

BRIEFING NOTE

Project:	Wirral Waters - East Float
Client:	Peel Holdings
File Ref:	PEEM1030
Date:	14 July 2010
Subject	Retail Assessment Key Assumptions

INTRODUCTION

This briefing note responds to a number of queries/issues raised in relation to the retail element of the East Float application. This information is provided to supplement the Retail, Leisure and Office Statement (December 2009) and its Addendum (June 2010).

MEZZANINES

In order to ensure that retailers have sufficient flexibility to introduce split level units, there should be no blanket control over the creation of mezzanines.

It is considered that the retail conditions should cover the total retail floorspace within the scheme. Mezzanine levels introduced within buildings will count towards the total retail floorspace, hence the total amount of retail space cannot exceed what is set out in the conditions regardless of the amount of mezzanines. Additionally, the control over unit sizes will ensure that mezzanines do not create unacceptably large individual units.

It would however be appropriate to clarify within the proposed conditions that mezzanines are to be included within the figures. This could be by reference to the planning legislation relating to mezzanines.

NET SALES AREAS

In response to queries raised about the control mechanisms and how they currently relate to gross retail floorspaces, we can confirm that our client will accept conditions limiting the total net sales areas as per the assumptions of the retail assessment. The correct figures would be:

- Convenience – 70% = 8,400sqm net
- Comparison – 80% = 14,400sqm net

ASSESSMENT TABLES

Below is a table which summarises the key assumptions within the attached economic tables that form the amended assessment submitted in June 2010. This is an amended version of Table 6.1 from the December 2009 submission and uses assumptions from the Borough-wide Assessment prepared by Roger Tym and Partners.

	Comparison	Convenience
Proportion of retail floorspace	30%	20%
Assumed retail floorspace (sqm gross)	18,000	12,000
Gross to net ratio	80%	70%
Floorspace efficiency	2009-2015 – 0.68% 2017 – 2.2% 2022 – 4.25%	2009-2015 – 0.16% 2017 – 0.6% 2022 – 0.32%
Sales density per sqm (2008)	£5,000	£10,000
Expenditure growth rates	2009 – 2015 – 1.805% 2017 – 5.85% 2022 – 4.25%	2009-2015 – 0.23% 2017 – 0.85% 2022 – 0.45%%
Retail expenditure per capita (2008 UK average)	£3,039	£1,925
Proportion of special forms of trading	2009 – 10.3% 2015 – 2022 – 13.9%	2009 – 1.72% 2015 – 3.95% 2017 – 2022 – 4.05%
Proportion of resident expenditure captured on site	20%	75%

Proportion of worker expenditure captured on site	5%	50%
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