TOWN CENTRE HEALTH CHECK

Carter Jonas

CENTRE: WOBURN SANDS TOWN CENTRE

DATE OF SITE VISIT: 04.04.2017

POSITION IN RETAIL HIERARCHY: TOWN CENTRE

SOURCES: CJ SITE VISIT/ GOOGLE MAPS

Table 1: Current Retail and Service Offer - Outlets

Category	Number of Outlets	% of Total Outlets	UK (%)	Index
Comparison	13	30.2%	31.6%	96
Convenience	4	9.3%	8.7%	107
Retail Service	10	23.3%	14.2%	164
Leisure Service	10	23.3%	23.6%	99
Financial & Business Service	5	11.6%	10.5%	111
Vacant	1	2.3%	11.2%	21
TOTAL:	**43**	**100%**	**100%**	**599**

Source: CJ Site Visit (04/04/2017)

Notes: Whilst no recent Experian Goad Category system exists, the Experian Goad Indexing system is used in the above table. The Experian Goad indexing system shows the the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count. For example, if restaurants accounted for 10% of a centre's outlets and the UK average was also 10%, the index would be 100. If however, the UK average was 8%, the index would be 125. The index is an effective gap analysis tool and can be used to identify areas that are under and over represented within a centre. A retail category that is heavily under represented could indicate poor local demand. On the other hand, it could show that there is an untapped market waiting to be serviced. Either way, it provides a strong indication that the site will need to be examined further.

Table 2: Current Multiple Offer - Outlets & Floorspace

Category	Number of Outlets	% of Total Outlets	UK (%)	Index
Comparison	2	25.0%	42.8%	58
Convenience	2	25.0%	11.3%	222
Retail Service	2	25.0%	8.1%	308
Leisure Service	0	0.0%	22.4%	0
Financial & Business Service	2	25.0%	15.5%	161
TOTAL MULTIPLE OUTLETS & FLOORSPACE:	**8**	**100.0%**	**100.0%**	**750**

Source: CJ Site Visit (04/04/2017)

Notes: A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers. The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV are often sufficient in itself to attract consumers to a centre.

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Table 3: Representation of Retailers, Leisure & Service Operators (Top 60)

DEPARTMENT/VARIETY STORES STORES:		**CLOTHING & FOOTWEAR:**	
Debenhams	0	Burton	0
House of Fraser	0	Dorothy Perkins	0
John Lewis	0	H&M	0
Marks & Spencer	0	New Look	0
Other		Next	0
MIXED GOODS RETAILERS:		Primark	0
Argos	0	River Island	0
Boots the Chemist	0	Top Man	0
TK Maxx	0	Top Shop	0
WH Smith	0	Clarks	0
Wilkinson	0	Zara	0
Other		Other	0
SUPERMARKETS:			
Tesco	X	**OTHER RETAILERS:**	
Sainsbury's	0	Carphone Warehouse	0
Morrisons	0	Clintons	0
Waitrose	0	HMV	0
Asda	0	Sports Direct	0
M&S Simply Food	0	JD Sports	0
Aldi	0	Superdrug	0
Lidl	0	Phones 4 U	0
Co-Op	X	Vodafone	0
Other		Other	0
BANKS & BUILDING SOCIETIES:		**FOOD & BEVERAGE:**	
Lloyds	0	Pizza Hut	0
Barclays	X	Zizzi	0
NatWest	X	Bill's	0
HSB	0	McDonalds	0
Halifax	0	Burger King	0
Nationwide	0	Pizza Express	0
Other		Prezzo	0
CINEMA OPERATORS:		Nando's	0
Cineworld	0	Caffé Nero	0
Vue	0	Costa	0
Odeon	0	Starbucks	0
Curzon	0	Wagamama	0
Empire	0	Other	
The Light	0	**TOTAL:**	4
Other	0		

Notes: The list of national retailer, leisure and service operators identified is based on the list of 30 'Major Retailers' set out by Experian Goad in the Category Reports. This list has been expanded by CJ to include other major retail, leisure and service operators that in our judgement are most likely to "anchor" a town centre's offer and improve the consumer appeal of a centre. The presence of multiple outlets and major retailers can have a significant impact on neighbouring outlets. While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Table 4: Prime Zone A Rents in Woburn Sands and Similar Centres

Town	Prime Zone A Rents at 2016
Woburns Sands	£23-28 psf
Milton Keynes	£230 psf
Westcroft	£19-42 psf
Wolverton	£11-16 psf
Bletchley	£16-28 psf
Newport Pagnell	£19-23 psf
Olney	£33-44 psf
Stony Stratford	£23-35 psf
Kingston	£30-60 psf