

<b>CENTRE:</b>	<b>BLETCHLEY DISTRICT CENTRE</b>
<b>DATE OF SITE VISIT:</b>	<b>04.04.2017</b>
<b>POSITION IN RETAIL HIERARCHY:</b>	<b>DISTRICT CENTRE</b>
<b>SOURCES:</b>	<b>EXPERIAN GOAD CATEGORY REPORT (11/03/2015)</b>

**Table 1: Centre Rankings**

Centre	2007/08	2009/10	2014/15	2016/17
Bletchley	232	248	601	633
Kingston	644	647	601	482
Westcroft	1626	1754	1406	1187
Wolverton	1540	1330	2306	2021

Sources: VENUESCORE - UK Shopping Venue Rankings

Notes: VENUESCORE is Javelin Group's annual ranking of the UK's retail venues (including town centres, standalone malls, retail warehouse parks and factory outlet centres). VENUESCORE evaluates each venue in terms of its provision of multiple retailers – including anchor stores, fashion operators, and non-fashion multiples. The sectors covered include foodservice, which in recent years has become increasingly integrated in helping to define and differentiate successful retail offers, as well as all comparison and convenience-based product sectors. The score attached to each operator is weighted to reflect its overall impact on shopping patterns. For example, anchor stores (e.g. John Lewis, Marks & Spencer, Selfridges) receive a higher score than unit stores. The resulting aggregate score for each venue is called its VENUESCORE. The resulting VENUESCORE rankings generally correlate closely with the actual market sizes of these shopping venues (in terms of consumer spending). However, there are some notable exceptions. For example, the mega-malls such as Trafford Centre, Bluewater and Meadowhall will tend to generate spending levels that are well in excess of their relative VENUESCORE. The same is true of several London venues, with Oxford Street and the two Westfield schemes the most notable outliers to this rule.

**Table 2: Current Retail and Service Offer - Outlets**

Category	Number of Outlets	% of Total Outlets	UK (%)	Index
Comparison	48	26.5%	31.6%	84
Convenience	24	13.3%	8.7%	152
Retail Service	28	15.5%	14.2%	109
Leisure Service	44	24.3%	23.6%	103
Financial & Business Service	28	15.5%	10.5%	147
Vacant	9	5.0%	11.2%	44
Other Retail	0	0.0%	0.1%	0
<b>TOTAL:</b>	<b>181</b>	<b>100%</b>	<b>100%</b>	<b>641</b>

Source: Goad Centre Category Report, Experian (11/03/2015). Figures may not sum due to rounding.

Notes: The Experian Goad indexing system shows 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 3: Current Retail and Service Offer - Floorspace**

Category	Floorspace (sq m)	% of Total Floorspace	UK (%)	Index
Comparison	12,904	29.1%	35.5%	82
Convenience	8,649	19.5%	15.2%	128
Retail Service	2,834	6.4%	6.8%	95
Leisure Service	12,068	27.2%	24.7%	110
Financial & Business Service	5,314	12.0%	7.9%	152
Vacant	2,638	5.9%	9.3%	64
Other Retail Outlets	0	0.0%	0.1%	0
<b>TOTAL:</b>	<b>44,408</b>	<b>100.0%</b>	<b>99.38%</b>	<b>631</b>

Source: Goad Centre Category Report, Experian (11/03/2015). Figures may not sum due to rounding.

Notes: The floorspace figures are derived from the relevant Goad Plan. They are based on the footprint floorspace and the site area without the building lines. They should not therefore be read as a definitive report of floorspace. Notwithstanding this, they do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

**Table 4: Current Multiple Offer - Outlets & Floorspace**

Category	Number of Outlets	% of Total Outlets	UK (%)	Index
Comparison	29	38%	43%	89
Convenience	7	9%	11%	82
Retail Service	9	12%	8%	146
Leisure Service	16	21%	22%	94
Financial & Business Service	15	20%	15%	127
<b>TOTAL MULTIPLE OUTLETS &amp; FLOORSPACE:</b>	<b>76</b>	<b>100%</b>	<b>100%</b>	<b>539</b>

Source: Experian Goad Centre Category Report (11/03/2015)

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.

Table 5: Representation of Retailers, Leisure & Service Operators (Top 60)

DEPARTMENT/VARIETY STORES:			CLOTHING & FOOTWEAR:		
Debenhams	0		Burton	0	
House of Fraser	0		Dorothy Perkins	X	
John Lewis	0		H&M	0	
Marks & Spencer	0		New Look	0	
Other	0		Next	0	
<b>MIXED GOODS RETAILERS:</b>			Primark	0	
Argos	X		River Island	0	
Boots the Chemist	X		Top Man	0	
TK Maxx	0		Top Shop	0	
WH Smith	X		Clarks	0	
Wilkinson	XX		Zara	0	
Other	0		Other	Peacocks	
<b>SUPERMARKETS:</b>			<b>OTHER RETAILERS:</b>		
Tesco	0		Carphone Warehouse	0	
Sainsbury's	X		Clintons	0	
Morrisons	0		HMV	0	
Waitrose	0		Sports Direct	0	
Asda	0		JD Sports	0	
M&S Simply Food	0		Superdrug	0	
Aldi	0		Phones 4 U	0	
Lidl	0		Vodafone	X	
Co-Op	0		Other	0	
Other	0		<b>FOOD &amp; BEVERAGE:</b>		
<b>BANKS &amp; BUILDING SOCIETIES:</b>			Pizza Hut	X	
Lloyds	XX		Zizzi	0	
Barclays	X		Bill's	0	
NatWest	X		McDonalds	0	
HSBC	X		Burger King	0	
Halifax	X		Pizza Express	0	
Nationwide	X		Prezzo	0	
Other	Santander		Nando's	0	
<b>CINEMA OPERATORS:</b>			Caffé Nero	0	
Cineworld	0		Costa	X	
Vue	0		Starbucks	0	
Odeon	0		Wagamama	0	
Curzon	0		Other	TGI Fridays	
Empire	0		<b>TOTAL:</b>		
The Light	0		17		
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.

Notes: X = representation in centre and XX = more than one outlet in centre  
Source: CJ Site Visit (04/04/2017)

Table 6: Food and Convenience Goods - Diversity of Offer

Category	Number of Outlets	% of Total Outlets in Centre	UK (%)	Index
<b>SUB-TOTAL FOOD AND CONVENIENCE GOODS</b>				
Bakers & Confectioners	2	1.1%	1.9%	59
Butchers	2	1.1%	0.7%	170
CTN	2	1.1%	0.6%	191
Convenience Stores	9	5.0%	1.6%	313
Fishmongers	0	0.0%	0.1%	0
Frozen Foods	1	0.6%	0.3%	178
Greengrocers	1	0.6%	0.3%	184
Grocers & Delis	1	0.6%	1.0%	55
Health Foods	1	0.6%	0.5%	120
Supermarkets	2	1.1%	0.8%	135
Other (1)	3	1.7%	1.0%	167
<b>CENTRE TOTAL:</b>	<b>181</b>	<b>13.3%</b>	<b>8.7%</b>	<b>1571</b>

Notes: (1) 'Other' Category includes Markets, Health Foods, Off Licences, Shoe Repairs, etc.

Floorspace (sq m)	% of Total Floorspace in Centre	UK (%)
<b>8,649</b>		
167	0.4%	0.9%
362	0.8%	0.3%
334	0.8%	0.2%
1,514	3.4%	1.8%
0	0.0%	0.1%
260	0.6%	0.9%
177	0.4%	0.1%
102	0.2%	0.6%
149	0.3%	0.3%
3,818	8.6%	8.8%
1,765	4.0%	1.3%
<b>44,408</b>	<b>19.5%</b>	<b>15.2%</b>

Table 7: Comparison Goods Offer - Diversity of Offer

Category	Number of Outlets	% of Total Outlets	UK (%)	Index
<b>SUB-TOTAL COMPARISON GOODS OFFER</b>	<b>48</b>			
Antique Shops	1	0.6%	0.4%	135
Art & Art Dealers	0	0.0%	0.6%	0
Booksellers	0	0.0%	0.5%	0
Carpets & Flooring	0	0.0%	0.5%	0
Catalogue Showrooms	0	0.0%	0.1%	0
Charity Shops	9	5.0%	2.7%	183
Chemist & Drugstores	3	1.7%	1.1%	147
Childrens' & Infants' Wear	0	0.0%	0.4%	0
Clothing General	1	0.6%	1.7%	33
Crafts, Gifts, China & Glass	0	0.0%	1.6%	0
Cycles & Accessories	0	0.0%	0.3%	0
Department & Variety Stores	0	0.0%	0.4%	0
DIY & Home Improvement	0	0.0%	0.7%	0
Electrical & Other Durable Goods	5	2.8%	1.3%	214
Florists	2	1.1%	0.7%	165
Footwear	3	1.7%	1.0%	162
Furniture Fitted	0	0.0%	0.4%	0
Furniture General	2	1.1%	0.9%	130
Gardens & Equipment	0	0.0%	0.1%	0
Greeting Cards	1	0.6%	0.7%	77
Hardware & Household Goods	6	3.3%	1.5%	226
Jewellery, Watches & Silver	3	1.7%	1.6%	101
Ladies & Menswear	0	0.0%	1.6%	0
Ladies Wear & Accessories	3	1.7%	2.2%	74
Leather & Travel Goods	0	0.0%	0.2%	0
Mens Wear & Accessories	0	0.0%	0.8%	0
Music & Musical Instruments	0	0.0%	0.1%	0
Music & Video Recordings	1	0.6%	0.2%	325
Newsagents & Stationers	1	0.6%	1.2%	46
Office Supplies	0	0.0%	0.0%	0
Other Comparison Goods	2	1.1%	0.8%	135
Photographic & Optical	0	0.0%	0.1%	0
Secondhand Goods, Books, etc.	0	0.0%	0.3%	0
Sports, Camping & Leisure Goods	0	0.0%	0.7%	0
Telephones & Accessories	1	0.6%	1.3%	42
Textiles & Soft Furnishings	1	0.6%	0.7%	85
Toiletries, Cosmetics & Beauty Products	2	1.1%	1.0%	114
Toys, Games & Hobbies	1	0.6%	0.8%	71
Vehicle & Motorcycle Sales	0	0.0%	0.3%	0
Vehicle Accessories	0	0.0%	0.2%	0
<b>CENTRE TOTAL:</b>	<b>181</b>	<b>26.5%</b>	<b>31.4%</b>	<b>2463</b>

Floorspace (sq m)	% of Total Floorspace	UK (%)
<b>12,904</b>		
121	0.3%	0.2%
0	0.0%	0.4%
0	0.0%	0.4%
0	0.0%	0.5%
0	0.0%	0.5%
1,394	3.1%	1.8%
762	1.7%	1.5%
0	0.0%	0.3%
520	1.2%	3.3%
0	0.0%	0.8%
0	0.0%	0.2%
0	0.0%	4.5%
0	0.0%	1.1%
557	1.3%	1.0%
158	0.4%	0.2%
827	1.9%	0.9%
0	0.0%	0.4%
204	0.5%	1.4%
0	0.0%	0.1%
167	0.4%	0.5%
5,686	12.8%	3.7%
139	0.3%	0.7%
0	0.0%	1.9%
576	1.3%	2.0%
0	0.0%	0.1%
0	0.0%	0.6%
0	0.0%	0.1%
84	0.2%	0.2%
530	1.2%	0.9%
0	0.0%	0.1%
130	0.3%	0.6%
0	0.0%	0.1%
0	0.0%	0.2%
0	0.0%	1.0%
223	0.5%	0.7%
269	0.6%	0.5%
409	0.9%	0.9%
149	0.3%	0.7%
0	0.0%	0.5%
0	0.0%	0.2%
<b>44,408</b>	<b>29.1%</b>	<b>35.3%</b>

Table 8: Clothing, Footwear & Fashion

Category	Number of Outlets	% of Total Outlets in Centre	UK (%)	Index
<b>SUB-TOTAL CLOTHING, FOOTWEAR &amp; FASHION</b>	<b>10</b>			
Childrens' & Infants' Wear	0	0.0%	0.4%	0
Clothing General	1	0.6%	1.7%	33
Footwear	3	1.7%	1.0%	162
Jewellery, Watches & Silver	3	1.7%	1.6%	101
Ladies & Menswear	0	0.0%	1.6%	0
Ladies Wear & Accessories	3	1.7%	2.2%	74
Leather & Travel Goods	0	0.0%	0.2%	0
Mens Wear & Accessories	0	0.0%	0.8%	0
<b>CENTRE TOTAL:</b>	<b>181</b>	<b>5.5%</b>	<b>9.5%</b>	<b>371</b>

Floorspace (sq m)	% of Total Floorspace in Centre	UK (%)
<b>2,062</b>		
0	0.0%	0.3%
520	1.2%	3.3%
827	1.9%	0.9%
139	0.3%	0.7%
0	0.0%	1.9%
576	1.3%	2.0%
0	0.0%	0.1%
0	0.0%	0.6%
<b>44,408</b>	<b>4.6%</b>	<b>9.9%</b>

Table 9: Household & 'Bulky' Goods

Category	Number of Outlets	% of Total Outlets in Centre	UK (%)	Index
<b>SUB-TOTAL HOUSEHOLD &amp; BULKY GOODS</b>	<b>6</b>			
Carpets & Flooring	0	0.0%	0.5%	0
DIY & Home Improvement	0	0.0%	0.7%	0
Electrical & Other Durable Goods	5	2.8%	1.3%	214
Furniture Fitted	0	0.0%	0.4%	0
Textiles & Soft Furnishings	1	0.6%	0.7%	85
<b>CENTRE TOTAL:</b>	<b>181</b>	<b>3.3%</b>	<b>3.6%</b>	<b>299</b>

Floorspace (sq m)	% of Total Floorspace in Centre	UK (%)
<b>827</b>		
0	0.0%	0.5%
0	0.0%	1.1%
557	1.3%	1.0%
0	0.0%	0.4%
269	0.6%	0.5%
<b>44,408</b>	<b>1.9%</b>	<b>3.4%</b>

Table 10: Leisure Services

Category	Number of Outlets	% of Total Outlets in Centre	UK (%)	Index
<b>SUB-TOTAL LEISURE SERVICES</b>	<b>44</b>			
Bars & Wine Bars	0	0.0%	1.7%	0
Bingo & Amusements	2	1.1%	0.4%	283
Cafés	5	2.8%	4.5%	62
Casinos & Betting Offices	5	2.8%	1.4%	192
Cinemas, Theatres & Concert Halls	0	0.0%	0.3%	0
Clubs / Disco, Dance & Nightclubs	2	1.1%	0.8%	132
Fast Food & Take Away	19	10.5%	5.7%	184
Hotels & Guest Houses	1	0.6%	0.7%	79
Public Houses	2	1.1%	2.7%	41
Restaurants	6	3.3%	4.6%	72
Sports & Leisure Facilities	2	1.1%	0.9%	126
<b>CENTRE TOTAL:</b>	<b>181</b>	<b>24.3%</b>	<b>23.6%</b>	<b>1171</b>

Floorspace (sq m)	% of Total Floorspace in Centre	UK (%)
<b>12,068</b>		
0	0.0%	2.0%
381	0.9%	0.8%
520	1.2%	2.4%
799	1.8%	1.1%
0	0.0%	1.7%
1,171	2.6%	1.5%
1,997	4.5%	2.8%
381	0.9%	2.1%
715	1.6%	3.6%
678	1.5%	4.1%
5,426	12.2%	2.5%
<b>44,408</b>	<b>27.2%</b>	<b>24.7%</b>

Table 11: Class A3 - A5 Uses

Category	Number of Outlets	% of Total Outlets in Centre	UK (%)	Index
<b>SUB-TOTAL CLASS A3-A5 USES</b>	<b>32</b>			
Class A3: Restaurants & Cafés	11	6.1%	9.0%	67
Class A4: Drinking Establishments	2	1.1%	4.3%	25
Class A5: Hot Food Take-Away	19	10.5%	5.7%	184
<b>CENTRE TOTAL:</b>	<b>181</b>	<b>17.7%</b>	<b>19.1%</b>	<b>276</b>

Floorspace (sq m)	% of Total Floorspace in Centre	UK (%)
<b>3,911</b>		
1,198	2.7%	6.5%
715	1.6%	5.6%
1,997	4.5%	2.8%
<b>44,408</b>	<b>8.8%</b>	<b>14.9%</b>

Table 12: Retail Services

Category	Number of Outlets	% of Total Outlets in Centre	UK (%)	Index
<b>SUB-TOTAL RETAIL SERVICES</b>	<b>28</b>			
Dry Cleaners & Laundrettes	1	0.6%	0.8%	74
Health & Beauty	16	8.8%	8.7%	102
Opticians	3	1.7%	1.3%	124
Post Offices	1	0.6%	0.5%	110
Travel Agents	2	1.1%	0.8%	138
Other	5	2.8%	2.1%	132
<b>CENTRE TOTAL:</b>	<b>181</b>	<b>15.5%</b>	<b>14.2%</b>	<b>679</b>

Floorspace (sq m)	% of Total Floorspace in Centre	UK (%)
<b>2,834</b>		
111	0.3%	0.3%
1,003	2.3%	3.3%
483	1.1%	0.8%
167	0.4%	0.5%
195	0.4%	0.4%
873	2.0%	1.5%
<b>44,408</b>	<b>6.4%</b>	<b>6.8%</b>

Table 13: Financial & Business Services

Category	Number of Outlets	% of Total Outlets in Centre	UK (%)	Index
<b>SUB-TOTAL FINANCIAL &amp; BUSINESS SERVICES</b>	<b>28</b>			
Building Societies	1	0.6%	0.4%	126
Financial Services	2	1.1%	1.3%	85
Property Services	10	5.5%	3.6%	154
Retail Banks	8	4.4%	2.5%	179
Other	7	3.9%	2.6%	147
<b>CENTRE TOTAL:</b>	<b>181</b>	<b>15.5%</b>	<b>10.4%</b>	<b>691</b>

Floorspace (sq m)	% of Total Floorspace in Centre	UK (%)
<b>5,314</b>		
149	0.3%	0.3%
279	0.6%	0.7%
1,765	4.0%	1.9%
2,332	5.3%	2.9%
790	1.8%	7.8%
<b>44,408</b>	<b>12.0%</b>	<b>13.6%</b>

Table 14: Retailer Requirements

Retailer	Class	From ft2	To ft2
Fit4Less	D2	5000	8000
Poundworld	A1	5,000	20,000
		<b>10,000</b>	<b>28,000</b>

Sources: The Requirement List (April 2017) and Shop Property (April 2017)

Table 15: Prime Zone A Rents in Bletchley and similar centres

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

Figure 1: Area covered by Experian Goad Category Report 2015

