment of the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and on town centre vitality and viability, including local consumer choice and trade in the town centre and wider area, up to five years from the time the application is made.
- 2.12 The NPPF (paragraph 27) states that "...where an application fails to satisfy the sequential test or is likely to have significant adverse impact on one or more of the above factors, it should be refused".
- 2.13 This study also draws on advice set out in PPG, published in March 2014. The PPG has streamlined and replaced the advice previously set out in the PPS4 *Practice Guidance on Need, Impact and the Sequential Approach*. The revised PPG places significant weight on the development of positive plan-led visions and strategies for town centres, and has retained the key sequential and 'impact tests'. Of relevance to this study the PPG (para 003) states that the assessment of the potential for centres to accommodate new development and different types of development should cover a "three-five year period" but should "**also take the lifetime of the Local Plan into account and be regularly reviewed**".

## LOCAL PLANNING POLICY CONTEXT

- 2.14 The extant development plan policies, guidance and evidence base for the Council consist of the following documents:
- The Islington Core Strategy (2011)
  - The Development Management Policies Development Plan Document (DPD) (2013)
  - The Site Allocations DPD (2013)
  - The Finsbury Local Plan (Area Action Plan for Bunhill & Clerkenwell) (2013)
  - The Finsbury Park Town Centre SPD (2014)
  - The Islington Employment Land Study (2016)
  - Hotels in Islington (2016)
  - Location and Concentration of Uses SPD (2016)
  - Town Centres: Review and Healthcheck (2012)
  - Local Shopping Areas: Review and Healthcheck (2012)
  - The London Plan (consolidated with alterations since 2011) (2016)
  - Town Centres Supplementary Planning Guidance (SPG) (2014)
  - Central Activities Zone (CAZ) SPG (2016)
  - Draft Culture and the Night Time Economy SPG (2017)
- 2.15 A high level review of these documents follows below.

### **The Islington Core Strategy (2011)**

- 2.16 The Islington Core Strategy (ICS 2011) sets out the overall strategic vision for the borough up to 2025 along with the issues to be addressed over the plan period including the Council's approach to affordable housing, employment land, community facilities and the broad location of new housing. The document is also used alongside other Local Plan documents to make decisions on planning applications. Policies for retail and town centre uses include Policy CS14 (Retail and Services) which sets out Islington's hierarchy of retail centres with

two major town centres (Angel and Nag's Head) and two district centres (Archway and Finsbury Park). The policy states that new major retail and leisure development should be directed to these town centres first, in accordance with the sequential assessment. The policy also aims to retain the primacy of retail shops in the borough's town centres, actively promoting independent retail and will protect and enhance (and encourage) the existing arts and cultural uses. Specific spatial policies for managing growth and change for each of the main town and district centres are also included within the Core Strategy.

### **The Development Management Policies Development Plan Document (DPD) (2013)**

2.17 The Development Management Policies DPD contains detailed policies to help achieve the borough's vision and is a key document for assessing planning applications. The document sets out a number of retail and town centre policies:

- Policy DM4.1 (Maintaining and promoting small and independent shops) sets out the Council's intention to retain and encourage small shop units suitable for independent retailers.
- Policy DM4.2 (Entertainment and the night-time economy) seeks to maintain night time uses in town centres where they are compatible with other uses, where there would not be an over-concentration of similar uses and where there would not be a significant adverse effect on amenity.
- Policy DM4.3 (Location and concentration of uses) states that proposals for cafés, restaurants, drinking establishments, off-licenses, takeaways, nightclubs, casinos and other similar uses will be resisted where they would result in negative cumulative impacts due to an unacceptable concentration of such uses and would cause unacceptable disturbance.
- Policy DM4.4 (Promoting Islington's Town Centres) seeks to maintain and enhance the retail and service function of the borough's four town centres.
- Policy DM 4.5 (Primary and secondary frontages) sets out the Council's requirements when considering the change of use of existing retail premises (Use Class A1) along Primary and Secondary Frontages.
- Policy DM4.6 (Local Shopping Areas) sets out the types of proposals that would be permitted within these areas to ensure they continue to complement Islington's main town centres.
- Policy DM4.7 (Dispersed shops) states that shops outside of designated centres and Local Shopping Areas will be protected and change of use will only be permitted if the premises has been vacant for a continuous period of at least two years and there is accessible provision of essential daily goods within 300m.
- Policy DM4.8 (Shopfronts) sets out the appropriate design for shopfronts across the borough.
- Policy DM4.9 (Markets and specialist shopping areas) seeks to maintain and support the enhancement of existing street markets across Islington.
- Policy DM4.10 (Public Houses) seeks to maintain Public Houses.
- Policy DM4.11 (Hotels and visitor accommodation) directs hotels and visitor accommodation to specific locations in the borough and has criteria to assess proposals for new facilities.
- Policy DM4.12 (Social and strategic infrastructure and cultural facilities) protects existing cultural facilities and promotes new cultural facilities in Town Centres and the CAZ.

### **The Site Allocations DPD (2013)**

2.18 The Site Allocations DPD (2013) sets out specific policy for the main sites where change or development is expected. The document includes site allocations for retail across the borough's main town and district centres.

**The Finsbury Local Plan (Area Action Plan for Bunhill & Clerkenwell) (2013)**

- 2.19 The Finsbury Local Plan (Area Action Plan for Bunhill & Clerkenwell) (2013) focuses on specific areas within Bunhill and Clerkenwell which are likely to change and face development pressures over the Local Plan period. The document also sets out site-specific policy. Relevant policies include Policy BC8 (Achieving a balanced mix of uses) which states that within the two Local Shopping Areas, existing retail premises will be protected against change of use. Proposals will be refused where the resulting proportion of individual retail units (A1) would fall below 35% of the total number of individual units within the Local Shopping Area.

**The Finsbury Park Town Centre SPD (2014)**

- 2.20 The Finsbury Park Town Centre SPD (2014) guides the delivery of regeneration within the area, ensuring that development proposals that come forward do so within an agreed framework and that small-scale improvements are linked to an over-arching area strategy. It summarises the key design and planning issues and the main planning policies that should be addressed by future development proposals.

**Location and Concentration of Uses SPD (2016)**

- 2.21 Location and Concentration of Uses SPD (2016) provides guidance on how to identify areas where certain uses create concern, assess applications with a view to preventing over-concentration and put in place measures to minimise the impact of those proposals which may be acceptable.

**The Islington Employment Land Study (2016)**

- 2.22 The Islington Employment Land Study (2016) provides overall employment projections by sector, with a particular emphasis on office use. It concludes that, based on past trends, the loss of B-use space is forecast to continue and accelerate, particularly outside the CAZ; office activities within the CAZ area should be protected and intensified and space should be nurtured for a diverse base of SMEs in the non-CAZ area.

**Hotels in Islington (2016)**

- 2.23 Hotels in Islington (2016) was prepared as part of the Employment Land Study. The report found that London is able to support more full service hotels than the UK average with higher occupancy rates than the England average. London hotels are also generally more profitable. Within Islington there are currently 49 visitor accommodation establishments, providing approximately 4,495 rooms. The scale of the new stock in the pipeline suggests that a net growth in the Borough's hotel stock will take place over the next few years, in excess of the current GLA benchmark targets for the Borough (25% above the targets).

**Town Centres: Review and Healthcheck (2012)**

- 2.24 Town Centres: Review and Healthcheck (2012) provides a review of the borough's town centres and was undertaken as part of the production of the Council's Local Plan. The health check was informed by retail surveys of the four town centres between December 2011 and January 2012. The study found that Angel was performing very strongly with the largest number of A1 units, Nags Head was generally performing well with 50% of units in A1 use, and Archway was the worst performing town centre in the borough with a relatively low proportion of A1 uses and highest proportion of A5 uses and vacancies. Finsbury Park was performing adequately with slightly high vacancy rates compared to Angel and Nag's Head.

**Local Shopping Areas: Review and Healthcheck (2012)**

- 2.25 Local Shopping Areas: Review and Healthcheck (2012) provides a review of the borough's local centres, documenting the characteristics of the 40 Local Shopping Areas.

### **The London Plan (2016)**

2.26 The London Plan (2016) includes a number of policies relating to town centres and retail including:

- Policy 2.15 (Town Centres), and its associated Annex 2, identifies London's network of town centres and sets out the requirements of boroughs for LDF preparation such as the identification of town centre boundaries, primary shopping areas and primary and secondary frontages; the proactive management of the changing roles of centres; and ensuring that local retail capacity requirements take account of changes in consumer expenditure and behaviour. This policy also establishes the requirements for development proposals and applications for retail to residential permitted development.
- Policy 4.7 (Retail and Town Centre Development) sets out that in preparing LDFs, boroughs should: identify future retail and commercial leisure floorspace needs; undertake regular town centre healthchecks; resist inappropriate out of centre development; and manage existing out of centre retail and leisure development in line with the sequential approach. The policy also states that in considering planning decisions for proposed retail and town centre development the scale of the development should be related to the size and role of the town centre, the development should be focused on sites within the town centre and that proposals for edge or out of centre development will be subject to an impact assessment.
- Policy 4.8 (Supporting a Successful and Diverse Retail Sector and Related Facilities and Services) states that LDFs should take a proactive approach to retail planning by: bringing forward capacity for additional comparison goods retailing including in major centres; supporting convenience retailing particularly within district and neighbourhood centres; supporting London's markets; supporting the development of e-tailing; and identifying areas underserved in local convenience shopping and services provision.
- Policy 4.9 (Small Shops) states that in considering proposals for large scale retail developments, the boroughs should consider imposing conditions or seeking contributions through planning obligations to provide or support affordable shop units suitable for small or independent retailers.

### **Town Centres SPG (2014)**

2.27 The Town Centre SPG (2014) provides guidance on the implementation of policies within the London Plan which refer to town centre development. The SPG is focused on a set of principles which include: supporting the evolution and diversification of town centres; delivering mixed use housing intensification; promoting accessibility; and connectivity and proactive town centre strategies.

### **CAZ SPG (2016)**

2.28 The CAZ SPG provides guidance on the implementation of policies in the London Plan related to London's Central Activities Zone, which is one of the world's most attractive and competitive business locations and accommodates a third of London's jobs and generates almost 10% of the UK's output. The SPG recognises the importance of offices and other CAZ strategic functions (including retailing, arts, culture, leisure and entertainment uses) and puts in place measures to protect these uses and ensure the continued success of the CAZ.

### **Draft Culture and the Night Time Economy SPG (2017)**

2.29 The draft SPG provides guidance on measures that can help protect and enhance cultural provision and the night time economy in London, including protecting pubs and other important cultural venues such as those that host live music. The draft SPG also encourages use of the 'Agent of Change' principle.



## SUMMARY

- 2.30 In summary, the underlying objective of both the NPPF, The London Plan and Local Plan policy is to maintain and enhance the vitality and viability of town centres, and to promote new sustainable development and economic growth in town centre locations “first”. This policy objective is crucial as town centres are facing increasing economic challenges associated with alternative forms of retailing; in particular online shopping (discussed further in **Section 3**).
- 2.31 In the context of this study the Council’s policies together with those of the London Plan provide a context to maintaining and enhancing town centres. For the future, this has to be set in context with the dynamics of the retail economy (**Section 3**) and planning policy.

### 3 NATIONAL RETAIL AND TOWN CENTRE TRENDS

3.1 This section summarises some of the key trends that have fuelled the changes in the retail sector over the last three decades, and the impact of these trends on the UK's town centres. It provides a commentary on the impact of the downturn in the economy since 2007 and the growth of internet ('multi-channel') retailing on consumer spending, retail development and retailers' business strategies. Drawing on the latest research it also describes how these trends may continue to shape changes in the future, and whether and how town centres can respond to help maintain and enhance their overall vitality and viability.

#### RETAIL TRENDS

3.2 Following an unprecedented period of growth in retail sales and expenditure since the mid-1990s, the onset of the longest and deepest economic recession in living memory in 2007/08 had a dramatic impact on consumer spending and market demand. Business and consumer confidence was further weakened by public sector cuts, the rise in VAT, increasing unemployment, less expansionary consumer credit and the rising cost of living (including higher energy costs, petrol and housing prices). This reduced disposable income and retailers' margins were squeezed further.

3.3 Official figures show that the UK recovery began in early 2013 and although GDP growth peaked at 2.9% in 2014, it slowed to 2.2% in 2015 against the backdrop of a waning global economy and further uncertainty on financial markets. The Brexit vote and subsequent triggering of Article 50 is likely to further dampen business/consumer confidence and the prospects for growth in the near future.

3.4 The table below shows the actual and forecast growth in retail (convenience and comparison goods) spending per head identified by Experian Business Strategies in their latest post-Brexit Retail Planner Briefing Note 14, published in November 2016<sup>1</sup>.

**Table 3.1 Forecast year-on-year growth in retail expenditure per capita**

Vol. Growth per head (%):	-----ACTUAL GROWTH-----								EXPERIAN FORECASTS			TRENDS	
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	1997-07	1997-15
<b>Total Retail Spend</b>	<b>1.8</b>	<b>-3.1</b>	<b>-0.1</b>	<b>-0.4</b>	<b>1.3</b>	<b>1.1</b>	<b>3.6</b>	<b>2.5</b>	<b>2.1</b>	<b>0.9</b>	<b>0.3</b>	<b>5.1</b>	<b>3.3</b>
Convenience	-4.3	-4.4	-1.5	-2.5	-0.5	-0.6	-1.7	-1.1	0.0	-0.2	-0.9	-0.3	-1.0
Comparison	4.4	-3.1	0.6	0.8	2.5	2.2	7.2	4.6	3.3	1.4	1.0	8.0	5.6

Source: Experian Retail Planner Briefing Note 14 (November 2016); Figures 1a and 1b.

Notes: The table also shows historic growth rates for the period 1997-2007 (the pre-recession period) and for 1997-2015).

3.5 As the table shows, there has been negative annual growth in convenience goods expenditure per capita levels since 2008 and this is forecast to continue in 2017 (-0.2%) and 2018 (-0.9%). For the period 2019-2023 Experian forecast no growth in convenience goods expenditure, and a modest +0.1% per annum over the longer term, between 2023 and 2035. The forecast growth rates are above previous negative historic trends of -0.3% (1997-2007) and -1.0% (1997-2015).

3.6 For comparison goods Experian forecast that annual growth rates are recovering from a low of -3.1% in 2009, to a peak of +7.2% for 2014. However Experian forecast that growth will fall in the immediate period following

<sup>1</sup> The Experian Retail Planner Briefing Note 14 (November 2014) is an industry standard of forecasts used in retail planning. This note is cited throughout this study but is not provided as a direct appendix due to Experian's licensing arrangements which do not allow public dissemination as it is a subscription based service. The relevant elements of the Briefing Note are nevertheless duly detailed within this report.

the trigger of Article 50, to +1.4% in 2017 and +1.0% in 2018. The average year-on-year growth for the period 2019-2023 is forecast to be +2%, increasing slightly to +2.3% between 2024 and 2035. Despite the return to growth forecast by Experian, it is clear that comparison goods growth rates are well below historic trends of +8% per annum<sup>2</sup>. Furthermore, the retail sector is still vulnerable to fluctuations in the UK economy, and how it responds in the future to changes in the Eurozone (including the outcome of Brexit) and global economies (such as the slowdown in growth in China’s economy). This further dampening of growth rates will have implications for the viability of existing retail businesses and the capacity for new retail floorspace over the short to medium term.

3.7 Experian’s research also shows that retail sales have prospered in the past two years on the back of buoyant consumer confidence and spending. However Experian warn that this buoyancy is true only in sales volume terms, as values have been depressed by heavy discounting and persistent deflation of goods prices. Experian (pre-Brexit) forecast that retail sales volume growth will ease from around +4% growth on average over the past two years, to +2.9% in 2016 given the dampening in consumer spending power. They also forecast that growth will continue at the same levels in 2017 as welfare cuts and rising interest rates bear down on spending, offsetting the gains from continuing overall economic growth.

**SPECIAL FORMS OF TRADING AND INTERNET SHOPPING**

3.8 One of the key trends that has impacted on the retail sector and shopping patterns over the last decade has been the growth in internet shopping, which forms part of special forms of trading (SFT)<sup>3</sup>. Based on ONS data, Experian Business Strategies (EBS)<sup>4</sup> estimate that:

- the current (2016) value of internet sales is £48.9bn (current prices), which represents a +16.2% increase from £42.1bn in 2015; and
- the value of other (non-internet) SFT sales stand at approximately £8.5bn in 2016, which represents a +7.6% increase from £7.9bn in 2015.
- Total SFT sales therefore amount to some £57.4bn in 2016. This represent a 14.8% increase from £50bn in 2015 and a substantial increase from £17.1bn recorded in 2006. The overall market share of SFT (as a proportion of total retail sales) has increased nationally from 5.5% in 2006 to 14.9% in 2016, and is forecast by Experian to increase to 19.7% by 2026 and 20.7% by 2033 (see table below).

**Table 3.2 SFT’s market share of total retail sales**

	2016	2021	2026	2033
<b>TOTAL:</b>	<b>14.9%</b>	<b>18.2</b>	<b>19.7%</b>	<b>20.7%</b>
Comparison	17.6%	20.8%	21.5%	21.9%
Convenience	10.1%	13.0%	15.4%	17.1%

Source: Appendix 3 of Experian Retail Planner Briefing Note 14 (November 2016)

3.9 This significant growth is being sustained by new technology (such as browsing and purchasing through mobile phones) and the development of interactive TV shopping. Although Experian forecast that the pace of e-commerce growth will slow after 2020, other commentators suggest that the growth and market share could be higher.

<sup>2</sup> This covers the period 1997 to 2007

<sup>3</sup> Special Forms of Trading (SFT) comprises all non-store retail sales made via the internet, mail order, stalls and markets, door-to-door and telephone sales. On-line sales by supermarkets, department stores and catalogue companies are also included in the data collected by the Office for National Statistics (ONS).

<sup>4</sup> Source: The Experian Retail Planner Briefing Note 14 (November 2014)

3.10 However such forecasts need to be treated with caution, as according to Experian approximately 25% of all SFT sales for comparison goods and some 70% for convenience goods are still sourced through traditional ('bricks-and-mortar') retail space, rather than from 'virtual' stores and/or distribution warehouses. On this basis Experian has adjusted the SFT market shares downwards to reflect the proportion of internet sales sourced from existing stores.

**Table 3.3 Revised forecast growth in SFT's market share of total retail sales**

	2016	2021	2026	2033
<b>TOTAL:</b>	<b>9.6%</b>	<b>11.7%</b>	<b>12.7%</b>	<b>13.6%</b>
Comparison	13.2%	15.6%	16.1%	16.4%
Convenience	3.0%	3.9%	4.6%	5.1%

Source: Appendix 3 of Experian Retail Planner Briefing Note 14 (November 2016)

3.11 Notwithstanding this, there is no question that the digital revolution and growth of online ('virtual') retailing has significantly impacted on Britain's high streets and sales, as it provides local consumers with convenient and often cheaper alternatives to more traditional shops. Up to now, the impact of Internet shopping has been mainly concentrated on certain retail products and services (such as, for example, electrical goods, books, music and travel). In turn, this has resulted in a reduction in the number of retailers selling these types of products and services on the high street (the most recent examples being the rationalisation of HMV stores across the UK and the loss of Blockbusters). However this does not mean that other comparison goods categories are immune to the impact of the internet, including clothing and footwear. This is illustrated by the survey-derived market shares for SFT and internet shopping in the Council area (see **Section 4**).

3.12 The impact of the digital revolution is also impacting on how and where people choose to spend their leisure time. For example, instead of visiting the cinema or theatre, consumers can digitally stream to their televisions a vast library of filmed entertainment on demand; and social media, Skype, email and instant messaging are displacing face-to-face interactions. The innovation and development of these alternative digital customer experiences is accelerating, and in the process exacerbating a "digital divide" between, on the one hand, those well-resourced companies investing and competing in the digital arena, and on the other hand the small independent merchants that comprise most of today's High street communities. Yet the success of firms at both ends of the "divide" is mutually dependent, and is essential to a successful high street.

3.13 Notwithstanding the clear and present impact of the digital revolution on how people shop and 'play', some town centres should be well positioned to benefit from the growth of new retail related services and multichannel retail, particularly through the provision of convenient '*click and collect*' facilities to help drive footfall; whereby customers can order a product on-line and then collect it from a local store at their convenience. This not only addresses the major weakness of online shopping, which is that customers may not be at home when their goods are delivered, but also offers an opportunity for the successful adaptation of traditional high street retailing. John Lewis has led the way in this field and Argos has reported that sales through its '*click & collect*' service account for circa 31% of the company's total turnover. Amazon also has an agreement with the Co-operative to locate self-service lockers' in local stores.

3.14 Further to this is the potential for '*showrooms*' on the high street, where customers can view and test products in-store before purchasing online. This co-ordinated multi-channel strategy should therefore help to support the vitality and viability of town centres over time, and the demand for retail space. This represents a clear and present opportunity for town centres in Islington - Angel and Nag's Head in particular - given their retail profile and draw.

### Click & Collect Service

- 3.15 'Click & Collect' allows browsing and comparing prices online, whilst enabling the shopper to visit and collect the purchase from a physical store. According to NEMS market research<sup>5</sup>, among the nation's online shoppers, 48% have at some point made Click & Collect purchase (i.e. bought or ordered goods but then collected them themselves). This provides shoppers the opportunity to collect at their convenience rather than have the goods delivered at the retailer's or delivery company's convenience. 'Click & Collect' often is cheaper than paying for 'Click & Deliver'.
- 3.16 According to NEMS, a significant reason for using 'Click & Collect' is to save going to a shop only to find that an item is out of stock. 'Click & Collect' also helps retailers to manage their inventory. As a consequence, 'Click & Collect' still means that shoppers have to go to 'physical' shops to pick up the purchased goods, and potentially helps to generate linked trips to other centres or stores. It also gets the shopper to go back when an item needs to be returned.
- 3.17 Of the various categories of goods bought online food is bought most often with 'Click & Collect', typically eight times a year. Clothes are the second most popular 'Click & Collect' purchases being bought on average six times a year.
- 3.18 According to NEMS, a wide range of retailers are rated positively in terms of having a good 'Click & Collect' service but a few stand out, namely Argos which rated positively by a third of the people who have used a 'Click & Collect' service; followed by Tesco where 27% of buyers rate its service as good; with ASDA coming next at 15%, followed by John Lewis (13%) and Marks & Spencer (7%). The only pure online retailer that was rated is Amazon; 7% of Click & Collect buyers give its service a good rating.
- 3.19 Hence, although online shopping is often seen as a threat to traditional retailing there are opportunities for the threat to be harnessed and in fact assist bricks and mortar shopping. The greatest benefit is that it drives footfall into a store, and by locating Click & Collect facilities adjacent to a store's other departments – for example by the in-store café, or near some of the better merchandised stock - this can enable further cross selling.

### FLOORSPACE 'PRODUCTIVITY' GROWTH

- 3.20 Floorspace '*productivity*' (or turnover '*efficiency*') growth represents the ability of retailers to absorb higher than inflation increases in their costs over time (such as rents, rates and service charges) to help maintain their profitability and viability. Practically, this is achieved by increasing the amount of sales (revenue) within a given retailer's available floorspace (measured in square feet or metres), so-called sales densities. It is standard practice for retail planning assessments to make an allowance for the year-on-year growth in the average sales densities of existing comparison and convenience goods retail floorspace. However, there is limited evidence detailing actual changes in the turnover and profitability of retailers over time. Furthermore analysis of past data and trends is complicated by the fact that sales density increases have been affected by changes in the use of retail floorspace over the last 20 years; such as, for example, the growth in out-of-centre retailing; Sunday-trading; longer opening hours; and the very strong growth of retail expenditure relative to the growth in floorspace. Following the recession many retailers struggled to increase or even maintain sales density levels and, together with other financial problems, this resulted in some retailers going out of business.
- 3.21 The table below sets out the latest sales density growth forecasts for comparison and convenience goods floorspace published by Experian Business Strategies (EBS), based on predicted changes in retail floorspace over time and after making an allowance for 'non-store' (SFT) retailing.

<sup>5</sup> Usage of Click & Collect by internet shoppers. NEMS Market Research (2016)

Table 3.4 Forecast 'productivity' growth rates

	2014	201	2016	2017	2018	2019-23	2024-35
Convenience	-2.0	-1.	-0.3	-0.1	-0.4	-0.1	+0.1
Comparison	+5.4	+5.	+2.7	+1.5	+1.0	+2.3	+2.2

Source: Figures 4a and 4b, Experian Retail Planner Briefing Note 14 (November 2016)

- 3.22 The forecasts show that the scope for sales density growth is limited for convenience goods retailing. This is mainly due to slow growth in sales volumes and limited additions to the floorspace stock. Notwithstanding this, the turnover densities of existing foodstores in strong trading locations will inevitably be driven upwards where they are serving catchments that are forecast to benefit from strong population and expenditure growth over the short, medium and long term, and particularly where there is limited or no addition to the floorspace stock.
- 3.23 For comparison goods retailing, the trends towards more modern, higher density stores and the demolition of older inefficient space is forecast to continue, resulting in average growth rates of over +2.0% per annum over the next two decades. However, this is still well below the rate seen during the boom of the early years of this century.
- 3.24 The floorspace 'productivity' growth rates forecast by EBS have been used to inform the retail capacity assessment set out in **Section 10** of this study. It should be noted however that we consider that existing retailers and floorspace will have to achieve higher annual revenue growth rates to absorb increasing costs in order to remain viable, and this is especially the case where opportunities for additional floorspace is limited.

## CHANGING RETAILER REQUIREMENTS

- 3.25 The economic downturn, the growth in internet shopping and the continued demand for out-of-centre shopping has resulted in national retailers reviewing and rapidly adapting their business strategies, requirements and store formats to keep pace with the dynamic changes in the sector and consumer demand.
- 3.26 This is probably best illustrated by the changes in the grocery sector over the last 2-3 years. Following a sustained period of growth over almost 20 years, which was principally driven by new store openings, the focus for the main grocery operators (i.e. Tesco, Sainsbury's, Asda, Waitrose and Morrisons) has now shifted to growing market share through new smaller convenience store formats (such as Tesco Express, Sainsbury's Local and Little Waitrose) and online sales. Over this period applications for large store formats have slowed to a virtual standstill and in some cases permissions are not being built out<sup>6</sup>. At the other end of the grocery spectrum, the European-led '*deep discount*' food operators (namely Aldi and Lidl) are increasing their market shares through new store openings across the UK. This will inevitably have implications for the scale and type of new floorspace required by foodstore in the future.
- 3.27 The dynamic growth in smaller convenience stores operated by the major grocers can lead to varying unit size requirements from location-to-location, but generally the main grocers are seeking new convenience stores with a minimum gross floorspace of circa 4,000 sq ft (372 sqm) gross floorspace. Where proposed in edge/out-of-centre locations, such stores can affect the trading performance of town centres, generate less linked trips/expenditure and threaten their vitality and viability. Local convenience stores, especially those in smaller local centres/parades, can also be impacted by new stores of this type, which can draw significant amounts of trade and bring into question the continued ability of these existing stores to function.

<sup>6</sup> For example, Tesco is disposing of some 49 sites with relatively recent permissions for new foodstores, including sites in Ipswich, Basingstoke and Dartford.

- 3.28 In the non-food sector, those retailers that experienced significant growth up to 2007 have had to adapt to the very different market conditions. The retailers that have not been flexible enough to respond to changing consumer needs, or are being squeezed in the increasingly competitive 'middle ground' between high-end and value retailing, have largely struggled to maintain market share. In some cases, this has resulted in a series of high profile 'casualties' and a number of key retailers have either disappeared from our high streets altogether (e.g. Woolworths, TJ Hughes, Jessops and Jane Norman), or have significantly reduced their store portfolio in centres across the UK (e.g. HMV etc.). Although the number of retailer 'casualties' has slowed over the last 12-18 months, there are still a number of traditional high street retailers that have recently been forced into administration, most notably BHS and Austin Reed.
- 3.29 Research also shows that there is an increasing concentration of retailer demand and investment interest in the larger regional and sub-regional centres (i.e. the 'top 100' centres), and specifically on the prime retail pitches, with the secondary and tertiary pitches deteriorating. This is because these centres usually have large and established catchment areas, and therefore represent less 'risky' investments in the current uncertain economic climate. These larger centres have also generally benefitted from recent new shopping centre development and investment over the last decade, and are therefore better placed than smaller and medium sized centres to accommodate retailers' requirements for modern larger format units. The continuation of these trends will impact on future operator requirements, with retailers looking to satisfy their demand for larger modern premises in prime shopping locations, with strong catchment areas and a good supply of appropriate retail space.
- 3.30 In addition to focusing their attention on larger, dominant centres, many of the multiples and traditional high street retailers are changing their store formats and locational requirements. For example, key anchor retailers such as Boots, Next, Mothercare, TK Maxx, John Lewis and Marks & Spencer are actively seeking larger format units to showcase their full product range and to provide an exciting shopper environment backed by the latest (digital) technology. As a result, it is the larger centres and out-of-centre retail parks that are often best placed to meet this demand; as larger units are difficult to accommodate within existing high streets and town centres, particularly historic areas characterised by conservation areas and listed buildings. As a result, some traditional high street retailers are moving out of town centres to retail parks. For example, Marks & Spencer has recently closed its traditional variety stores in Harlow, Great Yarmouth and Rugby, and opened new stores in out-of-centre locations. This further underlines the growing demand from multiple retailers for larger format shop units, and the need for town centres to provide a good mix of large modern units to help attract and retain high street retailers, or potentially risk their relocation to new competing shopping destinations.
- 3.31 These changes in retailer requirements and market demand will continue to have a significant impact on the UK's town centres and high streets, particularly in those cases where retailers make the decision to relocate from town centres to out-of-centre locations, or even out of the area altogether.

### VACANCY LEVELS

- 3.32 The impact of retail closures in town centres due to administration (beginning with Woolworths in 2008, and most recently BHS in 2016) and portfolio rationalisation has led to a dramatic increase in national vacancy rates. Experian indicate that national average vacancy levels more than doubled between 2006 and 2013, from circa 7% to 16%, and, although they have more recently have fallen back to just over 9.1% in 2016, these national average figures do 'mask' the reality for different centres and locations.
- First, research shows that there is a significant polarisation in vacancy levels between prime and secondary centres, and between centres in the north and south. The generally more "healthy" centres, closer to London and the south-east have vacancy levels of less than 10%, whereas the more

challenging conditions in centres such as Blackpool, Grimsby and Hull is resulting in vacancy levels over 20-25%.

- Second, since 2012<sup>7</sup> a significant number of shopping centre and high street retail leases have expired as 25 year leases agreed in the late 1980's and early 1990's and more recently agreed sub-10 year leases all reach maturity. In some cases/locations this has helped retailers with their portfolio rationalisation as they adjust their store requirements for the new multi-channel environment.
- Third, in many centres, there can be as many as 25–30% of the occupied shops on temporary short-term lets, with little or no rent being paid<sup>8</sup>.

3.33 Experience shows that long-term vacancies and concentrations of vacant properties in centres can lead to a 'spiral of decline', engender feelings of neglect and lack of confidence in town centres, and act as a magnet for crime and antisocial behaviour. Redeveloping and bringing vacant and under-used sites and properties back into use can help stimulate vitality and economic viability, and kick-start local growth<sup>9</sup>.

3.34 In cases where these vacancies are long-term and units cannot be let, it will be necessary to consider alternative uses and options for redevelopment. This can include temporary uses that ensure town centres and frontages remain active, with the potential to accommodate business start-ups, art studios and galleries, community/youth centres, etc. Another option is 'meanwhile leases' which can facilitate temporary occupation of empty buildings while a permanent solution is being found. Furthermore, local planning authorities can provide greater flexibility for changes of use in areas with high vacancy levels, particularly secondary frontages, through local plan policies, Area Action Plans and other planning tools.

## TRENDS IN RETAIL-LED INVESTMENT AND DEVELOPMENT

3.35 The weak UK retail economy, the low growth in retail sales volumes and the adverse impact of vacant space all combined with the absence of development finance to create a very difficult climate for new shopping centre development and investment in town centres since 2007. One of the key impacts was to 'weed out' some of the more expensive and unviable development schemes that were in the pipeline before the economic downturn.

3.36 The *Shopping Centre Development Pipeline Report (2012)* published by the British Council of Shopping Centres (BCSC) shows that the UK experienced, on average, nine new centre openings in each of the first 10 years of the 21st century. However, following the development of circa 260,000 sqm in 2009, 232,000 sqm in 2010 and 280,000 sqm in 2011, 2012 was the first year since records began in 1983 that no significant new shopping centres opened. Notwithstanding this, there are more positive recent signs of new shopping centre investment and development activity, with UK-based and international funds seeking assets (principally in prime and secondary locations) that offer the potential for growth. In terms of new development, three major schemes opened in 2013 with a total floorspace of circa 140,000 sqm (including Trinity Leeds); the Old Market scheme in Hereford opened in 2014; and in 2015 there were a number of significant openings, including Grand Central in Birmingham as part of the New Street station redevelopment and Friars Walk in Newport.

3.37 Recent trends suggest that average scheme size is generally smaller than during the 'golden age' of shopping centre development - less than 27,870 sqm (300,000 sq ft) - other than in the largest cities with the strongest catchment populations and expenditure to support new floorspace. Furthermore, recent developments and schemes in the pipeline have a significantly higher proportion of leisure uses and space than earlier shopping centre developments. For example, Land Securities recently reported that leisure space had grown four-fold in their new development schemes over the last 10 years; as illustrated by their major Trinity Leeds scheme

<sup>7</sup> Jones Lang LaSalle, Property Predictions, 2012.

<sup>8</sup> Sourced from Beyond Retail (2013)

<sup>9</sup> London Assembly Economy Committee: *Open for Business. Empty shops on London's high streets* GLA, March 2013.



which includes a significant leisure and catering offer. In London, the High Street Quarter scheme in Hounslow Metropolitan Centre will also include a significant food and beverage offer, anchored by a multi-screen cinema, with a reduced retail offer (see case study below).

**CASE STUDY 1: HOUNSLOW HIGH STREET QUARTER, LONDON BOROUGH OF HOUNSLOW**

The development of the Blenheim Centre in 2006, intended as phase one of the town centre regeneration, with a major Asda store and surface parking, had become isolated with weak links to the existing high street pitch. The high street was also declining due to a lack of right sized larger units for modern retailing and phase two of the project re-establishing links to the high street had become essential.

Hounslow Council commissioned a comprehensive masterplan in 2012 which identified the preferred development site to enhance the town centre retail and leisure offer. The Council then selected a development partner - Barratt London and Wilson Bowden - following a comprehensive marketing and procurement strategy.

The Council also resolved to use its Compulsory Purchase Order (CPO) powers to assemble the site and secured £500,000 in Round One of the Outer London Fund for a programme of shopfront improvements, events, and street markets. It also secured the largest combined award in Round Two for Hounslow high street and Brentford, worth £3m, matched by £750,000 from Hounslow Council. The investment kick-started the regeneration of Hounslow and Brentford town centres. With £100,000 of support from the Mayor's Outer London Fund, Hounslow improved traders' shopfronts in Hounslow and Brentford.

The Council has a vision to transform Hounslow town centre into one of west London's most vibrant and exciting shopping and leisure destinations. Working with its development partners, the circa £100m leisure-led and mixed-use development in Hounslow town centre has been granted planning permission. Known as 'High Street Quarter', the scheme will provide 400 new residential units, a multiplex, restaurants, public space and underground parking.

- 3.38 Even smaller schemes are providing a number of restaurant (Class A3) units. Such demand is especially true in those town centres which have wider employment, tourist or other attractions and offer the potential for longer stay shopping. It is apparent that the trend towards more eating out and more informal restaurants and catering outlets across town centres is now very much part of new investment and development. This is a trend that clearly has implications for the future planning and development of the Council's main centres and the delivery of a realistic retail vision.
- 3.39 Given that it takes on average over ten years for a town centre scheme to be planned and developed, then it follows that it will take a number of years for centres to benefit from the economic upturn and renewed investment and development confidence. Town centre redevelopment is complex and complicated by fragmented ownership in many centres, which acts as a barrier to site assembly and the creation of new development and infill schemes that might provide the right type of larger format retail units to attract expanding retailers. Small units and fragmented ownership are not conducive to accommodating many of today's modern retailer requirements (although it is noted that a predominance of smaller units can still result in successful centres, as is the case within Islington Borough). As a result, local planning authorities will need to take a more proactive role in attracting and/or delivering new investment and development in town centres. This was a key recommendation of the recent BCSC research 'Enabling Retail Development' (2015) which identified the following interventions by local authorities based on their case study research:
- **Investor:** Newport, Sheffield, Oldham, Walsall
  - **Developer:** Sheffield, Oldham, Bradford, Walsall
  - **Masterplanner/site assembly:** Ealing, Hounslow (see case study), Newport
  - **Owner and management company:** Woking
  - **Public Realm delivery:** Hemel Hempstead, Bradford
  - **High Street improvements and grants:** Newport, Hounslow, Bradford
- 3.40 Furthermore, the more challenging retail environment means that those shopping locations outside the 'top 100' centres that missed the previous (pre-recession) development cycle may face a long wait for new town centre development, as investors look to reduce their exposure and risks. While existing shopping centres

may provide the opportunity for asset management by their owners to improve their overall attraction, offer and turnover (such as, for example, through extensions and/or increasing the food, beverage and leisure offer), it can still be problematical and prohibitively expensive to reconfigure units in the more dated early generation shopping centres. In addition, a lack of finance in recent years has severely limited investment in these centres. So, even where there is single ownership and control, activity to create the right type of units for retailers has been restricted. However it is preferable to work with existing schemes, where possible, to avoid simply moving retailers from one scheme to another and creating yet more vacant units.

- 3.41 Even with internet growth, additional floorspace remains one of the primary mechanisms which retailers use to grow profit and if they cannot occupy or adapt existing space, they will often look elsewhere. This means that new retail development solutions are likely to need to become more imaginative in the way in which existing properties (including listed buildings, while mindful of avoiding harm to such heritage assets) are altered in order to help prevent further diversion of trade to out-of-centre locations. Notwithstanding this, the economic rationale for new floorspace in many town centres is much reduced and some commentators<sup>10</sup> argue that the focus will increasingly be on enhancing and updating the existing town centre fabric.

### INDEPENDENTS AND MARKETS

- 3.42 Multiples continue to be a powerful force within the retail sector, both as marketable brands, and in their ability to secure prime locations in town centres. However this does not underestimate or undervalue the important role of small independent shops<sup>11</sup> and street markets, which help to improve consumer choice and convenience to the communities they serve, as well as generating significant benefits for town centre economies in terms of local employment and income generation. Furthermore, it is widely accepted that a good mix of independent shops and market stalls help to enhance the character, diversity and vibrancy of town centres, preventing the growth of so-called “clone towns”<sup>12</sup> due to the increasing colonisation of centres by larger chain stores.

*“Is the spread of clone towns and the creeping homogenisation of the high street anything more than an aesthetic blight? We think so. Yes, distinctiveness and a sense of place matter to people. Without character in our urban centres, living history and visible proof that we can in some way shape and influence our living environment we become alienated in the very places that we should feel at home.” (New Economics Foundation, Reimagining the High Street, 2010)*

- 3.43 Notwithstanding this research shows that the number of small shops in the UK has declined in the past decade. This decline has been caused by multiple factors, including changes in shopping behaviour, competition from supermarkets, internet shopping and rising costs (including rents and rates).
- 3.44 In terms of street markets, the 1994 *Rhodes Report* into the Retail Market sector demonstrated its collective and economic strength. From this report the industry has been successful in demonstrating its national economic value and successive governments have started to value the role of markets as a vibrant and active part of the future of our town centres and the High Street. This is illustrated by the NPPF (paragraph 23), which places weight on the need to “retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive”.
- 3.45 The Portas Review also identified markets as an important factor in the future of successful town centres. This review produced 28 recommendations for reforms and whilst the success (or otherwise) of the Portas Pilots and other interventions are still the subject of debate, recommendation No 17, a national market day, was grasped by the retail market industry. In May 2012 the first ‘Love Your Local Market Fortnight’ (LYLM) was

---

<sup>10</sup> English Heritage (2013), *The Changing Face of the High Street: Decline and Revival*

<sup>11</sup> Defined by the Town Centres SPG as a shop with a gross floorspace of 80 sqm or less.

<sup>12</sup> New Economics Foundation (NEF) *Clone Town Britain Report* (2005 and 2010)

rolled out as an annual national celebration of all things positive about retail markets in the UK. The Department for Communities and Local Government (DCLG) have also been very proactive in supporting the positive role of markets in the UK and town centre economies, and there is a Minister with responsibility for Town Centres and Markets. It is important to note however that whilst DCLG continue to support the market industry the initial government funding for LYLM is ending.

- 3.46 Retail Markets continue to make a meaningful contribution to Towns and Cities across the UK. The successful markets we see today are those which have embraced change and adapted alongside the town in which they trade, as the demographics of a town change a successful market will reflect this change and continue to cater for and attract the residents creating a vibrant and successful market, this will in turn attract visitors from outside the area and increase the value of the market<sup>13</sup>.
- 3.47 In summary, providing for the needs of modern retailers in larger format stores, principally through new retail-led developments, whilst maintaining the viability, representation and mix of independent businesses and market stalls is a difficult balancing act for local planning authorities. It will be a greater challenge going forward with the threat of internet shopping and a fragile economy in the post-Brexit age, but it is vitally important that the diversity of a centre's offer is not undermined by the new retail brands.

## RESIDENTIAL USES IN CENTRES

- 3.48 Residential uses in town centres can add to diversity and increase likelihood of more consistent footfall and patronage of retail and leisure services. However they can also cause friction and impacts on the effective functioning of retail and leisure uses, due in part to inherent sensitivities associated with residential uses, such as sensitivity to noise associated with late opening stores and leisure uses. It is vitally important to achieve an appropriate balance between uses, although this is made even harder by the significant pressures for residential development in recent years driven by the significant land values (especially relative to retail values, even in prime retail areas).
- 3.49 Permitted development (PD) rights – particularly office to residential and retail to residential PD rights - have exacerbated these issues. Introduced in 2013 office to residential PD rights were subsequently made permanent in 2016. The PD rights allow conversion of office space to residential, subject only to prior approval of narrow issues - flooding, highways, contamination and noise impacts (the latter only added in 2016) - rather than requiring an application for full planning permission.
- 3.50 To utilise PD rights, the existing floorspace in the building which is to change to residential must be in lawful B1a office use. If this is not the case then full planning permission is required.
- 3.51 Greater London has been particularly affected by the introduction of permitted development rights. This is because in many parts of the capital there is a significant differential between office and residential values which, combined with high demand and land scarcities, has created an incentive for landlords to seek conversion of viable and occupied offices without seeking planning permission.
- 3.52 It is noted that in the London Borough of Islington, in the first 18 months following the introduction of permitted development rights for office to residential conversions, 75 applications for prior approval were granted for a total of just over 700 residential units, over two thirds of which were studio and one-bedroom flats, with no ability for the borough to secure affordable housing<sup>14</sup>.

---

<sup>13</sup> Recent research documents supporting the benefits of Markets can be found via the following link: <http://www.nabma.com/publications/research-documents/>.

<sup>14</sup> The Impact of Permitted Development Rights for Office to Residential Conversions- London Councils - August 2015

- 3.53 The impacts of the recently introduced PD rights include, inter alia, loss of key office and retail accommodation (which was often occupied and functioning effectively);, an increase in office rents; and perhaps most importantly the introduction of a significant amount of residential development near functioning commercial uses which are not necessarily suitable neighbours. The PD rights have not been without additional controversy with an argument there is simply insufficient infrastructure (such as shops, leisure and local healthcare facilities) to cater for the resultant influx in residential accommodation. The inability to sustain any sense of 'community' in areas where conversions take place has also been emphasised and that small, sub-standard housing units may result. PD rights have skewed the balance between residential and commercial uses in mainly commercial areas, which casts doubt on the future of commercial uses. The incorporation of the '*Agent of Change*' principle in the planning system allows local authorities to mitigate potential future impacts of residential development, but this may only take effect on full planning applications, so prior approval applications could continue to undermine centres.

### IMPACT OF OUT-OF-CENTRE RETAILING

- 3.54 Alongside the dramatic growth in online shopping and sales over the last decade, it is apparent that the appetite from investors and operators for new retail and leisure floorspace in out of centre locations has not diminished. Research<sup>15</sup> shows that there has been a significant shift of institutional retail investment away from town centres over the last 20 years. In 1993, the proportion of investment held out of town was less than a fifth of that in town centres; today the value of property owned out of town has overtaken that held in town centres.
- 3.55 Larger format units in out-of-centre shopping parks are increasingly attractive locations for more traditional high street retailers, with the benefits of good accessibility, lower costs and ample surface car parking compared with town centres. Out-of-centre retailing also accounts for a significant proportion of existing and new retail floorspace and sales in the UK. For example research has highlighted the fact that of the new retail developments approved since the NPPF was published in March 2012, 72% were in out of town locations, 16% were edge of centre and just 12% were in town centres.
- 3.56 Although planning policies and more restrictive conditions on what goods can and cannot be sold from some retail warehouses and parks has slowed down the growth of out-of-centre retailing to a degree, the sector continues to mature and move away from 'bulky' goods<sup>16</sup> retailing to the provision of larger stores selling fashion and homewares that compete directly with the high street. Examples include Next at Home (which now includes a significant proportion of fashion sales), John Lewis at Home and Outfit (which includes the Arcadia brands in one store, including Dorothy Perkins, Topshop, Burton, Wallis, etc.).
- 3.57 Continuation of this trend will further challenge the future vitality of many high streets as retailers choose edge and out of centre locations ahead of town centres. The impact of these changes will also affect centres differently depending on their function and the future growth in their catchment populations and expenditure. For many towns, the simple fact is that in the future they will require a smaller, more concentrated retail core repositioned for future consumer and retailer needs, and not focused on the past. This will further reinforce the polarisation trend already being witnessed. The impact is likely to be felt across all centres to a greater or lesser extent, manifested through high vacancy rates, falling rent levels, decreasing footfall, weakening multiple retail offer and, potentially, a worsening town centre environment.

---

<sup>15</sup> Property Data Report 2012, sourced from English Heritage Report (2013), The Changing Face of the High Street: Decline and Revival

<sup>16</sup> 'Bulky' goods retailing is generally defined as comprising DIY goods, furniture and floor coverings, major household appliances and audio-visual equipment.

## SUMMARY

- 3.58 This section has illustrated that existing floorspace in town centres faces a myriad of challenges. These will continue to grow over the Council's Plan period. This notwithstanding, for the centres within the Council area to perform strongly they will need to embrace the new dynamics and build in resilience to adapt seamlessly to future changes where necessary. There is still a role for existing floorspace and physical 'store based' retailing in town centres.
- 3.59 There are positive signs that the UK is emerging from the shadow of the longest and deepest economic downturn in living memory, but it is clear that it is clear that our town centres and high streets post-recession are facing a myriad of challenges and pressures to simply retain retail businesses, let alone attract new investment and development.
- First, although the economy in general and retail sector in particular is forecast to experience growth over the short to medium term at least, albeit at a slower pace than in 2014 and 2015, there are risks to these growth forecasts; not least the slowdown in global economies, an increase in interest rates and the potential fallout from Brexit and other global uncertainties arising from international politics.
  - Second, the growth of online shopping is impacting on the vitality and viability of many of Britain's centres and high streets.
  - Third, although the NPPF reinforces the longstanding policy objective of promoting development and investment in town centres first, the market appetite for new and extended shopping facilities in out-of-centre locations shows no signs of slowing. The lack of available, suitable and viable sites in town centres to meet the demands of modern retailers and commercial leisure operators for larger format units will inevitably result in an increase in new out-of-centre applications and/or applications to widen 'bulky conditions' conditions on existing retail parks.
- 3.60 Within the Council area, there will be a need to build in resilience to the changes in shopping habits, which are likely move away from solely being retail led locations to those which offer a wider range of retail, leisure, cultural and other amenities. This is to encourage increased dwell times and to create more purpose in frequenting centres.
- 3.61 These trends, and others, are placing pressures on rental growth and market demand in many centres; particularly the smaller secondary centres and market towns outside the 'top 100' shopping locations. This has been further compounded by rising vacancy levels and the loss of key retailers. As a result, the share of non-food retail sales conducted through town centre shops has declined; from 64% in 2002 to just over 40% by 2013. Indeed research predicts that by 2020, the impact of declining in-store sales will result in a 31% reduction in high street stores<sup>17</sup>
- 3.62 As a result a far more uncertain future awaits the next wave of new retail investment and development. The evidence suggests that:
- At one end of the spectrum the larger, more dominant centres will get stronger; attracting high profile domestic and international retailers and combining these attractors with an increasingly diverse leisure and food and beverage offer.
  - At the other end of the spectrum the smaller local and neighbourhood centres are less affected; they are principally meeting the everyday retail, service and community needs of their local ('walk-in') resident catchment populations.
  - It is the medium-sized towns that occupy the middle ground that are increasingly being squeezed by the dynamic shifts in retailer demand and investment. Historically, such towns have had a reasonably large

<sup>17</sup> Javelin Group (October 2011), 'How Many Stores Will We Really Need?'

comparison shopping function, but this is beginning to shrink back because the demand from multiples is slowing and the space offered is often of the wrong size and configuration, and in the wrong location to meet today's retailer requirements.

- 3.63 Notwithstanding these threats, industry experts still predict that the demand from major retailers for new physical space in the right locations with strong catchments will continue, as it still remains one of the primary mechanisms for retailers to 'reach' their customers, to grow their businesses and to increase market share and profitability. Over the short to medium term any increased demand for space from retailers will have to be met by the current retail stock (i.e. existing shopping centres, the high street and out-of-centre facilities). This is because there is limited new retail floorspace in the pipeline in town centres and, in any case, it can take a long time to deliver new development on complex town centres sites.
- 3.64 With increased demand and the lack of supply over the short to medium term, research for the British Council of Shopping Centres (BCSC) predicts that this will effectively 'push up' rental levels for the larger modern desirable units until a significant amount of new development reaches completion. As a result, over the medium term, retailers will be competing for limited available space.
- 3.65 Therefore those shopping locations that are able to accommodate and deliver new developments over the next 5-10 years should be in a good position to attract operator interest. However, this will depend on the new retail floorspace being in the right location (i.e. preferably prime shopping locations, with good accessibility, etc.) and having the right size, format and specification to meet the needs of modern retailers. Due care and attention will also need to be paid to ensuring that the new floorspace and tenants complement rather than compete with the centre's existing offer, and strengthen rather than weaken the existing pedestrian circuit so as to generate the maximum benefits for the centre's overall vitality and viability.
- 3.66 In this context, it is clear that the 'top 50-100' prime centres and shopping locations in Britain should continue to flourish once the economy recovers. The greatest challenge facing local planning authorities will be how to revitalise the fortunes of struggling small and medium sized centres and market towns that do not have the critical mass of retail, leisure and other uses to compete for more limited investment and development. Introduction of residential uses in centres of all sizes also poses a risk, in terms of the loss of potential commercial floorspace and also the introduction of incompatible uses in close proximity to functioning commercial uses. Introduction of residential uses in retail areas therefore needs to be carefully managed, with clear deference to the overarching commercial function of such areas.
- 3.67 This provides the important background and context for assessing and understanding the potential for new retail investment and development in the Borough over the short, medium and long term.

## 4 STUDY AREA & SHOPPING PATTERNS

- 4.1 This section first defines the catchment/study area that provides the basis for the quantitative needs assessment. It then describes the HTIS approach and summarises the key headline findings of the market share analysis for convenience and comparison goods retailing.

### STUDY AREA AND ZONES

- 4.2 The definition of an appropriate study (catchment) area is an important starting point for any retail and town centre assessment. In this case the Study Area has been defined using postcode geography which covers the Council area in full, as well as outlying areas (see **Appendix 1**). The study area is the same study area used in the council's previous retail studies (in 2005 and 2008). The comprising postcodes and number of interviews is detailed in **Table 4.1** below:

**Table 4.1: Study Area Zones**

Zone	Name	Postcode Sectors	Number of Interviews
1	Crouch End	N8 8, N8 9	100
2	Highgate	N6 5, N19 3	100
3	Holloway	N7 6, N7 7, N19 4	100
4	Finsbury Park	N4 2, N4 3, N4 4	100
5	Archway	N7 0, N19 5, NW5 1, NW5 2	100
6	Camden	N1 9, N1C 4, NW1 0, NW1 1, NW1 9	100
7	Barnsbury	N1 0, N1 1, N7 8, N7 9	100
8	Canonbury	N1 2, N5 1, N5 2, N16 9	102
9	Dalston	N1 3, N1 4, N1 5, N1 6, N16 8	100
10	Angel West	N1 7, N1 8	101
11	Clerkenwell/ Farringdon	EC1A 1, EC1A 2, EC1A 4, EC1A 7, EC1A 9, EC1M 3, EC1M 4, EC1M 5, EC1M 6, EC1M 7, EC1N 2, EC1N 6, EC1N 7, EC1N 8, EC1R 0, EC1R 1, EC1R 3, EC1R 4, EC1R 5, EC1V 0, EC1V 1, EC1V 2, EC1V 3, EC1V 4, EC1V 7, EC1V 8, EC1V 9, EC1Y 0, EC1Y 1, EC1Y 2, EC1Y 4, EC1Y 8, EC2A 1, EC2A 2, EC2A 3, EC2A 4, EC2M 2, EC2M 6, EC2Y 5, EC2Y 8, EC2Y 9, EC4A 4, WC1X 0, WC1X 9	100
<b>Total</b>			<b>1103</b>

- 4.3 The Study Area was sub-divided into eleven zones based on postcode sector geography. These zones provide the sampling framework for the HTIS. This zone-by-zone approach also enables more detailed analysis of shopping patterns and expenditure flows both within and outside the Study Area for the purpose of the retail capacity assessment, in accordance with good practice. These combined zones are used to provide more detailed analysis of market shares achieved by stores in the Council area and to take account of catchments for competing centres outside.
- 4.4 **Table 4.2** shows the study zone population projections based on Experian projections.

**Table 4.2: Study Area: Experian Based Population Projections**

		2016	2021	2026	2031	2036	%	2016-36
Zone 1	Crouch End	18,321	19,269	20,044	20,665	21,420	16.9%	3,099
Zone 2	Highgate	25,369	26,861	27,945	28,959	30,110	18.7%	4,741
Zone 3	Holloway	27,286	29,384	31,009	32,544	34,489	26.4%	7,203
Zone 4	Finsbury Park	36,191	38,742	40,705	42,331	44,308	22.4%	8,117
Zone 5	Archway	44,795	47,179	49,199	51,121	53,323	19.0%	8,528
Zone 6	Camden	37,563	40,249	42,590	44,822	47,345	26.0%	9,782
Zone 7	Barnsbury	47,979	51,693	54,700	57,755	61,259	27.7%	13,280
Zone 8	Canonbury	46,102	49,338	51,755	53,817	56,399	22.3%	10,297
Zone 9	Dalston	52,348	55,963	58,812	61,103	63,864	22.0%	11,516
Zone 10	Angel West	20,573	21,941	23,007	23,894	25,011	21.6%	4,438
Zone 11	Clerkenwell/ Farringdon	45,841	48,929	51,325	53,474	56,006	22.2%	10,165
<b>Study Area</b>		<b>402,368</b>	<b>429,548</b>	<b>451,091</b>	<b>470,485</b>	<b>493,535</b>	<b>22.7%</b>	<b>91,167</b>

Source: Experian

4.5 By way of comparison, the lower GLA based population projections are detailed in Table 4.3.

**Table 4.3: Study Area: GLA Based Population Projections**

		2016	2021	2026	2031	2036	%	2016-36
Zone 1	Crouch End	18,251	19,306	20,252	21,020	21,506	17.8%	3,255
Zone 2	Highgate	25,192	26,591	27,819	28,839	29,679	17.8%	4,487
Zone 3	Holloway	26,976	28,400	29,614	30,654	31,772	17.8%	4,797
Zone 4	Finsbury Park	35,927	38,082	40,034	42,069	43,799	21.9%	7,872
Zone 5	Archway	44,580	46,690	48,480	50,388	52,005	16.7%	7,425
Zone 6	Camden	37,373	38,949	40,280	42,029	43,201	15.6%	5,828
Zone 7	Barnsbury	47,454	49,960	52,095	53,925	55,892	17.8%	8,438
Zone 8	Canonbury	45,647	48,057	50,111	51,871	53,763	17.8%	8,116
Zone 9	Dalston	52,103	55,542	58,783	62,528	65,334	25.4%	13,231
Zone 10	Angel West	20,393	21,470	22,387	23,174	24,019	17.8%	3,626
Zone 11	Clerkenwell/ Farringdon	45,461	47,862	49,907	51,661	53,545	17.8%	8,083
<b>Study Area</b>		<b>399,356</b>	<b>420,910</b>	<b>439,761</b>	<b>458,158</b>	<b>474,514</b>	<b>18.8%</b>	<b>75,158</b>

Source: Experian; Greater London Authority, Interim 2015-based Demographic Projections Local authority population projections Housing-led Model

Note: Projections for each zone are based on an average projected growth rate of composing Local Authorities and applying this growth rate to the Experian population projections from 2015 onwards.

## HOUSEHOLD TELEPHONE INTERVIEW SURVEY

4.6 NEMS Market Research was commissioned to carry out a HTIS across the defined Study Area and zones in January 2017 (**Appendix 3**). The questionnaire was designed by Carter Jonas (CJ) in collaboration with the Council.

4.7 In total, some 1,100 interviews were conducted across eleven zones. This involved structured interviews by telephone with the person responsible for the main household shop. A number of measures were put in place by NEMS to ensure each sample was representative of the profile of the person responsible for shopping in the household. Responses across the study area were weighted by the population in each zone to ensure that the results of respondents in more sparsely or heavily populated areas were not under or over represented in terms of the market share assessment. In addition, these results were further filtered to remove 'null'



responses (and don't know) responses. This is a standard approach that helps to ensure the survey results provide a robust and realistic picture of shopping and leisure patterns.

- 4.8 The survey results help to identify broad patterns and preferences for different types of convenience and comparison goods shopping purchases, as well as leisure use across the study area. The key findings are used to inform the baseline market share analysis and turnover estimates that underpin the quantitative retail capacity assessment.

#### **Convenience Goods – Market Share Analysis**

- 4.9 Convenience goods retailing is generally defined as comprising everyday essential items (including food, drinks, newspapers/magazines and confectionery), as well as an element of non-durable housing goods (such as washing up liquid, kitchen roll, bin bags, etc.).
- 4.10 The survey-derived market share (%) analysis for all convenience goods shopping is set out in **Table 1 of Appendix 4**. It should be noted that for this stage of the analysis the market shares for both convenience and comparison goods retailing include expenditure on Special Forms of Trading (which comprises internet sales, mail order shopping, etc.), but exclude 'null' responses (such as 'don't knows', etc.) in accordance with good retail planning practice.
- 4.11 The overall market shares in Table 1 have been derived from the analysis of the responses as to where people normally shop for their main ('bulk') and 'top up' grocery purchases. The market shares for these different types of food shopping are set out in detail in Tables 2 and 4 of **Appendix 4**.
- 4.12 In order to avoid the market share analysis of food shopping patterns being 'skewed' by larger superstores and foodstores in the study area, the survey also asked respondents where else they normally shop (if anywhere) for their 'main' and 'top up' purchases in addition to the first store identified. The market shares for this 'other' shopping are set out in Table 3 ('other' main food shopping) and Table 5 ('other' top up food purchases') of **Appendix 4**.
- 4.13 The responses for 'primary' and 'secondary' food shopping purchase have then been merged through the application of a weighting based on judgements as to the proportion of household expenditure normally accounted for by each type of convenience goods shopping. Assumptions are informed by Question 9 of the household survey which identifies the proportion of expenditure spent on main food shopping. In this case, using our judgement, we have applied an assumed weighting of 60% for main 'bulk' shopping; 15% for secondary main 'bulk' shopping; 15% for primary 'top-up' shopping; and 10% for secondary 'top-up' shopping.
- 4.14 The key findings of the market share analysis are briefly described below.
- 4.15 In terms of the market share of Special Forms of Trading (SFT), and principally internet shopping, Table 1 (**Appendix 4**) shows that the share of all food shopping across the study area (i.e. Zones 1-11) is 7%. SFT's share varies across the Study Area from a low of 3.1% in Zone 6 to 15.2% in Zone 8. Experian's latest *Retail Planning Briefing Note 14* (November 2016) shows that the national average market share for non-store (SFT) convenience goods retail sales is 10.1% (see **Section 3**). This is higher than the market share of 7% for the wider study area. A number of factors may influence this lower than average market share; such as, for example, good access to foodstores and the extent/quality of internet infrastructure (that includes the logistics for delivery). This highlights the potential for SFT market penetration to increase in the future as online grocery shopping becomes more popular and convenient. If this was to occur, then it would potentially reduce the expenditure available to support the need ('capacity') for new ('physical') retail floorspace over the forecast period to 2036.

- 4.16 Turning to the market share analysis for the main centres and stores in the Council Area, Table 1 (**Appendix 4**) shows that they are achieving an overall market share ('retention level') of 59.3% from within the study area (Zones 1 - 11). This represents a relatively strong retention rate and reflects the strength of food shopping offer in the local authority area. Focusing on individual zones in the Council area, the assessment shows that retention varies and is highest in Zones 7 and 3 (85.5% and 84.4% respectively). This reflects the good availability and choice of major foodstores and convenience floorspace across the Council area. The foodstores in the Council area are achieving lower market shares in the outer zones (e.g. 4% in Zone 1 and 17.5% in Zone 6), which reflects the attraction of other stores and centres that are more convenient to the population living in these zones; such as in Crouch End and Camden.
- 4.17 The table below shows the distribution of market shares within the Council area.

**Table 4.4: Convenience goods market shares for key centres in the Council Area**

Location	Study Area (Zones 1 – 11)
Angel/Upper Street	17.8%
Nag's Head	19.8%
Finsbury Park	4.0%
Archway	2.0%
Local & Neighbourhood Centres / Stores	15.7%
<b>Total</b>	<b>59.3%</b>

Source: Table 1, Appendix 4

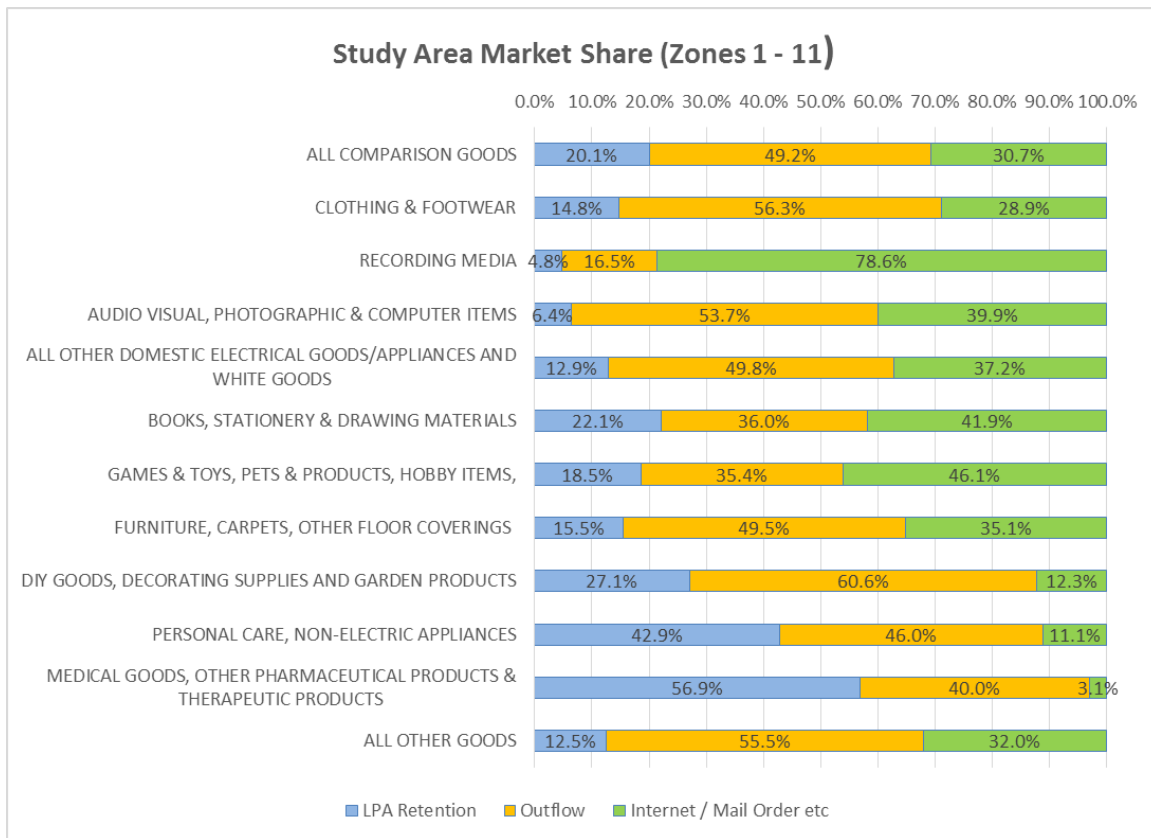
- 4.18 As **Table 4.4** shows, whilst Nag's Head (Morrison's, Waitrose et al) achieves a market share of 19.8%, Angel/Upper Street (Marks & Spencer's, Sainsbury's Superstore, Tesco Metro, Waitrose) achieves a market share of 17.8%. In contrast Finsbury Park (Lidl, Tesco Metro) and Archway (Co-op, Iceland) both have a much lower market share of 4.0% and 2.0% respectively.
- 4.19 The other smaller local and neighbourhood centres are collectively attracting 15.7% of expenditure from across the entire study area. There is a strong provision of smaller convenience stores across the Council area, typically serving the day-to-day more frequent top-up food shopping needs of their local resident catchment populations.
- 4.20 Finally the 2017 survey results indicate that the 'leakage' to other competing stores stood at 33.7%. The main competing centres for food shopping from across the study area (Zones 1-11) are Camden (7.6%), Crouch End (4.8%), Green Lanes (3.1%) and Dalston (2.7%). Leakage is largely confined to peripheral zones where foodstore catchments overlap with the Council Area.

### Comparison Goods – Market Share Analysis

- 4.21 Comparison goods are generally defined as items not obtained on a frequent basis and include clothing, footwear, household and recreational goods. The household survey comprised questions on the main groupings of non-food expenditure, as defined by Experian in the latest Retail Planner Briefing Note 14, including: 'clothing and footwear'; recording media; electrical goods; books; furniture and carpets; DIY and garden products; medical goods; etc.
- 4.22 Table 1 (**Appendix 5**) shows the market shares (%) for all comparison goods shopping purchases made both within and outside the Study Area. These total market shares have been informed by the shopping patterns for the different types of comparison goods expenditure set out in Tables 2-12. The market share analysis (%) takes account of the distribution and weight of spend (£) by households on the different comparison goods categories. This ensures that that the resultant shares are not 'skewed' by any particular comparison goods expenditure category. This is a standard approach for retail assessments.

- 4.23 As for the analysis of convenience goods, the market shares include expenditure on Special Forms of Trading (SFT) but exclude all 'null' responses. The key findings of the market share analysis are briefly described below.
- 4.24 Table 1 (**Appendix 5**) shows that SFT's share of all non-food shopping across the total study area (i.e. Zones 1-11) is 30.7%. This is high and reflects the broad affluence of the urban catchment and where goods can be easily delivered or collected. The SFT market shares vary from 36.5% in Zone 10 to 20.4% in Zone 6. In comparison, Experian's latest Retail Planner Briefing Note 14 shows that the national average market share for non-store (SFT) comparison goods retail sales is 17.6% in 2016 (see **Section 3**). The SFT for the study area overall is therefore significantly higher than the Experian average. If the SFT market share for the study area increases at this rate over time, then it would potentially reduce the expenditure available to support the need ('capacity') for new ('physical') retail floorspace over the forecast period to 2036.
- 4.25 Turning to the market shares for the main centres and shopping facilities in the Council Area, Table 1 (**Appendix 5**) shows that the Council's centres and comparison goods shops are achieving an overall 'retention level' (i.e. expenditure retained from within the study area) of 20.1% within the total study area (Zones 1-11). This retention level increases to 33.3% in Zone 3. Looking at expenditure retention for the main centres, the following key market shares have been identified:
- Angel/Upper Street accounts for 9.8% of study area expenditure (Zones 1-11). Within Zone 10 retention increases to 29.2%.
  - Nag's Head accounts for 8.4% of study area expenditure. Within Zone 3 retention increases to 31.0%.
  - Finsbury Park accounts for 0.6% of study area expenditure. Within Zone 4 retention increases to 4.8%.
  - Archway accounts for 0.3% of study area expenditure. Within Zone 5 retention which increases to 1.6%.
  - The smaller Local centres and neighbourhood centres are achieving a combined market share of 1.1% across the study area, increasing to 3.1% in Zone 8. This is expected given the limited comparison goods offer available in these centres.
- 4.26 Based on an analysis of the entire study area, the main competing centres are Central London (22.4%), Brent Cross (3.1%), Camden (3.1%) and Wood Green (2.2%).
- 4.27 The figures below illustrate the market shares for the Council's main centres and stores (aggregated), other centres and SFT/internet shopping for residents in the study area (Zones 1-11) for different categories of comparison goods expenditure (Tables 1-12, **Appendix 5**).

Figure 4.1: Comparison Goods market shares for the study area (Zones 1-11)



- 4.28 The figures show the relatively strong competition from other centres and shopping facilities located both within and outside the defined study area (Zones 1 -11) for different types of comparison goods expenditure. For example, based on the study area, expenditure retention is strongest for the Council locations for medical goods (57%) and personal care (43%). These are strong market shares.
- 4.29 In contrast, the Council’s retention at study/catchment area level is lowest for recording media which is largely due to higher SFT sales; principally internet shopping. For example, SFT accounts for 79% of the study area expenditure on recording media. In contrast, SFT’s market share is more limited for medical goods (3% of study area expenditure), personal care products (11%) and DIY (12%). However, this does not necessarily mean that these specific sectors will be ‘immune’ from the growth in internet shopping over the medium to long term.

## 5 TOWN CENTRE HEALTH CHECKS: METHODOLOGY

- 5.1 **Sections 6-9** provide detailed health check assessment for the Council's main centres, namely:
- Angel,
  - Nag's Head,
  - Finsbury Park. and
  - Archway.
- 5.2 Health checks are recognised as important planning 'tools' for appraising and monitoring the changes in the overall vitality and viability of town centres, and informing both plan-making and decision-taking at the local level.
- 5.3 In accordance with the PPG (paragraph 005 Reference ID: 2b-005-20140306), there are a number of indicators that are widely used (where the information exists) to help assess and monitor the overall health and performance of centres. Some of the indicators include:
- the diversity of uses (e.g. retail and services offer);
  - proportion of vacant street level property;
  - commercial yields on non-domestic property;
  - customers' views and behaviour
  - retailer representation and intentions to change representation;
  - commercial rents;
  - pedestrian flows;
  - accessibility;
  - perception of safety and occurrence of crime; and
  - state of town centre environmental quality.
- 5.4 In this case the most reliable indicators have been gathered (where possible) for the centres to help inform the assessment of their overall strengths and weaknesses in terms of their retail and leisure provision, the opportunities for new sustainable development and growth, and any potential current and future threats to their overall vitality and viability.
- 5.5 The health check assessments of the town centres have been informed Experian Goad Category Report's (classifications of shops and businesses audited i.e. convenience, comparison and service uses, and vacant units) and analysis of information produced by the Council. Goad report boundaries very broadly correlate with town centre boundaries but they are not identical. It should be noted that 'services' as defined by Experian Goad can be sub-divided into the following three sub-categories.
- **Retail services** – Class A1 and certain sui generis uses including hairdressers, beauty salons, travel agents, launderettes, opticians, etc.;
  - **Leisure services** - which comprise cafes and restaurants (Class A3), betting shops (sui generis), fast food/takeaway outlets (Class A5); and
  - **Financial and professional services** - covering all Class A2 uses (such as banks, estate agents, etc).

- 5.6 In addition we have also referred to other datasets and research to help assess the relative vitality and viability of the Council's main town centres, as referenced throughout the report. The applicability and robustness of the different data is discussed separately for the individual town centres in the respective sections of this report.
- 5.7 As described above, the health checks provide an effective 'gap' analysis tool to help identify retail types and categories that are under or over represented in centres. This is based on benchmarking against Goad UK averages for all circa 1,950 centres and shopping locations covered by Experian. It should be noted that commercial property indicators normally include Prime Zone A Rents and Yields assessment. Therefore, an assessment of Prime Zone A rents and yields is provided where available.

## 6 ANGEL - HEALTH CHECK ASSESSMENT

- 6.1 This section sets out the key findings of the detailed health check assessment and town centre audit for Angel Town Centre.
- 6.2 These health checks have been prepared in compliance with the indicators set out in PPG, where data is available. In brief, the health checks draw on a range of key datasets and research, including Experian Goad, CoStar, EGi, etc. They are also informed by the findings of the market research (telephone and in-centre) surveys and the market knowledge of CJ's commercial property agents.

### CONTEXT

- 6.3 Angel is one of the borough's two major town centres as identified in the London Plan and the Islington Local Plan (the other being Nag's Head). It is located in the south of the borough and is partly within the London Central Activities Zone (CAZ), one of the world's most attractive and competitive business locations. Major centres are typically found in Inner London, and some parts of outer London with a borough wide catchment. They typically contain 50,000 sqm of retail, leisure and service floorspace and may have significant employment, leisure and service functions. The centre's name originates from the former Angel Inn, which was located on the corner of Islington High Street and Pentonville Road.
- 6.4 In 2007 Angel town centre became a Business Improvement District (BID) – known as 'Angel.London' - to deliver improvements to the trading and commercial environment in the centre. Local businesses pay a levy calculated as a proportion of their rateable value to 'Angel.London' and in return they are able to identify and request services to improve the centre. These currently include free recycling, the nine-officer Angel Policy Team on duty 8am-8pm every day, extra street sweeping and improvements to pedestrian crossings, pavements and hanging flower baskets. 'Angel.London' currently represents 415 businesses across 43 streets from sectors such as arts and culture, health and beauty, food and beverage, retail, entertainment, education and business services. The BID boundary covers a large proportion of the town centre boundary although it does not extend to the northeast along Essex Road, which is included within the town centre.
- 6.5 Angel is ranked 152<sup>nd</sup> in the 2015 Javelin Venuescore<sup>18</sup> ranking of all town and shopping centres. The centre is classified in the 'Upper Middle' market position by Javelin based on its shopping and fashion offer<sup>19</sup>. Islington's main competitors are set out in the table below.

<sup>18</sup> Venuescore is Javelin Group's annual ranking of the UK's top 3,000+ retail venues based on provision of multiple retailers including anchor stores, fashion operators, and non-fashion multiples, where each operator is given a weighted score to reflect its overall impact on shopping patterns and the attraction of centres. The Market Position Index measures the degree to which the centre's offer has a high-end or discount focus (High=Bias towards High-end retailers; Low=Bias towards Discount-oriented retailers)

<sup>19</sup> The criteria hierarchy is as follows: Upscale (e.g. London West End), Upper Middle (e.g. Manchester), Middle (e.g. Newcastle Upon Tyne, Reading), Lower Middle (e.g. Sunderland), and Lower.

Table 6.1 Competing Centres – National Ranking

Town Centre	Location Grade	Venuescore Rank
West End (Oxford Street)	Major City	9
Westfield London	Major Regional	25
Westfield Stratford City	Major Regional	30
West End (Covent Garden)	Major Regional	30
Brent Cross	Regional	102
Camden Town	Regional	130
Angel	Regional	152
Kings Cross/St Pancras	Sub-Regional	205
Holloway (Nag's Head)	Major Regional	242
Hackney	Sub-Regional	367

## RETAIL COMPOSITION & DIVERSITY OF USES

6.6 The main retail and commercial leisure uses can be divided into the following areas:

- **Upper Street** is a long shopping street stretching from the north of the centre from the Liverpool Road junction to the south of the town centre at Islington Green where it branches into Upper Street and Essex Road. Upper Street is a busy main road and is the main route through Angel, providing connections through to Holloway/Nag's Head. This is the borough's prime retail area with a diverse range of retail and service units situated along the street, including a large concentration of national multiples, with a particular concentration of leisure operators to the north close to Islington Green.
- **Liverpool Road** also forms part of the prime shopping area and includes the area between Islington High Street and Angel Central. Units here are typically quite large and include Waitrose, Sainsbury's and Marks and Spencer. Access to the shopping centre can also be gained from here.
- **Camden Passage** is a pedestrianised street situated to the north of Islington High Street. The Passage is recognised for its concentration of antique stores and market held every Wednesday and Saturday. There are around 200 market stalls. The retail units are small and mainly occupied by independent retailers.
- **Islington High Street** stretches from the south of the centre at the Pentonville Road/City Road junction to Liverpool Road where it branches to the west of the road and it becomes Upper Street. The main section of Islington High Street consists of national multiple stores. A section of the road also runs parallel to Upper Street where it adjoins Camden Passage; Angel underground station is located here. The area north of the station consists of a large office building (occupied by RBS) and then a narrow, cobbled street with retail units located either side of the road with a range of specialist and unique retailers.
- **Chapel Market** is situated to the west of Liverpool Road. The road is home to a traditional street market and is lined by shops either side of the road. Retailers along the street include Marks and Spencer, Waitrose, Superdrug, Iceland and McDonalds.
- **Angel Central** is a modern shopping centre located close to Angel tube station. Although relatively small, it hosts a range of retail and leisure operators as well as a 10 screen cinema and O2 Academy music venue. It is situated between Liverpool Road and Upper Street with entrances on both of these roads as well as Parkfield Street.
- **Essex Road** is situated to the north of the centre and consists of secondary frontages comprising mostly independent retail and leisure operators.



- **St. John Street** is situated to the south of the centre and consists of secondary frontages with a mix of independent and national multiple operators. This part of the centre has two significant cultural assets, Sadler’s Wells Theatre and the Old Red Lion Theatre Pub.

6.7 **Table 6.2** summarises the composition of the centre’s retail and service uses, and the mix and diversity of uses are reviewed in more detail below.

**Table 6.2: Retail and Service Composition at 2016**

	No. Outlets 2016	% 2016	UK Average 2016 %
Comparison	218	31.41	31.72
Convenience	55	7.93	8.67
Services	375	54.04	48.24
Vacant	45	6.48	11.18
<b>Total</b>	<b>694</b>	<b>100</b>	<b>100</b>

Notes: Based on the Experian Goad report for 2016. Figures may not fully add up to 100% due to rounding.

**Convenience Offer**

6.8 There are 55 convenience units in Angel Town Centre according to the 2016 Goad report. This represents 7.93% of total outlets, which is only slightly under the national average of 8.67% suggesting that the town centre has a relatively good convenience offer. In terms of floorspace, 140,000 sq ft. of total town centre floorspace is dedicated to convenience outlets; this is lower than the national average (10.96% compared to 15.19%).

6.9 The main food and convenience stores in the town centre are Waitrose and Sainsbury’s; both these stores are situated on Liverpool Street. On the day of our site visit, both stores were busy. Waitrose facilities include a fish counter, cheese counter, delicatessen, olive bar, bakery and salad bar. Sainsbury’s has a car park to the rear of the store. Other main stores include Tesco Metro at Islington Green and a food hall at Marks and Spencer also on Liverpool Street. Provision also includes:

- Thirteen bakers and confectioners;
- Two butchers;
- Eight convenience stores;
- Two fishmongers;
- Four greengrocers and four health food stores;
- Ten grocers and delicatessens;
- Five supermarkets; and
- One Confectionary, Tobacconists and Newsagents (CTN) and one frozen food store.

6.10 The HTIS results identified that 34.0% of the total number of respondents that visit Angel do so for food shopping. This is around the same proportion of respondents that visit the centre for non-food shopping (33.5%).

6.11 Overall, Angel has a strong and varied convenience offer. Chapel Market enhances this convenience offer. The market sells a variety of food goods and operates every Tuesday to Sunday. This is located just off

Liverpool Street, where the majority of the main supermarket offer is concentrated. The weekly farmers market further contributes to the centre's convenience goods provision. Although convenience provision is good, there could be potential to improve the independent convenience offer, such as butchers and fishmongers, if the demand exists.

### Comparison Offer

- 6.12 There are 218 comparison goods retailers in Angel Town Centre according to the 2016 Goad audit. This represents 31.41% of total outlets, which is in line with the national average of 31.72%. However estimated comparison goods floorspace (291,200 sq.ft.) is proportionately below the national average (22.80% compared to 35.50%).
- 6.13 Major retailers in the centre (as defined by Goad as 30 national retailers that are likely to improve the consumer appeal of a centre) include Marks and Spencer, Argos, Boots, H&M, Waterstones and Superdrug. Additional multiple retailers consist of French Connection, Monsoon, L'Occitane, Calzedonia, Oasis, Tiger, Muji, Gap and Joy. We consider Angel has a high quality comparison goods provision. The majority of the retailers are located within Angel Central and along the southern end and the middle of the centre around Islington High Street and Upper Street.
- 6.14 In addition to the strong multiple offer, there is also a high number of independent stores. These are mainly located around Camden Passage where the many antique and art shops are concentrated. These stores complement the high street shops and help to diversify the comparison offer. The Camden Passage area attracts visitors from across the borough and wider London. There is a good representation of many different categories in the centre, including footwear, women's and men's wear, homeware, games and toys, books and stationary, electronics (including phone shops), toiletries, gifts and jewellery. There is a particularly good representation of clothing stores, particularly ladies wear which represents 3.17% of total outlets. Furniture stores and DIY stores are also well represented (1.44% and 1.87% respectively).
- 6.15 The two markets (Chapel Market and Camden Passage) also provide a comparison goods offer to complement the shop units. Chapel Market sells a general range of goods including clothing, household goods, electronics and flowers.
- 6.16 The HTIS results identified that 33.5% of the overall respondents who visit Angel do so with the main purpose of non-food shopping. Overall 11.7% stated they liked Angel for its good range of independent shops, which suggests that these types of stores, including the niche antique and art shops, are a positive feature of the town centre's overall attraction and should be protected and promoted. Overall, the centre has a good mix of independents and high street stores.

### Service Offer

- 6.17 Service businesses are defined by Experian Goad as including retail, professional and financial services. As **Table 6.2** shows, there are 375 service outlets in Angel Town Centre. They account for over half of all units (54.04%), which is above the national average of 48.24%. The following provides a brief summary of provision in the different service categories:
- There are 87 **retail services**, which represents 12.54% of total outlets. This is below the national average of 14.06%. This category is mostly made up of the health and beauty outlets. There are 55 units in this category, which is equivalent to 7.93% of units however this is still just below the national average of 8.67%. It also includes 11 dry cleaners/laundrettes, 8 opticians, a post office, 3 photo processing shops and 5 travel agents.
  - In terms of **financial services**, there are 55 outlets, which represents 7.93% of total units and is below the national average of 10.56%. Financial services include 2 building societies, 11 banks, 28 property

services (including estate agents) and 3 printing services. The proliferation of property services should be monitored. It is clear that the centre is well served by banks including Barclays, Santander, HSBC, RBS, Co-operative Bank, Halifax, Natwest, Nationwide and Lloyds TSB. These services are located mainly along Islington High Street and Upper Street.

- There are 233 **leisure service** outlets in 2016; this is the largest provision of service type in the centre and the most prominent type of town centre use overall. This is equivalent to 33.57% of total provision and is significantly above the national average of 23.50%. Therefore, we consider Angel to be driven by its leisure offer, which is varied and provides a wide choice for customers and visitors to the centre. For example, the leisure mix includes 40 cafes, 33 takeaways (including Papa Johns and Domino's), 90 restaurants (including a large number of branded operators such as Jamie's Italian, Wagamama, Gourmet Burger Kitchen, Banana Tree, The Breakfast Club, Pho and Bills), 26 public houses, 6 casinos/betting shops, 6 cinema/theatre/concert halls, 20 bars/wine bars, 3 hotel/guesthouses and 6 sports/leisure facilities. The majority of restaurants are located along Islington High Street and Upper Street with a strong concentration located to the north of Upper Street close to Islington Green. Other areas with strong restaurant/café provision include Angel Central. There are two cinemas within the centre; a large 10 screen Vue cinema in Angel Central and '*The Screen on the Green*', an arthouse style cinema situated opposite Islington Green. Theatres include Little Angel Theatre, a puppet theatre catering for families and children. O2 Academy is a live music venue, which is also located in the shopping centre. The Business Design Centre is a large venue space, which caters for everything from small meetings to large conferences and exhibitions.

6.18 Angel has a very strong service provision, with leisure services being the best represented. The large proportion of cafes, restaurants and bars/pubs complement the retail offer and encourage a strong night-time economy. Leisure service provision is above the national average; this is common in many town centres however it is the quality of this provision, which is important and Angel demonstrates a high quality leisure, financial and retail service provision. We assess the potential need for new commercial leisure uses in more detail in **Section 11** of this study.

### Markets

6.19 Chapel Market is held every Tuesday to Saturday between 9am and 6pm and every Sunday between 8.30am and 4pm. The market currently has 160 designated pitches with 85 full licensed traders. It is a traditional street market selling a range of goods including fruit and vegetables, meat and fish, deli items (such as cheeses and olives), gifts, key cutting, clothing, jewellery, electrical equipment, household goods and a range of street foods. On the day of our site visit, the market appeared to be popular with lots of pedestrian activity.

6.20 Islington Farmers' Market also operates from Chapel Market. It was London's first ever established farmers' market. With around 30 stalls selling fresh and farmed produce, the market offers flowers, fruit and vegetables, fish, pies, cheese, artisan breads and free-range meat and poultry. The market is open every Sunday between 10am and 2pm.

6.21 Camden Passage Market is a specialised market with the main market days operating every Wednesday and Saturday from 9am to 6pm. The market is well known for its antiques, vintage clothing and jewellery, offering a huge array of stalls. The market attracts antique dealers and collectors. The market is arranged into four separate areas that cater to four different areas of expertise: Market Edge is a newly renovated market, which specialises in both modern and antique jewellery, vintage clothing and artwork; Charlton Place Market specialises in rare antiques and collectibles; Pierrepont Arcade Market consists of a covered market area and is open all week, selling specialist books on Thursdays and Fridays; and Camden Passage Market is located within the heart of the passage offering a range of vintage clothing, vintage luggage, collectables and bric-a-brac. 'Angel.London's' new Sunday market is open from 10am to 4pm and features crafts, gifts, food and soft furnishings.

6.22 Angel’s street markets are considered to be popular and well managed. They provide variety and diversity to the traditional retailing across the rest of the town centre and contribute to the areas high quality environment and retail offer. The unique offering of the Camden Passage Markets particularly enhances the retail provision within Angel.

## VACANCIES

6.23 The number and scale of vacancies in a centre, and the length of time properties have been vacant, can help assess a centre’s overall vitality and viability. For example, high vacancy levels, or a concentration of vacancies in certain areas/streets, could point to underlying weaknesses in terms of retailer demand and/or the fact that the vacant units are not meeting demand and are not ‘fit-for-purpose’. Notwithstanding this, vacancies can arise in even the strongest centres due to the natural “churn” in businesses opening and closing at any point in time. Vacancy information must therefore be used and interpreted with care.

6.24 Angel Town Centre had 45 vacant outlets in July 2016, as recorded by Experian Goad. This represents a vacancy level of 6.48%, which is below the national average of 11.18%. Overall, we consider that the centre is performing well in terms of vacancy levels.

## RETAILER DEMAND & REQUIREMENTS

6.25 The below sets out the retail requirements as listed by the Requirement List (January 2017) and Shop Property (January 2017). In summary, the majority of requirements come from service and leisure providers. There are also two convenience store requirements alongside two clothing/footwear operator requirements:

**Table 6.3: Retailer Requirements: Angel**

Category	Name	Max floorspace (sqm)
Retail	We are Cow	5,000
	H Mart	2,000
Leisure	Barburrito	2,500
	Creams café	3,500
	Leon	2,500
	L’ami Malo	2,500
	Honest Burger	2,000
Service	Beds & Bars (budget accommodation)	10,000
	London Grace	1,200
	Headmasters	2,000

## PRIME ZONE A RENTS & YIELDS

6.26 The level of rent that businesses are prepared to pay for retail space and yields achieved in investment transactions in a centre provides a further indication of the relative strength of the centre and its prime retail pitch as a shopping location. Evidence from our CJ agents indicate that prime Zone A rents in Angel stand at around £1,800-£2,000 per sqm. Initial yields in Angel range from 4.1% to 4.6%<sup>20</sup> which are broadly in line with the London average of 4.1%<sup>21</sup>, and indicate a strong, viable centre which is attractive for continued investment.

<sup>20</sup> Source: Carter Jonas research on recent transaction activity

<sup>21</sup> Source: MSCI IPD Quarterly Key Centres Index Q4 2016 – Data refers to December 2016

## ACCESSIBILITY & PEDESTRIAN FLOWS

- 6.27 Angel is well placed in terms of public transport links and has high public transport accessibility levels (PTAL). Angel tube station is situated on Islington High Street within quick walking distance from the centre's prime retail areas including Upper Street, Chapel Market and Angel Central. Angel is on the bank branch of the Northern line, located between Old Street and Kings Cross St Pancras stations. It is located in Zone 1. The station is recognised for having the longest escalators on the London Underground network.
- 6.28 A high number of bus routes operate along Upper Street and Essex Road providing access to other centres across the borough and the rest of London.
- 6.29 Essex Road railway station is situated to the north of the town centre, but is still within walking distance. It is on the Northern City Line between Old Street and Highbury & Islington. The Zone 2 station provides services to London Moorgate and to destinations outside London including Welwyn Garden City and Stevenage.
- 6.30 A new Crossrail 2 station is proposed at Angel although the scheme is currently not funded and is unlikely to begin operation until the mid-2030's.
- 6.31 Upper Street is a main arterial road running through the centre of Angel. This is an allocated 'red route' therefore traffic along the road is often congested. Although pedestrian accessibility throughout the centre is generally good with the pedestrianisation of the shopping centre and multiple streets such as Camden Passage and wide pavements, this large, busy road deters from the overall pedestrian experience. We consider that additional pedestrian crossings along Upper Street would be beneficial.
- 6.32 The large Pentonville Road/City Road crossroads further hinders pedestrian access from St. John Street to the rest of the centre. There are a number of quality leisure and service uses located along St. John Street; however they are separated from the rest of the centre by way of the crossroads.
- 6.33 There are three main car parks in Angel town centre. This includes the Angel Central car park, which hosts 100 parking spaces. Parking here is expensive with day charges from 7am-7pm costing £3 per hour. The Business Design Centre car park accommodates 250 vehicles all undercover. Prices are similar to Angel Central with charges at £3.10 per hour (minimum two hours stay). Sainsbury's provides free parking for up to two hours for customers who spend over a certain amount of money within the store. Additionally, some on-street metered parking is available throughout the centre.
- 6.34 In regards to pedestrian flow, the centre was relatively busy during the time and date of our visit (PM, Thursday 16th February 2017). Areas of peak pedestrian flow include around Angel Central, along the western side of Upper Street and around Chapel Market. The length of Essex Road was particularly quiet in comparison to the rest of the centre.

## CUSTOMER VIEWS AND PERCEPTIONS

### Household Survey

- 6.35 We have drawn on the findings of the HTIS to help gauge customers' views and perceptions of the town centre as a place to shop and visit for a range of leisure uses and other activities.
- 6.36 The majority of respondents across the entire study area (30.1%) indicated that they never visit Angel/Upper Street area for shopping and other town centre uses. Only 14.4% visit one day a week. However, within the surrounding Angel Area, the majority (38.1%) in Zone 10 visit one day per a week, alongside 24.9% in Zone 8 and 20.6% in Zone 7. In Zone 10, 24.0% also visit 2-3 days per week, 12.5% visit daily, and 13.1% visit 4-6 days a week.

6.37 The survey results show that respondents like the following features of the Angel/Upper Street area:

**Table 6.4 Features respondents liked about Angel Town Centre**

Response	Total Study Area
Good range of non-food shops	24.2%
Close to home	22.7%
Attractive environment/nice place	20.3%
Good pubs, cafes, restaurants	16.1%
Good range of independent shops	11.7%
Good food stores	9.3%

Source: HTIS 2017

6.38 As the table shows, a high number of respondents from the overall study area visit Angel for the range of non-food shops (24.2%) and because it is close to home (22.7%). Respondents were also asked what, if anything, they would improve in the town centre that might encourage them to visit more. The most frequent suggestions are as follows:

**Table 6.5 Key Improvements for Angel Town Centre**

Response	Total Study Area
Nothing	57.4%
Don't know	7.5%
More national multiple shops/high street shops	5.7%
More/better parking	5.7%
More independent shops	4.7%
More/better value or affordable shops	2.8%

Source: HTIS 2017

6.39 As the table shows, a high proportion of overall respondents appear to be happy with the town centre as it currently is, as 57.4% stated they would change nothing within the centre. The most frequently suggested improvements to the town centre include more national multiple shops, more/better parking, more independent shops and better value/affordable shops; however the findings of the health check identified a strong range of both national multiples and independent stores as well as ample parking provision.

## ENVIRONMENTAL QUALITY

6.40 Angel town centre benefits from an attractive and pleasant environment. The centre is clean and tidy throughout, a benefit of the Angel BID which has introduced street cleaning each morning and free recycling services six days per week

6.41 Islington Green is a significantly important area of attractive green space located to the north of the main shopping area. It is a triangle of land located at the convergence of Upper Street and Essex Road. The green contains numerous pieces of artwork and statues alongside tree planting. There is also an abundance of seating and litterbins, helping to encourage use of the space.

6.42 Tree planting across the centre as a whole is relatively good, particularly around Angel Station and around some areas along Upper Street and Islington High Street. This improves the urban landscape and helps to

soften the impact of the busy main road which passes through the centre, although we consider that additional flowerbeds and tree planting should be further encouraged across the entire centre. Provision of additional litterbins, benches and public art would also be beneficial.

- 6.43 Buildings are generally well maintained throughout the centre with good repair of shop fronts. Chapel Market was considered to have the worst environmental quality; despite the popular street market that operates from here, many of the shop fronts are in poor condition and are in need of repair and modernisation. There are several buildings of architectural interest, including the Grade II listed Business Design Centre, and Grade II listed building at 1 Islington High Street, on the site of the former Angel Inn which the area was named after.
- 6.44 Lighting is also good throughout the centre and enhances the mood and character of the street scene. For example, fairy lighting in trees and the lighting of the 'Screen on the Green' cinema are positive features of the centre.
- 6.45 The entrance to the Angel Central shopping centre from Liverpool Street is marked by the 'Angel Wings' sculpture. Leading on from this is an open pedestrianised square which enhances the shopping experience. There is also some planting and seating on St. John Street to the front of the Angel Building.
- 6.46 Camden Passage is an area of particularly high environmental quality. The small passageways and cobbled streets create a unique shopping environment.

### **NEW INVESTMENT & POTENTIAL DEVELOPMENT**

- 6.47 The Islington Square development is the largest new development within the Town Centre. It is situated at the northern edge of the town centre boundary, located to the west of Upper Street between Theberton Street and Almeida Street. The site was formally a Royal Mail Sorting Office consisting of four classical Edwardian red brick buildings with a presence on Upper Street as a former public post office in a baroque style.
- 6.48 The development will retain and enhance the existing structures on the site as a mixed-use development. The scheme consists of market and affordable housing, serviced apartments, offices and approximately 170,000 sq.ft. of retail and leisure space, including a premium gym and a five-screen Odeon luxury cinema. The scheme will be accessed by a new pedestrian route from Upper Street via a floating glass-roofed internal garden into the retail mall from where it leads out into a tree-lined boulevard with surrounding restaurants and cafes.

### **SUMMARY**

- 6.49 Angel's key strengths as a shopping and leisure destination include the following:
- The centre has a strong comparison offer with 31.4% of units being occupied by this use, which is in line with the UK national average. There is a good provision of mid-range high street fashion retailers including French Connection, Monsoon, Calzedonia, Oasis, H&M, Gap and Marks and Spencer. There is an equally as strong independent offer particularly concentrated along Camden Passage.
  - Although proportionately just under the UK national average, convenience goods provision in the centre is strong. There are two large supermarkets, Waitrose and Sainsbury's, alongside Tesco Metro and a food hall within Marks and Spencer. There is also strong independent retailer provision and range of market stalls, which support this larger supermarket offer.
  - The centre's markets provide a unique retail offer. Camden Passage provides a specialist antique and art offer, which attracts many visitors outside of the borough to Angel. Chapel Market is a traditional street market, which sells a variety of food and non-food goods such as fruit and vegetables, meat and fish, clothing and electricals. There is also a weekly farmers market.

- The proportion of leisure services in Angel is significantly above the national average and as a result, the centre's night-time economy is thriving. The centre hosts around 40 cafés, 33 takeaways, 90 restaurants, 26 pubs and 20 bars. There are a wealth of branded operators situated within the centre such as Bills, Nandos, Pho, Jamie's Italian and Wahaca. There are also two cinemas, a large live music venue and theatre.
- The centre's vacancy rate is low and below the UK national average. There are no particular concentrations within the centre.
- Accessibility to and around the centre is good with high PTAL levels. Angel underground station is located at the heart of the centre and a number of bus routes operate along Upper Street.
- The public realm across the entire centre is of a high quality. Islington Green provides an attractive green space for the community and visitors to the centre to use. The range of building types helps to create a diverse and interesting town centre. The unique alleyways and cobbled streets of Camden Passage particularly enhance the centre.

6.50 Key weaknesses and challenges include the following:

- Whilst public transport access to the centre is good, improvements to pedestrian access across the centre would be beneficial. Upper Street is a TFL 'red route' and traffic is often very congested along the road. The busy road, alongside a need for additional pedestrian crossings, deters from the overall pedestrian experience.
- The area around Chapel Market is in need of some public realm improvements. Although the street market is popular, many of the surrounding retail units are in need of repair and/or modernisation.



## 7 NAG'S HEAD - HEALTH CHECK ASSESSMENT

- 7.1 This section sets out the key findings of the detailed health check assessment and town centre audit for Nag's Head Town Centre
- 7.2 These health checks have been prepared in compliance with the indicators set out in PPG, where data is available. In brief, the health checks draw on a range of key datasets and research, including Experian Goad, CoStar, EGi, etc. They are also informed by the findings of the market research (telephone and in-centre) surveys and the market knowledge of CJ's commercial property agents.

### CONTEXT

- 7.3 Nag's Head town centre is situated to the north of Islington borough and alongside Angel, is one of two major town centres as identified in the London Plan and the Islington Local Plan. It is situated within the Holloway area of the borough, located between Highbury Corner to the south and Archway to the north.
- 7.4 The name of the centre refers to the Nag's Head public house, which was located at the junction of Holloway Road and Seven Sisters Road. Today, the building is in use as a slot gaming venue.
- 7.5 The Nag's Head Town Centre Management Group (NHTCMG) is a not-for-profit voluntary group who work with Islington Council and other partners to help to create a thriving town centre. It is made up of local businesses and services that operate within the town centre. There is also a dedicated town centre manager.
- 7.6 Spatially, the centre is mostly linear in form. The centre's prime shopping area is located along Holloway Road (A1), running northwest to southeast throughout the town centre from Manor Gardens in the north to the East Coast Mainline railway bridge in the south (to Holloway Road Underground Station). This is a heavily trafficked route, which links London to the north of England. The town centre boundary is tightly drawn around this area of Holloway Road but also includes units along Seven Sisters Road, which is the centre's second main shopping street. There are also a small number of secondary uses on Hornsey Road, Tufnell Park Road, Parkhurst Road and Camden Road.
- 7.7 The centre has a relatively large student population. Although London Metropolitan University and associated student accommodation is situated just outside the town centre boundary to the southeast of the underground station, there are student apartments within the centre boundary as well as the City and Islington College.

### RETAIL COMPOSITION & DIVERSITY OF USES

- 7.8 Nag's Head town centre's main retail and commercial leisure uses can be divided into the following areas:
- **Holloway Road** is the centre's main shopping street and primary frontage. The street runs through the centre of Nag's Head with retail, leisure and service uses located either side of the road although the western side of the road consists of mostly secondary uses occupied by independent operators. The southeast of the road has a Sainsbury's Local store at the ground floor of a modern residential block. Other convenience retailers located along the length of the street include a large Waitrose store, Iceland and range of independent stores. Other key occupants include Selby's, a three-storey independent department store, Argos, JD Sports, New Look and Boots alongside a large number of local retailers. An Odeon cinema is located to the north of the town centre.
  - **Seven Sisters Road** is a shopping street running northeast to southwest and adjoins Holloway Road. Although it is another main shopping street, mainly secondary uses are located along the street. For example there are a variety of service and leisure uses including McDonalds, KFC, betting shops and banks. Generally, retail uses are of a slightly lower quality than those situated along Holloway Road. The entrance to Nag's Head Indoor Market is also situated along this street. Further along Seven Sister's

Road there is a designated Local Shopping Area then Finsbury Park Town Centre. The HTIS results (**Appendix 4 and 5**) for Zone 3 (which includes the majority of Nag’s Head) and Zone 4 (which includes the majority of Finsbury Park) shows that most respondents within each zone do most shopping within their respective zones (for comparison and convenience). This suggests that, although Nag’s Head and Finsbury Park are connected by a linear route, they are distinct centres in terms of consumer patronage.

- **Nag’s Head Centre** is a covered shopping centre situated on the eastern side of Holloway Road; it is one of the main draws of the town centre. It is anchored by Morrison’s supermarket, Marks and Spencer and Selbys department store (the latter two also have frontages along Holloway Road). Additional retailers located here include Boots, Burger King, an opticians, hairdressers and beauty salon. The centre has an adjoining 300 space car park. The centre has a central plaza, which includes some public seating.

7.9 **Table 7.1** summarises the composition of the centre’s retail and service uses, and the mix and diversity of uses are reviewed in more detail below.

**Table 7.1: Retail and Service Composition at 2016**

	No. Outlets 2016	% 2016	UK Average 2016 %
Comparison	88	30.34	31.72
Convenience	38	13.10	8.67
Services	133	45.86	48.24
Vacant	25	8.62	11.18
<b>Total</b>	<b>284</b>	<b>100</b>	<b>100</b>

Notes: Based on the Experian Goad report for 2016. Figures may not fully add up to 100% due to rounding.

**Convenience Offer**

7.10 There are 38 convenience units in Nag’s Head according to the 2016 Goad report. This represents 13.10% of the total units, which is significantly above the national average of 8.67%. Convenience goods accounts for 132,200 sq.ft. of floorspace which is equivalent to 19.45% of total floorspace. This is also above the UK national average (15.19%).

7.11 The centre’s main convenience provision comprises Morrisons and Waitrose supermarkets. Morrisons is situated within the Nag’s Head shopping centre and has a large multi-storey car park on Hertslet Road. Waitrose is situated to the southeast of the main retail area along Holloway Road. It is also served by a large car park. Provision also includes:

- Three bakers and confectioners;
- Four butchers;
- Five general convenience stores;
- One fishmonger and greengrocer;
- One frozen food store;
- Eleven grocers and delicatessens;
- Three off licenses; and
- Two health food stores.

7.12 In addition to the main supermarkets, the convenience offer also includes Marks and Spencer food hall, Greggs bakery, Sainsbury’s Local and Iceland alongside a range of independent retailers. Nag’s Head indoor market also has a number of food stores.

- 7.13 The HTIS shows that 51.96% of the total number of respondents that visit Nag's Head do so for food shopping. Therefore food shopping within the centre is a key driver of trips.
- 7.14 Overall, we consider that there is potential to expand the centre's independent convenience offer, to include, for example, an additional fishmonger or greengrocer.

### Comparison Offer

- 7.15 According to the 2016 Goad report, Nag's Head has 88 comparison outlets. This represents 30.34% of total units, which is only slightly below the national average of 31.72%.
- 7.16 Major national retailers situated within the town centre include Marks and Spencer (which acts as the centre's main anchor), Argos, Boots, New Look, Carphone Warehouse, Clarks, O2, Superdrug and Vodafone. Additional national multiples include CEX, Peacocks, JD Sports and Blue Inc. In comparison to Angel, there are fewer national multiples and those present are of a lower quality. However for the size and role of the centre, the number and quality of its comparison provision is as expected. The majority of multiples are situated along Holloway Road.
- 7.17 There are a number of different categories represented across the centre. Categories that have a strong representation include textiles and soft furnishings (6 units), telephones and accessories (8 units), newsagents and stationers (8 units) and hardware and household goods (8 units). Although provision is just under the national average, there is also a high number of charity shops (7 units).
- 7.18 Nag's Head has a lower quality independent provision in comparison to Angel town centre's niche antique and art shops. However, Selby's department store is one of the centre's main anchor stores and is an example of a high quality independent retailer. It sells mainly clothing, furniture, beauty products and toys over three floors. Other independents sell textiles, DIY goods, electronics and shoes and clothing.
- 7.19 Nag's Head indoor market also sells a range of comparison goods such as electronics and homeware.
- 7.20 The HTIS results identified that 28.2% of overall respondents that visit Nag's Head do so for non-food shopping, which is lower than the proportion of respondents that visit the centre for food shopping (52%).
- 7.21 Overall, comparison provision in Nag's Head is generally good with a range of national multiples and independent stores. However the quality of the provision varies with many of the independent stores being of a relatively low quality and an over-concentration of particular stores including textiles and mobile phone shops. Enhancing the market to introduce a more niche and higher quality independent offer would benefit the overall character of the centre, as well as attracting more national multiples, particularly fashion retailers.

### Service Offer

- 7.22 Service businesses are defined by Experian Goad as including retail, professional and financial services. As **Table 7.1** shows, there are 133 service outlets in Nag's Head town centre, which accounts for 45.86% of all units. The current provision is below the national average of 48.24%. Based on our examination of other similar towns and district centres, we find that a high concentration of services is quite common; however, it is the quality and range of services that is important.
- 7.23 The following provides a brief summary of provision in the different service categories:
- There were 43 **retail services** in 2016 according to the Goad report. This represents 14.83% of total outlets in the town centre. This is only slightly above the national average of 14.06%. This category is made up of 3 opticians, 5 dry cleaners/laundrettes, 28 health and beauty outlets, 2 photo processing studios, 1 post office, 1 repair/alteration shop one vehicle repair shop.

- In terms of **financial services**, there were 17 outlets recorded in 2016. This represents only 5.86% of total units and is half of the national average of 10.56%. Financial services are made up of 1 building society, 3 financial services, 2 legal services, 2 business services, 2 property services and 6 retail banks. Banks in the centre include Barclays, Natwest, Santander, Nationwide and Halifax.
- There were 73 **leisure service** outlets in 2016, which was equivalent to 25.17% of total provision. This is above the national average of 23.50%. The current leisure offer consists 5 bars, 20 cafes, 9 casinos/betting offices, 1 cinema, 13 takeaways, 1 hotel, 5 public houses, 16 restaurants and 1 sports/leisure facility. Overall, the mix of leisure provision in the centre is good however the number of casinos/betting offices is above the national average so should be managed. There is an Odeon cinema located to the north of the centre. The centre is mainly occupied by independent leisure operators although McDonalds, Costa, KFC and Burger King are all located in Nag's Head. Higher quality food and beverage operators should be encouraged to locate to the centre to establish a night-time economy, which could appeal to local residents including the large student population residing within and on the edge of the town centre.

### Markets

- 7.24 Nag's Head Indoor Market is accessed via Seven Sisters Road, Hertslet Road and Morrison's car park. It operates seven days a week from 7am-7pm Monday to Wednesday, 7am-9pm Thursday to Saturday and 7am to 4pm every Sunday.
- 7.25 The market consists of a range of small shop units and second hand stalls offering a diverse choice of goods including fish and meat, butchers, fruit and vegetables, handbags and luggage, clothing, shoes, jewellery, homeware and furnishings, electronics, textiles, gifts and hair and beauty shops. There are also a range of food stalls providing a range of different cuisines. There is currently a policy in place, which permits only one stall per food type.
- 7.26 Above the market there is currently a first floor space being developed. We understand that there has been interest from a number of businesses to occupy this space.
- 7.27 Following our visit, we recommend that marketing of the market should be improved as it is poorly advertised and the entrance to the market is not well signposted. The variety of food stalls is a great asset to the market and should be retained. It is this element that has the potential to make Nag's Head more of a destination centre.
- 7.28 A weekly car boot also operates opposite the main entrance to the market on Seven Sisters Road in the car park of Grafton Primary School.

### VACANCIES

- 7.29 The number and scale of vacancies in a centre, and the length of time properties have been vacant, can help assess a centre's overall vitality and viability. For example, high vacancy levels, or a concentration of vacancies in certain areas/streets, could point to underlying weaknesses in terms of retailer demand and/or the fact that the vacant units are not meeting demand and are not 'fit-for-purpose'. Notwithstanding this, vacancies can arise in even the strongest centres due to the natural "churn" in businesses opening and closing at any point in time. Vacancy information must therefore be used and interpreted with care.
- 7.30 As table below shows, the 25 vacant outlets recorded by Experian Goad in Nag's Head in 2016 was equivalent to a vacancy level of 8.62%, which was below the national average of 11.18%.

- 7.31 The majority of vacant units are situated along Holloway Road towards the far south and far north areas of the road. For example there are a number of vacant units within the railway arches to the south of the centre and in the parade of vacant units adjacent to the Odeon cinema building.

## **RETAILER DEMAND**

- 7.32 There is no information on retail demand specific to Nag's Head.

## **PRIME ZONE A RENTS & YIELDS**

- 7.33 The level of rent that businesses are prepared to pay for retail space and yields achieved in investment transactions in a centre provides a further indication of the relative strength of the centre and its prime retail pitch as a shopping location. Evidence from our CJ agents indicate that prime Zone A rents in Nag's Head stand at around £500 per sqm just off the prime retail pitch and between £900-£1,200 per sqm along the prime retail pitch. We have not been able to obtain data on rental yields for Nag's Head due to paucity of transaction data.

## **ACCESSIBILITY & PEDESTRIAN FLOWS**

- 7.34 Nag's Head town centre is well served by public transport.
- 7.35 Just within the southern town centre boundary is Holloway Road (Zone 2) underground station. The station is located a short walk away from the main town centre frontages. Holloway Road is situated on the Piccadilly Line between Caledonian Road and Arsenal stations. There are no overground stations located within the centre, although Upper Holloway is approximately 15 minutes walk to the northwest. The nearest National Rail stations include Finsbury Park, around a 20 minute walk to the northeast from the main town centre and Drayton Park, approximately a 17 minute walk to the southeast. Services from these stations travel to Stevenage and Welwyn Garden City.
- 7.36 Frequent bus services run though the centre, specifically along Holloway Road. Given the distance from the tube station to the prime shopping area, we consider this to be a convenient mode of public transport. Bus services provide links to other centres within the borough and across wider London.
- 7.37 Holloway Road and Seven Sisters Road both experience high levels of congestion, particularly the former, which is a wide four-lane carriageway. This means access to the centre by car is difficult. Similarly to Upper Street in Angel, Holloway Road is identified as a 'red route'. Crossing points are relatively evenly and regularly spaced along the road however this does not deter from the busy road creating a barrier between the eastern and western sides of the street. There is a one-way system in place along Seven Sisters Road.
- 7.38 The Seven Sisters Road/Holloway Road crossroads is very busy and makes it difficult to cross sides. On the day of our site visit, we noted that there was little pedestrian flow along Holloway Road north of Seven Sisters Road and pedestrian activity along the western side of Holloway Road was also much weaker although operators here are more service based. The highest pedestrian flows were along the eastern side of Holloway Road, specifically around the shopping centre. Seven Sisters Road was also busy.
- 7.39 There are two major car parks situated within the town centre. Waitrose car park has 130 spaces and parking is available free of charge for a maximum stay of two hours if using the store. The Morrisons car park is also large and is available for those shopping in the centre. There are also a small number of metered parking spaces on-street along the smaller roads located off Holloway Road.

- 7.40 Although the tube station is a relatively long walk from retail uses to the north of the centre, and pedestrian movement across the east and west sides of Holloway Road is restrained by heavy traffic, pavements are wide assisting with pedestrian movement across the town centre.
- 7.41 Emirates Stadium, home to Arsenal Football Club, is situated in close proximity to Nag's Head town centre. During match days Holloway Road tube station operates an exit-only system both before and after matches with pre match eastbound trains not stopping at the station. Buses also become under stress during these times.

## CUSTOMER VIEWS AND PERCEPTIONS

### Household Survey

- 7.42 The HTIS asked specific questions on respondents' views and perceptions of Nag's Head as a place to shop and visit for a wide range of uses and attractions. This included identifying key improvements residents would like to see that might encourage them to visit the centre more often for shopping and other purposes.
- 7.43 The survey indicates that within the total study area, the majority (63.8 %) never visit Nag's Head for shopping and other town centre uses. This is followed by 10.8% that visit one day a week, 5.4% that visit 2-3 days a week, 1.6% that visit 4-6 days a week and 2.4% that visit daily. In Zone 3 (which encompasses the majority of Nag's Head town centre) the majority of respondents (22.2%) visit the centre one day a week. From this zone, approximately 14.4% visit daily, 13.7% visit 2-3 days a week and 6.8% visit 4-6 days a week.
- 7.44 The survey results show that respondents like the following features of Nag's Head district centre:

**Table 7.2 Features respondents 'like' most about Nag's Head**

Response	Total Study Area
Close to home	35.6%
Nothing/very little	20.8%
Good range of non-food shops	18.4%
Good food stores	8.8%
Good range of independent shops	7.1%
Affordable shops	4.8%

Source: HTIS 2017

- 7.45 The majority of respondents in the study area (35.6%) and Zone 3 (54.7%) like Nag's Head because it is close to where they live. Over one-fifth (20.8 %) of all respondents stated that they liked nothing/very little about Nag's Head; but this a common response in these types of surveys. The good range of non-food shops, good food stores, range of independent shops and affordable shops were also features liked by the respondents.
- 7.46 Respondents were also asked what, if anything, they would improve in Nag's Head would encourage them to visit more. The table below provides a summary of the most frequently raised suggested improvements for the town centre.

Table 7.3 Key Improvements for Nag's Head

Response	Total Study Area
Nothing	64.6%
Don't know	10.2%
Cleaner streets	6.2%
More national multiple/high street shops	3.8%
More independent shops	2.6%
More/better comparison shops	2.3%

Source: HTIS 2017

- 7.47 As the table shows, a high proportion of respondents did not identify any improvements to the centre. The main improvement is focused on providing cleaner streets, which is something that has also been identified by the health check. There is also a desire for more independent shops and more/better comparison shops.

## ENVIRONMENTAL QUALITY

- 7.48 Overall, Nag's Head is a generally tidy and clean centre. However environmental quality does vary across the centre.
- 7.49 Wide pavements are situated either side of Holloway Road which caters for pedestrian movement along the road, although this does not deter the impact of the busy main road passing through the centre.
- 7.50 There are no areas of green open space within the main town centre, although to the far southeast of the centre, in close proximity to the centre, there is a small park with children's play equipment. However its distance away from the prime shopping area means visitors are generally unlikely to benefit. Trees are planted sporadically along Holloway Road but additional planting would be highly beneficial throughout the centre, particularly to help mitigate the impact of the main road. An area of open space would also improve the environmental quality of the centre and would introduce an area for the local community and visitors to use as public seating. Public art is also sparse.
- 7.51 Shop fronts and units are reasonably well maintained across the town centre although along Seven Sisters Road, many of the units would benefit from some modernisation, particularly those towards the eastern end of the street, as well as the units above. Cleanliness of shopping streets is generally good however there were some areas of Seven Sisters Road which appeared to be more untidy and cluttered with evidence of litter.
- 7.52 Although the Nag's Head Shopping Centre is relatively clean and well maintained, it is somewhat dated. The central seating area could be enhanced to introduce more seating, planting and artwork.
- 7.53 Architectural styles vary across the entire centre. For example there are a number of more modern flatted developments around the station area and the Waitrose store is also located within a large modern development. The majority of the centre has a variety of styles ranging from Victorian through to post-war period. There are conservation areas at north and south of the Town Centre on Holloway Road. Buildings of particular interest include the Grade II listed Bathurst Mansions, which is located on the corner of Seven Sisters Road/Holloway Road; and the Grade II listed art deco style Odeon Cinema building on the corner of Tufnell Park Road and Holloway Road, which features intricate carved stonework

## NEW INVESTMENT & POTENTIAL DEVELOPMENT

7.54 We understand that plans are currently being produced regarding the redevelopment of the Nag's Head Shopping Centre however details of this are not yet confirmed. The current central plaza does require reconfiguration to provide a better use of space and could accommodate a central seating area, planting and pop-up stalls and events. As it stands, the shopping centre's appearance is relatively outdated and is in need of modernisation. Located at the heart of the centre, hosting a number of the key anchor stores such as Marks and Spencer, Morrisons and Selby's department store, it is important that the centre is refurbished to enhance visitor experience.

## SUMMARY

7.55 Nag's Head's key strengths as a town centre include the following:

- Nag's Head has a strong convenience goods offer; the number of units and floorspace operating in this use is above the UK national average. Morrisons and Waitrose are the centre's two main supermarkets. These are supported by a Marks and Spencer food hall, a frozen food store (Iceland) and independent butchers, fishmonger, bakeries and grocers.
- Despite being slightly below the national average, the centre also has a relatively strong comparison goods provision. There are a range of both independent and multiple retailers. The centre is anchored by Marks and Spencer, Boots, New Look, Clarks and Superdrug.
- Selby's is an independent department store, which hosts a range of quality comparison goods.
- There are a number of specialist independent retailers selling goods such as textiles and electronics.
- The indoor market is a key asset of Nag's Head town centre, which should continue to be enhanced and promoted to encourage visitors and investment to the market. The market sells a range of goods from food to clothing, shoes, homeware and gifts. Food stalls further enhance the market's provision and could help to create a leisure and night-time destination.
- The large Odeon cinema situated to the north of the centre is an important leisure asset and helps to underpin the night-time economy.
- There is a strong provision of retail services including opticians, dry cleaners, launderettes, health and beauty outlets, a post office and photo processing studios. These services provide for the needs of local residents.

7.56 The centre's main weaknesses and challenges include the following:

- Although leisure provision is above the national average, there is a limited provision and range of food and beverage outlets. There are few branded food operators and those present sell mainly fast foods (i.e. McDonalds and Burger King). The quality of the independent cafes/restaurant provision also varies. Therefore attracting better quality independent and branded operator outlets could help to draw more visitors to the centre. A stronger night-time economy could also be established through encouraging additional bars to locate to the centre in order to attract local residents and the large population of students living within the area; and enhance the role of the centre as a night-time/leisure destination generally.
- There are concentrations of vacancies around the centre. Areas include the units under the railway arches to the south of the centre and under the Odeon cinema to the north. These spaces are not currently functioning as successful retail spaces.
- There are no green open spaces located within the main town centre and there is a lack of planting alongside the main road. Installation of a green public place and additional planting could help to mitigate the impact of the busy main road.



- The Nag's Head Shopping Centre is in need of refurbishment. It appears to be somewhat tired and run down. There is a central space which is not fully utilised; if this was reconfigured it has the potential to be used for events and pop up stalls.

## 8 ARCHWAY - HEALTH CHECK ASSESSMENT

- 8.1 This section sets out the key findings of the detailed health check assessment and town centre audit for Archway Town Centre.
- 8.2 These health checks have been prepared in compliance with the indicators set out in PPG, where data is available. In brief, the health checks draw on a range of key datasets and research, including Experian Goad, CoStar, EGi, etc. They are also informed by the findings of the market research (telephone and in-centre) surveys and the market knowledge of CJ's commercial property agents.

### CONTEXT

- 8.3 Archway is situated within the northwest of the borough close to the boroughs of Camden and Haringey. It is identified as a district town centre in the London Plan and the Islington Local Plan.
- 8.4 The centre's main retail frontages are located along Holloway Road between Archway London Underground Station and Upper Holloway London Overground Station; and on Junction Road between Archway Station and Monnery Road. The 'island' site and 'core' site, both located close to the station, are situated at the junction of both Junction Road and Holloway Road, which also provides an element of retail and service provision.

### RETAIL COMPOSITION & DIVERSITY OF USES

- 8.5 The main retail and commercial uses can be divided into the following areas:
- **Holloway Road** runs from the northwest to southeast of the centre. This area of the town centre has more of a secondary function. Retailers consist of predominately independents although there is a Sainsbury's Local and Tesco Express providing the main convenience provision. These stores are located in very close proximity to one another. Units are occupied mainly by service providers such as hairdressers, drycleaners, cafes, a betting shop, a chemist and beauty salons. Overall, provision consists of mainly low quality retailers in comparison to Angel and Nag's Head.
  - **Junction Road** runs from the north to the south of the centre and contains both primary and secondary town centre uses. The length of the road towards the underground station contains the majority of the prime retail offer whereas the south of Junction Road is occupied by predominately service and leisure uses. Key retailers located in this area include Pound World, Iceland, Co-op and Nisa Local.
  - **The 'Core' site** is the site around (and including) Archway Station, featuring Archway Tower and Hill House (60's office block are being/have been converted to residential via office to residential PD rights) and Hamlyn House (60's office block which has recently converted to a hotel). It also includes Archway Mall, an open pedestrian shopping area which is of a very poor quality; the majority of all units are currently vacant, the site is run-down and it currently does not operate as a shopping area despite the central location of the site. There are plans to redevelop the mall shops as part of the ongoing redevelopment of the 'core' site. The library is situated to the rear of the mall; this is an important community asset, which should be retained. Archway Leisure Centre is at the western edge of the core site fronting Macdonald Road.
  - **The 'Island' Site** is the site formerly isolated from the main 'core' site by the gyratory; however the recent public realm improvements means the spaces are now joined via the creation of new public space. The 'island' site features several retail and leisure units, as well as the Archway Methodist Hall and Archway Tavern.
- 8.6 The table below summarises the broad composition and diversity of the centre's retail and service offer.

**Table 8.1 Retail and Service Composition at 2016**

	No. Outlets : 2016	% : 2016	UK Average 2016 %
Comparison	25	15.72	31.72
Convenience	23	14.47	8.67
Services	92	57.86	48.24
Vacant	17	10.69	11.18
<b>Total</b>	<b>157</b>	<b>100</b>	<b>100</b>

Notes: Based on the Experian Goad report for 2016. Figures may not fully add up to 100% due to rounding.

### **Convenience Offer**

- 8.7 The table shows the current convenience provision represents 14.5% of total outlets in the town centre, which is significantly above the national average of 8.7%. The total estimated Goad floorspace of 38,900 sq.ft. represents 15.1% of total floorspace, which is in line with the national average of 15.2%. The main food and convenience retailers in the centre include:
- Three bakers and confectioners;
  - One butchers;
  - One CTN;
  - Eight convenience stores;
  - One fishmongers;
  - One frozen food store;
  - One greengrocers;
  - Five grocers and delicatessens; and
  - One supermarket.
- 8.8 The centre's convenience provision is anchored by a Co-op supermarket, which is situated on Junction Road in close proximity to the underground station. This is supported by a number of other multiple food stores including Iceland, which is also located on Junction Road. Tesco Express and Sainsbury's Local are located in close proximity to one another on Holloway Road. A range of independent retailers support this provision.
- 8.9 The HTIS identified that 35.8% of respondents that visit Archway do so for food shopping. There appears to be a healthy mix of smaller-scale convenience uses within the centre, with the proportion of convenience goods stores being above the national average and nearly all categories being represented. However, existing convenience provision is relatively small by modern standards and does not cater for all 'bulk' food shopping needs. Archway does not have a large supermarket unlike Islington's other Town Centres. Such provision could encourage more visitors to the centre for their food shopping.
- 8.10 Archway market operates one day a week (Saturday, on corner of Holloway Road and St. John's Grove) and sells a range of food goods including fruit and vegetables and meats. The market adds value to the town centre and any more frequent operation could encourage activity in Archway and increase the food offer within the centre.

### Comparison Offer

- 8.11 As **Table 8.1** shows Archway has just 25 comparison outlets. This represents 15.7% of total provision, which is significantly below the national average of 31.7%. The total estimated floorspace provision of 48,800 sq.ft. is also significantly below the national average.
- 8.12 The centre's offer is characterised by mainly independent retailers although there is a large Poundland store located on Holloway Road and a Marie Curie Cancer Care charity shop.
- 8.13 The centre has a relatively limited comparison goods offer, which reflects its role and function in the retail hierarchy. The household survey results also show that only 13.4% of overall respondents that visit Archway district centre do so for non-food shopping. For example there are 2 charity shops, 3 pharmacies, 1 florist, 2 newsagents, 1 sports/leisure goods retailer and 2 ladies wear stores. Notwithstanding this, it does have a good representation of electrical goods stores and hardware/household shops.
- 8.14 The Saturday market does have a number of comparison goods stores selling items, including books and furniture. We believe that expansion of the market should be encouraged to help enhance the existing non-food goods provision and the character of the centre.
- 8.15 Overall comparison provision within the centre is limited and provides a relatively specialist offer. However, the limited offer is to be expected given the small size of the centre and the role of district centres in the Borough's network and hierarchy of centres. We consider that if there is demand, the centre could have the potential to widen the independent comparison offer to help enhance the centre's shopping provision, particularly in regards to the sale of clothing, shoes and accessories.

### Service Provision

- 8.16 There are 92 retail, leisure and financial services in the town centre. This represents 57.86% of total provision and is well above the 2016 national average of 48.24%. Service provision is concentrated along the length of both Junction Road and Holloway Road. The current distribution of service uses is as follows:
- There were 26 **retail services** in 2016. Current provision represents 16.35% of total units, which is above the (2016) national average of 14.06%. The retail service offer consists of 4 dry cleaners/laundrettes, 17 health and beauty outlets, 1 opticians, 1 post office, 1 vehicle rental store and 1 vehicle repair shop. There is a clear overprovision of health and beauty services within the centre (10.69% compare to a national average of 8.67%) given the small size of the centre. Retail services should be carefully monitored to ensure further growth is restricted.
  - There were 21 **financial service** outlets in 2016. Provision is above the national average (13.21% compared to 10.56%). Financial services include 1 building supply service, 1 employment service, 3 legal services, 1 printing service, 1 retail bank (TSB) and 13 property services. The centre's financial service provision is dominated by estate agents; 8.18% of the centre's provision consists of this town centre use compared to the national average of 3.58%. This overprovision should be monitored. Contrastingly, there is an underprovision of retail banks with only one being located in Archway meaning that local residents will have to travel elsewhere for this service.
  - **Leisure services** accounted for 45 outlets in 2016, equivalent to 28.30% of total provision. This is above the national average figure (23.50%). The current leisure offer includes 14 cafés, 4 casinos/betting offices, 10 takeaways, 1 hotel, 4 public houses, 9 restaurants and 2 sports/leisure facilities. There are no bars in the centre which limits the night-time economy. There is an over representation of betting shops and takeaways. There is little national multiple leisure operator representation within the centre apart from McDonalds, Costa, Starbucks and KFC. There is also a large, recently built Premier Inn hotel.

- 8.17 Overall, Archway's leisure provision is relatively good for a centre of this size. However it is currently lacking retail banks, as well as cafés, bars and quality restaurants that would support a stronger night time economy. Attracting national multiples could help to enhance this offer and complement the existing independent provision.

### **Markets**

- 8.18 Archway Market is held every Saturday from 10am to 5pm. It operates on the wide pavement at the corner of St John's Grove and Holloway Road, just a short walk from Upper Holloway Station. The market is small with only a handful of stalls (around 6/7) however there is a wide variety of produce available.
- 8.19 Products sold at the market include fruit and vegetables, bakery goods, meats, books and clothing.
- 8.20 The market does make an important contribution to Archway's rather basic town centre offer. However it is currently located some distance from the main town centre and does not attract significant footfall. This issue could potentially be addressed by its relocation to the new public square (if feasible). This should help to increase footfall and also encourage more traders to set up stalls here.

### **VACANCIES**

- 8.21 The number and scale of vacancies in a centre, and the length of time properties have been vacant, can help assess a centre's overall vitality and viability. For example, high vacancy levels, or a concentration of vacancies in certain areas/streets, could point to underlying weaknesses in terms of retailer demand and/or the fact that the vacant units are not meeting demand and are not 'fit-for-purpose'. Notwithstanding this, vacancies can arise in even the strongest centres due to the natural "churn" in businesses opening and closing at any point in time. Vacancy information must therefore be used and interpreted with care.
- 8.22 There were 17 vacant outlets in Archway, as recorded by Goad in 2016. This represents a vacancy level of 10.69%, which is just below the national average of 11.18%. Archway's vacancy rate is higher than that of Angel and Nag's Head suggesting the centre's health is not as strong.
- 8.23 Examples of particularly large vacant units include nos. 798-804 Holloway Road, which occupies a prominent position on the junction of the road. The building appears to be run down and poorly maintained so further disrepair should be monitored (although it is noted that there is an extant planning permission for the site which suggests redevelopment will occur). The large unit on the corner of St Johns Way and Archway Road is also vacant and again occupies a prominent position for those driving into the centre.
- 8.24 The largest concentration of vacant units is located around the Archway Mall site. All units here are vacant and have been so for a long period of time. The area is very run down and attracts high levels of anti-social behaviour, encouraged by lack of CCTV. As noted above, there are plans to redevelop the mall shops as part of the ongoing redevelopment of the Archway 'core' site.

### **RETAILER DEMAND & REQUIREMENTS**

- 8.25 The below sets out the retail requirements as listed by the Requirements List (February 2017) and Shop Property (February 2017). In summary, the majority of requirements are from retailers with only two requirements from leisure operators and one service operator. Surprisingly, there is only one convenience requirement, which is from a health food specialist; the remaining demand is from comparison goods operators. There is also a requirement from a hotel operator.

Table 8.2: Archway Retailer Requirements

Category	Name	Max floorspace (sqm)
Retail	Savers	5,000
	Poundworld	2,000
	Holland & Barrett	7,000
	Superdrug	5,500
	The Fragrance Shop	1,500
Leisure	Hot Yoga Centre	2,500
	Al's Beef	2,000
Service	Travelodge	40,000

## PRIME ZONE A RENTS & YIELDS

- 8.26 The level of rent that businesses are prepared to pay for retail space and yields achieved in investment transactions in a centre provides a further indication of the relative strength of the centre and its prime retail pitch as a shopping location. Evidence from our CJ agents indicate that prime Zone A rents in Archway stand at around £450-£550 per sqm. Initial rental yields in Archway range from 4.4% to 4.9%<sup>22</sup> which are higher than the London average of 4.1%<sup>23</sup>, although still at a level which suggest a relatively strong centre which is attractive for continued investment.

## ACCESSIBILITY & PEDESTRIAN FLOWS

- 8.27 Archway is a relatively accessible centre. The Zone 2/3 (Northern Line) underground station is in a central location at the Holloway Road/Junction Road junction. The station is situated at the base of Archway Tower (which has recently converted to residential use). Upper Holloway Road overground station is located to the south of the town centre boundary; on the Gospel Oak to Barking Line (between Gospel Oak and Crouch Hill).
- 8.28 The centre is well served by buses. Numerous services connect the area with centres both inside and outside of the borough.
- 8.29 The Archway gyratory is currently being remodelled with completion of works due soon. These works will dramatically improve access across the centre, with the introduction of a two-way traffic system replacing the current one-way system; pedestrian areas and cycle lanes. Cars will be able to drive around three sides of a central island with the fourth side closed to vehicles to create an open public space. Together, these improvements should create a more accessible town centre. The close proximity of the underground station to the remodelled gyratory and new public space further increases the positive impact that these works have on accessibility, particularly for pedestrians.
- 8.30 Pedestrian activity is concentrated around the areas closest to the station, along Junction Road and Holloway Road. On the day of our visit we observed that pedestrian footfall declined with increasing distance from the station. Holloway Road is the busiest route in the centre and traffic congestion limits pedestrian movement along both sides of the road. There is currently a limited number of pedestrian crossings along this road, which points to the potential to increase the number of crossings to help create a better pedestrian environment.
- 8.31 There is a lack of off-street parking facilities available within Archway town centre and there is only limited on-street parking.

<sup>22</sup> Source: Carter Jonas research on recent transaction activity

<sup>23</sup> Source: MSCI IPD Quarterly Key Centres Index Q4 2016 – Data refers to December 2016

## CUSTOMER VIEWS AND PERCEPTIONS

### Household Survey

- 8.32 The HTIS asked specific questions on respondents' views and perceptions of Archway as a place to shop and visit for a wide range of uses and attractions. This included identifying key improvements people would like to see that might encourage them to visit the town more often for shopping and other purposes.
- 8.33 The results confirm that the majority (81.1%) of overall study area respondents never visit the centre. Only 9.8% of total respondents visit the centre once every two weeks or more. In the surrounding zones (Zones 2 and 5), the proportion of respondents that visit the centre more frequently increases. In Zone 2, 8.8% visit daily, 2.7% visit 4-6 days a week, 10.4% visit 2-3 days a week, 18.1% visit one day a week, 10.7% visit every two weeks and 40.6% never visit. In Zone 5, 9% visit daily, 1.6% visit 4-6 days a week, 9.3% visit 2-3 days a week, 12.4% visit one day a week, 5% visit monthly and 56.8% never visit,
- 8.34 The survey results show that respondents like the following features of Archway district centre:

**Table 8.3 Features respondents 'like' most about Archway**

Response	Total Study Area
Nothing	26.3%
Close to home	21.8%
Attractive environment/nice place	9.7%
Good pubs/cafes/restaurants	9.5%
Good range of non-food shops	8.7%
Good food stores	7.1%
Don't know	5.1%

Source: HTIS 2017

- 8.35 The survey results show that the majority of the study area (26.3%) do not like anything about Archway district centre. Although this is a relatively negative response, this kind of response is common for household surveys. A high number of respondents (21.8%) like the centre's close proximity to their home. Within Zone 2 this figure increases to 42.6% and 39.4% in Zone 5. Other features respondents like include the attractive environment, good range of pubs/cafes/restaurants, good range of non-food shops and good food shops. Overall, we found Archway to be in need of improvements to its environment, so this response was surprising.
- 8.36 Respondents were also asked what, if anything, they would do to improve the town centre that would encourage them to visit more often. The main responses are summarised in the table below.

Table 8.4 Key Improvements for Archway

Response	Total Study Area
Nothing	73.7%
Don't know	12.6%
More national multiple shops	2.7%
More independent shops	2.7%
More/better comparison retailers	1.7%
Less traffic	1.4%

Source: HTIS 2017

- 8.37 The majority of the respondents from the total study area did not think anything would improve the town centre. The main suggestions include more national multiple shops, more independent shops, more comparison retailers and less traffic. The findings of the site visit and health check all support these suggestions.

## ENVIRONMENTAL QUALITY

- 8.38 Archway's environmental quality is in need of improvement. The town centre's environment is a legacy of 1960s/70s post-war planning and transport policies.
- 8.39 There is a lack of green open space across the town centre and there is very little tree planting. The creation of a new public space through the closure of the southwest arm of the gyratory to traffic will help to improve the provision of open space within the centre and will enhance Archway's environmental quality. The installation of a green wall (as part of redevelopment of the 'core' site) and tree planting in this area could further help to reduce the impact of emissions. This space could be used for events including pop-up stalls and Christmas markets.
- 8.40 The current largest area of open space is the area to the front of Archway Mall. Although Hill House, the large tower block above the mall, obtained permission to re-clad the block and create a second entrance from Archway Mall in 2014, the mall area below remains extremely rundown, with a concentration of vacant units and large area of unused space. The open space below sits in the shadow of Archway Tower with poor lighting and the area does little to invite visitors. The 2014 application also included proposals for extensive landscaping of the Archway Mall Square. However during our site visit we noted that these changes had not yet been made. Introducing seating, lighting and planting to the space could help to encourage the use of this area as a community space. This is a central site within Archway so redevelopment of this area is essential to the enhancement of Archway's environmental quality. Archway library is also situated to the rear of the mall site; the current quality of the area does not create a pleasant environment for visitors to the facility.
- 8.41 Another building of significance within the town centre is the 17-storey Archway Tower which reopened in 2016 after being bought by Essential Living and was noted as one of the country's biggest office to residential PD rights conversions. The building is situated above the underground station and was redeveloped from a 1970s office building to a modern residential scheme.
- 8.42 The streets are generally clean and tidy throughout however there is limited street furniture across the entire town centre. There is a lack of seating along both Junction Road and Holloway Road. There is also a shortage of litter bins along Holloway Road. During our visit, we noted that the pavement along the eastern side of Junction Road was narrow. Pavements along Holloway Road are much wider, particularly along the parade around the Sainsbury's Local and Tesco Express stores, which may present an opportunity for additional street furniture to be introduced.



## NEW INVESTMENT & POTENTIAL DEVELOPMENT

- 8.43 The Islington Core Strategy identifies that the regeneration of Archway has been an ambition of the council for a number of years. The council aims to support Archway by improving the pedestrian environment and through an overall expansion in the retail offer. As noted above, the ongoing remodelling of the gyratory and associated public realm improvements will help realise this ambition.
- 8.44 Islington Council's shop front improvement scheme consisted of the transformation of 13 old shop fronts. These were designed to be in keeping with the local historic buildings, improving the signage, glazing and access. It is hoped that these redevelopments will help to attract additional investment around the town centre.
- 8.45 Archway Tower (now known as Vantage Point) has recently been redeveloped for residential use. Vantage Point is owned by Essential Living and has a total of 118 apartments to rent. The development opened in 2016.
- 8.46 Bode Property are redeveloping Hill House, the large tower sitting above Archway Mall. Permission was granted for the re-cladding of the block, the creation of a second entrance from Archway Mall, erection of a two storey extension to the existing building, reconfiguration of existing retail floorspace and installation of new shop fronts. At present, although Hill House is being redeveloped into residential accommodation, the associated redevelopment of the vacant retail units around Archway Mall has not yet materialised. This is a key site in the town centre and offers huge potential for use of the area as a community space shared with retail/leisure uses.

## SUMMARY

- 8.47 Archway's key strengths are as follows:
- Archway's convenience provision is relatively good for a centre of its size. It is anchored by a Co-op, Tesco Express and Sainsbury's Local. There is also an Iceland frozen foods store. There are a number of smaller independent stores such as a fishmongers, greengrocers and bakery, which support these larger convenience stores.
  - Retail service provision is good and the proportion of units in this use is above the national average. Retail service occupants include a post office, health and beauty services, dry cleaners, launderettes and an opticians.
  - Current investment taking place in the centre will help to improve the character and success of Archway town centre. The remodelling of the Archway gyratory and associated public realm improvements will improve access around the centre as well as creating a public open space, which could cater for events and a market space.
  - The existing market could benefit from being relocated to this new space, which is closer to the centre's heart. The existing market is small and the number of goods sold is very limited; therefore the relocation could help to improve its overall attraction and viability.
  - The shop front improvement scheme has transformed numerous shop fronts, mainly located along Junction Road. This has helped to improve the centre's public realm.
- 8.48 Some of the limitations identified for Archway include the following:
- Although convenience provision is considered one of the centres strengths (based on comparison against national average), this provision is focused exclusively on smaller convenience stores. Archway does not have a large supermarket unlike Islington's other Town Centres The smaller Co-op, Tesco Express and Sainsbury's Local stores may not fully cater for all 'bulk' food shopping needs of the local population.

- There is very little representation of non-food goods stores within the town centre. In terms of the comparison retailers currently trading in the centre, the majority are independents. Poundland is one of the only multiple retailers. There is a limited representation of goods sold including a distinct lack of clothing stores.
- There is a lack of retail banks meaning that local residents likely have to leave the centre to access these services.
- Archway has an extremely limited night-time economy. The majority of cafés and restaurants in the centre are not of a particularly high quality; attracting better quality eateries could help to retain the custom of residents living near the centre and attract people from further afield. There is also a lack of bars, which further discourages night-time activity in the centre
- There are a number of large derelict units that have been vacant for a long period of time. For example no. 798-804 Holloway Road occupies a prominent position on the corner, creating a negative impression on those visiting the centre. This site has planning permission for redevelopment.
- Archway Mall is in very poor condition with a number of vacant units, and requires significant investment. The area is poorly lit and creates an unsafe and somewhat intimidating environment. Redevelopment is planned but has not yet begun.

## 9 FINSBURY PARK - HEALTH CHECK ASSESSMENT

- 9.1 This section sets out the key findings of the detailed health check assessment and town centre audit for Finsbury Park Town Centre.
- 9.2 These health checks have been prepared in compliance with the indicators set out in PPG, where data is available. In brief, the health checks draw on a range of key datasets and research, including Experian Goad, CoStar, EGi, etc. They are also informed by the findings of the market research (telephone and in-centre) surveys and the market knowledge of CJ's commercial property agents.

### CONTEXT

- 9.3 Finsbury Park is situated at the north-eastern edge of the borough. It occupies a unique position, located at the meeting point of three London Boroughs (Islington, Hackney and Haringey). It is identified as a district town centre identified in the London Plan and the Islington Local Plan
- 9.4 Finsbury Park faces a number of challenges. It is one of the most deprived areas of the country, with high levels of crime, and the Finsbury Park Town Centre SPD (2014) identifies that the centre requires regeneration initiatives to help reduce poverty and social inequality. The Finsbury Park ward is the most deprived area in Islington borough.
- 9.5 There are a number of policy documents relating to Finsbury Park. The Finsbury Park Town Centre SPD was adopted by Islington, Haringey and Hackney Councils in June 2014. The SPD aimed to establish a clear framework within which the future development of Finsbury Park Town Centre can come forward, guiding the continuing regeneration of the area. The recommendations of the SPD reflect the relevant policies from each of the three local authorities' Development Plans and the London Plan. Following adoption of the 2014 SPD, Islington Council prepared the Finsbury Park Development Framework SPD, which was adopted in March 2015. This SPD covers the area to the west of Finsbury Park Station, which is currently the focus for development activity. The SPD provides guidance on how Islington Council wishes to see the area developed through the application of its adopted planning policies.
- 9.6 Finsbury Park's dense urban form is severely constrained by the dominance of transport infrastructure including the railway line and roads. These factors have created a disjointed shopping area with a lack of clear traditional centre. The main retail frontages are much more dispersed than those in the other three centres; although there are a number of key streets, none of these take on the role of the main high street.
- 9.7 The Finsbury Park Town Centre SPD identifies six distinct character areas which broadly correlate with the four key roads in the area (Seven Sisters Road, Fonthill Road, Blackstock Road and Stroud Green Road). The majority of town centre uses are located along these roads.
- 9.8 The station is located in what could be considered the centre of Finsbury Park. The area to the east of the station comprises one of the area's two bus stations (the other located on Wells Terrace) and a triangular block (Station Place). The west side includes Wells Terrace, Clifton Terrace and the John Jones site. Seven Sisters Road bisects the centre of the town centre boundary, running from the northeast to the southwest. It is a major north London Road connecting the area to Manor House (to the northeast) and Nag's Head (to the southwest). Seven Sisters Road intersects both Blackstock Road and Stroud Green Road, which together form the northern boundary of the centre. Fonthill Road is located to the west of Finsbury Park Station.
- 9.9 There is a relatively large student population in Finsbury Park, primarily from the two large student accommodation blocks located on Isledon Road and on the John Jones site.

## RETAIL COMPOSITION & DIVERSITY OF USES

9.10 The main retail and commercial uses can be divided into the following areas:

- **Stroud Green Road** forms the borough boundary between Islington and Haringey. The character of the road changes as it runs from south to north. To the south of the road around Wells Terrace, heavy traffic dominates, particularly under and surrounding the railway bridges, due in part to the bus stations at either side of the railway bridge. Between Wells Terrace and Tollington Park, retail uses are situated on either side of Stroud Green Road although, north of Tollington Park, retail uses are situated on only the western side (within Islington) with mostly residential uses opposite along the eastern side (in Haringey). There is a large proportion of leisure uses along the street particularly restaurants and takeaways located to the southern end of the road. The northern end of the street consists of mainly independent convenience retailers although there is a Tesco Metro store. Parts of Stroud Green Road are allocated as primary and secondary frontages within the Development Management Policies DPD.
- **Blackstock Road** forms the borough boundary between Islington and Hackney. There are retail and town centre uses distributed along both sides of the road; the western side of the road is within Islington while the eastern side is within Hackney. The northern part of the street, between the Seven Sisters Road junction and Ambler Road/Somerfield Road consists of mainly service and leisure uses, with the central section of the street dominated by residential and community uses, and retail and service uses again being concentrated between Monsell Road and Hurlock Street towards the southern part of the street. Blackstock Road is dominated by independent operators although there is a Sainsbury's Local situated to the northern part of the street. There is also a concentration of takeaway operators.
- **Seven Sisters Road (A503)** is a major road bisecting the town centre. The area around the Seven Sisters Road/Blackstock Road/Stroud Green Road consists of a number of national multiple operators such as Greggs, Costa, Subway, Poundland, KFC and Tesco Express. Occupants here consist of mainly secondary service uses. To the south of the railway bridge there are a number of units occupied by mainly independent convenience retailers and services. Further along Seven Sister's Road there is a designated Local Shopping Area then Nag's Head Town Centre. The HTIS results (Appendix 4 and 5) for Zone 3 (which includes the majority of Nag's Head) and Zone 4 (which includes the majority of Finsbury Park) shows that most respondents within each zone do most shopping within their respective zones (for comparison and convenience). This suggests that, although Nag's Head and Finsbury Park are connected by a linear route, they are distinct centres in terms of consumer patronage
- **Fonthill Road** is situated on the western boundary of the town centre and is considered to have the strongest identity of all the shopping streets within Finsbury Park town centre. The street provides a specialist clothing retail offer including a large number of party and bridal dress shops. All units along the street are occupied by independent retailers. Unlike the rest of the centre, provision here is mainly retail, with very few service or leisure occupiers. This unique offer attracts visitors from across and outside of the borough.
- **Clifton Terrace** and **Wells Terrace** are located to the west of Finsbury Park station. The bus station on Wells Terrace means that this area acts as an entry point to the centre. This area consists of a mix of both retail and office uses although there are much fewer units located here in comparison to the centre's other main streets. The Finsbury Park Development Framework SPD sets out that the newer developments such as Park Theatre on Clifton Terrace and the John Jones redevelopment (which consists of a mixed use development encompassing a new building for John Jones, student accommodation and commercial units) are driving the area's reputation as a new North London cultural destination. Retailers on Clifton Terrace/Wells Terrace include Nisa Local, Starbucks and a number of independent cafes and restaurants.

9.11 The table below summarises the broad composition and diversity of the centre's retail and service offer.

**Table 9.1 Retail and Service Composition at 2016<sup>24</sup>**

	No. Outlets 2016	% 2016	UK Average 2016 %
Comparison	103	23.73	31.72
Convenience	51	11.75	8.67
Services	243	55.99	48.24
Vacant	37	8.53	11.18
<b>Total</b>	<b>434</b>	<b>100</b>	<b>100</b>

Sources: Based on the Experian Goad report for 2016, Figures may not fully add up to 100% due to rounding.

### Convenience Offer

- 9.12 There are 51 convenience goods stores within the town centre. The table shows that the current convenience provision represents 11.75% of total outlets in the town centre, which is above the national average of 8.67%. The main food and convenience retailers in the centre include:
- Four bakers and confectioners;
  - Seven butchers;
  - Twelve convenience stores;
  - Eighteen grocers and delicatessens;
  - Three greengrocers;
  - Three health food stores;
  - Two off licenses; and
  - Two supermarkets.
- 9.13 There is one supermarket (Tesco Metro) within the Islington part of town centre, situated to the north of the centre along Stroud Green Road. There is also a Lidl supermarket situated immediately to the north of the Islington boundary in Haringey (at Seven Sisters Road/Blackstock Road/Stroud Green Road junction).
- 9.14 There are a healthy range of food stores which support the two main retail anchors, which are dispersed throughout the centre. Additional multiple stores include Nisa Local, Greggs, Tesco Express and two Sainsbury's Local stores. The remaining convenience stores consist of local occupants.
- 9.15 There are no fishmongers, CTNs and frozen food stores. There is also no dedicated market, which we consider could enhance the current convenience provision.
- 9.16 The HTIS identified that 36.9% of respondents that visit Finsbury Park, do so for food shopping. This figure is higher than the proportion of respondents who visit the centre for non-food shopping (14.8%).
- 9.17 Overall, convenience goods provision is considered to be good, especially taking into account convenience stores immediately over the border in Haringey/Hackney. There is a higher than average proportion of convenience goods retail units located within the district centre.

<sup>24</sup> Note: The three Goad reports used are 'Finsbury Park', 'Finsbury Park-Stroud Green Road' and 'Highbury- Blackstock Road'. The Stroud Green Road plan includes units on the side of the road which is within Haringey Borough boundary. The Finsbury Park plan includes Rowans Tenpin Bowl and the Lidl store in Haringey and some units along Seven Sisters Road in Hackney up to Queens Drive. Highbury- Blackstock Road includes some units within Hackney boundary.

### Comparison Offer

- 9.18 As **Table 9.1** shows, Finsbury Park has 103 comparison goods units. This represents 23.73% of total provision which is significantly below the national average of 31.72%.
- 9.19 Finsbury Park's comparison goods offer is characterised by independent retail. There are no major comparison retailers (as defined by Goad) and very few national multiples; with only Poundland represented. The household survey results confirm that only 14.81% of overall respondents that visit Finsbury Park do so for non-food shopping
- 9.20 The majority of comparison goods stores in the centre are concentrated around the core central area (i.e. close to the junction), with very few non-food stores located along Blackstock Road and Stroud Green Road. Although the range of goods sold is good, the quality of the stores varies. The centre could benefit from attracting additional quality multiple and independent retailers to support the existing provision, subject to market demand.
- 9.21 Fonthill Road is located off Seven Sisters Road and is an example of a quality retail area within the centre, with concentration good representation of women's' fashion stores. The road is also well known for its independent fashion boutiques and many of the shops specialise in selling occasion dresses.
- 9.22 Overall comparison provision within the centre is limited and provides a relatively specialist offer. Attracting a wider range of comparison goods retailers as well as a key high street retailer(s) could help to enhance the existing provision, subject to market interest and demand.

### Service Provision

- 9.23 There are 243 retail, leisure and financial services in the town centre. This represents 55.99% of total provision and is above the 2016 national average of 48.24%. Service provision is distributed along Seven Sisters Road, Blackstock Road and Stroud Green Road. The current distribution of service uses is as follows:
- There were 59 **retail services** in 2016. Current provision represents 13.59% of total units, which is just below the (2016) national average of 14.06%. The retail service offer includes 41 health and beauty outlets, 2 opticians, 3 travel agents, 2 post offices (of which one is within the Islington Borough boundary) and 5 dry cleaners/laundrettes. We consider this to be a significant over provision of health and beauty services however two post offices is a positive feature. The majority of health and beauty services are located along Stroud Green Road.
  - There were 53 **financial service** outlets in 2016. This represents 12.21% of total units which is above the national average of 10.56%. Provision includes 5 financial services, 4 legal services, 26 property services, 10 retail banks (including Natwest, Barclays and HSBC) and 6 building supplies and services. There is an overprovision of property services, including estate agents. Overall, the range of financial services is good.
  - **Leisure services** accounted for 131 outlets in 2016, equivalent to 30.18% of total provision. This is well above the national average figure (23.50%). The current leisure offer consists of 4 bars, 31 cafes, 35 restaurants, 8 casinos/betting offices, 37 takeaways, 13 public houses and 3 sports/leisure facilities. The majority of leisure uses are located around the central retail area close to the station and the junction. There is a concentration of hot food takeaways and betting offices within the centre, particularly along Blackstock Road and Seven Sisters Road; further proliferation of these uses should be monitored. The majority of leisure providers are independents. Quality varies across the centre although there are a number of high quality independent restaurants and cafes located to the far north of the centre on Stroud Green Road. Introducing additional bars to the centre could help to improve Finsbury Park's night-time economy and retain patronage of local residents and some of the student population. The Park Theatre is a key asset, which attracts visitors from outside of the centre however we understand that there are few

businesses in the centre utilising this asset to retain visitors before and after showings. There is possibly a market for food and beverage operators around the site.

- 9.24 Overall Finsbury Park has a healthy provision of services dominated by leisure occupants. Provision is characterised by independent providers; however attracting a number of multiple leisure operators could help to attract more visitors to the centre.
- 9.25 As previously discussed, the Experian Goad and Council town centre boundaries for each of the four town centres are not identical. When considering the Stroud Green Road area of the centre, the Council's boundary includes only the area to Stapleton Hall/Hanley Road, whereas the Goad boundary includes the length of the street up until Crouch Hill Overground Station. The area included by Goad is defined as Crouch Hill Local Shopping Area in Islington's Local Plan. The street is occupied by a large number of leisure service uses including 6 cafes/restaurants, 2 public houses and 4 takeaways. There are four convenience stores including a butcher alongside a launderette and hairdressers.

### Markets

- 9.26 There is not currently a market operating within Finsbury Park town centre, although there are plans to trial a market along Fonthill Road later this year<sup>25</sup>. We understand that a street market would likely take place along the centre of the road and it would become a permanent weekly feature of the town centre. There is interest in the market becoming a 'makers market' for local businesses and residents to showcase their products. A market was trialled during Christmas 2016, also along Fonthill Road. The animation of the current space was recognised as a positive. Residents were offered free pitches and it is estimated that around 800-1,000 people visited the market. In summary, we consider that a street market would help to broaden the centre's overall offer and increase its attraction and draw.

### VACANCIES

- 9.27 The number and scale of vacancies in a centre, and the length of time properties have been vacant, can help assess a centre's overall vitality and viability. For example, high vacancy levels, or a concentration of vacancies in certain areas/streets, could point to underlying weaknesses in terms of retailer demand and/or the fact that the vacant units are not meeting demand and are not 'fit-for-purpose'. Notwithstanding this, vacancies can arise in even the strongest centres due to the natural "churn" in businesses opening and closing at any point in time. Vacancy information must therefore be used and interpreted with care.
- 9.28 There were 37 vacant outlets in Finsbury Park, as recorded by Goad in 2016. This represents a vacancy level of 8.5%, which is below the 2016 national average of 11.9%. Areas with particular concentrations of vacancies include Seven Sisters Road, Station Place and Blackstock Road.

### RETAILER DEMAND & REQUIREMENTS

- 9.29 The below sets out the retail requirements as listed by the Requirements List (March 2017) and Shop Property (March 2017). In summary, the majority of requirements are from retailers and leisure providers. In terms of convenience provision there is a requirement from Aldi, a bakery and a health food store. Comparison goods retailers include Argos, Superdrug, Savers and Mail Boxes etc. There are requirements from 4 leisure providers, including 3 restaurants and 1 takeaway. There are 2 service providers.

**Table 9.2 Retailer Requirements: Finsbury Park**

<sup>25</sup> Source: Town Centre Development Officer for Finsbury Park

Category	Name	Max floorspace (sq.ft.)
Retail	Savers	3,500
	Gail's Bakery	2,000
	Holland & Barrett	7,000
	Superdrug	5,500
	Aldi	17,000
	Mail Boxes Etc	500
	Argos	5,000
Leisure	Grill My Cheese	1,500
	Pepes Piri	2,000
	Voodoo Ray's	3,000
	Locale	3,600
Service	Fast Credit	1,500
	Felicity J Lord	2,000

## PRIME ZONE A RENTS & YIELDS

- 9.30 The level of rent that businesses are prepared to pay for retail space and yields achieved in investment transactions in a centre provides a further indication of the relative strength of the centre and its prime retail pitch as a shopping location. Evidence from our CJ agents indicate that prime Zone A rents in Finsbury Park town centre stand at around £800 per sqm along the prime retail pitch and at around £450 per sqm off the main pitch. Initial rental yields in Finsbury Park are around 4.8%<sup>26</sup> which are marginally lower than the London average of 4.1%<sup>27</sup>, although still at a level which suggest a relatively strong centre which is attractive for continued investment.

## ACCESSIBILITY & PEDESTRIAN FLOWS

- 9.31 Finsbury Park is one of the most accessible locations in Islington Borough with an overall PTAL rating of 6 which is the highest level of public transport accessibility. The station is a busy interchange station consisting of a National Rail station and a London Underground station. The station is in Zone 2 and is the busiest transport interchange in London outside of Zone 1.
- 9.32 The underground station is served by the Victoria and Piccadilly lines. It is situated between Arsenal and Manor House on the Piccadilly line and Highbury & Islington and Seven Sisters on the Victoria line. The National Rail station is served by Great Northern. Trains services operate from London Kings Cross and Moorgate to Welwyn Garden City and Hertford North as well as north to Cambridge, Peterborough and Stevenage. From 2018, the station will be served by Thameslink services, which will provide services from Cambridge and Peterborough via central London to Brighton and Gatwick in the south. Works to accommodate this are currently underway at the station including the lengthening of the platform. The Wells Terrace entrance to the underground station closed in July 2016 as part of the work to upgrade the station including the introduction of step-free access by 2018 as well as two new lift shafts, west entrance on the City North and ticket gates. Together, these improvements will help to increase the capacity of the station, reducing current issues with overcrowding.

<sup>26</sup> Source: Carter Jonas research on recent transaction activity.

<sup>27</sup> Source: MSCI IPD Quarterly Key Centres Index Q4 2016 – Data refers to December 2016



- 9.33 It should be noted that Finsbury Park is located in close proximity to Emirates Stadium (there is a fan shop located immediately outside of the station). Unlike at Holloway Road underground station in Nag's Head, there are no entry/exit restrictions on match days which causes the station to become very overcrowded.
- 9.34 Finsbury Park is a major bus interchange. It has two bus stations, one is situated at Wells Terrace and the other is to the front of the railway and underground station at Station Place. Regular services provide connections across London including to Hackney Central, Kings Cross, Aldgate, Wood Green and Waterloo.
- 9.35 The town is considered to be difficult to navigate and fairly inaccessible for pedestrians. Stroud Green Road and Blackstock Road are two main retail areas in the centre although both roads stretch over one mile long therefore some pedestrians may have difficulties walking the length of the road. Much of the centre is also heavily trafficked including along Seven Sisters Road, particularly around the entrance to the bus station opposite St Thomas's Road. Traffic takes priority over pedestrians and cyclists along the road and the busy intersection provides a barrier to pedestrians crossing to access Blackstock Road/Stroud Green Road. The entrance to the bus station along Stroud Green Road is also often congested, causing accessibility issues for pedestrians arriving and leaving the station. Overall, the town centre is lacking permeability, the station and railway lines contribute to this as together they prohibit movement around this area.
- 9.36 Although we consider the pedestrian environment and access to be in need of improvement, the provision of pedestrian crossings along Seven Sisters Road is adequate. However, there are relatively few crossing points along Stroud Green Road.
- 9.37 During our site visit, the central area along Seven Sisters Road appeared to have the strongest pedestrian flows however the far north of Stroud Green Road and far south area of Blackstock Road had very little pedestrian activity.

## CUSTOMER VIEWS AND PERCEPTIONS

### Household Survey

- 9.38 The HTIS asked specific questions on respondents' views and perceptions of Archway as a place to shop and visit. This included identifying key improvements people would like to see that might encourage them to visit the town more often for shopping and other purposes.
- 9.39 The results confirm that the majority (76.6%) of overall study area respondents never visit the centre. Only 13.4% of total respondents visit the centre once every two weeks or more. In the surrounding zone (Zone 4), the proportion of respondents that visit the centre more frequently increases although 29.6% still never visit the centre. However, 17.4% of Zone 4 respondents visit the centre daily, 5.8% visit 4-6 days a week, 11.2% visit 2-3 days a week, 21.2% visit one day a week and 8.4% visit every two weeks.
- 9.40 The survey results show that respondents mainly like the following features of Finsbury Park district centre.

**Table 9.3 Features respondents 'like' most about Finsbury Park**

Response	Total Study Area
Nothing/very little	22.3%
Close to home	16.1%
Good pubs, cafes or restaurants	14%
Attractive environment/nice place	10.1%
Good food stores	8.8%
Don't know	6.9%
Good range of non-food shops	6.9%
Good range of independent shops	6.9%

Source: HTIS 2017

- 9.41 The majority of respondents (22.3%) do not like anything about Finsbury Park. Although this is a relatively negative response, this kind of response is common for household surveys. Of the remainder, a higher proportion (16.1%) likes the centre's proximity to their home. Other factors liked by respondents was the good range of food stores, independent shops, pubs, cafes and restaurants and the attractive environment (although this does not correlate with the findings of the health check which identified that the centre was in need of public realm and environmental quality improvements).
- 9.42 Respondents were also asked what, if anything, they would do to improve the town centre that would encourage them to visit more often. The main responses are summarised in the table below.

**Table 9.4 Key Improvements for Finsbury Park**

Response	Total Study Area
Nothing	71.4%
Don't know	13.9%
Cleaner streets	2.2%
More national multiple shops	1.9%
More/better comparison shops	1.6%
Less anti-social behaviour/better policing	1.5%

Source: HTIS 2017

- 9.43 The majority of the respondents did not think anything would improve the town centre. The main suggestion include more national multiple shops and more comparison retailers. Unlike the other centres the issue of cleaner streets and anti-social behaviour was also raised. The findings of the site visit and health check all support these suggestions.

## ENVIRONMENTAL QUALITY

- 9.44 Finsbury Park's environmental quality varies across the centre. It benefits from a large area of green open space, 'Finsbury Park', situated just outside of the town centre boundary to the northeast of the railway and underground station. However, the rest of the centre is lacking in any planting or green space. Planting along all three of the main roads (Seven Sisters Road, Blackstock Road and Stroud Green Road) could be enhanced to lessen the impact of the busy main road. A small number of trees are currently planted along Clifton Terrace and Fonthill Road, but planting here also has potential to be enhanced.

- 9.45 Street furniture including public seating and litter bins could also be improved across the entire centre.
- 9.46 Street cleanliness is also varied throughout the town centre. For example, Fonthill Road, Clifton Terrace and around the front of the station are all clean with little evidence of litter. However, Seven Sisters Road, particularly towards the southwest area of the street and some areas of Stroud Green Road, including the area close to the railway and bus station and under the railway bridge, is considered to be more untidy than the rest of the centre with evidence of littering. Along Seven Sisters Road, the (vacant) site of the now demolished Sir George Robey public house further detracts from the overall tidiness of the street.
- 9.47 The quality and range of architecture varies across Finsbury Park town centre. The former Rainbow Theatre located on the corner of Seven Sisters Road/Isledon Road is a 1930s Grade II\* listed building. It was originally built as a cinema, later becoming a music venue and now operates as a Pentecostal church. The buildings along the north of Seven Sisters Road consist of mainly Victorian terraces. The more modern developments of the Park Theatre alongside mixed-use retail and residential schemes are located on Clifton Terrace. The modern John Jones building is also located around the corner on Morris Place.

## **NEW INVESTMENT & POTENTIAL DEVELOPMENT**

- 9.48 City North is the largest development in the Finsbury Park area. It is located to the west of the station. The development, due to be finished by 2020, will include two 21-storey towers with over 300 new homes; and a retail complex featuring a supermarket and cinema. In total, the development will provide around 120,000 sq.ft. of premium commercial space and a public square. It will form part of the emerging North London 'creative district', which also includes the Park Theatre and John Jones Art Building. The development also is being carried out in conjunction with improvements to Finsbury Park Station, including the provision of step-free access to the station as well as a new western station ticket hall. A new street will be created to provide access from Wells Terrace to the new western ticket hall.

## **SUMMARY**

- 9.49 Finsbury Park's strengths are as follows:
- Finsbury Park is recognised as being a key transport interchange in north London. Transport links include a national rail station, underground station and two bus stations. Work is currently being completed to increase the capacity of the existing station, which will further enhance accessibility to and footfall across the centre to the benefit of existing shops and services.
  - The centre has a good convenience goods offer. Tesco Metro and Lidl are Finsbury Park's two main supermarkets. This provision is supported by smaller convenience stores, including two Sainsbury's Locals, Nisa Local, Tesco Express, Greggs and local bakers, butchers and greengrocers.
  - The proportion of units in leisure use across the centre is significantly above the national average. Restaurants and cafés in the centre are characterised by independent operators with a particularly good range of eateries located along Stroud Green Road. The Park Theatre is also a key asset of the centre.
  - The specialist independent clothing retail offer on Fonthill Road is considered a key asset of the centre and attracts visitors from across and outside of the borough.
- 9.50 Some of Finsbury Park's weaknesses as identified by the health check include:
- There is little comparison goods provision in Finsbury Park town centre. There are few national multiples and the majority of clothing stores sell women's clothing, particularly occasion wear. If the centre is to become a destination location and utilise its role as a key transport interchange, attracting a wider range of comparison goods retailers is important; although this will be subject to market interest and demand.

- Although leisure provision is generally good, there is little night-time activity within the centre. There are very few bars in Finsbury Park. Attracting this kind of use to the centre could help to encourage a stronger night-time economy and could appeal to local residents including the high number of students living in the centre.
- The town centre and shopping area is disjointed with a lack of clear traditional centre. The centre is also severely constrained by the dominance of transport infrastructure such as the railway bridge. Together, these factors have created a centre that has dispersed shopping frontages. There is no street that operates as a typical main high street.

## 10 QUANTITATIVE RETAIL NEED ASSESSMENT

- 10.1 This section provides an update on the key assumptions and forecasts underpinning the quantitative need (capacity) assessment for new retail (comparison and convenience goods) floorspace in the Council area up to the plan period to 2036. The assessment updates and supersedes the retail capacity findings identified in the 2008 Islington Retail Study Update (2008 IRS).
- 10.2 The 'baseline' capacity tabulations for convenience goods and comparison goods are set out in **Appendix 9** and in **Appendix 10**, respectively. The capacity forecasts are based on the population growth projections from Experian (derived from the Office of National Statistics' (ONS) 2014-based Sub National Population Projections). This is tested against population growth rates from the Greater London Authority's (GLA) 2015 Interim Housing Led population projections<sup>28</sup> for the relevant boroughs covered by each study area zone<sup>29</sup>. The interim 2015-based projections are the most recent set of population projections published by the GLA and have been used by the constituent authorities to inform a range of assessments.
- 10.3 The following describes further the key steps and assumptions underpinning the retail capacity assessment.

### BASELINE ASSUMPTIONS & FORECASTS

#### Population Projections

- 10.4 **Table 1A, Appendix 2** sets out the base year (2016) population and projections sourced from our in-house Experian MMG3 Geographic Information System (GIS). It also shows the population projections over the plan period to 2036 based on Experian's 'demographic component model', which takes into account age, gender, birth rates, ageing, net migration and death rates.
- 10.5 Experian's population projections show a +22.7% growth for the study area as a whole between 2016 and 2036; from 402,368 to 493,535 (+91,167). In contrast applying the growth rate of the GLA projections to the Experian projections (2016 onwards) (shown in **Table 1B, Appendix 2**) results in a lower forecast growth of +18.8% (+75,158); from 399,356 (in 2016) to 474,514 (in 2036).

#### Expenditure per Capita & Special Forms of Trading (SFT)

- 10.6 The revised per capita expenditure and growth forecasts for each study zone are set out in **Appendix 2** for convenience and for comparison goods. The base year average expenditure figures have been derived from our in-house Experian MMG3 GIS based on 2015 prices.
- 10.7 In identifying average expenditure levels, an allowance has been made for the market share of non-store retail sales (i.e. Special Forms of Trading) at the base year and over the forecast period. An allowance for SFT at the base year has been informed by the results of the HTIS. The survey-derived market share analysis (**Table 1, Appendix 5**) shows that some 30.7% of all comparison goods expenditure in the defined study area was accounted for by internet and non-store sales (including mail order purchases). For convenience goods SFT accounted for 7% of total available expenditure in the study area (**Table 1, Appendix 4**).
- 10.8 The SFT forecasts have then been 'adjusted' to take account of goods sourced from traditional ('physical') retail space. Drawing on Experian's latest *Retail Planner Briefing Note 14* (November 2016), we have assumed that some 25% of SFT comparison goods sales and 70% of SFT convenience goods sales are sourced from traditional ('physical') retail space. This reduces the survey-derived market share of SFT across

<sup>28</sup> This study uses the housing-linked projection incorporating data from the 2013 SHLAA, to reflect likely housing development that will come forward. These projections are broadly consistent with the 'Central' trend projections, which use a 10 year migration trend.

<sup>29</sup> Where study zones cover more than one borough, the average growth rate across the respective boroughs is used.

the study area to 21.5% for comparison goods in 2016 and to 1.7% for convenience goods. Experian's national figures for 2016 show a lower market share for comparison and higher convenience goods of 13.8% and 3.2%, respectively.

### Average Expenditure Growth Forecasts

- 10.9 The growth in average expenditure per capita levels over the plan period (up to 2036) has been informed by the forecasts set out in Experian's latest Retail Planner Briefing Note (Figure 1a). Experian's forecasts show for:
- **convenience goods** – negative forecast annual growth in the short term (-0.9% in 2018), with no growth forecast for up to 2018 before averaging at 0.1% for future years; and
  - **comparison goods** - forecast annual growth averaging at 3% over the short to medium (up to 2023), with growth averaging +3.2% per annum for remaining forecast years. This forecast growth is lower than long-term historic (1997-2015) trends of +5.6%.

### Total Available Expenditure

- 10.10 Total available retail expenditure in the study area is derived by multiplying the population and average expenditure per capita levels together. The forecasts for the plan period (2016 to 2036) show:
- Convenience Goods: Experian projections: +21% (+£186m) growth in total convenience goods expenditure by 2036 (Table 3A, **Appendix 2**);
  - Convenience Goods: GLA Based forecasts: +17.2% (+£151.7m) growth in total convenience goods expenditure by 2036 (Table 3B, **Appendix 2**);
  - Comparison Goods: Experian projections: +103.1% (+£1,124.7m) growth in total comparison goods expenditure to 2036 (Table 5B, **Appendix 2**); and
  - Comparison Goods: GLA Based forecasts: +96.9% (+£1,048.7m) growth in total comparison goods expenditure by 2036 (Table 5A, **Appendix 2**).
- 10.11 The Experian projections result in a higher quantum of available retail expenditure for both goods types when compared against the GLA based forecasts.
- 10.12 Broadly, the growth in comparison goods expenditure significantly outstrips convenience goods spend, which means that there should be greater capacity potential for new comparison goods floorspace over the forecast period than for convenience goods. This assumes no changes in the key forecasts (i.e. expenditure, population and special forms of trading) and before taking into account new commitments and an allowance for the increased 'productivity' of all existing and new floorspace.

### 'Inflow' and Base Year Turnover Estimates

- 10.13 In order to provide a complete picture of the current trading (turnover) performance of the Council area's main centres and stores we have necessarily made informed judgements with regard to the likely 'inflow' (trade draw) from outside the widely defined study area. In the absence of detailed turnover and trade draw information, inflow assumptions have been made based on our judgement and also informed by previous studies<sup>30</sup> and retail assessments, as well as the household survey (which should not, by itself, inform assumptions). The 'inflow' assumptions also take account of:
- the scale, offer and location of all existing centres and stores in the Council area;

<sup>30</sup> Islington Retail Study Update (2008); London Borough of Tower Hamlets Retail & Leisure Capacity Study (2009) and London Borough of Tower Hamlets Town Centre Retail Capacity Study (2016).

- the likely extent of their catchment areas;
- the competition from centres, stores and shopping facilities outside the Council and Study Area; and
- the likely retail expenditure derived from people who live outside the Study Area (including visitors and commuters) in the Council area's main centres and stores.

10.14 Although the assessment of 'inflow' is not a straightforward exercise, due to the complex nature of overlapping catchments and shopping patterns, it is reasonable to assume that for comparison goods retailing the Council area's main centres and larger shopping facilities will draw a proportion of their shoppers and trade from outside the defined study area. On the other hand smaller stores and local centres will draw the majority of their shoppers and trade from within their more localised catchments, with limited or no 'inflow' from outside the study area.

10.15 For convenience goods it is assumed that Angel will achieve an expenditure 'inflow' of approximately 20% from outside the defined study area for Angel. We have assumed Nag's Head and Finsbury Park will achieve an inflow of 10% based on the scale and quality of their offer, and Archway and all other local centres will have a 5% inflow. This reflects Angel's higher order role and function as a shopping, employment, commuter and visitor destination.

10.16 For comparison goods, we have assumed a similar inflow rates for Angel (20%), Nag's Head (10%) and Finsbury Park (10%). For Archway and other smaller local centres we have not allowed inflows from outside of the defined study area, which reflects the relatively limited scale, quality and range of the non-food offer in these areas.

10.17 Based on the (survey-derived) market analysis and the 'inflow' assumptions, **Appendix 6** sets out the revised turnover estimates for convenience across the main centres with estimates for comparison goods turnover presented in **Appendix 7**.

#### **Planned Commitments & New Development**

10.18 In terms of retail commitments, **Table 1, Appendix 8** sets out planned retail floorspace identified for convenience goods and in **Table 2** for comparison goods. Floorspace data has been provided by the Council and the evidence submitted in support of planning applications for each scheme. The convenience/comparison split assumptions made are based on our judgement factoring in scheme location and information.

10.19 The total convenience goods floorspace committed is 8,229 sqm gross. The main commitments (over 1,000 sqm gross) are:

- **Former North London Mail Centre, 116 Upper Street (Planning Ref: P052245)** and Former **Royal Mail Sorting Office, Almeida Street/Upper Street (P090774)** – Islington Square redevelopment, mixed use including flexible retail floorspace totalling 1,726 sqm gross A1 retail floorspace across both permissions.
- **City North Trading Estate, Fonthill Road (Planning Ref: P092492)** - Mixed use including 9,665sqm gross flexible retail floorspace (assumed up to 1,208 sqm gross A1 retail floorspace).
- **Charter House, 2, Farringdon Road (Planning Ref: P120484)** - Mixed use development (assumed up to 1,134 sqm gross A1 retail floorspace).

10.20 As detailed in **Appendix 8** the total comparison goods committed floorspace totals 12,965 sqm gross and the main commitments (over 1,000 sqm gross) include:

- **Former North London Mail Centre, 116 Upper Street (Planning Ref: P052245)** and **Former Royal Mail Sorting Office, Almeida Street/Upper Street (P090774)** – Islington Square redevelopment, mixed use including flexible retail floorspace totalling 6,906 sqm gross A1 retail floorspace across both permissions.
- **City North Trading Estate, Fonthill Road (Planning Ref: P092492)** - Mixed use incl 9,665sqm gross flexible retail floorspace (assumed up to 1,208 sqm gross A1 retail floorspace).
- **Charter House, 2, Farringdon Road (Planning Ref: P120484)** - Mixed use development (assumed up to 1,701sqm gross A1 retail floorspace).

10.21 The turnover of the above commitments is set out in **Appendix 8** and is discounted from residual expenditure in order to estimate net residual expenditure from which forecast new retail floorspace is identified.

## CAPACITY OUTPUTS

10.22 The capacity forecasts will enable the local planning authority to test the strategic options for the spatial distribution of new retail development over the plan period, and make informed policy choices about where any forecast need should be met in accordance with the advice set out in the NPPF (para 23). The allocation of sites to meet any identified need over the next five years and over the lifetime of the development plan will depend on a range of key considerations, including the suitability, viability and availability of sites in or on the edge of existing centres, and the potential to expand existing centres to accommodate the forecast needs.

10.23 The capacity assessment is underpinned by market shares for stores and centres across the Council area, which were identified by the survey conducted by NEMS Market Research in January 2017.

10.24 It has necessarily been assumed for the purpose of the Borough-wide capacity assessment that the retail market (convenience and comparison goods) is in ‘equilibrium’ at the base year (2016). In other words we assume that the existing centres and stores are broadly trading in line with appropriate ‘benchmark’ turnover levels. Therefore, any residual expenditure available to support new retail floorspace within the study area over the development plan period is derived from the difference between the forecast growth in ‘current’ (survey-derived) turnover levels; and the growth in ‘benchmark’ turnovers based on applying year-on-year ‘productivity’ (‘efficiency’) growth rates to all existing and new retail floorspace<sup>31</sup>.

10.25 For all existing and new convenience floorspace we have assumed an annual average ‘productivity’ growth rate ranging from a low of -0.4% (2018); -0.1% (2019-23) and +0.1% (2024 and onwards). The corresponding annual productivity growth rates for comparison floorspace are higher; ranging from +1.5% (2017), 1.0% (2018); +2.3% (2019-23) and +2.2% (2024 and onwards).

10.26 At the outset we advise that all capacity forecasts beyond a five year period should be treated with caution. This is because long term trends in the economy, consumer demand and retail property market could have a significant impact on the potential capacity and need for new retail floorspace. For example, as discussed previously, a higher growth in non-store retail sales (i.e. Internet sales) than forecast by Experian would reduce the capacity for new retail floorspace over time. Notwithstanding this, it should also be noted that this Council-wide strategic capacity assessment is based on a standard constant market share approach. It does not therefore take account of any potential uplift in market shares and capacity that could occur within catchment areas due to the ‘claw back’ of expenditure to planned retail floorspace in more convenient and sustainable town centre locations.

<sup>31</sup> The ‘productivity’ growth rates are based on Experian’s latest Retail Planner Briefing Note 14 (published in November 2016). However, it should be noted that individual centres, stores and shopping facilities will be capable of achieving higher and/or lower annual ‘productivity’ growth depending on a range of trading factors (including the size, quality and type of retail floorspace).



## Convenience Retail Capacity Forecasts

10.27 **Appendix 9** sets out and explains the key steps underpinning the convenience goods capacity assessment. The 'baseline' residual expenditure and floorspace capacity forecasts are summarised in the table below:

**Table 10.1 London Borough of Islington: Convenience Capacity Forecasts based on Experian Population Projections (sqm net)**

Location	Foodstore Format (sqm net)				Local Supermarket/ Deep Discount Format (sqm net)			
	2021	2026	2031	2036	2021	2026	2031	2036
<b>Residual Expenditure (£m)</b>	<b>-£17.5</b>	<b>£15.1</b>	<b>£44.4</b>	<b>£79.5</b>	<b>-£17.5</b>	<b>£15.1</b>	<b>£44.4</b>	<b>£79.5</b>
Angel	90	968	1,740	2,658	160	1,728	3,107	4,746
Nag's Head	669	1,532	2,324	3,264	1,195	2,736	4,149	5,828
Finsbury Park	-564	-391	-247	-73	-1,007	-699	-441	-130
Archway	77	145	209	281	137	259	373	502
Other	-1,684	-1,040	-464	211	-3,008	-1,857	-829	377
<b>Total</b>	<b>-1,412</b>	<b>1,214</b>	<b>3,561</b>	<b>6,341</b>	<b>-2,522</b>	<b>2,167</b>	<b>6,358</b>	<b>11,323</b>

Notes: Assumes Equilibrium at 2016 with growth rates applied from 2017 onwards.  
Source: Table 1, Appendix 9

- 10.28 In order to convert the residual expenditure into a net sales figure we have assumed that new floorspace occupied by the 'top 6' mainstream foodstore operators (i.e. Tesco, Sainsbury's, Asda, Morrison's, Waitrose and Marks & Spencer) will achieve an average sales density of circa £12,500 per sqm in 2016<sup>32</sup>.
- 10.29 As the table shows, after taking into account all known commitments there is no capacity up to 2021. By 2026 capacity is generated to support 1,214 sqm net of additional foodstore format retail floorspace. This rises to 3,561 sqm net in 2031 and 6,341 sqm net over the plan period to 2036.
- 10.30 Alternatively, assuming the residual expenditure capacity is taken up by a local supermarket (e.g. Co-Op, Budgens, etc.) and/or 'deep discount' retailer (e.g. Aldi, Lidl etc.) trading at lower average sales levels of circa £7,000 per sqm<sup>33</sup> in 2016, then forecast capacity increases to 2,167 sqm net in 2026, rising to 6,358 sqm net in 2031 and 11,323 sqm net by the end of the study period (up to 2036).
- 10.31 To further help inform the Council's assessment of the potential scale and optimum location for new retail (convenience and comparison goods) floorspace in the Council area, we have also assessed localised capacity for the main centres as shown in **Table 10.1**. However, it should be noted at the outset that any forecast capacity identified for a specific centre/area does not necessarily mean that all the retail floorspace can and/or should be provided within that centre per se, bearing in mind the caution that should be applied to figures as noted elsewhere in this report. For example, there may be a lack of suitable and viable sites available in some centres, or there may be other policy, heritage, transport and physical constraints to development. Alternatively it may be more appropriate to locate the floorspace capacity in one centre over another to encourage more sustainable travel patterns and/or help to achieve specific policy, regeneration and/or investment objectives. Furthermore, any potential capacity generated by foodstores in out-of-centre locations (e.g. through overtrading) should be directed to town centres first in accordance with the NPPF and Local Plan policy. The assessment shows indicative economic capacity of the following quantum:
- **Angel** - 968 sqm net in 2026, rising to 2,658 sqm net over the plan period to 2036. In comparison the 2008 IRS identified capacity of up to 12,000 sqm net up to 2026.

<sup>32</sup> Based on CJ research and analysis

<sup>33</sup> Based on CJ research and analysis

- **Nag's Head** – 1,532 sqm net in 2026, rising to 3,264 sqm net over the plan period to 2036. The 2008 IRS identified capacity of up to 9,200 sqm net up to 2026.
- **Finsbury Park** – no capacity identified up to 2036 (no data in the 2008 IRS).
- **Archway** – 145 sqm net in 2026, rising to 281 sqm net over the plan period to 2036. The 2008 IRS identified capacity of up to 3,300 sqm net up to 2026.

10.32 By way of further comparison, the above figures are inevitably higher than the GLA led projections shown in **Appendix 11** and summarised below:

**Table 10.2 London Borough of Islington: Convenience Capacity Forecasts based on GLA Population Projections (sqm net)**

Location	Foodstore Format (sqm net)				Local Supermarket/ Deep Discount Format (sqm net)			
	2021	2026	2031	2036	2021	2026	2031	2036
<b>Residual Expenditure (£m)</b>	<b>-£27.1</b>	<b>£0.8</b>	<b>£26.5</b>	<b>£50.8</b>	<b>-£27.1</b>	<b>£0.8</b>	<b>£26.5</b>	<b>£50.8</b>
Angel	-173	576	1,258	1,910	-310	1,029	2,247	3,411
Nag's Head	400	1,116	1,766	2,377	714	1,993	3,154	4,244
Finsbury Park	-605	-440	-276	-137	-1,080	-785	-493	-244
Archway	67	133	195	245	120	237	347	438
Other	-1,874	-1,321	-815	-344	-3,347	-2,359	-1,455	-614
<b>Total</b>	<b>-2,186</b>	<b>64</b>	<b>2,128</b>	<b>4,051</b>	<b>-3,903</b>	<b>114</b>	<b>3,799</b>	<b>7,234</b>

Notes: Assumes Equilibrium at 2016 with growth rates applied from 2017 onwards.  
Source: Appendix 11

10.33 Finally, should the Council consider the potential for new convenience floorspace within new developments then this should be located in town centres, which are the most sustainable and sequentially preferable locations. This is particularly relevant to centres where provision of new convenience provision or enhancement of existing provision could help to attract new shoppers to the centre and support footfall for the city/town centres as a whole through linked trips.

### Comparison Goods Retail Capacity

10.34 **Appendix 10** sets out the detailed steps in the comparison goods capacity assessment. The residual expenditure and floorspace capacity forecasts are summarised in the table below. As for convenience goods this approach assumes 'equilibrium' at the base year (2016) and constant market shares over the forecast period.

**Table 10.3 London Borough of Islington: Comparison Capacity Forecasts based on Experian Population Projections (sqm net)**

	Comparison Goods (sqm net)			
	2021	2026	2031	2036
<b>Residual Expenditure (£m)</b>	<b>-£44.9</b>	<b>-£9.6</b>	<b>£41.9</b>	<b>£112.0</b>
Angel	-3,652	-759	2,569	6,271
Nag's Head	540	2,688	5,224	8,056
Finsbury Park	-784	-633	-463	-273
Archway	18	75	143	218
Rest of Borough	-2,945	-2,678	-2,368	-2,024
<b>Total</b>	<b>-6,823</b>	<b>-1,308</b>	<b>5,105</b>	<b>12,247</b>

Notes: Assumes Equilibrium at 2016 with growth rates applied from 2017 onwards  
Source: Table 3, Appendix 10 (Steps 5 & 6)

- 10.35 The forecast residual expenditure has been converted into a net retail sales area based on an assumed average sales density for all new non-food floorspace of circa £6,000 per sqm<sup>34</sup> at 2016. This is broadly equivalent to an average sales density for retail units in prime shopping locations. However it should be noted that average sales levels inevitably vary between different locations, different retail formats and different operators<sup>35</sup>. Where this is the case it will have implications for assessing the capacity for, and impact of new retail floorspace. The Council will therefore need to take this into account when assessing and determining applications for different operators and different types of retail floorspace in different locations (such as, for example, 'bulky goods' retail warehousing).
- 10.36 As the table above shows, there is no capacity in the Council area up to 2026, with capacity increasing thereafter to 5,105 sqm net by 2031 and to 12,247 sqm net by 2036. By way of comparison, the 2008 IRS identified capacity of 30,850 sqm net (by 2026) for new comparison goods floorspace.
- 10.37 The forecast total capacity has been further disaggregated by centre based on constant market shares, and the resultant capacity forecasts are summarised in the table below:
- **Angel** – no capacity up to 2026. Capacity of 2,569 sqm net is generated by 2031, rising to 6,271 sqm net by 2036. In comparison the 2008 IRS identified capacity of up to 16,500 sqm net up to 2026.
  - **Nag's Head** – capacity of 540 sqm net is generated by 2021; 2,688 sqm net by 2026; and rising to 8,056 sqm net by 2036. The 2008 IRS identified capacity of up to 11,450 sqm net up to 2026.
  - **Finsbury Park** – no capacity identified up to 2036 (no data in the 2008 IRS).
  - **Archway** – 143 sqm net by 2031, rising to 218 sqm net by 2036. The 2008 IRS identified capacity of up to 2,900 sqm net up to 2026.
- 10.38 As the table shows, Angel and Nag's Head account for most of the forecast need for new comparison goods floorspace. This reflects the strong market share of comparison goods expenditure and the strength of their comparison retail offer. The forecast capacity for the other centres is lower given the limited comparison goods offer.
- 10.39 Thus, although there is some forecast need for new retail floorspace, the scale and type of provision should reflect the relative role, function and hierarchy of centres. There may also be some instances where, subject to market demand, new retail floorspace development could be appropriate to serve key housing areas in a sustainable manner. However such development is likely to be relatively small scale, serving the day-to-day needs of local residents.
- 10.40 By way of further comparison, Appendix 12 shows the GLA derived figures which show lower capacity figures.

---

<sup>34</sup> Based on CJ research and analysis

<sup>35</sup> This includes the type of goods sold by the retailer, the location and quality of the retail floorspace, and the size and affluence of the catchment population. For example, published trading figures show that 'bulky goods' retailers in the DIY, carpet and furniture sectors generally achieve lower average sales levels of between £1,500 and £4,000 per m<sup>2</sup>, whereas large format electrical goods retailers can achieve much higher average sales levels of £7,000 per m<sup>2</sup> and above.

**Table 10.4 London Borough of Islington: Comparison Capacity Forecasts based on GLA Population Projections (sqm net)**

	Comparison Goods (sqm net)			
	2021	2026	2031	2036
<b>Residual Expenditure (£m)</b>	<b>-£50.9</b>	<b>-£19.9</b>	<b>£27.0</b>	<b>£84.1</b>
Angel	-4,103	-1,438	1,762	4,907
Nag's Head	153	2,057	4,325	6,567
Finsbury Park	-803	-657	-477	-308
Archway	13	66	133	196
Rest of Borough	-2,988	-2,740	-2,447	-2,160
<b>Total</b>	<b>-7,728</b>	<b>-2,712</b>	<b>3,296</b>	<b>9,201</b>

Notes: Assumes: Equilibrium at 2016 with growth rates applied from 2017 onwards.  
Source: Appendix 12.

### Impact of Higher Floorspace 'Productivity' Growth Rate on Capacity Forecasts

- 10.41 For the purpose of this retail assessment we have also tested the sensitivity of increasing Experian's floorspace 'productivity' growth rate for comparison floorspace of +2.2% for the period 2024 onwards, to +2.5% (from 2026 onwards) on the overall comparison capacity forecasts. We consider that this higher growth rate is a reasonable alternative assumption if it is assumed that existing retailers were to face increased pressures on their turnover and profitability due to increasing costs (including, for example, rents, rates and wages). On this basis, existing retailers may well need to achieve a higher 'productivity' growth over time to remain viable.
- 10.42 In this context we have tested the impact of the higher 'productivity' growth rate on the capacity forecasts after allowing for all known commitments (which are set out in **Appendices 9 – 10**). The higher productivity results are set out in **Appendices 13 – 14** and summarised in the table below.

**Table 10.5 London Borough of Islington: Comparison Capacity Forecasts based on Experian Population Projections and applying a Higher Productivity Growth Rate (sqm net)**

	Comparison Goods (sqm net)			
	2021	2026	2031	2036
<b>Residual Expenditure (£m)</b>	<b>-£44.9</b>	<b>-£11.0</b>	<b>£32.7</b>	<b>£93.2</b>
Angel	-3,652	-854	1,949	5,024
Nag's Head	540	2,609	4,709	7,029
Finsbury Park	-784	-636	-485	-320
Archway	18	73	129	188
Rest of Borough	-2,945	-2,680	-2,380	-2,058
<b>Total</b>	<b>-6,823</b>	<b>-1,488</b>	<b>3,921</b>	<b>9,864</b>

Source: Appendix 14

- 10.43 **Table 10.5** shows that the total Council-wide capacity forecast for comparison goods falls to 9,864 sqm net by 2036 (compared to 12,247 sqm net under the baseline scenario, see table 10.3 and **Appendix 9**) after making an allowance for all know commitments.

- 10.44 As with comparison goods, and as a test over the medium to long term, we have tested a higher productivity rate for convenience goods; increasing from +0.1% for the period 2024 and onwards under the Baseline scenario, to +0.5% from 2026 onwards under the higher productivity scenario.
- 10.45 **Table 10.6** shows that the total Borough-wide capacity forecasts for convenience goods falls to between 3,854 – 6,882 sqm net by 2036 (compared with 6,341 – 11,323 sqm net under the baseline scenario, see table 10.1 and Appendix 9).

**Table 10.6 London Borough of Islington: Convenience Capacity Forecasts based on Experian Population Projections and applying a Higher Productivity Growth Rate (sqm net)**

Location	Foodstore Format (sqm net)				Local Supermarket/ Deep Discount Format (sqm net)			
	2021	2026	2031	2036	2021	2026	2031	2036
<b>Residual Expenditure (£m)</b>	<b>-£17.5</b>	<b>£12.5</b>	<b>£28.8</b>	<b>£50.5</b>	<b>-£17.5</b>	<b>£12.5</b>	<b>£28.8</b>	<b>£50.5</b>
Angel	90	896	1,296	1,813	160	1,600	2,315	3,237
Nag's Head	669	1,459	1,868	2,397	1,195	2,605	3,336	4,280
Finsbury Park	-564	-403	-322	-216	-1,007	-720	-574	-385
Archway	77	138	166	200	137	247	296	357
Other	-1,684	-1,086	-752	-340	-3,008	-1,939	-1,343	-607
<b>Total</b>	<b>-1,412</b>	<b>1,004</b>	<b>2,256</b>	<b>3,854</b>	<b>-2,522</b>	<b>1,792</b>	<b>4,029</b>	<b>6,882</b>

Source: Appendix 13

### Impact of Higher SFT Growth Rate on Capacity Forecasts

- 10.46 We have also tested the sensitivity of increasing the market share of non-store retail sales. The baseline scenario tested the reduced survey-derived market share of 21.5% for comparison goods and 1.7% for convenience goods rate. For the scenario testing, we have used the higher (i.e. not reduced) survey derived market shares of 30.7% for comparison goods and 7% for convenience goods. The output of this shows a significantly reduced capacity for both convenience and comparison goods. Comparison goods floorspace capacity is reduced to 6,146 sqm net by 2036 (compared to 12,247 sqm net under the baseline scenario) after making an allowance for all known commitments (see Appendix 16).

**Table 10.7 London Borough of Islington: Comparison Capacity Forecasts based on Experian Population Projections and applying a Higher SFT Rate (sqm net)**

	Comparison Goods (sqm net)			
	2021	2026	2031	2036
<b>Residual Expenditure (£m)</b>	<b>-£58.9</b>	<b>-£34.5</b>	<b>£4.5</b>	<b>£56.2</b>
<b>Total Floorspace Capacity</b>	<b>-8,950</b>	<b>-4,688</b>	<b>550</b>	<b>6,146</b>

Source: Appendix 16

- 10.47 In relation to convenience goods we have also tested the sensitivity of increasing the market share of non-store retail sales. The resulting figures show the total Council-wide capacity forecast falls to between 2,907 – 5,190 sqm net by 2036 (compared to 6,341 – 11,323 sqm net under the baseline scenario) after making an allowance for all know commitments (see Appendix 15).

**Table 10.8 London Borough of Islington: Convenience Capacity Forecasts based on Experian Population Projections and applying a Higher SFT Rate (sqm net)**

Location	Foodstore Format (sqm net)				Local Supermarket/ Deep Discount Format (sqm net)			
	2021	2026	2031	2036	2021	2026	2031	2036
<b>Residual Expenditure (£m)</b>	<b>-£30.6</b>	<b>-£9.4</b>	<b>£11.9</b>	<b>£36.4</b>	<b>-£30.6</b>	<b>-£9.4</b>	<b>£11.9</b>	<b>£36.4</b>
<b>Total</b>	<b>-2,469</b>	<b>-760</b>	<b>954</b>	<b>2,907</b>	<b>-4,408</b>	<b>-1,357</b>	<b>1,704</b>	<b>5,190</b>

Source: Appendix 15

**SUMMARY**

- 10.48 This section has assessed the capacity for new (convenience and comparison goods) retail floorspace across the Council’s main centres and shopping locations.
- 10.49 The capacity assessment assumes the (convenience and comparison goods) retail market is in ‘equilibrium’ at the base year and tests a ‘constant market share approach’ over the forecast period. This approach is in accordance with good practice for retail assessments.
- 10.50 For convenience goods there is a Council-wide forecast capacity for 6,341 sqm net of new ‘superstore format’ floorspace over the long term to 2036. There is no identified capacity to 2021 and more limited capacity over the medium term to 2026. The majority of the identified floorspace capacity at 2036 is focussed on Angel (2,658 sqm net) and Nag’s Head (3,264 sqm net). In our judgement the majority of the identified need for new convenience goods floorspace in the Council area can be met either through a new superstore (with a proportion of the floor area set aside for comparison goods sales, and provided a suitable site is identified) or by the extension of existing stores (where possible). Alternatively it could support a number of smaller format convenience stores.
- 10.51 In relation to comparison goods the Council-wide forecast shows no capacity over the short to medium term to 2026. Capacity of 5,105 sqm net is generated by 2031, rising to 12,247 sqm net by 2036. Angel and Nag’s Head account for most of the forecast need for new comparison goods floorspace. This reflects the strong market share of comparison goods expenditure and the strength of their retail offer. The forecast need for new comparison retail floorspace, the scale and type of provision should reflect the relative role, function and hierarchy of centres.
- 10.52 To help inform the forecasts for new convenience goods floorspace we have necessarily tested the 'sensitivity' of the Council-wide capacity using:
  - **Higher Productivity Rates:** Using a higher 2.5% annual 'productivity growth rate from 2026 onwards for comparison goods and 0.5% for convenience goods from 2026 onwards.
  - **Higher SFT Rates:** Testing a higher household survey derived unadjusted SFT rate of 30.7% for comparison goods and 7% for convenience goods, both from 2016.
- 10.53 The table below sets out the differences between the Council-wide capacity forecasts based on the sensitivity testing. This shows a lower rates of floorspace capacity due to higher productivity and SFT reducing the available residual expenditure.

**Table 10.9 London Borough of Islington: Convenience Goods Capacity Forecasts based on Sensitivity Testing (sqm net)**

	Foodstore Format (sqm net)				Local Supermarket/ Deep Discount Format (sqm net)			
	2021	2026	2031	2036	2021	2026	2031	2036
Baseline	-1,412	1,214	3,561	6,341	-2,522	2,167	6,358	11,323
Higher Productivity Growth	-1,412	1,004	2,256	3,854	-2,522	1,792	4,029	6,882
Higher SFT rate	-2,469	-760	954	2,907	-4,408	-1,357	1,704	5,190

Notes: Appendices 9, 13 & 15

- 10.54 For comparison goods the outputs are reflective of the convenience forecasts in that the capacity forecasts are lower when compared to the baseline scenario due to the reduction in the available residual expenditure.

**Table 10.10 London Borough of Islington: Comparison Goods Capacity Forecasts based on Sensitivity Testing (sqm net)**

	2021	2026	2031	2036
Baseline	-6,823	-1,308	5,105	12,247
Higher Productivity Growth	-6,823	-1,488	3,921	9,864
Higher SFT rate	-8,950	-4,688	550	6,146

Notes: Appendices 10, 14 &amp; 16

- 10.55 Finally, it is important to restate that capacity forecasts beyond five years should be treated with caution, as they are based on various layers of assumptions and forecasts with regard to the trading performance of existing centres and stores, the growth in population and retail spending etc. In particular, any change in market shares resulting from competition from elsewhere would reduce market share and this could further “dampen” the future demand and capacity for new (physical) floorspace over the long term. The Council should therefore take into account these margins for error when assessing the need for new retail floorspace over the medium to long term.

## 11 COMMERCIAL LEISURE NEED / 'GAP' ASSESSMENT

- 11.1 The NPPF (paragraph 23) states that in drawing up Local Plans to ensure the vitality of town centres, local planning authorities should promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres. Against this background leisure uses can make a significant contribution to a town centre's vitality and viability. A good provision and choice of leisure facilities and uses can help to increase 'dwell times', footfall and turnover in centres, with significant benefits for both daytime and night-time economies. However, forecasting the need for new commercial leisure uses is more complicated and problematic than for retailing, as the sector is highly complex and dynamic, and particularly sensitive to changes in economic, demographic, lifestyle and fashion trends. Consequently the methods and approaches developed to forecast the need for new commercial leisure floorspace and uses are more wide-ranging and less sophisticated than for retail capacity forecasts.
- 11.2 The NPPF recommends that need assessments for new leisure uses and floorspace should take account of both quantitative and qualitative considerations (paragraph 161). In this context our analysis focuses on the following key elements:
- a review of the key trends driving market demand in the sector over the last 10-15 years;
  - an audit of existing commercial leisure uses in the Council area to help identify any marked 'gaps' in provision;
  - a review of the results of the household survey to understand current commercial leisure participation rates and preferences across the study area; and
  - a broad economic assessment of the need for new additional leisure facilities across the main centres based on different datasets and accepted approaches.
- 11.3 For the purpose of our assessment we have necessarily focussed on the main commercial leisure uses that are widely accepted as making a significant contribution to the overall vitality and viability of town centres; namely food and beverage uses (Class A3-A5), cinemas and health clubs and gyms, and to a lesser extent ten-pin bowling, casinos and bingo halls.
- 11.4 Detailed tables on forecast commercial leisure capacity, including projections on expenditure and need are set out below.

### LEISURE EXPENDITURE GROWTH

- 11.5 Like the retail market, the commercial leisure sector has experienced significant growth in consumer and market demand since the mid-1990s; fuelled by a buoyant economy, growing disposable income and low unemployment levels. Although the leisure sector has not been immune to the impact of the recent economic downturn, leisure activities remain an important lifestyle choice for many consumers who are prioritising leisure over other areas of spending.
- 11.6 The table below shows the UK average expenditure per head per annum on commercial leisure services and the average for the defined Study Area based on Experian data. It shows that UK household spending on leisure services is dominated by the restaurant and café category (including pubs). This pattern is broadly repeated across all the zones.



**Table 11.1 Estimates of Spending on Leisure Services in 2016 (£ per head)**

	Accommodation	Cultural services	Games of chance	Hairdressing salons & personal grooming	Recreational & sporting services	Restaurants, cafes, etc.
Zone 1	£576	£404	£118	£158	£391	£2,292
Zone 2	£486	£362	£108	£138	£318	£2,074
Zone 3	£411	£274	£92	£104	£220	£1,809
Zone 4	£451	£290	£93	£112	£240	£1,970
Zone 5	£437	£318	£100	£120	£264	£1,923
Zone 6	£380	£256	£85	£96	£198	£1,685
Zone 7	£413	£301	£96	£113	£238	£1,839
Zone 8	£498	£340	£100	£131	£300	£2,106
Zone 9	£395	£263	£86	£101	£208	£1,740
Zone 10	£464	£328	£99	£127	£277	£1,917
Zone 11	£489	£299	£95	£122	£272	£1,833
<b>Study Area Average</b>	£455	£312	£97	£120	£266	£1,926
<b>UK Average</b>	£241	£290	£154	£99	£128	£1,082

Source: Experian, 2015 prices.

- 11.7 The table below shows the most recent leisure spend projections by Experian Business Strategies (EBS) as set out in Retail Planner Briefing Note 14 (November 2016). EBS forecasts shows a decreasing growth forecast in the short term (2016-2018) before stabilising over the longer term (from 2019) to between +1.3% and 1.5% per annum. This forecast growth is higher than annual average historic growth rates for the period 1997-2015, which showed no growth.

**Table 11.2 Actual & Forecast Growth in UK Leisure Spend (% per annum)**

	2013	2014	2015	2016	2017	2018	2019-2023	2024-2035
Leisure Spend Growth (%)	2.3	2.1	1.3	1.9	0.5	0.2	1.3	1.5

Source: Experian Business Strategies, Retail Planner Briefing Note 14 (November 2015), Figure 1a and 1b

- 11.8 The base year expenditure per capita levels for leisure (**Table 11.1**) have been projected forward to 2036 using Experian's forecast annual growth rates (**Table 11.2**) and then applied to the projected population for each Study Zone to identify the total available expenditure on leisure and recreation goods and services (**Table 11.3**). As for the retail assessment, we have assessed total available leisure expenditure based on the ONS's 2015-based Sub-National Population Projections.
- 11.9 **Table 11.3** shows that available commercial leisure expenditure across the study area is forecast to increase by 59.7% (+£749.5m) up to 2036. Growth in commercial leisure expenditure is greatest in Zone 7 with total expenditure forecast to increase by 66.4% over the study period to 2036 followed by Zone 3 (+64.8%). The forecast growth is lowest in Zone 1 at 52.4%.

**Table 11.3 Total Available Commercial Leisure Expenditure (using Experian Population Projections): 2016 – 2036 (£m)**

	2016	2021	2026	2031	2036	Change: 2016-2036 (£m)	Change: 2016-2036 (%)
Zone 1	£72.1	£79.4	£88.6	£98.4	£109.9	£37.8	52.4%
Zone 2	£88.4	£98.0	£109.4	£122.2	£136.8	£48.4	54.7%
Zone 3	£79.4	£89.5	£101.4	£114.6	£130.9	£51.4	64.8%
Zone 4	£114.2	£128.0	£144.3	£161.7	£182.3	£68.1	59.6%
Zone 5	£141.6	£156.2	£174.7	£195.6	£219.8	£78.2	55.2%
Zone 6	£101.5	£113.8	£129.2	£146.5	£166.7	£65.2	64.3%
Zone 7	£143.9	£162.3	£184.3	£209.6	£239.5	£95.6	66.4%
Zone 8	£160.3	£179.5	£202.1	£226.4	£255.6	£95.3	59.5%
Zone 9	£146.2	£163.6	£184.5	£206.5	£232.5	£86.3	59.0%
Zone 10	£66.1	£73.8	£83.0	£92.9	£104.7	£38.6	58.5%
Zone 11	£142.6	£159.3	£179.3	£201.3	£227.1	£84.5	59.3%
Study Area	1,256.3	1,403.4	1,580.9	1,775.6	2,005.8	749.5	59.7%

Note: All monetary figures are expressed in 2015 prices.

- 11.10 Based on the broad leisure expenditure profile, the majority of the growth in leisure expenditure is likely to be weighted towards eating and drinking out. This highlights the potential to enhance the scale and quality of Class A3 uses in the Council's centres over the development plan period, subject to market demand.
- 11.11 By way of comparison, the GLA led population projections show that the available commercial leisure expenditure across the study area is forecast to increase by 54.8% (+£638.2m) up to 2036

**Table 11.3 Total Available Commercial Leisure Expenditure (using GLA Population Projections): 2016 – 2036 (£m)**

	2016	2021	2026	2031	2036	Change: 2016-2036 (£m)	Change: 2016-2036 (%)
Zone 1	£71.9	£79.6	£89.6	£100.1	£110.4	£38.5	53.6%
Zone 2	£87.8	£97.0	£108.9	£121.6	£134.9	£47.0	53.6%
Zone 3	£78.5	£86.5	£96.8	£108.0	£120.5	£42.0	53.5%
Zone 4	£113.4	£125.8	£141.9	£160.7	£180.2	£66.8	58.9%
Zone 5	£141.0	£154.5	£172.2	£192.8	£214.4	£73.4	52.1%
Zone 6	£100.9	£110.1	£122.2	£137.4	£152.1	£51.2	50.7%
Zone 7	£142.3	£156.9	£175.5	£195.7	£218.6	£76.2	53.5%
Zone 8	£158.7	£174.9	£195.7	£218.2	£243.6	£85.0	53.5%
Zone 9	£145.5	£162.4	£184.4	£211.3	£237.8	£92.3	63.5%
Zone 10	£65.5	£72.2	£80.8	£90.1	£100.6	£35.1	53.5%
Zone 11	£141.4	£155.9	£174.4	£194.5	£217.1	£75.7	53.5%
Study Area	1,246.9	1,375.7	1,542.3	1,730.3	1,930.2	683.2	54.8%

Note: All monetary figures are expressed in 2015 prices.

- 11.12 In the context of the forecast growth in leisure spend, the following commentary identifies the potential 'gaps' in the commercial leisure offer of the Council's main centres and the likely need for new uses and facilities over the forecast period.

## CINEMA CAPACITY

- 11.13 Although cinema audiences grew significantly during the 1990s, the UK cinema market has traditionally been dominated by a handful of operators namely Cineworld (the UK's largest operator, with over a quarter of the cinema box office market), Odeon/UCI; Vue (who operate the multiplexes in Westfield's Stratford and White

City schemes); and Showcase (the UK arm of National Amusements of the USA). There was significant consolidation in the UK market in 2012 when Odeon acquired the BFI Southbank; Vue acquired the Apollo cinema chain; and Cineworld acquired Picturehouse.

- 11.14 According to research by Dodona (a specialist market research consultancy in the cinema industry) at the end of 2015, the UK had 4,046 screens (137 more than 2014) in 751 cinemas in the UK. Approximately three-quarters (77%) of the screens are in multiplexes. It should be noted that the number of cinemas has fluctuated, with a low of 697 in 2006 and a high of 769 in 2012. This has been influenced by the increase in the number of multiplex screens and the loss of 'traditional' cinemas. The rest of the market is mainly represented by smaller multiplex operators and independents which tend to operate non-multiplex cinemas (i.e. less than six screens) and screens in mixed-use venues (such as arts centres); including The Light, Curzon and Everyman cinemas.
- 11.15 The cinema industry has not been immune from the recession and there have been some closures since 2008, although the majority have been smaller art centre venues rather than the larger chains. Notwithstanding this, the industry generally appears to be in good health and the UK is the second largest consumer market for filmed entertainment in the world after the USA. The latest research shows that box office revenue in 2015 in the UK exceeded £1bn for the fifth year in succession, based on 171.5m admissions. Overall the cinema sector has remained relatively resilient in the prevailing economic and consumer environment.
- 11.16 In recent years, cinema operators have also introduced changes to the cinema experience, including premium seating areas and better quality refreshments, such as alcohol and higher quality food. For example, Vue Cinemas introduced their 'Evolution' concept which provides a mix of seating types comprising bean bags and sofas, as well as regular seats. Cineworld has also introduced the 'Screening Room' concept, characterised by leather chairs and table service.
- 11.17 There has also been a growth in smaller (Digital) cinemas to serve smaller catchment areas. These Digital cinemas are more flexible and less "space-hungry" as they do not require the large sloping auditoriums needed to accommodate traditional projectors. There are therefore opportunities for the modern cinema offer to be provided in existing buildings. Examples include the HMV in Wimbledon which has a small Curzon cinema above the store.
- 11.18 Turning to the cinema provision in Islington Borough, there are three commercial purpose built cinemas and two facilities with potential screen provision:
- Vue Cinema – Parkfield Street (10 screens)
  - Odeon - Holloway Road (8 screens)
  - Everyman Screen on the Green - Upper Street (1 Screen)
  - Islington Assembly Hall (community facility) Upper Street (1 screen)
  - Union Chapel Project & Theatre (community facility) (1 screen)
- 11.19 The HTIS shows that some 55.8% of respondents visited a cinema as a leisure attraction from across the study area, making it the second most popular leisure attraction (after restaurants and cafes). The majority of the respondents who visited a cinema (39.1%) visited a cinema once a month, with nearly 60% visiting once a month or more. The survey results also show that the three cinemas within the Council area retain a market share of 55.8%; with the Vue Cinema, Parkfield Street being the most popular. Additionally, the other key competing cinemas outside Islington are Picturehouse, Tottenham Lane, Crouch End (11.4%); Odeon, Parkway, Camden (6.6%); and Barbican, Silk Street (5.1%).

**Table 11.4 Cinema Facilities in the Council Area: Market Share**

Cinema	% Visits from Study Area
Vue Cinema – Parkfield Street	31.7%
Odeon - Holloway Road	15.2%
Everyman Screen on the Green – Upper Street	7.1%
<b>Total</b>	<b>55.8%</b>

Source: HTIS 2017

- 11.20 In response to the question as to what improvements could be made to commercial leisure offer that would encourage people to participate more in leisure activities, respondents from across the study area stated that they would like a new multi-screen cinema (2.2%) and an art house cinema (0.2%). This demonstrates a marginal demand for this type of facility in the Council area.
- 11.21 In our judgement, the Council area has an adequate cinema provision and benefits from strong retention levels for cinema goers living in the area. In terms of forecasting the capacity for new cinemas, a standard approach is based on ‘screen density’ (i.e. the number of screens per unit of population). In 2015, Dodona reported that the average UK figure was 6.3 screens per 100,000 people, which represented an increase from 6.1 screens in 2014. London had the highest numbers of screens and sites, and a screen density, at 7.0 screens per 100,000 people. However this was lower than for Northern Ireland (11.3) and Central Scotland (7.4), and only slightly higher than Wales and West of England (6.7). The Islington figure stands at around 8.3 screens per 100,000 people<sup>36</sup>. Current trends show that most major cinema operators are currently expanding their venue portfolios. As such in considering potential market demand for a new cinema, we consider that due to space constraints within the centres, any potential for additional new cinemas would need to consider the impact on the viability of the existing cinema operators, and on the centres as a whole. Our considerations also reflect new cinemas due to open in the near future as part of new developments in Angel and Finsbury Park.

## EATING & DRINKING OUT

- 11.22 The food and beverage sector, including restaurants, cafes, bars and pubs (Class A3, A4 and A5), provide an increasingly important part of a town centre’s wider offer and economy. They also complement other town centres uses, particularly shops, offices and cinemas, helping to lengthen ‘dwell times’ (the time people spend in centres) and increase expenditure as part of the same trip. Research shows that average household spending on leisure services in the UK is largely dominated by eating and drinking out. Even in the context of the current economic recession this sector has remained buoyant and the year-on-year forecasts for growth produced by Experian are strong:

<sup>36</sup> This is based on the Councils current population of 229,892 persons and assuming 19 permanent cinema screens (i.e. excluding the community venues).

**Table 11.5 Forecast year-on-year growth in leisure expenditure per capita**

	2011	2012	2013	2014	2015	2016	2017	2018	2019-23	2024-35
Retail Spend	-0.4	1.3	1.1	3.6	2.5	2.1	0.9	0.3	2.0	2.3
Leisure Spend	0.7	1.1	2.3	2.1	1.3	1.9	0.5	0.2	1.3	1.5

Source: Experian Retail Planner Briefing Note 14 (November 2016); Figures 1a and 1b.

11.23 The following provides a summary of some of the key trends driving changes in the food and beverage sector over recent years:

- **Pubs and Wine Bars** - pub operators have widened their food and non-alcoholic beverage offer, resulting in the growth of so-called “gastro-pubs” in competition with more established restaurants, and the rise in ‘micro pubs’. Notwithstanding this the sector has also been characterised by increasing consolidation and closures. According to the Campaign for Real Ale (CAMRA) there have been 5,800 pub closures since 2008. Recent research by CAMRA also suggests that on average around 29 pubs closed every week in the UK between June and December 2014. The sale of pubs for conversion to alternative uses has also increased over recent years, particularly for convenience retailing (e.g. Tesco Express and Sainsbury’s Local).
- **Restaurants** – this sector has also experienced mixed fortunes during the economic downturn. Some of the key trends driving change in this sector include an increase in ‘eating at home’, which has increased sales for take-aways and deliveries. At the same time customers are increasingly basing their decisions to eat out on ‘value for money’, but not at the expense of quality in terms of service, food and the overall experience. Recent successes include Jamie’s Italian, Bill’s and Cote, with branded restaurants increasing their share in the market. There has also been a growth in ‘all-you-can-eat’ style restaurants which are aimed at offering value for money (examples include the Taybarns brand owned by Whitbread).
- **Cafés/Coffee Shops** – This sector has experienced strong growth over the last five years. The branded coffee chains dominate the market with some 6,495 outlets in 2014 and a £3.3bn turnover. Of these, the three leading multiple chains are Costa Coffee (1,821 outlets), Starbucks Coffee Company (824) and Caffé Nero (590), representing a combined 56% of the branded chain market by outlet numbers. Costa Coffee has a recorded £878m turnover alone. Notwithstanding the rise of the multiples, there has also been growth in independent and specialist cafés and coffee houses, particularly those serving a more luxury or specialist offer (e.g. organic and Fairtrade). The strong independent coffee sector has fuelled many new start-up businesses in local centres. While many forecasters considered the café market to be saturated a few years ago, a recent study by management consultancy Allegra Strategies predicts that the total UK coffee shop market still has potential for strong growth, and there is forecast to be over 20,500 outlets by 2018, with a total turnover of £8.7 billion. There would therefore appear to be potential for further growth in the café market, driven mainly by branded coffee chain expansion and non-specialist operator growth. Meanwhile, the independent café and coffee shop market is growing from strength to strength, with approximately 6,500 coffee shops recorded in the UK in 2015.

11.24 Based on the most recent Council audits, the current provision of Class A3 (restaurants and cafés), A4 (Pubs, bars etc.) and A5 (hot food takeaways) uses, in the primary and secondary shopping frontages of the main centres is as follows:

**Table 11.6 Current Provision of A3-A5 Uses (%)**

Centre	No. Of Units			Total
	Within Primary Frontage	Within Secondary Frontage	Outside Primary / Secondary Frontage	
Angel	22	44	103	169
Nags Head	5	39	9	53
Archway	8	19	12	39
Finsbury Park	23	35	22	80
<b>Total</b>	<b>58</b>	<b>137</b>	<b>146</b>	<b>341</b>

Source: London Borough of Islington: Town Centre Survey 2016

11.25 The main provision is concentrated in Angel and Finsbury Park, whereas Nag's Head and Archway have lower provision. The type and quality of provision is described below:

- **Angel** - the majority of restaurants are located along Islington High Street and Upper Street with a strong concentration located to the north of Upper Street close to Islington Green. The representation of cafés, restaurants and bars/pubs complement the retail offer and encourage a vibrant night time economy, with a number of small and large chain A3, A4 and A5 operators.
- **Finsbury Park** - the majority of leisure uses are located around the central retail area close to the station. There is a concentration of hot food takeaways within the centre, particularly along Blackstock Road and Seven Sisters Road. The majority of leisure providers are independents with varying quality. There are several high quality independent restaurants and cafes located to the north of the centre on Stroud Green Road.
- **Nag's Head** - the majority of the A3-A5 provision comprises of independent leisure operators albeit several national chains are also present.
- **Archway** – although there are several national multiple leisure chains present in the centre, leisure provision is generally less than Islington's other centres. This suggests that encouraging a higher quality of café and restaurant provision (both multiples and independents) alongside the introduction of bars would help to encourage night time activity within the centre

11.26 The HTIS identified where people living in the Study Area currently choose to eat and drink, and whether there are potential 'gaps' in the current offer. The survey shows that some 72.3% of respondents visited a restaurant or café as a leisure attraction, making it the most popular leisure attraction; some 43.5% visited a pub/bar and 9.5% a nightclub.

11.27 The headline results show that 32.4% of respondents eat out in restaurants and cafés at least once week and 20.8% more than once a week. This is a representation of urban lifestyles which has an important multiplier effect on the local economy. The household survey also shows where respondents choose to eat and drink. The popular choices from within the Council area were: Angel/Upper Street (34.2%); Finsbury Park (3.2%); Archway (2.2%) and Nag's Head/Holloway Road (0.9%). Other competing centres outside Islington were Central London and West End at 8.2% and 6.1% respectively as well as Crouch End at 7.2% and Holloway<sup>37</sup> (5.1%)

11.28 In terms of pub/bar visits, the headline findings show 30.1% of respondents frequent these at least once week and some 20.1% more than once a week. The popular choices for pubs and bars mirrored those for

<sup>37</sup> Due to the vagaries of the survey, namely respondents' references to names of local areas, the survey includes a separate location for Holloway, but this may also include locations within Nag's Head or Archway centres.

restaurants. These were: Angel/Upper Street (29.1%); Finsbury Park (4.5%); Archway (2%) and Nag’s Head/Holloway Road (1.7%). Other competing centres were Central London and West End at 6.5% and 3.2% respectively as well as Crouch End at 7.2% and Holloway<sup>38</sup> (6.5%)

- 11.29 In terms of nightclub visits, 22.7% of respondents frequent these at least once a month and some 17.5% once a fortnight. The popular choices for nightclubs were: Angel/Upper Street (17.3%) and Archway (3%). Nag’s Head and Finsbury Park were not frequented for these activities. Other competing centres were Central London and West End at 19.2% and 19.8% respectively as well as Shoreditch (14.8%) and Camden (10.1%).
- 11.30 Evidence from other centres in the UK shows that improving a town centre’s food and beverage offer can significantly increase the attraction of daytime and night-time economies for different customer profiles, as well as generating higher footfall, dwell times and increased expenditure in centres. The results of the HTIS, in response to the question about improvements that could be made to commercial leisure offer in Islington that would encourage people to participate more, show that only 0.1% of respondents would like more pavement cafes; 0.6% more quality restaurants and 0.4% more public houses. This strongly suggests that there is already a varied and diverse range in the current offer across the Council area.
- 11.31 In order to assess the potential economic capacity for new Class A3-A5 floorspace we have used a standard and robust approach based on the assumption that the forecast need represents between 15%-20% above the forecast capacity for new gross comparison goods floorspace (as identified in **Section 10**). This could support a mix of new leisure services including cafés, restaurants, takeaways, pubs and wine bars. This assumption is supported by research that specifically identified that the hospitality industry, in its widest sense, “...forms an important and sizeable proportion of premises averaging 24% of ground floor stock..”. Furthermore Experian GOAD’s centre reports show that on average cafés, restaurants, bars, pubs and takeaways account for over 14% of floorspace and 18% of outlets in the 2,500 shopping areas that they cover.
- 11.32 The table below summarises the capacity for new Class A3-A5 floorspace assuming that the forecast need represents 15%-20% above the new gross comparison goods capacity forecasts identified in **Section 10** (based on the baseline Experian Population Projections). The table shows capacity for between 1,094 sqm gross to 1,459 sqm gross in 2031 increasing to between 2,624 sqm gross and 3,449 sqm gross by the end of the plan period (2036).

**Table 11.7 Eating & Drinking Out - Projected Gross Floorspace (sqm)**

	2021	2026	2031	2036
<b>Projected Comparison Floorspace (gross sqm)</b>	No capacity	No capacity	7,293	17,495
<b>15% of Comparison Floorspace to A3/A4/A5 Uses</b>	-	-	1,094	2,624
<b>20% of Comparison Floorspace to A3/A4/A5 Uses</b>	-	-	1,459	3,499

Source: Projected comparison floorspace sourced from Table 1 Appendix 10

- 11.33 This forecast need should be directed to the town centres first to help increase competition and choice, and to help underpin their daytime/night-time economies in accordance with national and local policies. New facilities in would help to increase dwell times and attract new town centre users.

<sup>38</sup> Due to the vagaries of the survey, namely respondents’ references to names of local areas, the survey includes a separate location for Holloway, but this may also include locations within Nag’s Head or Archway centres.

11.34 However the need for new cafés, restaurants and bars is highly dependent on the level of market demand and confidence in town centres as trading locations. In simple terms the more successful, vital and viable a centre is, the more likely it will be that café and restaurant operators will want to locate there. As the analysis has shown there is already a strong demand and retention from within the catchment and that the current offer is varied and diverse. In this way the improvements centre on qualitative improvements across centres such as Nag’s Head and Archway where there is a lower provision of these services.

11.35 As noted previously leisure spending is weighted towards eating and drinking out. Across the study area, spending on eating and drinking is projected to increase significantly over the period to 2036, with just over 60% of the projected increase in leisure spending between 2016 and 2036 coming from eating and drinking out. In this way, the provision of A3-A5 provision is a significant contributor to the growth in leisure expenditure within the Council area and the net addition of new floorspace is likely to contribute to the wider leisure economy as shown below.

**Table 11.8 Eating & Drinking Out - Projected Spending (£m)**

Zone	2016	2021	2026	2031	2036	Change: 2016-2036 (£m)	Change: 2016-2036 (%)
Zone 1	£42.0	£46.2	£51.6	£57.3	£64.0	£22.0	52.4%
Zone 2	£52.6	£58.3	£65.1	£72.7	£81.4	£28.8	54.7%
Zone 3	£49.4	£55.7	£63.0	£71.3	£81.4	£32.0	64.8%
Zone 4	£71.3	£79.9	£90.1	£100.9	£113.8	£42.5	59.6%
Zone 5	£86.1	£95.0	£106.2	£118.9	£133.6	£47.5	55.2%
Zone 6	£63.3	£71.0	£80.6	£91.4	£104.0	£40.7	64.3%
Zone 7	£88.2	£99.5	£113.0	£128.5	£146.8	£58.6	66.4%
Zone 8	£97.1	£108.8	£122.4	£137.1	£154.8	£57.7	59.5%
Zone 9	£91.1	£101.9	£114.9	£128.6	£144.8	£53.8	59.0%
Zone 10	£39.4	£44.0	£49.5	£55.4	£62.5	£23.1	58.5%
Zone 11	£84.0	£93.9	£105.7	£118.6	£133.8	£49.8	59.3%
Study Area	764.5	854.1	962.2	1,080.7	£1,220.9	£456.5	59.7%

Source: Projected based on Experian data at 2015 prices.

11.36 In addition, according to Experian<sup>39</sup> the ‘accommodation, food services & recreation<sup>40</sup>’ industry’s Gross Value Added (GVA)<sup>41</sup> for the Islington Borough area is set to increase by some 61% by 2036. This rate of increase is higher than that for Greater London and the United Kingdom for this industry sector.

**Table 11.9: Accommodation, Food Services & Recreation GVA**

	2016	2021	2026	2031	2036	Change: 2016-2036 (£m)	Change: 2016-2036 (%)
Islington	671	760	874	980	1,082	411	61%
Greater London	17,738	19,933	22,654	25,113	27,438	9,701	55%
United Kingdom	68,345	75,577	84,748	93,176	101,743	33,398	49%

Source: Experian Regional Planning Service December 2016

Note: All monetary figures are expressed in 2012 prices.

<sup>39</sup> Experian Regional Planning Service.

<sup>40</sup> Based on UK Standard Industrial Classification (SIC) Codes and includes inter alia: Hotels and similar accommodation, Restaurants and Take-aways, Public Houses, Bars, Clubs

<sup>41</sup> GVA is the measure of the value of goods and services produced in an area, industry or sector of an economy. It measures the contribution to the economy of each individual producer, industry or sector in the United Kingdom.



11.37 To gain an understanding of the value that the potential new A3-A5 floorspace (identified in **Table 11.7**) could add to the local economy we have necessarily provided a broad overview of the economic impact the new floorspace will generate. This is based on the understanding that workplace based employment drives GVA growth. We have converted the identified floorspace capacity in to a quantum of potential GVA generated. The key variables are:

- **A3-A5 floorspace Projections** – based on 20% of the comparison goods floorspace capacity identified (net sqm) (see **Table 11.7**). Note that this gross figure (from Table 11.7) has been reduced by 70% to arrive at the net figure<sup>42</sup>
- **Employment Density by Sector**<sup>43</sup> – determines levels of A3-A5 employment that could be supported from a defined floorspace; and
- **GVA per Full Time Employment**<sup>44</sup> – average GVA generated per Full Time Equivalent (FTE) by an A3-A5 employee.

11.38 Based on these variables we are able to calculate the GVA generated which equates to a contribution of £2m by 2031 and £4.7m by 2036 as shown below.

**Table 11.10: Derivation of GVA for new A3-A5 Floorspace**

	2031	2036
Projected Net Floorspace (net sq m)	1,021	2,449
Employment Density (NIA sq. m per 1 FTE)	18	18
Derived No. of New Employees	57	136
GVA per FTE (£)	34,411	34,411
<b>GVA Generated (£m)</b>	<b>2.0</b>	<b>4.7</b>

11.39 The above provides a broad indication of the total employment and GVA supported and does not account for any leakage of expenditure or conversely the additional multiplier effect that could be generated through any expenditure activity as it is beyond the scope of this study.

## HEALTH & FITNESS NEED

11.40 The health and fitness market has generally performed well during the economic downturn. The latest statistics from the Leisure Database Company (LDC)<sup>45</sup> show that over the twelve month period to March 2016, the industry has grown its total market value by 5.3% to £4.4 billion, and its member base by 5.3%. According to LDC there were an estimated 6,435 private health clubs and public fitness centres facilities in the UK in 2016, which represented a small +1.9% net increase from the 6,312 facilities the previous year. The main operators in the market currently include:

- Esporta, Greens & David Lloyd Leisure – at the premium end of the market focus on health, racquet and tennis clubs;
- Virgin Active & Nuffield Health (previously Cannons) – dominate the mid-range family-oriented health and fitness market;
- LA Fitness, Fitness First and Bannatyne’s Health Clubs – operate smaller in-centre clubs at the more value end of the market; and

<sup>42</sup> The HCA Employment Densities Guide 3rd Edition suggests that, as a general benchmark, 15-20% acts as a suitable assumption for converting gross to net areas in non-industrial properties. However, for the purposes of this study, a figure of 70% gross to net has been used, based on our professional judgement.

<sup>43</sup> Source: Employment Densities Guide 3rd Edition (Bilfinger GVA – November 2015 for the Homes and Communities Agency). For Restaurants & Cafes, the Area per FTE (m<sup>2</sup>) on a Net Internal Area (NIA) basis is 15-20. For this study, the mid-point (17.5) has been used, rounded to 18.

<sup>44</sup> Source: Gross Value Added per Workforce Job in London and the UK – GLA Economics (2015). This indicates that the GVA per workforce job for Arts, Entertainment and Recreation is £34,411.

<sup>45</sup> Leisure Database Company : The 2016 State of the UK Fitness Industry Report

- Within London smaller ‘boutique’ gyms are popular, such as Soho Gyms, which have facilities across the City.

- 11.41 However, the most significant growth in the sector in recent years has been fuelled by value and budget operators. The new wave of (“no frills”) fitness clubs is growing steadily and lead by Pure Gym, which opened 60 clubs across the UK in 2015. Other popular low cost brands include EasyGym, Fitness 4 Less, Fitspace, TruGym and SimplyGym. The low cost business models is based on 24-hour opening, discounted monthly subscriptions (of between £10 and £20 on average) and ‘pay as you go’ membership. According to LDC, the low cost gym sector now accounts for 12% of total private clubs and 32% of private sector membership.
- 11.42 Overall, the proportion of the population in 2016 with a gym membership was estimated at 14.6%, up from 13.7% in 2015. According to LDC, the average number of members per club in the UK is estimated to be 1,426, which takes into account the average for independent venues (726 per club) and leisure chains (2,198 per club). For the larger fitness chains (e.g. David Lloyds, Virgin, LA Fitness, etc.) the average club membership increases to 2,897, while budget chains are even higher at 3,452 members.
- 11.43 The rapid growth of this sector has also been characterised by a marked shift in the location of clubs from out-of-centre locations to town centres, often as part of wider mixed use developments. This can help to create a wider range of attractions and activity in town centres, particularly at night-time and at weekends.
- 11.44 The table below summarises the current representation of the main national, regional, independent, privately-owned as well as Council-owned leisure centres health and fitness operators across Council area.

**Table 11.11 Leisure Centres, Gyms & Fitness Clubs Across Council Area**

Type	Name	Private Sector	Public Sector
<b>Leisure Centre</b>	Archway Leisure Centre		√
	Cally Pool and Gym		√
	Finsbury Leisure Centre		√
	Highbury Pool and Gym		√
	Ironmonger Row Baths		√
	Islington Tennis Centre		√
	Sobell Leisure Centre		√
	Lift Youth Hub		√
<b>Gym / Fitness Club</b>	Better Gym, Holloway	√	
	CitySport	√	
	Fit4less Highbury	√	
	Fitness First Angel	√	
	Fitness First Highbury	√	
	Fitspace Gym Holloway Road	√	
	Gymbox Old Street	√	
	New River - Express Fitness for Women	√	
	Nuffield Health Moorgate Fitness and Wellbeing Gym	√	
	Oxygen Fitness Universe	√	
	Premier Fitness	√	
	Pure Gym Finsbury Park	√	
	Pure Gym Holloway Road	√	
	Soho Gyms	√	
	The Factory Fitness and Dance Centre	√	
	The Gym London Angel	√	
	Virgin Active Angel	√	
	Virgin Active Essex Road	√	
	Virgin Active Moorgate	√	

- 11.45 The above table shows a good representation by national operators across the Council area. This provision is supplemented by public sector provision in the form of facilities at Archway, Finsbury and the Highbury Pool & Gym.

- 11.46 In terms of fitness/health activity participation rates, the household survey results show that 27.6% of respondents visited a gym, health club or sports facility from the study area. Of these 77.1% visited more than once a week, 16.5% once a week and 3.3% once a fortnight. Highbury Pool & Gym is the most popular venue attracting a market share of 7.3% from the study area. This followed by the Archway Leisure Centre (5.7%), Better Gyms, Holloway (5.4%), as well as Virgin Active, Angel (4.8%) and Nuffield Health, Angel (4.7%).
- 11.47 In terms of supporting new facilities, there is likely to be demand for new provision across the study area given that the population of the study/catchment area is forecast to increase by 91,196 from 2016 to 2036. Any new facilities should be considered in conjunction with planning for other uses, including other retail and leisure uses, given the relatively limited opportunities for new development within Islington.
- 11.48 As for the other leisure sectors, attracting new health and fitness facilities will be determined by the level of market interest and demand. However, given that there are a range of the larger chain operators already represented in the Council area, there may be scope to enhance existing facilities or attract newer operators for example our healthcheck analysis shows there is a current requirement by the 'Hot Yoga Centre' for some 2,500 sqm.
- 11.49 Finally, in response to the question as to what improvements could be made to commercial leisure offer that would encourage people to participate more in leisure activities, 4.4% stated 'a swimming pool', 4.1% suggested 'more local sports & recreation facilities', whilst a minor 0.8% stated 'better maintenance of leisure facilities' and 0.2% 'more outdoor classes / gyms'. This demonstrates the low demand for this type of facility in and general satisfaction of the offer available in the Council area.

## BINGO & GAMBLING NEEDS

- 11.50 Gambling represents a significant element of the leisure industry. The main sectors of the gambling industry comprise 'games of chance' (i.e. bingo clubs, casinos, betting shops, amusement arcades, etc.). We briefly describe the key trends in this sector and the forecast need/demand for new facilities in the Council area, if any, based on the available evidence.
- 11.51 In terms of **Bingo** Halls, the latest research by The Gambling Commission (Industry Statistics November 2015) indicates that there are over 599 licensed premises in operation in the UK, which is a reduction from 653 recorded in 2014. Gala Leisure and Mecca Bingo are the leading operators accounting for over a third (36.9%) of all premises. Research by Mintel indicates that the industry has experienced a fall in revenues and admissions over recent years as a result of legislative changes (such as the ban on smoking in public places), the impact of the economic downturn and the growth of online gaming. In response to falling admissions, bingo operators are increasingly taking advantage of the online market and embracing smart-phone technology through new 'app' development. This forms part of a wider trend and growth in 'remote/online' gambling, which including gambling activities through the internet, telephone, radio, etc. Bingo operators are also increasingly looking to diversify their customer profile, and are marketing their clubs at a younger, predominantly female audience. As a result there has been an increase in the number of younger and more affluent bingo players over recent years, particularly as deregulation has enabled clubs to offer bigger (national) prizes. The above has resulted in the closure of many bingo halls across the UK.
- 11.52 For **Casinos** research shows that there were some 147 in the UK in September 2015. The number of premises has remained fairly static over the past five years. This sector is dominated by two companies: the Rank Group (incorporating Grosvenor Casinos and Gala Coral Casinos) and Genting UK. There has been consolidation of the sector in the past few years, with acquisitions such as Rank Group's purchase of Gala Coral Casinos making it the largest operator in the UK. While casino attendance has grown from 18.24m in 2012 to 20.44m in 2015, attendance dropped by 2.6% from 2014 (20.99m). The increase in attendance since 2012 is largely explained by larger new casino venues granted licences under the 2005 Gambling Act. As far

as we are aware there are no major casinos located within the Council area with the nearest facilities being in Central London.

- 11.53 **Betting shops** currently represent a growing market in the gambling sector. There are approximately 9,000 betting shops in the UK, of which around half are operated by Ladbrokes and William Hill. Regulatory changes in 2015 led to a fall in revenue and profit. In response, William Hill announced their intention to close 150 of their 2,300 outlets. As gambling activities continue their shift to online channels, demand for physical outlets could dampen in the future. The presence of betting shops in high streets is a contentious issue, particularly the perceived social issues that are linked to this particular activity (e.g. anti-social behaviour); potential for adverse impacts on health and wellbeing and their concentration in deprived areas. The Government has recognised that betting shops have specific impacts and in 2016 reclassified betting shops from A2 to Sui Generis use. This reclassification gave local authorities greater control on managing the number of outlets and therefore greater potential to limit impacts associated with betting shops.
- 11.54 The Experian Goad Category Report 2016 for Angel shows six betting offices, forming 0.9% of all units which is lower than the national average of 1.4%. However, in Islington's three other town centres, the proportion of betting offices exceeds this national average, more than double in the case of Nag's Head which has nine units forming 3.1% of all units in the centre. Archway has four units, forming 2.5% of all units in the centre; and Finsbury Park has eight units representing 1.8% of all units. We would advise the Council to monitor betting shop provision across all centres, but particularly Nag's Head, Archway and Finsbury Park to prevent proliferation and to ensure a healthy balance and diversity of town centre uses.
- 11.55 The HTIS results indicate that going to bingo halls, bookmakers and/or casinos is not a major leisure activity for the vast majority of respondents living in the study area; with just 1.8% indicating that they frequent bingo clubs, casinos or bookmakers. Those that do partake do so frequently, with, 50% of respondents visiting once a week or more and almost 90% of respondents at least once a month. In terms of venues, the household survey indicates that of those who participate, the popular named facilities are Paddy Power, Archway (32.6%) and Mecca Bingo, Camden (13.8%).
- 11.56 In our judgement, there is no demonstrable need to enhance existing provision to improve competition and choice at the local level. Given that current trends for bingos and casinos show activity moving online instead of physical venues, future demand for new venues is expected to be very limited.
- 11.57 Finally, in response to the question as to what improvements could be made to commercial leisure offer that would encourage people to participate more in leisure activities, only 0.1% of respondents to the household survey stated that they would like a bingo hall with a no response for a casino. These findings further demonstrate the lack of demand for bingo and gambling facilities in the Council area.

## **OTHER COMMERCIAL LEISURE NEEDS**

- 11.58 Other commercial leisure facilities can be grouped together under 'family entertainment' venues which include paid activities that appeal to adults and children; such as, for example, tenpin bowling, roller skating, ice skating, and similar uses.
- 11.59 Tenpin bowling is possibly the most popular of this category and has been established as a commercial leisure activity in the UK for over 40 years. It remains a strong family and group activity. Research shows that there are currently over 321 bowling centres in the UK. This sector benefited from a period of growth from the mid-1990s onwards, fuelled by the development of large entertainment 'boxes' and leisure parks at one end of the spectrum, and smaller independent specialist bowling facilities at the other end. A number of the successful bowling facilities opened over the last 15-20 years tend to form part of larger leisure complexes that include multi-screen cinemas, restaurants and nightclubs. It is the critical mass of leisure uses under one roof or as

part of leisure parks that helps to underpin the viability of ten-pin bowling centres, which can struggle as standalone attractions. Examples of the smaller specialist operators include All Star Lanes which operates five bowling venues in the UK (four in London and one in Manchester) and largely targets the corporate/private hire market. Bloomsbury Bowl Lanes also operates from smaller venues with sites in Bloomsbury (8 lanes) and Bristol (5 lanes). The company offers a 1950's American-themed bowling venue with ancillary karaoke rooms, venue rooms for hire, DJ booths, bars, small scale cinema and a venue for bands and live performers/comedy nights.

- 11.60 There are no ten-pin bowling facilities located in the Council area, but there is a facility located within the study area immediately adjacent to the Islington boundary in Finsbury Park (Rowans Tenpin Bowl, Finsbury Park). The HTIS indicates this was the most popular venue for this activity (58.7%), followed by Hollywood Bowl, Finchley (8.8%). The survey further indicates that 20.3% of respondents from the study area partake in family entertainment activities. Compared to other commercial leisure activities, family activities are carried out less frequently with the majority of respondents engaging in family entertainment once a year (22.8%); followed by once every six months (20.4%); three to four times per year (19.5%) and once a month (18.5%). Only 6.7% visit family attractions once a fortnight or more.
- 11.61 In response to the question as to what improvements could be made to commercial leisure offer that would encourage people to participate more in leisure activities, 5% of respondents to the household survey stated that they would like more facilities for children and 0.6% stated ice skating. As such, in terms of future needs, the Council could benefit from a wider range of family activities, such as a multi-use venue. The potential for new family activity venues will be subject to market demand and should be directed to a town centre location.

**CULTURAL ACTIVITIES**

- 11.62 Cultural activities include a broad range of activities that are focused on the arts and historic attractions. For the purpose of this assessment, consideration is given to the provision of theatres, music venues, and historic/cultural attractions across the Council area. A list of some popular cultural venues (including theatres, music venues, museums and art galleries) are set out in the table below:

**Table 11.12: Cultural Venues in the Council Area**

Type	Name
<b>Theatre and Music</b>	Almeida Theatre
	Park Theatre
	Little Angel Theatre
	King's Head Theatre
	Pleasance Theatre
	Sadler's Wells Theatre
	The Old Red Lion, Islington
	Rosemary Branch Theatre
	Hen and Chickens Theatre
	O2 Academy Islington
	Islington Assembly Hall
Union Chapel	
<b>Museum</b>	Arsenal Football Club Museum
	Honourable Artillery Company Museum
	Islington Museum
	London Canal Museum
	Museum of the Order of St John
	Museum of Methodism, Wesley's Chapel
<b>Art Gallery</b>	King's Place
	Candid Arts Gallery
	Cubitt
	The Pangolin Gallery
	Tintype Gallery
	Estorick Collection of Modern Italian Art

- 11.63 Cultural venues in the Council area are relatively extensive. The results of the HTIS indicate that 44.6% of respondents from the study area visit museums, galleries and places of historical interest. The HTIS confirms

that this form of activity is carried out infrequently, with the majority of respondents visiting places of cultural interest (i.e. museums, galleries, etc.) once a month (25.3%) or at least three or four times a year (18.6%).

- 11.64 The most popular location for those visiting cultural venues is the British Museum, (27%) followed by the Natural History Museum (13.8%). This is expected given the greater choice of venues in close proximity to the Borough within London.
- 11.65 With regard to theatres and music venues, the HTIS shows that 41.5% and 26.7% visit these facilities respectively. In terms of frequency of visits, 29.2% of respondents visit the theatre three to four times per year, with 21% visiting once a month. For music venues, 30.1% visits once every 6 months with 17.3% visiting three to four times per year. The West End (31%) is the most popular for theatre followed by the Almeida Theatre, Islington (10.9%), Barbican Centre (7.6%) and the National Theatre (7.5%). The most popular music venues were the O2 Arena, Greenwich (21.6%) and Barbican Centre (10.7%).
- 11.66 The Council area is surrounded by numerous and varied venues and facilities of cultural interest that are of national significance. Understandably, respondents gravitate to these high profile venues.

### **HOTEL PROVISION**

- 11.67 Hotel provision across the Council area is strong and features both national and independent operators. According to the Hotels in Islington study (2016) commissioned for the Council there are currently 49 visitor accommodation establishments, with 3,421 rooms in hotels, guesthouses and B&Bs, plus 361 rooms in apart-hotels and 713 rooms/beds in hostels.
- 11.68 The study also suggested that given the scale of stock in the pipeline, it was likely that a net growth in the Borough's hotel stock will take place over the next few years, in excess of the current GLA's benchmark targets, delivering a net increase of 1,626 rooms.
- 11.69 In summary, based on our high level assessment and considering the findings of the recent hotels study, the current and future of hotel provision in Islington is considered adequate.

### **SUMMARY**

- 11.70 The commercial leisure industry faces considerable challenges and pressures. It is clear that consumers are becoming increasingly selective in terms of where and how they spend their discretionary leisure spending. There will also be a continued increase in at-home activities due to the advances in computers, tablets, television, gaming, and audio technology. The challenge for town centres and leisure operators in the future will therefore be to attract customers away from their homes.
- 11.71 Our review of the Council's commercial leisure sector and offer, and the results of the household survey, indicate that there is a relatively good level of leisure facilities (for example cinema and food and drink), although there is scope to improve the range and quality of this provision. Across all centres attention should be paid to increasing provision, including within the main retail area (mindful of the need to strike a balance with the aims of primary shopping areas). The participation rate for certain leisure activities is particularly high (e.g. restaurants and cinemas) and this offers the potential to enhance the overall offer, subject to market demand. There is clearly potential to strengthen the leisure offer to maximise the benefits resulting from a vibrant night time economy by increasing "dwell times" during the day to the benefit of other shops, businesses and facilities.
- 11.72 In terms of cinema provision, the assessment found that a high proportion of respondents frequent the cinemas in the Council area thereby indicating strong retention levels for cinema goers living in the area. While there may be market demand from operators who are seeking to expand their venue portfolio, we

consider that current provision is adequate. Any new cinema provision should be directed to town centres, where proposed.

- 11.73 Potential qualitative improvements have been identified for eating and drinking out. There is potential to enhance the quality and type of food and drink offer (e.g. pavement cafes and quality restaurants), although current provision is already above average.
- 11.74 Given that the population of the Council study/catchment area is forecast to increase significantly by 2036, and compounded by the popularity of the need for a healthier lifestyle, there is potential scope for new health and fitness facilities subject to market interest and demand and other planning considerations.
- 11.75 Additionally, in terms of addressing future needs, the Council could benefit from a wider range of family activities, such as a multi-use venue. The potential for new family activity venues will be subject to market demand and should be directed to a town centre location.
- 11.76 The Council area benefits from a diverse range of arts and historic attractions, the majority of which are located within the main centres. These contribute significantly to the visitor economy of the area and need to be maintained and promoted. The current and future hotel provision in the borough is adequate.

## 12 CONCLUSION

- 12.1 The London Borough of Islington Retail & Leisure Study has been prepared in the context of national and development plan policy guidance, as well as other key material considerations. This includes the National Planning Policy Framework (NPPF) and the Planning Practice Guidance (PPG), which place weight on the development of positive plan-led visions and strategies for town centres, and promote new investment and development in town centres first ahead of edge and out-of-centre locations.
- 12.2 The study's key findings are based on the updated assessment of the quantitative and qualitative need for new retail (comparison and convenience goods) floorspace and commercial leisure uses up to 2036. The need assessment draws on a robust and up-to-date evidence base and new primary research, primarily a telephone interview survey of some 1,103 households across the local authority area and a wider defined Study Area to help establish current shopping patterns, leisure preferences and market shares
- 12.3 The study also includes health checks of the main town and district centres of Angel, Nag's Head, Archway and Finsbury Park; and an assessment of the commercial leisure need in the borough.

### CENTRE OVERVIEW

#### Angel

- 12.4 Angel is one of the borough's two major town centres as identified in the London Plan and the Islington Local Plan (the other being Nag's Head). It is located in the south of the borough and is partly within the London Central Activities Zone (CAZ), one of the world's most attractive and competitive business locations.
- 12.5 The centre has a strong comparison offer with 31.4% of units being occupied by this use, which is in line with the UK national average. There is a particularly strong independent offer concentrated along Camden Passage.
- 12.6 The centre's markets provide a unique retail offer. Camden Passage provides a specialist antique and art offer, which attracts many visitors outside of the borough to Angel. Chapel Market is a traditional street market, which sells a variety of food and non-food goods such as fruit and vegetables, meat and fish, clothing and electricals. There is also a weekly farmers market.
- 12.7 The proportion of leisure services in Angel is significantly above the national average and as a result, the centre's night-time economy is thriving. The centre hosts a number of cafes, restaurants, pubs and bars. There are also two cinemas, a large live music venue and several theatres.
- 12.8 The centre's vacancy rate is well below the UK national average. There are no particular concentrations of vacancies within the centre.
- 12.9 Accessibility to and around the centre is good with high PTAL levels. Angel underground station is located at the heart of the centre and a number of bus routes operate along Upper Street.
- 12.10 The public realm across the entire centre is of a high quality. Islington Green provides an attractive green space for the community and visitors to the centre to use. The range of building types helps to create a diverse and interesting town centre. The unique alleyways and cobbled streets of Camden Passage particularly enhance the centre.
- 12.11 Although proportionately just under the UK national average, convenience goods provision in the centre is strong. There are two large supermarkets, Waitrose and Sainsbury's, alongside Tesco Metro and a food hall



within Marks and Spencer. There is also strong independent retailer provision and range of market stalls, which support this larger supermarket offer.

- 12.12 Whilst public transport access to the centre is good, improvements to pedestrian access across the centre would be beneficial. Upper Street is an allocated TFL 'red route' and traffic is often very congested along the road. The busy road, alongside a need for additional pedestrian crossings deters from the overall pedestrian experience.
- 12.13 The area around Chapel Market is in need of some public realm improvements. Although the street market is popular, many of the surrounding retail units are in need of repair and/or modernisation.

### **Nag's Head**

- 12.14 Nag's Head town centre is situated to the north of Islington borough and, alongside Angel, is one of two major town centres as identified in the London Plan and the Islington Local Plan. The centre is mostly linear in form with the centre's prime shopping area located along Holloway Road (A1), running northwest to southeast throughout the town centre from Manor Gardens in the north to the East Coast Mainline railway bridge in the south (to Holloway Road Underground Station).
- 12.15 The centre has a strong convenience goods offer; the number of units and floorspace operating in this use is above the UK national average. Morrisons and Waitrose are the centre's two main supermarkets. These are supported by a Marks and Spencer food hall, a frozen food store (Iceland) and independent butchers, fishmonger, bakeries and grocers.
- 12.16 Despite being slightly below the national average, the centre also has a relatively strong comparison goods provision. There are a range of both independent and multiple retailers. The centre is anchored by Marks and Spencer, Boots, New Look, Clarks and Superdrug. Selby's is an independent department store, which also hosts a range of quality comparison goods.
- 12.17 The indoor market is a key asset of Nag's Head town centre, which should continue to be enhanced and promoted to encourage visitors and investment to the market. The market sells a range of goods from food to clothing, shoes, homeware and gifts. Food stalls further enhance the market's provision and could help to create a leisure and night-time destination.
- 12.18 Although leisure provision is above the national average, there is a limited provision and range of food and beverage outlets. There are few branded food operators and the quality of the independent cafe/restaurant provision also varies. Therefore attracting better quality independent and branded operator outlets could help to draw more visitors to the centre. A stronger night-time economy could also be established through encouraging additional bars to locate to the centre in order to attract local residents including the areas large student population; this would enhance the role of the centre as a night-time/leisure destination generally.
- 12.19 There are concentrations of vacancies around the centre. Areas include the units under the railway arches to the south of the centre and parade adjacent to the Odeon cinema to the north. These spaces are not currently functioning as successful retail spaces.
- 12.20 There are no green open spaces located within the main town centre and there is a lack of planting alongside the main road. Installation of a green public place and additional planting could help to mitigate the impact of the busy main road.
- 12.21 The Nag's Head Shopping Centre is in need of refurbishment. It appears tired and run down and has a central space which is not fully utilised.

### **Finsbury Park**

- 12.22 Finsbury Park's is situated in the north of the borough. It is a key transport interchange and includes a national rail station, underground station and two bus stations. The area lacks a traditional centre although it has several key shopping streets including Fonthill Road, Blackstock Road, Stroud Green Road and Seven Sisters Road.
- 12.23 The centre has a good convenience goods offer. Tesco Metro and Lidl are Finsbury Park's two main supermarkets, supported by smaller national multiple and independent convenience stores.
- 12.24 There is little comparison goods provision in Finsbury Park town centre with few national multiples, however the specialist independent clothing retail offer on Fonthill Road is considered a key asset of the centre and attracts visitors from across and outside of the borough.
- 12.25 Vacancy rates in the centre are below the national average, although there are particular concentrations of vacancies around Seven Sisters Road, Station Place and Blackstock Road.
- 12.26 The proportion of units in leisure use across the centre is significantly above the national average, although there is little night-time activity within the centre with very few bars. Restaurants and cafés in the centre are characterised by independent operators with a particularly good range of eateries located along Stroud Green Road. The Park Theatre is also a key asset of the centre.

### **Archway**

- 12.27 Archway is situated in the northwest of the borough close to the boroughs of Camden and Haringey. New investment is taking place in the area which will aid in improving the character and success of Archway town centre. In particular, the remodelling of the Archway gyratory and associated public realm improvements will enable better access around the centre as well as creating a public open space, which could cater for events and a market space.
- 12.28 The centre's convenience provision is relatively good for a centre of its size anchored by national operators such as Co-op, Tesco Express, Sainsbury's Local and Iceland supported by a range of smaller independent store
- 12.29 Retail service provision is good and the proportion of units in this use is above the national average.
- 12.30 There is very little representation of non-food goods stores within the town centre. In terms of the comparison retailers currently trading in the centre, the majority are independents; Poundland is one of the only multiple retailers. There is a limited representation of goods sold including a distinct lack of clothing stores.
- 12.31 Archway has an extremely limited night-time economy. The majority of cafés and restaurants in the centre are not of a particularly high quality; attracting better quality eateries could help to retain the custom of residents living near the centre and attract people from further afield. There is also a lack of bars, which further discourages night-time activity in the centre.
- 12.32 Archway Mall is in very poor condition with a number of vacant units, and requires significant investment.

## **RETAIL NEEDS ASSESSMENT**

- 12.33 Section 10 assessed the overall quantitative capacity for new (convenience and comparison goods) retail floorspace over the development plan period

- 12.34 The retail capacity assessment is informed by CJ's CREATE Capacity Model. The retail capacity assessment is underpinned by robust evidence and forecasts; it assumes that the retail market is in 'equilibrium' at the base year (2016) and that market shares remain constant over the study period.
- 12.35 The Borough-wide capacity for comparison and convenience goods has been disaggregated for the main centres based on their relative trading performance and market shares at the base year, and the forecast growth in available expenditure and floorspace 'productivity' over the study period (2036)
- 12.36 For convenience goods – as set out in Appendix 9 - there is a borough-wide forecast capacity for 6,341 sqm net of new 'superstore format' floorspace over the long term to 2036. There is no identified capacity to 2021 and more limited capacity over the medium term to 2026.
- 12.37 The majority of the identified convenience floorspace capacity at 2036 is focussed on Angel (2,658 sqm net) and Nag's Head (3,264 sqm net). In our judgement the majority of the identified need for new convenience goods floorspace in the Council area can be met either through a new superstore (with a proportion of the floor area set aside for comparison goods sales, and provided a suitable site is identified) or by the extension of existing stores (where possible). Alternatively it could support a number of smaller format convenience stores.
- 12.38 In relation to comparison goods – as set out in Appendix 10 - the borough-wide forecast shows no capacity over the short to medium term to 2026. Capacity of 5,105 sqm net is generated by 2031, rising to 12,247 sqm net by 2036. Angel and Nag's Head account for most of the forecast need for new comparison goods floorspace. This reflects the strong market share of comparison goods expenditure and the strength of their retail offer. New comparison retail floorspace to meet this identified need should be directed to Town Centres and should reflect the relative role, function and hierarchy of such centres.
- 12.39 The capacity figures for convenience and comparison retail floorspace have also been modelled using higher 'productivity' rates and assuming higher levels of internet sales. Results from these scenarios both show forecast need for floorspace by 2036, albeit less than the baseline forecast. A variant of the baseline forecast has also been produced using population projections from the GLA; these projections project a lower population by 2036, and as such the total forecast retail need by 2036 is less than the baseline derived using the standard Experian population projections (although not significantly less).
- 12.40 It is important to state that capacity forecasts beyond five years should be treated with caution, as they are based on various layers of assumptions and forecasts with regard to the trading performance of existing centres and stores, the growth in population and retail spending, constant market shares, etc. For example, if the growth in Internet and multi-channel shopping is stronger than current forecasts suggest, then this could further reduce the future demand and capacity for new 'physical' space over the long term. The Council should also take into account these margins for error when assessing the need for new retail floorspace, particularly post 2026.

## LEISURE NEEDS ASSESSMENT

- 12.41 Section 11 of the study assesses the need for new commercial leisure uses and the 'gaps' in provision.
- 12.42 The results of the household survey, indicate that there is a relatively good level of leisure facilities (for example cinema and food and drink), although there is scope to improve the range and quality of this provision.
- 12.43 Across all centres attention should be paid to increasing provision, including within the main retail area (mindful of the need to strike a balance with the aims of primary shopping areas). The participation rate for certain leisure activities is particularly high (e.g. restaurants and cinemas) and this offers the potential to enhance the overall offer, subject to market demand. There is clearly potential to strengthen the leisure offer to

maximise the benefits resulting from a vibrant night time economy by increasing “dwell times” during the day to the benefit of other shops, businesses and facilities.

- 12.44 In terms of cinema provision, the assessment found that a high proportion of respondents frequent the cinemas in the Council area thereby indicating strong retention levels for cinema goers living in the area.
- 12.45 In addressing future needs, the Council could benefit from a wider range of family activities, such as a multi-use venue. The potential for new family activity venues will be subject to market demand and should be directed to a town centre location.

## 13 GLOSSARY

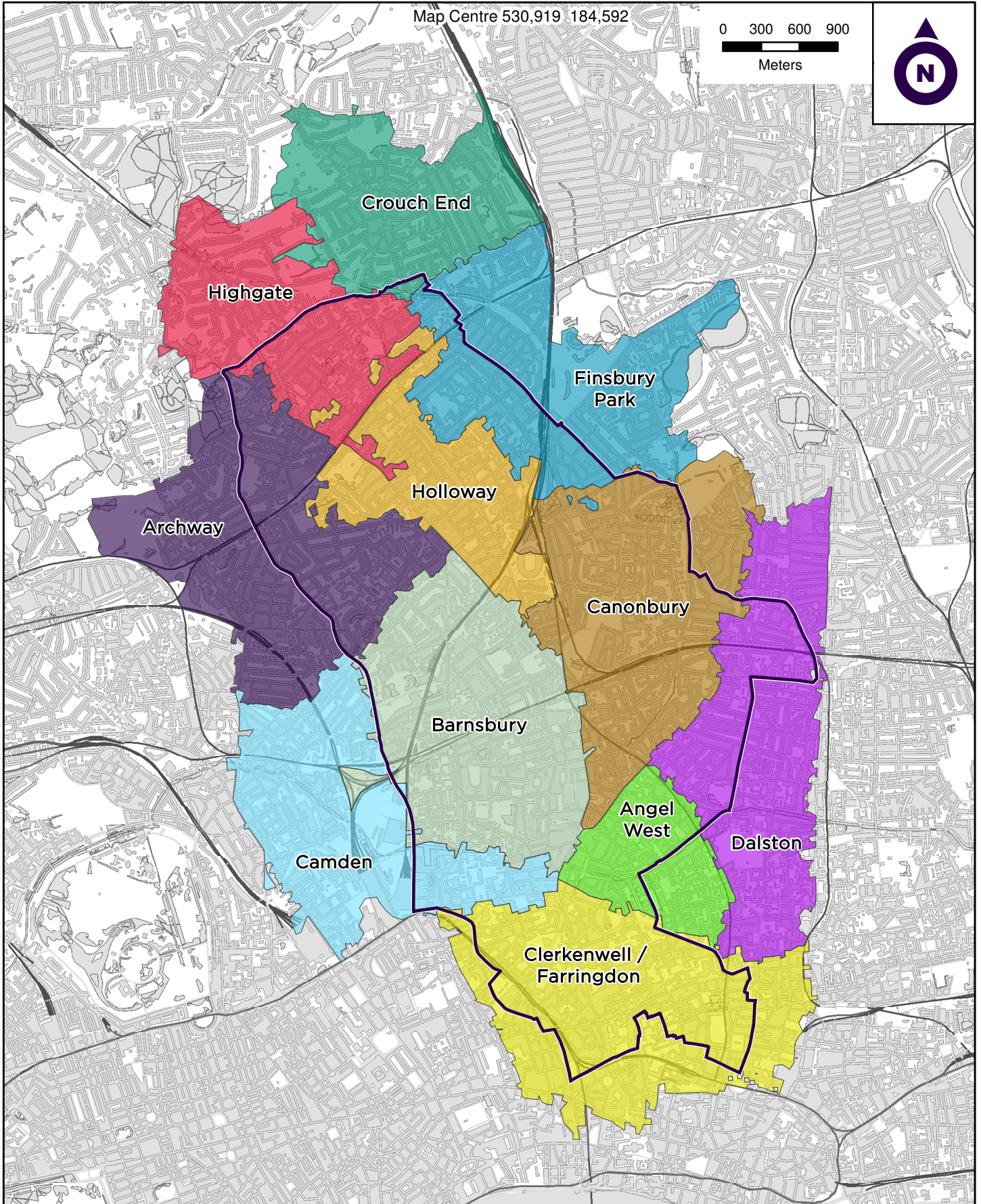
<b>TOWN CENTRES:</b>	Town Centres are the principal centres in a local authority's area. In planning the future of town centres, local planning authorities should consider the function of different parts of the centre and how these contribute to its overall vitality and viability.
<b>MAJOR CENTRES</b>	Major centres are typically found in Inner London and often have a borough wide catchment. They generally contain over 50,000sqm of retail, leisure and service floorspace with a higher proportion of comparison over convenience goods; and potentially significant employment, service and civic functions.
<b>DISTRICT CENTRES:</b>	District centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library. These centres generally contain between 10,000-50,000sqm of retail, leisure and service floorspace; and provide a higher proportion of convenience over comparison goods.
<b>LOCAL CENTRES:</b>	Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office, a pharmacy or a launderette.
<b>TOWN CENTRE USES:</b>	As defined in the NPPF, main town centre uses are retail development (including warehouse clubs and factory outlet centres); leisure, entertainment facilities the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices; and arts, cultural and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).
<b>TOWN CENTRE BOUNDARY:</b>	Defined area, including the primary shopping area and areas of predominantly leisure, business and other main town centre uses within or adjacent to the primary shopping area. The extent of the town centre should be defined in borough Local Plans and on the policies map.
<b>PRIMARY SHOPPING AREA (PSA)</b>	Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are adjoining and closely related to the primary shopping frontage).
<b>PRIMARY &amp; SECONDARY FRONTAGES</b>	Primary frontages are likely to include a high proportion of retail uses which may include food, drinks, clothing and household goods. Secondary frontages provide greater opportunities for a diversity of uses, such as restaurants, cinemas and businesses.
<b>EDGE-OF-CENTRE</b>	As defined in the NPPF, for retail purposes a location that is well connected up to 300 metres from the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge-of-centre, account should be taken of local circumstances.
<b>OUT-OF-CENTRE</b>	A location which is not in or on the edge of a town centre. Out-of-centre locations are at the bottom of the retail hierarchy and any application for retail development in an out-of-centre location must fully assess impacts and rule out potential for locating in a more sequentially preferable location.
<b>CONVENIENCE SHOPPING</b>	Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.
<b>COMPARISON SHOPPING</b>	Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.
<b>SUPERMARKETS</b>	Self-service stores selling mainly food, with a trading floorspace less than 2,500 square metres, often with car parking.
<b>SUPERSTORES</b>	Self-service stores selling mainly food, or food and non-food goods, usually with more than 2,500 square metres trading floorspace, with supporting car parking.
<b>RETAIL WAREHOUSES</b>	Large stores specialising in the sale of household goods (such as carpets, furniture and electrical goods), DIY items and other ranges of goods, catering mainly for car-borne customers.
<b>RETAIL PARKS</b>	An agglomeration of at least 3 retail warehouses.
<b>WAREHOUSE CLUBS</b>	Large businesses specialising in volume sales of reduced priced goods. The operator may limit access to businesses, organisations or classes of individual.
<b>FACTORY OUTLET CENTRES</b>	Groups of shops specialising in selling seconds and end-of-line goods at discounted prices.
<b>LEISURE PARKS</b>	Leisure parks often feature a mix of leisure facilities, such as a multi-screen cinema, indoor bowling centres, night club, restaurants, bars and fast-food outlets, with car parking.
<b>CONVENIENCE GOODS EXPENDITURE</b>	Expenditure (including VAT as applicable) on goods in COICOP categories: Food and non-alcoholic beverages, Tobacco, Alcoholic beverages (off-trade), Newspapers and periodicals, Non-durable household goods.

<b>COMPARISON GOODS EXPENDITURE</b>	Expenditure (including VAT as applicable) on goods in COICOP Categories: Clothing materials & garments, Shoes & other footwear, Materials for maintenance & repair of dwellings, Furniture & furnishings; carpets & other floor coverings, Household textiles, Major household appliances, whether electric or not, Small electric household appliances, Tools & miscellaneous accessories, Glassware, tableware & household utensils, Medical goods & other pharmaceutical products, Therapeutic appliances & equipment, Bicycles, Recording media, Games, toys & hobbies; sport & camping equipment; musical instruments, Gardens, plants & flowers, Pets & related products, Books & stationery, Audio-visual, photographic and information processing equipment, Appliances for personal care, Jewellery, watches & clocks, Other personal effects.
<b>SPECIAL FORMS OF TRADING</b>	All retail sales not in shops and stores; including sales via the internet, mail order, TV shopping, party plan, vending machines, door-to-door and temporary open market stalls.
<b>GROSS GROUND FLOOR FOOTPRINT FLOORSPACE</b>	The area shown on the Ordnance Survey map or other plans as being occupied by buildings and covered areas measured externally.
<b>GROSS RETAIL FLOORSPACE</b>	The total built floor area measured externally which is occupied exclusively by a retailer or retailers; excluding open areas used for the storage, display or sale of goods.
<b>NET RETAIL SALES AREA</b>	The sales area within a building (i.e. all internal areas accessible to the customer), but excluding checkouts, lobbies, concessions, restaurants, customer toilets and walkways behind the checkouts.
<b>RETAIL SALES DENSITY</b>	Convenience goods, comparison goods or all goods retail sales (stated as including or excluding VAT) for a specified year on the price basis indicated, divided by the net retail sales area generating those sales.
<b>QUANTITATIVE NEED</b>	Is conventionally measured as expenditure capacity (i.e. the balance between the turnover capacity of existing facilities and available expenditure in any given area). Expenditure capacity, or 'quantitative need' can arise as a result of forecast expenditure growth (either through population growth or increase in spending), or by identification of an imbalance between the existing facilities and current level of expenditure available in an area.
<b>QUALITATIVE NEED</b>	Includes more subjective measures such as, for example, consumer choice; the appropriate distribution of facilities; and the needs of those living in deprived areas. 'Over trading' is also identified as a measure of qualitative need, although evidence of significant over-crowding, etc., may also be an indicator of quantitative need.
<b>OVERTRADING</b>	The extent to which the turnover of existing stores significantly exceeds benchmark turnovers may be a qualitative indicator of need, and 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 within a locality. In certain cases 'overtrading' occurs when there is an imbalance between demand (i.e. available spend) and supply (i.e. existing floorspace capacity).
<b>BENCHMARK TURNOVER</b>	In the case of specific types of provision (such as foodstores) company average turnover figures are widely available and can provide an indication of a 'benchmark' turnover for existing facilities. However, turnover benchmarks should not be used prescriptively or in isolation to indicate a measure of 'need'. It is important to recognise that a range of factors (such as rental levels and other operating costs) mean that operators are likely to trade at a wide range of turnover levels. Given the inherent margins of error involved in this type of exercise, the use of company averages as benchmarks should be treated with caution unless they are corroborated by other independent evidence of under-performance, or strong trading. Examples might include the results of in-centre health checks, or the extent of congestion in stores and queuing at checkouts.

## **APPENDIX 1: STUDY AREA**

Map Centre 530,919 184,592

0 300 600 900  
Meters



**Legend**

<b>Study Zone</b>		Zone 6		Islington Borough Boundary
	Zone 1		Zone 7	
	Zone 2		Zone 8	
	Zone 3		Zone 9	
	Zone 4		Zone 10	
	Zone 5		Zone 11	

**Carter Jonas**

Mayfield House, 256 Banbury Rd  
Oxford OX2 7DE T: 01865 511444  
carterjonas.co.uk

**Retail and Leisure Study: Study Area**

Scale: 1:40000 @A4 Date: 11 May 2017

Drawn by: ML

Dwg no: **J0004779 17-01**



## APPENDIX 2: POPULATION AND EXPENDITURE

TABLE 1A: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2016) POPULATION & PROJECTIONS (to 2036)

		2016	2021	2026	2031	2036
Zone 1	Crouch End	18,321	19,269	20,044	20,665	21,420
Zone 2	Highgate	25,369	26,861	27,945	28,959	30,110
Zone 3	Holloway	27,286	29,384	31,009	32,544	34,489
Zone 4	Finsbury Park	36,191	38,742	40,705	42,331	44,308
Zone 5	Archway	44,795	47,179	49,199	51,121	53,323
Zone 6	Camden	37,563	40,249	42,590	44,822	47,345
Zone 7	Barnsbury	47,979	51,693	54,700	57,755	61,259
Zone 8	Canonbury	46,102	49,338	51,755	53,817	56,399
Zone 9	Dalston	52,348	55,963	58,812	61,103	63,864
Zone 10	Angel West	20,573	21,941	23,007	23,894	25,011
Zone 11	Clerkenwell/ Farringdon	45,841	48,929	51,325	53,474	56,006
<b>Study Area</b>		<b>402,368</b>	<b>429,548</b>	<b>451,091</b>	<b>470,485</b>	<b>493,535</b>

GROWTH 2016 to 2036:

%	2016-36
16.9%	3,099
18.7%	4,741
26.4%	7,203
22.4%	8,117
19.0%	8,528
26.0%	9,782
27.7%	13,280
22.3%	10,297
22.0%	11,516
21.6%	4,438
22.2%	10,165
<b>22.7%</b>	<b>91,167</b>

Source: The base year (2016) population and projections to 2031 have been sourced directly from Experian's latest 'Retail Area Planner' Reports for each study zone using SP's (Experian-based) MMG3 Geographic Information System (GIS). The base year population estimates are based on 2012 ONS (mid-year) population figures. The population projections for each Study Zone draw on Experian's revised 'demographic component model'. This takes into account 2012 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate.

TABLE 1B: GLA PROJECTIONS - BASE YEAR (2016) POPULATION & PROJECTIONS (to 2036)

		2016	2021	2026	2031	2036
Zone 1	Crouch End	18,251	19,306	20,252	21,020	21,506
Zone 2	Highgate	25,192	26,591	27,819	28,839	29,679
Zone 3	Holloway	26,976	28,400	29,614	30,654	31,772
Zone 4	Finsbury Park	35,927	38,082	40,034	42,069	43,799
Zone 5	Archway	44,580	46,690	48,480	50,388	52,005
Zone 6	Camden	37,373	38,949	40,280	42,029	43,201
Zone 7	Barnsbury	47,454	49,960	52,095	53,925	55,892
Zone 8	Canonbury	45,647	48,057	50,111	51,871	53,763
Zone 9	Dalston	52,103	55,542	58,783	62,528	65,334
Zone 10	Angel West	20,393	21,470	22,387	23,174	24,019
Zone 11	Clerkenwell/ Farringdon	45,461	47,862	49,907	51,661	53,545
<b>Study Area</b>		<b>399,356</b>	<b>420,910</b>	<b>439,761</b>	<b>458,158</b>	<b>474,514</b>

GROWTH 2016 to 2036:

%	2016-36
17.8%	3,255
17.8%	4,487
17.8%	4,797
21.9%	7,872
16.7%	7,425
15.6%	5,828
17.8%	8,438
17.8%	8,116
25.4%	13,231
17.8%	3,626
17.8%	8,083
<b>18.8%</b>	<b>75,158</b>

Source: The Greater London Authority's 2015 Interim Housing Led population projections for the Boroughs of Islington, Haringey, Camden, and Hackney are used to identify population up to 2036. The average annual growth rates for each Borough is applied to zones that fall within the administrative boundary for the Boroughs. Where a study zone covers two local authority areas we have applied an annual average population growth rate based on the combined population for the two Boroughs.

TABLE 2: REVISED CONVENIENCE EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

		2016 (incl SFT)	2016	2021	2026	2031	2036
EXPERIAN - SPECIAL FORMS OF TRADING (%):			3.0%	3.9%	4.6%	5.0%	5.5%
REVISED SPECIAL FORMS OF TRADING (%):			1.7%	2.3%	2.7%	2.9%	3.2%
Zone 1	Crouch End	£2,603	£2,557	£2,516	£2,513	£2,519	£2,524
Zone 2	Highgate	£2,429	£2,387	£2,348	£2,346	£2,352	£2,356
Zone 3	Holloway	£2,043	£2,007	£1,975	£1,972	£1,978	£1,982
Zone 4	Finsbury Park	£2,169	£2,131	£2,097	£2,094	£2,100	£2,104
Zone 5	Archway	£2,248	£2,209	£2,173	£2,170	£2,176	£2,180
Zone 6	Camden	£1,988	£1,953	£1,921	£1,919	£1,924	£1,928
Zone 7	Barnsbury	£2,217	£2,179	£2,143	£2,141	£2,146	£2,151
Zone 8	Canonbury	£2,365	£2,323	£2,286	£2,283	£2,289	£2,293
Zone 9	Dalston	£2,027	£1,992	£1,960	£1,957	£1,962	£1,966
Zone 10	Angel West	£2,446	£2,403	£2,364	£2,362	£2,368	£2,372
Zone 11	Clerkenwell/ Farringdon	£2,464	£2,421	£2,381	£2,379	£2,385	£2,390
Study Area		£2,273	£2,233	£2,197	£2,194	£2,200	£2,204

% GROWTH:

2016-36
83.3%
83.3%
-1.3%
-1.3%
-1.3%
-1.3%
-1.3%
-1.3%
-1.3%
-1.3%
-1.3%
-1.3%
-1.3%
-1.3%
-1.3%

Source: Average spend per capita estimates (2015 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 14 published by Experian Business Strategies (November 2016).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and internet shopping) at the base year using the household survey market shares for SFT. Forecast growth in SFT is based on and over forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 13.

TABLE 3A: EXPERIAN BASED POPULATION - TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2016) TO 2036 (£m)

		2016 (incl SFT)	2016	2021	2026	2031	2036
Zone 1	Crouch End	£47.7	£46.9	£48.5	£50.4	£52.1	£54.1
Zone 2	Highgate	£61.6	£60.6	£63.1	£65.5	£68.1	£71.0
Zone 3	Holloway	£55.7	£54.8	£58.0	£61.2	£64.4	£68.3
Zone 4	Finsbury Park	£78.5	£77.1	£81.2	£85.3	£88.9	£93.2
Zone 5	Archway	£100.7	£98.9	£102.5	£106.8	£111.2	£116.3
Zone 6	Camden	£74.7	£73.4	£77.3	£81.7	£86.2	£91.3
Zone 7	Barnsbury	£106.4	£104.5	£110.8	£117.1	£124.0	£131.8
Zone 8	Canonbury	£109.0	£107.1	£112.8	£118.2	£123.2	£129.3
Zone 9	Dalston	£106.1	£104.3	£109.7	£115.1	£119.9	£125.6
Zone 10	Angel West	£50.3	£49.4	£51.9	£54.3	£56.6	£59.3
Zone 11	Clerkenwell/ Farringdon	£112.9	£111.0	£116.5	£122.1	£127.5	£133.8
Study Area		£903.7	£887.9	£932.3	£977.6	£1,022.0	£1,074.0

GROWTH: 2016-36

%	£m
15.4%	£7.2
17.2%	£10.4
24.8%	£13.6
20.9%	£16.1
17.5%	£17.3
24.4%	£17.9
26.0%	£27.2
20.8%	£22.2
20.4%	£21.3
20.0%	£9.9
20.6%	£22.9
21.0%	£186.0

Notes: Table 1a and Table 2a

TABLE 3B: GLA BASED POPULATION - TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2016) TO 2036 (£m)

		2016 (incl SFT)	2016	2021	2026	2031	2036
Zone 1	Crouch End	£47.5	£46.7	£48.6	£50.9	£53.0	£54.3
Zone 2	Highgate	£61.2	£60.1	£62.4	£65.3	£67.8	£69.9
Zone 3	Holloway	£55.1	£54.2	£56.1	£58.4	£60.6	£63.0
Zone 4	Finsbury Park	£77.9	£76.6	£79.9	£83.8	£88.3	£92.2
Zone 5	Archway	£100.2	£98.5	£101.4	£105.2	£109.6	£113.4
Zone 6	Camden	£74.3	£73.0	£74.8	£77.3	£80.9	£83.3
Zone 7	Barnsbury	£105.2	£103.4	£107.1	£111.5	£115.7	£120.2
Zone 8	Canonbury	£107.9	£106.1	£109.8	£114.4	£118.7	£123.3
Zone 9	Dalston	£105.6	£103.8	£108.8	£115.1	£122.7	£128.5
Zone 10	Angel West	£49.9	£49.0	£50.8	£52.9	£54.9	£57.0
Zone 11	Clerkenwell/ Farringdon	£112.0	£110.1	£114.0	£118.7	£123.2	£128.0
Study Area		£896.9	£881.3	£913.7	£953.5	£995.5	£1,032.9

GROWTH: 2016-36

%	£m
16.3%	£7.6
16.3%	£9.8
16.3%	£8.8
20.3%	£15.6
15.2%	£14.9
14.1%	£10.3
16.3%	£16.8
16.3%	£17.3
23.8%	£24.7
16.3%	£8.0
16.3%	£17.9
17.2%	£151.7

Notes: Table 1b and Table 2b

TABLE 4: REVISED COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

		2016 (incl SFT)	2016	2021	2026	2031	2036	% GROWTH: 2016-36
<b>EXPERIAN - SPECIAL FORMS OF TRADING (%):</b>			<b>13.2%</b>	<b>15.6%</b>	<b>16.1%</b>	<b>16.3%</b>	<b>16.7%</b>	26.5%
<b>REVISED SPECIAL FORMS OF TRADING (%):</b>			<b>21.5%</b>	<b>25.4%</b>	<b>26.2%</b>	<b>26.5%</b>	<b>27.2%</b>	26.5%
Zone 1	Crouch End	£4,300	£3,375	£3,589	£4,140	£4,824	£5,597	65.8%
Zone 2	Highgate	£3,915	£3,073	£3,268	£3,769	£4,392	£5,096	65.8%
Zone 3	Holloway	£3,142	£2,467	£2,623	£3,025	£3,525	£4,090	65.8%
Zone 4	Finsbury Park	£3,327	£2,611	£2,777	£3,203	£3,732	£4,330	65.8%
Zone 5	Archway	£3,521	£2,764	£2,939	£3,390	£3,951	£4,584	65.8%
Zone 6	Camden	£2,957	£2,322	£2,469	£2,847	£3,318	£3,850	65.8%
Zone 7	Barnsbury	£3,391	£2,662	£2,831	£3,265	£3,805	£4,415	65.8%
Zone 8	Canonbury	£3,760	£2,952	£3,139	£3,620	£4,219	£4,895	65.8%
Zone 9	Dalston	£3,033	£2,381	£2,532	£2,920	£3,403	£3,948	65.8%
Zone 10	Angel West	£3,746	£2,940	£3,127	£3,606	£4,203	£4,876	65.8%
Zone 11	Clerkenwell/ Farringdon	£3,596	£2,823	£3,002	£3,462	£4,035	£4,682	65.8%
<b>Study Area</b>		<b>£3,483</b>	<b>£2,761</b>	<b>£2,936</b>	<b>£3,386</b>	<b>£3,946</b>	<b>£4,578</b>	<b>65.8%</b>

Source: Average spend per capita estimates (2015 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 14 published by Experian Business Strategies (November 2016).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year using the household survey market shares for SFT. Forecast growth in SFT is based on and over forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 13.

TABLE 5A: GLA BASED POPULATION - TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, 2016 - 2036 (£m)

		2016 (incl SFT)	2016	2021	2026	2031	2036	GROWTH: 2016-36	
								%	£m
Zone 1	Crouch End	£78.5	£61.6	£69.3	£83.8	£101.4	£120.4	95.4%	£58.8
Zone 2	Highgate	£98.6	£77.4	£86.9	£104.8	£126.7	£151.2	95.4%	£73.8
Zone 3	Holloway	£84.8	£66.5	£74.5	£89.6	£108.1	£130.0	95.3%	£63.4
Zone 4	Finsbury Park	£119.5	£93.8	£105.8	£128.2	£157.0	£189.7	102.2%	£95.8
Zone 5	Archway	£157.0	£123.2	£137.2	£164.3	£199.1	£238.4	93.4%	£115.1
Zone 6	Camden	£110.5	£86.8	£96.2	£114.7	£139.5	£166.3	91.7%	£79.5
Zone 7	Barnsbury	£160.9	£126.3	£141.4	£170.1	£205.2	£246.7	95.3%	£120.4
Zone 8	Canonbury	£171.6	£134.7	£150.8	£181.4	£218.8	£263.1	95.3%	£128.4
Zone 9	Dalston	£158.0	£124.1	£140.6	£171.7	£212.8	£258.0	107.9%	£133.9
Zone 10	Angel West	£76.4	£60.0	£67.1	£80.7	£97.4	£117.1	95.3%	£57.1
Zone 11	Clerkenwell/ Farringdon	£163.5	£128.3	£143.7	£172.8	£208.5	£250.7	95.3%	£122.3
<b>Study Area</b>		<b>£1,379.4</b>	<b>£1,082.8</b>	<b>£1,213.6</b>	<b>£1,462.2</b>	<b>£1,774.4</b>	<b>£2,131.5</b>	<b>96.9%</b>	<b>£1,048.7</b>

Notes: Table 1a and Table 4a

TABLE 5B: EXPERIAN BASED POPULATION - TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, 2016 - 2036 (£m)

		2016 (incl SFT)	2016	2021	2026	2031	2036	GROWTH: 2016-36	
								%	£m
Zone 1	Crouch End	£78.8	£61.8	£69.2	£83.0	£99.7	£119.9	93.9%	£58.0
Zone 2	Highgate	£99.3	£78.0	£87.8	£105.3	£127.2	£153.4	96.8%	£75.5
Zone 3	Holloway	£85.7	£67.3	£77.1	£93.8	£114.7	£141.1	109.6%	£73.8
Zone 4	Finsbury Park	£120.4	£94.5	£107.6	£130.4	£158.0	£191.9	103.0%	£97.4
Zone 5	Archway	£157.7	£123.8	£138.7	£166.8	£202.0	£244.4	97.4%	£120.6
Zone 6	Camden	£111.1	£87.2	£99.4	£121.3	£148.7	£182.3	109.0%	£95.1
Zone 7	Barnsbury	£162.7	£127.7	£146.3	£178.6	£219.8	£270.4	111.7%	£142.7
Zone 8	Canonbury	£173.3	£136.1	£154.9	£187.4	£227.0	£276.1	102.9%	£140.0
Zone 9	Dalston	£158.8	£124.6	£141.7	£171.7	£207.9	£252.2	102.3%	£127.5
Zone 10	Angel West	£77.1	£60.5	£68.6	£83.0	£100.4	£122.0	101.6%	£61.5
Zone 11	Clerkenwell/ Farringdon	£164.9	£129.4	£146.9	£177.7	£215.8	£262.2	102.6%	£132.8
<b>Study Area</b>		<b>£1,389.8</b>	<b>£1,091.0</b>	<b>£1,238.0</b>	<b>£1,498.9</b>	<b>£1,821.3</b>	<b>£2,215.7</b>	<b>103.1%</b>	<b>£1,124.7</b>

Notes: Table 1b and Table 4b

**APPENDIX 3: NEMS HOUSEHOLD SURVEY RESULTS**

Available on request

## APPENDIX 4: CONVENIENCE GOODS MARKET SHARES









## **APPENDIX 5: COMPARISON GOODS MARKET SHARES**

TABLE 1: ALL COMPARISON GOODS - 2016 MARKET SHARE ANALYSIS (%)

	1	2	3	4	5	6	7	8	9	10	11	STUDY AREA
Angel/ Upper Street	0.9%	1.8%	1.5%	1.2%	3.9%	2.4%	13.8%	13.9%	16.3%	29.2%	16.3%	9.8%
Nag's Head Town Centre	1.1%	7.8%	31.0%	11.2%	13.3%	0.5%	16.6%	5.8%	1.7%	2.3%	2.8%	8.4%
Finsbury Park	0.1%	0.4%	0.4%	4.8%	0.3%	0.0%	0.1%	0.5%	0.0%	0.0%	0.0%	0.6%
Archway	0.0%	0.6%	0.4%	0.0%	1.6%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.3%
All other	0.0%	2.7%	0.0%	0.2%	0.0%	0.1%	2.1%	3.1%	1.4%	0.5%	1.0%	1.1%
<b>ISLINGTON BOROUGH</b>	<b>2.0%</b>	<b>13.3%</b>	<b>33.3%</b>	<b>17.3%</b>	<b>19.1%</b>	<b>3.0%</b>	<b>32.5%</b>	<b>23.3%</b>	<b>19.5%</b>	<b>32.0%</b>	<b>20.3%</b>	<b>20.1%</b>
<b>Outside of Borough</b>												
Brent Cross	9.9%	12.9%	2.1%	2.3%	8.4%	0.2%	0.9%	0.9%	0.4%	0.4%	0.1%	3.1%
Dalston	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	1.7%	5.7%	0.2%	0.2%	0.9%
Camden	0.1%	0.6%	0.6%	0.0%	6.8%	24.9%	2.0%	0.0%	0.0%	0.1%	0.3%	3.1%
Central London	22.4%	23.1%	18.0%	18.7%	23.7%	35.6%	21.4%	22.9%	13.2%	23.7%	25.8%	22.4%
Green Lanes	2.4%	1.2%	1.0%	4.7%	0.1%	0.3%	0.2%	1.4%	0.9%	0.7%	0.0%	1.1%
Stratford	0.4%	0.1%	0.0%	0.2%	0.1%	1.2%	3.0%	2.3%	6.4%	1.8%	1.6%	1.8%
Wood Green	4.6%	2.2%	3.4%	8.6%	0.8%	1.8%	0.3%	2.1%	0.9%	0.3%	1.6%	2.2%
Other	26.3%	16.9%	8.0%	15.7%	15.5%	12.6%	11.9%	11.1%	18.1%	4.3%	17.6%	14.5%
Sub-total	66.0%	56.9%	33.0%	50.3%	55.5%	76.6%	39.9%	42.3%	45.6%	31.5%	47.2%	49.1%
Internet	32.0%	29.8%	33.6%	32.3%	25.4%	20.4%	27.6%	34.4%	34.9%	36.5%	32.5%	30.7%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: CLOTHING AND FOOTWEAR - 2016 MARKET SHARE ANALYSIS (%)

	1	2	3	4	5	6	7	8	9	10	11	STUDY AREA
Angel/ Upper Street	0.9%	2.7%	3.0%	1.2%	5.3%	2.8%	12.9%	8.7%	16.9%	18.6%	9.2	8.0%
Nag's Head Town Centre	1.9%	4.0%	21.7%	9.6%	10.7%	0.4%	11.9%	3.1%	1.8%	1.4%	3.1	6.2%
Finsbury Park	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0	0.4%
Archway	0.0%	0.0%	0.8%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.1%
All other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0	0.1%
<b>ISLINGTON BOROUGH</b>	<b>2.8%</b>	<b>6.7%</b>	<b>25.5%</b>	<b>13.8%</b>	<b>16.7%</b>	<b>3.2%</b>	<b>24.7%</b>	<b>13.0%</b>	<b>18.7%</b>	<b>20.0%</b>	<b>12.3</b>	<b>14.8%</b>
<b>Outside of Borough</b>												
Brent Cross	13.7%	18.9%	3.6%	2.6%	6.9%	0.4%	0.0%	2.9%	0.0%	1.3%	0.0	3.8%
Dalston	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	3.2%	1.2%	0.0%	0.5	0.6%
Camden	0.0%	0.3%	0.0%	0.0%	3.8%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0	1.2%
Central London	40.5%	29.4%	31.0%	22.5%	39.1%	50.3%	38.0%	35.5%	22.9%	19.5%	38.6	33.9%
Green Lanes	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0	0.1%
Stratford	1.2%	0.0%	0.0%	0.7%	0.0%	3.8%	6.0%	2.6%	12.9%	4.9%	3.8	3.6%
Wood Green	4.6%	4.7%	6.6%	12.2%	0.7%	1.4%	0.6%	5.6%	1.8%	0.9%	0.9	3.4%
Other	9.0%	14.4%	1.6%	8.1%	12.1%	14.5%	7.8%	6.9%	10.4%	2.7%	14.3	9.7%
Sub-total	69.0%	67.8%	42.8%	46.5%	63.0%	79.8%	52.3%	57.0%	49.1%	29.4%	58.2	56.3%
Internet	28.2%	25.4%	31.7%	39.8%	20.3%	17.0%	22.9%	30.0%	32.2%	50.6%	29.6	28.9%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0	100.0%

TABLE 3: RECORDING MEDIA - 2016 MARKET SHARE ANALYSIS (%)

	1	3	4	5	6	7	8	9	10	11	STUDY AREA	
Angel/ Upper Street	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.8%	1.3%	8.8%	8.5%	7.5	2.7%
Nag's Head Town Centre	0.0%	1.8%	2.7%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0	1.0%
Finsbury Park	1.7%	0.0%	0.0%	7.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7%
Archway	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0%
All other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	1.0%	0.0	0.3%
<b>ISLINGTON BOROUGH</b>	<b>1.7%</b>	<b>1.8%</b>	<b>2.7%</b>	<b>8.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.0%</b>	<b>1.3%</b>	<b>11.1%</b>	<b>9.6%</b>	<b>7.5</b>	<b>4.8%</b>
<b>Outside of Borough</b>												
Brent Cross	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.2%
Dalston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0	0.5%
Camden	0.0%	0.0%	0.0%	0.5%	2.4%	2.6%	7.3%	0.0%	0.0%	0.0%	0.0	1.4%
Central London	3.7%	7.2%	21.7%	16.5%	6.7%	29.7%	3.6%	9.2%	13.9%	2.7%	15.2	11.8%
Green Lanes	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0%
Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0	0.2%
Wood Green	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.7%
Other	8.2%	1.6%	0.0%	2.3%	0.0%	3.0%	0.0%	5.3%	0.0%	0.0%	0.0	1.6%
Sub-total	11.9%	9.4%	21.7%	27.7%	11.2%	35.3%	12.3%	18.9%	13.9%	2.7%	15.2	16.5%
Internet	86.4%	88.8%	75.6%	63.8%	88.8%	64.7%	80.7%	79.8%	74.9%	87.7%	77.3	78.6%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0	100.0%







## **APPENDIX 6: FORECAST CONVENIENCE GOODS TURNOVER**





TABLE 2: ALL CONVENIENCE GOODS - 2016 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (EM)

	1	2	3	4	5	6	7	8	9	10	11	STUDY AREA
TOTAL AVAILABLE EXPENDITURE (€m)	€46.9	€60.6	€34.8	€77.1	€98.9	€73.4	€104.5	€107.1	€104.3	€49.4	€111.0	€887.9
<b>Angel/ Upper Street</b>												
Marks & Spencer Foodhall, Liverpool Road	€0.0	€0.1	€0.0	€0.0	€0.0	€0.5	€5.0	€1.7	€1.5	€1.4	€5.3	€15.5
Sainsbury's Superstore, Liverpool Road	€0.1	€0.4	€0.0	€1.3	€0.9	€2.4	€12.9	€13.7	€13.7	€11.2	€19.1	€75.9
Tesco Metro, Islington Green	€0.0	€1.7	€1.7	€0.4	€0.0	€0.1	€3.1	€2.8	€0.8	€13.8	€2.1	€26.6
Waitrose, Liverpool Road	€0.0	€0.2	€0.0	€0.0	€0.0	€0.6	€6.3	€3.1	€5.4	€4.3	€3.0	€22.8
Other	€0.2	€0.7	€0.9	€0.1	€2.0	€0.7	€3.7	€5.7	€1.5	€3.9	€10.1	€29.6
<b>Sub-total</b>	<b>€0.3</b>	<b>€3.2</b>	<b>€2.6</b>	<b>€1.8</b>	<b>€3.0</b>	<b>€4.3</b>	<b>€30.9</b>	<b>€27.0</b>	<b>€22.9</b>	<b>€34.6</b>	<b>€39.6</b>	<b>€170.2</b>
<b>Nag's Head Town Centre</b>												
Morrisons, Hertslet Road	€0.2	€7.7	€15.8	€3.3	€8.3	€0.1	€18.8	€11.4	€0.5	€0.6	€1.3	€67.9
Waitrose, Holloway Road	€0.8	€4.3	€11.8	€6.7	€18.4	€1.4	€8.4	€17.5	€4.5	€1.4	€1.6	€76.9
Other	€0.6	€2.2	€9.2	€2.6	€11.8	€0.0	€10.7	€7.6	€0.6	€0.2	€0.1	€45.7
<b>Sub-total</b>	<b>€1.6</b>	<b>€14.2</b>	<b>€36.9</b>	<b>€12.6</b>	<b>€38.5</b>	<b>€1.5</b>	<b>€37.9</b>	<b>€36.5</b>	<b>€5.6</b>	<b>€2.2</b>	<b>€3.0</b>	<b>€190.5</b>
<b>Finsbury Park</b>												
Lidl, Seven Sisters Road	€0.1	€0.1	€1.8	€4.1	€0.5	€0.0	€0.1	€0.3	€0.0	€0.0	€0.0	€7.0
Tesco Metro, Stroud Green Road	€0.1	€2.6	€0.6	€16.1	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€19.4
Other	€0.0	€0.0	€1.5	€6.9	€0.4	€0.0	€0.0	€3.1	€0.0	€0.0	€0.0	€11.9
<b>Sub-total</b>	<b>€0.2</b>	<b>€2.8</b>	<b>€3.8</b>	<b>€27.1</b>	<b>€0.8</b>	<b>€0.0</b>	<b>€0.1</b>	<b>€3.4</b>	<b>€0.0</b>	<b>€0.0</b>	<b>€0.0</b>	<b>€38.3</b>
<b>Archway</b>												
Co-op, Junction Road	€0.0	€1.3	€0.2	€0.0	€7.1	€0.0	€0.8	€0.0	€0.1	€0.0	€0.0	€9.4
Iceland, Junction Road	€0.0	€2.2	€0.0	€0.0	€3.4	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€5.6
Other	€0.0	€3.4	€0.1	€0.1	€0.5	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€4.1
<b>Sub-total</b>	<b>€0.0</b>	<b>€6.9</b>	<b>€0.2</b>	<b>€0.1</b>	<b>€11.0</b>	<b>€0.0</b>	<b>€0.8</b>	<b>€0.0</b>	<b>€0.1</b>	<b>€0.0</b>	<b>€0.0</b>	<b>€19.1</b>
All other	€0.0	€13.4	€5.8	€4.1	€5.1	€7.5	€23.1	€18.2	€16.8	€8.9	€47.2	€150.1
<b>ISLINGTON BOROUGH</b>	<b>€2.1</b>	<b>€40.5</b>	<b>€49.3</b>	<b>€45.7</b>	<b>€58.4</b>	<b>€13.3</b>	<b>€92.8</b>	<b>€85.1</b>	<b>€45.4</b>	<b>€48.7</b>	<b>€89.9</b>	<b>€568.2</b>
<b>Outside of Borough</b>												
Dalston	€0.3	€0.0	€0.0	€0.0	€1.0	€0.0	€0.0	€2.6	€20.2	€0.7	€0.2	€25.1
Camden	€0.1	€2.4	€2.5	€0.4	€11.4	€47.6	€5.2	€0.0	€0.0	€0.2	€0.9	€70.7
City	€0.0	€0.0	€0.1	€0.0	€0.2	€0.4	€0.0	€0.0	€2.5	€0.0	€4.1	€7.4
Central London	€0.0	€0.0	€0.1	€0.2	€0.3	€0.9	€0.5	€0.0	€0.0	€0.0	€2.8	€4.8
Crouch End	€27.1	€8.8	€0.5	€8.6	€2.1	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€47.2
Green Lanes	€8.6	€1.6	€0.7	€9.9	€0.6	€0.0	€0.0	€5.0	€2.0	€0.1	€2.1	€30.5
Stoke Newington	€0.0	€0.0	€0.0	€0.2	€0.0	€0.0	€0.1	€8.8	€11.1	€0.0	€0.0	€20.2
Stratford	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0
Other	€8.7	€7.2	€1.6	€12.1	€24.9	€11.2	€5.9	€5.7	€23.1	€2.7	€10.9	€113.9
<b>Sub-total</b>	<b>€44.8</b>	<b>€20.0</b>	<b>€5.5</b>	<b>€31.4</b>	<b>€40.6</b>	<b>€60.1</b>	<b>€11.7</b>	<b>€22.0</b>	<b>€58.9</b>	<b>€3.8</b>	<b>€21.1</b>	<b>€319.8</b>
<b>Total Market Share</b>	<b>€46.9</b>	<b>€60.6</b>	<b>€54.8</b>	<b>€77.1</b>	<b>€98.9</b>	<b>€73.4</b>	<b>€104.5</b>	<b>€107.1</b>	<b>€104.3</b>	<b>€49.4</b>	<b>€111.0</b>	<b>€887.9</b>

TABLE 3: ALL CONVENIENCE GOODS - 2021 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (EM)

	1	2	3	4	5	6	7	8	9	10	11	STUDY AREA
TOTAL AVAILABLE EXPENDITURE (em):	£48.5	£63.1	£58.0	£81.2	£102.5	£77.3	£110.8	£112.8	£109.7	£51.9	£116.5	£932.3
<b>Angel/ Upper Street</b>												
Marks & Spencer Foodhall, Liverpool Road	£0.0	£0.1	£0.0	£0.0	£0.0	£0.5	£5.3	£1.8	£1.5	£1.5	£5.6	£16.3
Sainsbury's Superstore, Liverpool Road	£0.1	£0.5	£0.0	£1.3	£1.0	£2.6	£13.7	£14.5	£14.4	£11.8	£20.1	£79.9
Tesco Metro, Islington Green	£0.0	£1.8	£1.8	£0.4	£0.0	£0.1	£3.3	£3.0	£0.8	£14.4	£2.2	£27.9
Waltrose, Liverpool Road	£0.0	£0.2	£0.0	£0.0	£0.0	£0.6	£6.6	£3.2	£5.7	£4.5	£3.1	£24.0
Other	£0.2	£0.7	£0.9	£0.1	£2.1	£0.7	£3.9	£6.0	£1.6	£4.1	£10.6	£31.1
<b>Sub-total</b>	<b>£0.3</b>	<b>£3.3</b>	<b>£2.7</b>	<b>£1.9</b>	<b>£3.1</b>	<b>£4.6</b>	<b>£32.8</b>	<b>£28.5</b>	<b>£24.1</b>	<b>£36.3</b>	<b>£41.6</b>	<b>£179.1</b>
<b>Nag's Head Town Centre</b>												
Morrisons, Hertslet Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons, Hertslet Road	£0.2	£8.1	£16.7	£3.5	£8.6	£0.1	£19.9	£12.0	£0.5	£0.6	£1.4	£71.5
Waltrose, Holloway Road	£0.9	£4.5	£12.6	£7.1	£19.1	£1.5	£8.9	£18.4	£4.7	£1.5	£1.7	£80.8
Other	£0.6	£2.3	£9.8	£2.7	£12.2	£0.0	£11.3	£8.0	£0.7	£0.2	£0.1	£48.0
<b>Sub-total</b>	<b>£1.7</b>	<b>£14.8</b>	<b>£39.1</b>	<b>£13.3</b>	<b>£39.9</b>	<b>£1.6</b>	<b>£40.2</b>	<b>£38.4</b>	<b>£5.9</b>	<b>£2.3</b>	<b>£3.2</b>	<b>£200.3</b>
<b>Finsbury Park</b>												
Lidl, Seven Sisters Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Seven Sisters Road	£0.1	£0.1	£1.9	£4.3	£0.5	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£7.4
Tesco Metro, Stroud Green Road	£0.1	£2.8	£0.6	£17.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£20.4
Other	£0.0	£0.0	£1.6	£7.3	£0.4	£0.0	£0.0	£3.2	£0.0	£0.0	£0.0	£12.5
<b>Sub-total</b>	<b>£0.2</b>	<b>£2.9</b>	<b>£4.1</b>	<b>£28.6</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£3.6</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£40.3</b>
<b>Archway</b>												
Co-op, Junction Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Junction Road	£0.0	£1.3	£0.2	£0.0	£7.3	£0.0	£0.8	£0.0	£0.1	£0.0	£0.0	£9.8
Iceland, Junction Road	£0.0	£2.3	£0.0	£0.0	£3.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.8
Other	£0.0	£3.5	£0.1	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3
<b>Sub-total</b>	<b>£0.0</b>	<b>£7.2</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£11.4</b>	<b>£0.0</b>	<b>£0.8</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£19.8</b>
All other	£0.0	£13.9	£6.1	£4.4	£5.3	£7.9	£24.5	£19.1	£17.7	£9.3	£49.6	£157.8
<b>ISLINGTON BOROUGH</b>	<b>£2.2</b>	<b>£42.2</b>	<b>£52.2</b>	<b>£48.2</b>	<b>£60.5</b>	<b>£14.0</b>	<b>£98.4</b>	<b>£89.6</b>	<b>£47.7</b>	<b>£47.9</b>	<b>£94.4</b>	<b>£597.3</b>
<b>Outside of Borough</b>												
Dalston	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Dalston	£0.4	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£2.7	£21.3	£0.7	£0.2	£26.4
Camden	£0.1	£2.5	£2.6	£0.4	£11.8	£0.1	£5.5	£0.0	£0.0	£0.2	£1.0	£74.3
City	£0.0	£0.0	£0.1	£0.0	£0.2	£0.4	£0.0	£0.0	£2.6	£0.0	£4.3	£7.7
Central London	£0.0	£0.0	£0.1	£0.2	£0.3	£1.0	£0.5	£0.0	£0.0	£0.0	£3.0	£5.1
Crouch End	£28.0	£9.2	£0.5	£9.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£49.0
Green Lanes	£8.8	£1.7	£0.7	£10.4	£0.6	£0.0	£0.0	£5.2	£2.1	£0.2	£2.2	£32.0
Stoke Newington	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.1	£9.2	£11.7	£0.0	£0.0	£21.2
Stratford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£9.0	£7.5	£1.7	£12.7	£25.8	£11.8	£6.3	£6.0	£24.3	£2.8	£11.4	£119.3
<b>Sub-total</b>	<b>£46.3</b>	<b>£20.9</b>	<b>£5.8</b>	<b>£33.1</b>	<b>£42.0</b>	<b>£63.3</b>	<b>£12.4</b>	<b>£23.2</b>	<b>£62.0</b>	<b>£3.9</b>	<b>£22.2</b>	<b>£335.0</b>
Total Market Share	£48.5	£63.1	£58.0	£81.2	£102.5	£77.3	£110.8	£112.8	£109.7	£51.9	£116.5	£932.3

TABLE 4: ALL COMPARISON GOODS - 2026 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (EM)

	1	2	3	4	5	6	7	8	9	10	11	STUDY AREA
TOTAL AVAILABLE EXPENDITURE (em):	£50.4	£65.5	£61.2	£85.3	£106.8	£81.7	£117.1	£118.2	£115.1	£54.3	£122.1	£977.6
<b>Angel/ Upper Street</b>												
Marks & Spencer Foodhall, Liverpool Road	£0.0	£0.1	£0.0	£0.0	£0.0	£0.6	£5.6	£1.9	£1.6	£1.6	£58	£17.1
Sainsbury's Superstore, Liverpool Road	£0.1	£0.5	£0.0	£1.4	£1.0	£2.7	£14.4	£15.2	£15.1	£12.4	£210	£83.8
Tesco Metro, Islington Green	£0.0	£1.9	£1.9	£0.4	£0.0	£0.1	£3.5	£3.1	£0.9	£15.1	£23	£29.3
Waltrose, Liverpool Road	£0.0	£0.2	£0.0	£0.0	£0.0	£0.7	£7.0	£3.4	£6.0	£4.7	£33	£25.2
Other	£0.2	£0.8	£1.0	£0.1	£2.2	£0.7	£4.2	£6.3	£1.7	£4.3	£111	£32.6
<b>Sub-total</b>	<b>£0.3</b>	<b>£3.4</b>	<b>£2.9</b>	<b>£1.9</b>	<b>£3.2</b>	<b>£4.8</b>	<b>£34.7</b>	<b>£29.8</b>	<b>£25.2</b>	<b>£38.1</b>	<b>£436</b>	<b>£188.0</b>
<b>Nag's Head Town Centre</b>												
Morrisons, Hertslet Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£00	£0.0
Morrisons, Hertslet Road	£0.2	£8.4	£17.6	£3.6	£9.0	£0.1	£21.0	£12.6	£0.5	£0.6	£15	£75.1
Waltrose, Holloway Road	£0.9	£4.7	£13.2	£7.4	£19.8	£1.5	£9.4	£19.3	£5.0	£1.5	£17	£84.6
Other	£0.7	£2.4	£10.3	£2.9	£12.7	£0.0	£12.0	£8.4	£0.7	£0.2	£01	£50.4
<b>Sub-total</b>	<b>£1.8</b>	<b>£15.4</b>	<b>£41.2</b>	<b>£13.9</b>	<b>£41.5</b>	<b>£1.7</b>	<b>£42.5</b>	<b>£40.3</b>	<b>£6.2</b>	<b>£2.4</b>	<b>£33</b>	<b>£210.1</b>
<b>Finsbury Park</b>												
Lidl, Seven Sisters Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£00	£0.0
Lidl, Seven Sisters Road	£0.1	£0.1	£2.0	£4.5	£0.5	£0.0	£0.1	£0.4	£0.0	£0.0	£00	£7.7
Tesco Metro, Stroud Green Road	£0.1	£2.9	£0.7	£17.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£00	£21.4
Other	£0.0	£0.0	£1.6	£7.6	£0.4	£0.0	£0.0	£3.4	£0.0	£0.0	£00	£13.1
<b>Sub-total</b>	<b>£0.2</b>	<b>£3.1</b>	<b>£4.3</b>	<b>£30.0</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£3.7</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£00</b>	<b>£42.3</b>
<b>Archway</b>												
Co-op, Junction Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£00	£0.0
Co-op, Junction Road	£0.0	£1.4	£0.2	£0.0	£7.6	£0.0	£0.9	£0.0	£0.1	£0.0	£00	£10.2
Iceland, Junction Road	£0.0	£2.4	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	£0.0	£0.0	£00	£6.0
Other	£0.0	£3.7	£0.1	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£00	£4.4
<b>Sub-total</b>	<b>£0.0</b>	<b>£7.5</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£11.9</b>	<b>£0.0</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£00</b>	<b>£20.7</b>
All other	£0.0	£14.5	£6.5	£4.6	£5.5	£8.3	£25.9	£20.1	£18.6	£9.8	£519	£165.5
<b>ISLINGTON BOROUGH</b>	<b>£2.3</b>	<b>£43.9</b>	<b>£55.0</b>	<b>£50.6</b>	<b>£63.0</b>	<b>£14.8</b>	<b>£104.0</b>	<b>£93.9</b>	<b>£50.1</b>	<b>£50.2</b>	<b>£989</b>	<b>£626.6</b>
<b>Outside of Borough</b>												
Dalston	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£00	£0.0
Dalston	£0.4	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£2.9	£22.3	£0.8	£02	£27.6
Camden	£0.1	£2.6	£2.8	£0.4	£12.3	£53.0	£5.9	£0.0	£0.0	£0.2	£10	£78.3
City	£0.0	£0.0	£0.2	£0.0	£0.2	£0.4	£0.0	£0.0	£2.8	£0.0	£46	£8.1
Central London	£0.0	£0.0	£0.1	£0.2	£0.3	£1.0	£0.5	£0.0	£0.0	£0.0	£31	£5.3
Crouch End	£29.1	£9.6	£0.6	£9.5	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£00	£51.0
Green Lanes	£9.2	£1.7	£0.8	£11.0	£0.7	£0.0	£0.0	£5.5	£2.2	£0.2	£23	£33.4
Stoke Newington	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.1	£9.7	£12.3	£0.0	£00	£22.3
Stratford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£00	£0.0
Other	£9.3	£7.7	£1.7	£13.3	£26.9	£12.5	£6.6	£6.3	£25.5	£3.0	£120	£124.9
<b>Sub-total</b>	<b>£48.1</b>	<b>£21.7</b>	<b>£6.1</b>	<b>£34.7</b>	<b>£43.8</b>	<b>£66.9</b>	<b>£13.1</b>	<b>£24.3</b>	<b>£65.0</b>	<b>£4.1</b>	<b>£232</b>	<b>£351.1</b>
Total Market Share	£50.4	£65.5	£61.2	£85.3	£106.8	£81.7	£117.1	£118.2	£115.1	£54.3	£122.1	£977.6

TABLE 5: ALL CONVENIENCE GOODS - 2031 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	1	2	3	4	5	6	7	8	9	10	11	STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£52.1	£68.1	£64.4	£88.9	£111.2	£86.2	£124.0	£123.2	£119.9	£56.6	£127.5	£1,022.0
<b>Angel/ Upper Street</b>												
Marks & Spencer Foodhall, Liverpool Road	£0.0	£0.1	£0.0	£0.0	£0.0	£0.6	£5.9	£1.9	£1.7	£1.6	£6.1	£18.0
Sainsbury's Superstore, Liverpool Road	£0.1	£0.5	£0.0	£1.5	£1.1	£2.9	£15.3	£15.8	£15.7	£12.9	£22.0	£87.7
Tesco Metro, Islington Green	£0.0	£2.0	£2.0	£0.4	£0.0	£0.1	£3.7	£3.3	£0.9	£15.8	£2.4	£30.6
Waitrose, Liverpool Road	£0.0	£0.2	£0.0	£0.0	£0.0	£0.7	£7.4	£3.5	£6.2	£4.9	£3.4	£26.4
Other	£0.2	£0.8	£1.0	£0.1	£2.3	£0.8	£4.4	£6.6	£1.8	£4.5	£11.6	£34.1
<b>Sub-total</b>	<b>£0.3</b>	<b>£3.6</b>	<b>£3.1</b>	<b>£2.0</b>	<b>£3.3</b>	<b>£5.1</b>	<b>£36.7</b>	<b>£31.1</b>	<b>£26.3</b>	<b>£39.6</b>	<b>£45.6</b>	<b>£196.7</b>
<b>Nag's Head Town Centre</b>												
Morrisons, Hertslet Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons, Hertslet Road	£0.2	£8.7	£18.5	£3.8	£9.3	£0.1	£22.3	£13.1	£0.5	£0.6	£1.6	£78.7
Waitrose, Holloway Road	£0.9	£4.8	£13.9	£7.7	£20.7	£1.6	£10.0	£20.1	£5.2	£1.6	£1.8	£88.5
Other	£0.7	£2.5	£10.9	£3.0	£13.3	£0.0	£12.7	£8.7	£0.7	£0.2	£0.1	£52.8
<b>Sub-total</b>	<b>£1.8</b>	<b>£16.0</b>	<b>£43.3</b>	<b>£14.5</b>	<b>£43.3</b>	<b>£1.8</b>	<b>£45.0</b>	<b>£42.0</b>	<b>£6.4</b>	<b>£2.5</b>	<b>£3.5</b>	<b>£220.0</b>
<b>Finsbury Park</b>												
Lidl, Seven Sisters Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Seven Sisters Road	£0.1	£0.2	£2.1	£4.7	£0.5	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£8.1
Tesco Metro, Stroud Green Road	£0.1	£3.0	£0.7	£18.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.3
Other	£0.0	£0.0	£1.7	£7.9	£0.4	£0.0	£0.0	£3.5	£0.0	£0.0	£0.0	£13.7
<b>Sub-total</b>	<b>£0.2</b>	<b>£3.2</b>	<b>£4.5</b>	<b>£31.2</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£3.9</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£44.1</b>
<b>Archway</b>												
Co-op, Junction Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Junction Road	£0.0	£1.4	£0.2	£0.0	£8.0	£0.0	£0.9	£0.0	£0.1	£0.0	£0.0	£10.6
Iceland, Junction Road	£0.0	£2.5	£0.0	£0.0	£3.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.3
Other	£0.0	£3.8	£0.1	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6
<b>Sub-total</b>	<b>£0.0</b>	<b>£7.8</b>	<b>£0.2</b>	<b>£0.1</b>	<b>£12.4</b>	<b>£0.0</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£21.5</b>
All other	£0.0	£15.0	£6.8	£4.8	£5.7	£8.8	£27.4	£20.9	£19.3	£10.2	£54.2	£173.2
<b>ISLINGTON BOROUGH</b>	<b>£2.3</b>	<b>£45.6</b>	<b>£57.9</b>	<b>£52.7</b>	<b>£65.6</b>	<b>£15.6</b>	<b>£110.1</b>	<b>£97.9</b>	<b>£52.2</b>	<b>£52.3</b>	<b>£103.3</b>	<b>£655.5</b>
<b>Outside of Borough</b>												
Dalston	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Dalston	£0.4	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£3.0	£23.2	£0.8	£0.2	£28.8
Camden	£0.1	£2.7	£2.9	£0.5	£12.8	£5.9	£6.2	£0.0	£0.0	£0.2	£1.1	£82.4
City	£0.0	£0.0	£0.2	£0.0	£0.2	£0.4	£0.0	£0.0	£2.9	£0.0	£4.8	£8.5
Central London	£0.0	£0.0	£0.1	£0.3	£0.3	£1.1	£0.6	£0.0	£0.0	£0.0	£3.3	£5.6
Crouch End	£30.1	£9.9	£0.6	£9.9	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£52.9
Green Lanes	£9.5	£1.8	£0.8	£11.4	£0.7	£0.0	£0.0	£5.7	£2.3	£0.2	£2.4	£34.8
Stoke Newington	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.1	£10.1	£12.8	£0.0	£0.0	£23.2
Stratford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£9.6	£8.1	£1.8	£13.9	£28.0	£13.2	£7.0	£6.6	£26.6	£3.1	£12.5	£130.4
<b>Sub-total</b>	<b>£49.7</b>	<b>£22.5</b>	<b>£6.4</b>	<b>£36.2</b>	<b>£45.6</b>	<b>£70.6</b>	<b>£13.9</b>	<b>£25.3</b>	<b>£67.7</b>	<b>£4.3</b>	<b>£24.2</b>	<b>£366.6</b>
<b>Total Market Share</b>	<b>£52.1</b>	<b>£68.1</b>	<b>£64.4</b>	<b>£88.9</b>	<b>£111.2</b>	<b>£86.2</b>	<b>£124.0</b>	<b>£123.2</b>	<b>£119.9</b>	<b>£56.6</b>	<b>£127.5</b>	<b>£1,022.0</b>

TABLE 6: ALL CONVENIENCE GOODS - 2036 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

	1	2	3	4	5	6	7	8	9	10	11	STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	£54.1	£71.0	£68.3	£93.2	£116.3	£91.3	£131.8	£129.3	£125.6	£59.3	£133.8	£1,074.0
<b>Angel/ Upper Street</b>												
Marks & Spencer Foodhall, Liverpool Road	£0.0	£0.1	£0.0	£0.0	£0.0	£0.6	£6.3	£2.0	£1.7	£1.7	£6.4	£18.9
Sainsbury's Superstore, Liverpool Road	£0.1	£0.5	£0.0	£1.5	£1.1	£3.0	£16.2	£16.6	£16.5	£13.5	£23.1	£92.2
Tesco Metro, Islington Green	£0.0	£2.0	£2.2	£0.4	£0.0	£0.2	£3.9	£3.4	£1.0	£16.5	£2.5	£32.1
Waitrose, Liverpool Road	£0.0	£0.2	£0.0	£0.0	£0.0	£0.7	£7.9	£3.7	£6.5	£5.1	£3.6	£27.8
Other	£0.2	£0.8	£1.1	£0.1	£2.4	£0.8	£4.7	£6.9	£1.9	£4.7	£12.2	£35.8
<b>Sub-total</b>	<b>£0.3</b>	<b>£3.7</b>	<b>£3.2</b>	<b>£2.1</b>	<b>£3.5</b>	<b>£5.4</b>	<b>£39.0</b>	<b>£32.7</b>	<b>£27.5</b>	<b>£41.6</b>	<b>£47.8</b>	<b>£206.9</b>
<b>Nag's Head Town Centre</b>												
Morrisons, Hertslet Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Morrisons, Hertslet Road	£0.2	£9.1	£19.7	£4.0	£9.7	£0.1	£23.7	£13.7	£0.5	£0.7	£1.6	£83.1
Waitrose, Holloway Road	£1.0	£5.0	£14.8	£8.1	£21.6	£1.7	£10.6	£21.2	£5.4	£1.7	£1.9	£93.1
Other	£0.7	£2.6	£11.5	£3.1	£13.9	£0.0	£13.5	£9.2	£0.8	£0.3	£0.1	£55.6
<b>Sub-total</b>	<b>£1.9</b>	<b>£16.7</b>	<b>£46.0</b>	<b>£15.2</b>	<b>£45.2</b>	<b>£1.9</b>	<b>£47.8</b>	<b>£44.1</b>	<b>£6.7</b>	<b>£2.6</b>	<b>£3.7</b>	<b>£231.7</b>
<b>Finsbury Park</b>												
Lidl, Seven Sisters Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Lidl, Seven Sisters Road	£0.1	£0.2	£2.2	£5.0	£0.5	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£8.5
Tesco Metro, Stroud Green Road	£0.1	£3.1	£0.7	£19.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£23.4
Other	£0.0	£0.0	£1.8	£8.3	£0.4	£0.0	£0.0	£3.7	£0.0	£0.0	£0.0	£14.4
<b>Sub-total</b>	<b>£0.2</b>	<b>£3.3</b>	<b>£4.8</b>	<b>£32.8</b>	<b>£1.0</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£4.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£46.3</b>
<b>Archway</b>												
Co-op, Junction Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Junction Road	£0.0	£1.5	£0.2	£0.0	£8.3	£0.0	£1.0	£0.0	£0.1	£0.0	£0.0	£11.1
Iceland, Junction Road	£0.0	£2.6	£0.0	£0.0	£3.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.6
Other	£0.0	£4.0	£0.1	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8
<b>Sub-total</b>	<b>£0.0</b>	<b>£8.1</b>	<b>£0.3</b>	<b>£0.1</b>	<b>£12.9</b>	<b>£0.0</b>	<b>£1.0</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£22.5</b>
All other	£0.0	£15.7	£7.2	£5.0	£6.0	£9.3	£29.1	£22.0	£20.3	£10.6	£56.9	£182.1
<b>ISLINGTON BOROUGH</b>	<b>£2.4</b>	<b>£47.5</b>	<b>£61.5</b>	<b>£55.3</b>	<b>£68.6</b>	<b>£16.6</b>	<b>£117.0</b>	<b>£102.8</b>	<b>£54.6</b>	<b>£54.8</b>	<b>£108.4</b>	<b>£689.5</b>
<b>Outside of Borough</b>												
Outside of Borough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Dalston	£0.4	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£3.1	£24.3	£0.9	£0.2	£30.2
Camden	£0.1	£2.8	£3.1	£0.5	£13.4	£59.2	£6.6	£0.0	£0.0	£0.2	£1.1	£87.1
City	£0.0	£0.0	£0.2	£0.0	£0.2	£0.5	£0.0	£0.0	£3.0	£0.0	£5.0	£8.9
Central London	£0.0	£0.0	£0.1	£0.3	£0.3	£1.1	£0.6	£0.0	£0.0	£0.0	£3.4	£5.9
Crouch End	£31.3	£10.3	£0.6	£10.4	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£55.1
Green Lanes	£9.9	£1.9	£0.8	£12.0	£0.7	£0.0	£0.0	£6.0	£2.4	£0.2	£2.5	£36.4
Stoke Newington	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.1	£10.6	£13.4	£0.0	£0.0	£24.3
Stratford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£10.0	£8.4	£1.9	£14.6	£29.3	£13.9	£7.5	£6.9	£27.8	£3.2	£13.1	£136.7
<b>Sub-total</b>	<b>£51.7</b>	<b>£23.5</b>	<b>£6.8</b>	<b>£37.9</b>	<b>£47.7</b>	<b>£74.7</b>	<b>£14.8</b>	<b>£26.6</b>	<b>£70.9</b>	<b>£4.5</b>	<b>£25.4</b>	<b>£384.5</b>
<b>Total Market Share</b>	<b>£54.1</b>	<b>£71.0</b>	<b>£68.3</b>	<b>£93.2</b>	<b>£116.3</b>	<b>£91.3</b>	<b>£131.8</b>	<b>£129.3</b>	<b>£125.6</b>	<b>£59.3</b>	<b>£133.8</b>	<b>£1,074.0</b>

ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS

	Estimated 'Inflow' from Outside Study Area	2016	2021	2026	2031	2036
Angel/ Upper Street	20%	£212.8	£223.9	£235.0	£245.8	£258.6
Nag's Head Town Centre	10%	£211.7	£222.5	£233.4	£244.5	£257.5
Finsbury Park	10%	£42.5	£44.8	£47.0	£49.0	£51.4
Archway	5%	£20.1	£20.9	£21.7	£22.6	£23.7
All other	5%	£158.0	£166.1	£174.3	£182.3	£191.7
<b>TOTAL:</b>		<b>£645.1</b>	<b>£678.1</b>	<b>£711.4</b>	<b>£744.2</b>	<b>£782.8</b>

'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to shops and stores in the Borough who live outside the defined study area (i.e. beyond Zones 1-11).

## **APPENDIX 7: FORECAST COMPARISON GOODS TURNOVER**

TABLE 1: ALL COMPARISON GOODS - 2016 MARKET SHARE ANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

	1	2	3	4	5	6	7	8	9	10	11
Angel/ Upper Street	1.2%	2.5%	2.3%	1.8%	5.2%	3.0%	19.1%	21.2%	25.1%	46.0%	24.2%
Nag's Head Town Centre	1.6%	11.2%	46.6%	16.6%	17.8%	0.6%	22.9%	8.8%	2.5%	3.6%	4.2%
Finsbury Park	0.2%	0.6%	0.6%	7.0%	0.5%	0.0%	0.1%	0.7%	0.0%	0.0%	0.0%
Archway	0.0%	0.9%	0.7%	0.0%	2.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%
All other	0.0%	3.8%	0.1%	0.2%	0.0%	0.2%	2.8%	4.7%	2.2%	0.8%	1.4%
<b>ISLINGTON BOROUGH</b>	<b>2.9%</b>	<b>18.9%</b>	<b>50.2%</b>	<b>25.6%</b>	<b>25.6%</b>	<b>3.8%</b>	<b>44.9%</b>	<b>35.5%</b>	<b>29.9%</b>	<b>50.4%</b>	<b>30.0%</b>
Outside of Borough											
Brent Cross	14.5%	18.4%	3.1%	3.4%	11.2%	0.3%	1.3%	1.4%	0.6%	0.7%	0.1%
Dalston	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	2.5%	8.8%	0.3%	0.3%
Camden	0.2%	0.8%	0.9%	0.0%	9.2%	31.2%	2.8%	0.0%	0.0%	0.2%	0.5%
Central London	33.0%	32.8%	27.2%	27.7%	31.7%	44.7%	29.6%	34.9%	20.2%	37.3%	38.3%
Stratford	0.5%	0.1%	0.0%	0.3%	0.1%	1.6%	4.2%	3.5%	9.9%	2.8%	2.3%
Wood Green	6.7%	3.2%	5.1%	12.7%	1.1%	2.3%	0.4%	3.2%	1.4%	0.4%	2.4%
Other	38.7%	24.1%	12.0%	23.2%	20.8%	15.8%	16.4%	16.9%	27.9%	6.8%	26.1%
<b>Sub-total</b>	<b>97.1%</b>	<b>81.1%</b>	<b>49.8%</b>	<b>74.4%</b>	<b>74.4%</b>	<b>96.2%</b>	<b>55.1%</b>	<b>64.5%</b>	<b>70.1%</b>	<b>49.6%</b>	<b>70.0%</b>
#REF!	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: ALL COMPARISON GOODS - 2016 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Zone:	1	2	3	4	5	6	7	8	9	10	11	STUDY AREA
AVAILABLE EXPENDITURE (£m):	£61.8	£78.0	£67.3	£94.5	£123.8	£87.2	£127.7	£136.1	£124.6	£60.5	£129.4	£1,091.0
Angel/ Upper Street	£0.7	£2.0	£1.5	£1.7	£6.4	£2.6	£24.4	£28.8	£31.2	£27.8	£31.3	£158.5
Nag's Head Town Centre	£1.0	£8.7	£31.4	£15.7	£22.1	£0.5	£29.2	£12.0	£3.2	£2.2	£5.4	£131.3
Finsbury Park	£0.1	£0.5	£0.4	£6.6	£0.6	£0.0	£0.2	£1.0	£0.0	£0.0	£0.0	£9.4
Archway	£0.0	£0.7	£0.5	£0.0	£2.6	£0.0	£0.0	£0.0	£0.2	£0.0	£0.3	£4.3
All other	£0.0	£3.0	£0.0	£0.2	£0.0	£0.2	£3.6	£6.4	£2.7	£0.5	£1.8	£18.5
<b>ISLINGTON BOROUGH</b>	<b>£1.8</b>	<b>£14.8</b>	<b>£33.8</b>	<b>£24.2</b>	<b>£31.7</b>	<b>£3.3</b>	<b>£57.4</b>	<b>£48.3</b>	<b>£37.3</b>	<b>£30.5</b>	<b>£38.9</b>	<b>£321.9</b>
Outside of Borough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross	£9.0	£14.4	£2.1	£3.2	£13.9	£0.2	£1.6	£1.9	£0.7	£0.4	£0.1	£47.5
Dalston	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£3.4	£10.9	£0.2	£0.3	£15.1
Camden	£0.1	£0.7	£0.6	£0.0	£11.4	£27.2	£3.6	£0.0	£0.0	£0.1	£0.7	£44.3
Central London	£20.4	£25.6	£18.3	£26.2	£39.3	£39.0	£37.8	£47.5	£25.2	£22.6	£49.5	£351.4
Stratford	£0.3	£0.1	£0.0	£0.3	£0.1	£1.4	£5.4	£4.7	£12.3	£1.7	£3.0	£29.3
Wood Green	£4.2	£2.5	£3.4	£12.0	£1.4	£2.0	£0.5	£4.4	£1.7	£0.3	£3.1	£35.4
Other	£23.9	£18.8	£8.1	£21.9	£25.7	£13.8	£21.0	£23.0	£34.8	£4.1	£33.7	£228.8
<b>Sub-total</b>	<b>£60.0</b>	<b>£63.2</b>	<b>£33.5</b>	<b>£70.3</b>	<b>£92.1</b>	<b>£83.9</b>	<b>£70.3</b>	<b>£87.8</b>	<b>£87.4</b>	<b>£30.0</b>	<b>£90.5</b>	<b>£769.2</b>
#REF!	£61.8	£78.0	£67.3	£94.5	£123.8	£87.2	£127.7	£136.1	£124.6	£60.5	£129.4	£1,091.0

TABLE 3: ALL COMPARISON GOODS - 2021 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Zone:	1	2	3	4	5	6	7	8	9	10	11	STUDY AREA
AVAILABLE EXPENDITURE (£m):	£69.2	£87.8	£77.1	£107.6	£138.7	£99.4	£146.3	£154.9	£141.7	£68.6	£146.9	£1,238.0
Angel/ Upper Street	£0.8	£2.2	£1.7	£1.9	£7.2	£3.0	£28.0	£32.8	£35.5	£31.6	£35.5	£180.2
Nag's Head Town Centre	£1.1	£9.8	£35.9	£17.8	£24.7	£0.6	£33.5	£13.7	£3.6	£2.4	£6.1	£149.3
Finsbury Park	£0.1	£0.5	£0.4	£7.6	£0.6	£0.0	£0.2	£1.2	£0.0	£0.0	£0.0	£10.6
Archway	£0.0	£0.8	£0.5	£0.0	£2.9	£0.0	£0.0	£0.0	£0.2	£0.0	£0.4	£4.8
All other	£0.0	£3.3	£0.1	£0.3	£0.0	£0.2	£4.2	£7.3	£3.1	£0.6	£2.1	£21.0
<b>ISLINGTON BOROUGH</b>	<b>£2.0</b>	<b>£16.6</b>	<b>£38.7</b>	<b>£27.6</b>	<b>£35.5</b>	<b>£3.8</b>	<b>£65.8</b>	<b>£54.9</b>	<b>£42.4</b>	<b>£34.6</b>	<b>£44.1</b>	<b>£365.9</b>
Outside of Borough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross	£10.0	£16.2	£2.4	£3.7	£15.5	£0.3	£1.8	£2.2	£0.8	£0.5	£0.2	£53.5
Dalston	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£3.9	£12.4	£0.2	£0.4	£17.2
Camden	£0.1	£0.7	£0.7	£0.0	£12.7	£31.0	£4.1	£0.0	£0.0	£0.1	£0.7	£50.3
Central London	£22.8	£28.8	£21.0	£29.8	£44.0	£44.4	£43.3	£54.1	£28.7	£25.6	£56.2	£398.7
Stratford	£0.4	£0.1	£0.0	£0.4	£0.2	£1.6	£6.1	£5.4	£14.0	£1.9	£3.4	£33.4
Wood Green	£4.6	£2.8	£3.9	£13.7	£1.5	£2.3	£0.6	£5.0	£2.0	£0.3	£3.5	£40.2
Other	£26.8	£21.1	£9.2	£24.9	£28.8	£15.7	£24.1	£26.1	£39.5	£4.7	£38.3	£259.3
<b>Sub-total</b>	<b>£67.1</b>	<b>£71.2</b>	<b>£38.4</b>	<b>£80.0</b>	<b>£103.2</b>	<b>£95.6</b>	<b>£80.6</b>	<b>£99.9</b>	<b>£99.3</b>	<b>£34.0</b>	<b>£102.8</b>	<b>£872.1</b>
#REF!	£69.2	£87.8	£77.1	£107.6	£138.7	£99.4	£146.3	£154.9	£141.7	£68.6	£146.9	£1,238.0

TABLE 4: ALL COMPARISON GOODS - 2026 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Zone:	1	2	3	4	5	6	7	8	9	10	11	STUDY AREA
AVAILABLE EXPENDITURE (£m):	£83.0	£105.3	£93.8	£130.4	£166.8	£121.3	£178.6	£187.4	£171.7	£83.0	£177.7	£1,498.9
Angel/ Upper Street	£1.0	£2.7	£2.1	£2.3	£8.6	£3.6	£34.1	£39.7	£43.0	£38.2	£43.0	£218.3
Nag's Head Town Centre	£1.3	£11.7	£43.8	£21.6	£29.7	£0.7	£40.8	£16.6	£4.4	£3.0	£7.4	£181.0
Finsbury Park	£0.1	£0.6	£0.5	£9.2	£0.8	£0.1	£0.2	£1.4	£0.0	£0.0	£0.0	£12.9
Archway	£0.0	£0.9	£0.6	£0.0	£3.5	£0.0	£0.0	£0.0	£0.2	£0.0	£0.5	£5.8
All other	£0.0	£4.0	£0.1	£0.3	£0.0	£0.2	£5.1	£8.8	£3.7	£0.7	£2.5	£25.4
<b>ISLINGTON BOROUGH</b>	<b>£2.4</b>	<b>£19.9</b>	<b>£47.1</b>	<b>£33.4</b>	<b>£42.7</b>	<b>£4.6</b>	<b>£80.3</b>	<b>£66.4</b>	<b>£51.3</b>	<b>£41.8</b>	<b>£53.4</b>	<b>£443.4</b>
Outside of Borough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross	£12.0	£19.4	£2.9	£4.5	£18.7	£0.3	£2.2	£2.6	£1.0	£0.6	£0.2	£64.4
Dalston	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£4.7	£15.0	£0.3	£0.5	£20.8
Camden	£0.2	£0.9	£0.8	£0.0	£15.3	£37.9	£5.0	£0.0	£0.0	£0.1	£0.9	£61.1
Central London	£27.3	£34.6	£25.5	£36.1	£52.9	£54.2	£52.9	£65.4	£34.7	£31.0	£68.0	£482.7
Stratford	£0.4	£0.1	£0.0	£0.5	£0.2	£1.9	£7.5	£6.5	£16.9	£2.3	£4.1	£40.5
Wood Green	£5.6	£3.3	£4.8	£16.6	£1.8	£2.7	£0.8	£6.1	£2.4	£0.4	£4.2	£48.7
Other	£32.1	£25.3	£11.3	£30.2	£34.7	£19.2	£29.4	£31.6	£47.9	£5.7	£46.3	£313.6
<b>Sub-total</b>	<b>£80.5</b>	<b>£85.4</b>	<b>£46.7</b>	<b>£97.0</b>	<b>£124.1</b>	<b>£116.7</b>	<b>£98.3</b>	<b>£120.9</b>	<b>£120.4</b>	<b>£41.1</b>	<b>£124.3</b>	<b>£1,055.5</b>
#REF!	£83.0	£105.3	£93.8	£130.4	£166.8	£121.3	£178.6	£187.4	£171.7	£83.0	£177.7	£1,498.9



TABLE 5: ALL COMPARISON GOODS - 2031 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Zone:	1	2	3	4	5	6	7	8	9	10	11	STUDY AREA
AVAILABLE EXPENDITURE (£m):	£99.7	£127.2	£114.7	£158.0	£202.0	£148.7	£219.8	£227.0	£207.9	£100.4	£215.8	£1,821.3
Angel/ Upper Street	£1.2	£3.2	£2.6	£2.8	£10.5	£4.4	£42.0	£48.1	£52.1	£46.2	£52.2	£265.3
Nag's Head Town Centre	£1.6	£14.2	£53.5	£26.2	£36.0	£0.9	£50.3	£20.1	£5.3	£3.6	£9.0	£220.5
Finsbury Park	£0.2	£0.7	£0.6	£11.1	£0.9	£0.1	£0.3	£1.7	£0.0	£0.0	£0.0	£15.6
Archway	£0.0	£1.1	£0.8	£0.0	£4.2	£0.0	£0.0	£0.0	£0.3	£0.0	£0.6	£7.0
All other	£0.0	£4.8	£0.1	£0.4	£0.0	£0.3	£6.2	£10.6	£4.5	£0.8	£3.1	£30.9
<b>ISLINGTON BOROUGH</b>	<b>£2.9</b>	<b>£24.1</b>	<b>£57.6</b>	<b>£40.5</b>	<b>£51.7</b>	<b>£5.6</b>	<b>£98.8</b>	<b>£80.5</b>	<b>£62.2</b>	<b>£50.6</b>	<b>£64.8</b>	<b>£593.3</b>
Outside of Borough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross	£14.5	£23.4	£3.6	£5.4	£22.6	£0.4	£2.8	£3.2	£1.2	£0.7	£0.2	£77.9
Dalston	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£5.7	£18.2	£0.3	£0.6	£25.2
Camden	£0.2	£1.1	£1.0	£0.0	£18.5	£46.4	£6.1	£0.0	£0.0	£0.2	£1.1	£74.7
Central London	£32.9	£41.8	£31.2	£43.7	£64.1	£66.5	£65.1	£79.3	£42.1	£37.5	£82.6	£586.6
Stratford	£0.5	£0.1	£0.0	£0.5	£0.2	£2.3	£9.2	£7.9	£20.5	£2.8	£5.0	£49.2
Wood Green	£6.7	£4.0	£5.8	£20.1	£2.2	£3.4	£0.9	£7.4	£2.9	£0.4	£5.1	£59.0
Other	£38.6	£30.6	£13.8	£36.6	£42.0	£23.6	£36.1	£38.3	£58.0	£6.9	£56.2	£380.6
<b>Sub-total</b>	<b>£96.8</b>	<b>£103.1</b>	<b>£57.1</b>	<b>£117.5</b>	<b>£150.3</b>	<b>£143.1</b>	<b>£121.0</b>	<b>£146.5</b>	<b>£145.8</b>	<b>£49.8</b>	<b>£150.9</b>	<b>£1,282.0</b>
#REF!	£99.7	£127.2	£114.7	£158.0	£202.0	£148.7	£219.8	£227.0	£207.9	£100.4	£215.8	£1,821.3

TABLE 6: ALL COMPARISON GOODS - 2036 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

Zone:	1	2	3	4	5	6	7	8	9	10	11	STUDY AREA
AVAILABLE EXPENDITURE (£m):	£119.9	£153.4	£141.1	£191.9	£244.4	£182.3	£270.4	£276.1	£252.2	£122.0	£262.2	£2,215.7
Angel/ Upper Street	£1.4	£3.9	£3.2	£3.4	£12.7	£5.4	£51.7	£58.5	£63.2	£56.1	£63.4	£322.8
Nag's Head Town Centre	£1.9	£17.1	£65.8	£31.8	£43.6	£1.1	£61.8	£24.4	£6.4	£4.3	£10.9	£269.2
Finsbury Park	£0.2	£0.9	£0.8	£13.5	£1.1	£0.1	£0.3	£2.1	£0.0	£0.0	£0.0	£19.0
Archway	£0.0	£1.4	£1.0	£0.0	£5.1	£0.0	£0.0	£0.0	£0.3	£0.0	£0.7	£8.5
All other	£0.0	£5.8	£0.1	£0.5	£0.0	£0.3	£7.7	£12.9	£5.4	£1.0	£3.7	£37.6
<b>ISLINGTON BOROUGH</b>	<b>£3.5</b>	<b>£29.1</b>	<b>£70.8</b>	<b>£49.1</b>	<b>£62.5</b>	<b>£6.9</b>	<b>£121.5</b>	<b>£97.9</b>	<b>£75.4</b>	<b>£61.5</b>	<b>£78.8</b>	<b>£657.1</b>
Outside of Borough	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Brent Cross	£17.4	£28.2	£4.4	£6.6	£27.4	£0.5	£3.4	£3.9	£1.4	£0.8	£0.3	£94.3
Dalston	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£7.0	£22.1	£0.4	£0.7	£30.6
Camden	£0.2	£1.3	£1.3	£0.1	£22.4	£56.9	£7.5	£0.0	£0.0	£0.2	£1.3	£91.3
Central London	£39.5	£50.4	£38.4	£53.1	£77.5	£81.4	£80.1	£96.4	£51.0	£45.5	£100.4	£713.7
Stratford	£0.6	£0.2	£0.0	£0.7	£0.3	£2.8	£11.4	£9.6	£24.9	£3.4	£6.1	£59.9
Wood Green	£8.1	£4.8	£7.2	£24.4	£2.7	£4.1	£1.2	£9.0	£3.5	£0.5	£6.2	£71.7
Other	£46.4	£36.9	£16.9	£44.4	£50.8	£28.9	£44.5	£46.6	£70.3	£8.4	£68.3	£462.4
<b>Sub-total</b>	<b>£116.4</b>	<b>£124.4</b>	<b>£70.2</b>	<b>£142.7</b>	<b>£181.9</b>	<b>£175.4</b>	<b>£148.9</b>	<b>£178.2</b>	<b>£176.8</b>	<b>£60.5</b>	<b>£183.4</b>	<b>£1,558.7</b>
#REF!	£119.9	£153.4	£141.1	£191.9	£244.4	£182.3	£270.4	£276.1	£252.2	£122.0	£262.2	£2,215.7

TABLE 6: ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS

	Estimated 'inflow' from Outside Study Area	2016	2021	2026	2031	2032
Angel/ Upper Street	20%	£198.1	£225.2	£272.9	£331.6	£403.5
Nag's Head Town Centre	10%	£145.9	£165.9	£201.1	£245.0	£299.1
Finsbury Park	10%	£10.4	£11.8	£14.3	£17.4	£21.1
Archway	0%	£4.3	£4.8	£5.8	£7.0	£8.5
All other	0%	£18.5	£21.0	£25.4	£30.9	£37.6
<b>TOTAL:</b>		<b>£377.1</b>	<b>£428.7</b>	<b>£519.5</b>	<b>£631.8</b>	<b>£769.8</b>

Notes: 'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to the Borough's main centres, shops and stores who live outside the defined study area (i.e. beyond Zones 1-11).

## **APPENDIX 8: COMMITTED RETAIL DEVELOPMENT**

TABLE 1: COMMITTED CONVENIENCE FLOORSPACE

Scheme	Location	Centre	Planning ref.	Gross A1 Floorspace (sqm)	Net Sales <sup>(1)</sup> (sqm)	Sales Density 2016 (£ per sqm)	Turnover (£m)				
							2016	2021	2026	2031	2036
Mixed use incl flexible retail floorspace	Former North London Mail Centre, 116 Upper Street	Angel	P052245	1,109	776	£9,750	£7.6	£7.5	£7.5	£7.6	£7.6
Mixed use incl flexible retail floorspace	Former Royal Mail Sorting Office, Almeida Street	Angel	P090774	617	432	£9,750	£4.2	£4.2	£4.2	£4.2	£4.2
Retail units	295 Holloway Road	Nag's Head	P120351	108	75	£9,750	£0.7	£0.7	£0.7	£0.7	£0.7
Mixed use incl 1,135sqm flexible retail floorspace	263-289 and 2-16 Eden Grove, Holloway Road	Nag's Head	P2013/2963/FUL	378	265	£9,750	£2.6	£2.6	£2.6	£2.6	£2.6
Mixed use incl 401sqm gross flexible retail floorspace	443 - 445 Holloway Road	Nag's Head	P2013/3213/FUL	134	94	£9,750	£0.9	£0.9	£0.9	£0.9	£0.9
Mixed use incl 9,665sqm gross flexible retail floorspace	City North Trading Estate, Fonthill Road	Finsbury Park	P092492	1,208	846	£9,750	£8.2	£8.2	£8.2	£8.2	£8.3
Mixed use incl 408 sqm gross retail floorspace	107 - 129 Seven Sisters Road	Finsbury Park	P2013/1262/FUL	204	143	£9,750	£1.4	£1.4	£1.4	£1.4	£1.4
Change of use to A1/B1 uses	201 St John Street	Other (Clerkenwell)	P1101111	552	386	£9,750	£3.8	£3.7	£3.7	£3.8	£3.8
Mixed use incl 1218sqm gross retail floorspace	250 City Road	Other (Angel/ Old St)	P2013/1089/FUL	609	426	£9,750	£4.2	£4.1	£4.1	£4.1	£4.2
Calthorpe St development	Land north west of the Royal Mail Sorting Office, Farringdon Road	Other (Clerkenwell)	P2013/1423/FUL	238	167	£9,750	£1.6	£1.6	£1.6	£1.6	£1.6
Mixed use incl convenience store	640-648 & 650 Holloway Road	Other (edge of Archway)	P2014/3494/FUL	332	232	£9,750	£2.3	£2.2	£2.3	£2.3	£2.3
Mixed use development	Charter House, 2, Farringdon Road	Other (Farringdon)	P120484	1,134	794	£9,750	£7.7	£7.7	£7.7	£7.7	£7.8
Mixed use incl 350sqm gross retail floorspace	Cardinal Tower, Farringdon Road/ Cowcross Street	Other (Farringdon)	P121162	175	123	£9,750	£1.2	£1.2	£1.2	£1.2	£1.2
Mixed use incl 244 sqm gross flexible A1/A3 floorspace	1 & 2-5, Benjamin Street & 94-98 Turmill Street	Other (Farringdon)	P2014/2950/FUL	356	249	£9,750	£2.4	£2.4	£2.4	£2.4	£2.4
Mixed use incl flexible A1/A3 floorspace	Caledonian Road/ Balmoral Grove/ Brewery Road/ Market Road	Other (nr Caledonian Rd)	P2015/3989/FUL	285	199	£9,750	£1.9	£1.9	£1.9	£1.9	£1.9
Change of use to A1/A3 floorspace	Royal Mail House, 14 Old Street	Other (nr Golden Lane Est)	P2014/4519/FUL	103	72	£9,750	£0.7	£0.7	£0.7	£0.7	£0.7
Mixed use with A1/A3 floorspace	23-28 Charterhouse Square	Other (nr Smithfield/ Barbican)	P2015/4057/FUL	242	169	£9,750	£1.7	£1.6	£1.6	£1.6	£1.7
Refurbishment & change of use to provide A1/A3 floorspace	207 - 211 Old Street	Other (Old St)	P2013/1667/FUL	241	169	£9,750	£1.6	£1.6	£1.6	£1.6	£1.7
Refurbishment & change of use to provide A1/A3/B1 floorspace	Epworth House, 25-35, City Road	Other (Old St/ Moorgate)	P120455	205	144	£9,750	£1.4	£1.4	£1.4	£1.4	£1.4
<b>TOTAL</b>				<b>8,229</b>	<b>5,760</b>		<b>£56.2</b>	<b>£55.7</b>	<b>£55.8</b>	<b>£56.0</b>	<b>£56.3</b>

Note:(1) Assuming a gross to net factor of 70%.

The HCA Employment Densities Guide 3rd Edition suggests that, as a general benchmark, 15-20% acts as a suitable assumption for converting gross to net areas in non-industrial properties. However, for the purposes of this study, a figure of 70% gross to net has been used, based on our professional judgement

TABLE 2: COMMITTED COMPARISON FLOORSPACE

Scheme	Location	Centre	Planning ref.	Gross A1 Floorspace (sqm)	Net Sales <sup>(1)</sup> (sqm)	Sales Density 2016 (£ per sqm)	Turnover (£m)				
							2016	2021	2026	2031	2036
Mixed use incl flexible retail floorspace	Former North London Mail Centre, 116 Upper Street	Angel	P052245	4,436	3,105	£6,000	£18.6	£20.4	£22.8	£25.5	£28.4
Mixed use incl flexible retail floorspace	Former Royal Mail Sorting Office, Almeida Street	Angel	P090774	2,470	1,729	£6,000	£10.4	£11.4	£12.7	£14.2	£15.8
Mixed use incl 1,135sqm flexible retail floorspace	263-289 and 2-16 Eden Grove, Holloway Road	Nag's Head	P2013/2963/FUL	378	265	£6,000	£1.6	£1.7	£1.9	£2.2	£2.4
Retail units	295 Holloway Road	Nag's Head	P120351	108	75	£6,000	£0.5	£0.5	£0.6	£0.6	£0.7
Mixed use incl 9,665sqm gross flexible retail floorspace	City North Trading Estate, Fonthill Road	Finsbury Park	P092492	1,208	846	£6,000	£5.1	£5.6	£6.2	£6.9	£7.7
Change of use to A1/B1 uses	201 St John Street	Other (Clerkenwell)	P1101111	552	386	£6,000	£2.3	£2.5	£2.8	£3.2	£3.5
Mixed use incl 1218sqm gross retail floorspace	250 City Road	Other (Angel/ Old St)	P2013/1089/FUL	609	426	£6,000	£2.6	£2.8	£3.1	£3.5	£3.9
Calthorpe St development	Land north west of the Royal Mail Sorting Office, Farringdon Road	Other (Clerkenwell)	P2013/1423/FUL	238	167	£6,000	£1.0	£1.1	£1.2	£1.4	£1.5
Mixed use development	Charter House, 2, Farringdon Road	Other (Farringdon)	P120484	1,701	1,191	£6,000	£7.1	£7.8	£8.8	£9.8	£10.9
Mixed use incl 350sqm gross retail floorspace	Cardinal Tower, Farringdon Road/ Cowcross Street	Other (Farringdon)	P121162	175	123	£6,000	£0.7	£0.8	£0.9	£1.0	£1.1
Mixed use incl 244 sqm gross flexible A1/A3 floorspace	1 & 2-5, Benjamin Street & 94-98 Turmill Street	Other (Farringdon)	P2014/2950/FUL	238	166	£6,000	£1.0	£1.1	£1.2	£1.4	£1.5
Change of use to A1/A3 uses	Klamath House, 18-19 Clerkenwell Green	Other (Farringdon/ Clerkenwell)	P110014	222	155	£6,000	£0.9	£1.0	£1.1	£1.3	£1.4
Mixed use incl retail units	119 Farringdon Road	Other (Farringdon/ Clerkenwell)	P2015/4143/FUL	471	330	£6,000	£2.0	£2.2	£2.4	£2.7	£3.0
Refurbishment & change of use to provide A1/A3 floorspace	207 - 211 Old Street	Other (Old St)	P2013/1667/FUL	161	113	£6,000	£0.7	£0.7	£0.8	£0.9	£1.0
<b>TOTAL</b>				<b>12,965</b>	<b>9,076</b>		<b>£54.5</b>	<b>£59.8</b>	<b>£66.8</b>	<b>£74.4</b>	<b>£83.0</b>

Note:(1) Assuming a gross to net factor of 70%.

The HCA Employment Densities Guide 3rd Edition suggests that, as a general benchmark, 15-20% acts as a suitable assumption for converting gross to net areas in non-industrial properties. However, for the purposes of this study, a figure of 70% gross to net has been used, based on our professional judgement

## **APPENDIX 9: CONVENIENCE GOODS CAPACITY ASSESSMENT - BASELINE**

TABLE 1: LONDON BOROUGH OF ISLINGTON - CONVENIENCE GOODS CAPACITY ASSESSMENT

*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£645.1	£678.1	£711.4	£744.2	£782.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) <sup>(1)</sup> :	£645.1	£639.9	£640.6	£643.8	£647.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£38.2	£70.8	£100.5	£135.8
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£55.7	£55.8	£56.0	£56.3
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£17.5</b>	<b>£15.1</b>	<b>£44.4</b>	<b>£79.5</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,412</b>	<b>1,214</b>	<b>3,561</b>	<b>6,341</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-2,017	1,734	5,087	9,059
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-2,522</b>	<b>2,167</b>	<b>6,358</b>	<b>11,323</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-3,602	3,096	9,084	16,176

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 4, Appendix X).

STEP 2: Assumed no growth in floorspace efficiency/ productivity over the forecast period.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 1, Appendix X. It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

TABLE 2: ANGEL TOWN CENTRE- CONVENIENCE GOODS CAPACITY ASSESSMENT

*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£212.8	£223.9	£235.0	£245.8	£258.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£212.8	£211.1	£211.3	£212.4	£213.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£12.8	£23.7	£33.5	£45.1
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£11.7	£11.7	£11.8	£11.8
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£1.1</b>	<b>£12.0</b>	<b>£21.7</b>	<b>£33.3</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>90</b>	<b>968</b>	<b>1,740</b>	<b>2,658</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	128	1,382	2,485	3,797
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>160</b>	<b>1,728</b>	<b>3,107</b>	<b>4,746</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	228	2,469	4,438	6,780

TABLE 3: NAG'S HEAD TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£211.7	£222.5	£233.4	£244.5	£257.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£211.7	£210.0	£210.2	£211.3	£212.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£12.5	£23.2	£33.2	£45.2
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£4.2	£4.2	£4.2	£4.2
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£8.3</b>	<b>£19.0</b>	<b>£29.0</b>	<b>£40.9</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>669</b>	<b>1,532</b>	<b>2,324</b>	<b>3,264</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	61%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	956	2,512	3,319	4,662
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>1,195</b>	<b>2,736</b>	<b>4,149</b>	<b>5,828</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	1,708	3,908	5,928	8,326

TABLE 4: FINSBURY PARK TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£42.5	£44.8	£47.0	£49.0	£51.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£42.5	£42.2	£42.2	£42.5	£42.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.6	£4.7	£6.5	£8.8
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£9.6	£9.6	£9.6	£9.7
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£7.0</b>	<b>-£4.9</b>	<b>-£3.1</b>	<b>-£0.9</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-564</b>	<b>-391</b>	<b>-247</b>	<b>-73</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-805	-559	-353	-104
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,007</b>	<b>-699</b>	<b>-441</b>	<b>-130</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-1,438	-998	-630	-185

**TABLE 5: ARCHWAY TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£20.1	£20.9	£21.7	£22.6	£23.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£20.1	£19.9	£19.9	£20.0	£20.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.0	£1.8	£2.6	£3.5
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£1.0</b>	<b>£1.8</b>	<b>£2.6</b>	<b>£3.5</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>77</b>	<b>145</b>	<b>209</b>	<b>281</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	110	207	298	401
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>137</b>	<b>259</b>	<b>373</b>	<b>502</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	196	370	533	717

**TABLE 6: OTHER INCLUDING SMALLER CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£158.0	£166.1	£174.3	£182.3	£191.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£158.0	£156.7	£156.9	£157.6	£158.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£9.4	£17.4	£24.7	£33.3
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£30.3	£30.3	£30.5	£30.6
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£20.9</b>	<b>-£12.9</b>	<b>-£5.8</b>	<b>£2.6</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,684</b>	<b>-1,040</b>	<b>-464</b>	<b>211</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-2,406	-1,486	-664	302
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-3,008</b>	<b>-1,857</b>	<b>-829</b>	<b>377</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-4,296	-2,653	-1,185	539

**TABLE 7: SUMMARY OF CONVENIENCE GOODS CAPACITY BY CENTRE (sqm net)**  
*Assume Equilibrium at Base Year and Constant Market Shares*

Location	Foodstore Format (sqm net)				Local Supermarket/ Deep Discount Format (sqm net)			
	2021	2026	2031	2036	2021	2026	2031	2036
<b>Residual Expenditure (£m)</b>	<b>-£17.5</b>	<b>£15.1</b>	<b>£44.4</b>	<b>£79.5</b>	<b>-£17.5</b>	<b>£15.1</b>	<b>£44.4</b>	<b>£79.5</b>
Angel	90	968	1,740	2,658	160	1,728	3,107	4,746
Nag's Head	669	1,532	2,324	3,264	1,195	2,736	4,149	5,828
Finsbury Park	-564	-391	-247	-73	-1,007	-699	-441	-130
Archway	77	145	209	281	137	259	373	502
Other	-1,684	-1,040	-464	211	-3,008	-1,857	-829	377
<b>Total</b>	<b>-1,412</b>	<b>1,214</b>	<b>3,561</b>	<b>6,341</b>	<b>-2,522</b>	<b>2,167</b>	<b>6,358</b>	<b>11,323</b>



## **APPENDIX 10: COMPARISON GOODS CAPACITY ASSESSMENT- BASELINE**

**TABLE 1: LONDON BOROUGH OF ISLINGTON - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£377.1	£428.7	£519.5	£631.8	£769.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) <sup>(1)</sup> :	£377.1	£413.9	£462.4	£515.5	£574.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£14.8	£57.1	£116.3	£195.0
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£59.8	£66.8	£74.4	£83.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£44.9</b>	<b>-£9.6</b>	<b>£41.9</b>	<b>£112.0</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-6,823</b>	<b>-1,308</b>	<b>5,105</b>	<b>12,247</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-9,747	-1,868	7,293	17,495

- STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from [Table X, Appendix X](#)).
- STEP 2: An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace. This scenario assumes 'changing floorspace' efficiency growth identify by Experian Business Strategies in Figure 4b of their Retail Planner Briefing Note.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.
- STEP 4: The turnover of all known commitments has been derived from [Table 2 Appendix X](#). It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions.
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

**TABLE 2: ANGEL TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2032
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£198.1	£225.2	£272.9	£331.6	£403.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£198.1	£217.5	£242.9	£270.9	£302.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£7.8	£30.0	£60.7	£101.6
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£31.8	£35.6	£39.6	£44.2
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£24.0</b>	<b>-£5.6</b>	<b>£21.1</b>	<b>£57.3</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-3,652</b>	<b>-759</b>	<b>2,569</b>	<b>6,271</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):	-	-5,217	-1,084	3,670	3,689

**TABLE 3: NAG'S HEAD TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£145.9	£165.9	£201.1	£245.0	£299.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£145.9	£160.1	£178.8	£199.4	£222.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£5.8	£22.3	£45.6	£76.8
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£2.2	£2.5	£2.8	£3.1
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£3.6</b>	<b>£19.8</b>	<b>£42.8</b>	<b>£73.7</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>540</b>	<b>2,688</b>	<b>5,224</b>	<b>8,056</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	772	3,839	7,463	11,508

**TABLE 4: FINSBURY PARK TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£10.4	£11.8	£14.3	£17.4	£21.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£10.4	£11.4	£12.8	£14.2	£15.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£1.6	£3.1	£5.2
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£5.6	£6.2	£6.9	£7.7
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£5.2</b>	<b>-£4.7</b>	<b>-£3.8</b>	<b>-£2.5</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-784</b>	<b>-633</b>	<b>-463</b>	<b>-273</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-1,119	-904	-661	-391

**TABLE 5: ARCHWAY TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£4.3	£4.8	£5.8	£7.0	£8.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£4.3	£4.7	£5.2	£5.8	£6.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.6	£1.2	£2.0
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£0.1</b>	<b>£0.6</b>	<b>£1.2</b>	<b>£2.0</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>18</b>	<b>75</b>	<b>143</b>	<b>218</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	26	107	205	311

**TABLE 6: REST OF BOROUGH INCLUDING SMALLER CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£18.5	£21.0	£25.4	£30.9	£37.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£18.5	£20.3	£22.6	£25.2	£28.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.7	£2.8	£5.6	£9.4
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£20.1	£22.5	£25.1	£27.9
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£19.4</b>	<b>-£19.7</b>	<b>-£19.4</b>	<b>-£18.5</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-2,945</b>	<b>-2,678</b>	<b>-2,368</b>	<b>-2,024</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-4,208	-3,826	-3,383	-2,892

**TABLE 7: SUMMARY OF COMPARISON GOODS CAPACITY BY CENTRE (sqm net)**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	Comparison Goods (sqm net)			
	2021	2026	2031	2036
<b>Residual Expenditure (£m)</b>	<b>-£44.9</b>	<b>-£9.6</b>	<b>£41.9</b>	<b>£112.0</b>
Angel	-3,652	-759	2,569	6,271
Nag's Head	540	2,688	5,224	8,056
Finsbury Park	-784	-633	-463	-273
Archway	18	75	143	218
Rest of Borough	-2,945	-2,678	-2,368	-2,024
<b>Total</b>	<b>-6,823</b>	<b>-1,308</b>	<b>5,105</b>	<b>12,247</b>

## **APPENDIX 11: CONVENIENCE GOODS CAPACITY ASSESSMENT – GLA PROJECTIONS**

**TABLE 1: LONDON BOROUGH OF ISLINGTON - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£639.7	£663.2	£691.8	£721.0	£748.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) <sup>(1)</sup> :	£639.7	£634.6	£635.2	£638.4	£641.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£28.6	£56.6	£82.6	£107.1
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£55.7	£55.8	£56.0	£56.3
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£27.1</b>	<b>£0.8</b>	<b>£26.5</b>	<b>£50.8</b>
<b>STEP 6: FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-2,186</b>	<b>64</b>	<b>2,128</b>	<b>4,051</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-3,122	91	3,039	5,787
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-3,903</b>	<b>114</b>	<b>3,799</b>	<b>7,234</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-5,576	163	5,428	10,335

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 4, Appendix X).

STEP 2: Assumed no growth in floorspace efficiency/ productivity over the forecast period.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 1, Appendix X. It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

**TABLE 2: ANGEL TOWN CENTRE- CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£211.0	£218.8	£228.4	£238.0	£247.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£211.0	£209.3	£209.5	£210.6	£211.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£9.5	£18.9	£27.5	£35.8
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£11.7	£11.7	£11.8	£11.8
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£2.1</b>	<b>£7.2</b>	<b>£15.7</b>	<b>£23.9</b>
<b>STEP 6: FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-173</b>	<b>576</b>	<b>1,258</b>	<b>1,910</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-248	823	1,798	2,728
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-310</b>	<b>1,029</b>	<b>2,247</b>	<b>3,411</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-442	1,470	3,210	4,872

**TABLE 3: NAG'S HEAD TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£209.9	£217.3	£226.4	£235.7	£244.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£209.9	£208.2	£208.4	£209.4	£210.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£9.2	£18.1	£26.3	£34.0
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£4.2	£4.2	£4.2	£4.2
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£5.0	£13.9	£22.0	£29.8
STEP 6: FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
(ii) Net Floorspace Capacity (sq m):	-	400	1,116	1,766	2,377
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	61%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	571	1,830	2,523	3,396
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
(ii) Net Floorspace Capacity (sq m):	-	714	1,993	3,154	4,244
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	1,020	2,847	4,505	6,064

**TABLE 4: FINSBURY PARK TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£42.2	£43.9	£46.0	£48.3	£50.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£42.2	£41.9	£41.9	£42.1	£42.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.1	£4.1	£6.2	£7.9
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£9.6	£9.6	£9.6	£9.7
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£7.5	-£5.5	-£3.4	-£1.7
STEP 6: FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
(ii) Net Floorspace Capacity (sq m):	-	-605	-440	-276	-137
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-864	-628	-395	-196
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
(ii) Net Floorspace Capacity (sq m):	-	-1,080	-785	-493	-244
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-1,543	-1,121	-705	-349

**TABLE 5: ARCHWAY TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£20.0	£20.6	£21.5	£22.4	£23.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£20.0	£19.8	£19.8	£19.9	£20.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.8	£1.6	£2.4	£3.1
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£0.8</b>	<b>£1.6</b>	<b>£2.4</b>	<b>£3.1</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>67</b>	<b>133</b>	<b>195</b>	<b>245</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	96	189	278	350
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>120</b>	<b>237</b>	<b>347</b>	<b>438</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	171	338	496	625

**TABLE 6: OTHER INCLUDING SMALLER CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£156.7	£162.4	£169.5	£176.6	£183.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£156.7	£155.4	£155.6	£156.3	£157.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£7.0	£13.9	£20.3	£26.3
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£30.3	£30.3	£30.5	£30.6
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£23.2</b>	<b>-£16.4</b>	<b>-£10.2</b>	<b>-£4.3</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,874</b>	<b>-1,321</b>	<b>-815</b>	<b>-344</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-2,677	-1,887	-1,164	-491
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-3,347</b>	<b>-2,359</b>	<b>-1,455</b>	<b>-614</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-4,781	-3,370	-2,079	-877

TABLE 7: SUMMARY OF CONVENIENCE GOODS CAPACITY BY CENTRE (sqm net)  
 Assume Equilibrium at Base Year and Constant Market Shares

Location	Foodstore Format (sqm net)				Local Supermarket/ Deep Discount Format (sqm net)			
	2021	2026	2031	2036	2021	2026	2031	2036
<b>Residual Expenditure (£m)</b>	<b>-£27.1</b>	<b>£0.8</b>	<b>£26.5</b>	<b>£50.8</b>	<b>-£27.1</b>	<b>£0.8</b>	<b>£26.5</b>	<b>£50.8</b>
Angel	-173	576	1,258	1,910	-310	1,029	2,247	3,411
Nag's Head	400	1,116	1,766	2,377	714	1,993	3,154	4,244
Finsbury Park	-605	-440	-276	-137	-1,080	-785	-493	-244
Archway	67	133	195	245	120	237	347	438
Other	-1,874	-1,321	-815	-344	-3,347	-2,359	-1,455	-614
<b>Total</b>	<b>-2,186</b>	<b>64</b>	<b>2,128</b>	<b>4,051</b>	<b>-3,903</b>	<b>114</b>	<b>3,799</b>	<b>7,234</b>



## **APPENDIX 12: COMPARISON GOODS CAPACITY ASSESSMENT- GLA PROJECTIONS**

**TABLE 1: LONDON BOROUGH OF ISLINGTON - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£374.0	£419.3	£505.3	£612.7	£737.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) <sup>(1)</sup> :	£374.0	£410.4	£458.5	£511.2	£570.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£8.9	£46.8	£101.5	£167.1
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£59.8	£66.8	£74.4	£83.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£50.9</b>	<b>-£19.9</b>	<b>£27.0</b>	<b>£84.1</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-7,728</b>	<b>-2,712</b>	<b>3,296</b>	<b>9,201</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-11,040	-3,874	4,709	13,145

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from [Table X, Appendix X](#)).

STEP 2: An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace. This scenario assumes 'changing floorspace' efficiency growth identify by Experian Business Strategies in Figure 4b of their Retail Planner Briefing Note.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from [Table 2 Appendix X](#). It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

**TABLE 2: ANGEL TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2032
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£196.5	£220.5	£265.9	£322.8	£388.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£196.5	£215.7	£241.0	£268.7	£299.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£4.8	£25.0	£54.1	£89.1
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£31.8	£35.6	£39.6	£44.2
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£27.0</b>	<b>-£10.6</b>	<b>£14.5</b>	<b>£44.9</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-4,103</b>	<b>-1,438</b>	<b>1,762</b>	<b>4,907</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):	-	-5,861	-2,055	2,518	2,886

**TABLE 3: NAG'S HEAD TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£144.6	£161.9	£194.9	£235.9	£283.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£144.6	£158.7	£177.3	£197.6	£220.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£3.2	£17.6	£38.3	£63.2
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£2.2	£2.5	£2.8	£3.1
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£1.0</b>	<b>£15.1</b>	<b>£35.5</b>	<b>£60.1</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>153</b>	<b>2,057</b>	<b>4,325</b>	<b>6,567</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	219	2,939	6,179	9,381

**TABLE 4: FINSBURY PARK TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£10.3	£11.6	£14.1	£17.1	£20.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£10.3	£11.3	£12.7	£14.1	£15.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£1.4	£3.0	£4.9
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£5.6	£6.2	£6.9	£7.7
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£5.3</b>	<b>-£4.8</b>	<b>-£3.9</b>	<b>-£2.8</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-803</b>	<b>-657</b>	<b>-477</b>	<b>-308</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-1,147	-939	-682	-440

**TABLE 5: ARCHWAY TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£4.2	£4.7	£5.7	£6.9	£8.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£4.2	£4.6	£5.2	£5.8	£6.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.5	£1.1	£1.8
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£0.1</b>	<b>£0.5</b>	<b>£1.1</b>	<b>£1.8</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>13</b>	<b>66</b>	<b>133</b>	<b>196</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	18	95	190	279

**TABLE 6: REST OF BOROUGH INCLUDING SMALLER CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£18.3	£20.5	£24.8	£30.0	£36.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£18.3	£20.1	£22.4	£25.0	£27.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£2.3	£5.0	£8.2
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£20.1	£22.5	£25.1	£27.9
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£19.7</b>	<b>-£20.2</b>	<b>-£20.1</b>	<b>-£19.8</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-2,988</b>	<b>-2,740</b>	<b>-2,447</b>	<b>-2,160</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-4,269	-3,915	-3,496	-3,086

**TABLE 7: SUMMARY OF COMPARISON GOODS CAPACITY BY CENTRE (sqm net)**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	Comparison Goods (sqm net)			
	2021	2026	2031	2036
<b>Residual Expenditure (£m)</b>	<b>-£50.9</b>	<b>-£19.9</b>	<b>£27.0</b>	<b>£84.1</b>
Angel	-4,103	-1,438	1,762	4,907
Nag's Head	153	2,057	4,325	6,567
Finsbury Park	-803	-657	-477	-308
Archway	13	66	133	196
Rest of Borough	-2,988	-2,740	-2,447	-2,160
<b>Total</b>	<b>-7,728</b>	<b>-2,712</b>	<b>3,296</b>	<b>9,201</b>

## **APPENDIX 13: CONVENIENCE GOODS CAPACITY ASSESSMENT – HIGHER PRODUCTIVITY GROWTH**

**TABLE 1: LONDON BOROUGH OF ISLINGTON - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£645.1	£678.1	£711.4	£744.2	£782.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) <sup>(1)</sup> :	£645.1	£639.9	£643.1	£659.4	£676.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£38.2	£68.3	£84.9	£106.8
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£55.7	£55.8	£56.0	£56.3
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£17.5</b>	<b>£12.5</b>	<b>£28.8</b>	<b>£50.5</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,462	£12,777	£13,100
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,412</b>	<b>1,004</b>	<b>2,256</b>	<b>3,854</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-2,017	1,434	3,223	5,506
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,979	£7,155	£7,336
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-2,522</b>	<b>1,792</b>	<b>4,029</b>	<b>6,882</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-3,602	2,560	5,756	9,832

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from [Table 4, Appendix X](#)).

STEP 2: Assumed no growth in floorspace efficiency/ productivity over the forecast period.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from [Table 1, Appendix X](#). It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

**TABLE 2: ANGEL TOWN CENTRE- CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£212.8	£223.9	£235.0	£245.8	£258.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£212.8	£211.1	£212.2	£217.5	£223.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£12.8	£22.9	£28.3	£35.6
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£11.7	£11.7	£11.8	£11.8
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£1.1</b>	<b>£11.2</b>	<b>£16.6</b>	<b>£23.7</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,462	£12,777	£13,100
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>90</b>	<b>896</b>	<b>1,296</b>	<b>1,813</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	128	1,280	1,852	2,590
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,979	£7,155	£7,336
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>160</b>	<b>1,600</b>	<b>2,315</b>	<b>3,237</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	228	2,286	3,306	4,625

TABLE 3: NAG'S HEAD TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT

*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£211.7	£222.5	£233.4	£244.5	£257.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£211.7	£210.0	£211.1	£216.4	£221.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£12.5	£22.4	£28.1	£35.6
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£4.2	£4.2	£4.2	£4.2
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£8.3</b>	<b>£18.2</b>	<b>£23.9</b>	<b>£31.4</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,462	£12,777	£13,100
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>669</b>	<b>1,459</b>	<b>1,868</b>	<b>2,397</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	61%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	956	2,391	2,669	3,424
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,979	£7,155	£7,336
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>1,195</b>	<b>2,605</b>	<b>3,336</b>	<b>4,280</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	1,708	3,721	4,766	6,114

TABLE 4: FINSBURY PARK TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT

*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£42.5	£44.8	£47.0	£49.0	£51.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£42.5	£42.2	£42.4	£43.5	£44.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.6	£4.5	£5.5	£6.8
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£9.6	£9.6	£9.6	£9.7
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£7.0</b>	<b>-£5.0</b>	<b>-£4.1</b>	<b>-£2.8</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,462	£12,777	£13,100
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-564</b>	<b>-403</b>	<b>-322</b>	<b>-216</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-805	-576	-460	-308
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,979	£7,155	£7,336
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,007</b>	<b>-720</b>	<b>-574</b>	<b>-385</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-1,438	-1,029	-821	-550

TABLE 5: ARCHWAY TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT

*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£20.1	£20.9	£21.7	£22.6	£23.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£20.1	£19.9	£20.0	£20.5	£21.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.0	£1.7	£2.1	£2.6
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£1.0</b>	<b>£1.7</b>	<b>£2.1</b>	<b>£2.6</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,462	£12,777	£13,100
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>77</b>	<b>138</b>	<b>166</b>	<b>200</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	110	197	237	286
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,979	£7,155	£7,336
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>137</b>	<b>247</b>	<b>296</b>	<b>357</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	196	352	423	510

TABLE 6: OTHER INCLUDING SMALLER CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT

*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£158.0	£166.1	£174.3	£182.3	£191.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£158.0	£156.7	£157.5	£161.5	£165.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£9.4	£16.8	£20.8	£26.2
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£30.3	£30.3	£30.5	£30.6
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£20.9</b>	<b>-£13.5</b>	<b>-£9.6</b>	<b>-£4.5</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,462	£12,777	£13,100
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,684</b>	<b>-1,086</b>	<b>-752</b>	<b>-340</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-2,406	-1,551	-1,075	-486
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,979	£7,155	£7,336
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-3,008</b>	<b>-1,939</b>	<b>-1,343</b>	<b>-607</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-4,296	-2,771	-1,919	-868





## **APPENDIX 14: COMPARISON GOODS CAPACITY ASSESSMENT – HIGHER PRODUCTIVITY GROWTH**

**TABLE 1: LONDON BOROUGH OF ISLINGTON - COMPARISON GOODS CAPACITY ASSESSMENT: HIGHER PRODUCTIVITY GROWTH**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£377.1	£428.7	£519.5	£631.8	£769.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) <sup>(1)</sup> :	£377.1	£413.9	£463.7	£524.7	£593.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£14.8	£55.8	£107.2	£176.2
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£59.8	£66.8	£74.4	£83.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£44.9</b>	<b>-£11.0</b>	<b>£32.7</b>	<b>£93.2</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,378	£8,348	£9,445
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-6,823</b>	<b>-1,488</b>	<b>3,921</b>	<b>9,864</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-9,747	-2,126	5,601	14,091

- STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from [Table X, Appendix X](#)).
- STEP 2: An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace. This scenario assumes 'changing floorspace' efficiency growth identify by Experian Business Strategies in Figure 4b of their Retail Planner Briefing Note.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.
- STEP 4: The turnover of all known commitments has been derived from [Table 2 Appendix X](#). It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions.
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

**TABLE 2: ANGEL TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2032
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£198.1	£225.2	£272.9	£331.6	£403.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£198.1	£217.5	£243.6	£275.7	£311.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£7.8	£29.3	£55.9	£91.7
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£31.8	£35.6	£39.6	£44.2
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£24.0</b>	<b>-£6.3</b>	<b>£16.3</b>	<b>£47.4</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,378	£8,348	£9,445
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-3,652</b>	<b>-854</b>	<b>1,949</b>	<b>5,024</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):	-	-5,217	-1,219	2,784	2,955

**TABLE 3: NAG'S HEAD TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£145.9	£165.9	£201.1	£245.0	£299.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£145.9	£160.1	£179.4	£202.9	£229.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£5.8	£21.7	£42.1	£69.5
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£2.2	£2.5	£2.8	£3.1
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£3.6</b>	<b>£19.2</b>	<b>£39.3</b>	<b>£66.4</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,378	£8,348	£9,445
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>540</b>	<b>2,609</b>	<b>4,709</b>	<b>7,029</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	772	3,727	6,727	10,041

**TABLE 4: FINSBURY PARK TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£10.4	£11.8	£14.3	£17.4	£21.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£10.4	£11.4	£12.8	£14.5	£16.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£1.5	£2.9	£4.7
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£5.6	£6.2	£6.9	£7.7
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£5.2</b>	<b>-£4.7</b>	<b>-£4.0</b>	<b>-£3.0</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,378	£8,348	£9,445
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-784</b>	<b>-636</b>	<b>-485</b>	<b>-320</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-1,119	-909	-693	-457

**TABLE 5: ARCHWAY TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£4.3	£4.8	£5.8	£7.0	£8.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£4.3	£4.7	£5.2	£5.9	£6.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.5	£1.1	£1.8
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£0.1</b>	<b>£0.5</b>	<b>£1.1</b>	<b>£1.8</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,378	£8,348	£9,445
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>18</b>	<b>73</b>	<b>129</b>	<b>188</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	26	104	184	269

**TABLE 6: REST OF BOROUGH INCLUDING SMALLER CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£18.5	£21.0	£25.4	£30.9	£37.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£18.5	£20.3	£22.7	£25.7	£29.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.7	£2.7	£5.2	£8.5
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£20.1	£22.5	£25.1	£27.9
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£19.4</b>	<b>-£19.8</b>	<b>-£19.9</b>	<b>-£19.4</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,378	£8,348	£9,445
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-2,945</b>	<b>-2,680</b>	<b>-2,380</b>	<b>-2,058</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-4,208	-3,828	-3,401	-2,939

**TABLE 7: SUMMARY OF COMPARISON GOODS CAPACITY BY CENTRE (sqm net)**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	Comparison Goods (sqm net)			
	2021	2026	2031	2036
<b>Residual Expenditure (£m)</b>	<b>-£44.9</b>	<b>-£11.0</b>	<b>£32.7</b>	<b>£93.2</b>
Angel	-3,652	-854	1,949	5,024
Nag's Head	540	2,609	4,709	7,029
Finsbury Park	-784	-636	-485	-320
Archway	18	73	129	188
Rest of Borough	-2,945	-2,680	-2,380	-2,058
<b>Total</b>	<b>-6,823</b>	<b>-1,488</b>	<b>3,921</b>	<b>9,864</b>

## **APPENDIX 15: CONVENIENCE GOODS CAPACITY ASSESSMENT – HIGHER SFT GROWTH**

**TABLE 1: LONDON BOROUGH OF ISLINGTON - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£610.8	£631.0	£652.8	£677.5	£705.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) <sup>(1)</sup> :	£610.8	£605.9	£606.5	£609.5	£612.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£25.1	£46.3	£68.0	£92.8
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£55.7	£55.8	£56.0	£56.3
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£30.6</b>	<b>-£9.4</b>	<b>£11.9</b>	<b>£36.4</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-2,469</b>	<b>-760</b>	<b>954</b>	<b>2,907</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-3,527	-1,085	1,363	4,152
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-4,408</b>	<b>-1,357</b>	<b>1,704</b>	<b>5,190</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-6,298	-1,938	2,434	7,415

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from Table 4, Appendix X).

STEP 2: Assumed no growth in floorspace efficiency/ productivity over the forecast period.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from Table 1, Appendix X. It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

**TABLE 2: ANGEL TOWN CENTRE- CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£201.5	£208.3	£215.7	£223.8	£233.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£201.5	£199.9	£200.1	£201.1	£202.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£8.5	£15.6	£22.7	£30.9
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£11.7	£11.7	£11.8	£11.8
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£3.2</b>	<b>£3.9</b>	<b>£10.9</b>	<b>£19.1</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-260</b>	<b>314</b>	<b>878</b>	<b>1,522</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-372	449	1,254	2,174
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-464</b>	<b>561</b>	<b>1,567</b>	<b>2,718</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-663	802	2,239	3,883

**TABLE 3: NAG'S HEAD TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£200.4	£207.0	£214.2	£222.5	£232.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£200.4	£198.8	£199.0	£200.0	£201.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£8.2	£15.2	£22.5	£31.0
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£4.2	£4.2	£4.2	£4.2
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£4.0</b>	<b>£11.0</b>	<b>£18.3</b>	<b>£26.7</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>323</b>	<b>885</b>	<b>1,466</b>	<b>2,132</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	61%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	461	1,450	2,095	3,046
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>577</b>	<b>1,580</b>	<b>2,619</b>	<b>3,807</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	824	2,257	3,741	5,439

**TABLE 4: FINSBURY PARK TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£40.3	£41.7	£43.1	£44.6	£46.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£40.3	£40.0	£40.0	£40.2	£40.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.7	£3.1	£4.4	£5.9
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£9.6	£9.6	£9.6	£9.7
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£7.9</b>	<b>-£6.5</b>	<b>-£5.2</b>	<b>-£3.7</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-634</b>	<b>-522</b>	<b>-418</b>	<b>-297</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-905	-745	-598	-425
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,132</b>	<b>-932</b>	<b>-747</b>	<b>-531</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-1,617	-1,331	-1,067	-759

**TABLE 5: ARCHWAY TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£19.0	£19.4	£20.0	£20.6	£21.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£19.0	£18.9	£18.9	£19.0	£19.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.6	£1.1	£1.6	£2.3
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£0.6</b>	<b>£1.1</b>	<b>£1.6</b>	<b>£2.3</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>45</b>	<b>86</b>	<b>131</b>	<b>180</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	65	123	188	257
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>81</b>	<b>154</b>	<b>235</b>	<b>321</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	116	220	335	458

**TABLE 6: OTHER INCLUDING SMALLER CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£149.6	£154.5	£159.9	£166.0	£172.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£149.6	£148.4	£148.5	£149.3	£150.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£6.2	£11.4	£16.7	£22.7
STEP 4: CONVENIENCE GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£30.3	£30.3	£30.5	£30.6
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£24.1</b>	<b>-£18.9</b>	<b>-£13.8</b>	<b>-£7.9</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>					
<b>Option 1: Foodstore Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,400	£12,413	£12,475	£12,537
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,943</b>	<b>-1,523</b>	<b>-1,103</b>	<b>-630</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-2,776	-2,176	-1,576	-900
<b>Option 2: Local Supermarket/ Deep Discounter Format</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,944	£6,951	£6,986	£7,021
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-3,470</b>	<b>-2,721</b>	<b>-1,970</b>	<b>-1,124</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-4,957	-3,886	-2,814	-1,606

**TABLE 7: SUMMARY OF CONVENIENCE GOODS CAPACITY BY CENTRE (sqm net)**  
*Assume Equilibrium at Base Year and Constant Market Shares*

Location	Foodstore Format (sqm net)				Local Supermarket/ Deep Discount Format (sqm net)			
	2021	2026	2031	203	2021	2026	2031	2036
<b>Residual Expenditure (£m)</b>	<b>-£30.6</b>	<b>-£9.4</b>	<b>£11.9</b>	<b>£36.</b>	<b>-£30.6</b>	<b>-£9.4</b>	<b>£11.9</b>	<b>£36.4</b>
Angel	-260	314	878	1,52	-464	561	1,567	2,718
Nag's Head	323	885	1,466	2,13	577	1,580	2,619	3,807
Finsbury Park	-634	-522	-418	-29	-1,132	-932	-747	-531
Archway	45	86	131	18	81	154	235	321
Other	-1,943	-1,523	-1,103	-63	-3,470	-2,721	-1,970	-1,124
<b>Total</b>	<b>-2,469</b>	<b>-760</b>	<b>954</b>	<b>2,90</b>	<b>-4,408</b>	<b>-1,357</b>	<b>1,704</b>	<b>5,190</b>



## **APPENDIX 16: COMPARISON GOODS CAPACITY ASSESSMENT – HIGHER SFT GROWTH**

**TABLE 1: LONDON BOROUGH OF ISLINGTON - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£332.9	£366.1	£440.4	£534.0	£646.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) <sup>(1)</sup> :	£332.9	£365.3	£408.1	£455.0	£507.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.8	£32.3	£79.0	£139.2
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£59.8	£66.8	£74.4	£83.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£58.9</b>	<b>-£34.5</b>	<b>£4.5</b>	<b>£56.2</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-8,950</b>	<b>-4,688</b>	<b>550</b>	<b>6,146</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-12,785	-6,697	786	8,780

STEP 1: The (survey-derived) 'current' turnovers assume constant market shares over the forecast period (derived from [Table X, Appendix X](#)).

STEP 2: An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace. This scenario assumes 'changing floorspace' efficiency growth identify by Experian Business Strategies in Figure 4b of their Retail Planner Briefing Note.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: The turnover of all known commitments has been derived from [Table 2 Appendix X](#). It is assumed for the purpose of this assessment that all commitments will be opened by 2021 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

**TABLE 2: ANGEL TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2032
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£174.9	£192.4	£231.3	£280.2	£338.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£174.9	£191.9	£214.4	£239.1	£266.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£16.9	£41.1	£72.4
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£31.8	£35.6	£39.6	£44.2
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£31.4</b>	<b>-£18.6</b>	<b>£1.5</b>	<b>£28.2</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-4,769</b>	<b>-2,534</b>	<b>183</b>	<b>3,081</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	170%
(iv) Gross Floorspace Capacity (sq m):	-	-6,813	-3,620	261	1,812

**TABLE 3: NAG'S HEAD TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£128.7	£141.7	£170.5	£207.1	£251.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£128.7	£141.3	£157.8	£176.0	£196.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£12.6	£31.1	£55.0
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£2.2	£2.5	£2.8	£3.1
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£1.9</b>	<b>£10.1</b>	<b>£28.3</b>	<b>£51.9</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-284</b>	<b>1,377</b>	<b>3,450</b>	<b>5,672</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-405	1,967	4,928	8,103

**TABLE 4: FINSBURY PARK TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£9.2	£10.1	£12.1	£14.7	£17.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£9.2	£10.1	£11.3	£12.6	£14.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.9	£2.1	£3.7
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£5.6	£6.2	£6.9	£7.7
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£5.5</b>	<b>-£5.3</b>	<b>-£4.8</b>	<b>-£4.0</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-842</b>	<b>-726</b>	<b>-587</b>	<b>-439</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-1,203	-1,037	-839	-627

**TABLE 5: ARCHWAY TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£3.8	£4.1	£4.9	£5.9	£7.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£3.8	£4.1	£4.6	£5.1	£5.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.3	£0.8	£1.4
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£0.0</b>	<b>£0.3</b>	<b>£0.8</b>	<b>£1.4</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-5</b>	<b>39</b>	<b>95</b>	<b>153</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-7	56	135	218

**TABLE 6: REST OF BOROUGH INCLUDING SMALLER CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	2016	2021	2026	2031	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£16.3	£17.9	£21.5	£26.1	£31.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£16.3	£17.9	£20.0	£22.3	£24.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£1.6	£3.8	£6.7
STEP 4: COMPARISON GOODS TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£20.1	£22.5	£25.1	£27.9
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£20.1</b>	<b>-£20.9</b>	<b>-£21.2</b>	<b>-£21.2</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,585	£7,356	£8,202	£9,145
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-3,050</b>	<b>-2,843</b>	<b>-2,590</b>	<b>-2,321</b>
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	-	-4,357	-4,062	-3,700	-3,316

**TABLE 7: SUMMARY OF COMPARISON GOODS CAPACITY BY CENTRE (sqm net)**  
*Assume Equilibrium at Base Year and Constant Market Shares*

	Comparison Goods (sqm net)			
	2021	2026	2031	2036
<b>Residual Expenditure (£m)</b>	<b>-£58.9</b>	<b>-£34.5</b>	<b>£4.5</b>	<b>£56.2</b>
Angel	-4,769	-2,534	183	3,081
Nag's Head	-284	1,377	3,450	5,672
Finsbury Park	-842	-726	-587	-439
Archway	-5	39	95	153
Rest of Borough	-3,050	-2,843	-2,590	-2,321
<b>Total</b>	<b>-8,950</b>	<b>-4,688</b>	<b>550</b>	<b>6,146</b>