

5 Town Network & Chichester: Strategy & Sustainable Opportunities **Selsey - Final Report**



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5 Town Network & Chichester Strategy & Sustainable Opportunities

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5 Town Network & Chichester

Strategy & Sustainable Opportunities

1. Project Scope

Project Scope:

- CACI have been instructed by 5 Town Network to provide an independent, strategic assessment of the retail potential of each of the 5 Towns – Bognor Regis, Littlehampton, Selsey, Shoreham-by-Sea and Worthing – plus Chichester.
- 5 Town Network wish to understand who uses the towns, the level of town centre retail, leisure and catering facilities, how well users are satisfied, and what facilities could be added to improve the towns, as part of a co-ordinated approach to their long term regeneration and vitality.
- CACI have assessed in detail each towns' current market position relative to competing centres, incorporating a detailed analysis of spend derived from residents, workers and tourists.
- Each centre has also been benchmarked against similar UK centres and its current retail provision has been analysed. An initial analysis of occupier suitability has also been undertaken, based on the current market profile for each centre.
- Future development scenarios for both residential and retail development to 2016 have been assessed, enabling a detailed analysis of how developments in competing towns will impact upon the 5 Towns + Chichester.
- A draft local strategy for each town has been recommended, based on the sector profile and occupier suitability analysis for each location.



5 Town Network & Chichester

Strategy & Sustainable Opportunities

2. Resident Market Potential

Retail Footprint 2006: An Overview

- In order to accurately assess the scope of the 5 Towns' current retail catchments and their market share within this key area, CACI have made use of Retail Footprint.
- Retail Footprint is CACI's national comparison goods shopping model, covering circa 3,000 shopping destinations across Great Britain. It is built using gravity modelling principles, ie: the flow of customers from a postal sector will be directly proportional to the size of the Centre and inversely proportional to its Distance/Drivetime.
- Catchments, predicted shopper/expenditure flows and postal sector market share penetration outputs are recalibrated annually using retailer exit surveys and credit card transaction data. Retail Footprint recognises that shoppers have a choice therefore catchments overlap – Retail Footprint defines primary, secondary, tertiary and quaternary sub-catchments for each retail centre.
- Retail Footprint is used by a significant and increasing number of local authorities and retailers to understand local shopping patterns, current and future retail capacity, town centre performance and as a key input into store location planning.

Retail Footprint 2006: Gravity Modelling Methodology

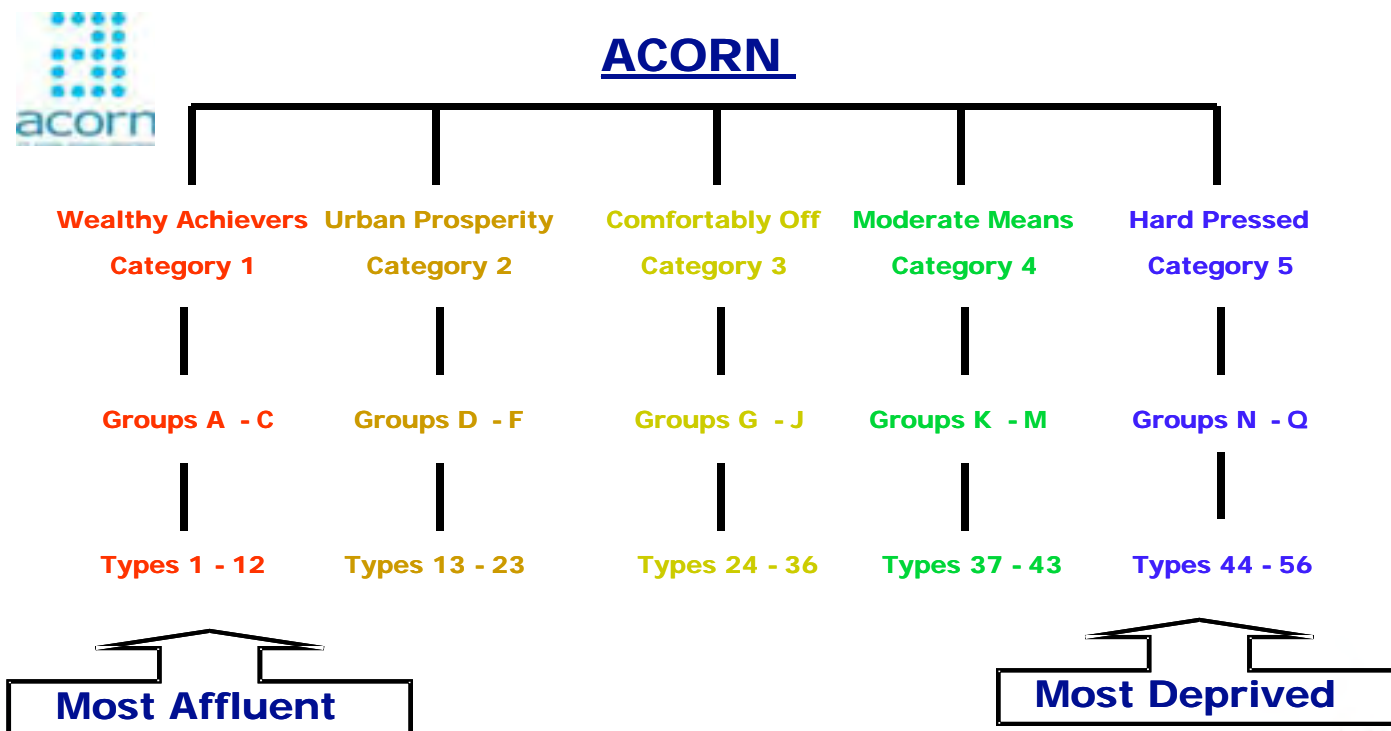
- Within CACI's Retail Footprint gravity modelling system all retailers trading in every venue are scored based on average turnover (weighted based on specific quantitative & qualitative locational characteristics).
- The spatial distribution of expenditure for every GB postal sector is then calculated given this competitive hierarchy and a drivetime matrix from every postal sector to every competing retail venue.
- In order to define sub-catchments, all GB postal sectors are ranked according to a centre's achieved market share penetration, with the greatest percentage at the top.
- These proportions are then accumulated until at least 50% of total available catchment expenditure captured by the centre has been assigned - this defines the primary catchment.
- The remaining sectors are then accumulated to define the 3 remaining catchments at 75% (secondary) 90% (tertiary) and 100% (quaternary) respectively.

Retail Footprint 2006: Retail Footprint Class

- In Retail Footprint, centres are described by their Class, which defines the role or function of centres within the retail hierarchy and the consequent characteristics of shopping trips.
- For instance, Classes such as 'Primary Centres' see strong shopper flows over large distances, and very strong flows from local customers.
- At the other end of the hierarchy customers will only travel to 'Small Rural Centres' or 'Small Local Centres' if they live very close by.
- CACI recalibrate Retail Footprint on an annual basis using new data on shopper flows received from a combination of credit and debit card transactions, client's own in-house exit surveys and loyalty cards.
- A description of the Retail Footprint Class of the town is included in the introduction to the resident market potential analysis below.

ACORN: An Overview

- ACORN combines geography with demographics and lifestyle information, grouping the entire population into 5 categories, 17 groups and 56 types. By analysing significant social factors and consumer behaviour, it provides precise information and an in-depth understanding of the different types of consumers in every part of the country.
- ACORN can be used proactively as part of a shopper-focused tenant mix strategy, to facilitate ongoing asset management, for effective catchment zoning and 'battleground' analysis, and to drive marketing and shopper communication strategy.



Selsey: Retail Footprint Class

- Selsey is currently classed as a Small Local Centre.
- Local Centres are small centres located away from urban areas. They tend to have relatively few comparison outlets and predominantly serve local convenience needs.
- The majority of Small Local Centres are very small with a very limited retail offer. All centres have a Retail Footprint score of below 20 and predominantly much lower than this, with the average being only 5. Selsey's Retail Footprint score is 12.
- Examples include Millom, Hull – Hessle and Padiham.

Selsey: Gravity Modelled Catchment Area



Selsey: Market Penetration



Selsey: Market Summary

Catchment	Total Population	Total Households	Shopper Population	Expenditure (millions)	Market Share
Primary	8,504	3,849	2,173	£5.3	25.6%
Secondary	2,032	892	519	£1.5	25.5%
Tertiary	0	0	0	£0.0	0.0%
Quaternary	0	0	0	£0.0	0.0%
Total	10,536	4,741	2,692	£6.8	25.5%

- Selsey captures a 26% market share in both its primary sub-catchment (where 50% of the centre’s trade is derived) and its secondary catchment (which accounts for the next 25% of trade).
- Within the primary catchment, from a total population of 8,504 the centre attracts a shopper population of 2,173 and comparison goods expenditure of £5.3 million per annum.
- As a result of the extremely small size of this centre, it does not generate a tertiary or quaternary catchment; 100% of shopper flows are derived from the small primary and secondary (or ‘core’) catchments.
- Overall, Selsey captures a 26% market share of its total catchment, covering an extremely limited area, equating to £6.8 million of comparison goods expenditure per annum.

Selsey: Current Competitive Position

Centre Name	Market Share (Primary & Secondary)	Market Share (Total Catchment)
Chichester	63.8%	63.8%
Selsey	25.5%	25.5%
Portsmouth - Gunwharf Quays	4.9%	4.9%
Bognor Regis	1.8%	1.8%
Whiteley Village Outlet Centre	1.2%	1.2%
Southampton	1.0%	1.0%
Brighton	0.6%	0.6%
Bognor Regis - Arun Retail Park	0.5%	0.5%
Havant	0.3%	0.3%
Guildford	0.3%	0.3%

- Selsey has an extremely small gravity modelled retail catchment covering just two postcode sectors. As a result of the small size of the centre and its proximity to Chichester directly to the north, the larger town dominates Selsey's core and total catchments, capturing a 64% market share.
- Core and total market shares for Selsey are the same due to this small centre only having a Primary and Secondary catchment. Selsey itself captures a 25.5% market share.
- Chichester and Selsey dominate the catchment, together accounting for 89.3% market share. Factory outlet centre Gunwharf Quays in Portsmouth is ranked third in Selsey's catchment, with a market share of 4.9%.

Selsey: Expenditure Profile

	Total Market Potential (£m)	% of Market Potential	Spend per Household (£ per annum)
Clothing	£1.6	16.0%	£1,379
Footwear	£0.2	1.9%	£165
House & Home	£0.6	6.6%	£567
Leisure Goods	£1.3	13.6%	£1,175
Personal Goods	£0.5	4.6%	£398
Personal Care	£0.7	6.9%	£594
Durable Goods	£1.9	19.0%	£1,636
Comparison Goods Total	£6.8	68.7%	£5,914
Convenience & Catering	£3.1	31.3%	£2,694
Grand Total	£9.9	100.0%	£8,608

- Total Comparison Goods market potential currently attracted to Selsey is £6.8 million, rising to £9.9 million including Convenience and Catering categories.
- Durable Goods account for the greatest proportion of Comparison Goods expenditure; 19.0% of the total, or £1.9 million of expenditure per annum. The key Clothing and Footwear market is worth just £1.8 million, or 17.9% of total market potential.
- Comparison Goods spend per household in Selsey of £5,914 per annum is just above the national average of £5,900 per annum. Spend on Footwear is significantly below the national average, at £165 per household compared to £224 per household in the UK as a whole. Spend on House & Home and Personal Goods is well above the UK average.

Selsey: ACORN Lifestyle Profile



- Selsey’s extremely small retail catchment results in a skewed ACORN profile. The catchment is biased towards two lifestyle groups; Affluent Greys and Settled Suburbia, which together comprise 67.3% of households.
- Compared to the UK as a whole, Selsey also has above average representation of Prudent Pensioners (7.3% of households).
- Affluent Greys tend to be older empty nesters and retired couples. Many live in rural towns and villages, often in areas where tourism is important. These older, affluent people have the money and time to enjoy life, and are therefore an important source of retail spend. Typical retailers that this group find attractive include Marks & Spencer, Windsmoor and Country Casuals.

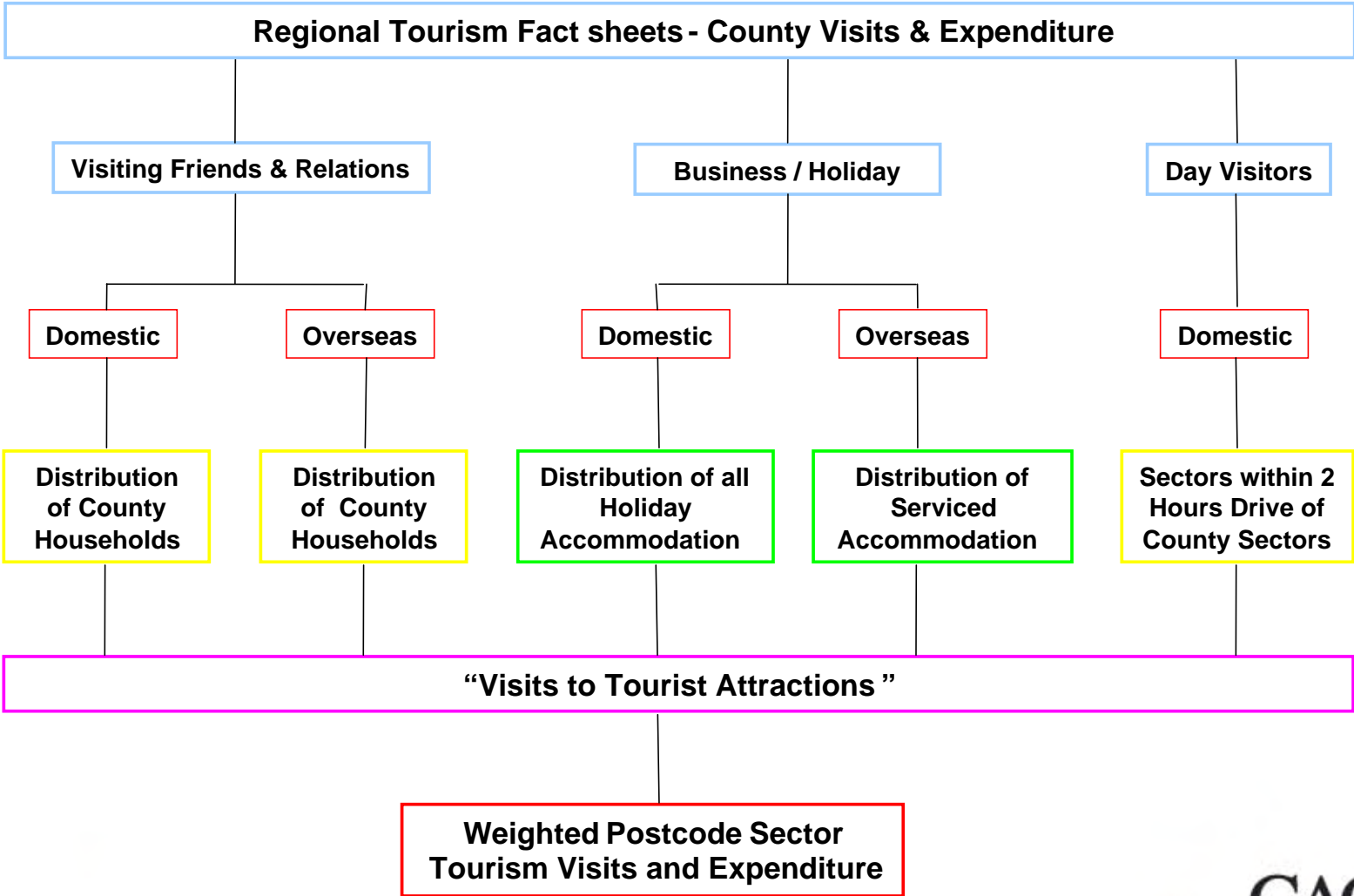


5 Town Network & Chichester

Strategy & Sustainable Opportunities

3. Tourist Market Potential

Tourist Market Potential



Tourist Demand: Total Retail Demand (£ millions per annum)



Tourist Visits: Drive Time Catchment – Visits

- The table shows the number and proportion of tourist visits within 20 minutes drive time of each centre, broken down by type of visit.
- Shoreham’s 20 minute drive time catchment receives the highest number of tourists; an estimated 2.0 million visitors per annum, as a result of the catchment covering Brighton and part of East Sussex.
- In Selsey and Chichester, Domestic Business/Holiday tourists account for the majority of visitors in each 20 minute drive time catchment. In Littlehampton, Shoreham-by-Sea and Worthing, it is Domestic Day Visitors that account for the greatest proportion of the total.
- Bognor Regis’ drive time catchment has the least additional market potential in terms of tourist visits, although the volume is still substantial; tourist visits amount to just under 530,000 per year.

Source of Tourist Visits	Bognor Regis	Littlehampton	Selsey	Shoreham-by-Sea	Worthing	Chichester
Annual Visits						
Domestic Day Visit	171,800	248,057	61,924	1,098,031	325,545	234,740
Domestic Bus/Hol	219,705	203,551	659,110	452,085	200,319	1,046,238
Domestic VFR	102,571	148,097	36,972	229,500	186,858	140,024
Overseas Bus/Hol	20,273	11,711	2,669	154,923	9,613	33,162
Overseas VFR	15,604	22,530	5,624	65,206	31,574	21,302
Total Visits	529,953	633,946	766,299	1,999,744	753,909	1,475,466
Visitor Profile						
Domestic Day Visit	32.4%	39.1%	8.1%	54.9%	43.2%	15.9%
Domestic Bus/Hol	41.5%	32.1%	86.0%	22.6%	26.6%	70.9%
Domestic VFR	19.4%	23.4%	4.8%	11.5%	24.8%	9.5%
Overseas Bus/Hol	3.8%	1.8%	0.3%	7.7%	1.3%	2.2%
Overseas VFR	2.9%	3.6%	0.7%	3.3%	4.2%	1.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Bus/Hol – Business/Holiday
VFR – Visiting Friends/Relatives

Tourist Retail Expenditure: Drive Time Catchment – Retail Spend

- The table shows the annual total and proportion of tourist retail spend within 20 minutes drive time of each centre, broken down by type of visit.
- Tourism market potential within the 20 minute drive time catchment is greatest for Shoreham-by-Sea, where it is worth £49.0 million of Retail spend.
- Bognor Regis' drive time catchment has the least additional market potential in terms of tourist spend, at an estimated retail spend of £7.6 million.
- Domestic Business/Holiday visitors account for the majority of retail expenditure across all six centres.

Source of Tourist Retail Spend	Bognor Regis	Littlehampton	Selsey	Shoreham-by-Sea	Worthing	Chichester
Annual Retail Spend						
Domestic Day Visit	£954,061	£1,377,541	£343,889	£7,355,207	£1,847,779	£1,294,551
Domestic Bus/Hol	£4,480,044	£4,150,629	£13,440,130	£17,736,929	£4,084,746	£21,345,278
Domestic VFR	£1,573,763	£2,272,320	£567,258	£6,066,076	£3,131,430	£2,149,951
Overseas Bus/Hol	£391,890	£226,422	£51,616	£12,293,594	£185,899	£661,862
Overseas VFR	£228,025	£329,240	£82,190	£5,539,600	£937,960	£313,534
Total Retail Spend	£7,627,783	£8,356,152	£14,485,083	£48,991,406	£10,187,814	£25,765,176

Retail Spend Profile						
Domestic Day Visit	12.5%	16.5%	2.4%	15.0%	18.1%	5.0%
Domestic Bus/Hol	58.7%	49.7%	92.8%	36.2%	40.1%	82.8%
Domestic VFR	20.6%	27.2%	3.9%	12.4%	30.7%	8.3%
Overseas Bus/Hol	5.1%	2.7%	0.4%	25.1%	1.8%	2.6%
Overseas VFR	3.0%	3.9%	0.6%	11.3%	9.2%	1.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Bus/Hol – Business/Holiday
VFR – Visiting Friends/Relatives

Tourist Catering Expenditure: Drive Time Catchment – Catering Spend

- The table shows the annual total and proportion of tourist Catering spend within 20 minutes drive time of each centre, broken down by type of visit.
- Tourism market potential within the 20 minute drive time catchment is greatest for Shoreham, where it is worth £48.0 million of Catering spend. This is a similar level to the estimated Retail spend (£49 million).
- Bognor Regis’ drive time catchment has the least additional market potential in terms of tourist spend, at an estimated £5.3 million of spend on Catering.
- Domestic Visiting Friends/Relatives visitors account for the majority of Catering expenditure across all six centres.

Source of Tourist Catering Spend	Bognor Regis	Littlehampton	Selsey	Shoreham-by-Sea	Worthing	Chichester
Annual Catering Spend						
Domestic Day Visit	£1,383,510	£1,997,610	£498,676	£11,411,568	£2,703,165	£1,877,260
Domestic Bus/Hol	£599,474	£346,295	£78,923	£12,844,801	£284,257	£983,668
Domestic VFR	£2,282,234	£3,295,201	£822,638	£9,272,164	£4,590,451	£3,117,734
Overseas Bus/Hol	£629,169	£363,449	£82,832	£9,876,383	£298,338	£1,062,583
Overseas VFR	£366,092	£528,585	£131,947	£4,653,128	£1,065,277	£503,371
Total Catering Spend	£5,260,479	£6,531,140	£1,615,015	£48,058,045	£8,941,489	£7,544,616
Catering Spend Profile						
Domestic Day Visit	26.3%	30.6%	30.9%	23.7%	30.2%	24.9%
Domestic Bus/Hol	11.4%	5.3%	4.9%	26.7%	3.2%	13.0%
Domestic VFR	43.4%	50.5%	50.9%	19.3%	51.3%	41.3%
Overseas Bus/Hol	12.0%	5.6%	5.1%	20.6%	3.3%	14.1%
Overseas VFR	7.0%	8.1%	8.2%	9.7%	11.9%	6.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Bus/Hol – Business/Holiday
VFR – Visiting Friends/Relatives

Tourist Visits: Weighted Retail Catchment – Visits

- The table shows the number and proportion of tourist visits within the weighted retail catchment of each centre, broken down by type of visit.
- In Selsey and Chichester, Domestic Business/Holiday tourists account for the majority of visitors to the retail centre. In Shoreham-by-Sea it is Domestic Day Visitors that account for the greatest proportion of the total. In Worthing there is an even mix between Day Visitors and Domestic Business/Holiday tourists.
- Chichester receives an estimated 1.15 million tourist visitors per annum. Shoreham has negligible tourist visitor numbers when assessed by weighted retail catchment; estimated tourist visits amount to just over 12,350 per year. This contrasts with the estimated visits to Shoreham within 20 minutes drive time, estimated to be 2.0 million.

Source of Tourist Visits	Bognor Regis	Littlehampton	Selsey	Shoreham-by-Sea	Worthing	Chichester
Annual Visits						
Domestic Day Visit	52,219	28,570	3,816	5,887	131,759	177,686
Domestic Bus/Hol	84,257	38,812	146,001	2,959	122,883	829,250
Domestic VFR	31,176	17,058	2,278	2,794	75,791	105,923
Overseas Bus/Hol	3,706	2,451	9	168	7,267	21,086
Overseas VFR	4,743	2,595	346	544	11,848	16,113
Total Visits	176,101	89,486	152,450	12,353	349,547	1,150,058
Visitor Profile						
Domestic Day Visit	29.7%	31.9%	2.5%	47.7%	37.7%	15.5%
Domestic Bus/Hol	47.8%	43.4%	95.8%	24.0%	35.2%	72.1%
Domestic VFR	17.7%	19.1%	1.5%	22.6%	21.7%	9.2%
Overseas Bus/Hol	2.1%	2.7%	0.0%	1.4%	2.1%	1.8%
Overseas VFR	2.7%	2.9%	0.2%	4.4%	3.4%	1.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Bus/Hol – Business/Holiday
VFR – Visiting Friends/Relatives

Tourist Retail Expenditure: Weighted Retail Catchment – Retail Spend

- The table shows the annual total and proportion of tourist retail spend within the weighted retail catchment of each centre, broken down by type of visit.
- Tourism market potential within the weighted retail catchments is greatest for Chichester, where it is worth £20.2 million of Retail spend. Selsey receives a large amount of spend from Domestic Business/Holiday visitors; over £3 million per annum.
- Shoreham has the least additional market potential in terms of tourist retail spend; an estimated £199,000. This contrasts with estimated Retail spend by 20 minute drivetime catchment – estimated to be worth £49 million.
- Domestic Business/Holiday visitors account for the majority of retail expenditure across all six centres.

Source of Tourist Retail Spend	Bognor Regis	Littlehampton	Selsey	Shoreham-by-Sea	Worthing	Chichester
Annual Retail Spend						
Domestic Day Visit	£289,969	£158,661	£21,190	£35,282	£740,958	£976,334
Domestic Bus/Hol	£1,718,130	£791,426	£2,977,153	£76,812	£2,581,910	£16,938,764
Domestic VFR	£478,344	£261,720	£34,953	£52,889	£1,189,591	£1,626,936
Overseas Bus/Hol	£71,678	£47,388	£168	£7,978	£188,395	£415,960
Overseas VFR	£69,312	£37,920	£5,064	£26,001	£221,258	£238,062
Total Retail Spend	£2,627,433	£1,297,115	£3,038,528	£198,962	£4,922,112	£20,196,056
Retail Spend Profile						
Domestic Day Visit	11.0%	12.2%	0.7%	17.7%	15.1%	4.8%
Domestic Bus/Hol	65.4%	61.0%	98.0%	38.6%	52.5%	83.9%
Domestic VFR	18.2%	20.2%	1.2%	26.6%	24.2%	8.1%
Overseas Bus/Hol	2.7%	3.7%	0.0%	4.0%	3.8%	2.1%
Overseas VFR	2.6%	2.9%	0.2%	13.1%	4.5%	1.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Bus/Hol – Business/Holiday
VFR – Visiting Friends/Relatives

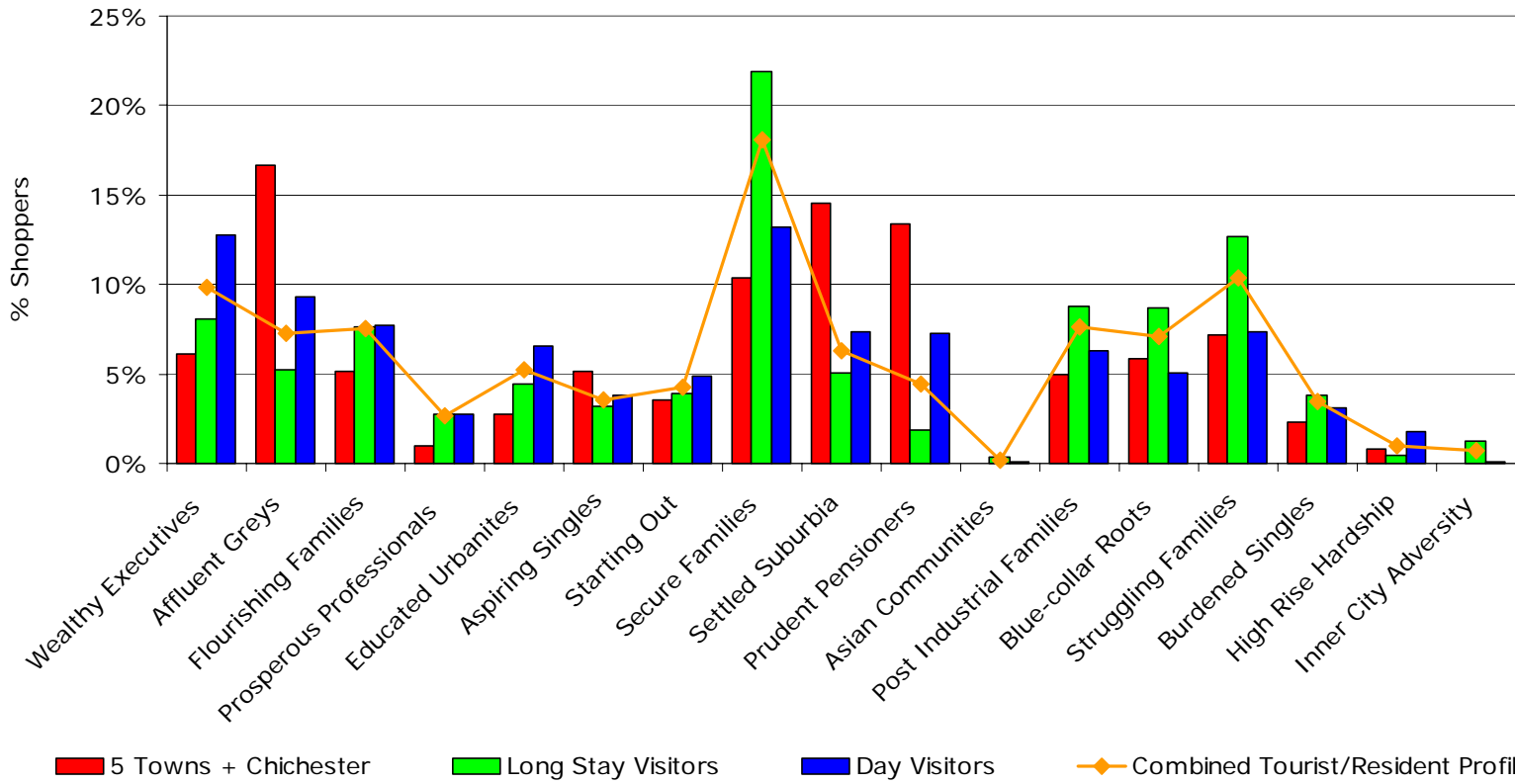
Tourist Catering Expenditure: Weighted Retail Catchment – Catering Spend

- The table shows the annual total and proportion of tourist Catering spend within within the weighted retail catchment of each centre, broken down by type of visit.
- Tourism market potential within the weighted retail catchments is greatest for Chichester, where it is worth £5.5 million of Catering spend.
- Selsey and Shoreham have the least additional market potential in terms of tourist Catering spend; estimated to be worth £90,000 and £173,000, respectively. The estimate for Shoreham contrasts with the estimated worth of retail spend by 20 minute drivetime catchment of £48 million.
- Domestic Visiting Friends/Relatives visitors account for the majority of catering expenditure across all six centres.

Source of Tourist Catering Spend	Bognor Regis	Littlehampton	Selsey	Shoreham-by-Sea	Worthing	Chichester
Annual Catering Spend						
Domestic Day Visit	£420,497	£230,075	£30,730	£52,698	£1,079,960	£1,415,801
Domestic Bus/Hol	£109,593	£72,476	£266	£9,172	£257,441	£624,740
Domestic VFR	£693,679	£379,545	£50,686	£78,562	£1,730,076	£2,359,306
Overseas Bus/Hol	£115,084	£76,066	£279	£7,796	£251,633	£667,750
Overseas VFR	£111,284	£60,882	£8,118	£25,055	£310,735	£382,178
Total Catering Spend	£1,450,137	£819,045	£90,080	£173,283	£3,629,845	£5,449,775
Catering Spend Profile						
Domestic Day Visit	29.0%	28.1%	34.1%	30.4%	29.8%	26.0%
Domestic Bus/Hol	7.6%	8.8%	0.3%	5.3%	7.1%	11.5%
Domestic VFR	47.8%	46.3%	56.3%	45.3%	47.7%	43.3%
Overseas Bus/Hol	7.9%	9.3%	0.3%	4.5%	6.9%	12.3%
Overseas VFR	7.7%	7.4%	9.0%	14.5%	8.6%	7.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Bus/Hol – Business/Holiday
VFR – Visiting Friends/Relatives

Tourist ACORN Profile



- The ACORN profile of tourist visitors (split into long stay and day visitors) is examined in the chart above in relation to the combined profile of the 5 Towns + Chichester.
- The chart shows that day visitors to the 5 Towns + Chichester are generally more wealthy than both long stay visitors and residents, and are therefore an important source of additional expenditure potential from which retailers in the 5 Towns + Chichester can benefit.
- Long stay visitors are dominated by family ACORN lifestyle types, including the Secure, Struggling and Post Industrial Families groups.