

### Appendix 3

LS Retail Warehousing Ltd  
Erection of a Discount Foodstore, Measuring 1,685 sq.m  
Blackpool Retail Park, Squires Gate Lane, Blackpool

Table 1 - Convenience Turnover of Proposed Floorspace

Scheme	Total Proposed Floorspace (GIA) (sq.m)	Net Sales Area (sq. m)	Sales Density (£/sq.m)	2014	2019
Aldi: Blackpool Retail Park	1,655	1,125	7,965	8.96	9.14

#### NOTES

Net sales area assumed to be 68% of GIA (figure provided by the retailer)

Sales Density is provided by the retailer

Floorspace efficiency rate of 0.4% (Pitney Bowes Expenditure Guide 2013/2014)

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Table 2 - Summary of Over/Undertrading

Site	Net Convenience Sales Area (sq.m)	Sales Density 2013	Benchmark Convenience Turnover		Survey Derived Convenience Turnover		Difference Between Total Turnover (survey based) Total Turnover (anticipated) at 2019	Total Turnover (survey based) as a % of Total Turnover (anticipated)
			2014	2019	2014	2019		
<b>In Centre Stores</b>								
<b>Blackpool Town Centre Stores</b>								
<i>Iceland, Topping Street, Blackpool</i>	590	6,846	4.06	4.14	6.39	6.54	2.40	158%
<i>Marks and Spencer, Church St, Blackpool</i>	750	11,797	8.88	9.06	4.14	4.24	-4.83	47%
<i>Other Stores, Blackpool town centre</i>	7,090	2,500	17.80	18.15	22.96	23.52	5.36	130%
<b>Blackpool Town Centre Total</b>	<b>8,430</b>	<b>-</b>	<b>30.73</b>	<b>31.35</b>	<b>33.48</b>	<b>34.30</b>	<b>2.94</b>	<b>109%</b>
<b>St Annes Town Centre</b>								
<i>Marks and Spencer, St Annes</i>	493	11,797	5.84	5.96	4.24	4.34	-1.62	73%
<i>Sainsbury's, Clifton Drive South, St Annes</i>	1,871	12,183	22.89	23.35	23.87	24.44	1.10	105%
<i>Other Stores, St Annes</i>	2,976	2,500	7.47	7.62	7.75	7.94	0.32	104%
<b>St Annes Town Centre Total</b>	<b>5,340</b>	<b>-</b>	<b>36.19</b>	<b>36.92</b>	<b>35.85</b>	<b>36.72</b>	<b>-0.20</b>	<b>99%</b>
<b>Out of Centre Stores</b>								
<i>Tesco, Clifton Retail Park, Blackpool</i>	4,181	11,049	46.38	47.32	59.38	59.61	12.30	126%
<i>Asda, Cherry Tree Road, Blackpool</i>	3,227	12,873	41.71	42.55	43.41	43.59	1.04	102%
<i>Booths, Highfield Road, Blackpool</i>	950	9,957	9.50	9.69	9.02	9.05	-0.64	93%
<i>Aldi, Waterloo Road, Blackpool</i>	962	6,932	6.70	6.83	8.13	8.16	1.33	120%
<i>Lidl, Bloomfield Road</i>	846	3,808	3.23	3.30	4.58	4.60	1.30	139%
<i>Morrisons, Blackpool Retail Park, Blackpool</i>	2,786	13,162	36.82	37.56	58.35	58.59	21.03	156%
<b>Out of Centre Stores Total</b>	<b>12,952</b>	<b>-</b>	<b>144.33</b>	<b>147.24</b>	<b>182.87</b>	<b>183.60</b>	<b>36.36</b>	<b>125%</b>
<i>Other Stores</i>								
<b>TOTAL</b>	<b>26,722</b>		<b>211.26</b>	<b>215.52</b>	<b>252.20</b>	<b>254.62</b>	<b>39.10</b>	<b>118%</b>

NOTES

Net convenience sales areas taken from the FCRS

Average Sales densities are sourced from Appendix 2, Table 5 of the Lancaster Retail Strategy January 2014, produced by WYG and then converted to 2012 price base. The sales densities are stated by WYG to be derived from Verdict 2013

Average sales density for town centre retailers is a Savills estimate based on local knowledge and typical town centre convenience retailers

Benchmark convenience turnovers derived by calculating the net convenience sales area by the sales density and grown at 0.4% each year (Pitney Bowes Expenditure Guide 2013/2014)

Survey Derived Convenience Turnovers taken from Spreadsheet 12 of the FCRS Update 2013

Difference in benchmark and survey derived calculated by deducting the survey derived from the benchmark

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**Table 3 - Convenience Turnover of Commitments**

<b>Commitment / Scheme</b>	<b>Total Proposed Floorspace (sq.m)</b>	<b>Net Convenience Sales Area (sq. m)</b>	<b>Sales Density (£/sq.m)</b>	<b>2014</b>	<b>2019</b>
1. Sainsbury's, Talbot Gateway, Blackpool	8,710	3,680	11,816	43.48	44.36
2. Aldi, Oxford Square, Blackpool	1,647	1,125	7,965	8.96	9.14
3. Baxter Site, Squires Gate Lane	-	894	7,737	6.92	7.06
<b>Total</b>	<b>10,357</b>	<b>4,805</b>		<b>59.36</b>	<b>60.56</b>

**NOTES**

Net sales area for Sainsbury's taken from the application documents in support of the application

Net sales area for Aldi assumed to be 68% of GIA (figure provided by the retailer)

All data for the Westgate House Site Taken from the Hollis Vincent Retail Impact Assessment for the application submitted to Fylde

Sales Density is provided by the retailer

Estimated turnover of the Sainsbury's is taken from the How Planning Retail Statement - Table 9b of Appendix 9 - 'Economic Tables'

Floorspace efficiency rate of 0.4% (Pitney Bowes Expenditure Guide 2013/2014)

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Table 4 - Anticipated Convenience Trade Diversion of Commitments

Site	Survey Derived Turnover		Benchmark Turnover	Estimated Trade Diversion to Commitment 1 at 2014 (%)	Estimated Trade Diversion to Commitment 1 at 2019 (%)	Trade Diversion to Commitment 1 (£m)		Total Impact of Commitment 1 (%)		Residual Turnover after Commitment 1 (£m)		Estimated Trade Diversion to Commitment 2 at 2014 (%)	Estimated Trade Diversion to Commitment 2 at 2019 (%)	Trade Diversion to Commitment 2 (£m)		Residual Turnover after Commitments 1 and 2 (£m)		Estimated Trade Diversion to Commitment 3 at 2014 (%)	Estimated Trade Diversion to Commitment 3 at 2019 (%)	Trade Diversion to Commitment 3 (£m)		Residual Turnover after Commitments 1 - 3 (£m)		New Difference Between Survey and Expected Contribution	Turnover as a % of Benchmark after Development	
	2014	2019	2019			2014	2019	2014	2019	2014	2019			2014	2019	2014	2019			2014	2019	2014	2019			
					43.48	44.36							8.96	9.14					6.92	6.94						
<b>In Centre Stores</b>																										
Blackpool Town Centre	33.48	34.16	31.35	10.0%	10.0%	4.35	4.44	12.99	12.99	29.14	29.18	5.0%	5.0%	0.45	0.46	28.69	28.72	3.7%	3.7%	0.33	0.34	28.36	28.39	-2.97	91%	
<i>Commitment 1 - Proposed Sainsbury's (Talbot Gateway)</i>	43.48	44.36	-	-	-	-	-	-	-	-	-	5.0%	5.0%	0.45	0.46	43.03	43.90	0.0%	0.0%	0.00	0.00	43.03	43.90	-	-	
<b>Blackpool Town Centre Total</b>	<b>76.97</b>	<b>78.52</b>				<b>4.35</b>	<b>4.44</b>	<b>12.99</b>	<b>12.99</b>	<b>29.14</b>	<b>29.18</b>	<b>10.0%</b>	<b>10.0%</b>	<b>0.90</b>	<b>0.91</b>	<b>71.72</b>	<b>72.63</b>	<b>3.7%</b>	<b>3.7%</b>	<b>0.33</b>	<b>0.34</b>	<b>71.39</b>	<b>72.29</b>			
St Annes Town Centre	35.85	36.72	36.92	2.5%	2.5%	1.09	1.11	3.0	3.0	34.8	35.6	0.0%	0.0%	0.00	0.00	35.85	36.72	9.1%	9.1%	0.82	0.83	35.04	35.89	-1.03	97%	
<i>Commitment 2 - Proposed Aldi, Oxford Square</i>	8.96	9.14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Out of Centre Stores</b>																										
Tesco, Clifton Retail Park, Blackpool	59.38	60.57	47.32	15.0%	15.0%	6.52	6.65	11.0	11.0	52.9	53.0	15.0%	15.0%	1.34	1.37	51.51	51.59	9.9%	9.9%	0.89	0.90	50.62	50.68	3.37	107%	
Asda, Cherry Tree Road, Blackpool	43.41	44.29	42.55	15.0%	15.0%	6.52	6.65	15.1	15.1	36.9	36.9	15.0%	15.0%	1.34	1.37	35.55	35.56	13.8%	13.8%	1.24	1.26	34.31	34.30	-8.25	81%	
Booths, Highfield Road, Blackpool	9.02	9.20	9.69	2.5%	2.5%	1.09	1.11	12.1	12.1	7.9	7.9	0.0%	0.0%	0.00	0.00	7.93	7.94	5.0%	5.0%	0.45	0.46	7.48	7.49	-2.20	77%	
Aldi, Waterloo Road, Blackpool	8.13	8.30	6.83	0.0%	0.0%	0.00	0.00	0.0	0.0	8.1	8.2	5.0%	5.0%	0.45	0.46	7.68	7.71	4.9%	4.9%	0.44	0.45	7.25	7.26	0.43	106%	
Lidl, Bloomfield Road	4.58	4.67	3.30	0.0%	0.0%	0.00	0.00	0.0	0.0	4.6	4.6	5.0%	5.0%	0.45	0.46	4.13	4.14	0.9%	0.9%	0.08	0.08	4.05	4.06	0.76	123%	
Morrisons, Blackpool Retail Park, Blackpool	58.35	59.53	37.56	20.0%	20.0%	8.70	8.87	15.0	15.0	49.7	49.7	10.0%	10.0%	0.90	0.91	48.76	48.80	34.8%	34.8%	3.12	3.18	45.64	45.62	8.06	121%	
Other Stores	-	-	-	35.0%	35.0%	15.22	15.53	-	-	-	-	30.0%	30.0%	2.69	2.74	-	-	14.2%	14.2%	1.27	1.30	-	-			
<b>TOTAL</b>	<b>381.61</b>	<b>389.31</b>		<b>100.0%</b>	<b>100.0%</b>	<b>32.61</b>	<b>33.27</b>			<b>0.00</b>		<b>100.0%</b>	<b>100.0%</b>	<b>8.96</b>	<b>9.14</b>			<b>100.0%</b>	<b>100.0%</b>	<b>8.96</b>	<b>9.14</b>					

NOTES  
Convenience goods turnover taken from the 2013 Fylde Coast Retail Study Update  
Turnovers assume a 0.4% floorspace efficiency  
Trade draw percentages are a Savills' average, based on local knowledge and locations of the destinations  
Trade draw for the Westgate House Site Taken from the Hollis Vincent Retail Impact Assessment for the application submitted to Fylde

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Table 5 - Anticipated Convenience Trade Diversion of Proposal following Commitments

Site	Survey Derived Turnover Post Commitments		Expected Benchmark Turnover	Estimated Trade Diversion to Proposal at 2014 (%)	Estimated Trade Diversion to Proposal at 2019 (%)	Trade Diversion to Proposal (£m)		Residual Turnover after Proposal (£m)		Cumulative Trade Diversion of Proposal and Commitments (£m)		New Difference Between Survey and Expected Contribution	Turnover as a % of Benchmark after Development
	2014	2019				2019	2014	2019	2014	2019	2014		
					8.96	9.14							
<b>In Centre Stores</b>													
Blackpool Town Centre	28.36	28.39	31.35	2.5%	2.5%	0.22	0.23	28.13	28.16	5.02	5.12	-3.20	90%
<b>Commitment 1 - Proposed Sainsbury's (Talbot Gateway)</b>	43.03	43.90	44.36	5.0%	5.0%	0.45	0.46	42.59	43.45	0.90	0.91	-0.91	98%
<b>Blackpool Town Centre Total</b>	<b>71.39</b>	<b>72.29</b>	<b>75.71</b>	-	-	<b>0.67</b>	<b>0.69</b>	<b>70.72</b>	<b>71.60</b>	<b>5.92</b>	<b>6.04</b>	<b>-4.11</b>	<b>95%</b>
St Annes Town Centre	35.04	35.89	36.92	2.5%	2.5%	0.22	0.23	34.81	35.66	1.31	1.34	-1.26	97%
<b>Commitment 2 - Proposed Aldi, Oxford Square</b>	8.96	9.14	-	7.5%	7.5%	0.67	0.69	8.29	8.46	0.67	0.69	-	-
<b>Out of Centre Stores</b>													
Tesco, Clifton Retail Park, Blackpool	50.62	50.68	47.32	15.0%	15.0%	1.34	1.37	49.28	49.31	9.21	9.40	2.00	104%
Asda, Cherry Tree Road, Blackpool	34.31	34.30	42.55	15.0%	15.0%	1.34	1.37	32.97	32.93	9.21	9.40	-9.62	77%
Booths, Highfield Road, Blackpool	7.48	7.49	9.69	0.0%	0.0%	0.00	0.00	7.48	7.49	1.09	1.11	-2.20	77%
Aldi, Waterloo Road, Blackpool	7.25	7.26	6.83	7.5%	7.5%	0.67	0.69	6.57	6.57	1.12	1.14	-0.26	96%
Lidl, Bloomfield Road	4.05	4.06	3.30	2.5%	2.5%	0.22	0.23	3.83	3.83	0.67	0.69	0.53	116%
Morrisons, Blackpool Retail Park, Blackpool	45.64	45.62	37.56	30.0%	30.0%	2.69	2.74	42.95	42.88	12.28	12.53	5.32	114%
	149.35	149.41	147.24										
Other Stores	-	-		12.5%	12.5%	1.12	1.14	-	-	-	-	-	-
<b>TOTAL</b>	<b>264.74</b>	<b>266.73</b>		<b>100.0%</b>	<b>100.0%</b>	<b>7.84</b>	<b>8.00</b>	<b>256.90</b>	<b>258.73</b>	<b>41.48</b>	<b>42.32</b>		

**NOTES**

Convenience goods turnover taken from the 2013 Fylde Coast Retail Study Update

Turnovers assume a 0.4% floorspace efficiency

Trade draw percentages are a Savills' average, based on local knowledge and locations of the destinations