

Appendix I
Retail Assessment

Table 1 - Population estimates and forecasts

	2004	2007
Kentish Town	12,200	12,500
Camden Town with Primrose Hill	12,200	12,400
Cantelowes	11,500	11,900
Haverstock	11,900	12,000
Regent's Park	12,800	13,100
St Pancras and Somers Town	13,200	13,500
Total	73,800	75,400
Growth 2003/2007		
Kentish Town	300	
	2.4%	
All Zones	2,100	
	2.8%	

Source/Notes:

1. Greater London Authority: 2003 Round Based Ward Population Projections for Camden.
2. Wards reflect 'Zone 2' London Borough of Camden Retail Study 2004.

Table 2 - Expenditure per head estimates

	2004 £	2007 £
Convenience	1,558	1,591
Comparison	2,859	3,291
Total	4,417	4,882

Source/Notes:

1. 2003 local expenditure estimate on convenience and comparison goods derived from Experian estimate for the 6 wards noted in Table 1.
2. 2006 and 2011 convenience goods estimates are derived from the 2003 base figure and are grown at 0.7% per annum (long term growth rate from Experian Retail Planner Brief, August 2004).
3. 2006 and 2011 comparison goods estimates are derived from the 2003 base figure and are grown at 4.8% per annum (long term growth rate from Experian Retail Planner Brief, August 2004).
4. Figures exclude Special Forms of Trading/Non Store Activity by convenience good category (0.9%) and by comparison good category (6.4%).
5. 2003 prices.

Table 3 - Total available comparison and convenience goods expenditure

	2004 £m	2007 £m
Kentish Town - Convenience	19.00	19.88
Kentish Town - Comparison	34.88	41.14
All Zones - Convenience	114.96	119.94
All Zones - Comparison	211.01	248.14
Total	325.96	368.07
Growth Convenience	2004/2007	
Kentish Town	0.88	
	4.6%	
All Zones	4.98	
	4.1%	
Growth Comparison	2003/2007	
Kentish Town	6.3	
	17.9%	
All Zones	37.1	
	15.0%	

Source/Notes:
1. Tables 1 and 2

Table 4a - Turnover of convenience stores in Kentish Town

Stores	Gross Floorspace (sqm)	Net Floorspace (sqm)	Company Average (£/sqft)	Company Average (£/sqm)	Turnover 2004 (£m)	Turnover 2007 (£m)
Tolli	190	143	350	3,766	0.54	0.54
Greggs	230	173	387	4,164	0.72	0.73
Fine Food	110	83	350	3,766	0.31	0.31
Somerfield	710	533	500	5,387	2.87	2.90
Iceland	810	608	477	5,136	3.12	3.15
Phoenicia	250	188	350	3,766	0.71	0.71
Davis	50	38	350	3,766	0.14	0.14
Top Value	130	98	350	3,766	0.37	0.37
G&B Newsagents	50	38	350	3,766	0.14	0.14
Everbest	200	150	350	3,766	0.56	0.57
B&M Seafoods	90	68	350	3,766	0.25	0.26
B&B Newsagents	50	38	350	3,766	0.14	0.14
Peter David	60	45	350	3,766	0.17	0.17
Paradise	120	90	350	3,766	0.34	0.34
Town Supermarket	170	128	350	3,766	0.48	0.49
Sunshine Food & Wine	160	120	350	3,766	0.45	0.46
Heel Bar	30	23	350	3,766	0.08	0.09
Laura May	40	30	350	3,766	0.11	0.11
Co-op Welcome	310	233	469	6,259	1.46	1.47
Besa Groceries	30	23	350	3,766	0.08	0.09
Supersave	180	135	350	3,766	0.51	0.51
Wine Cellar	70	53	350	3,766	0.20	0.20
Shamis	110	83	350	3,766	0.31	0.31
Londis	180	135	523	5,627	0.76	0.77
Buywise Express	100	75	350	3,766	0.28	0.29
Total	4,430	3,323	-	-	15.11	15.27

Source/Notes:

1. Gross floorspace figures derived from Experian Goad Centre Report for Kentish Town.
2. Company Average figures derived from Mintel, UK Retail Rankings 2004.

Table 4b - Turnover of comparison stores in Kentish Town

	Gross Floorspace (sqm)	Net Floorspace (sqm)	Average turnover (£/sqm)	Turnover 2004 (£m)	Turover 2007 (£m)
All Comparison	8,450	6,338	3,767	23.9	26.47

Source/Notes:

1. Gross Floorspace is derived from Experian Goad Centre Report on Kentish Town.

Table 5 - Turnover of proposed retail floorspace

Type of Retail Space		Gross Floorspace (sqft)	Gross Floorspace (sqm)	Net Floorspace (sqm)	Average Turnover (£/sqm)	Total Turnover (£m)
Option 1	All Convenience	6,538	607	456	8,000	3.6
Option 2	Convenience	3,269	304	228	8,000	1.8
	Comparison	3,269	304	228	4,000	0.9
Option 3	All Comparison	6,538	607	456	4,000	1.8

Table 6a - Effect of proposed convenience floorspace

	Type of Retail Space	Total Turnover (£m)	Trade drawn from Kentish Town (£m)	Total Turnover of Convenience Sector in Kentish Town (£m)	Impact on Convenience Sector (%)	Total Effect on Convenience Sector in Kentish Town (£m)	Total Effect on Convenience Sector in Kentish Town (£m)
Option 1	All Convenience	3.6	1.8	15.1	12.1%	16.9	12.1%
Option 2	Convenience	1.8	0.9	15.1	6.0%	16.0	6.0%
	Comparison	0.9	-	15.1	-	-	-
Option 3	All Comparison	1.8	-	15.1	-	-	-

Table 6b - Effect of proposed comparison floorspace

	Type of Retail Space	Total Turnover (£m)	Trade drawn from Kentish Town (£m)	Total Turnover of Comparison Sector in Kentish Town (£m)	Impact on Comparison Sector (%)	Total Effect on Comparison Sector in Kentish Town (£m)	Total Effect on Comparison Sector in Kentish Town (£m)
Option 1	All Convenience	3.6	-	23.9	-	-	-
Option 2	Convenience	1.8	-	23.9	-	-	-
	Comparison	0.9	0.5	23.9	1.9%	24.3	1.9%
Option 3	All Comparison	1.8	0.9	23.9	3.8%	24.8	3.8%

Table 6c - Effect on the centre as a whole

	Type of Retail Space	Total Turnover (£m)	Trade drawn from Kentish Town (£m)	Total Turnover of Kentish Town (£m)	Total Effect on Kentish Town (£m)	Total Effect on Kentish Town (%)
Option 1	All Convenience	3.6	1.8	39.0	40.8	4.7%
Option 2	Convenience	1.8	0.9	39.0	16.0	6.0%
	Comparison	0.9	0.5	39.0	24.3	1.9%
	<i>Combined</i>	<i>2.7</i>	<i>1.4</i>	<i>39.0</i>	<i>40.3</i>	<i>3.5%</i>
Option 3	All Comparison	1.8	0.9	39.0	39.9	2.3%