

Table 1: Population and convenience goods expenditure per capita

Zone	Population					Per capita expenditure (£)						
	2017	2021	2026	2031	2036	2016 <i>inc SFT</i>	2016	Convenience				
								2017	2021	2026	2031	2036
1	63,113	65,036	67,440	69,844	72,248	2,064	2,004	1,998	1,972	1,967	1,967	1,973
2	51,556	53,127	55,091	57,055	59,019	2,063	2,003	1,997	1,970	1,966	1,965	1,971
3	20,662	21,404	22,332	23,261	24,189	2,252	2,187	2,180	2,151	2,146	2,146	2,152
4	13,334	13,813	14,412	15,011	15,610	2,409	2,339	2,332	2,301	2,296	2,295	2,302
5	40,168	41,611	43,416	45,220	47,025	2,011	1,953	1,947	1,921	1,917	1,916	1,922
6	25,205	26,111	27,244	28,376	29,508	2,214	2,150	2,144	2,115	2,110	2,110	2,116
7	27,105	27,758	28,574	29,390	30,206	2,285	2,219	2,212	2,183	2,178	2,177	2,183
8	33,301	34,103	35,105	36,108	37,110	2,324	2,257	2,250	2,220	2,215	2,214	2,221
9	16,168	16,558	17,045	17,531	18,018	2,663	2,586	2,578	2,544	2,538	2,537	2,545
10	23,865	24,440	25,158	25,877	26,595	2,288	2,222	2,215	2,186	2,180	2,180	2,186
11	66,656	69,322	72,656	75,989	79,322	2,163	2,100	2,094	2,066	2,061	2,061	2,067
12	37,994	39,514	41,414	43,314	45,214	2,306	2,239	2,232	2,203	2,197	2,197	2,203
13	25,233	26,243	27,505	28,767	30,029	2,444	2,373	2,366	2,335	2,330	2,329	2,336
14	14,572	15,155	15,883	16,612	17,341	2,379	2,310	2,303	2,272	2,267	2,266	2,273
15	201,793	209,921	218,799	226,809	233,987	2,034	1,975	1,968	1,942	1,938	1,937	1,943
16	50,286	51,866	53,772	55,511	57,159	2,370	2,301	2,294	2,264	2,258	2,258	2,264
17	98,752	104,129	110,301	115,553	120,278	2,249	2,184	2,177	2,148	2,144	2,143	2,149
18	95,371	98,176	101,682	105,188	108,694	2,269	2,203	2,197	2,168	2,163	2,162	2,168
19	35,094	36,126	37,416	38,706	39,997	2,292	2,226	2,219	2,189	2,184	2,184	2,190
20	200,121	209,670	220,104	229,504	238,385	1,945	1,888	1,882	1,858	1,853	1,853	1,858
21	34,049	35,051	36,302	37,554	38,806	2,372	2,303	2,296	2,265	2,260	2,260	2,266
22	62,274	65,108	68,438	71,558	74,218	2,118	2,057	2,050	2,023	2,019	2,018	2,024
Total	1,236,672	1,284,242	1,340,090	1,392,739	1,442,959							

Notes:

- a. Zones based on the post code sectors shown on the plan at Appendix A
- b. Per capita expenditure derived from Experian MMG3 data (2018 report)
- c. 2016 Population derived from Experian MMG3 data (2018 report). Projections to 2036 are based on the figures set out in the Population Note at Appendix G.
- d. Per capita expenditure projected forward using forecast growth rates taken from Tables 1a and 1b of Experian Retail Planner Briefing Note 15
- e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 to Experian Retail Planner Briefing Note 15

2016 Prices

Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m)					Growth (£m)			
	Convenience					Convenience			
	2017	2021	2026	2031	2036	2017-2021	2017-2026	2017-2031	2017-2036
1	126.1	128.2	132.7	137.4	142.5	2.1	6.6	11.3	16.4
2	102.9	104.7	108.3	112.1	116.3	1.7	5.4	9.2	13.4
3	45.0	46.0	47.9	49.9	52.1	1.0	2.9	4.9	7.0
4	31.1	31.8	33.1	34.5	35.9	0.7	2.0	3.4	4.8
5	78.2	80.0	83.2	86.7	90.4	1.7	5.0	8.5	12.2
6	54.0	55.2	57.5	59.9	62.4	1.2	3.5	5.8	8.4
7	60.0	60.6	62.2	64.0	66.0	0.6	2.3	4.0	6.0
8	74.9	75.7	77.8	80.0	82.4	0.8	2.8	5.0	7.5
9	41.7	42.1	43.3	44.5	45.9	0.4	1.6	2.8	4.2
10	52.9	53.4	54.9	56.4	58.1	0.6	2.0	3.6	5.3
11	139.6	143.2	149.8	156.6	163.9	3.7	10.2	17.0	24.4
12	84.8	87.0	91.0	95.2	99.6	2.2	6.2	10.4	14.8
13	59.7	61.3	64.1	67.0	70.1	1.6	4.4	7.3	10.4
14	33.6	34.4	36.0	37.6	39.4	0.9	2.5	4.1	5.9
18	209.5	212.8	219.9	227.4	235.7	3.3	10.4	17.9	26.2
19	77.9	79.1	81.7	84.5	87.6	1.2	3.9	6.7	9.7
21	78.2	79.4	82.0	84.9	87.9	1.2	3.9	6.7	9.8
Inner Study Area Total	1350.0	1375.0	1425.3	1478.4	1536.3	25.1	75.4	128.5	186.4
15	397.2	407.8	424.0	439.4	454.7	10.5	26.8	42.2	57.4
16	115.4	117.4	121.4	125.3	129.4	2.1	6.1	10.0	14.1
17	215.0	223.7	236.4	247.6	258.5	8.7	21.4	32.6	43.5
20	376.7	389.5	407.9	425.2	443.0	12.8	31.2	48.5	66.2
22	127.7	131.7	138.1	144.4	150.2	4.0	10.5	16.7	22.5
Study Area Total	2581.9	2645.1	2753.3	2860.5	2972.1	63.2	171.4	278.5	390.1

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend

Zone	Expenditure (£m)		
	Convenience (2017)		
	Main	Top-up	Total
1	104.9	21.2	126.1
2	87.6	15.3	102.9
3	33.5	11.6	45.0
4	25.2	5.9	31.1
5	63.5	14.7	78.2
6	45.0	9.1	54.0
7	48.6	11.3	60.0
8	62.4	12.5	74.9
9	32.3	9.4	41.7
10	43.2	9.6	52.9
11	118.5	21.1	139.6
12	62.2	22.6	84.8
13	47.5	12.2	59.7
14	25.5	8.0	33.6
15	334.1	63.2	397.2
16	93.5	21.8	115.4
17	172.4	42.6	215.0
18	171.1	38.4	209.5
19	63.3	14.5	77.9
20	297.3	79.4	376.7
21	66.0	12.2	78.2
22	106.9	20.8	127.7
Total	2,104.5	477.4	2,581.9

Notes:

- a. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1
- b. Ratio of main food shopping to top-up food shopping per zone derived directly from Questions 9 and 15 of the NEMS Household Survey (December 2017)

2016 Prices

South West Metropolitan Road & Leisure Study

Table 2 Conversion game playing patterns

Game	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 4	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 7	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

A note about the data source and methodology.

South West Hertfordshire Retail & Leisure Study
 Nexus Planning

Table 5: Convenience goods benchmark

Destination	Gross Floorpace (Sq m)	Net Sales Area (Sq m)	Net Convenience Sales Area (Sq m)	Sales Density (£ per sq m)	Benchmark Turnover (£m)	Survey Turnover (£m)	Inflow from Beyond Study Area (£m)	Trading Position against Benchmark (£m)
Inner Study Area								
Zone 1 Watford South								
Little Waitrose at John Lewis, Intu Watford, The Harlequin, Watford	672	344	327	12,456	4.1	0.3	0.0	-3.8
Local shops, Watford Town Centre					10.5	10.5	0.0	0.0
Marks & Spencer, High Street, Watford	2,245	873	829	10,876	9.0	9.5	0.0	0.5
Morrisons, Ascot Road, Watford	6,733	3,941	3,153	11,895	36.9	44.5	0.0	7.7
Sainsbury's Superstore, Albert Road South, Watford	5,403	3,330	2,398	10,492	25.2	28.6	0.0	3.5
Tesco Express, High Street, Watford	288	201	191	11,559	2.2	3.2	0.0	1.0
Tesco Express, Whippendell Road, Watford	247	175	166	11,559	1.9	0.9	0.0	-1.1
Tesco Extra, Lower High Street, Watford	13,011	8,924	5,354	11,559	61.9	62.2	0.0	20.3
Other stores, Zone 1					1.5	1.5	0.0	0.0
Sub-total					153.2	181.1	0.0	28.0
Zone 2 Watford North								
Co-op, St Albans Road, Watford	547	329	313	9,862	3.1	0.8	0.0	-2.3
Asda, Odhams Industrial Estate, St Albans Road, Watford	19,307	14,591	8,755	12,674	111.0	74.1	0.0	-36.9
Co-op, Abbotswood Park, Leawoods, Watford	547	329	313	9,862	3.1	1.3	0.0	-1.8
Co-op, The Crossways, Garstons, Watford	209	122	117	9,862	1.2	0.5	0.0	-0.6
Sainsbury's Superstore, Cow Lane, Watford	6,074	3,744	2,686	10,492	28.3	52.9	0.0	24.3
Tesco Express, St Albans Road, Watford	255	140	133	11,559	1.5	5.6	0.0	4.4
Waitrose, Domes Roundabout, St Albans Road, Watford	200	125	119	12,456	1.5	1.3	0.0	-0.2
Other stores, Zone 2					0.2	0.2	0.0	0.0
Sub-total					149.8	136.6	0.0	-13.2
Zone 3 Bushey & Aldenham								
Tesco Express (Essa), High Road, Bushey Heath, Bushe	250	150	143	11,559	1.6	2.6	0.0	1.0
Costco, Hartspring Lane, Bushey, Watford					1.3	1.3	0.0	0.0
Tesco Express, Harcourt Road, Bushey, Watford	210	127	121	11,559	1.4	3.0	0.0	1.6
Other stores, Zone 3					2.4	2.4	0.0	0.0
Sub-total					6.8	9.3	0.0	2.6
Zone 4 Radlett & Shenley								
Tesco Express, Watling Street, Radlett	504	269	246	11,559	2.8	2.5	0.0	-0.3
Budgens, Watling Street, Radlett	773	355	337	9,500	3.2	4.4	0.0	1.2
Local shops, Radlett Town Centre					0.7	0.7	0.0	0.0
Tesco Express, Andrew Close, Shenley, Radlett	342	239	227	11,559	2.6	1.6	0.0	-1.0
Sub-total					9.4	9.3	0.0	-0.1
Zone 5 Borehamwood & Elstree								
Sainsbury's Local, Shenley Road, Borehamwood	350	225	214	10,492	2.2	2.8	0.0	0.6
Co-op, Leeming Road, Borehamwood	386	207	197	9,862	1.9	1.5	0.0	-0.4
Co-op, Organ Hill Road, Borehamwood	150	90	86	9,862	0.8	0.6	0.0	-0.2
Iceland, Shenley Road, Borehamwood	1,038	475	461	6,393	2.9	0.6	0.0	-2.3
Lidl, Borehamwood Shopping Park, Theobald Street, Borehamwood	1,258	900	720	4,800	3.5	12.9	0.0	9.4
M&S Simply Food, Borehamwood Shopping Centre, Borehamwood	1,200	746	709	10,876	7.7	4.9	0.0	-2.8
Morrisons, Siring Way, Borehamwood	6,734	3,841	3,153	11,895	36.9	16.4	0.0	-20.5
Tesco Extra, Shenley Road, Borehamwood	14,544	10,534	6,320	11,559	73.1	75.2	0.0	2.1
Other stores, Zone 5					2.8	2.8	0.0	0.0
Sub-total					131.8	117.7	0.0	-14.2
Zone 6 Potters Bar								
Tesco Express, Orchard Parade, Mutton Lane, Potters Bar	551	236	224	11,559	2.6	4.1	0.0	1.5
Co-op, High Street, Potters Bar	353	186	177	9,862	1.7	1.9	0.0	0.2
Tesco Superstore, Mutton Lane, Potters Bar	5,862	3,587	2,726	11,559	31.5	36.9	0.0	5.4
Sainsbury's Superstore, Barkers Lane, Potters Bar	3,162	1,943	1,289	10,492	14.7	16.4	0.0	1.7
Other stores, Zone 6					2.8	2.8	0.0	0.0
Sub-total					53.3	62.1	0.0	8.8
Zone 7 Rickmansworth								
Iceland, High Street, Rickmansworth	516	307	298	6,393	1.9	3.5	0.0	1.6
Co-op, New Road, Croxley Green	335	203	193	9,862	1.9	3.5	0.0	1.6
Local shops, Rickmansworth Town Centre					0.9	0.9	0.0	0.0
Marks & Spencer (BP), Lindridge Road, Mill End, Rickmansworth	250	150	143	10,876	1.5	5.7	0.0	4.2
Marks & Spencer, High Street, Rickmansworth	1,933	1,202	1,142	10,876	12.4	4.9	0.0	-7.6
Tesco Superstore, Frogmoor Wharf, Harefield Road, Rickmansworth	3,847	2,354	1,789	11,559	20.7	29.5	0.0	8.8
Waitrose, Homestead Road, Rickmansworth	4,213	2,410	1,976	12,456	24.8	29.2	0.0	4.4
Other stores, Zone 7					1.8	1.8	0.0	0.0
Sub-total					65.8	69.9	0.0	4.2
Zone 8 Batchworth Heath & South Oxhey								
Waitrose, Green Lane, Northwood	2,591	1,482	1,215	12,456	15.1	39.2	0.0	24.1
Co-op, St Andrews Road, South Oxhey, Watford	548	364	346	9,862	3.4	2.1	0.0	-1.4
Co-op, The Parade, Carpenders Park, Watford	438	291	276	9,862	2.7	8.9	0.0	6.2
Tesco Express, Prestwick Road, South Oxhey, Watford	250	150	143	11,559	1.6	4.4	0.0	2.8
Sub-total					22.9	54.6	0.0	31.7
Zone 9 Chaorleywood & Sarran								
Tesco Express, Tudor Parade, Berry Lane, Rickmansworth	340	187	177	11,559	2.0	5.3	0.0	3.2
Co-op, Lower Road, Chorleywood, Rickmansworth	588	383	364	9,862	3.6	4.4	0.0	0.8
Other stores, Zone 9					1.0	1.0	0.0	0.0
Sub-total					6.7	10.7	0.0	4.0
Zone 10 Kings Langley & Abbots Langley								
Tesco Express, College Road, Abbots Langley	461	253	240	11,559	2.8	3.5	0.0	0.7
Budgens, High Street, Abbots Langley	519	250	236	9,500	2.3	5.4	0.0	3.1
Other stores, Zone 10					3.9	3.9	0.0	0.0
Sub-total					8.8	12.7	0.0	3.8
Zone 11 Hemel Hempstead								
Marks & Spencer, Marlowes, Hemel Hempstead	1,456	873	829	10,876	9.0	3.8	0.0	-5.3
Aldi, London Road, Hemel Hempstead	1,430	986	789	8,540	6.7	33.6	0.0	26.9
Aldi, Redoubt Road, Hemel Hempstead	1,422	980	784	8,540	6.7	29.1	0.0	22.4
Asda, Hillfield Road, Hemel Hempstead	3,848	2,345	1,571	12,674	19.9	15.1	0.0	-4.9
Co-op (Petrol Station), Redoubt Road, Cupid Green, Hemel Hempstead	200	125	119	9,862	1.2	0.7	0.0	-0.5
Co-op, Bellgate, Highfield, Hemel Hempstead	241	168	160	9,862	1.6	0.7	0.0	-0.8
Co-op, The Heights, Hemel Hempstead	208	140	133	9,862	1.3	0.5	0.0	-0.9
Co-op, The Queens Square, Adleyfield, Hemel Hempstead	448	294	279	9,862	2.8	1.5	0.0	-1.2
Iceland, Hillfield Road, Hemel Hempstead	1,422	711	690	6,393	4.4	2.2	0.0	-2.3
Marks & Spencer (BP), Breakspear Way, Hemel Hempstead	250	150	143	10,876	1.5	0.2	0.0	-1.3
Sainsbury's Superstore, London Road, Adleyfield, Hemel Hempstead	7,819	4,686	3,381	10,492	36.5	72.9	0.0	37.4
Sainsbury's Superstore, Shenley Road, Woodhall Farm, Hemel Hempstead	3,942	2,430	1,750	10,492	18.4	8.7	0.0	-9.6
Tesco Express, Flecher Way, Hemel Hempstead	311	171	162	11,559	1.9	0.5	0.0	-1.4
Tesco Express, The Dimes, Barnack Road, Hemel Hempstead	265	163	154	11,559	2.0	1.1	0.0	-0.9
Tesco Express, The Marlowes, Hemel Hempstead	533	280	266	11,559	3.1	2.1	0.0	-1.0
Tesco Superstore, Jarman Way, Hemel Hempstead	9,581	6,572	4,995	11,559	57.7	63.0	0.0	5.3
Other stores, Zone 11					8.0	8.0	0.0	0.0
Sub-total					181.6	243.5	0.0	61.9
Zone 12 Hemel Hempstead Fringe								
Co-op, Stoneycroft, Warners End, Hemel Hempstead	262	158	150	9,862	1.5	1.8	0.0	0.3
Tesco Express, Henry Wells Square, Grove Hill, Hemel Hempstead	321	220	218	11,559	2.5	6.6	0.0	4.1
Tesco Express, Stoneycroft, Warners End, Hemel Hempstead	311	186	177	11,559	2.0	3.0	0.0	0.9
Other stores, Zone 12					2.0	2.0	0.0	0.0
Sub-total					8.0	13.3	0.0	5.3
Zone 13 Berkhamstead								
Waitrose, St John's Well Lane, Berkhamstead	4,602	2,633	2,159	12,456	26.9	53.4	0.0	26.5
M&S Simply Food, High Street, Berkhamstead	1,784	1,109	1,054	10,876	11.5	6.0	0.0	-5.5
Tesco Express, High Street, Northchurch, Berkhamstead	261	182	173	11,559	2.0	7.4	0.0	5.4
Tesco Metro, High Street, Berkhamstead	2,506	1,445	1,098	11,559	12.7	5.0	0.0	-7.7
Sub-total					53.0	71.7	0.0	18.7
Zone 14 Tring								
Co-op, Silk Mill Way, Tring	252	184	175	9,862	1.7	0.4	0.0	-1.4
M&S Simply Food, Dolphin Square, Tring	1,027	638	606	10,876	6.6	9.1	0.0	2.5
Tesco Superstore, London Road, Tring	2,397	1,467	1,115	11,559	12.9	49.0	0.0	36.1
Other stores, Zone 14					1.4	1.4	0.0	0.0
Sub-total					22.6	59.9	0.0	37.3
Zone 15 St Albans								
Co-op, Cell Barnes Lane, St Albans	210	149	142	9,862	1.4	2.9	0.0	1.6
Co-op, High Street, Redbourn, St Albans	240	140	133	9,862	1.3	0.6	0.0	-0.8
Co-op, Park Street, How Wood, St Albans	168	106	101	9,862	1.0	3.0	0.0	2.0
Iceland, Victoria Street, St Albans	1,012	506	491	6,393	3.1	1.1	0.0	-2.1
Marks & Spencer (BP), Verulam Road, St Albans	100	70	67	10,876	0.7	0.4	0.0	-0.3
Marks & Spencer, St Peter's Street, St Albans	943	566	538	10,876	5.8	4.9	0.0	-1.1
Morrisons, Hatfield Road, St Albans	6,490	3,739	3,039	11,695	35.5	65.7	0.0	30.1
Sainsbury's Local, Marshalewck Lane, St Albans	399	194	175	10,492	1.8	3.6	0.0	1.7
Sainsbury's, Emerald Close, St Albans	7,085	4,367	3,144	10,492	33.0	52.6	0.0	19.6
Tesco Express, Beech Road, St Albans	359	220	238	11,559	2.0	0.2	0.0	0.2
Tesco Express, Hatfield Road, St Albans	458	321	304	11,559	3.5	1.8	0.0	-1.7
Tesco Express, Luton Road, Harpenden	300	170	162	11,559	1.9	3.9	0.0	2.1
Tesco Express, St. Bredias Place, Jersey Farm Estate, St Albans	399	280	266	11,559	3.1	0.7	0.0	-2.3
Tesco Metro, St. Peters Street, St Albans	1,954	1,127	857	11,559	9.9	10.7	0.0	0.8
Waitrose, Ermine Close, Milnes Avenue, St Albans	3,392	1,940	1,591	12,456	19.8	29.1	0.0	9.2
Local shops, St Albans City Centre					1.3	1.3	0.0	0.0
Other stores, Zone 15					3.6	3.6	0.0	0.0
Sub-total					129.6	179.7	0.0	50.1
Zone 16 London Colney Fringe								
Co-op, Bradmore Green, Brookmans Park, Hatfield	201	134	127	9,862	1.3	2.8	0.0	1.6

Table 6a: Estimated 'capacity' for new convenience goods facilities in South West Hertfordshire (all five authority areas)

Year	Benchmark Turnover (£m) ¹	Survey Turnover (£m) ²	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	1,152.7	1,370.9	35.8	138.9	115.2
2021	1,148.1	1,404.5	36.3	138.3	154.4
2026	1,149.2	1,461.9	36.7	138.5	210.9
2031	1,155.0	1,518.8	37.1	139.2	261.8
2036	1,160.8	1,578.1	37.6	139.9	315.0
Study Area Market Share (%)		53.1			

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by South West Hertfordshire facilities at 53.1% from the Study Area
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within the five authority areas from Table 5
2016 Prices

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2017	115.2	9,900	12,600
2021	154.4	13,400	16,900
2026	210.9	18,200	23,100
2031	261.8	22,500	28,600
2036	315.0	27,000	34,200

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2016 Prices

Table 6c: Extant convenience goods commitments in South West Hertfordshire

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. The foodstore is proposed to be delivered within Phase 3A and would therefore form part of a subsequent RM application.	Lidl store assumed 1,714 sq m gross = 1,100 sq m net x 80% convenience goods area = 880 sq m net. Remaining new floorspace is likely to be replacement convenience goods floorspace so no further allowance is made.	4,800	4.2
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead (revised application 4/00595/18/MFA)	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru cafe/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 1,184 sq m net and is anticipated to be occupied by Lidl. Net comparison floorspace is 7,400 sq m net.	4,800	5.7
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 80% convenience goods area = 1,025 sq m	4,800	4.9
Dacorum	4/03157/16/MFA, Aviva site, Maylands Avenue, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres, comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	1,950	10,000	19.5
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1 (shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross floorspace additions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further assumed that 20% of this total will be dedicated to convenience goods = 1,441 sqm net.	9,000	13.0
St Albans	5/2016/3386, Griffiths Way South	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	1,921	6,767	13.0
Total			8,029		60.3

2016 Prices

Table 6d: Net quantitative capacity for additional convenience goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2017	115.2	60.3	54.9	4,700	6,000
2021	154.4	60.1	94.3	8,200	10,400
2026	210.9	60.1	150.8	13,000	16,500
2031	261.8	60.4	201.4	17,300	22,000
2036	315.0	60.7	254.3	21,800	27,600

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2016 Prices

Table 6e: Estimated 'capacity' for new convenience goods facilities in Hertsmeire

Year	Benchmark Turnover (£m) ¹	Survey Turnover (£m) ²	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	201.3	198.4	0.0	23.5	-26.4
2021	200.5	203.3	0.0	23.4	-20.7
2026	200.7	211.6	0.0	23.7	-12.8
2031	201.7	219.8	0.0	23.8	-5.7
2036	202.7	228.4	0.0	23.9	1.8
Study Area Market Share (%)		7.7			

- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
- Assumes constant market share claimed by Hertsmeire facilities at 7.7% from the Study Area (allows for no inflow uplift)
- Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Hertsmeire from Table 5

2016 Prices

Table 6f: Gross quantitative capacity for additional convenience goods floorspace in Hertsmeire

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2017	-26.4	-2,300	-2,900
2021	-20.7	-1,800	-2,300
2026	-12.8	-1,100	-1,400
2031	-5.7	-500	-600
2036	1.8	200	200

- Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
- Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6g: Extant convenience goods commitments in Hertsmeire

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Hertsmeire	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Total			0		0.0

2016 Prices

Table 6h: Net quantitative capacity for additional convenience goods floorspace in Hertsmeire

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2017	-26.4	0.0	-26.4	-2,300	-2,900
2021	-20.7	0.0	-20.7	-1,800	-2,300
2026	-12.8	0.0	-12.8	-1,100	-1,400
2031	-5.7	0.0	-5.7	-500	-600
2036	1.8	0.0	1.8	200	200

- Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
- 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 per sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6i: Estimated 'capacity' for new convenience goods facilities in Three Rivers

Year	Benchmark Turnover (£m) ¹	Survey Turnover (£m) ²	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	104.2	147.9	0.0	44.1	-0.4
2021	103.8	151.5	0.0	43.9	3.8
2026	103.9	157.7	0.0	44.0	9.8
2031	104.4	163.9	0.0	44.2	15.2
2036	105.0	170.3	0.0	44.4	20.9
Study Area Market Share (%)		5.7			

- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
- Assumes constant market share claimed by Three Rivers facilities at 5.7% from the Study Area (allows for no inflow uplift)
- Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Three Rivers from Table 5

2016 Prices

Table 6j: Gross quantitative capacity for additional convenience goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2017	-0.4	0	0
2021	3.8	300	400
2026	9.8	900	1,100
2031	15.2	1,300	1,700
2036	20.9	1,800	2,300

- Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
- Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6k: Extant convenience goods commitments in Three Rivers

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. The foodstore is proposed to be delivered within Phase 3A and would therefore form part of a subsequent RM application.	Lidl store assumed 1,714 sq m gross = 1,100 sq m net x 80% convenience goods area = 880 sq m net. Remaining new floorspace is likely to be replacement convenience goods floorspace so no further allowance is made.	4,800	4.2
Total			880		4.2

2016 Prices

Table 6l: Net quantitative capacity for additional convenience goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2017	-0.4	4.2	-4.6	-400	-500
2021	3.8	4.2	-0.4	0	0
2026	9.8	4.2	5.6	500	600
2031	15.2	4.2	11.0	900	1,200
2036	20.9	4.3	16.6	1,400	1,800

- Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
- 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6m: Estimated 'capacity' for new convenience goods facilities in Dacorum

Year	Benchmark Turnover (£m) ¹	Survey Turnover (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2017	265.3	388.5	0.0	123.2
2021	264.2	398.0	0.0	133.8
2026	264.5	414.3	0.0	149.8
2031	265.8	430.4	0.0	164.6
2036	267.1	447.2	0.0	180.1
Study Area Market Share (%)		15.0		

- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
- Assumes constant market share claimed by Dacorum facilities at 15.1% from the Study Area (allows for no inflow uplift)
- Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Dacorum from Table 5

2016 Prices

Table 6n: Gross quantitative capacity for additional convenience goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2017	123.2	10,600	13,500
2021	133.8	11,600	14,700
2026	149.8	12,900	16,400
2031	164.6	14,200	18,000
2036	180.1	15,400	19,600

- Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
- Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6o: Extant convenience goods commitments in Dacorum

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead (revised application 4/00595/18/MFA)	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 1,184 sq m net and is anticipated to be occupied by Lidl. Net comparison floorspace is 7,400 sq m net.	4,800	5.7
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 80% convenience goods area = 1,025 sq m	4,800	4.9
Dacorum	4/03157/16/MFA, Aviva site, Maylands Avenue, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres, comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	1,950	10,000	19.5
Total			4,159		30.1

2016 Prices

Table 6p: Net quantitative capacity for additional convenience goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2017	123.2	30.1	93.1	8,000	10,200
2021	133.8	30.0	103.8	9,000	11,400
2026	149.8	30.0	119.8	10,400	13,100
2031	164.6	30.2	134.5	11,600	14,700
2036	180.1	30.3	149.8	12,800	16,300

- Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
- 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6q: Estimated 'capacity' for new convenience goods facilities in Watford

Year	Benchmark Turnover (£m) ¹	Survey Turnover (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2017	303.0	317.8	0.0	14.8
2021	301.8	325.5	0.0	23.8
2026	302.1	338.8	0.0	36.8
2031	303.6	352.0	0.0	48.4
2036	305.1	365.8	0.0	60.7
Study Area Market Share (%)		12.3		

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Watford facilities at 12.3% from the Study Area (allows for no inflow uplift)
3. Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within Watford from Table 5

2016 Prices

Table 6r: Gross quantitative capacity for additional convenience goods floorspace in Watford

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2017	14.8	1,300	1,600
2021	23.8	2,100	2,600
2026	36.8	3,200	4,000
2031	48.4	4,200	5,300
2036	60.7	5,200	6,600

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6s: Extant convenience goods commitments in Watford

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1 (shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross floorspace additions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further assumed that 20% of this total will be dedicated to convenience goods = 1,441 sqm net.	9,000	13.0
Total			1,441		13.0

2016 Prices

Table 6t: Net quantitative capacity for additional convenience goods floorspace in Watford

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2017	14.8	13.0	1.8	200	200
2021	23.8	12.9	10.8	900	1,200
2026	36.8	12.9	23.8	2,100	2,600
2031	48.4	13.0	35.4	3,000	3,900
2036	60.7	13.1	47.6	4,100	5,200

1. Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
2. 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6u: Estimated 'capacity' for new convenience goods facilities in St Albans

Year	Benchmark Turnover (£m) ¹	Survey Turnover (£m) ²	Inflow (£m)	Designated Centre Overtrading (£m)	Surplus Expenditure (£m)
2017	278.9	318.4	35.8	71.3	4.0
2021	277.8	326.2	36.3	71.0	13.7
2026	278.0	339.5	36.7	71.1	27.1
2031	279.4	352.7	37.1	71.4	39.0
2036	280.8	366.5	37.6	71.8	51.4
Study Area Market Share (%)		12.3			

- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)
- Assumes constant market share claimed by St Albans facilities at 12.3% from the Study Area
- Designated Centre Overtrading is the surplus positive turnover of all stores within designated Centres within St Albans from Table 5

2016 Prices

Table 6v: Gross quantitative capacity for additional convenience goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2017	4.0	300	400
2021	13.7	1,200	1,500
2026	27.1	2,300	3,000
2031	39.0	3,400	4,300
2036	51.4	4,400	5,600

- Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
- Average sales density assumed to be £9,137 per sq.m (rounded) based on the average sales density of discount operators as identified by Verdict 2016
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

Table 6w: Extant convenience goods commitments in St Albans

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Convenience Turnover (£m)
Griffiths Way South	5/2016/3386	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	1,921	6,767	13.0
Total			1,921		13.0

2016 Prices

Table 6x: Net quantitative capacity for additional convenience goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2017	4.0	13.0	-9.0	-800	-1,000
2021	13.7	12.9	0.7	100	100
2026	27.1	13.0	14.1	1,200	1,500
2031	39.0	13.0	26.0	2,200	2,800
2036	51.4	13.1	38.3	3,300	4,200

- Average sales density assumed to be £11,605 per sq.m (rounded) based on the average sales density of the leading four supermarkets as identified by Verdict 2016
- 50% of residual expenditure assumed to be consumed by leading four supermarkets (£11,605 sq m) and 50% assumed to be consumed by discount operators (£6,670 per sq m) as identified by Verdict 2016. This equates to £9,137/sq m.
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2016 Prices

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 7a: Population

Zone	Population				
	2017	2021	2026	2031	2036
1	63,113	65,036	67,440	69,844	72,248
2	51,556	53,127	55,091	57,055	59,019
3	20,662	21,404	22,332	23,261	24,189
4	13,334	13,813	14,412	15,011	15,610
5	40,168	41,611	43,416	45,220	47,025
6	25,205	26,111	27,244	28,376	29,508
7	27,105	27,758	28,574	29,390	30,206
8	33,301	34,103	35,105	36,108	37,110
9	16,168	16,558	17,045	17,531	18,018
10	23,865	24,440	25,158	25,877	26,595
11	66,656	69,322	72,656	75,989	79,322
12	37,994	39,514	41,414	43,314	45,214
13	25,233	26,243	27,505	28,767	30,029
14	14,572	15,155	15,883	16,612	17,341
15	201,793	209,921	218,799	226,809	233,987
16	50,286	51,866	53,772	55,511	57,159
17	98,752	104,129	110,301	115,553	120,278
18	95,371	98,176	101,682	105,188	108,694
19	35,094	36,126	37,416	38,706	39,997
20	200,121	209,670	220,104	229,504	238,385
21	34,049	35,051	36,302	37,554	38,806
22	62,274	65,108	68,438	71,558	74,218
Total	1,236,672	1,284,242	1,340,090	1,392,739	1,442,959

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)																		
	2017 with SFT										2017										2021										2026										2031										2036								
Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total						
1	1,086	198	999	409	147	281	216	3,011	925	168	851	348	125	239	184	256	3,097	990	180	911	373	134	256	197	274	3,314	1,150	209	1,059	433	155	297	229	319	3,851	1,338	244	1,235	505	181	347	267	372	4,489	1,566	285	1,442	590	212	405	312	434	5,245						
2	1,028	182	1,019	424	133	289	201	2,922	876	155	868	361	114	246	171	249	3,040	937	166	929	387	121	263	183	266	3,253	1,089	193	1,080	449	141	306	213	310	3,781	1,267	225	1,259	524	165	357	249	361	4,407	1,483	263	1,470	612	192	417	290	422	5,149						
3	1,207	250	1,156	498	169	332	286	3,722	1,029	213	985	424	144	283	244	317	3,637	1,101	228	1,054	454	154	303	261	339	3,892	1,279	264	1,225	527	179	352	303	394	4,524	1,488	308	1,429	615	208	410	354	459	5,272	1,742	360	1,669	718	243	479	413	536	6,161						
4	1,436	297	1,308	543	178	375	342	4,222	1,223	253	1,115	462	152	319	291	360	4,175	1,309	270	1,193	495	162	342	312	385	4,468	1,521	314	1,386	575	189	397	362	448	5,193	1,770	366	1,617	671	220	463	422	522	6,052	2,072	428	1,888	783	257	541	493	610	7,072						
5	1,025	185	989	406	127	286	200	2,777	873	158	843	346	108	245	171	236	2,989	935	169	902	371	116	262	183	253	3,189	1,086	196	1,048	431	134	305	212	294	3,796	1,264	229	1,223	502	157	356	248	342	4,320	1,479	267	1,428	587	183	415	289	400	5,048						
6	1,091	227	1,063	476	163	320	266	3,342	929	193	906	405	139	272	227	287	3,359	994	207	970	434	149	291	243	307	3,594	1,156	240	1,127	504	173	339	282	357	4,177	1,345	280	1,314	588	202	395	329	416	4,868	1,574	328	1,535	686	235	461	384	486	5,899						
7	1,210	239	1,177	494	167	328	285	3,96	1,031	204	1,002	421	142	279	242	338	3,659	1,103	218	1,073	450	152	299	259	361	3,916	1,282	253	1,247	523	177	347	301	420	4,551	1,492	295	1,454	611	206	405	352	490	5,304	1,746	345	1,698	713	240	473	411	572	6,198						
8	1,241	256	1,114	497	143	362	275	3,99	1,057	218	949	423	122	308	235	340	3,652	1,132	233	1,016	453	130	330	251	364	3,908	1,315	271	1,181	526	151	383	292	423	4,542	1,530	316	1,377	614	177	447	340	493	5,294	1,791	369	1,608	717	206	522	398	576	6,186						
9	1,582	343	1,461	608	208	429	389	4,38	1,348	292	1,245	518	177	366	332	373	4,650	1,443	312	1,332	554	189	391	355	399	4,976	1,676	363	1,548	644	220	455	412	464	5,783	1,951	423	1,806	751	257	530	481	541	6,740	2,283	495	2,109	877	300	619	562	631	7,876						
10	1,192	241	1,138	544	168	345	287	3,65	1,016	206	970	464	143	294	244	311	3,647	1,087	220	1,038	496	153	314	261	333	3,902	1,263	256	1,206	577	178	365	304	387	4,535	1,469	298	1,407	673	207	426	354	451	5,286	1,720	348	1,643	786	242	497	414	527	6,176						
11	1,038	191	1,033	469	134	300	209	2,89	884	163	880	400	114	255	178	247	3,121	946	174	942	428	122	273	190	264	3,340	1,100	202	1,094	497	142	318	221	307	3,881	1,279	236	1,276	580	186	370	258	358	4,524	1,497	276	1,491	677	194	432	301	418	5,286						
12	1,125	220	1,095	540	149	346	250	3,10	959	188	933	460	127	295	213	264	3,439	1,026	201	998	492	136	316	228	283	3,680	1,192	233	1,160	572	158	367	285	329	4,277	1,387	272	1,353	667	185	428	309	383	4,985	1,624	318	1,580	779	216	500	361	448	5,825						
13	1,321	278	1,247	555	184	362	322	4,01	1,126	237	1,062	473	156	309	274	342	3,979	1,204	253	1,137	506	167	330	294	366	4,258	1,400	295	1,321	588	194	384	341	425	4,948	1,629	344	1,541	686	227	448	398	496	5,767	1,906	401	1,799	801	265	523	465	579	6,739						
14	1,169	248	1,113	586	179	374	295	3,55	1,031	211	948	499	152	318	251	302	3,678	1,066	226	1,015	534	163	341	269	323	3,936	1,239	262	1,179	621	189	396	312	376	4,575	1,441	306	1,376	724	221	462	364	438	5,332	1,687	357	1,606	846	258	539	425	512	6,230						
15	1,106	223	857	430	125	389	246	3,308	942	190	730	366	106	331	209	369	3,244	1,008	203	781	392	114	355	224	395	3,472	1,172	236	908	456	132	412	260	459	4,035	1,363	275	1,059	532	154	481	304	535	4,703	1,596	322	1,236	621	180	561	355	625	5,495						
16	1,127	257	996	690	137	512	281	3,34	960	219	848	588	117	436	239	285	3,691	1,027	234	908	629	125	466	256	305	3,950	1,194	272	1,055	731	145	542	297	354	4,590	1,389	318	1,230	853	169	632	347	413	5,351	1,626	371	1,437	996	197	738	405	482	6,252						
17	1,079	211	1,002	554	148	379	249	3,927	919	179	854	472	126	323	212	260	3,346	984	192	914	505	135	346	227	278	3,581	1,143	223	1,062	587	157	402	264	323	4,161	1,330	260	1,238	686	183	469	307	376	4,850	1,557	304	1,446	800	214	547	359	440	5,697						
18	1,217	247	1,149	509	161	325	285	3,39	1,037	210	979	434	137	277	243	332	3,648	1,110	225	1,048	464	147	296	260	355	3,904	1,290	261	1,217	639	171	344	302	412	4,537	1,500	305	1,420	629	199	401	353	481	5,288	1,756	355	1,658	734	233	469	412	552	6,179						
19	1,238	251	1,168	517	166	348	301	3,80	1,055	214	995	440	142	296	256	324	3,723	1,129	229	1,065	471	152	317	274	347	3,984	1,312	266	1,237	547	176	369	318	403	4,630	1,526	311	1,443	639	206	430	371	470	5,396	1,786	363	1,685	746	240	502	434	549	6,305						
20	1,062	200	781	351	121	360	212	3,05	893	170	666	299	103	307	181	345	2,726	969	182	712	320	110	329	193	369	3,184	1,126	212	828	372	128	382	225	429	3,701	1,310	247	966	434	149	445	262	500	4,313	1,533	288	1,128	507	174	520	306	584	5,040						
21	1,351	278	1,226	534	174	352	325	4,12	1,151	237	1,045	455	148	300	277	351	3,964	1,232	253	1,118	487	159	321	296	375	4,242	1,432	294	1,299	566	185	373	344	436	4,930	1,666	343	1,515	660	215	435	402	509	5,746	1,950	401	1,770	771	252	508	469	594	6,714						
22	1,094	229	932	470	124	309	217	2,6																																																			

Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m) 2017										Comparison goods expenditure (£m) 2021										Comparison goods expenditure (£m) 2026										Comparison goods expenditure (£m) 2031										Comparison goods expenditure (£m) 2036										Comparison goods growth (£m)			
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		2017-2021	2017-2026	2017-2031	2017-2036
1	58.4	10.6	53.7	22.0	7.9	15.1	11.6	16.2	195.5	64.4	11.7	59.3	24.2	8.7	16.6	12.8	17.8	215.5	77.6	14.1	71.4	29.2	10.5	20.1	15.4	21.5	259.7	93.5	17.0	86.2	35.3	12.7	24.2	18.6	26.0	313.5	113.2	20.6	104.2	42.6	15.3	29.3	22.5	31.4	379.0	20.1	64.3	118.1	183.5					
2	45.1	8.0	44.8	18.6	5.9	12.7	8.8	12.8	156.7	49.8	8.8	49.4	20.5	6.5	14.0	9.7	14.2	172.8	60.0	10.6	59.5	24.7	7.8	16.9	11.7	17.1	208.3	72.3	12.9	71.8	29.9	9.4	20.4	14.2	20.6	251.4	87.5	15.5	86.6	36.1	11.3	24.6	17.1	24.9	303.9	16.1	51.6	94.7	147.2					
3	21.3	4.4	20.4	8.8	3.0	5.8	5.0	6.5	75.2	23.6	4.9	22.6	9.7	3.3	6.5	5.6	7.3	83.3	28.6	5.9	27.4	11.8	4.0	7.9	6.8	8.8	101.9	34.6	7.2	33.2	14.3	4.8	9.5	8.2	10.7	122.6	42.1	8.7	40.4	17.4	5.9	11.6	10.0	13.0	149.0	8.2	25.9	47.5	73.9					
4	16.3	3.4	14.9	6.2	2.0	4.3	3.9	4.8	55.7	18.1	3.7	16.5	6.8	2.2	4.7	4.3	5.3	61.7	21.9	4.5	20.0	8.3	2.7	5.7	5.2	6.5	74.8	26.6	5.5	24.3	10.1	3.3	7.0	6.3	7.8	90.8	32.3	6.7	29.5	12.2	4.0	8.4	7.7	9.5	110.4	6.0	19.2	35.2	54.7					
5	35.1	6.3	33.9	13.9	4.3	9.8	6.9	9.5	119.7	38.9	7.0	37.5	15.4	4.8	10.9	7.6	10.5	132.7	47.2	8.5	45.5	18.7	5.8	13.2	9.2	12.7	160.9	57.1	10.3	55.3	22.7	7.1	16.1	11.2	15.5	195.3	69.6	12.6	67.1	27.6	8.6	19.5	13.6	18.8	237.4	13.0	41.2	75.6	117.7					
6	23.4	4.9	22.8	10.2	3.5	6.9	5.7	7.2	84.7	26.0	5.4	25.3	11.3	3.9	7.6	6.3	8.0	93.8	31.5	6.6	30.7	13.7	4.7	9.2	7.7	9.7	113.8	38.2	8.0	37.3	16.7	5.7	11.2	9.3	11.8	138.1	46.4	9.7	45.3	20.3	6.9	13.6	11.3	14.3	167.9	9.2	29.1	53.5	83.2					
7	27.9	5.5	27.2	11.4	3.8	7.6	6.6	9.1	99.2	30.6	6.0	29.8	12.5	4.2	8.3	7.2	10.0	108.7	36.6	7.2	35.6	15.0	5.0	9.9	8.6	12.0	130.0	43.8	8.7	42.7	17.9	6.1	11.9	10.3	14.4	155.9	52.7	10.4	51.3	21.5	7.3	14.3	12.4	17.3	187.2	9.5	30.8	56.7	86.0					
8	35.2	7.3	31.6	14.1	4.1	10.3	7.8	11.3	121.6	38.6	8.0	34.6	15.4	4.4	11.3	8.6	12.4	133.3	46.2	9.5	41.4	18.5	5.3	13.5	10.2	14.8	159.5	55.2	11.4	49.7	22.2	6.4	16.1	12.3	17.8	191.1	66.5	13.7	59.7	26.6	7.6	19.4	14.8	21.4	229.6	11.7	37.8	69.5	107.9					
9	21.8	4.7	20.1	8.4	2.9	5.9	5.4	6.0	75.2	23.9	5.2	22.1	9.2	3.1	6.5	5.9	6.6	82.4	28.6	6.2	26.4	11.0	3.8	7.7	7.0	7.9	98.6	34.2	7.4	31.7	13.2	4.5	9.3	8.4	9.5	118.2	41.1	8.9	38.0	15.8	5.4	11.2	10.1	11.4	141.9	7.2	23.4	43.0	66.7					
10	24.2	4.9	23.1	11.1	3.4	7.0	5.8	7.4	87.0	26.6	5.4	25.4	12.1	3.7	7.7	6.4	8.1	95.4	31.8	6.4	30.3	14.5	4.5	9.2	7.6	9.7	114.1	38.0	7.7	36.4	17.4	5.4	11.0	9.2	11.7	136.8	45.7	9.3	43.7	20.9	6.4	13.2	11.0	14.0	164.3	8.3	27.1	49.8	77.2					
11	58.9	10.8	58.7	28.7	7.6	17.0	11.8	16.4	208.0	65.6	12.1	65.3	29.7	8.5	18.9	13.2	18.3	231.5	79.9	14.7	79.5	36.1	10.3	23.1	16.1	22.3	282.0	97.2	17.9	97.0	44.1	12.6	28.1	19.6	27.2	343.8	118.8	21.9	118.2	53.7	15.4	34.3	23.9	33.1	419.3	23.5	74.0	135.7	211.3					
12	36.4	7.1	35.4	17.5	4.8	11.2	8.1	10.0	130.7	40.5	7.9	39.5	19.5	5.4	12.5	9.0	11.2	145.4	49.4	9.7	48.1	23.7	6.6	15.2	11.0	13.6	177.1	60.1	11.8	58.6	28.9	8.0	18.5	13.4	16.6	215.9	73.4	14.4	71.4	35.2	9.8	22.6	16.3	20.2	263.4	14.8	46.5	85.3	132.7					
13	28.4	6.0	26.8	11.9	3.9	7.8	6.9	8.6	100.4	31.6	6.7	29.8	13.3	4.4	8.7	7.7	9.6	111.7	38.5	8.1	36.3	16.2	5.3	10.6	9.4	11.7	136.1	46.8	9.9	44.3	19.7	6.5	12.9	11.4	14.3	165.9	57.2	12.0	54.0	24.0	8.0	15.7	14.0	17.4	202.4	11.3	35.7	65.5	102.0					
14	14.5	3.1	13.8	7.3	2.2	4.6	3.7	4.4	53.6	16.2	3.4	15.4	8.1	2.5	5.2	4.1	4.9	59.7	19.7	4.2	18.7	9.9	3.0	6.3	5.0	6.0	72.7	23.9	5.1	22.9	12.0	3.7	7.7	6.0	7.3	88.6	29.3	6.2	27.9	14.7	4.5	9.4	7.4	8.9	108.0	6.1	19.1	35.0	54.4					
18	98.9	20.1	93.4	41.3	13.1	28.4	23.2	31.6	348.0	108.9	22.1	102.8	46.6	14.4	29.1	25.5	34.8	383.3	131.1	26.6	123.8	54.8	17.4	35.0	30.7	41.9	461.4	157.8	32.1	149.4	66.1	21.0	42.2	37.1	50.6	556.3	190.9	38.7	190.2	79.8	25.3	50.9	44.7	61.0	671.7	35.4	113.4	208.3	323.7					
19	37.0	7.5	34.9	15.4	5.0	10.4	9.0	11.4	130.6	40.8	8.3	38.5	17.0	5.5	11.5	9.9	12.5	143.3	49.1	10.0	46.3	20.5	6.6	13.8	11.9	15.1	173.2	59.1	12.0	55.9	24.7	8.0	16.6	14.4	18.2	208.9	71.5	14.5	67.4	29.8	9.6	20.1	17.3	22.0	252.2	13.3	42.6	78.2	121.5					
21	39.2	8.1	35.6	15.5	5.1	10.2	9.4	11.9	135.0	43.2	8.9	39.2	17.1	5.6	11.3	10.4	13.2	148.7	50.2	10.3	45.5	19.8	6.5	13.1	12.1	15.3	172.8	68.4	12.0	53.1	23.1	7.5	15.3	14.1	17.8	201.4	68.3	14.1	62.0	27.0	8.8	17.8	16.4	20.8	235.3	13.7	37.8	66.4	100.4					
Inner Study Area Total	622.1	122.7	591.0	240.2	62.5	173.0	139.6	158.4	2170.7	697.1	135.5	652.3	297.4	91.1	151.1	154.2	204.7	2404.0	827.7	163.1	763.5	343.4	109.3	230.3	183.7	248.6	2896.0	995.9	197.0	940.8	418.4	162.6	273.1	224.2	297.7	3304.5	1203.7	237.8	1147.1	505.3	160.1	335.9	270.6	359.3	4222.7	222.6	719.3	1617.8	2043.1					
15	190.2	38.3	147.3	74.0	21.4	68.9	42.3	74.4	654.7	211.7	42.7	164.0	82.3	23.8	74.4	47.1	62.9	728.8	250.4	51.7	198.6	99.7	28.9	90.2	57.0	100.4	822.9	309.3	62.5	240.1	120.6	34.9	109.0	68.9	121.4	1066.6	373.5	75.3	289.3	145.2	42.1	131.3	83.0	146.2	1,285.8	74.1	228.1	411.9	631.1					
16	48.3	11.0	42.7	29.6	5.9	21.9	20.9	14.3	185.6	53.3	12.2	47.1	32.6	6.5	24.2	13.3	15.8	204.9	64.2	14.6	56.7	39.3	7.8	29.1	16.0	19.0	246.8	77.1	17.6	68.3	47.4	9.4	35.1	19.2	22.9	297.0	92.9	21.2	82.1	56.9	11.3	42.2	23.1	27.6	357.4	19.3	61.2	111.4	171.7					
17	90.8	17.7	84.3	46.6	12.5	31.9	20.9	25.6	330.4	102.5	20.0	95.1	52.6	14.1	36.0	23.6	28.9	372.8	126.1	24.6	117.1	64.8	17.3	44.3	29.1	35.6	459.0	153.7	30.1	143.1	79.1	21.2	54.2	35.5	43.5	560.4	187.3	36.6	173.9	96.2	25.7	65.8	43.2	52.9	681.6	42.4	128.6	230.0	351.2					
20	181.2	34.1	133.2	59.9	20.6	61.4	36.1	69.0	595.5	203.1	38.2	149.4	67.2	23.1	68.9	40.5	77.4	667.7	236.0	44.4	173.6	78.0	26.8	80.1	47.1	89.9	775.9	274.6	51.8	202.5	91.0	31.3	93.4	54.9	104.9	904.3	321.5	60.5	236.4	106.3	36.5	109.0	64.1	122.4	1,056.6	72.2	180.4	308.8	461.3					
22	58.0	12.1	49.5	24.9	6.6	16.4	11.5	14.0	193.1	64.9	13.6	55.3	27.9	7.4	18.3	12.9	15.7	216.0	75.4	15.8	64.3	32.4	8.6	21.3	14.9	18.9	251.1	87.8	18.4	75.0	37.8	10.0	24.9	17.4	21.3	292.6	102.7	21.5	87.6	44.2	11.6	29.0	20.4	24.9	341.9	22.9	68.0	99.5	148.8					
Total	1,190.5	235.9	1,048.0	495.2	149.4	371.6	262.5	382.9	4,138.0	1,322.5	262.1	1,163.7	550.1	165.9	413.0	291.5	425.4	4,594.3	1,585.9	314.3	1,396.8	660.7	199.1	495.3	349.8	509.8	5,511.6	1,899.4	377.3	1,678.8	794.3	239.3	594.6	420.2	611.6	6,615.4	2,284.6	452.8	2,016.4	954.1	287.3	713.3	504.4	733.3	7,946.2	458.3	1,375.6	2,479.4	3,810.2					

Notes:
a. Zones based on the post code sectors shown on the plan at Appendix A
b. Per capita expenditure derived from Experian MMG3 data (2017 report)
c. Population derived from Experian MMG3 data (2017 report)
d. Per capita expenditure projected forward using forecast growth rates taken from Tables 1a and 1b of Experian Retail Planner Briefing Note 15
e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Figure 5 of Appendix 3 of Experian Retail Planner Briefing Note 15

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 9: Clothing & footwear shopping patterns

Destination	Watford BC		Hemel Hempstead BC		Stevenage BC		Dunsmuir BC		St Albans DC		Inner Study Area	Zone 15					Zone 22								
	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)	Zone 9 Clothing (%)		Zone 10 Clothing (%)	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)	Zone 14 Clothing (%)	Zone 15 Clothing (%)	Zone 16 Clothing (%)	Zone 17 Clothing (%)	Zone 18 Clothing (%)	Zone 19 Clothing (%)	Zone 20 Clothing (%)	Zone 21 Clothing (%)	Zone 22 Clothing (%)	
Zone 1 Watford South																									
Cole Valley Retail Park, Lower High Street, Watford	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Waterfields Shopping Park, Waterfields Way, Watford	1.60%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Watford Arches Retail Park, Lower High Street, Watford	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Watford Town Centre	24.55%	81.83%	80.80%	68.66%	27.13%	26.61%	0.76%	64.10%	81.49%	59.56%	55.72%	13.80%	10.39%	10.14%	6.49%	9.31%	1.23%	1.73%	26.11%	2.63%	0.91%	19.62%	2.60%	0.00%	
Others, Zone 1	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Sub-total	25.96%	90.86%	81.45%	72.69%	27.55%	26.61%	0.76%	79.12%	81.49%	59.56%	59.26%	13.80%	11.10%	10.14%	6.49%	10.58%	1.23%	1.73%	27.01%	2.53%	0.91%	19.46%	2.60%	0.00%	
Zone 2 Watford North																									
Asia, Odhams Industrial Estate, St Albans Road, Watford	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Garrison Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Sub-total	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Zone 3 Bushey & Aldenham																									
Aldenham Village Centre	0.01%	0.00%	0.00%	0.00%	1.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Coston, Harpspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Sub-total	0.01%	0.00%	0.00%	0.00%	1.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Zone 4 Bishops & Shenley																									
Radlett Town Centre	0.07%	0.00%	0.00%	1.02%	0.00%	1.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Sub-total	0.11%	0.00%	0.00%	1.02%	0.00%	2.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Zone 5 Borehamwood & Elstree																									
Borehamwood Town Centre	2.08%	0.00%	0.66%	2.37%	3.54%	27.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.87%	0.00%	0.00%	
Slingsby Retail Park, Slingsby Way, Borehamwood	0.11%	0.00%	0.00%	0.00%	0.00%	3.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Tesco Extra, Chantry Road, Borehamwood	0.18%	0.00%	0.00%	0.00%	3.25%	2.29%	1.00%	7.80%	0.00%	0.00%	3.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%	
Others, Zone 5	0.16%	0.00%	0.00%	0.00%	0.00%	3.77%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Sub-total	2.53%	0.00%	0.66%	2.37%	6.79%	34.65%	2.01%	0.00%	0.00%	0.00%	3.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.87%	0.00%	0.00%	
Zone 6 Pottery & Colindale																									
Pottery Bar Town Centre	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	5.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
South Mimms Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Tesco Superstore, Milton Lane, Pottery Bar	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.72%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Others, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Sub-total	0.17%	0.00%	0.00%	0.00%	0.00%	0.00%	7.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Zone 7 Rickmansworth																									
Clovely Green Local Centre	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.15%	0.00%	10.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Others, Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Sub-total	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.15%	0.00%	10.49%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Zone 8 Rickmansworth North & South Other																									
Northwood Local Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
South Oxley Local Centre	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Sub-total	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Zone 9 Chorleywood & Elstree																									
Chorleywood Village Centre	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Sarsted Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Sub-total	0.03%	0.00%																							

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 11: Books, CDs, DVDs shopping patterns

Destination	Watford DC		Hemel Hempstead DC		Stevenage DC		Dunstable DC		St Albans DC		Zone 21	Zone 22										
	Total Books etc (%)	Zone 1 Books etc (%)	Zone 2 Books etc (%)	Zone 3 Books etc (%)	Zone 4 Books etc (%)	Zone 5 Books etc (%)	Zone 6 Books etc (%)	Zone 7 Books etc (%)	Zone 8 Books etc (%)	Zone 9 Books etc (%)			Zone 10 Books etc (%)	Zone 11 Books etc (%)	Zone 12 Books etc (%)	Zone 13 Books etc (%)	Zone 14 Books etc (%)	Zone 15 Books etc (%)	Zone 16 Books etc (%)	Zone 17 Books etc (%)	Zone 18 Books etc (%)	Zone 19 Books etc (%)
Zone 1 Watford District																						
Cole Valley Retail Park, Lower High Street, Watford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Watfields Shopping Park, Watfields Way, Watford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Watford Avenue Retail Park, Lower High Street, Watford	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	13.58%	88.00%	51.19%	80.57%	12.28%	12.38%	0.00%	33.51%	59.80%	20.22%	31.01%	0.00%	0.00%	5.20%	2.12%	3.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 1	0.32%	3.14%	0.00%	4.80%	0.00%	0.00%	0.00%	5.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	14.02%	91.19%	51.19%	85.37%	12.28%	12.38%	0.00%	39.27%	59.80%	20.22%	31.01%	0.00%	0.00%	5.20%	2.12%	3.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 2 Watford North																						
Asia, Odhams Industrial Estate, St Albans Road, Watford	0.47%	1.57%	9.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Garrison Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.47%	1.57%	9.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 3 Bushey & Aldenham																						
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Busley Town Centre	0.40%	2.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Coston, Harpspring Lane, Bushey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.40%	2.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 4 Busley & Shenley																						
Radlett Town Centre	0.10%	0.00%	0.00%	0.00%	20.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.02%	0.00%	0.00%	0.00%	3.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.12%	0.00%	0.00%	0.00%	24.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 5 Borehamwood & Elstree																						
Borehamwood Town Centre	1.16%	0.00%	0.00%	2.45%	14.63%	26.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Slings Road Park, Slings Way, Borehamwood	0.00%	0.00%	0.00%	2.45%	3.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Chantry Road, Borehamwood	0.13%	0.00%	0.00%	0.00%	27.84%	2.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	2.01%	0.00%	0.00%	4.91%	18.60%	14.24%	4.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 6 Pottery & Cuffley																						
Pottery Bar Town Centre	1.01%	0.00%	0.00%	0.00%	0.00%	42.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Milton Lane, Pottery Bar	0.00%	0.00%	0.00%	0.00%	0.00%	24.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	1.01%	0.00%	0.00%	0.00%	0.00%	71.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 7 Rickmansworth																						
Cloney Green Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 8 Rickmansworth Heath & South Oxhey																						
Northwood Local Centre	0.75%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
South Oxhey Local Centre	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	19.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	1.41%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	22.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 9 Chorleywood & Elmer																						
Chorleywood Village Centre	0.56%	0.00%	0.00%	0.00%	0.00%	0.00%	2.88%	0.00%	32.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Elmer Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sarlat Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.56%	0.00%	0.00%	0.00%	0.00%	0.00%	2.88%	0.00%	32.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 10 Knees Langley & Abbots Langley																						
Abbots Langley Village Centre	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Knees Langley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 10	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.85%	2.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 11 Hemel Hempstead																						
Hemel Hempstead Town Centre	7.44%	0.00%	0.00%	0.00%	0.00%	2.78%	0.00%	0.00%	0.00%	27.30%	77.81%	49.83%	13.00%	3.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Aspley Mills Retail Park, London Road, Hemel Hempstead	0.32%	0.00%	0.00%	0.00%	0.00%	0.																

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 13: Small Household goods shopping patterns

Destination	Watford BC		Hemel Hempstead BC		Hemel Hempstead Town Centre		Hemel Hempstead		Decoy BC		St Albans DC		Inner Study Area	Outer Study Area											
	Total H/Hold (%)	Zone 1 H/Hold (%)	Zone 2 H/Hold (%)	Zone 3 H/Hold (%)	Zone 4 H/Hold (%)	Zone 5 H/Hold (%)	Zone 6 H/Hold (%)	Zone 7 H/Hold (%)	Zone 8 H/Hold (%)	Zone 9 H/Hold (%)	Zone 10 H/Hold (%)	Zone 11 H/Hold (%)		Zone 12 H/Hold (%)	Zone 13 H/Hold (%)	Zone 14 H/Hold (%)	Zone 15 H/Hold (%)	Zone 16 H/Hold (%)	Zone 17 H/Hold (%)	Zone 18 H/Hold (%)	Zone 19 H/Hold (%)	Zone 20 H/Hold (%)	Zone 21 H/Hold (%)	Zone 22 H/Hold (%)	
Zone 1 Watford South																									
Cole Valley Retail Park, Lower High Street, Watford	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.59%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Watfields Shopping Park, Watfields Way, Watford	0.72%	4.12%	4.60%	0.00%	1.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Watford Avenue Retail Park, Lower High Street, Watford	0.23%	0.00%	0.00%	8.28%	2.82%	1.69%	0.00%	2.20%	0.00%	0.00%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	23.00%	88.62%	62.08%	56.67%	28.45%	19.82%	16.26%	67.68%	67.68%	50.10%	40.43%	2.82%	4.52%	32.00%	3.34%	2.81%	1.21%	2.61%	34.32%	9.99%	0.00%	19.30%	0.00%	0.00%	0.00%
Others, Zone 1	0.12%	0.00%	0.00%	1.34%	0.00%	0.00%	0.00%	4.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	24.97%	93.78%	66.67%	66.29%	31.35%	21.28%	16.26%	74.70%	72.14%	50.10%	41.71%	2.82%	7.83%	32.00%	4.34%	2.81%	1.21%	2.61%	34.32%	9.99%	0.00%	19.30%	0.00%	0.00%	0.00%
Zone 2 Watford North																									
Asia, Odhams Industrial Estate, St Albans Road, Watford	0.67%	0.00%	13.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Garrison Village Centre	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.71%	0.00%	13.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	0.00%	1.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 3 Bushey & Aldenham																									
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Busley Town Centre	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Coston, Harpspring Lane, Busley	0.15%	0.00%	0.78%	0.00%	7.82%	0.00%	0.00%	1.14%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.23%	1.00%	0.78%	0.00%	7.82%	0.00%	0.00%	1.14%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 4 Bushey & Shenley																									
Radlett Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.01%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.01%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 5 Borehamwood & Elstree																									
Borehamwood Town Centre	1.51%	0.00%	0.00%	3.28%	1.97%	38.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Slingsby Retail Park, Slingsby Way, Borehamwood	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Chesham Road, Borehamwood	0.28%	0.00%	0.00%	2.82%	1.69%	0.00%	0.00%	2.20%	0.00%	0.00%	0.28%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.01%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	2.03%	0.00%	0.00%	3.28%	1.97%	38.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 6 Pottery & Hatfield																									
Potters Bar Town Centre	0.28%	0.00%	0.00%	0.00%	0.00%	17.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Milton Lane, Potters Bar	0.04%	0.00%	0.00%	0.00%	0.00%	2.82%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.32%	0.00%	0.00%	0.00%	0.00%	20.56%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 7 Rickmansworth																									
Cloney Green Local Centre	0.04%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.19%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	5.93%	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 8 Hemel Hempstead North & South Other																									
Northfold Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
South Oxley Local Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 9 Chorleywood & Elstree																									
Chorleywood Village Centre	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Samet Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 10 Knees Langley & Abbots Langley																									
Abbots Langley Village Centre	0.00%	0.00%	0.00%	0.0																					

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 15: Recreational goods shopping patterns

Destination	Watford BC		Hemel Hempstead BC		Hertsmere BC		Hertsmere BC		Hertsmere BC		Hertsmere BC		Hertsmere BC		Hertsmere BC		Inner Study Area	Outer Study Area							
	Total Recrtn (%)	Zone 1 Recrtn (%)	Zone 2 Recrtn (%)	Zone 3 Recrtn (%)	Zone 4 Recrtn (%)	Zone 5 Recrtn (%)	Zone 6 Recrtn (%)	Zone 7 Recrtn (%)	Zone 8 Recrtn (%)	Zone 9 Recrtn (%)	Zone 10 Recrtn (%)	Zone 11 Recrtn (%)	Zone 12 Recrtn (%)	Zone 13 Recrtn (%)	Zone 14 Recrtn (%)	Zone 15 Recrtn (%)		Zone 16 Recrtn (%)	Zone 17 Recrtn (%)	Zone 18 Recrtn (%)	Zone 19 Recrtn (%)	Zone 20 Recrtn (%)	Zone 21 Recrtn (%)	Zone 22 Recrtn (%)	
Zone 1 Watford South																									
Cole Valley Retail Park, Lower High Street, Watford	0.91%	1.30%	1.03%	2.19%	0.00%	0.00%	0.00%	4.00%	0.00%	2.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Waterfields Shopping Park, Waterfields Way, Watford	5.32%	29.54%	13.20%	13.20%	11.33%	0.00%	0.00%	10.41%	4.84%	6.18%	5.80%	6.20%	2.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Watford Avenue Retail Park, Lower High Street, Watford	1.80%	2.30%	3.10%	13.20%	0.00%	0.00%	0.00%	8.30%	0.00%	2.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Watford Town Centre	20.50%	63.38%	78.80%	58.66%	48.84%	36.24%	3.23%	68.86%	57.87%	31.37%	56.68%	3.10%	1.91%	18.12%	3.46%	5.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 1	0.60%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	4.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	29.22%	97.64%	96.15%	87.41%	61.56%	55.24%	5.66%	91.70%	82.76%	48.13%	64.09%	9.33%	3.63%	18.12%	3.46%	22.26%	1.66%	4.05%	16.93%	4.20%	0.00%	18.24%	0.00%	0.00%	0.00%
Zone 2 Watford North																									
Asia, Odhams Industrial Estate, St Albans Road, Watford	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Garrison Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 3 Bushey & Aldenham																									
Aldenham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bushey Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Coston, Harpspring Lane, Bushey	0.14%	0.00%	0.78%	0.00%	10.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.20%	0.00%	0.78%	0.00%	10.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 4 Bushey & Shenley																									
Radlett Town Centre	0.60%	0.00%	0.00%	0.00%	3.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shenley Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.60%	0.00%	0.00%	0.00%	3.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 5 Borehamwood & Elstree																									
Borehamwood Town Centre	1.85%	0.00%	0.78%	0.00%	4.93%	38.22%	7.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sitting Row Retail Park, Sitting Way, Borehamwood	0.00%	0.00%	0.00%	2.15%	0.00%	2.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Chantry Road, Borehamwood	0.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 5	0.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	2.70%	0.00%	0.78%	2.15%	4.93%	40.65%	7.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 6 Pottery & Cuffley																									
Pottery Bar Town Centre	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	4.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
South Mimms Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Milton Lane, Pottery Bar	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.18%	0.00%	0.00%	0.00%	0.00%	0.00%	4.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 7 Rickmansworth																									
Cloney Green Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rickmansworth Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Others, Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 8 Rickmansworth North & South Other																									
Northwood Local Centre	0.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
South Oxley Local Centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.02%	2.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.02%	3.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 9 Chorleywood & Elstree																									
Chorleywood Village Centre	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Elstree Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Samet Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 10 Knees Langley & Abbots Langley																									
Abbots Langley Village Centre	0.00%</																								

South West Hertfordshire Retail & Leisure Study
Nexus Planning

Table 23: Furniture goods shopping patterns

Destination	Watford DC		Hemel Hempstead DC		Stevenage DC		Dunsmuir DC		St Albans DC		Zone 21	Zone 22						
	Furniture (%)	Zone 1 Furniture (%)	Furniture (%)	Zone 1 Furniture (%)	Furniture (%)	Zone 1 Furniture (%)	Furniture (%)	Zone 1 Furniture (%)	Furniture (%)	Zone 1 Furniture (%)								
Zone 1 Watford South																		
Cole Valley Retail Park, Lower High Street, Watford	2.7%	2.4%	1.4%	12.4%	1.6%	1.3%	0.0%	5.9%	9.6%	5.8%	0.0%	4.4%	0.0%	1.1%	0.0%	15.9%	1.8%	0.0%
Waterfields Shopping Park, Waterfields Way, Watford	1.1%	6.1%	7.2%	2.0%	2.4%	0.0%	0.0%	1.8%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%
Watford Avenue Retail Park, Lower High Street, Watford	8.4%	18.8%	22.3%	23.5%	20.7%	0.0%	0.0%	30.3%	24.2%	18.8%	22.1%	16.0%	0.0%	2.6%	7.2%	0.0%	6.0%	0.0%
Watford Town Centre	17.9%	64.6%	38.3%	42.1%	37.1%	24.5%	20.6%	22.1%	53.4%	40.6%	32.7%	10.4%	13.7%	9.3%	16.2%	1.5%	2.7%	0.0%
Others, Zone 1	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	30.5%	92.8%	79.3%	80.1%	62.6%	41.9%	22.5%	59.5%	87.6%	61.9%	56.9%	37.6%	25.4%	17.9%	11.9%	25.4%	1.5%	9.3%
Zone 2 Watford North																		
Asia, Odhams Industrial Estate, St Albans Road, Watford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Garrison Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others, Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 3 Bushey & Aldenham																		
Aldenham Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bushey Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Coston, Harpspring Lane, Bushey	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others, Zone 3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 4 Borehamwood & Shenley																		
Radiet Town Centre	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shenley Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 5 Borehamwood & Elstree																		
Borehamwood Town Centre	1.6%	0.0%	0.0%	1.0%	6.6%	3.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%
Slingsby Retail Park, Slingsby Way, Borehamwood	0.7%	0.0%	0.0%	0.0%	0.0%	8.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Chantry Road, Borehamwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others, Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	2.3%	0.0%	0.0%	1.0%	6.6%	11.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%
Zone 6 Watlington																		
Puters Bar Town Centre	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	22.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.2%	0.0%	0.0%
South Mimms Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Superstore, Milton Lane, Puters Bar	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others, Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	22.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.2%	0.0%	0.0%
Zone 7 Rickmansworth																		
Cloney Green Local Centre	0.2%	0.9%	0.0%	0.0%	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rickmansworth Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others, Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.4%	0.9%	0.0%	0.0%	0.0%	0.0%	18.6%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 8 Watlington Heath & South Oxhey																		
Northwood Local Centre	0.2%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
South Oxhey Local Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.3%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 9 Chorleywood & Elstree																		
Chorleywood Village Centre	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elstree Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sarsted Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 10 Knees Langley & Abbots Langley																		
Abbots Langley Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Knees Langley Village Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others, Zone 10	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 11 Hemel Hempstead																		
Hemel Hempstead Town Centre	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	9.1%	12.6%	10.6%	1.1%	1.9%	1.4%	1.4%	0.0%	0.0%
Aspley Mills Retail Park, London Road, Hemel Hempstead	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.4%	22.1%	18.2%	4.0%	4.0%	0.0%	0.0%	0.0%	0.0%
Others, Zone 11	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	24.4%	34.7%	28.8%	5.1%	5.9%	1.4%	1.4%	0.0%	0.0%
Zone 12 Hemel Hempstead Fringe																		
Growthill Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others, Zone 12	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 13 Berkhamstead																		
Berkhamstead Town Centre	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	1.1%	1.5%	20.9%	3.1%	0.0%	0.0%	0.0%	0.0%
Others, Zone 13	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	1.1%	1.5%	20.9%	3.1%	0.0%	0.0%	0.0%	0.0%
Zone 14 Tring																		
Tring Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others, Zone 14	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 15 St Albans																		
Abbey View Retail Park, Griffiths Way, St Albans	0.4%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	1.9%	1.6%	0.0%	0.0%
St Albans City Centre	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	1.4%	0.0%	0.0%					

Table 26a: Estimated 'capacity' for new comparison goods facilities in South West Hertfordshire (all five authority areas)

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2017	2,147.9	2,114.6	33.3	0.0
2021	2,286.3	2,282.3	36.6	32.6
2026	2,556.6	2,738.0	42.8	224.2
2031	2,850.5	3,286.4	50.1	486.0
2036	3,178.1	3,947.5	58.7	828.0
Study Area Market Share (%)		49.7%		

- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
- Assumes reduced market share claimed by South West Hertfordshire facilities at 49.7% from the Study Area (currently 51.2%)

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2017	0.0	0	0
2021	32.6	4,100	5,600
2026	224.2	25,100	34,300
2031	486.0	48,800	66,600
2036	828.0	74,600	101,800

- Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
- Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2016 Prices

Table 26c: Extant comparison goods commitments in South West Hertfordshire

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. After allowing for a foodstore, offices and a bookmakers, there is 2,647 sq m of space left for potential comparison goods uses.	Assumed that comparison goods might be 75% of the 2,647 sq m residual figure = 1,985 sq m. We have assumed that 50% of this figure is 'new' floorspace (i.e. not replacement) = 992 sq m.	6,500	6.4
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru cafe/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 812 sq m net. Net comparison floorspace is 8,000 sq m net.	6,500	52.0
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 20% comparison goods area = 256 sq m	4,800	1.2
Dacorum	4/03157/16/MFA, Aviva site, Maylands Avenue, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres, comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	We have assumed that the net to gross ratio for comparison goods is 75% = 5,613 sq m net	6,500	36.5
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross floorspace additions of 10,291 sq m. We have assumed that the net:gross ratio is 70% = 7,204 sq m net. We have further assumed that 80% of this total will be dedicated to convenience goods = 5,763 sq m net.	7,500	43.2
St Albans	5/2016/3386, Griffiths Way South	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	4,800	6,500	31.2
St Albans	5/2016/3629, Hertfordshire House Civic Close St Albans	Infill of building overhang at ground floor and partial change of use of basement and ground floor to flexible commercial use (A1/A2/A3/B1/D1).	218	6,500	1.4
St Albans	5/2015/2212, Town Hall, St Albans	Change of use of building to accommodate new museum and gallery with ancillary cafe and retail facilities including extension of basement, first floor glazed link extensions, display of advertisement banners and lettering, replac	200	6,500	1.3
Total			25,842		173.3

Table 26d: Net quantitative capacity for additional comparison goods floorspace in South West Hertfordshire

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2017	0.0	173.3	-173.3	-23,100	-31,500
2021	32.6	184.5	-151.9	-19,000	-26,000
2026	224.2	206.1	18.1	2,000	2,800
2031	486.0	229.8	256.2	25,700	35,100
2036	828.0	256.2	571.8	51,500	70,300

- Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
- Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
- Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2016 Prices

Table 26e: Estimated 'capacity' for new comparison goods facilities in Hertsmere

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2017	146.4	146.4	0.0	0.0
2021	155.9	143.1	0.0	-12.7
2026	174.3	171.7	0.0	-2.6
2031	194.3	206.1	0.0	11.8
2036	216.7	247.6	0.0	30.9
Study Area Market Share (%)		3.1%		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes reduced market share claimed by Hertsmere facilities at 3.0% from the Study Area (currently 3.5%)

Table 26f: Gross quantitative capacity for additional comparison goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2017	0.0	0	0
2021	-12.7	-1,600	-2,200
2026	-2.6	-300	-400
2031	11.8	1,200	1,600
2036	30.9	2,800	3,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2016 Prices

Table 26g: Extant comparison goods commitments in Hertsmere

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Hertsmere	N/A	Over 40 applications involving development to or from A classes have extant permission. However, none are sizable and most relate to changes of use of small High Street units. The extant permissions are judged largely to be neutral in floorspace terms.	0	0	0.0
Total			0		0.0

Table 26h: Net quantitative capacity for additional comparison goods floorspace in Hertsmere

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2017	0.0	0.0	0.0	0	0
2021	-12.7	0.0	-12.7	-1,600	-2,200
2026	-2.6	0.0	-2.6	-300	-400
2031	11.8	0.0	11.8	1,200	1,600
2036	30.9	0.0	30.9	2,800	3,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26g) from surplus expenditure (sourced from Table 26e)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2016 Prices

Table 26i: Estimated 'capacity' for new comparison goods facilities in Three Rivers

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2017	54.0	54.0	0.0	0.0
2021	57.5	60.0	0.0	2.5
2026	64.3	72.0	0.0	7.7
2031	71.7	86.4	0.0	14.7
2036	80.0	103.8	0.0	23.9
Study Area Market Share (%)		1.3%		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Three Rivers facilities at 1.3% from the Study Area

Table 26j: Gross quantitative capacity for additional comparison goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2017	0.0	0	0
2021	2.5	300	400
2026	7.7	900	1,200
2031	14.7	1,500	2,000
2036	23.9	2,200	2,900

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2016 Prices

Table 26k: Extant comparison goods commitments in Three Rivers

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Three Rivers	16/0005/FUL, South Oxhey regeneration	The approved Development Schedule sets out the type and maximum quantity of development that can be provided across the South Oxhey redevelopment as a whole. This permits up to 5,137 sqm of flexible town centre uses (Classes A1-A5, D1, D2, B1 and Bookmakers) including a Lidl foodstore of up to 1,714 sqm. After allowing for a foodstore, offices and a bookmakers, there is 2,647 sq m of space left for potential comparison goods uses.	Assumed that comparison goods might be 75% of the 2,647 sq m residual figure = 1,985 sq m. We have assumed that 50% of this figure is 'new' floorspace (i.e. not replacement) = 992 sq m.	6,500	6.4
Total			992		6.4

Table 26l: Net quantitative capacity for additional comparison goods floorspace in Three Rivers

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2017	0.0	6.4	-6.4	-900	-1,200
2021	2.5	6.9	-4.4	-500	-700
2026	7.7	7.7	0.0	0	0
2031	14.7	8.6	6.2	600	800
2036	23.9	9.5	14.3	1,300	1,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26k) from surplus expenditure (sourced from Table 26i)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2016 Prices

Table 26m: Estimated 'capacity' for new comparison goods facilities in Dacorum

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2017	435.3	435.3	0.0	0.0
2021	463.4	483.6	0.0	20.2
2026	518.2	580.1	0.0	61.9
2031	577.7	696.3	0.0	118.6
2036	644.1	836.4	0.0	192.2
Study Area Market Share (%)		10.5%		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes constant market share claimed by Dacorum facilities at 10.5% from the Study Area

Table 26n: Gross quantitative capacity for additional comparison goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2017	0.0	0	0
2021	20.2	2,500	3,400
2026	61.9	6,900	9,500
2031	118.6	11,900	16,300
2036	192.2	17,300	23,600

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Table 26o: Extant comparison goods commitments in Dacorum

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Dacorum	4/00424/15/MOA, Jarman Park, St Albans Hill, Hemel Hempstead	The proposed development involves the erection of Class A1 retail development (to include convenience and comparison retail floorspace and ancillary cafe) and Class A3 drive thru café/restaurant (with ancillarytakeaway) unit together with access, car parking, service yard and associated works.	Net convenience floorspace is 812 sq m net. Net comparison floorspace is 8,000 sq m net.	6,500	52.0
Dacorum	4/01317/14/MFA, Gossoms End, Berkhamstead	Full Planning permission (4/01317/14/MFA) has been granted for a 1,884 sq m gross Lidl store and 30 flats. The development has not been implemented, but a number of applications to discharge the planning conditions have been submitted recently, which suggests that a start on site is imminent.	Net floorspace is 1,281 sq m net x 20% comparison goods area = 256 sq m	4,800	1.2
Dacorum	4/03157/16/MFA, Aviva site, Maylands Avenue, Hemel Hempstead	Outline planning permission (4/01132/15/MOA) has been granted for retail development (12,503 sq. metres), offices (3,004 sq. metres) and restaurants (650 sqm) at this site. The conditions attached to this permission stipulate that the net retail floor area shall not exceed 9,290 sq. metres, comprising a maximum of: • 1,414 sq. metres of convenience food goods • 7,848 sq. metres of comparison non-food goods The Council has now granted a reserved matters application (4/03157/16/MFA). This application proposes an increase in net convenience floorspace to 1,950 sqm.	We have assumed that the net to gross ratio for comparison goods is 75% = 5,613 sq m net	6,500	36.5
Total			13,869		89.7

Table 26p: Net quantitative capacity for additional comparison goods floorspace in Dacorum

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2017	0.0	89.7	-89.7	-12,000	-16,300
2021	20.2	95.5	-75.3	-9,400	-12,900
2026	61.9	106.8	-44.8	-5,000	-6,900
2031	118.6	119.1	-0.5	0	-100
2036	192.2	132.7	59.5	5,400	7,300

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26o) from surplus expenditure (sourced from Table 26m)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2016 Prices

Table 26q: Estimated 'capacity' for new comparison goods facilities in Watford

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2017	1,085.6	1,063.8	21.8	0.0
2021	1,155.6	1,181.7	23.9	50.0
2026	1,292.2	1,417.7	28.0	153.4
2031	1,440.7	1,701.6	32.7	293.6
2036	1,606.3	2,043.9	38.3	475.9
Study Area Market Share (%)	25.7%			

- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
- Assumes constant market share claimed by Watford facilities at 25.8% from the Study Area

Table 26r: Gross quantitative capacity for additional comparison goods floorspace in Watford

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2017	0.0	0	0
2021	50.0	6,300	8,600
2026	153.4	17,200	23,500
2031	293.6	29,500	40,300
2036	475.9	42,900	58,500

- Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
- Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2016 Prices

Table 26s: Extant comparison goods commitments in Watford

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
Watford	16/00076/VAR, Charter Place, Watford	Part demolition/reconfiguration/change of use of existing Charter Place Shopping Centre, demolition of 37-57 and 67-69 High Street, and part retention of 63-65, High Street. Erection of new buildings within Classes A1(shops), A3 (restaurants) and D2 (including cinema), including provision of new covered market, together with associated plant and machinery, and ancillary facilities. Provision of new public realm. Alterations to existing pedestrian and cycle access and egress arrangements, highway alterations/ improvements and other ancillary works and operations. Variation of Condition 2 of planning permission ref. 14/00779/VAR to incorporate amendments to the ground and first floor retail units, second floor leisure unit, design of the high level glazed canopy, reorientation of the escalators and stairs within the central space and other minor amendments.	Gross floorspace additions of 10,291 sq m. We have assumed that the net-gross ratio is 70% = 7,204 sq m net. We have further assumed that 80% of this total will be dedicated to convenience goods = 5,763 sq m net.	7,500	43.2
Total			5,763		43.2

Table 26t: Net quantitative capacity for additional comparison goods floorspace in Watford

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2017	0.0	43.2	-43.2	-5,800	-7,900
2021	50.0	46.0	4.0	500	700
2026	153.4	51.4	102.0	11,400	15,600
2031	293.6	57.4	236.2	23,700	32,400
2036	475.9	64.0	411.9	37,100	50,700

- Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
- Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
- Residual calculated by subtracting turnover of commitments (sourced from Table 26s) from surplus expenditure (sourced from Table 26q)
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2016 Prices

Table 26u: Estimated 'capacity' for new comparison goods facilities in St Albans

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2017	426.5	414.9	11.6	0.0
2021	454.0	413.9	12.7	-27.4
2026	507.6	496.5	14.8	3.7
2031	566.0	596.0	17.4	47.4
2036	631.1	715.9	20.3	105.1
Study Area Market Share (%)		9.0%		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)
2. Assumes reduced market share claimed by St Albans facilities at 9.0% from the Study Area (currently 10.0%)

Table 26v: Gross quantitative capacity for additional comparison goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2017	0.0	0	0
2021	-27.4	-3,400	-4,700
2026	3.7	400	600
2031	47.4	4,800	6,500
2036	105.1	9,500	12,900

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2016 Prices

Table 26w: Extant comparison goods commitments in St Albans

Destination	Reference	Proposal	Net Convenience Floorspace (sq m)	Estimated Sales Density (£/sq m)	Estimated Comparison Turnover (£m)
St Albans	5/2016/3386, Griffiths Way South	Outline application (access and scale sought) for mixed use development comprising Class A1 (discount foodstore), Class A1 (non food retail), D2 (gym) and Class A3/A5 (restaurant and drive-through)	4,800	6,500	31.2
St Albans	5/2016/3629, Hertfordshire House Civic Close St Albans	Infill of building overhang at ground floor and partial change of use of basement and ground floor to flexible commercial use (A1/A2/A3/B1/D1).	218	6,500	1.4
St Albans	5/2015/2212, Town Hall, St Albans	Change of use of building to accommodate new museum and gallery with ancillary cafe and retail facilities including extension of basement, first floor glazed link extensions, display of advertisement banners and lettering, replac	200	6,500	1.3
Total			5,763		33.9

Table 26x: Net quantitative capacity for additional comparison goods floorspace in St Albans

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2017	0.0	33.9	-33.9	-4,500	-6,200
2021	-27.4	36.1	-63.5	-8,000	-10,900
2026	3.7	40.4	-36.6	-4,100	-5,600
2031	47.4	45.0	2.3	200	300
2036	105.1	50.2	55.0	5,000	6,800

1. Average sales density assumed to be £7,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in South West Hertfordshire
2. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in South West Hertfordshire
3. Residual calculated by subtracting turnover of commitments (sourced from Table 26w) from surplus expenditure (sourced from Table 26u)
4. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2016 Prices