April 2011 - Final Report

SLEAFORD MASTERPLAN

APPENDIX 4: Market Issues Report, GOAD Report & Employment Trends

Sleaford Masterplan

Local Market Conditions: An Initial Overview

Introduction

The purpose of this brief is to provide an overview of local market conditions within Sleaford, and its environs, to inform the Sleaford Masterplan baseline analysis.

Sleaford

The resident population of Sleaford as measured in the 2001 Census, was 14,494, whilst the resident population of North Kesteven was 94,024. The Central Lincolnshire Core Strategy Issue & Options Paper 2010 (CLCS) states that the current population of Sleaford is 17,000. In 2001 there were 6,167 households in Sleaford [1].

The main competing centres are Grantham, Boston, Spalding, Stamford and Newark. The larger conurbations that compete with Sleaford are Lincoln and Peterborough. Sleaford was formerly identified within the Structure Plan (SP) as a third-tier 'Main Town', alongside Bourne, Gainsborough, Spalding and Stamford. Boston and Grantham are identified as second-tier 'Sub-Regional' centres[2]. The CLCS recognises the importance of Sleaford in servicing the surrounding rural areas with a total population of approximately 50,000.

Sleaford benefits from low rates of deprivation, low rates of unemployment, high rates of employment and economic activity. The town also benefits from above average skilled labour and a higher than average number of high value occupational roles.

The town, whilst located within a rural area, benefits from relatively good transport links, which include a railway station with connections to Peterborough, Nottingham, Grantham, Spalding, Boston and Lincoln.

Residential Use

'The population of North Kesteven is projected to increase by 24% to 129,800 between 2008 and 2033, this compares to an 18% increase nationally (ONS 2008 based population projections).

The former SP recognised that whilst the population of Sleaford grew by 39% between 1991 and 2001 (the fastest rate of growth of any town in Lincolnshire), reflecting the town's strong transport links, there was the equivalent growth in town centre services. As such, 'the housing provision in Sleaford is therefore sufficient to maintain and consolidate its Main Town role but is significantly reduced to discourage unsustainable patterns of commuting[3]. The RSS housing targets, set by the previous Government, have been removed by the new Coalition. However, the Local Development Framework will continue to guide development. The SP is being replaced by the Central Lincolnshire Local Development Framework of which the Central Lincolnshire Core Strategy Issue & Options Paper 2010 (CLCS) comprises an integral part.

The CLCS recognises that Sleaford has successfully accommodated significant new development, which has enabled it to accommodate the high levels of growth experienced by the town. The draft objectives of the CLCS are to (a) accommodate growth in a sustainable way that both complements and integrates with the existing business and residential communities. (b).ensure that the town centre can develop to become a more desirable place to access key services, shop and socialise and (c) enhance and diversify the economy to provide people with greater potential to live and work within the Sleaford area.

[1] Research-lincs.org statistics
[2] Roger Tym & Partners Retail Capacity Study 2007
[3] Roger Tym & Partners Retail Capacity Study 2007

In reviewing past planning applications that have been successful in the last five years we note, from our sources[4], an absence of any significant submissions other than in settlements outside of Sleaford. This is due to a lack of available land. Those outside of Sleaford comprise Cranwell Village and the redevelopment of the former Rauceby Hospital near to South Rauceby. The last major application that we have identified for Sleaford was for a development of 97 dwellings submitted by the Nottingham Community Association in 2007 on land to the north of the town centre adjacent to Holdingham Roundabout. It must be noted though that the town has had a number of large applications in the past, which have allowed the town to expand.

In the last five years there have been successful planning applications for 79 dwellings at Electric Station Road to the east of Sleaford. There have also been successful applications for 56 dwellings near to Grantham Road in Sleaford, 34 dwellings on Quarrington Road and 86 dwellings off Northfield Road in Sleaford.

We note that the official five year land supply statistics for North Kesteven suggest that they have a supply of 109% (which is above the projected targets), which would indicate that there is an adequate land supply that is both achievable and deliverable in the short term.

Sites proposed within the Strategic Housing Land Availability Assessments (SHLAA) that are of significant note due to scale are as follows:

- Land at Stump Cross Hill, Quarrington, Sleaford potential capacity for 204 dwellings
- Land off East Road, Sleaford potential capacity for 216 dwellings
- Eastgate Centre, Eastgate, Sleaford potential capacity for 50 dwellings
- The Hoplands Depot, Boston Road, Sleaford potential capacity for 55 dwellings
- Land at Lincoln Road, Sleaford potential capacity for 667 dwellings
- Land at Poplar Farm, South of A17, Sleaford potential capacity for 766 dwellings
- Land South of B1517, Sleaford potential capacity for 159 dwellings
- Land East of London Road, Sleaford potential capacity for 1000 dwellings
- Land North off Drove Lane, Sleaford potential capacity for 491 dwellings
- North of Hoplands, Sleaford potential capacity for 116 dwellings
- Land at Electric Road, Sleaford potential capacity for 39 dwellings

A Strategic Housing Land Availability Assessment undertaken by Ekosgen in 2009 concluded that the potential supply of housing land over the next 15 year period and beyond was in excess of the requirements of the draft Regional Plan.

We understand that there is potential to deliver between 4,000 to 5,000 dwellings in the next 25 years. This equates to approximately 200 to 250 units per annum. Our research suggests that based upon previous completions that these figures are realistic. Table 1 illustrates the take up rates from 2001. The figures suggest that where development opportunities have been available there have been good take up rates. The lower figures from 2006 onwards are considered to be a consequence of insufficient development opportunities and the down turn in the market[5]. We anticipate that the number of completions will steadily rise.

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[4] Barbour ABI
[5] NKDC Economic Development

Table 1: Housing Completion Figures

Date	NKDC Total	Sleaford
01/02	1,001	210
02/03	768	186
03/04	499	187
04/05	453	
05/06	764	
06/07	728	33
07/08	744	96
08/09	501	92
09/10	508	72

However, the population statistics would suggest that the dwellings allocated in the SP are insufficient to meet the projected growth. The major factor influencing development is the limited growth in the town centre service provision.

Retail

The CLCS states that the town centre is underperforming. The retail offer is limited, for a settlement of its size, residents are choosing to shop in neighbouring centres and people are not using the centre as much as they could for leisure and recreational activities.

A previous Retail Capacity Study undertaken by Roger Tym and Partners (the Study) suggested that Sleaford town centre performed well in relation to some of the identified key indicators of vitality and viability, and moderately well or poorly in relation to others. These indicators are set out in detail within the Study.

The Study identified a number of issues relating to the convenience and comparison units within the town centre. The quality of the provision was below average, with only 20 national comparison multiples present which is very low, half of the offer in Spalding. In the convenience sector the study identified a range of national retailers, but the largest store (Tesco) was considered dated and falls below the standards provided by the company's newer stores. The other supermarkets are relatively modest in scale.

In addition, although the number of comparison units is high, certain sub sectors such as clothing is under represented, this sub sector can be regarded as a key indicator of the strength of a retail centre. However, the Study identified that the available units in the town centre are unsuited to the operational requirements of modern retailers, in terms of size and configuration.

The Study concluded that Sleaford was well provided for in terms of car parking and public transport provision. It also identified that the compact and linear nature of Sleaford town centre assists pedestrian flow, with no clear distinctions between primary and secondary areas.

The Study concluded that, whilst Sleaford is a vital and viable town centre, it's retail role was too limited for a centre of its status and there is room for improvement, particularly in relation to providing retail property to modern standards and bolstering representation in the key sectors of comparison goods retailing.

The Study identified that Sleaford's retail offer is too limited for a centre of its status and there is significant leakage of comparison goods expenditure to other locations (85%).
Given future anticipated population growth and expenditure, there is a need for an enhanced town centre offer to support such growth[6].

[6] Genecon: Preliminary Socio-economic snapshot of Sleaford

The report also highlights convenience goods retailing is strong within the town however there maybe modest scope to achieve new development if it can deliver a material qualitative enhancement in existing provision, due to the out standing stock falling significantly below the current standards recognised by modern retailers.

In addition, Roger Tym and Partners quantitative capacity work illustrates the need for additional convenience goods floorspace due to demands in the growing population and increased forecast spending in Sleaford. This will enable the retention of expenditure, to prevent the on going leakage to the competing areas thus providing a modest additional uplift.

The Study identified, for the period 2007 to 2021, the potential for an additional comparison goods floor space of between 4,368 to 10,688 sq m equating to a maximum of 750 sq m per year whereas there the potential for an additional requirement for convenience good floor space of between 1,403 to 1,817 sq m could only achieve a maximum of 129 sq m per year.

More recently an updated Retail and Office Space study was carried out November 2009[7]. It concluded that there are 352 commercial units within the town centre, 42% are Retail (A1), 10 % are Retail (A3-A5) and 19.6% are Offices (A2 & B1). The study confirmed that the total vacant units in the town centre was 31. This was a fall in comparison to the year before.

We have commissioned a series of GOAD reports to reflect upon the current position. These reports are appended to this paper.

The GOAD statistics provide an up-to-date picture of retail supply and consumer demand in over 3,000 GOAD surveyed town centres in the UK and Ireland. The Goad Centre Report attached defines the retail extent and composition of a town centre, showing the number of premises in 31 trade types and the retail space allocation across each of them with regard to supply factors which include floor space across trade types, and the number of outlet counts and vacant premises in a particular centre.

An analysis of the GOAD Town Centre report for Sleaford illustrates that the latest figures reflect the presence of 174 outlets with a total floorspace of 30, 545 sq m (328,800 sq ft). The report suggests that the number of vacant units has fallen to 23. There are a number of key areas where representation is less than the national average. **Table 1**, which is appended to this paper illustrates the variance. We calculate that if the under represented areas were to equate to the national average it would require an additional 3,670 sq m (39,500 sq ft) of retail floorspace. We note, through an analysis of the figures, that the units are small and reflect the presence of smaller and independent occupiers. We also note that whilst national multiples are present in the town centre there is also a notable absence of other multiples that might be expected to have a presence in the town.

We have also undertaken an analysis of comparable locations allowing to compare retail centre against regional or national averages, providing a useful tool in examining the performance of specific areas. Table 2, which is appended to this paper compares the number of retail outlets in each location and population within a 20 minute contour. The comparable towns are Grantham, Newark and Boston. Sleaford’s population is ranked third with Boston only being marginally less. However, when compared against the number of retail outlets Sleaford’s count is significantly less than the other 4 areas. The nearest is Boston with 99 more units followed by Newark with 115 more units. Grantham has significantly more with 143 units more.

The analysis would suggest that the retail offer is under-represented in Sleaford when compared to the national average, neighbouring centres and population figures. When combined with the projections for additional growth, suggested by the Retail Capacity Study for the period up to 2021, we consider there is capacity for growth and expansion of the retail offer in Sleaford. We recognise that the proposed Tesco store is likely to absorb the capacity for additional convenience space in the short to medium term.

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[7] Provided by NKDC

Leisure

The Retail Capacity study undertaken by Roger Tym and Partners considered national and local trends associated with leisure. The report suggested that a sizeable proportion of this growth in expenditure through the provision of a better and more appealing choice of restaurants, cafés and bars/pubs will be vital to the future health of the various centres within the study area, some of which fulfil a dual retail-tourism role.

The Study suggested that there is scope to improve Sleaford's offer. The Report noticed a difference with national averages in Sleaford in the food and drink sectors. The data suggested that 'Restaurants, cafes, coffee bars, fast food and takeaways make up just 9.9 per cent of total units compared to a GB average of 13.9 per cent.

As an indicative guide the Study suggested that there appears to be scope for some additional entertainment-type leisure, including at least one bingo club and a multi-screen cinema.

Commercial Use

North Kesteven is predominantly made up of small businesses, but the District also relies on a number of large employers. Over a third of employment in the District is in the public sector, particularly in local authorities, the National Health Service and the MoD/RAF. The District has three active RAF stations[8.]

Tourism is also important sector of the North Kesteven economy with the district receiving over 2 million visitors spending £87 million in 2009 (Steam Figures 2009).

Sleaford is a localised market which is mainly industrial and popular with local rather than national businesses. The main areas of employment within Sleaford comprise Sleaford Enterprise Park, Woodbridge Road, East Road and the town centre. On the whole the town's property market is healthy.

Sleaford Enterprise Park, which is a relatively new development area, is located on the northern edge of Sleaford adjacent to the A17. It has been very successful in providing a range of industrial accommodation and satisfying market demand.

Sleaford has a small embryonic office market. 'The Point', situated just off the A17 Sleaford bypass is a purpose built Office Park. It has accommodated initial pent-up demand but we understand that subsequently take up has since been slow. The remaining office areas comprise traditional town centre accommodation. A report commissioned in 2010 by NKDC into the provision of managed workspace within Sleaford suggested that there was evidence of demand for units to accommodate both new start and growing young businesses across a broad range of business sectors. It suggested the provision of a scheme comprising approximately 929 sq m.

It is considered that in the short term Sleaford has an adequate supply of strategic employment land. It is estimated that there is approximately 45 ha available in the next five years and beyond. In the interim it is estimated that there is 13 ha available in the immediate period.

Development Opportunities

Those development areas that we are aware of comprise:

A. The Bass Maltings

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[8] BE Group Employment Land Review 2010

This complex is located to the southeast of Sleaford town centre. The buildings are both Grade II and Grade II* listed, which in total comprise an area in excess of 44,464 sq m (500,000 sq ft). The site upon which the Bass Maltings complex stands extends to approximately 6.25 hectares (15.4 acres).

The site is the subject of a planning application to provide:

- 228 residential dwellings comprising both apartments and houses;
- 5,763 sq m (62,000 sq ft) for healthcare facilities;
- 5,207 sq m (56,032 sq ft) of office floor space;
- 1,392 sq m (14,968 sq ft) of retail and café/ restaurant/ bar uses (Use Class A1 – A5);
- 37 sq m (398 sq ft) of community facilities.

B. Tesco Superstore

The local planning authority is minded to grant planning permission, subject to signing a S106 agreement to redevelop the former Advanta Seeds site to accommodate a new Tesco store within the Sleaford Town Centre.

The development is being proposed alongside the delivery of a new road bridge, which will alleviate access to the east of the town centre and improve congestion. The existing Tesco site on Northgate will be redeveloped.

The proposed development comprises:

- A Tesco Extra store occupying gross floor area of 8,962 sq m;
- A net sales area that equates to 5,621 sq m;
- 615 car parking spaces including 52 special needs spaces; and
- A petrol filling station, with kiosk occupying gross floor area of 80 sq m.

C. The Corn Exchange

This locally important listed building is situated on the south side of Eastgate, Sleaford directly opposite Market Place and a short distance from the junction with Southgate, which forms the prime shopping area in Sleaford. The site is 2.4 hectares with an approximate net internal area of 939 sq m. A range of uses have been previously considered including retail, restaurant/cafe or art gallery with office/residential above. An appraisal of the building undertaken by Banks Long & Co in 2009 suggested that, whilst it has potential for redevelopment, there could be issues relating to viability.

D. Southgate

The area surrounding Southgate and Station Road has been the subject of a detailed masterplanning exercise and is accompanied by a Supplementary Planning Document (SPD), which was adopted in 2010. The SPD seeks to guide the future regeneration of this key area located on the southern fringe of the town centre. The uses proposed include 6,760 sq m of retail; 7,871 sq m of office use; 18,511 sq of residential use; 1,938 sq m of hotel use; 2,211 of mixed use retail/leisure; and 6,520 sq m of mixed use retail/community use. This SPD also aims to respond to and manage change arising from development proposals such as the relocation of Tesco, redevelopment of the Bass Maltings, and the proposed South East Sleaford Regeneration Route.

In addition to the above we are aware that Money's Mill located off Carre Street has been identified by Gillespies as a potential project.

Developer & Agent Feedback

The response to telephone interviews and questions has been disappointing. We approached a number of large house builders and a variety of mixed-use developers active within the locality. We also approached the two leading agents within Sleaford.

The general comments suggested that the quality of retail stock within the town centre was limited and that the standard and size of units was poor in comparison to competing centres. It was also reported by the local agent, Hodgson Elkington & Co, that there was strong demand for retail units of 2,787 – 4645 sq m (3,000 to 5,000 sq ft).

The Conservation Area Status and presence of Listed buildings was viewed by some as a constraint upon development. This could potentially inhibit the provision of larger retail units that could attract multiple and national retailers. The lack of suitable development sites was also cited as an issue.

It was also suggested that the old cinema site should be integrated with the rest of the town centre to open up the surrounding area and support regeneration. The new Tesco scheme was seen by some as an opportunity to encourage further retailers to the town, others viewed it as detrimental. Until it has been established it is likely to create uncertainty within the market and the impact on the town centre is unknown.

Summary & Conclusions

Generally the property market within Sleaford appears to be performing well and is relatively robust. The supply of development land for residential, industrial and office use is sufficient to meet demand in the short to medium term. However, we consider the retail offer to be under-represented.

There are three significant development sites in and around the town centre. The most significant is the proposed Tesco store to the south east of the town centre on a former industrial site. This will result in the relocation of the existing Tesco stores on Northgate, which lies to the north of the town centre.

A substantial housing led mixed-use scheme is proposed through the refurbishment and redevelopment of the former Bass Maltings building, which is located on the southern edge of the town centre. The Corn Exchange adjacent to the Market Square also offers a potential redevelopment opportunity. However, there are uncertainties over viability.

The key issue relates to the provision of town centre services. These have not expanded in line with the town's growth, which between 1991 and 2001 grew by 39%. This was the fastest of all the settlements in Lincolnshire. The population of North Kesteven is projected to increase by 24% to 129,800 between 2008 – 2033, this compares to an 18% increase nationally (ONS 2008 based population projections).

If Sleaford is to accommodate this growth then the town centre services and retail offer will need to be improved and enhanced otherwise the growth will not be achievable or sustainable.

The Study identified, for the period 2007 to 2021, the potential for an additional comparison goods floor space of between 4,368 to 10,688 sq m equating to a maximum of 750 sq m per year whereas there the potential for an additional requirement for convenience good floor space of between 1,403 to 1,817 sq m could only achieve a maximum of 129 sq m per year.

An analysis of the latest Goad statistics would suggest that the retail offer is under-represented in Sleaford when compared to the national averages, neighbouring centres and population figures. When combined with the projections for additional growth, suggested by the Retail Capacity Study for the period up to 2021, we consider there is capacity for growth and expansion of the retail offer in Sleaford.

Whilst we recognise that the proposed Tesco store is likely to absorb the capacity for additional convenience space we consider there is merit in exploring the options to accommodate an additional mix of retail space either within a stand alone scheme or within individual developments. We recommend both options to be taken into full consideration when deciding upon the whereabouts of new retail floorspace as both options can provide solutions to the underrepresentation of retail space within Sleaford. However the provision of adequate sized and modern high quality units is a must to attract modern retailers.

We would suggest the options consider the provision of an anchor store of between 1,858 to 2,787 sq m (20,000 to 30,000 sq ft) to accommodate an anchor store such as Argos or Wilkinsons, or a similar type of occupier. We also suggest the provision of between 2-3 retail units of between 464 to 929 sq m (5,000 to 10,000 sq ft) to accommodate a range of mid-size occupiers such as New Look, Next, Laura Ashley, Brantano, Halfords etc. Finally, we would suggest the provision of a range of stores of below 464 sq m. The number of units will be subject to constraints associated with the development opportunity. However if flexibility permits this may be anywhere between 10 – 15 units. We would suggest that the majority of the demand will be for units of between 93 to 1,858 sq m (1,000 to 2,000 sq ft) to accommodate niche and standard retailers such as the Body Shop, Lakeland, Vision Express, Yeomans, Julian Graves, Costa Coffee, etc.

However, we recognise that accommodating growth may prove difficult, particularly the provision of larger units due to constraints arising from the Conservation Area Status and presence of Listed Buildings. The Retail Capacity Study undertaken by Roger Tym and Partners identified that the available units in the town centre are unsuited to the operational requirements of modern retailers, in terms of size and configuration. Therefore if the retail capacity and offer is to be expanded to meet the needs of a growing population it will be important to identify further development opportunities to accommodate potential growth.

goad Centre Report

Sleaford

Experian A world of insight

GETTING THE MOST FROM YOUR GOAD CENTRE REPORT

Each shopping centre has its own unique mix of multiple outlets, independent shops, convenience and comparison stores, food outlets and vacant premises.

Understanding the retail composition of a centre and its effect on local consumers is crucial to the success of any business. By studying the information in the report, you will be able to examine site quality, evaluate threats and opportunities, and assess the vitality and viability of the centre. However, you will only achieve this if you are aware of the various implications of the data that you see. This guide is designed to help you interpret the information you see on the Goad Centre Report.

1. The Local Area
The map in the top left-hand corner of your report locates other local Goad centres. When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Goad Centre Reports are available for any of the highlighted centres.

2. The Indexing System
A simple indexing system appears throughout the report. This illustrates 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.

3. Floor Space
The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets
Comparing the number of vacant outlets with the UK average provides a useful insight into the current economic status of a centre. For example, a high index generally represents under-development or decay, while a low index shows a strong retail presence.

5. Multiple Outlets/Key Attractors
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 is often sufficient in itself to attract consumers to a centre. Approximately 27 national multiples have been identified as key attractors, (i.e. those retailers most likely to improve the consumer appeal of a centre).
The presence of multiple outlets and key attractors 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.

Also available from Experian:

The Goad Category Reports
Category reports allow you to compare retail centres and breakdown the retail types to allow you to undertake detailed study.
The report allows you to examine site quality, evaluate threats and opportunities and assess the vitality and viability for all the retail centres within your town centres. Provides a comprehensive breakdown of floor space and outlet count for all individual trade types in the Convenience, Comparison, Retail Service, Leisure, Financial / Business Services and Vacancy sectors.
Using a number of simple indicators, Goad Category reports look at the retail composition and its impact on local consumers. A simple indexing system acts as an effective gap analysis tool, identifying retail categories that are under or over represented within a shopping area. This in turn can indicate an untapped market or poor consumer demand for particular products or services in a retail area .

The Goad Catchment Profile
This measures the extent of the local consumer base, in relation to a shopping centre. It also helps you to recognise the individual groups that make-up a local population, using Mosaic, the world's leading geo-demographic classification system.
Mosaic classifies individuals using census, financial, housing and retail data. Combining this with the profile's information on local household composition and age structure enables you to understand the varied lifestyles and behaviours of individual customers. You can then tailor your products, services and communications to suit local markets, build one-to-one customer relations and generate greater brand loyalty.

Retail Planner
Retail Planner delivers clear, comprehensive, up-to-date expenditure and demographic information to improve your planning-related decisions:
- Estimate future spending on retail goods and leisure services
- Identify changes in the efficiency of retail floor space
- Explain past trends and forecast business turnover potential
- Demonstrate retail planning knowledge to your clients

Goad Network
A Goad plan provides a birds-eye view of a retail centre, illustrating the fascia name, retail category, floor space and exact location of all retail outlets and vacant premises. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured, allowing you to instantly assess the site quality of existing or prospective store locations in an easy to use Goad Network internet service.

Access the service at
http://www.goadnetwork.co.uk

Historic Plans
Historic Goad plans dating back to 1968 are available for you to compare retail mix over a period of time and are ideal for supporting planning and consultancy services. Plans surveyed after 1999 are also available in a digital format and can be uploaded to your Goad Network service, allowing you to make online comparisons.

Bespoke Goads
Our Cartography team can produce paper or PDF copies of Goad plans that identify Use Class, floor space variations and can display client data in a variety of mediums. Gap Analysis of multiple Goad plans can be presented in a clear visual manner, which allows clients to run comparisons of neighbouring locations

Demographics Online
DOL is the one stop shop for organisations requiring a quick, clear and actionable source of on-line demographic data that helps clients analyse existing and potential retail locations. Our DOL service provides clients with access to UK census data, and award winning market segmentation data in simple, easy to read, local area information reports specified by you. The report packs include sections on population statistics, age analysis, employment data and many others. The interactive mapping section allows you to map drive-times around your locations and view your customers. Our off the shelf reports include maps , charts and tables to help your understanding; or tailor the data to meet your own requirements. Subscription is for a year and usage is unlimited!

Shop Point
Shop Point is a comprehensive database covering all retail locations in the UK and the main towns and cities in the Republic of Ireland. It combines data from Experian's Goad Retail Database, Experian's National Business Database. Catalist and other researched sources, for example, the Internet, direct contact with retailers, and industry publications. The data set includes over 30 pieces of retail information including: Fascia, address, floor space and co-ordinates.

For further details on these products or if you have any queries regarding your Goad Centre Report, please contact Experian on:
Tel: 0845 601 6011
Fax: 0115 968 5003

E-mail: goad.sales@uk.experian.com

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A world of insight

Sleaford

goad Centre Report

Survey Date: 15-Oct-09

Closest Centres	Distance (km)
Grantham	18.3
Woodhall Spa	21.4
Bourne	25.6
Boston	25.9
Lincoln	26.9

Key Retail Indicators

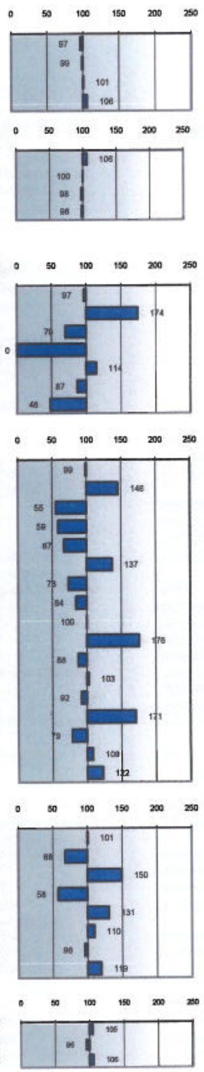
Total Outlets	174
Total Floorspace (sq ft)	328,800

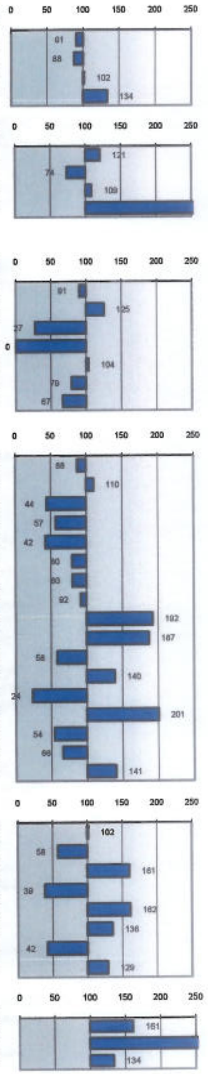
	Count	%	% UK	Index
Vacant Outlets	23	13.22	12.50	106
Vacant Floorspace (sq ft)	48,100	14.63	10.94	134
Multiple Outlets	46	26.44	31.16	85
Comparison Outlets	73	41.95	42.54	99

Major Retailers			
Argos	0	Next	0
BhS	0	O2	0
Boots The Chemist	1	Phones 4 U	0
Burton	0	Primark	0
Carphone Warehouse	0	River Island	0
Clarks	1	Sainsburys	1
Clintons	1	Superdrug	1
Debenhams	0	T K Maxx	0
Dorothy Perkins	0	Tesco	0
H & M	0	Topman	0
H M V	0	Topshop	0
House of Fraser	0	Vodafone	0
John Lewis	0	Waitrose	0
Marks & Spencer	0	Waterstones	0
New Look	0	WHSmith	0
		Wilkinsons	0

Retail Composition

	Outlets Number	%	% UK	Index	Floorspace sq.ft	sq.m	%	% UK	Index
Retail Trade Group									
Convenience	16	9.20	9.51	97	52,300	4,859	15.91	17.51	91
Comparison	73	41.95	42.54	99	139,500	12,960	42.43	48.47	88
Service	60	34.48	34.25	101	73,800	6,856	22.45	22.09	102
Vacant	23	13.22	12.50	106	48,100	4,469	14.63	10.94	134
Multiple Retailers by Trade Group									
Convenience	6	13.04	12.30	106	41,300	3,837	29.73	24.58	121
Comparison	25	54.35	54.42	100	58,700	5,453	42.26	57.46	74
Service	14	30.43	31.08	98	25,300	2,350	18.21	16.76	109
Miscellaneous	1	2.17	2.21	98	13,600	1,263	9.79	1.20	815
Retail Category									
Convenience	16	9.20	9.51	97	52,300	4,859	15.91	17.51	91
Bakers	6	3.45	1.98	174	4,200	390	1.28	1.02	125
Butchers	1	0.57	0.82	70	400	37	0.12	0.44	27
Greengrocers & fishmongers	0	0.00	0.66	0	0	0	0.00	1.29	0
Groceries & frozen foods	6	3.45	3.01	114	42,600	3,958	12.96	12.51	104
Off licences & home brew	1	0.57	0.66	87	1,100	102	0.33	0.42	79
CTN & convenience	2	1.15	2.38	48	4,000	372	1.22	1.82	67
Comparison	73	41.95	42.54	99	139,500	12,960	42.43	48.47	88
Footwear & repairs	5	2.87	1.97	146	5,100	474	1.55	1.41	110
Mens, boys wear	1	0.57	1.04	55	1,300	121	0.40	0.90	44
Womens, girls & childrens clothing	5	2.87	4.89	59	8,000	743	2.43	4.26	57
Mixed & general clothing	4	2.30	3.41	67	8,200	762	2.49	5.91	42
Furniture, carpets, textiles	9	5.17	3.78	137	11,200	1,041	3.41	4.27	80
Books, arts/crafts, stationers/copy	5	2.87	3.91	73	8,100	753	2.46	3.07	80
Elec, home ent, 'phones & video	6	3.45	4.08	84	9,700	901	2.95	3.22	92
DIY, hardware & household goods	5	2.87	2.88	100	33,500	3,112	10.19	5.29	192
Gifts, china, glass & leather goods	5	2.87	1.63	176	5,500	511	1.67	0.89	187
Cars, motor cycles & accessories	2	1.15	1.31	88	3,900	362	1.19	2.04	58
Chemists, toiletries & opticians	7	4.02	3.92	103	18,300	1,700	5.57	3.99	140
Variety, department & catalogue	1	0.57	0.62	92	5,300	492	1.61	6.80	24
Florists & gardens	3	1.72	1.01	171	3,000	279	0.91	0.45	201
Sports, toys, cycles & hobbies	3	1.72	2.19	79	4,300	399	1.31	2.41	54
Jewellers, clocks & repairs	4	2.30	2.12	109	2,100	195	0.64	0.97	66
Charity, pets & other comparison	8	4.60	3.76	122	12,000	1,115	3.65	2.60	141
Service	60	34.48	34.25	101	73,800	6,856	22.45	22.09	102
Restaurants, cafes, fast food	18	10.34	15.24	68	18,600	1,728	5.66	9.81	58
Hairdressing, beauty & health	21	12.07	8.07	150	20,300	1,886	6.17	3.85	161
Launderettes & dry cleaners	1	0.57	0.99	58	600	56	0.18	0.47	39
Travel agents	3	1.72	1.32	131	4,200	390	1.28	0.79	162
Banks & financial services	8	4.60	4.18	110	20,300	1,886	6.17	4.54	136
Building societies	1	0.57	0.60	96	700	65	0.21	0.50	42
Estate agents & auctioneers	8	4.60	3.85	119	9,100	845	2.77	2.14	129
Miscellaneous	25	14.37	13.70	105	63,200	5,871	19.22	11.92	161
Employment, careers, POs & info	2	1.15	1.20	96	15,100	1,403	4.59	0.98	471
Vacant	23	13.22	12.50	106	48,100	4,469	14.63	10.94	134





For a Goad Paper Plan, a Goad Catchment Report or if you have any queries please contact Experian on tel: 0845 601 6011 or fax: 0115 968 5003 or E-mail: goad.sales@uk.experian.com

Experian A world of insight

TERMS AND CONDITIONS

1. DEFINITIONS
"this agreement" means the terms and conditions hereunder and the correspondence between the parties attached hereto.
"Experian" means Experian Group Limited.
"the Client" means the person, firm or limited company to whom the Services are to be provided.
"the Information" means any information (in whatsoever form) provided to the Client by Experian in connection with the Services.
"the Media" means the records, tapes or other materials and documents by which the information is communicated to the Client.
"the Services" means the services to be provided by Experian to the Client more particularly described in the correspondence between the parties attached hereto.

2. CONTRACT TERMS
Subject to Clause 14 hereunder this Agreement shall be on the terms and conditions set out below to the exclusion of any other terms and conditions whether or not the same are endorsed upon, delivered with or referred to in any document delivered or sent by the client to Experian.

3. PAYMENT OF CHARGES
3.1 The charges for the Services ("the Charges") shall be specified by Experian to the Client.
3.2 The Client shall pay the Charges within 28 days of the date of Experian's invoice thereof.
3.3 Interest at an annual rate of 5% above Barclays Bank plc's base rate from time to time shall accrue daily and be calculated on a daily basis on any sum overdue from the date of invoice until payment in full of the Charges.
3.4 Unless expressly stated otherwise the Charges shall be exclusive of VAT (or any other duty chargeable in respect thereof) (which for the avoidance of doubt shall be payable by the Client in accordance with the terms and conditions hereof).

4. PROVISION OF THE SERVICES
4.1 Experian shall use all reasonable endeavours to ensure that the information is accurate in all material respects.
4.2 Save as provided in sub-clause 4.1 above or otherwise expressly provided in this Agreement or to the extent that it is unlawful for any said representations and warranties to be excluded Experian makes no representations or warranties whether express or implied (by statute or otherwise) in connection with the Services or use thereof by the Client or otherwise in connection with this Agreement.
4.3 The parties hereto agree that the time for the performance of Experian's obligations in connection with the Services shall not be of the essence in this Agreement.

5. LIMITATION OF LIABILITY
Notwithstanding anything to the contrary contained in this Agreement:
5.1 Experian shall not be liable (whether in contract or in negligence (other than the liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) or other tort or otherwise) for any indirect or consequential loss of any kind whatsoever (including without limitation loss of profit or loss of business) suffered by the Client in connection with the Services.
5.2 Without prejudice to the provisions of sub-clause 4.1 above Experian's maximum aggregate liability hereunder (other than liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) whether for breach of this Agreement or otherwise and whether or not arising from the negligence of Experian or any other person involved directly or indirectly in the provision of the Services shall not exceed an amount equal to the Charges (exclusive of VAT) payable to Experian hereunder.

6. COPYRIGHT
Property and the copyright (and all other intellectual property rights) in the Media and the Information (other than any information which has passed to Experian by the Client in connection with the Services or which has been obtained from any third party by Experian which copyright and all other intellectual property rights as appropriate shall remain vested in such third party) shall at all times remain vested in Experian.

7. CONFIDENTIALITY
7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy reproduce publish or transmit any part of the Information in any manner whatsoever and the media shall be returned to Experian upon demand.
7.2 The Client undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not divulge communicate or permit access to any third party any confidential information relating to Experian.
7.3 For the purpose of sub-clause 7.2 hereof the expression "confidential information" shall mean (as the context may require)
7.3.1 the Information; and/or
7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the client; and/or
7.3.3 any information and/or know how relating to the methods or techniques used by Experian in devising and developing the Services and any tapes documents or other materials comprising any part of such information and/or know how made available by Experian hereunder.
7.4 The provisions of sub-clause 7.2 hereof shall not apply to any confidential information to the extent that:
7.4.1 the Client is required to divulge the same by a Court tribunal or government authority with competent jurisdiction
7.4.2 it has already come within the public domain
7.4.3 it was already known to the Client prior to the date of disclosure by Experian (as evidence by written records)

8. INDEMNITY
The Client shall indemnify and keep indemnified Experian from and against any and all liability loss claims demands costs or expenses of any kind whatsoever which shall at any time suffer or incur and which arise out of or in connection with the services provided that this indemnity shall not apply to the extent that any such liability arises of the default of Experian.

9. DATA PROTECTION ACT 1984
The Client undertakes that at all times they shall comply fully with the provisions of the Data Protection Act 1984 and any subsequent amendments thereto or re-enactments thereof.

10. TERMINATION
10.1 Experian shall be entitled to terminate this Agreement immediately by written notice to the Client if:
10.1.1 The Client is guilty of any material breach of the provisions of this Agreement and such breach if capable of remedy is not remedied within twenty one working days of written notice having been given to remedy such breach.

10.1.2 The Client has had a bankruptcy order made against it or has made an arrangement or composition with its creditors or (being a body corporate) has had convened a meeting of creditors (whether formal or informal) or has entered into liquidation (whether voluntary or compulsory) except a solvent voluntary liquidation for the purpose only of reconstruction or amalgamation or has a receiver manager administrator or administrative receiver appointed of its undertaking or any part thereof or a resolution has been passed or a petition presented to any Court for the winding-up of the Client or for the granting of an administration order in respect of the Client or any proceedings have been commenced relating to the insolvency of the Client.

10.2 The termination of this Agreement shall be without prejudice to the rights of Experian accrued prior to such termination.

11. FORCE MAJEURE
Notwithstanding anything herein contained neither party shall be under any liability to the other in respect of any failure to perform or delay in performing any of the obligations hereunder which is due to any cause of whatsoever nature beyond its reasonable control and no such failure or delay shall be deemed for any purposes to be a breach of this Agreement.

12. ASSIGNMENT
The rights granted to the Client hereunder are personal to it and the Client shall not assign or grant any rights in respect of or otherwise deal in the same.

13. WAIVER
Failure by either party to enforce any of the provisions of this Agreement shall not operate as a waiver of any of its rights hereunder or operate so as to bar the exercise or enforcement thereof at any time or times.

14. VARIATIONS
This Agreement constitutes the whole of the terms agreed between the parties hereto in respect of the subject matter hereof and supersedes all previous negotiations, understandings or representations and shall be capable of being varied only by an instrument in writing signed by a duly authorised representative of each of the parties hereto.

15. NOTICE
Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.
15.1 if given by mail seventy-two hours after the same shall have been despatched and
15.2 if given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

16. SEVERANCE
This Agreement is severable in that if any provision hereof is determined to be illegal or unenforceable by any Court or competent jurisdiction such provision shall be deemed to have been deleted without affecting the remaining provisions of this Agreement.

17. LAW
This Agreement shall be governed by and construed in accordance with English Law and the parties hereto agree that the English Courts shall have exclusive jurisdiction.

Goad Centre Comparison Report

(Floorspace sq ft)

experian

Comparative Base: All UK
Centre Selection: All Outlets
Survey Date: 17/07/2009

Centre		Convenience			Comparison			Service			Miscellaneous			Vacant		
	TotalCount	Space	% of Tot. Spc	Index v All UK	Space	% of Tot. Spc	Index v All UK	Space	% of Tot. Spc	Index v All UK	Space	% of Tot. Spc	Index v All UK	Space	% of Tot. Spc	Index v All UK
Boston	872,800	156,000	17.9	102	415,500	47.6	98	166,700	19.1	86	19,800	2.3	232	114,800	13.2	120
Grantham	959,700	241,400	25.2	144	387,500	40.4	83	205,600	21.4	97	10,600	1.1	113	114,600	11.9	109
Lincoln	1,561,800	115,600	7.4	42	985,200	63.1	130	311,600	20.0	90	10,500	0.7	69	138,900	8.9	81
Newark On Trent	675,200	109,600	16.2	93	347,700	51.5	106	141,400	20.9	95	4,500	0.7	68	72,000	10.7	97
Peterborough	1,422,800	181,800	12.8	73	887,000	62.3	129	253,900	17.8	81	18,800	1.3	135	81,300	5.7	52
Sleaford	328,800	52,300	15.9	91	139,500	42.4	88	73,800	22.4	102	15,100	4.6	470	48,100	14.6	134
Total	**5,821,100**	**856,700**	**14.7**	**84**	**3,162,400**	**54.3**	**112**	**1,153,000**	**19.8**	**90**	**79,300**	**1.4**	**139**	**569,700**	**9.8**	**89**

Printed on: 10/09/2010

Goad Centre Comparison Report

(Outlet Count)

experian

Comparative Base: All UK
Centre Select: All Outlets
Survey Date: 17/07/2009

Centre		Convenience			Comparison			Service			Miscellaneous			Vacant		
	Total Count	Count	% of Tot. Cnt	Index v All UK	Count	% of Tot. Cnt	Index v All UK	Count	% of Tot. Cnt	Index v All UK	Count	% of Tot. Cnt	Index v All UK	Count	% of Tot. Cnt	Index v All UK
Boston	346	36	10.4	110	146	42.2	99	116	33.5	98	8	2.3	193	40	11.6	92
Grantham	422	27	6.4	67	177	41.9	99	151	35.8	105	7	1.7	138	60	14.2	114
Lincoln	601	43	7.2	75	283	47.1	111	203	33.8	99	6	1.0	83	66	11.0	88
Newark On Trent	374	25	6.7	70	175	46.8	110	114	30.5	89	4	1.1	89	56	15.0	120
Peterborough	444	31	7.0	73	211	47.5	112	144	32.4	95	13	2.9	244	45	10.1	81
Sleaford	174	16	9.2	97	73	42.0	99	60	34.5	101	2	1.1	96	23	13.2	106
Total	**2,361**	**178**	**7.5**	**79**	**1,065**	**45.1**	**106**	**788**	**33.4**	**97**	**40**	**1.7**	**141**	**290**	**12.3**	**98**

Table 1: A Table to Illustrate the Less than Represented Retail Categories in Sleaford

Retail Category	Total Outlets	%	% UK Average	% Decrease from UK Average Outlets	Index	Floor Space Total Outlets	Total Size (sq.ft)	%	% UK	% Decrease from UK Average Floor Space	Average Outlet Size (sq.ft)	Floorspace Requirement to meet the UK Average (sq.ft)
Convenience												
CTN & Convenience	2	1.15	2.38	51.58%	48	2	4,000	1.22	1.82	32.97%	2,000	1,319
Butchers	1	0.57	0.82	30.49	70	1	400	0.12	0.44	72.73%	400	290
Green Grocers & Fishmongers	0	0	0.66	100%	0	0	0	0	1.29	100%	0	
Comparison												
Men's, boys wear	1	0.57	1.04	45.19%	55	1	1,300	0.4	0.9	55.56%	1,300	722
Women's, girls & children's clothing	5	2.87	4.89	41.31%	59	5	8,000	2.43	4.26	42.96%	1,600	3,437
Mixed & general clothing	4	2.3	3.41	32.55%	67	4	8,200	2.49	5.91	57.87%	2,050	4,740
Sports, toys, cycles & hobbies	3	1.72	2.19	21.46%	79	3	4,300	1.31	2.41	45.64%	1,433	1,963
Elec, home ent, phones & video	6	3.45	4.08	15.44%	84	6	9,700	2.95	3.22	8.39%	1,616	814
Cars, motor cycles & accessories	2	1.15	1.31	12.21%	88	2	3,900	1.19	2.04	41.67%	1,950	1,625
Variety, department & catalogue	1	0.57	0.62	8.06%	92	1	5,300	1.61	6.8	76.32%	5,300	4,045
Service												
Laundrettes & dry cleaners	1	0.57	0.99	42.42%	58	1	600	0.18	0.47	61.70%	600	370
Restaurants, cafes, fast food	18	10.34	15.24	32.15%	68	18	18,600	5.66	9.81	42.30%	1,033	7,680
Building Societies	1	0.57	0.6	5%	96	1	700	0.21	0.5	58%	700	406
Miscellaneous												
Employment, careers, PO's & info	2	1.15	1.2	4.17%	96	2	15,100	4.59	0.98	78.65%	7,550	11,876
							Total: 80,100					Total:39,475

Table 2 : An analysis of comparable locations

Centre	Population (2001 Census 20 Min Profile)	Total Count (Oultet Count)*	Person per Outlet	% Increase of Outlets Over Sleaford	Distance (Away from Sleaford)
Sleaford	65,398	174	376		0
Grantham	70,341	422	167	+143	18.3 km
Newark on Trent	84,247	374	225	+115	30.4 km
Boston	63,179	346	182	+99	26.9 km

* Data gathered from GOAD Centre Comparison Report 17/07/2009

Change at North Kesteven level			
	1990-2010	2010-2031	
1 Agriculture etc	-4.094	-1.315	driver of change, together with 5
2 Coal	0	0	
3 Oil & Gas etc	0	0	
4 Other Mining	-0.046	-0.041	
5 Food, Drink & Tob.	-0.611	-0.397	this is manufacturing/production not retail
6 Text., Cloth. & Leath	-0.101	-0.057	
7 Wood & Paper	0.174	-0.014	
8 Printing & Publishing	-0.066	-0.023	
9 Manuf. Fuels	-0.002	0	
10 Pharmaceuticals	0	0	
11 Chemicals nes	0.072	0.267	Manufacture of chemicals, products and man made fibres
12 Rubber & Plastics	0.009	-0.018	
13 Non-Met. Min. Prods.	0.005	-0.049	
14 Basic Metals	-0.377	0.005	
15 Metal Goods	-0.012	-0.294	manufacture of fabricated metal products
16 Mech. Engineering	0.156	-0.395	manufacture of machinery and equipment
17 Electronics	0.002	-0.001	
18 Elec. Eng. & Instrum.	0.063	-0.159	
19 Motor Vehicles	-0.301	-0.022	
20 Oth. Transp. Equip.	0.016	-0.01	
21 Manuf. nes	-0.04	-0.11	
22 Electricity	0	0	
23 Gas Supply	0	0	
24 Water Supply	-0.015	0	
25 Construction	2.564	***6.046***	is housing growth driving this? Seems a high number!
26 Distribution	1.405	0.6	
27 Retailing	0.662	**-0.063**	need to address this decline
28 Hotels & Catering	0.848	1.976	tourism/improved town centre
29 Land Transport etc	0.212	0.631	railways, buses,taxis, freight transport
30 Water Transport	0	0	
31 Air Transport	0	0	
32 Communications	-0.065	-0.001	
33 Banking & Finance	-0.142	-0.054	
34 Insurance	-0.023	-0.001	
35 Computing Services	0.514	0.965	
36 Prof. Services	1.677	***6.824***	big growth sector, need accomodation
37 Other Bus. Services	0.957	0.148	
38 Public Admin. & Def.	0.734	-0.073	
39 Education	1.597	***-0.858***	primary, secondary, higher, adult
40 Health & Social Work	0.674	***-1.145***	hospitals, nursing homes, dentist, social work etc
41 Misc. Services	0.502	0.461	
Total	6.948	12.82	

Change at Lincolnshire County level		
	1990-2010	2010-2031
1 Agriculture etc	-4.002	**-7.393**
2 Coal	0	0
3 Oil & Gas etc	-0.664	-0.011
4 Other Mining	0.021	-0.058
5 Food, Drink & Tob.	-0.279	**-4.381**
6 Text., Cloth. & Leath	-4.666	-0.609
7 Wood & Paper	0.459	-0.688
8 Printing & Publishing	-0.594	0.79
9 Manuf. Fuels	-0.047	0
10 Pharmaceuticals	0.125	0.003
11 Chemicals nes	0.624	-0.143
12 Rubber & Plastics	-0.15	-1.014
13 Non-Met. Min. Prods.	-0.347	-0.241
14 Basic Metals	-0.69	-0.107
15 Metal Goods	-1.745	-0.227
16 Mech. Engineering	-3.233	**-1.242**
17 Electronics	-0.124	-0.401
18 Elec. Eng. & Instrum.	0.772	-0.243
19 Motor Vehicles	0.394	-0.351
20 Oth. Transp. Equip.	0.11	-0.111
21 Manuf. nes	0.49	-0.109
22 Electricity	-0.717	-0.001
23 Gas Supply	-0.382	-0.012
24 Water Supply	0.365	-0.334
25 Construction	3.194	**7.308**
26 Distribution	1.812	0.389
27 Retailing	9.459	**6.036**
28 Hotels & Catering	0.993	**2.446**
29 Land Transport etc	1.18	**2.023**
30 Water Transport	0.095	-0.06
31 Air Transport	-0.061	-0.001
32 Communications	-0.623	0.002
33 Banking & Finance	-1.505	0.441
34 Insurance	-0.734	0.034
35 Computing Services	1.37	**1.281**
36 Prof. Services	4.608	**1.802**
37 Other Bus. Services	8.818	**2.662**
38 Public Admin. & Def.	2.922	**1.113**
39 Education	9.885	**4.817**
40 Health & Social Work	10.429	**13.66**
41 Misc. Services	3.66	6.91
Total	41.222	33.98