

Appendix 8

Shopping

APPENDIX 8.1

SHOP FLOORSPACE NEEDS FORECASTS SUMMARY

In 1995, the Borough Council invited consultants Hillier Parker to undertake a shopping study of Doncaster Borough. The study, entitled ‘Update of Shopping Capacity Forecasts’, updated the information provided in a previous study, ‘Shopping in the Borough of Doncaster’, published in 1988.

The forecasts in the 1995 study are based upon a detailed household interview survey,

carried out in 1994, and are produced using Hillier Parker’s REASN forecasting model.

The forecasts adopt a base date of 1994, and forecast shopping floorspace needs up to 2001. The forecasts distinguish between food and convenience goods, durable goods and bulky durable goods.

The forecasts are based upon expenditure of residents of

Doncaster’s shopping catchment area. The catchment area was identified using information on shopping patterns from previous surveys. The population of the catchment area was forecast using the UDP population projections. The expenditure projections use 1991 prices.

The key findings of the report are summarised in table 8.1 below.

TABLE 8.1 :Forecast Future Shop Floorspace Capacity in Doncaster

Central Urban Area, excluding outlying settlements of Mexborough, Conisbrough, Tickhill, Bawtry, Thorne / Moorends.

LOCATION / SHOP TYPE	POPULATION BASIS			
	UDP Low		UDP High	
	1996 Sqm net (Sqm gross B)	2001 ^{A} Sqm net (Sqm gross B)	1996 Sqm net (Sqm gross B)	2001 ^{A} Sqm net (Sqm gross B)
DONCASTER TOWN CENTRE Food & Convenience Goods	-	-	-	-
All Durable Goods ^{C}	2,100 (3,130)	10,000 (14,930)	2,400 (3,580)	10,900 (16,270)
NON -CENTRAL FOOD STORES ^{D}	1,900 (3,165)	1,900 (3,165)	2,100 (3,500)	2,300 (3,500)
RETAIL WAREHOUSE ^{E} (Limited to bulky durable goods)	7,700 (9,060)	19,000 (22,350)	8,100 (9,530)	19,700 (23,180)

SOURCE: Hillier Parker REASN Model forecasts February 1995 (rounded), based on Household Interview Survey, September 1994

- ^{**A**} The forecasts for 2001 are the forecasts for 1996 plus the growth 1996 to 2001.
- ^{**B**} Net to gross ratios vary considerably between different retailers, trade groups and forms of development; so the gross figures (obtained by grossing up the net figures) should be regarded as a guide only.
- ^{**C**} Forecasts of floorspace additional to that existing in December 1994, and assuming that 50% of the floorspace vacant at that date will be reoccupied by durable goods shops. Consents granted (11.330 sq m gross, or 7,590 sq m net) should be subtracted from the forecast to arrive at additional supportable capacity.
- ^{**D**} These forecasts are for floorspace additional to that existing in January 1994, (taken as including Morrisons and the committed superstore at Woodfield).

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Forecasts of floorspace additional to that existing at December 1994, for the sale of bulky durable goods as permitted by Condition iv) of the Cornelius Parish consent; from which consents granted should be subtracted to arrive at additional supportable capacity. At the date of forecasting (March 1995) these consents granted were as follows:

	<i>Sq m gross</i>
Woodfield	3,000
Cornelius Parish, Shaw Lane	8,500
Don Valley Eng, Wheatley Hall Road	500
Doncaster Carr (additional to FOC)	3,100
TOTAL	15,100 (12,835 sq m net)

All forecasts assume implementation of committed Factory Outlet Centre of 14,400 sq m gross at Doncaster Carr, selling comparison durable goods.

CAVEAT:

These forecasts are for the additional retail floorspace which will be supportable by available expenditure if forecast growth in population and per capita expenditure occurs. They are a guide to the order of magnitude of future retail floorspace capacity in Doncaster; and in accordance with PPG6, should not be treated as prescriptive growth targets or rigid limits to its future growth. They should be kept under review, and updated regularly in the light of actual growth and development.

The Hillier Parker report compares the forecasts with existing provision and commitments (in terms of planning permissions) for additional retail floorspace.

Forecasts for additional supportable capacity were then set out for Doncaster Town Centre, Non-Central Food Stores and Non-Central Retail Warehouses. This information

was used by the Council to ensure that sufficient land was allocated in the Plan to meet the shopping needs for the Borough.

