

Chichester Retail Study Update Report

Chichester District Council

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Executive Summary

This report provides a partial update of the Chichester Retail and Main Town Centre Uses Study prepared in 2018, taking account the latest population and expenditure projections and the potential implications of the Covid-19 crisis.

Following the Covid-19 crisis there is likely to be a spike in town centre vacancies due particularly to the closure of non-food retail operators and restaurants. After the Covid crisis retail sales should recover to previous levels of growth but the proportion of retail sales spent on-line is likely to represent a higher proportion of total sales. The Local Plan must assume a return to reasonable rates of growth and relative normality, but a cautious approach to expenditure growth should be adopted.

Taking account population growth and excluding on-line sales, total convenience goods retail spending within the study area is forecast to increase by +10.4% between 2018 and 2037. Comparison goods spending is forecast to increase by +57.2% over the same period, and food and beverage spending by +23%. This expenditure growth should support new floorspace over the plan period.

The combined floorspace projections suggest an over-supply of floorspace in the short term up to 2027, but there is an emerging modest requirement for additional floorspace by 2032. The floorspace projections to 2037 are shown below.

Summary of floorspace projections up to 2037 (sq.m gross)

	Convenience	Comparison	Food/beverage	Total
Chichester	2,583	1,250	1,695	5,528
Selsey	312	267	178	757
E.Wittering/Bracklesham	148	66	82	296
Chichester rural	144	23	101	268
Total	3,187	1,606	2,056	6,849

These floorspace projections relate to convenience and comparison goods retail (previously A1) and restaurant/café use now in Class E and also Sui Generis uses i.e. pubs/bar (previously A4) and takeaways (A5). Need projections with future development plans can continue to refer to separate floorspace projections for convenience and comparison goods retail and food/beverage uses.

Future policy could refer to these floorspace projections being met through the re-occupation of vacant floorspace, development at Southern Gateway (up to 5,000 sq.m gross) and new neighbourhood and village centres within strategic allocations (about 1,500 sq.m gross), taking account of the sequential test.

The LPR 2018 defines the hierarchy of centres in Policy S9, which helps to ensure new town uses are focused within these centres. Based on the scale of facilities available within each settlement and the retail floorspace projections in this update study, the retail hierarchy as set out in Policy S9 remains appropriate and sound.

LPR policy relating to the impact test should refer to retail and leisure uses rather than the new UCO classes. The NPPF minimum threshold of 2,500 sq.m gross continues to be an inappropriate blanket threshold across Chichester District, because this scale of development would represent a significant proportion of the overall retail projections for parts of the District. The adoption of lower thresholds in local and village centres (500 and 250 sq.m gross respectively) are endorsed by the updated (lower) floorspace capacity projections and recent market conditions.

The designation of town centre boundaries in Chichester District remain important when applying the sequential test, i.e. to direct retail, leisure and other town centre uses to sustainable locations and determine whether a retail/leisure impact assessment is required.

In light of likely future market trends, the revised (lower) retail floorspace capacity projections, changes to the NPPF and the UCO a more flexible approach to protecting retail uses within Chichester town centre is appropriate.

Future policy could seek to encourage all Class E uses within the town centre boundary and potentially other community uses (now Classes F.1 and F.2). All other uses at ground floor level could be controlled within the primary shopping frontages or all frontages. Primary frontage policy could seek to prevent changes of use from Class E to Sui Generis and other non-class E uses, whilst allowing significant flexibility in the secondary frontage. Alternatively, a more flexible approach could be adopted that allows any main town centre use at ground floor level including Class E, Class F.1, F.2, Class C1 (hotels/guest houses) and other main town centre uses categorised as Sui Generis (e.g. pubs/bars and takeaways).

Given the likely challenges town centres will face post Covid-19 and the much lower comparison goods retail floorspace projections, a more flexible approach is likely to be the preferred option.

LPR Policy DM7 protecting community facilities is consistent with the creation of new Classes F.1 and F2 but should be amended to refer to the new use classes. Reference should be made to small shops selling essential goods including food, in line with the Class F.2. Within Local Centres, Local and Village Parades, Policy S10 should be amended to include all new Class E uses and potentially expanded to include Class F.1, F.2, Class C1 (hotels/guest houses) and other main town centre uses categorised as Sui Generis to increase flexibility.

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1.0 Introduction

Purpose of the report

1.1 Lichfields was commissioned by Chichester District Council to prepare the Chichester Retail and Main Town Centre Uses Study (RMTCUS 2018). The key objective of the RMTCUS was to provide a robust and credible evidence base to inform the emerging Local Plan Review. The study provided a quantitative and qualitative assessment of the need for new retail and main town centre uses within Chichester District.

1.2 This 2020 report provides a partial update of the study and should be read alongside the RMTCUS 2018. This update report replaces the following sections of the RMTCUS 2018:

- Section 4.0: The need for retail uses (paragraphs 4.1 to 4.32 and 4.45 to 4.58);
- Section 5.0: The need for food/beverage uses (paragraphs 5.12 to 5.17);
- Section 9.0: Planning policy analysis (paragraphs 9.1 to 9.48);
- Section 10.0: Accommodating growth (paragraphs 10.3 to 10.22);
- Section 11.0: Conclusions and recommendations (paragraphs 11.1 to 11.23);
- Appendix 2 - Convenience goods capacity;
- Appendix 3 - Comparison goods capacity; and
- Appendix 4 - Food/beverage capacity.

Report structure

1.3 Section 2 of this report provides an update of the retail and food/beverage floorspace capacity assessment based on the latest available population and expenditure projections.

1.4 Section 3 re-examines the options for accommodating the identified floorspace capacity.

1.5 Section 4 reviews potential policy options for the emerging Local Plan Review taking account of updated floorspace capacity projections and recent changes to the Use Classes Order (UCO).

2.0 Updated floorspace capacity assessment

Introduction

2.1 This section updates the quantitative scope for new retail and food/beverage floorspace in the District during the Local Plan up to 2037. The updated projections adopt Experian's latest forecasts for population growth, average expenditure per person, special forms of trading (SFT) and sales density growth rates. A further consideration is the potential implications of the Covid-19 crisis.

Implications of Covid-19 and trends

2.2 As indicated in the RMTCUS 2018, historic trends indicate that consumer expenditure has grown consistently in real terms, generally following a cyclical growth trend. This growth fuelled demand for new retail floorspace. Since the last recession expenditure growth has been much slower and the demand for retail floorspace has reduced. Experian's latest forecasts suggests slower expenditure growth and home shopping/internet spending is expected to grow at a much faster rate than traditional shopping. Experian's short-term expenditure growth projections (2020 and 2021) for retail and leisure now reflect the coronavirus pandemic.

2.3 The main implications of the Covid-19 crisis for the evidence base are likely to be as follows:

- impact on the reliability of demographic and economic projections i.e. population growth and Experian expenditure forecasts;
- short terms impact on the mix of uses and customer behaviour that are likely to distort the base year position; and
- longer terms structural impacts that could affect the nature of town centres and the way household shop, eat/drink out and participate in leisure activities.

2.4 The key uncertainties relating to the first two points are primarily the length of crisis/potential further lockdowns and likely recovery period. The longer term structural implications are harder to predict and quantify at this early stage.

2.5 In the short term, operators with a high street/brick and mortar presence have faced elevated risk to cash flow and increased costs arising from a slump in consumer demand and disruption to supply chains. Non-essential products, hospitality and leisure services have been hardest hit. Short term supply chain disruption could lead to inflationary pressure, which may have an impact of consumer demand. Retailers with infrastructure to fulfil on-line orders/home delivery are benefiting at least in the short term. There is likely to be a longer terms structural shift to multi-channel shopping, reducing the demand for physical space within town centres. Bearing these trends in mind, following the Covid-19 crisis there is likely to be a spike in town centre vacancies with unfortunately some businesses failing to re-open, particularly non-food retail operators and restaurants. Many national operators have already announced job losses and store closures.

2.6 The Covid-19 could have some short-term impact in terms of population migration levels due to a slowdown in house sales and a pause in construction activity. Given that the focus of this update is to assess the long-term need over the plan period within five year interval projections (i.e. 2022 to 2027, 2027 to 2032, and 2032 to 2037), the development plan should assume population projections will return to projected levels by 2022. Population projections are shown in Table in Appendix 1. The first interval population projections at 2022, and certainly later years, should not be significantly affected by the Covid-19 crisis.

- 2.7 Office of National Statistic (ONS) monthly sales volume information for Great Britain indicates total retail sales volumes were over 22% lower in April 2020 compared with the pre-Covid-19 position in February 2020 (seasonally adjusted). However, the July and August 2020 sales volumes had recovered to pre-Covid levels, with the August figure now 4% higher than the pre-Covid figure in February.
- 2.8 The comparison goods (non-food) sector was particularly affected with a 50% drop in sales from February to April, whilst the food sector experienced 10% growth in sales during March in part due to panic buying at the start of the crisis. Food sales volumes have been consistently higher than the February level during March to August.
- 2.9 ONS data suggested on-line retail sales peaked at 62% higher in June 2020 compared with February 2020. The latest figures for July and August 2020 were 50% and 47% higher than the pre-Covid sales in February 2020, respectively. Food store on-line sales doubled during May and June but still represents a relatively small proportion of total sales in this sector, reaching about 11%; it remained over 10% during July and August. For the non-food sector on-line sales as a percentage of total sales nearly trebled between February and April, reaching 44% of sales. On-line sales in this sector remain over 50% higher than pre-Covid levels.
- 2.10 These Covid-19 affected trends are still at an early stage and it is difficult to predict the longer term implications for retail sales and the amount of on-line sales. Nevertheless, ONS's most recent data suggests retail sales should recover to previous levels of growth but the proportion of retail sales spent on-line is likely to represent a higher proportion of total sales, which will have an impact of traditional bricks and mortar retailing.
- 2.11 Reflecting these trends, Experian's latest projections recommend relatively modest levels of growth when compared with historic trends. These longer term forecasts should be monitored and kept under review.
- 2.12 Planning based on long terms expenditure growth projections has always had inherent uncertainties. Despite these uncertainties, the Local Plan must assume a return to reasonable rates of growth and relative normality, although the implications of the short-term impacts should not be ignored. It is better to plan for a return to growth and then modify the strategy later if levels of growth are lower than originally predicted, rather than not planning for growth because there are significant uncertainties. The latter approach is likely to fail to respond in time if higher levels of growth are achieved, and any growth will go elsewhere. Nevertheless, a cautious approach to expenditure growth, as now suggested by Experian, should be adopted.
- 2.13 For convenience goods, Experian's latest forecasts (October 2020) anticipate limited growth (0.1% per annum after 2027). Experian expects slow growth in the future, but most of the growth will relate to non-store sales. Any need for new convenience goods retail floorspace in Chichester District is likely to relate to population growth or qualitative areas of deficiency.
- 2.14 For comparison goods, higher levels of growth are expected in the future (between 2.9% to 3% per annum), still at a lower rate than previous pre-recession trends (8% per annum between 1997 and 2007). Historically comparison goods expenditure has grown significantly more than convenience goods expenditure, and Experian's latest national growth rate recommendations are consistent with these past trends.
- 2.15 New forms of retailing (multi-channel and home shopping) have and will continued to grow. Home/electronic shopping and home delivery has increased with the growth in the use of personal computers, smart phones and the internet. Click and collect / click and return shopping has become more popular. Recent trends suggest continued strong growth in multi-channel activity. Experian's Retail Planner Briefing Note 18 (October 2020) states:

“After easing in 2021, we expect the SFT (special forms of trading (SFT) market share to continue to grow strongly in the mid-term, hitting around 30% in 2027. The pace of e-commerce is anticipated to moderate over the longer term, reaching 35% of total retail sales by 2040.”

- 2.16 The floorspace capacity assessment in this update makes an allowance for future growth in e-tailing based on Experian projections. Given the likelihood that multi-channel expenditure will continue to grow at a faster pace than other consumer expenditure, the need assessment adopts relatively cautious growth projections for expenditure and an allowance is made for operators to increase their turnover/sales density, due to growth in home shopping and click and collect.
- 2.17 Lower expenditure growth and deflationary pressures (i.e. price cutting) in the non-food sector have had an impact on the high street in the past decades. Because of these trends, the UK average shop vacancy rate (based on Goad Plan data) increased from around 10% in 2005 to about 14% in 2012. Vacancy rates gradually improved to 11.8% in 2018 but have now increased to 12.4% in 2020. It seems likely there will be a sharp increase in shops vacancies in many town centres, as and when the impacts of the coronavirus pandemic are fully felt.
- 2.18 Property owners, landlords and funds have also come under increasing pressure with struggling occupiers seeking to renegotiate terms through company voluntary arrangement (CVA) i.e. an insolvency process designed to let a firm with debt problems reach an agreement with creditors to help pay off part or all of its debts. Elsewhere, retailers have been continuing to ‘right size’ their portfolios, with operators announcing store closures. These trends have impacted on rental income and the capital value of retail/ leisure assets. These trends are likely to be exacerbated by the coronavirus pandemic, at least in the short-term.
- 2.19 Whilst the CVA process has created headaches for landlords in terms of rent negotiations, at the same time newly freed-up space has opened up new opportunities. Vacated premises have been reconfigured and reused for food/beverage, trampolines, climbing and indoor golf. Within Chichester District most of the vacant premises are relatively small and/or period buildings, which may restrict this repurposing trend.

Study area and end year

- 2.20 As in the RMTCUS 2018, the quantitative capacity analysis is based on the defined study area zones that cover the catchment areas of the main shopping destinations in the District. The study area is sub-divided into seven zones as shown in Appendix 1 of the RMTCUS 2018.
- 2.21 The RMTCUS 2018 provided projections up to 2021, 2026, 2031 and 2036. The projections in this update report have been rolled forward one year to 2022, 2027, 2032 and 2037, therefore the floorspace capacity estimates are not directly comparable.

Population projections

- 2.22 Experian’s MMG3 population projections have been adopted as shown in Table 1 (Appendix 1). The RMTCUS 2018 adopted Chichester District’s Objectively Assessed Need (OAN) based population projections and ONS 2014 based sub-national population projection (SNPP 2014) for surrounding authorities. These projections suggested the study area population would increase by +14.9% between 2016 and 2036. Experian’s MMG3 most up to date projections, based on the ONS’s SNPP 2016 projections, suggest +13.4% growth between 2016 to 2036. The ONS’s latest figures (SNPP 2018) also suggest lower growth (+12%) during this period.
- 2.23 Experian’s data suggests population within the study area is projected to increase by 13.9% between 2016 to 2037, increasing from 400,739 in 2016 to 456,592 in 2037. As a sensitivity

analysis, the slightly higher population projections adopted in the RMTCUS 2018 have been tested.

Expenditure forecasts

- 2.24 All monetary values expressed in this update report are at 2018 prices, consistent with Experian's latest expenditure information. The RMTCUS 2018 adopted a 2016 price base and therefore the figures are not directly comparable.
- 2.25 Experian's latest EBS national expenditure information (Experian Retail Planner Briefing Note 18 – October 2020) has been used to forecast expenditure within the District. Actual (rather than projected) change in average expenditure per capita during 2017, 2018 and 2019 was as follows:
- convenience goods: +2.0%;
 - comparison goods: +13.7%;
 - leisure: -1.6%.
- 2.26 Experian's short term EBS growth forecast rates during 2020, 2021 and 2022 reflect current economic circumstances, including the current Covid-19 crisis. The forecast changes during this period are as follows:
- convenience goods: +4.2%;
 - comparison goods: +1.2%;
 - leisure: -12.6%.
- 2.27 These short term forecasts, particularly for comparison goods and leisure, are relatively cautious. In the longer term it is more difficult to forecast year on year changes in expenditure. Experian's medium and long term growth average forecasts have been adopted, as follows:
- convenience goods: 0% per annum growth for 2023 to 2027 and +0.1% per annum after 2027;
 - comparison goods: +3.0% per annum growth for 2023 to 2027 and +2.9% per annum after 2027; and
 - leisure: +2.9% per annum growth for 2023 to 2027 and +0.9% per annum after 2027.
- 2.28 These growth figures relate to real growth and exclude inflation.
- 2.29 Experian's latest adjusted deductions for SFT (i.e. home and online shopping through non-retail businesses) in 2018 were:
- 3.8% of convenience goods expenditure; and
 - 16.8% of comparison goods expenditure.
- 2.30 Experian's projections suggest that these percentages will increase to 5.4% and 22.5% by 2022 respectively. The long term Experian projections suggest an increase to 7.2% and 28.4% by 2037 respectively.
- 2.31 Table 2 in Appendix 1 sets out the updated forecasts for spending per head on convenience goods within each zone in the study area up to 2037, excluding SFT. Average convenience goods expenditure is expected to reduce due to a higher proportional increase in SFT. Forecasts for comparison goods spending per capita are shown in Table 2 in Appendix 2 and food/beverage expenditure is shown in Table 2 in Appendix 3.

- 2.32 As a consequence of growth in population and per capita spending, total convenience goods spending within the study area is forecast to increase by +10.4% from £955.25 million in 2018 to £1,054.49 million in 2037, as shown in Table 3 (Appendix 1).
- 2.33 Comparison goods spending is forecast to increase by +57.2% between 2018 and 2037, increasing from £1,492.46 million in 2018 to £2,345.64 million in 2037, as shown in Table 3 (Appendix 2).
- 2.34 Food and beverage spending is forecast to increase by +23% between 2018 and 2037, increasing from £549.88 million in 2018 to £676.55 million in 2037, as shown in Table 3 (Appendix 3).

Growth in turnover densities

- 2.35 Experian's Retail Planner Briefing Note 18, October 2020 indicates comparison goods retail sales floorspace is expected to increase its average sales density by +2.9% between 2018 to 2022, but higher growth is envisaged in the medium term (+3.0% per annum during 2023 and 2027), and longer term (+2.6% per annum beyond 2027). These increases have been adopted and will absorb much of the future expenditure growth. These growth rates are relatively high compared with historic forecasts but are consistent with the likely high increase in on-line/home shopping through retail businesses i.e. the total sales of retail businesses will increase at a much higher rate than the amount of physical sales floorspace they provide.
- 2.36 For convenience goods retail, Experian indicates a small decrease in sales densities between 2018 and 2022 and no predicted growth in sales densities thereafter.
- 2.37 Experian does not provide projections for food and beverage sales densities. No growth is assumed between 2018 and 2022, but an average growth rate of 1% per annum has been adopted after 2022, consistent with the RMTCUS 2018.

Base year market shares

- 2.38 Expenditure patterns in the 2018 base year adopt market shares within each study area zones taken from the RMTCUS 2018. These market shares were calculated from the results of a household shopper survey in 2018. These market shares are assumed to have remained constant up to 2020 and beyond, because there have been no significant changes in retail and food/beverage provision since the RMTCUS 2018, although the amount of SFT expenditure deducted has increased based on Experian's latest data.

Capacity for convenience goods retail floorspace

- 2.39 Available convenience goods expenditure attracted to Chichester District has been projected from the 2018 base year forward to 2022, 2027, 2032 and 2037, and is summarised in Table 11 in Appendix 1. Convenience goods expenditure available to facilities within the District is expected to increase from £271.26 million in 2018 to £295.93 million in 2037. This increase is due to population growth, which offsets the slight reduction in average expenditure per person (excluding SFT).
- 2.40 The benchmark turnover of the main existing food stores and floorspace has been updated as shown in Table 10A and 10B (Appendix 1). This table adopts the latest ORC food store sales floorspace data and GlobalData's latest company average sales densities. The combined benchmark turnover of existing food stores in the District is £250.5 million. This benchmark turnover excludes small convenience goods shop in the District.

- 2.41 The base year available expenditure figures when compared with the benchmark turnover of the main food stores suggest that convenience goods retail sales floorspace in the District is collectively trading satisfactorily. A breakdown for each main centre is set out in Table 2.1.

Table 2.1 Convenience Goods Turnover at 2018

Destination	2018 Turnover £M
Chichester	223.20
Selsey	22.70
East Wittering/Bracklesham	10.84
Chichester Rural	14.52
Total	271.26

Source: Table 11, Appendix 1

- 2.42 Table 11 in Appendix 1 subtracts the turnover of existing floorspace from available expenditure to calculate the amount of surplus expenditure that may be available for new development in the future. There is a projected convenience goods expenditure surplus of +£7.79 million in 2022 in the District. This surplus is projected to increase to +£12.98 million at 2027. Continued population growth creates a higher surplus of +£20.31 million by 2032 and +£26.77 million in 2037. The 2036 projection in the RMTCUS 2018 was higher at +£34.86 million (price adjusted).

- 2.43 The surplus expenditure projections have been converted into potential new floorspace estimates Table 12 in Appendix 1 based on an average sales density of £12,000 per sq.m net, which is an approximate average for the main food store operators. The results are summarised in Table 2.2 below.

Table 2.2 Convenience goods floorspace capacity (sq.m gross) - cumulative

Area	2022	2027	2032	2037
Chichester	745	1,242	1,971	2,583
Selsey	100	162	244	312
East Wittering/Bracklesham	48	77	116	148
Chichester rural	35	65	110	144
Total	927	1,545	2,442	3,187

Source: Table 12, Appendix 1

- 2.44 Surplus expenditure up to 2037 indicates that there is capacity for additional convenience goods floorspace in the District of 3,187 sq.m gross. The RMTCUS 2018 suggested a slightly higher floorspace projection of 3,981 sq.m gross for the earlier 2036 end date.

- 2.45 A sensitivity analysis has been undertaken adopting the higher OAN and SNPP 2014 population projections within the RMTCUS 2018. This sensitivity analysis indicates the end year (2037) district wide floorspace capacity projection would increase marginally from 3,187 sq.m gross to 4,086 sq.m gross. These figures indicate that most of the reduction in convenience goods floorspace capacity is due to the lower population projections rather than changes in expenditure growth.

Capacity for comparison goods floorspace

- 2.46 Available comparison goods expenditure has been projected to 2022, 2027, 2032 and 2037 as summarised in Table 10 in Appendix 2. Comparison goods expenditure available to facilities within the District is expected to increase from £586.51 million in 2018 to £917.24 million in 2037.

2.47 Table 11 in Appendix 2 subtracts the turnover of existing floorspace (including an allowance for growth in turnover densities) from available expenditure to calculate the amount of surplus expenditure available for new development. The projections suggest future growth in available expenditure will be offset by expected growth in turnover densities up to and beyond 2032 i.e. existing retail businesses will absorb expenditure growth. This assumption is consistent with Experian's projected growth in non-store sales taken by retail businesses. The growth in retail operator's turnover densities will in part be fuelled by on-line sales and click and collect, which will not directly affect the need for additional retail sales floorspace. The deductions already made for SFT only relate to non-store sales through non-retail businesses.

2.48 By 2037 there is a projected expenditure surplus of +£13 million. By way of comparison, the RMTCUS 2018 predicted a much higher expenditure surplus of +£226.88 million (adjusted from 2016 to 2018 prices). The main reason for this large difference is Experian's higher recommended growth in sales densities i.e. an average of +3% per annum from 2020 compared with +2% per annum adopted in the RMTCUS 2018. Experian's latest recommendations suggest existing comparison goods floorspace will absorb much more expenditure growth than previously predicted.

2.49 Deficit and surplus comparison expenditure has been converted into comparison goods floorspace projections in Table 11 in Appendix 2, as summarised in Table 2.3 below.

Table 2.3 Comparison goods floorspace capacity (sq.m gross) - Cumulative

Area	2022	2027	2032	2037
Chichester	-1,645	-2,526	-761	1,250
Selsey	-398	-649	-218	267
East Wittering/Bracklesham	-31	-65	-4	66
Chichester rural	-19	-37	-8	23
Total	-2,094	-3,277	-992	1,606

Source: Table 11, Appendix 2

2.50 An expenditure deficit up to 2032 suggests an over-supply of retail floorspace, resulting in negative floorspace projections. However, the small surplus expenditure at 2037 indicates that there is capacity for additional comparison goods floorspace in the District of 1,606 sq.m gross. The RMTCUS 2018 suggested a much higher floorspace projection of 28,698 sq.m gross, despite the earlier 2036 end date.

2.51 A sensitivity analysis has also been undertaken, adopting the higher OAN and SNPP 2014 population projections within the RMTCUS 2018. This sensitivity analysis indicates the end year (2037) district wide floorspace capacity projection would increase from 1,606 sq.m gross to 3,839 sq.m gross, but still significantly lower than the previous projection. These figures indicate that only a small element of the reduction in comparison goods floorspace capacity is due to the lower population projections. Most of the reduction relates to higher growth in SFT and sales densities.

Capacity for food/beverage floorspace

2.52 Available food and beverage expenditure has also been projected forward to 2022, 2027, 2032 and 2037, and is summarised in Table 10 in Appendix 3. The amount of expenditure attracted to the District is expected to increase from £199.43 million in 2018 to £243.46 million in 2037.

2.53 Table 11 in Appendix 3 subtracts the turnover of existing floorspace from available expenditure to calculate the amount of surplus expenditure available for new development. At 2027 there is a small expenditure surplus of +£2.57 million. Continued population and expenditure growth

creates a higher surplus of +£7.63 million at 2032 increasing to +£11.93 million by 2037. The 2036 projection in the RMTCUS 2018 was higher at +£33.52 million. The main reason for this difference is Experian's lower expenditure growth rates. Surplus expenditure growth projections are shown in Table 11 in Appendix 3 and summarised in Table 2.4 below.

Table 2.4 Food and beverage floorspace capacity (sq.m gross) - Cumulative

Area	2022	2027	2032	2037
Chichester	-3,533	386	1,128	1,695
Selsey	-280	64	130	178
East Wittering/Bracklesham	-141	27	59	82
Chichester rural	-283	12	65	101
Total	-4,237	489	1,382	2,056

Source: Table 11, Appendix 3

- 2.54 Surplus expenditure up to 2037 indicates that there is capacity for additional food/beverage floorspace in the District of 2,056 sq.m gross. The RMTCUS 2018 suggested a higher floorspace projection of 5,605 sq.m gross, despite the earlier 2036 end due to Experian's lower expenditure projections.
- 2.55 The sensitivity analysis adopting the higher OAN and SNPP 2014 population projections indicates the end year (2037) district wide floorspace capacity projection would increase from 2,056 sq.m gross to 2,960 sq.m gross. Again, these figures indicate that the reduction in food/beverage floorspace capacity is due both lower population projections and lower expenditure growth.

3.0 **Accommodating growth**

Introduction

3.1 The revised National Planning Policy Framework (NPPF) indicates development plans should allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability.

3.2 Previously main town centre uses, as defined by the NPPF, fell into to a range of different use classes e.g. A1 retail, A3/A4/A5 food/beverage, some D2 leisure uses and B1 offices. Evidence based studies have historically provided floorspace projections within the use class categories.

3.3 On 1 September 2020, the Use Classes Order (UCO) was significantly amended. In relation to main town centre uses, as defined in the NPPF Annex 2 glossary, the UCO changes provide for three new use classes:

- Class E (Commercial, business and service);
- Class F.1 (Learning and non-residential institutions); and
- Class F.2 (Local community).

3.4 The UCO changes now combine: Shops (A1), financial/professional services (A2), cafés/restaurants (A3), indoor sports/fitness (D2 part), medical health facilities (D1 part), creche/nurseries and office/business uses (B1) into the new single Use Class E. The new Class E includes some uses that are not defined as ‘main town centre uses’ within the NPPF e.g. medical services and some light industrial uses.

3.5 This study only provides floorspace projections for selected activities now within Class E, e.g. it does not quantify the need for office floorspace. The creation of Class E has blurred the lines, which is likely to lead to confusion. Evidence base studies and policy will need to reflect this change. In our view it would be inappropriate to provide a global floorspace projections for all Class E uses combined. For example, the need for office floorspace should be determined separately within the employment land review evidence, which is not linked with retail needs. An assessment of the need for sub-categories within Class E will be required, in the same way the need for comparison and convenience goods retail has been quantified separately despite being in the same A1 use class. Future policy should refer to activities within Class E.

3.6 The floorspace projections in this report relate to convenience and comparison goods retail (previously A1) and restaurant/café use now in Class E and also Sui Generis uses i.e. pubs/bar (previously A4) and takeaways (A5). Need projections with future development plans can continue to refer to separate floorspace projections for convenience and comparison goods retail and food/beverage uses.

Accommodating growth and floorspace projections

3.7 Tables 3.1, 3.2 and 3.3 overleaf summarise the floorspace projections for convenience and comparison goods retail and food/beverage uses by broad location up to 2027, 2032 and 2037. The distribution of floorspace is based on the existing market shares and expenditure patterns.

3.8 The combined floorspace projections from the capacity assessment appendices suggest an over-supply of floorspace in the short term but there is an emerging modest requirement for additional floorspace by 2032 (2,832 sq.m gross).

Table 3.1 Summary of floorspace projections up to 2027 (sq.m gross)

	Convenience	Comparison	Food/beverage	Total
Chichester	1,242	-2,526	386	-898
Selsey	162	-649	64	-423
E.Wittering/Bracklesham	77	-65	27	39
Chichester rural	65	-37	12	40
Total	1,545	-3,277	489	-1,243

Table 3.2 Summary of floorspace projections up to 2032 (sq.m gross)

	Convenience	Comparison	Food/beverage	Total
Chichester	1,971	-761	1,128	2,338
Selsey	244	-218	130	156
E.Wittering/Bracklesham	116	-4	59	171
Chichester rural	110	-8	65	167
Total	2,442	-992	1,382	2,832

Table 3.3 Summary of floorspace projections up to 2037 (sq.m gross)

	Convenience	Comparison	Food/beverage	Total
Chichester	2,583	1,250	1,695	5,528
Selsey	312	267	178	757
E.Wittering/Bracklesham	148	66	82	296
Chichester rural	144	23	101	268
Total	3,187	1,606	2,056	6,849

Source: Table 12 in Appendix 1, Table 11 in Appendix 2 and Table 11 Appendix 3.

- 3.9 As indicated in the RMTCUS 2018, the existing stock of premises should help to accommodate projected growth. The retail capacity analysis in this report assumes that existing retail and food/beverage floorspace can, on average, increase its turnover to sales floorspace densities, particularly if retail businesses can maintain recent growth in on-line sales through stores. In addition to the growth in sales densities, vacant floorspace should help to accommodate residual future growth.
- 3.10 In 2017 there were 47 vacant shop units within Chichester city centre, Selsey, East Wittering and Bracklesham, which equated to an overall vacancy rate of 7.8%, lower than the Goad national average of 11.2% at that time. The latest available information suggests the number of vacant units in Chichester city centre has increased marginally from 32 to 38, but other centres have not experienced a significant increase in vacant units. Centres in the District are still performing relatively healthily, in comparison with many other town centres.
- 3.11 The RMTCUS 2018 assumed that up to half of the existing vacant floorspace could be reoccupied and that re-occupied vacant space to accommodate up to 3,100 sq.m gross. The amount of vacant floorspace in Chichester city centre has increased significantly due to the closure of the House of Fraser store. Total vacant floorspace is now about 11,500 sq.m gross. If half the current vacant floorspace can be reoccupied, then the following new floorspace could be accommodated:
- Chichester city centre - 5,700 sq.m gross
 - Selsey - 500 sq.m gross
 - East Wittering/Bracklesham - 200 sq.m gross

- 3.12 If this reduction in vacant units can be achieved, then the overall retail and food/beverage floorspace 2037 projection for the District as a whole would reduce from about 6,900 sq.m gross to only 500 sq.m gross. This implies there is no pressing need to identify major new allocations for retail and food/beverage development.
- 3.13 The RMTCUS 2018 suggested the application of shop frontage policies could help encourage the reoccupation of vacant retail space, reducing the need to allocate sites to accommodate residual floorspace capacity (i.e. up to 38,300 sq.m gross by 2036). The significantly lower updated floorspace capacity projections and reduced operator demand suggest a different approach is now appropriate.
- 3.14 The short term projections to 2022 and 2027 suggest there is likely to be limited demand to reoccupy vacant floorspace, particularly in Chichester city centre with an over-supply of comparison goods retail floorspace. The continued application of shop frontage policies to protect the loss of retail space is questionable. The need to retain retail floorspace in the short to medium term (up to 2027) in order to meet longer term projections (to 2032 to 2037) that may or may not be achieved needs to be considered. The policy options for shop frontage policies are explored in Section 4.
- 3.15 The combined floorspace projection up to 2032 relates to convenience goods shopping and food/beverage uses rather than comparison goods shopping. New convenience goods shopping will be required to serve new residential developments in the form of local/ neighbourhood centres, rather than new uses focused in Chichester city centre. Some of the projected food/beverage floorspace will also be provided in these neighbourhood centres. The retention or expansion of comparison goods retail floorspace within Chichester city centre is not a priority and a more flexible approach to accommodate food/beverage uses and other non-retail uses should be considered, notwithstanding the changes to the UCO. The potential options are assessed in the next section.

Development opportunities

- 3.16 The RMTCUS 2018 reviewed potential development opportunities within the District's main centres. In Chichester city centre, 14 potential development sites were identified, with a theoretical capacity to accommodate over 29,500 sq.m gross of retail and food/beverage floorspace.
- 3.17 Five of these potential development sites now form part of the proposed Strategic Site Allocation AL5 - Southern Gateway within the Chichester Local Plan Review 2035 – Preferred Approach. This proposed allocation includes a large area (12 hectares) on the southern fringe of the city centre. The allocation includes mixed commercial space of about 21,600 sq.m including 9,300 sq.m of employment uses and 350 dwellings. The mixed commercial uses are expected to include retail and leisure uses (the allocation implies up to 12,300 sq.m gross). Policy S9 implies up to 9,500 sq.m gross of comparison goods retail floorspace could be provided at Southern Gateway.
- 3.18 The updated combined floorspace projection for Chichester (not more than 5,600 sq.m gross at the 2037 end year) is significantly lower (down from 35,300 sq.m gross at 2036). Furthermore, the theoretical ability of vacant floorspace to accommodate growth has increased from 2,400 sq.m gross to 5,700 sq.m gross, potentially leaving no residual requirement.
- 3.19 The Southern Gateway strategic allocation is more than sufficient to accommodate the full Chichester retail/food beverage floorspace projection over the plan period (5,600 sq.m gross) up to 2037, excluding any allowance for the re-occupation of vacant floorspace. The Southern

Gateway allocation provides significant flexibility should floorspace projections increase in the future.

3.20 Other strategic allocation allocations on the edge of Chichester's settlement boundary are expected to include new neighbourhood centres, as follows:

- AL1 - land west of Chichester (1,600 homes - neighbourhood centre);
- AL2 - land at Shopwyck (585 homes - neighbourhood centre);
- AL3 - land east of Chichester (600 homes - neighbourhood centre); and
- AL6 - land south west of Chichester (100 homes /employment - neighbourhood centre).

3.21 The scale of these neighbourhood centres is not specified within each allocation, but the new centres should be small scale, serving local needs. The new centres are likely to include small convenience stores, lower order comparison shops e.g. pharmacists and hardware/home products and other non-retail services including food/beverage outlets.

3.22 The strategic allocations are expected to provide about 2,900 dwellings and should have a resident population of at least 6,000 people. Lichfield would normally expect local shops and services within strategic residential allocations to retain up to 30% of convenience goods expenditure (i.e. top up rather than main food and grocery trips); 10% of comparison goods expenditure (i.e. lower order day to day goods) and about 20% of food/beverage expenditure.

3.23 The scale of these strategic allocations (2,900 dwellings) is likely to support about 1,500 sq.m gross of retail and food/beverage floorspace, which would account for about a quarter of the total Chichester projection at 2037. If a modest allowance of say 1,000 sq.m gross is assumed for reoccupied vacant space in Chichester city centre, then this would leave a residual requirement of at least 3,000 sq.m gross at 2037.

3.24 The Southern Gateway allocation could accommodate any residual requirement. The quantum of retail and food/beverage floorspace is likely to range from 3,000 sq.m gross to 5,000 sq.m gross, of which not more than 2,000 sq.m gross is likely to be comparison goods retail. The opportunity could accommodate leisure, entertainment, cultural and other main town centre uses e.g. health and fitness, hotels and tourist attractions. The implied scope for retail and leisure uses (12,300 sq.m gross) within the AL5 strategic allocation appears to be sufficient to meet potential demand over the plan period. This could include a small element of convenience goods retailing and services for the proposed employment and residential uses within the development area. In sequential terms retail, food and beverage and leisure uses should be accommodated to the north of the railway station, closest to the city centre boundary.

3.25 Elsewhere in the District, the combined floorspace projections at 2037 is about 1,500 sq.m gross. Vacant premises in Selsey and East Wittering/Bracklesham could accommodate about two thirds of the floorspace projection for these settlements (700 sq.m gross of 1,100 sq.m gross by 2037). Any residual demand could be met by small in-fill developments and/or shop extensions including the use of upper floors. There is no pressing need to identify allocations for new retail or food/beverage floorspace in Selsey, East Wittering or Bracklesham.

3.26 The strategic allocation at land west of Tangmere (AL24) includes 1,300 dwellings and a new village centre. This new village centre could meet the remaining floorspace projection for the District (about 400 sq.m gross at 2037).

4.0

Policy review

National policy and other changes

4.1

The RMTCUS 2018 reviewed adopted town centre and retail policies, including shopping frontage and boundary policies options. The RMTCUS was based on the guidance set out in the NPPF (published by the Department for Communities and Local Government on 27 March 2012). The revised NPPF was first published in July 2018 and was replaced by an amended version in February 2019. The revised NPPF indicates planning policies should (para. 85):

- a define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;
- b define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;
- c retain and enhance existing markets and, where appropriate, re-introduce or create new ones;
- d allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary;
- e where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre; and
- f recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.

4.2

In relation to town centres, the revised NPPF 2019 does not change the overall aims of policy, although there are some important modifications. These changes are logical points of clarification that address areas of debate that have arisen in recent years.

4.3

The rapid changes that are affecting the retail sector and town centres, are acknowledged and reflected in the revised NPPF. It recognises that diversification is key to the long-term vitality and viability of town centres, to ‘respond to rapid changes in the retail and leisure industries’. Accordingly, planning policies should clarify ‘the range of uses permitted in such locations, as part of a positive strategy for the future of each centre’.

4.4

The RMTCUS noted the need for town centres to maintain their primary retail function, whilst increasing their diversity with a range of complementary uses. The appropriate balance between retail and other town centre activity has been hotly debated in recent years, as town centres increasingly need to compete with on-line shopping. Online shopping is likely to grow faster than previously expected due to shifts in customer behaviour accelerated by the Covid-19 crisis. The need for a better mix of uses within town centre will become increasingly important. A broader mix of uses should extend activity throughout the daytime and into the evenings. This section reviews the previous policy recommendations taking account the revised NPPF and other changes.

- 4.5 As indicated in Section 3.0, the Use Classes Order (UCO) was significantly amended. Changes to town centre use classes now allow far greater flexibility for uses to change within town centres without the need to obtain planning permission. The UCO has significant implications for shop frontage planning policies, restricting the ability of local planning authorities to control the mix of uses and retain specific uses previously protected e.g. Class A1 retail. Temporary changes to permitted changes of use up to at least July 2021 will provide further flexibility.
- 4.6 The UCO changes now combine: Shops (A1), financial/professional services (A2), cafés/restaurants (A3), indoor sports/fitness (D2 part), medical health facilities (D1 part), creche/nurseries and office/business uses (B1) into the new single Use Class E. The new Class E includes some uses that are not defined as ‘main town centre uses’ within the NPPF e.g. medical services and some light industrial uses.
- 4.7 Other changes potentially introduce more restrictions rather than flexibility. Partly in response to the impact of the Covid-19 crisis, there is added protection against the loss of learning, non-residential and community facilities, including museums public halls, sports facilities and local shops. These uses are now included in new Classes F1 and F2. Class F.2 also includes small isolated shops (at least 1 kilometre from a similar shop) selling essential goods including food.
- 4.8 Other potential ‘bad neighbour’ town centre uses have been placed in the list of Sui Generis uses, with no permitted changes of use e.g. pubs/bars (A4), takeaways (A5), cinemas and live music venues. The inclusion of these uses as Sui Generis appears to have a dual function i.e. controlling potential ‘bad neighbour’ uses such as pub/bars and takeaways, whilst protecting against the loss of other cultural facilities such as cinemas and music venues, most vulnerable to the impacts of Covid-19.
- 4.9 The previous distinction between Class A3, A4 and A5 uses will now become more critical, with Class A3 uses now having more flexibility in the new Class E, but more limited flexibility for Class A4 and A5 uses. Many Class A3 restaurants have offered a takeaway service during the Covid-19 crisis and the categorisation of bar/restaurants has always been arguable and will be a matter of fact and degree on a case by case basis. The Council will need to re-categorise existing uses within the primary and secondary shopping frontages to reflect the new UCO before appropriate policy options can be considered.
- 4.10 The potential implications of permitted changes in use outside town centres may also have unintended consequences. In theory large out-of-centre B1 office buildings or D2 commercial leisure uses, with no restrictive conditions, could be converted to retail use without planning permission or an assessment of the impact on the town centre or application of the sequential test. Allowing retail uses to occupy out-of-centre buildings could run counter to the objective of maintaining and enhancing town centres. This change could have implications for the effectiveness of retail impact and sequential tests policies.

Meeting needs over the plan period

- 4.11 The Chichester Local Plan Review 2035 – Preferred Approach was published in December 2018 (LPR 2018).
- 4.12 It is widely accepted that long-term projections have inherent uncertainties. In response to these uncertainties, the revised NPPF indicates that local planning authorities are no longer required to allocate sites to meet the need for town centre uses over the full plan period. The need for new town centre uses should still be accommodated over a minimum ten-year period, which reflects the complexities in bringing forward town centre development sites. Identifying sites to meet needs for ten years or the full plan period is no longer a critical issue in Chichester District because the updated long term floorspace projections are much lower.

- 4.13 In line with the Government’s economic growth agenda, a positive approach to meeting community needs is still required. The NPPF’s presumption in favour of sustainable development (para. 11) remains. For plan-making this means that:
- plans should positively seek opportunities to meet the development needs of their area, and be sufficiently flexible to adapt to rapid change; and
 - policies should, as a minimum, provide for objectively assessed needs for housing and other uses, as well as any needs that cannot be met within neighbouring areas.
- 4.14 The development plan must include strategic policies to address priorities for the development and use of land in its area. Strategic policies should set out the pattern, scale and quality of development, and make sufficient provision for employment, retail, leisure and other commercial development. Strategic policies should provide a clear strategy for bringing sufficient land forward, and at a sufficient rate, to address objectively assessed needs over the plan period. This should include planning for and allocating sufficient sites to deliver the strategic priorities of the area (para. 21).
- 4.15 The preparation and review of all policies should be underpinned by relevant and up-to-date evidence. This should be adequate and proportionate, focused tightly on supporting and justifying the policies concerned, accounting for relevant market signals (para. 31).
- 4.16 The LPR 2018 sets out a retail floorspace requirement in Policy S9 but this only relates to comparison goods floorspace (9,500 sq.m gross) in Chichester City up to 2026. Policy S9 indicates that this floorspace will be provided at Southern Gateway and other opportunity sites, taking account of the sequential test.
- 4.17 As indicated in Table 3.3 in Section 3, most (85%) of the revised floorspace projection for the District still relates to Chichester City. However, the floorspace projections suggest a mix of comparison and convenience goods retail and food/beverage floorspace is required. The emerging LPR would benefit from a more detailed breakdown of required floorspace across the District and over the plan period as a whole, for example as shown in Table 4.1 below.

Table 4.1 Retail and food/beverage floorspace projections up to 2037 (sq.m gross)

	Convenience	Comparison	Food/beverage	Total
Chichester city	2,600	1,300	1,700	5,600
Other Chichester District	600	300	400	1,300
Total	3,200	1,600	2,100	6,900

- 4.18 Policy could refer to these floorspace projections being met through the re-occupation of vacant floorspace, development at Southern Gateway (up to 5,000 sq.m gross) and new neighbourhood and village centres within strategic allocations (about 1,500 sq.m gross), taking account of the sequential test.
- 4.19 Despite the changes to the UCO, the LPR could still refer to separate retail and food/beverage floorspace projections, which do not need to be merged with other uses in Class E, such as office and leisure uses. Historically, development plans have included separate floorspace projections for comparison and convenience goods retail although they both fell within Class A1, along with other non-retail services. Under the old system, there were permitted development rights for all food and beverage uses to change to Class A1. In a similar way, retail and restaurant/café uses now fall into one new Class E, whilst pubs/bars and takeaways are Sui Generis with no permitted changes. The wording of policy previously referring to use classes A1 to A5 (e.g. LPR Policy S10) should be amended to refer to retail and food/beverage activities rather than use classes.

- 4.20 The Council can still impose conditions on new development that restrict changes within the new Class E, in the same way comparison, convenience retail floorspace and the sale of specific types of goods have been controlled via conditions for many years. The floorspace projections in this study and retail impact assessments should help to determine when these types of conditions are necessary and appropriate.

Retail hierarchy

- 4.21 In accordance with the revised NPPF, the LPR 2018 defines the hierarchy of centres in Policy S9, which helps to ensure new town uses are focused within these centres. Policy S9 sets out a clear objective to maintain the vitality and viability of the centres identified within the hierarchy. Based on the scale of facilities available within each settlement and the retail floorspace projections in this update study, the retail hierarchy as set out in Policy S9 remains appropriate and sound.

Impact test and thresholds

- 4.22 The revised NPPF/PPG still indicate that where authorities decide not to set out specific floorspace thresholds in local development plans, national policy requires impact assessments to be submitted for retail and leisure developments over 2,500 sq.m gross.
- 4.23 Retail and leisure uses previously related to use classes A1 to A5 and D2 leisure uses. Changes to the UCO may lead to confusion, at least until the NPPF is amended to reflect the UCO changes. For example, not all uses within the new Class E are retail or leisure uses, requiring an impact assessment i.e. offices and medical uses.
- 4.24 LPR Policy S9 sets out the Council's approach to development outside defined City and Local Centres. The policy wording refers to 'main town centres uses' which is not entirely consistent with the NPPF. As indicated above, the NPPF indicates impact assessments are only required for retail and leisure uses, rather than all main town centre uses. For example, impact assessments are not required for office and hotel developments. Bearing in mind the potential for confusion arising from the UCO changes and for consistency with the NPPF, LPR policy relating to the impact test should refer to retail and leisure uses rather than the new UCO classes.
- 4.25 LPR Policy DM12 relates to edge and out-of-centre sites, including the Southern Gateway. Policy DM12 (criteria 1 to 4) appears to duplicate the impact and sequential tests in Policy S9. These tests could be consolidated under one policy to avoid confusion. The relevant policy criteria for Southern Gateway and other strategic allocations (e.g. new neighbourhood centres) could be included within the wording of the separate strategic allocations. Policy DM12 could relate to all other unidentified/unallocated edge and out-of-centre sites, where the impact and sequential tests will apply. The impact and sequential tests could still be cross referenced in Policy S9.
- 4.26 As indicated in the RMTCUS, the NPPF minimum threshold of 2,500 sq.m gross continues to be an inappropriate blanket threshold across Chichester District, because this scale of development would represent a significant proportion of the overall retail projections for parts of the District. LPR Policy S9 adopts the impact thresholds as recommended in the RMTCUS. These recommendations remain unchanged. The adoption of lower thresholds in local and village centres (500 and 250 sq.m gross respectively) are endorsed by the updated (lower) floorspace capacity projections and recent market conditions.

Town centre boundary and primary shopping area

- 4.27 The RMTCUS reviewed the designation of primary shopping areas and town centre boundaries in Chichester District. These designations remain important when applying the sequential test,

i.e. to direct retail, leisure and other town centre uses to sustainable locations and determine whether a retail/leisure impact assessment is required.

4.28 The revised NPPF still indicates that the first preference for retail uses should be the primary shopping area, which will comprise the primary retail frontages and the secondary retail frontages. The first preference for other town centre uses, such as commercial leisure and office uses, is normally the wider defined town centre, which usually includes the primary shopping area and other parts of the town centre.

4.29 The validity of this approach is now questionable with the merger of retail with many other main town centre uses into the new Class E. For example, a proposed leisure use within Class E will satisfy the sequential approach if it is located within the town centre boundary but outside the primary shopping area. This proposed leisure use can subsequently change to retail use without planning permission. With the introduction of Class E, the effectiveness of a separate primary shopping area for sequential test purposes is unclear.

4.30 The LPR should define town and local centre boundaries on the proposals map. For the reasons outlined above, a primary shopping area for Chichester city centre (or any other centre) is not considered to be necessary or appropriate following the UCO changes. The centre boundaries should provide sufficient clarification in relation to the need for an impact and sequential assessment.

Appropriate mix of uses

4.31 The revised NPPF does not refer to primary and secondary frontages. The aim of the revised NPPF appears to create more flexibility and encourage positive strategies for town centres. The RMTCUS reviewed adopted policies (Policy 27 and 29) seeking to control the mix of uses within Chichester in the context of the previous NPPF. Four broad policy approaches that could be adopted in Chichester District were set out in the RMTCUS, as follows:

- 1 strengthening shop frontages policies to provide more control over the loss of retail uses i.e. extending protected frontage and/or reducing the maximum threshold for non-retail uses;
- 2 retaining current shop frontage policies that seek to control the number of non-retail uses within designated frontages;
- 3 relaxing the current shop frontages policies to allow a more flexible approach to enable more non-retail uses; or
- 4 a laissez-faire approach that does not seek to protect retail and town centre uses, on the basis that the market will determine the appropriate mix of uses.

4.32 After considering the advantages and disadvantages of these four approaches, the RMTCUS effectively recommended Option 2, with minor amendments to the extent of the primary and secondary frontages.

4.33 In light of likely future market trends, the revised (lower) retail floorspace capacity projections, changes to the NPPF and the UCO described earlier, Options 1 and 2 are unsound and/or unimplementable approaches. The UCO changes prevent a more restrictive approach (Option 1), recognising that the introduction of Article 4 directions can only remove permitted GPDO changes of uses but not movement within the same use class i.e. new Class E. The continuation of the current adopt policy approach (Option 2) will also be hampered by the UCO changes and could be considered to be inconsistent with the revised NPPF. As a result of these recent changes, Options 3 and 4 now appear to be the most likely approaches the Council should consider.

- 4.34 Local Plan Policy 27 (Chichester Centre Retail) outlines the approach to main town centre uses in Chichester city centre's primary and secondary shopping frontages, in particular the approach to the control the maximum level of non-A1 uses. LPR 2018 Policy DM11 replaces this adopted policy.
- 4.35 Both Policy 27 and DM11 indicate within the primary shopping frontages in Chichester city centre, additional non-shopping (A1) uses will be granted at ground floor level where all the following criteria are met:
- additional uses (Class A2 - A5) results in no more than 25% of the sum total of the street frontages in non-shopping (A1) uses;
 - additional use results in no more than two non-shopping (A1) uses adjacent to each other or a total of 15 metre continuous non-retail frontage (whichever is the greater);
 - proposals do not prejudice the effective use of the upper floors; and
 - shop window and entrance is provided or retained which relates well to the design of the building and to the street-scene and its setting.
- 4.36 In the secondary frontages in Chichester city centre, proposals for town centres uses at ground level within use classes A, B1 (a), C1, D1 and D2 of the Use Class Order will be granted within the secondary shopping frontages where all the following criteria are met:
- no more than 75% of the whole of the shopping frontage is in non-shopping (A1) use;
 - proposals do not result in the loss of existing residential accommodation;
 - proposal do not prejudice the effective use of the upper floors; and
 - a shop window and entrance is provided or retained which relates well to the design of the building and to the street-scene and its setting.
- 4.37 According to the latest land use survey undertaken by the Council (September 2020), non-Class A1 uses in the primary shopping frontage is just over 25% of total street frontages, which suggests there is no future flexibility for non-retail uses within the primary frontages. However, the impact of Covid-19 and the economic downturn may lead to more chain store closures within the primary frontages leading to increase vacancies. In terms of the secondary shopping frontages, under 54% of the total street frontages are in non-Class A1 use, which is well below the policy threshold, which suggests there is significant future flexibility for non-retail uses within the secondary frontages.
- 4.38 If the new UCO classification is applied, then over 93% of the ground floor frontage within the primary shopping frontages is in Use Class E. Class E use is also dominant in the secondary frontages with about 84% of all frontages.
- 4.39 Future policy could seek to encourage all Class E uses within the town centre boundary and potentially other community uses (now Classes F.1 and F.2). All other uses at ground floor level could be controlled within the primary shopping frontages or all frontages, subject to satisfying criteria relating to:
- bad neighbour issues (e.g. noise, smells and car parking);
 - unsuccessful marketing of properties for town centre uses and minimum length of time premises have been vacant (as outlined in Appendix C of the LPR); and
 - the loss of active frontage and design/street scene issues.
- 4.40 Primary frontage policy could seek to prevent changes of use from Class E to Sui Generous and other non-class E uses where these policy criteria are not met rather than applying thresholds.

- 4.41 If this approach is adopted then the policy could apply to the primary shopping frontages only, still allowing significant flexibility in the secondary frontages. At present, none of the ground floor primary frontage is in non-town centre use and only 3% is in non-town centre use in the secondary frontages, therefore the need for a restrictive approach is unclear.
- 4.42 Alternatively, a more flexible approach could be adopted that allows any main town centre use at ground floor level including Class E, Class F.1, F.2, Class C1 (hotels/guest houses) and other main town centre uses categorised as Sui Generis (e.g. pubs/bars and takeaways). This approach may need some control preventing the loss of town centre uses to residential and other non-town centre uses, again subject to policy criteria outlined above. A policy criterion preventing the loss of active frontages at ground floor level should help to control the loss of main town centre uses.
- 4.43 Separate policy criteria could be considered to control some Sui Generis uses such as betting shops, takeaways or buy day loan shops. However, there is no evidence to suggest there is a proliferation of these uses in Chichester.
- 4.44 LPR Policy DM7 protects against the loss community facilities, which is consistent with the creation of new Classes F.1 and F.2. Policy DM7 could be amended to refer to the new use classes. Reference should be made to small shops selling essential goods including food, in line with the Class F.2.
- 4.45 Within Local Centres, Local and Village Parades, Policy S10 supports the development of Class A1 to A5. As indicated earlier, this reference should be amended to include all new Class E uses. The Council should consider expanding the desired uses to include Class F.1, F.2, Class C1 (hotels/guest houses) and other main town centre uses categorised as Sui Generis to increase flexibility.
- 4.46 Policy S10 allows other uses will be granted subject to criteria protecting the reduction of shopping facilities and absence of demand for retail use. These criteria could be amended to refer to Class E and potentially other main town centre uses.

5.0

Conclusions and recommendations

Accommodating growth

5.1 This updated indicates the projected capacity for retail and food/beverage floorspace has reduced significantly since the RMTCUS 2018 was prepared. The revised projections suggest a mix of comparison and convenience goods retail and food/beverage floorspace is require up to 2037 totalling not more than 6,900 sq.m gross. Emerging LPR policy should indicate this floorspace projection can be accommodated through the re-occupation of vacant floorspace, development at Southern Gateway (up to 5,000 sq.m gross) and new neighbourhood and village centres within strategic allocations (about 1,500 sq.m gross), taking account of the sequential test.

Other policy options

5.2 Based on the scale of facilities available within each settlement and the retail floorspace projections in this update study, the retail hierarchy as set out in LPR Policy S9 remains appropriate and sound.

5.3 The NPPF indicates impact assessments are only required for retail and leisure uses, rather than all main town centre uses. LPR policy relating to the impact test should continue to refer to retail and leisure uses rather than the new UCO classes.

5.4 LPR Policy DM12 (criteria 1 to 4) appears to duplicate the impact and sequential tests in Policy S9. These tests could be consolidated under one policy.

5.5 The NPPF minimum impact threshold of 2,500 sq.m gross is an inappropriate blanket threshold across Chichester District. LPR Policy S9 proposes appropriate impact thresholds, now endorsed by the updated (lower) floorspace capacity projections and recent market conditions.

5.6 The LPR should define town and local centre boundaries on the proposals map. However, a separate primary shopping area for Chichester city centre is not considered to be necessary or appropriate following the UCO changes. The centre boundaries should provide sufficient clarification in relation to the need for an impact and sequential assessment.

5.7 Current and future market trends, the lower retail floorspace capacity projections, changes to the NPPF and the UCO, indicate a more flexible approach to shop frontage policies and the mix of uses within centre should be adopted.

5.8 Future policy could seek to encourage all Class E uses within the town centre boundary and potentially other community uses (now Classes F.1 and F.2). All other uses at ground floor level could be controlled within the primary shopping frontages or all frontages, subject to satisfying criteria relating to:

- bad neighbour issues (e.g. noise, smells and car parking);
- unsuccessful marketing of properties for town centre uses and minimum length of time premises have been vacant (as outlined in Appendix C of the LPR); and
- the loss of active frontage and design/street scene issues.

5.9 Alternatively, a more flexible approach could be adopted that allows any main town centre use at ground floor level including Class E, Class F.1, F.2, Class C1 (hotels/guest houses) and other main town centre uses categorised as Sui Generis (e.g. pubs/bars and takeaways). This approach may need some control preventing the loss of town centre uses to residential and other non-town centre uses. Given the likely challenges town centres will face post Covid-19 and the much

lower comparison goods retail floorspace projections, a more flexible approach is likely to be the preferred option, which will help to prevent an increase in vacant premises in the town centre.

- 5.10 Within Local Centres, Local and Village Parades, the Council should consider amending Policy S10 to support all Class E uses and community uses (Class F.1, F.2) and possibly other main town centre uses to increase flexibility. The loss community facilities is consistent with the creation of new Classes F.1 and F2. Reference should be made to small shops selling essential goods including food, in line with the Class F.2.

Appendix 1 Convenience goods capacity

Table 1 - Study area population projections

Zone	2016	2018	2022	2027	2032	2037
Zone 1 - Chichester/Tangmere	32,640	33,109	34,139	34,953	35,655	36,213
Zone 2 - Hayling Island/South Downs/Southbourne	54,265	54,978	55,827	57,325	58,646	59,481
Zone 3 - Selsey/East Wittering/Bracklesham	33,515	34,139	35,402	36,620	37,658	38,466
Zone 4 - Bognor Regis	73,660	75,072	76,530	79,732	82,614	85,173
Zone 5 - South Downs (North)	31,605	32,048	32,750	33,968	35,029	35,946
Zone 6 - Arundel/Littlehampton	74,409	75,832	78,614	82,311	85,741	88,772
Zone 7 - Waterlooville/Havant	100,645	101,635	105,166	107,747	110,092	112,541
Total	400,739	406,812	418,428	432,656	445,435	456,592

Source: Experian population projections

Table 2 - Convenience goods expenditure per person per annum (£)

Zone	2018	2022	2027	2032	2037
Zone 1 - Chichester/Tangmere	2,333	2,316	2,289	2,291	2,295
Zone 2 - Hayling Island/South Downs/Southbourne	2,500	2,482	2,454	2,455	2,460
Zone 3 - Selsey/East Wittering/Bracklesham	2,466	2,448	2,420	2,421	2,426
Zone 4 - Bognor Regis	2,275	2,259	2,233	2,234	2,238
Zone 5 - South Downs (North)	2,706	2,687	2,656	2,657	2,662
Zone 6 - Arundel/Littlehampton	2,330	2,313	2,286	2,288	2,292
Zone 7 - Waterlooville/Havant	2,186	2,170	2,145	2,146	2,150

Sources:

Experian Local Expenditure 2018 (2018 prices)

Experian growth rates from Retail Planner Briefing Note 18 - Figures 1a and 1b

Excludes Special Forms of Trading - Experian adjusted SFT Retail Planner Briefing Note 18 - Figure 5

Table 3 - Total convenience goods expenditure (£m)

Zone	2018	2022	2027	2032	2037
Zone 1 - Chichester/Tangmere	77.24	79.07	80.02	81.68	83.11
Zone 2 - Hayling Island/South Downs/Southbourne	137.44	138.58	140.65	143.99	146.30
Zone 3 - Selsey/East Wittering/Bracklesham	84.19	86.66	88.60	91.18	93.30
Zone 4 - Bognor Regis	170.79	172.87	178.01	184.58	190.63
Zone 5 - South Downs (North)	86.72	87.99	90.20	93.09	95.69
Zone 6 - Arundel/Littlehampton	176.69	181.86	188.20	196.18	203.48
Zone 7 - Waterlooville/Havant	222.17	228.22	231.10	236.30	241.98
Study Area Total	955.25	975.27	996.78	1,027.00	1,054.49

Source: Tables 1 and 2

Table 4 - Base year 2018 convenience goods market shares (%)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow
Aldi, Barnfield Drive, Chichester	7.3%	3.8%	4.9%	1.2%	3.4%	0.3%	0.0%	4.0%
Lidl, Portfield Way, Chichester	6.3%	1.3%	3.5%	0.6%	1.5%	0.0%	0.0%	4.0%
Sainsbury's, Westhampnett Road, Chichester	19.9%	9.4%	16.2%	1.5%	6.6%	1.4%	0.0%	4.0%
Tesco Extra, Fishbourne Road East, Chichester	27.9%	6.9%	19.4%	1.2%	5.4%	0.3%	1.5%	4.0%
Waitrose, Via Ravenna, Chichester	10.9%	5.2%	4.9%	0.9%	0.7%	2.7%	0.0%	5.0%
Other Chichester	24.2%	6.8%	4.5%	4.6%	2.2%	0.9%	0.5%	4.0%
Asda, Selsey	0.0%	0.2%	12.6%	0.0%	0.0%	0.0%	0.0%	3.0%
Selsey	0.0%	0.0%	13.3%	0.0%	0.0%	0.0%	0.0%	2.5%
East Wittering/Bracklesham	0.6%	0.0%	12.0%	0.0%	0.0%	0.0%	0.0%	2.5%
Chichester rural	0.6%	7.5%	2.5%	0.6%	0.3%	0.0%	0.0%	2.5%
Chichester District Total	97.7%	41.1%	93.8%	10.6%	20.1%	5.6%	2.0%	n/a
Bognor Regis	0.5%	0.5%	5.8%	85.9%	1.6%	2.2%	0.0%	n/a
Haslemere	0.0%	0.0%	0.0%	0.0%	4.5%	0.1%	0.2%	n/a
Havant/Waterlooville	1.0%	54.6%	0.4%	0.3%	2.0%	0.2%	89.0%	n/a
Horsham	0.0%	0.0%	0.0%	0.6%	3.0%	0.3%	1.5%	n/a
Littlehampton	0.2%	0.7%	0.0%	2.3%	1.1%	80.5%	0.2%	n/a
Midhurst	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	0.9%	n/a
Petersfield/Liss	0.0%	0.0%	0.0%	0.0%	18.9%	0.0%	0.6%	n/a
Portsmouth	0.3%	2.9%	0.0%	0.3%	0.3%	1.0%	4.4%	n/a
Worthing	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	n/a
Other	0.3%	0.2%	0.0%	0.0%	39.6%	3.3%	1.2%	n/a
Other Total	2.3%	58.9%	6.2%	89.4%	79.9%	94.4%	98.0%	n/a
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	n/a

Source: NEMS Household Survey January 2018 (weighted results) and The Visitor Economy of Chichester (Sept 2016) inc. Lichfields' Estimates

Table 5 - Base year 2018 convenience goods expenditure patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow	Total
Expenditure 2018	77.24	137.44	84.19	170.79	86.72	176.69	222.17		955.25
Aldi, Barnfield Drive, Chichester	5.64	5.22	4.13	2.05	2.95	0.53	0.00	0.85	21.37
Lidl, Portfield Way, Chichester	4.87	1.79	2.95	1.02	1.30	0.00	0.00	0.50	12.42
Sainsbury's, Westhampnett Road, Chichester	15.37	12.92	13.64	2.56	5.72	2.47	0.00	2.20	54.88
Tesco Extra, Fishbourne Road East, Chichester	21.55	9.48	16.33	2.05	4.68	0.53	3.33	2.42	60.38
Waitrose, Via Ravenna, Chichester	8.42	7.15	4.13	1.54	0.61	4.77	0.00	1.40	28.01
Other Chichester	18.69	9.35	3.79	7.86	1.91	1.59	1.11	1.85	46.14
Asda, Selsey	0.00	0.27	10.61	0.00	0.00	0.00	0.00	0.34	11.22
Selsey	0.00	0.00	11.20	0.00	0.00	0.00	0.00	0.29	11.48
East Wittering/Bracklesham	0.46	0.00	10.10	0.00	0.00	0.00	0.00	0.27	10.84
Chichester rural	0.46	10.31	2.10	1.02	0.26	0.00	0.00	0.36	14.52
Chichester District Total	75.47	56.49	78.97	18.10	17.43	9.89	4.44	10.47	271.26
Bognor Regis	0.39	0.69	4.88	146.71	1.39	3.89	0.00		157.94
Haslemere	0.00	0.00	0.00	0.00	3.90	0.18	0.44		4.52
Havant/Waterlooville	0.77	75.04	0.34	0.51	1.73	0.35	197.73		276.49
Horsham	0.00	0.00	0.00	1.02	2.60	0.53	3.33		7.49
Littlehampton	0.15	0.96	0.00	3.93	0.95	142.23	0.44		148.68
Midhurst	0.00	0.00	0.00	0.00	7.72	0.00	2.00		9.72
Petersfield/Liss	0.00	0.00	0.00	0.00	16.39	0.00	1.33		17.72
Portsmouth	0.23	3.99	0.00	0.51	0.26	1.77	9.78		16.53
Worthing	0.00	0.00	0.00	0.00	0.00	12.01	0.00		12.01
Other	0.23	0.27	0.00	0.00	34.34	5.83	2.67		43.34
Other Total	1.78	80.95	5.22	152.68	69.29	166.79	217.73		694.45
TOTAL	77.24	137.44	84.19	170.79	86.72	176.69	222.17	10.47	965.71

Source: Tables 3 and 4

Table 6 - Future 2022 convenience goods expenditure patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow	Total
Expenditure 2022	79.07	138.58	86.66	172.87	87.99	181.86	228.22		975.27
Aldi, Barnfield Drive, Chichester	5.77	5.27	4.25	2.07	2.99	0.55	0.00	0.87	21.77
Lidl, Portfield Way, Chichester	4.98	1.80	3.03	1.04	1.32	0.00	0.00	0.51	12.68
Sainsbury's, Westhampnett Road, Chichester	15.74	13.03	14.04	2.59	5.81	2.55	0.00	2.24	55.99
Tesco Extra, Fishbourne Road East, Chichester	22.06	9.56	16.81	2.07	4.75	0.55	3.42	2.47	61.70
Waitrose, Via Ravenna, Chichester	8.62	7.21	4.25	1.56	0.62	4.91	0.00	1.43	28.58
Other Chichester	19.14	9.42	3.90	7.95	1.94	1.64	1.14	1.88	47.01
Asda, Selsey	0.00	0.28	10.92	0.00	0.00	0.00	0.00	0.35	11.54
Selsey	0.00	0.00	11.53	0.00	0.00	0.00	0.00	0.30	11.82
East Wittering/Bracklesham	0.47	0.00	10.40	0.00	0.00	0.00	0.00	0.28	11.15
Chichester rural	0.47	10.39	2.17	1.04	0.26	0.00	0.00	0.37	14.70
Chichester District Total	77.25	56.96	81.29	18.32	17.69	10.18	4.56	10.68	276.95
Bognor Regis	0.40	0.69	5.03	148.50	1.41	4.00	0.00		160.02
Haslemere	0.00	0.00	0.00	0.00	3.96	0.18	0.46		4.60
Havant/Waterlooville	0.79	75.67	0.35	0.52	1.76	0.36	203.11		282.56
Horsham	0.00	0.00	0.00	1.04	2.64	0.55	3.42		7.65
Littlehampton	0.16	0.97	0.00	3.98	0.97	146.40	0.46		152.93
Midhurst	0.00	0.00	0.00	0.00	7.83	0.00	2.05		9.89
Petersfield/Liss	0.00	0.00	0.00	0.00	16.63	0.00	1.37		18.00
Portsmouth	0.24	4.02	0.00	0.52	0.26	1.82	10.04		16.90
Worthing	0.00	0.00	0.00	0.00	0.00	12.37	0.00		12.37
Other	0.24	0.28	0.00	0.00	34.85	6.00	2.74		44.10
Other Total	1.82	81.63	5.37	154.55	70.31	171.68	223.65		709.00
TOTAL	79.07	138.58	86.66	172.87	87.99	181.86	228.22	10.68	985.95

Source: Tables 3 and 4

Table 7 - Future 2027 convenience goods expenditure patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow	Total
Expenditure 2027	80.02	140.65	88.60	178.01	90.20	188.20	231.10		996.78
Aldi, Barnfield Drive, Chichester	5.84	5.34	4.34	2.14	3.07	0.56	0.00	0.89	22.18
Lidl, Portfield Way, Chichester	5.04	1.83	3.10	1.07	1.35	0.00	0.00	0.52	12.91
Sainsbury's, Westhampnett Road, Chichester	15.92	13.22	14.35	2.67	5.95	2.63	0.00	2.28	57.04
Tesco Extra, Fishbourne Road East, Chichester	22.32	9.70	17.19	2.14	4.87	0.56	3.47	2.51	62.77
Waitrose, Via Ravenna, Chichester	8.72	7.31	4.34	1.60	0.63	5.08	0.00	1.46	29.15
Other Chichester	19.36	9.56	3.99	8.19	1.98	1.69	1.16	1.91	47.85
Asda, Selsey	0.00	0.28	11.16	0.00	0.00	0.00	0.00	0.35	11.80
Selsey	0.00	0.00	11.78	0.00	0.00	0.00	0.00	0.30	12.09
East Wittering/Bracklesham	0.48	0.00	10.63	0.00	0.00	0.00	0.00	0.28	11.40
Chichester rural	0.48	10.55	2.22	1.07	0.27	0.00	0.00	0.37	14.96
Chichester District Total	78.18	57.81	83.11	18.87	18.13	10.54	4.62	10.88	282.14
Bognor Regis	0.40	0.70	5.14	152.91	1.44	4.14	0.00		164.74
Haslemere	0.00	0.00	0.00	0.00	4.06	0.19	0.46		4.71
Havant/Waterlooville	0.80	76.79	0.35	0.53	1.80	0.38	205.68		286.34
Horsham	0.00	0.00	0.00	1.07	2.71	0.56	3.47		7.81
Littlehampton	0.16	0.98	0.00	4.09	0.99	151.50	0.46		158.19
Midhurst	0.00	0.00	0.00	0.00	8.03	0.00	2.08		10.11
Petersfield/Liss	0.00	0.00	0.00	0.00	17.05	0.00	1.39		18.44
Portsmouth	0.24	4.08	0.00	0.53	0.27	1.88	10.17		17.17
Worthing	0.00	0.00	0.00	0.00	0.00	12.80	0.00		12.80
Other	0.24	0.28	0.00	0.00	35.72	6.21	2.77		45.23
Other Total	1.84	82.84	5.49	159.14	72.07	177.66	226.48		725.53
TOTAL	80.02	140.65	88.60	178.01	90.20	188.20	231.10	10.88	1,007.67

Source: Tables 3 and 4

Table 8 - Future 2032 convenience goods expenditure patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow	Total
Expenditure 2032	81.68	143.99	91.18	184.58	93.09	196.18	236.30		1,027.00
Aldi, Barnfield Drive, Chichester	5.96	5.47	4.47	2.21	3.16	0.59	0.00	0.91	22.78
Lidl, Portfield Way, Chichester	5.15	1.87	3.19	1.11	1.40	0.00	0.00	0.53	13.24
Sainsbury's, Westhampnett Road, Chichester	16.25	13.54	14.77	2.77	6.14	2.75	0.00	2.34	58.56
Tesco Extra, Fishbourne Road East, Chichester	22.79	9.94	17.69	2.21	5.03	0.59	3.54	2.57	64.36
Waitrose, Via Ravenna, Chichester	8.90	7.49	4.47	1.66	0.65	5.30	0.00	1.50	29.97
Other Chichester	19.77	9.79	4.10	8.49	2.05	1.77	1.18	1.96	49.11
Asda, Selsey	0.00	0.29	11.49	0.00	0.00	0.00	0.00	0.36	12.14
Selsey	0.00	0.00	12.13	0.00	0.00	0.00	0.00	0.31	12.44
East Wittering/Bracklesham	0.49	0.00	10.94	0.00	0.00	0.00	0.00	0.29	11.72
Chichester rural	0.49	10.80	2.28	1.11	0.28	0.00	0.00	0.38	15.34
Chichester District Total	79.80	59.18	85.53	19.57	18.71	10.99	4.73	11.17	289.67
Bognor Regis	0.41	0.72	5.29	158.55	1.49	4.32	0.00		170.77
Haslemere	0.00	0.00	0.00	0.00	4.19	0.20	0.47		4.86
Havant/Waterlooville	0.82	78.62	0.36	0.55	1.86	0.39	210.30		292.91
Horsham	0.00	0.00	0.00	1.11	2.79	0.59	3.54		8.03
Littlehampton	0.16	1.01	0.00	4.25	1.02	157.93	0.47		164.84
Midhurst	0.00	0.00	0.00	0.00	8.28	0.00	2.13		10.41
Petersfield/Liss	0.00	0.00	0.00	0.00	17.59	0.00	1.42		19.01
Portsmouth	0.25	4.18	0.00	0.55	0.28	1.96	10.40		17.61
Worthing	0.00	0.00	0.00	0.00	0.00	13.34	0.00		13.34
Other	0.25	0.29	0.00	0.00	36.86	6.47	2.84		46.71
Other Total	1.88	84.81	5.65	165.01	74.38	185.19	231.57		748.50
TOTAL	81.68	143.99	91.18	184.58	93.09	196.18	236.30	11.17	1,038.17

Source: Tables 3 and 4

Table 9 - Future 2037 convenience goods expenditure patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow	Total
Expenditure 2037	83.11	146.30	93.30	190.63	95.69	203.48	241.98		1,054.49
Aldi, Barnfield Drive, Chichester	6.07	5.56	4.57	2.29	3.25	0.61	0.00	0.93	23.28
Lidl, Portfield Way, Chichester	5.24	1.90	3.27	1.14	1.44	0.00	0.00	0.54	13.52
Sainsbury's, Westhampnett Road, Chichester	16.54	13.75	15.11	2.86	6.32	2.85	0.00	2.39	59.82
Tesco Extra, Fishbourne Road East, Chichester	23.19	10.09	18.10	2.29	5.17	0.61	3.63	2.63	65.71
Waitrose, Via Ravenna, Chichester	9.06	7.61	4.57	1.72	0.67	5.49	0.00	1.53	30.65
Other Chichester	20.11	9.95	4.20	8.77	2.11	1.83	1.21	2.01	50.18
Asda, Selsey	0.00	0.29	11.76	0.00	0.00	0.00	0.00	0.37	12.42
Selsey	0.00	0.00	12.41	0.00	0.00	0.00	0.00	0.32	12.73
East Wittering/Bracklesham	0.50	0.00	11.20	0.00	0.00	0.00	0.00	0.30	11.99
Chichester rural	0.50	10.97	2.33	1.14	0.29	0.00	0.00	0.39	15.63
Chichester District Total	81.20	60.13	87.52	20.21	19.23	11.39	4.84	11.41	295.93
Bognor Regis	0.42	0.73	5.41	163.75	1.53	4.48	0.00		176.32
Haslemere	0.00	0.00	0.00	0.00	4.31	0.20	0.48		4.99
Havant/Waterlooville	0.83	79.88	0.37	0.57	1.91	0.41	215.36		299.34
Horsham	0.00	0.00	0.00	1.14	2.87	0.61	3.63		8.25
Littlehampton	0.17	1.02	0.00	4.38	1.05	163.80	0.48		170.91
Midhurst	0.00	0.00	0.00	0.00	8.52	0.00	2.18		10.69
Petersfield/Liss	0.00	0.00	0.00	0.00	18.09	0.00	1.45		19.54
Portsmouth	0.25	4.24	0.00	0.57	0.29	2.03	10.65		18.03
Worthing	0.00	0.00	0.00	0.00	0.00	13.84	0.00		13.84
Other	0.25	0.29	0.00	0.00	37.89	6.71	2.90		48.06
Other Total	1.91	86.17	5.78	170.42	76.46	192.08	237.14		769.97
TOTAL	83.11	146.30	93.30	190.63	95.69	203.48	241.98	11.41	1,065.91

Source: Tables 3 and 4

Table 10A - Convenience goods floorspace in Chichester main settlements (2018 prices)

Area/Store	Sales Floorspace (sq.m net)	Convenience Goods Floorspace (%)	Convenience Goods Floorspace (sq.m net)	Turnover (£ per sq.m)	Total Turnover (£m)
Chichester					
Aldi, Barnfield Drive	1,198	85%	1,018	£10,542	£10.73
Lidl, Portfield Way	1,113	85%	946	£10,542	£9.97
Sainsbury's, Westhampnett Road	6,381	65%	4,148	£11,526	£47.81
Tesco Extra, Fishbourne Road East	6,667	65%	4,334	£13,236	£57.36
Waitrose, Via Ravenna	2,176	90%	1,958	£12,420	£24.32
Co-op East Street	265	95%	252	£11,171	£2.81
Co-op, Bognor Road	257	95%	244	£11,171	£2.73
Co-op, Oliver Whitby Road	199	95%	189	£11,171	£2.11
Co-op, Spitalfield Lane	219	95%	208	£11,171	£2.32
Co-op, Stockbridge Road	242	95%	230	£11,171	£2.57
Iceland Warehouse, Barnfield Drive	628	98%	615	£6,645	£4.09
Iceland, South Street	428	98%	419	£6,645	£2.79
M&S Foodhall, East Street	836	95%	794	£10,313	£8.19
M&S Dept store, North Street	837	195%	1,632	£10,314	£16.83
M&S Foodhall, Portfield Retail Park	651	95%	618	£10,313	£6.38
Tesco Express, South Street	220	95%	209	£13,236	£2.77
Tesco Express, St James Road	119	95%	113	£13,236	£1.50
Other Chichester town centre	2,100	100%	2,100	n/a	n/a
	24,536		20,029		£205.28
Selsey					
Asda, Wave Approach	1,350	75%	1,013	£13,618	£13.79
Co-op, High Street	698	95%	663	£11,171	£7.41
Co-op, 123-125 High Street	317	95%	301	£11,171	£3.36
Other Selsey	575	100%	575	n/a	n/a
	2,940		2,552		£24.56
East Wittering/Bracklesham					
Co-op, The Parade, Cakeham Road	328	95%	312	£11,171	£3.48
Tesco Express, Kingfisher Parade	242	95%	230	£13,236	£3.04
Other East Wittering/Bracklesham	480	100%	480	n/a	n/a
	1,050		1,022		£6.52
TOTAL	28,526		23,602		£236.37

Table 10B - Other Convenience Goods Floorspace in Chichester District (2018 prices)

Area/Store	Sales Floorspace (sq.m net)	Convenience Goods Floorspace (%)	Convenience Goods Floorspace (sq.m net)	Turnover (£ per sq.m)	Total Turnover (£m)
Tangmere					
Co-op, Malcolm Road	196	95%	186	£11,171	£2.08
One Stop	150	100%	150	n/a	n/a
	346		336		£2.08
Southbourne					
Co-op, Main Road	229	95%	218	£11,171	£2.43
Tesco Express, Stein Road	135	95%	128	£13,236	£1.70
Other Southbourne	200	100%	200	n/a	n/a
	564		546		£4.13
Other Chichester District					
Co-op, Delling Lane, Bosham	335	95%	318	£11,171	£3.56
Co-op, Station Road, Bosham	77	95%	73	£11,171	£0.82
Co-op, The Square, Westbourne	335	95%	318	£11,171	£3.56
	747		710		£7.93
TOTAL	1,657		1,592		£14.14

Table 11 - Summary of convenience goods expenditure 2018 to 2037 (£M)

	2018	2022	2027	2032	2037
Available expenditure					
Chichester	223.20	227.72	231.90	238.03	243.16
Selsey	22.70	23.37	23.89	24.58	25.15
East Wittering/Bracklesham	10.84	11.15	11.40	11.72	11.99
Chichester rural	14.52	14.70	14.96	15.34	15.63
Total	271.26	276.95	282.14	289.67	295.93
Turnover of existing facilities					
Chichester	223.20	221.47	221.47	221.47	221.47
Selsey	22.70	22.53	22.53	22.53	22.53
East Wittering/Bracklesham	10.84	10.75	10.75	10.75	10.75
Chichester rural	14.52	14.41	14.41	14.41	14.41
Total	271.26	269.16	269.16	269.16	269.16
Surplus/deficit expenditure £M					
Chichester	0.00	6.26	10.43	16.56	21.70
Selsey	0.00	0.84	1.36	2.05	2.62
East Wittering/Bracklesham	0.00	0.40	0.64	0.97	1.24
Chichester rural	0.00	0.29	0.54	0.93	1.21
Total	0.00	7.79	12.98	20.51	26.77

Source: Tables 5 to 10

Table 12 - Convenience goods floorspace capacity

	2022	2027	2032	2037
Turnover density new floorspace (£ per sq.m)	£12,000	£12,000	£12,000	£12,000
Sales floorspace projection (sq.m net)				
Chichester	521	869	1,380	1,808
Selsey	70	113	171	218
East Wittering/Bracklesham	33	54	81	103
Chichester rural	24	45	77	101
	649	1,081	1,709	2,231
Gross floorspace projection (sq.m gross)				
Chichester	745	1,242	1,971	2,583
Selsey	100	162	244	312
East Wittering/Bracklesham	48	77	116	148
Chichester rural	35	65	110	144
	927	1,545	2,442	3,187

Source: Table 11

Appendix 2 Comparison goods capacity

Table 1 - Study area population projections

Zone	2016	2018	2022	2027	2032	2037
Zone 1 - Chichester/Tangmere	32,640	33,109	34,139	34,953	35,655	36,213
Zone 2 - Hayling Island/South Downs/Southbourne	54,265	54,978	55,827	57,325	58,646	59,481
Zone 3 - Selsey/East Wittering/Bracklesham	33,515	34,139	35,402	36,620	37,658	38,466
Zone 4 - Bognor Regis	73,660	75,072	76,530	79,732	82,614	85,173
Zone 5 - South Downs (North)	31,605	32,048	32,750	33,968	35,029	35,946
Zone 6 - Arundel/Littlehampton	74,409	75,832	78,614	82,311	85,741	88,772
Zone 7 - Waterlooville/Havant	100,645	101,635	105,166	107,747	110,092	112,541
Total	400,739	406,812	418,428	432,656	445,435	456,592

Source: Experian population projections

Table 2 - Comparison goods expenditure per person per annum (£)

Zone	2018	2022	2026	2031	2036
Zone 1 - Chichester/Tangmere	3,655	3,592	3,987	4,500	5,120
Zone 2 - Hayling Island/South Downs/Southbourne	4,138	4,066	4,513	5,094	5,796
Zone 3 - Selsey/East Wittering/Bracklesham	3,905	3,838	4,260	4,808	5,471
Zone 4 - Bognor Regis	3,512	3,451	3,831	4,324	4,919
Zone 5 - South Downs (North)	4,413	4,337	4,813	5,433	6,182
Zone 6 - Arundel/Littlehampton	3,635	3,572	3,965	4,475	5,092
Zone 7 - Waterlooville/Havant	3,246	3,190	3,541	3,997	4,548

Sources:

Experian Local Expenditure 2018 (2018 prices)

Experian growth rates from Retail Planner Briefing Note 18 - Figures 1a and 1b

Excludes Special Forms of Trading - Experian adjusted SFT Retail Planner Briefing Note 18 - Figure 5

Table 3 - Total comparison goods expenditure (£m)

Zone	2018	2022	2027	2032	2037
Zone 1 - Chichester/Tangmere	121.02	122.62	139.34	160.45	185.41
Zone 2 - Hayling Island/South Downs/Southbourne	227.50	227.00	258.71	298.75	344.75
Zone 3 - Selsey/East Wittering/Bracklesham	133.31	135.87	155.99	181.07	210.44
Zone 4 - Bognor Regis	263.65	264.12	305.42	357.21	419.01
Zone 5 - South Downs (North)	141.43	142.03	163.50	190.32	222.21
Zone 6 - Arundel/Littlehampton	275.65	280.83	326.35	383.73	452.03
Zone 7 - Waterlooville/Havant	329.91	335.52	381.54	440.04	511.80
Study Area Total	1,492.46	1,507.98	1,730.84	2,011.57	2,345.64

Source: Tables 1 and 2

Table 4 - Base year 2018 comparison goods market shares (%)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow
Chichester town centre	62.3%	37.1%	47.9%	34.6%	17.3%	17.5%	9.9%	6.0%
Chichester other	22.3%	10.7%	17.9%	3.3%	8.7%	5.0%	1.4%	0.5%
Selsey	0.3%	0.0%	10.2%	0.1%	0.0%	0.0%	0.6%	0.5%
East Wittering/Bracklesham	0.2%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Chichester rural	0.2%	0.5%	0.5%	0.0%	0.0%	0.0%	0.1%	0.5%
Chichester District Total	85.3%	48.3%	80.5%	38.0%	26.0%	22.5%	12.0%	n/a
Bognor Regis	2.8%	1.2%	5.9%	42.5%	1.3%	5.9%	0.1%	n/a
Havant/Waterlooville	1.0%	28.4%	1.4%	0.6%	2.4%	0.1%	58.7%	n/a
Horsham	0.0%	0.0%	0.0%	0.2%	13.3%	0.1%	0.0%	n/a
Littlehampton	0.0%	0.3%	0.1%	1.6%	0.9%	37.1%	0.0%	n/a
Midhurst	0.0%	0.6%	0.0%	0.0%	4.6%	0.0%	0.0%	n/a
Portsmouth	5.3%	14.3%	6.7%	4.8%	3.9%	0.7%	20.3%	n/a
Worthing	0.9%	0.4%	0.2%	0.8%	2.7%	25.4%	0.1%	n/a
Other	4.7%	6.5%	5.2%	11.5%	44.9%	8.2%	8.8%	n/a
Other Total	14.7%	51.7%	19.5%	62.0%	74.0%	77.5%	88.0%	n/a
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	n/a

Source: NEMS Household Survey Jan. 2018 (weighted results) and The Visitor Economy of Chichester (Sept 2016) inc. Lichfields' estimates

Table 5 - Base year 2018 comparison goods expenditure patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow	Total
Expenditure 2018	121.02	227.50	133.31	263.65	141.43	275.65	329.91		1,492.46
Chichester town centre	75.39	84.40	63.86	91.22	24.47	48.24	32.66	26.82	447.06
Chichester other	26.99	24.34	23.86	8.70	12.30	13.78	4.62	0.58	115.17
Selsey	0.36	0.00	13.60	0.26	0.00	0.00	1.98	0.08	16.29
East Wittering/Bracklesham	0.24	0.00	5.33	0.00	0.00	0.00	0.00	0.03	5.60
Chichester rural	0.24	1.14	0.67	0.00	0.00	0.00	0.33	0.01	2.39
Chichester District Total	103.23	109.88	107.32	100.19	36.77	62.02	39.59	27.52	586.51
Bognor Regis	3.39	2.73	7.87	112.05	1.84	16.26	0.33		144.47
Havant/Waterlooville	1.21	64.61	1.87	1.58	3.39	0.28	193.65		266.59
Horsham	0.00	0.00	0.00	0.53	18.81	0.28	0.00		19.61
Littlehampton	0.00	0.68	0.13	4.22	1.27	102.27	0.00		108.57
Midhurst	0.00	1.36	0.00	0.00	6.51	0.00	0.00		7.87
Portsmouth	6.41	32.53	8.93	12.66	5.52	1.93	66.97		134.95
Worthing	1.09	0.91	0.27	2.11	3.82	70.01	0.33		78.54
Other	5.69	14.79	6.93	30.32	63.50	22.60	29.03		172.86
Other Total	17.79	117.62	26.00	163.46	104.65	213.63	290.32		933.47
TOTAL	121.02	227.50	133.31	263.65	141.43	275.65	329.91	27.52	1,519.98

Source: Tables 3 and 4

Table 6 - Future 2022 comparison goods expenditure patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow	Total
Expenditure 2022	122.62	227.00	135.87	264.12	142.03	280.83	335.52		1,507.98
Chichester town centre	76.39	84.22	65.08	91.39	24.57	49.14	33.22	27.06	451.07
Chichester other	27.34	24.29	24.32	8.72	12.36	14.04	4.70	0.58	116.35
Selsey	0.37	0.00	13.86	0.26	0.00	0.00	2.01	0.08	16.59
East Wittering/Bracklesham	0.25	0.00	5.43	0.00	0.00	0.00	0.00	0.03	5.71
Chichester rural	0.25	1.13	0.68	0.00	0.00	0.00	0.34	0.01	2.41
Chichester District Total	104.60	109.64	109.38	100.37	36.93	63.19	40.26	27.77	592.12
Bognor Regis	3.43	2.72	8.02	112.25	1.85	16.57	0.34		145.18
Havant/Waterlooville	1.23	64.47	1.90	1.58	3.41	0.28	196.95		269.82
Horsham	0.00	0.00	0.00	0.53	18.89	0.28	0.00		19.70
Littlehampton	0.00	0.68	0.14	4.23	1.28	104.19	0.00		110.51
Midhurst	0.00	1.36	0.00	0.00	6.53	0.00	0.00		7.90
Portsmouth	6.50	32.46	9.10	12.68	5.54	1.97	68.11		136.36
Worthing	1.10	0.91	0.27	2.11	3.83	71.33	0.34		79.90
Other	5.76	14.75	7.07	30.37	63.77	23.03	29.53		174.28
Other Total	18.03	117.36	26.49	163.75	105.10	217.64	295.26		943.63
TOTAL	122.62	227.00	135.87	264.12	142.03	280.83	335.52	27.77	1,535.75

Source: Tables 3 and 4

Table 7 - Future 2027 comparison goods expenditure patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow	Total
Expenditure 2027	139.34	258.71	155.99	305.42	163.50	326.35	381.54		1,730.84
Chichester town centre	86.81	95.98	74.72	105.67	28.29	57.11	37.77	31.04	517.40
Chichester other	31.07	27.68	27.92	10.08	14.22	16.32	5.34	0.67	133.31
Selsey	0.42	0.00	15.91	0.31	0.00	0.00	2.29	0.10	19.02
East Wittering/Bracklesham	0.28	0.00	6.24	0.00	0.00	0.00	0.00	0.03	6.55
Chichester rural	0.28	1.29	0.78	0.00	0.00	0.00	0.38	0.01	2.75
Chichester District Total	118.86	124.95	125.57	116.06	42.51	73.43	45.78	31.85	679.02
Bognor Regis	3.90	3.10	9.20	129.80	2.13	19.25	0.38		167.77
Havant/Waterlooville	1.39	73.47	2.18	1.83	3.92	0.33	223.96		307.09
Horsham	0.00	0.00	0.00	0.61	21.75	0.33	0.00		22.68
Littlehampton	0.00	0.78	0.16	4.89	1.47	121.08	0.00		128.37
Midhurst	0.00	1.55	0.00	0.00	7.52	0.00	0.00		9.07
Portsmouth	7.39	36.99	10.45	14.66	6.38	2.28	77.45		155.60
Worthing	1.25	1.03	0.31	2.44	4.41	82.89	0.38		92.73
Other	6.55	16.82	8.11	35.12	73.41	26.76	33.58		200.35
Other Total	20.48	133.75	30.42	189.36	120.99	252.92	335.75		1,083.67
TOTAL	139.34	258.71	155.99	305.42	163.50	326.35	381.54	31.85	1,762.69

Source: Tables 3 and 4

Table 8 - Future 2032 comparison goods expenditure patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow	Total
Expenditure 2032	160.45	298.75	181.07	357.21	190.32	383.73	440.04		2,011.57
Chichester town centre	99.96	110.84	86.73	123.59	32.93	67.15	43.56	36.05	600.81
Chichester other	35.78	31.97	32.41	11.79	16.56	19.19	6.16	0.77	154.62
Selsey	0.48	0.00	18.47	0.36	0.00	0.00	2.64	0.11	22.06
East Wittering/Bracklesham	0.32	0.00	7.24	0.00	0.00	0.00	0.00	0.04	7.60
Chichester rural	0.32	1.49	0.91	0.00	0.00	0.00	0.44	0.02	3.18
Chichester District Total	136.86	144.30	145.76	135.74	49.48	86.34	52.81	36.99	788.27
Bognor Regis	4.49	3.59	10.68	151.81	2.47	22.64	0.44		196.13
Havant/Waterlooville	1.60	84.85	2.54	2.14	4.57	0.38	258.31		354.38
Horsham	0.00	0.00	0.00	0.71	25.31	0.38	0.00		26.41
Littlehampton	0.00	0.90	0.18	5.72	1.71	142.36	0.00		150.87
Midhurst	0.00	1.79	0.00	0.00	8.75	0.00	0.00		10.55
Portsmouth	8.50	42.72	12.13	17.15	7.42	2.69	89.33		179.94
Worthing	1.44	1.20	0.36	2.86	5.14	97.47	0.44		108.90
Other	7.54	19.42	9.42	41.08	85.45	31.47	38.72		233.10
Other Total	23.59	154.45	35.31	221.47	140.84	297.39	387.24		1,260.28
TOTAL	160.45	298.75	181.07	357.21	190.32	383.73	440.04	36.99	2,048.55

Source: Tables 3 and 4

Table 9 - Future 2037 comparison goods expenditure patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow	Total
Expenditure 2037	185.41	344.75	210.44	419.01	222.21	452.03	511.80		2,345.64
Chichester town centre	115.51	127.90	100.80	144.98	38.44	79.10	50.67	41.96	699.37
Chichester other	41.35	36.89	37.67	13.83	19.33	22.60	7.17	0.90	179.73
Selsey	0.56	0.00	21.46	0.42	0.00	0.00	3.07	0.13	25.64
East Wittering/Bracklesham	0.37	0.00	8.42	0.00	0.00	0.00	0.00	0.04	8.83
Chichester rural	0.37	1.72	1.05	0.00	0.00	0.00	0.51	0.02	3.68
Chichester District Total	158.15	166.51	169.40	159.22	57.77	101.71	61.42	43.05	917.24
Bognor Regis	5.19	4.14	12.42	178.08	2.89	26.67	0.51		229.89
Havant/Waterlooville	1.85	97.91	2.95	2.51	5.33	0.45	300.43		411.44
Horsham	0.00	0.00	0.00	0.84	29.55	0.45	0.00		30.84
Littlehampton	0.00	1.03	0.21	6.70	2.00	167.70	0.00		177.65
Midhurst	0.00	2.07	0.00	0.00	10.22	0.00	0.00		12.29
Portsmouth	9.83	49.30	14.10	20.11	8.67	3.16	103.90		209.06
Worthing	1.67	1.38	0.42	3.35	6.00	114.81	0.51		128.15
Other	8.71	22.41	10.94	48.19	99.77	37.07	45.04		272.13
Other Total	27.26	178.23	41.04	259.79	164.43	350.32	450.39		1,471.45
TOTAL	185.41	344.75	210.44	419.01	222.21	452.03	511.80	43.05	2,388.69

Source: Tables 3 and 4

Table 10 - Summary of comparison goods expenditure 2018 to 2037 (£M)

	2018	2022	2027	2032	2037
Available expenditure					
Chichester town centre	447.06	451.07	517.40	600.81	699.37
Chichester other	115.17	116.35	133.31	154.62	179.73
Selsey	16.29	16.59	19.02	22.06	25.64
East Wittering/Bracklesham	5.60	5.71	6.55	7.60	8.83
Chichester rural	2.39	2.41	2.75	3.18	3.68
Total	586.51	592.12	679.02	788.27	917.24
Turnover of existing facilities					
Chichester town centre	447.06	459.96	533.22	606.23	689.25
Chichester other	115.17	118.49	137.37	156.18	177.57
Selsey	16.29	16.76	19.42	22.08	25.11
East Wittering/Bracklesham	5.60	5.76	6.68	7.60	8.64
Chichester rural	2.39	2.46	2.85	3.24	3.68
Total	586.51	603.43	699.54	795.33	904.24
Surplus Expenditure (£m)					
Chichester town centre	0.00	-8.89	-15.82	-5.42	10.11
Chichester other	0.00	-2.15	-4.06	-1.56	2.16
Selsey	0.00	-0.17	-0.41	-0.03	0.53
East Wittering/Bracklesham	0.00	-0.06	-0.13	0.00	0.19
Chichester rural	0.00	-0.05	-0.10	-0.06	0.00
Total	0.00	-11.31	-20.52	-7.06	13.00

Source: Tables 5 to 9

Table 11 - Chichester comparison goods floorspace capacity projections

	2018	2022	2027	2032	2037
Turnover density new floorspace (£ per sq.m)	£7,000	£7,202	£8,349	£9,492	£10,792
Sales floorspace projection (sq.m net)					
Chichester town centre	0	-1,234	-1,895	-571	937
Chichester other	0	-298	-486	-164	200
Selsey	0	-23	-49	-3	49
East Wittering/Bracklesham	0	-8	-16	0	18
Chichester rural	0	-7	-12	-7	0
Total	0	-1,570	-2,458	-744	1,204
Floorspace Projection (sq.m gross)					
Chichester town centre	0	-1,645	-2,526	-761	1,250
Chichester other	0	-398	-649	-218	267
Selsey	0	-31	-65	-4	66
East Wittering/Bracklesham	0	-10	-21	1	24
Chichester rural	0	-9	-16	-9	-1
Total	0	-2,094	-3,277	-992	1,606

Source: Table 10

Appendix 3 Food/beverage capacity

Table 1 - Study area population projections

Zone	2016	2018	2022	2027	2032	2037
Zone 1 - Chichester/Tangmere	32,640	33,109	34,139	34,953	35,655	36,213
Zone 2 - Hayling Island/South Downs/Southbourne	54,265	54,978	55,827	57,325	58,646	59,481
Zone 3 - Selsey/East Wittering/Bracklesham	33,515	34,139	35,402	36,620	37,658	38,466
Zone 4 - Bognor Regis	73,660	75,072	76,530	79,732	82,614	85,173
Zone 5 - South Downs (North)	31,605	32,048	32,750	33,968	35,029	35,946
Zone 6 - Arundel/Littlehampton	74,409	75,832	78,614	82,311	85,741	88,772
Zone 7 - Waterlooville/Havant	100,645	101,635	105,166	107,747	110,092	112,541
Total	400,739	406,812	418,428	432,656	445,435	456,592

Source: Experian population projections

Table 2 - Food/beverage expenditure per person per annum (£)

Zone	2018	2022	2027	2032	2037
Zone 1 - Chichester/Tangmere	1,462	1,271	1,466	1,533	1,603
Zone 2 - Hayling Island/South Downs/Southbourne	1,524	1,325	1,528	1,598	1,671
Zone 3 - Selsey/East Wittering/Bracklesham	1,396	1,213	1,400	1,464	1,531
Zone 4 - Bognor Regis	1,300	1,130	1,304	1,363	1,426
Zone 5 - South Downs (North)	1,592	1,384	1,596	1,669	1,746
Zone 6 - Arundel/Littlehampton	1,349	1,172	1,353	1,415	1,479
Zone 7 - Waterlooville/Havant	1,172	1,019	1,175	1,229	1,285

Experian Local Expenditure 2018 (2018 prices)

Experian growth rates from Retail Planner Briefing Note 18 - Figures 1a and 1b

Table 3 - Total food/beverage expenditure (£m)

Zone	2018	2022	2027	2032	2037
Zone 1 - Chichester/Tangmere	48.41	43.38	51.24	54.66	58.06
Zone 2 - Hayling Island/South Downs/Southbourne	83.79	73.95	87.60	93.73	99.42
Zone 3 - Selsey/East Wittering/Bracklesham	47.66	42.96	51.26	55.13	58.89
Zone 4 - Bognor Regis	97.59	86.47	103.93	112.62	121.43
Zone 5 - South Downs (North)	51.02	45.32	54.22	58.48	62.76
Zone 6 - Arundel/Littlehampton	102.30	92.17	111.34	121.29	131.33
Zone 7 - Waterlooville/Havant	119.12	107.13	126.62	135.31	144.65
Study Area Total	549.88	491.38	586.22	631.22	676.55

Source: Tables 1 and 2

Table 4 - Base year 2018 food and beverage market shares (%)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow
Chichester	87.8%	36.0%	50.0%	21.9%	12.2%	16.0%	8.5%	9.0%
Selsey	0.0%	0.0%	26.6%	0.0%	0.0%	0.0%	0.9%	3.0%
East Wittering / Bracklesham	0.8%	0.8%	12.0%	0.0%	0.0%	0.0%	0.0%	3.0%
Other Chichester District	2.3%	8.2%	2.0%	0.8%	0.0%	1.0%	1.4%	3.0%
Chichester District Total	90.9%	45.0%	90.6%	22.7%	12.2%	17.0%	10.8%	
Havant/Waterlooville	0.6%	42.6%	0.5%	0.0%	0.6%	0.0%	60.9%	n/a
Bognor Regis/Littlehampton	1.7%	2.1%	3.5%	59.9%	0.0%	54.0%	0.0%	n/a
Portsmouth	4.7%	4.4%	0.9%	8.5%	0.0%	0.0%	18.4%	n/a
Other	2.1%	5.9%	4.5%	8.9%	87.2%	29.0%	9.9%	n/a
Other Total	9.1%	55.0%	9.4%	77.3%	87.8%	83.0%	89.2%	
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: NEMS Household Survey January 2018 (weighted results) and The Visitor Economy of Chichester (Sept 2016) inc. Lichfields' estimates

Table 5 - Base year 2018 food and beverage expenditure patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow	Total
Expenditure 2018	48.41	83.79	47.66	97.59	51.02	102.30	119.12		549.88
Chichester	42.50	30.16	23.83	21.37	6.22	16.37	10.12	14.89	165.48
Selsey	0.00	0.00	12.68	0.00	0.00	0.00	1.07	0.43	14.17
East Wittering / Bracklesham	0.39	0.67	5.72	0.00	0.00	0.00	0.00	0.21	6.99
Other Chichester District	1.11	6.87	0.95	0.78	0.00	1.02	1.67	0.38	12.79
Chichester District Total	44.00	37.70	43.18	22.15	6.22	17.39	12.86	15.91	199.43
Havant/Waterlooville	0.29	35.69	0.24	0.00	0.31	0.00	72.54		109.07
Bognor Regis/Littlehampton	0.82	1.76	1.67	58.46	0.00	55.24	0.00		117.95
Portsmouth	2.28	3.69	0.43	8.30	0.00	0.00	21.92		36.60
Other	1.02	4.94	2.14	8.69	44.49	29.67	11.79		102.74
Other Total	4.40	46.08	4.48	75.44	44.80	84.91	106.25		366.36
TOTAL	48.41	83.79	47.66	97.59	51.02	102.30	119.12	15.91	565.79

Source: Tables 3 and 4

Table 6 - Future 2022 food and beverage expenditure patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow	Total
Expenditure 2022	43.38	73.95	42.96	86.47	45.32	92.17	107.13		491.38
Chichester	38.09	26.62	21.48	18.94	5.53	14.75	9.11	13.30	147.81
Selsey	0.00	0.00	11.43	0.00	0.00	0.00	0.96	0.38	12.77
East Wittering / Bracklesham	0.35	0.59	5.15	0.00	0.00	0.00	0.00	0.19	6.28
Other Chichester District	1.00	6.06	0.86	0.69	0.00	0.92	1.50	0.34	11.38
Chichester District Total	39.43	33.28	38.92	19.63	5.53	15.67	11.57	14.22	178.24
Havant/Waterlooville	0.26	31.50	0.21	0.00	0.27	0.00	65.24		97.49
Bognor Regis/Littlehampton	0.74	1.55	1.50	51.80	0.00	49.77	0.00		105.36
Portsmouth	2.04	3.25	0.39	7.35	0.00	0.00	19.71		32.74
Other	0.91	4.36	1.93	7.70	39.52	26.73	10.61		91.76
Other Total	3.95	40.67	4.04	66.84	39.79	76.51	95.56		327.35
TOTAL	43.38	73.95	42.96	86.47	45.32	92.17	107.13	14.22	505.59

Source: Tables 3 and 4

Table 7 - Future 2027 food and beverage expenditure patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow	Total
Expenditure 2027	51.24	87.60	51.26	103.93	54.22	111.34	126.62		586.22
Chichester	44.99	31.54	25.63	22.76	6.62	17.81	10.76	15.83	175.94
Selsey	0.00	0.00	13.64	0.00	0.00	0.00	1.14	0.46	15.23
East Wittering / Bracklesham	0.41	0.70	6.15	0.00	0.00	0.00	0.00	0.22	7.49
Other Chichester District	1.18	7.18	1.03	0.83	0.00	1.11	1.77	0.41	13.51
Chichester District Total	46.58	39.42	46.44	23.59	6.62	18.93	13.68	16.92	212.17
Havant/Waterlooville	0.31	37.32	0.26	0.00	0.33	0.00	77.11		115.32
Bognor Regis/Littlehampton	0.87	1.84	1.79	62.26	0.00	60.12	0.00		126.88
Portsmouth	2.41	3.85	0.46	8.83	0.00	0.00	23.30		38.86
Other	1.08	5.17	2.31	9.25	47.28	32.29	12.54		109.91
Other Total	4.66	48.18	4.82	80.34	47.61	92.41	112.95		390.97
TOTAL	51.24	87.60	51.26	103.93	54.22	111.34	126.62	16.92	603.14

Source: Tables 3 and 4

Table 7 - Future 2027 food and beverage expenditure patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow	Total
Expenditure 2027	51.24	87.60	51.26	103.93	54.22	111.34	126.62		586.22
Chichester	44.99	31.54	25.63	22.76	6.62	17.81	10.76	15.83	175.94
Selsey	0.00	0.00	13.64	0.00	0.00	0.00	1.14	0.46	15.23
East Wittering / Bracklesham	0.41	0.70	6.15	0.00	0.00	0.00	0.00	0.22	7.49
Other Chichester District	1.18	7.18	1.03	0.83	0.00	1.11	1.77	0.41	13.51
Chichester District Total	46.58	39.42	46.44	23.59	6.62	18.93	13.68	16.92	212.17
Havant/Waterlooville	0.31	37.32	0.26	0.00	0.33	0.00	77.11		115.32
Bognor Regis/Littlehampton	0.87	1.84	1.79	62.26	0.00	60.12	0.00		126.88
Portsmouth	2.41	3.85	0.46	8.83	0.00	0.00	23.30		38.86
Other	1.08	5.17	2.31	9.25	47.28	32.29	12.54		109.91
Other Total	4.66	48.18	4.82	80.34	47.61	92.41	112.95		390.97
TOTAL	51.24	87.60	51.26	103.93	54.22	111.34	126.62	16.92	603.14

Source: Tables 3 and 4

Table 9 - Future 2037 food and beverage expenditure patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Inflow	Total
Expenditure 2037	58.06	99.42	58.89	121.43	62.76	131.33	144.65		676.55
Chichester	50.98	35.79	29.45	26.59	7.66	21.01	12.30	18.18	201.95
Selsey	0.00	0.00	15.67	0.00	0.00	0.00	1.30	0.52	17.49
East Wittering / Bracklesham	0.46	0.80	7.07	0.00	0.00	0.00	0.00	0.26	8.58
Other Chichester District	1.34	8.15	1.18	0.97	0.00	1.31	2.03	0.46	15.44
Chichester District Total	52.78	44.74	53.36	27.57	7.66	22.33	15.62	19.42	243.46
Havant/Waterlooville	0.35	42.35	0.29	0.00	0.38	0.00	88.09		131.46
Bognor Regis/Littlehampton	0.99	2.09	2.06	72.74	0.00	70.92	0.00		148.79
Portsmouth	2.73	4.37	0.53	10.32	0.00	0.00	26.62		44.57
Other	1.22	5.87	2.65	10.81	54.73	38.09	14.32		127.68
Other Total	5.28	54.68	5.54	93.87	55.10	109.01	129.03		452.51
TOTAL	58.06	99.42	58.89	121.43	62.76	131.33	144.65	19.42	695.97

Source: Tables 3 and 4

Table 10 - Summary of food and beverage expenditure 2018 to 2037 (£M)

Area	2018	2022	2027	2032	2037
Available expenditure					
Chichester	165.48	147.81	175.94	189.02	201.95
Selsey	14.17	12.77	15.23	16.37	17.49
East Wittering / Bracklesham	6.99	6.28	7.49	8.04	8.58
Other Chichester District	12.79	11.38	13.51	14.49	15.44
Total	199.43	178.24	212.17	227.92	243.46
Turnover of existing facilities					
Chichester	165.48	165.48	173.92	182.79	192.11
Selsey	14.17	14.17	14.90	15.66	16.46
East Wittering / Bracklesham	6.99	6.99	7.34	7.72	8.11
Other Chichester District	12.79	12.79	13.44	14.13	14.85
Total	199.43	199.43	209.60	220.29	231.53

Source: Tables 5 to 9

Table 11: Food and beverage floorspace capacity

	2018	2022	2027	2032	2037
Surplus/deficit expenditure (£m)					
Chichester	0.00	-17.66	2.03	6.23	9.84
Selsey	0.00	-1.40	0.33	0.72	1.04
East Wittering / Bracklesham	0.00	-0.70	0.14	0.33	0.47
Other Chichester District	0.00	-1.42	0.07	0.36	0.59
TOTAL	0.00	-21.19	2.57	7.63	11.93
Turnover density new floorspace (£ per sq.m)	£5,000	£5,000	£5,255	£5,523	£5,805
Floorspace Projection (sq.m gross)					
Chichester	0	-3,533	386	1,128	1,695
Selsey	0	-280	64	130	178
East Wittering / Bracklesham	0	-141	27	59	82
Other Chichester District	0	-283	12	65	101
TOTAL	0	-4,237	489	1,382	2,056

Source: Table 10

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