

**CENTRE:** WOLVERTON DISTRICT CENTRE

**DATE OF SITE VISIT:** 04.04.2017

**POSITION IN RETAIL HIERARCHY:** DISTRICT CENTRE

**SOURCES:** EXPERIAN GOAD CATEGORY REPORT (24/08/2015)

**Table 1: Centre Rankings**

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

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	16	21.1%	31.6%	67
Convenience	10	13.2%	8.7%	151
Retail Service	13	17.1%	14.2%	121
Leisure Service	24	31.6%	23.6%	134
Financial & Business Service	5	6.6%	10.5%	63
Vacant	8	10.5%	11.2%	94
Other Retail	0	0.0%	0.1%	0
<b>TOTAL:</b>	<b>76</b>	<b>100.0%</b>	<b>99.7%</b>	<b>629</b>

Source: Goad Centre Category Report, Experian (24/08/2015). 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	2,471	13.6%	35.5%	38
Convenience	9,968	54.8%	15.2%	361
Retail Service	1,765	9.7%	6.8%	144
Leisure Service	2,964	16.3%	24.7%	66
Financial & Business Service	465	2.6%	7.9%	32
Vacant	557	3.1%	9.3%	33
Other Retail Outlets	0	0.0%	0.1%	0
<b>TOTAL:</b>	<b>18,190</b>	<b>100.0%</b>	<b>99.4%</b>	<b>674</b>

Source: Goad Centre Category Report, Experian (24/08/2015). 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	1	6.7%	42.8%	16
Convenience	4	26.7%	11.3%	237
Retail Service	2	13.3%	8.1%	164
Leisure Service	6	40.0%	22.4%	179
Financial & Business Service	2	13.3%	15.5%	86
<b>TOTAL MULTIPLE OUTLETS &amp; FLOORSPACE:</b>	<b>15</b>	<b>100.0%</b>	<b>100.0%</b>	<b>682</b>

Source: Experian Goad Centre Category Report (24/08/2015)

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

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

Sources: 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>	<b>10</b>			
Bakers & Confectioners	0	0.0%	1.9%	0
Butchers	1	1.3%	0.7%	202
CTN	0	0.0%	0.6%	0
Convenience Stores	2	2.6%	1.6%	166
Fishmongers	0	0.0%	0.1%	0
Frozen Foods	1	1.3%	0.3%	424
Greengrocers	0	0.0%	0.3%	0
Grocers & Delis	1	1.3%	1.0%	130
Health Foods	0	0.0%	0.5%	0
Supermarkets	4	5.3%	0.8%	642
Other (1)	1	1.3%	1.0%	133
<b>CENTRE TOTAL:</b>	<b>76</b>	<b>13.2%</b>	<b>8.7%</b>	<b>1697</b>

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

Floorspace (sq m)	% of Total Floorspace in Centre	UK (%)
<b>9,968</b>		
0	0.0%	0.9%
65	0.4%	0.3%
0	0.0%	0.2%
214	1.2%	1.8%
0	0.0%	0.1%
585	3.2%	0.9%
0	0.0%	0.1%
121	0.7%	0.6%
0	0.0%	0.3%
6,076	33.4%	8.8%
2,908	16.0%	1.3%
<b>18,190</b>	<b>54.8%</b>	<b>15.2%</b>

Table 7: Comparison Goods Offer - Diversity of Offer

Category	Number of Outlets	% of Total Outlets	UK (%)	Index	Floorspace (sq m)	% of Total Floorspace	UK (%)
<b>SUB-TOTAL COMPARISON GOODS OFFER</b>	<b>16</b>				<b>2,471</b>		
Antique Shops	0	0.0%	0.4%	0	0	0.0%	0.2%
Art & Art Dealers	0	0.0%	0.6%	0	0	0.0%	0.4%
Booksellers	0	0.0%	0.5%	0	0	0.0%	0.4%
Carpets & Flooring	0	0.0%	0.5%	0	0	0.0%	0.5%
Catalogue Showrooms	0	0.0%	0.1%	0	0	0.0%	0.5%
Charity Shops	1	1.3%	2.7%	48	177	1.0%	1.8%
Chemist & Drugstores	0	0.0%	1.1%	0	0	0.0%	1.5%
Childrens' & Infants' Wear	0	0.0%	0.4%	0	0	0.0%	0.3%
Clothing General	1	1.3%	1.7%	78	446	2.5%	3.3%
Crafts, Gifts, China & Glass	0	0.0%	1.6%	0	0	0.0%	0.8%
Cycles & Accessories	0	0.0%	0.3%	0	0	0.0%	0.2%
Department & Variety Stores	0	0.0%	0.4%	0	0	0.0%	4.5%
DIY & Home Improvement	0	0.0%	0.7%	0	0	0.0%	1.1%
Electrical & Other Durable Goods	0	0.0%	1.3%	0	0	0.0%	1.0%
Florists	1	1.3%	0.7%	196	121	0.7%	0.2%
Footwear	0	0.0%	1.0%	0	0	0.0%	0.9%
Furniture Fitted	0	0.0%	0.4%	0	0	0.0%	0.4%
Furniture General	1	1.3%	0.9%	155	474	2.6%	1.4%
Gardens & Equipment	0	0.0%	0.1%	0	0	0.0%	0.1%
Greeting Cards	0	0.0%	0.7%	0	0	0.0%	0.5%
Hardware & Household Goods	0	0.0%	1.5%	0	0	0.0%	3.7%
Jewellery, Watches & Silver	1	1.3%	1.6%	80	84	0.5%	0.7%
Ladies & Menswear	0	0.0%	1.6%	0	0	0.0%	1.9%
Ladies Wear & Accessories	1	1.3%	2.2%	59	46	0.3%	2.0%
Leather & Travel Goods	0	0.0%	0.2%	0	0	0.0%	0.1%
Mens Wear & Accessories	0	0.0%	0.8%	0	0	0.0%	0.6%
Music & Musical Instruments	0	0.0%	0.1%	0	0	0.0%	0.1%
Music & Video Recordings	0	0.0%	0.2%	0	0	0.0%	0.2%
Newsagents & Stationers	0	0.0%	1.2%	0	0	0.0%	0.9%
Office Supplies	0	0.0%	0.0%	0	0	0.0%	0.1%
Other Comparison Goods	1	1.3%	0.8%	160	65	0.4%	0.6%
Photographic & Optical	0	0.0%	0.1%	0	0	0.0%	0.1%
Secondhand Goods, Books, etc.	1	1.3%	0.3%	411	102	0.6%	0.2%
Sports, Camping & Leisure Goods	1	1.3%	0.7%	188	102	0.6%	1.0%
Telephones & Accessories	1	1.3%	1.3%	100	84	0.5%	0.7%
Textiles & Soft Furnishings	1	1.3%	0.7%	202	288	1.6%	0.5%
Toiletries, Cosmetics & Beauty Products	2	2.6%	1.0%	271	149	0.8%	0.9%
Toys, Games & Hobbies	1	1.3%	0.8%	169	102	0.6%	0.7%
Vehicle & Motorcycle Sales	0	0.0%	0.3%	0	0	0.0%	0.5%
Vehicle Accessories	2	2.6%	0.2%	1645	232	1.3%	0.2%
<b>CENTRE TOTAL:</b>	<b>76</b>	<b>21.1%</b>	<b>31.4%</b>	<b>3763</b>	<b>18,190</b>	<b>13.6%</b>	<b>35.3%</b>

Table 8: Clothing, Footwear & Fashion

Category	Number of Outlets	% of Total Outlets in Centre	UK (%)	Index	Floorspace (sq m)	% of Total Floorspace in Centre	UK (%)
<b>SUB-TOTAL CLOTHING, FOOTWEAR &amp; FASHION</b>	<b>3</b>				<b>576</b>		
Childrens' & Infants' Wear	0	0.0%	0.4%	0	0	0.0%	0.3%
Clothing General	1	1.3%	1.7%	78	446	2.5%	3.3%
Footwear	0	0.0%	1.0%	0	0	0.0%	0.9%
Jewellery, Watches & Silver	1	1.3%	1.6%	80	84	0.5%	0.7%
Ladies & Menswear	0	0.0%	1.6%	0	0	0.0%	1.9%
Ladies Wear & Accessories	1	1.3%	2.2%	59	46	0.3%	2.0%
Leather & Travel Goods	0	0.0%	0.2%	0	0	0.0%	0.1%
Mens Wear & Accessories	0	0.0%	0.8%	0	0	0.0%	0.6%
<b>CENTRE TOTAL:</b>	<b>76</b>	<b>3.9%</b>	<b>9.5%</b>	<b>217</b>	<b>18,190</b>	<b>3.2%</b>	<b>9.9%</b>

Table 9: Household & 'Bulky' Goods

Category	Number of Outlets	% of Total Outlets in Centre	UK (%)	Index	Floorspace (sq m)	% of Total Floorspace in Centre	UK (%)
<b>SUB-TOTAL HOUSEHOLD &amp; BULKY GOODS</b>	<b>1</b>				<b>288</b>		
Carpets & Flooring	0	0.0%	0.5%	0	0	0.0%	0.5%
DIY & Home Improvement	0	0.0%	0.7%	0	0	0.0%	1.1%
Electrical & Other Durable Goods	0	0.0%	1.3%	0	0	0.0%	1.0%
Furniture Fitted	0	0.0%	0.4%	0	0	0.0%	0.4%
Textiles & Soft Furnishings	1	1.3%	0.7%	202	288	1.6%	0.5%
<b>CENTRE TOTAL:</b>	<b>76</b>	<b>1.3%</b>	<b>3.6%</b>	<b>202</b>	<b>18,190</b>	<b>1.6%</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>24</b>			
Bars & Wine Bars	0	0.0%	1.7%	0
Bingo & Amusements	2	2.6%	0.4%	675
Cafés	3	3.9%	4.5%	89
Casinos & Betting Offices	2	2.6%	1.4%	183
Cinemas, Theatres & Concert Halls	0	0.0%	0.3%	0
Clubs / Disco, Dance & Nightclubs	0	0.0%	0.8%	0
Fast Food & Take Away	10	13.2%	5.7%	230
Hotels & Guest Houses	0	0.0%	0.7%	0
Public Houses	2	2.6%	2.7%	99
Restaurants	5	6.6%	4.6%	144
Sports & Leisure Facilities	0	0.0%	0.9%	0
<b>CENTRE TOTAL:</b>	<b>76</b>	<b>31.6%</b>	<b>23.6%</b>	<b>1418</b>

Floorspace (sq m)	% of Total Floorspace in Centre	UK (%)
<b>2,964</b>		
0	0.0%	2.0%
111	0.6%	0.8%
483	2.7%	2.4%
288	1.6%	1.1%
0	0.0%	1.7%
0	0.0%	1.5%
1,115	6.1%	2.8%
0	0.0%	2.1%
437	2.4%	3.6%
530	2.9%	4.1%
0	0.0%	2.5%
<b>18,190</b>	<b>16.3%</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>20</b>			
Class A3: Restaurants & Cafés	8	10.5%	9.0%	117
Class A4: Drinking Establishments	2	2.6%	4.3%	61
Class A5: Hot Food Take-Away	10	13.2%	5.7%	230
<b>CENTRE TOTAL:</b>	<b>76</b>	<b>26.3%</b>	<b>19.1%</b>	<b>407</b>

Floorspace (sq m)	% of Total Floorspace in Centre	UK (%)
<b>2,564</b>		
1,013	5.6%	6.5%
437	2.4%	5.6%
1,115	6.1%	2.8%
<b>18,190</b>	<b>14.1%</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>13</b>			
Dry Cleaners & Laundrettes	1	1.3%	0.8%	175
Health & Beauty	9	11.8%	8.7%	137
Opticians	0	0.0%	1.3%	0
Post Offices	1	1.3%	0.5%	263
Travel Agents	0	0.0%	0.8%	0
Other	2	2.6%	2.1%	125
<b>CENTRE TOTAL:</b>	<b>76</b>	<b>17.1%</b>	<b>14.2%</b>	<b>700</b>

Floorspace (sq m)	% of Total Floorspace in Centre	UK (%)
<b>1,765</b>		
84	0.5%	0.3%
1,394	7.7%	3.3%
0	0.0%	0.8%
149	0.8%	0.5%
0	0.0%	0.4%
139	0.8%	1.5%
<b>18,190</b>	<b>9.7%</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>5</b>			
Building Societies	1	1.3%	0.4%	299
Financial Services	0	0.0%	1.3%	0
Property Services	3	3.9%	3.6%	110
Retail Banks	0	0.0%	2.5%	0
Other	1	1.3%	2.6%	50
<b>CENTRE TOTAL:</b>	<b>76</b>	<b>6.6%</b>	<b>10.4%</b>	<b>459</b>

Floorspace (sq m)	% of Total Floorspace in Centre	UK (%)
<b>465</b>		
186	1.0%	0.3%
0	0.0%	0.7%
214	1.2%	1.9%
0	0.0%	2.9%
65	0.4%	7.8%
<b>18,190</b>	<b>2.6%</b>	<b>13.6%</b>

Table 14: Retailer Requirements

Retailer	Class	From ft2	To ft2
Savers	A1	2,000	3,500
		<b>2000</b>	<b>3500</b>

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

Table 15: Prime Zone A Rents in Wolverton and Similar Centres

Town	Prime Zone A Rents at 2016
Wolverton	£11-16 psf
Milton Keynes	£230 psf
Kingston	£30-60 psf
Westcroft	£19-42 psf
Bletchley	£16-28 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

