

Cardigan and Lampeter Retail Needs Planning Study

FINAL

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For
Ceredigion County Council

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Technical Background Papers / Data

TBP 01	ACORN User Guide
TBP 02	Retail Footprint User Guide
TBP 03	Expenditure Estimates User Guide
TBP 04	ProVision User Guide
TBP 05	The Home Delivery Sector in the UK 1995 to 2010
TBD 01	Cardigan and Lampeter Retail Audit Data

1 Executive Summary and Conclusions

Retail Expenditure in Cardigan and Lampeter

- 1.1 CACI have assessed the resident-based expenditure available for comparison and convenience shopping in Cardigan and Lampeter. In 2007, there was £69.6m of turnover available across these retail categories in Cardigan, and £54.0m in Lampeter. Although both towns also attract tourists, this trade is highly seasonal, and as such this study has taken the approach of only understanding needs derived from resident spend.

Figure 1.1 Resident based turnover potential for Cardigan (2007 - 2017)

Year	Comparison Goods Turnover (£'s)	Convenience Goods Turnover (£'s)	Total Turnover (£'s)
2007	£29,599,034	£40,077,243	£69,676,277
2012	£28,865,084	£39,460,058	£68,325,142
2017	£27,620,657	£38,408,346	£66,029,003

Figure 1.2 Resident based turnover potential for Lampeter (2007 - 2017)

Year	Comparison Goods Expenditure (£'s)	Convenience Goods Expenditure (£'s)	Total Expenditure (£'s)
2007	£21,025,823	£32,993,740	£54,019,563
2012	£20,381,030	£32,510,577	£52,891,607
2017	£19,475,471	£31,600,448	£51,075,919

- 1.1 Figures 1.1. and 1.2 show the Comparison and Convenience Goods turnover expected to be attracted to each town from its catchment area over the 2007-2017 period. Turnover figures are derived from expenditure data from CACI's Retail Footprint and ProVition gravity models of comparison and convenience goods shopping patterns, respectively.
- 1.2 CACI's forecasts of comparison and convenience expenditure include population growth but exclude consumer expenditure growth. Growth in Special Forms of Trading, including catalogue and Internet home-delivery sales channels has also been taken into account. The impact of Special Forms of Trading increases over time, drawing the overall spend available to shopping centres at a faster rate than the estimated increases due to population growth. This is why the turnover figures fall over the 2007-2017 period.

Cardigan and Lampeter Town Centre Health Check

- 1.3 A Town Centre Health Check has been undertaken for Cardigan and Lampeter town centres using an assessment of a number of key indicators in accordance with TAN 4 and in conjunction with CACI's quantitative approach to understanding opportunities to re-optimize the retail mix in Cardigan and Lampeter town centres.
- 1.4 Both Lampeter and Cardigan town centres serve the retail needs of their respective residential catchments. The retail units are maintained fairly well with the condition of the shop fronts and canopies generally of relatively high quality. Cardigan and Lampeter are characterised by a number of historic buildings, such as Cardigan Castle and Lampeter University. Both are vibrant towns with a diverse mix of local businesses, which add to the towns' unique characters.
- 1.5 The Cardigan Townscape Heritage Initiative (THI) has aided the conservation of the town's unique architectural landscape. The THI has funded the renovation of business and retail buildings in addition to the improvement of local facilities. Since the THI scheme was introduced five years ago, over sixty properties have received THI or Town Improvement Grants (TIG)¹. The improvement in infrastructure and environment of the town centres should continue to be promoted.
- 1.6 The health checks for Cardigan and Lampeter town centres present no significant evidence of a need for new floorspace.

¹ <http://www.cardigan-heritage.co.uk/about-cardigan-heritage.htm>

Development Strategy in Cardigan

In all cases, the figures below indicate total capacity for additional retail floorspace over the period.

- 1.7 For the purposes of the comparison goods capacity assessment, a target trading density of £4,000/sq.m. has been used for Cardigan. This trading density is above the level we believe traders are currently performing at, and therefore by using a higher target trading density, the capacity assessment takes into account the need for traders to improve on current performance, before accepting any need for additional floorspace.
- 1.8 CACI have assessed Cardigan town centre's comparison floorspace capacity. Taking into account the target trading density, the following comparison retail floorspace need has been identified for Cardigan.
- | | |
|------|----------------|
| 2007 | 1,770 sq m net |
| 2012 | 1,580 sq m net |
| 2017 | 1,275 sq m net |
- 1.9 The scenario above has demonstrated that there is capacity for additional comparison goods floorspace in Cardigan, albeit it actually reduces over time, due to the impacts of the internet. This level of capacity could be satisfied on an incremental basis over the planning period.
- 1.10 **Therefore if the council follows a policy of incremental development of comparison provision, there will be no further headroom for any further major applications, and hence it will not be necessary for the authority to pro-actively allocate further sites for comparison goods provision.**
- 1.11 CACI have assessed Cardigan town centre's convenience floorspace. Taking into account a target trading density based on a status quo to current performance (£10,000 per sq m net), the following range of convenience retail floorspace need has been identified for Cardigan (depending on whether expenditure growth is applied or not).
- | | |
|------|------------------------|
| 2007 | 960 sq m net |
| 2012 | 1,074 – 1,271 sq m net |
| 2017 | 1,199 – 1,631 sq m net |
- 1.12 The scenario above has demonstrated that there is capacity for additional grocery floorspace in Cardigan, which could be delivered in the form of a range of new small convenience stores, which will come forward on an incremental basis.
- 1.13 **This implies that if the council follows a policy of incremental development of convenience provision, there will be no further headroom for any further major applications, and hence it will not be necessary for the authority to pro-actively allocate further sites for convenience goods provision. The planning application submitted for the Bath House site could meet this identified need, depending on the size of store approved.**

Development Strategy in Lampeter

In all cases, the figures below indicate total capacity for additional retail floorspace over the period.

- 1.14 For the purposes of the comparison goods capacity assessment, a target trading density of £4,000/sq.m. has been used for Lampeter. This trading density is above the level we believe traders are currently performing at, and therefore by using a higher target trading density, the capacity assessment takes into account the need for traders to improve on current performance, before accepting any need for additional floorspace.
- 1.15 CACI have assessed Lampeter town centre's comparison floorspace capacity. Taking into account the target trading density (£4,000 per sq m net), the following comparison retail floorspace need has been identified for Lampeter.
- | | |
|------|--------------|
| 2007 | 624 sq m net |
| 2012 | 511 sq m net |
| 2017 | 352 sq m net |
- 1.16 The scenario above has demonstrated that there is capacity for additional comparison goods floorspace in Lampeter, albeit it actually reduces over time, due to the impacts of the internet. This level of capacity could be satisfied on an incremental basis over the planning period.
- 1.17 **Therefore if the council follows a policy of incremental development of comparison provision, there will be no further headroom for any further major applications, and hence it will not be necessary for the authority to pro-actively allocate further sites for comparison goods provision.**
- 1.18 CACI have assessed Lampeter town centre's convenience floorspace. Taking into account a benchmark trading density of £10,000 per sq m net, the following range of quantitative need (capacity) has been identified (based on whether expenditure growth is taken into account or not):
- | | |
|------|--------------------|
| 2007 | 755 sq m net |
| 2012 | 851-1013 sq m net |
| 2017 | 949 -1289 sq m net |
- 1.19 This quantitative need could be delivered in the form of a range of new small convenience stores, which will come forward on an incremental basis, as market demand dictates.
- 1.20 **This implies that if the council follows a policy of incremental development of provision, there will be no further headroom for any further major applications, and hence it will not be necessary for the authority to pro-actively allocate further sites for convenience goods provision.**

2 Introduction

General aims of the Study

- 2.1 Ceredigion County Council requires a retail planning study that will help guide the current town centre vision work being undertaken for Cardigan and Lampeter town centre, and to provide an evidence base for the preparation of council policies in the new Local Development Plan.
- 2.2 This planning study has four following underlying objectives:
- To provide a comprehensive overview of the current shopping dynamics in Cardigan and Lampeter town centres;
 - To undertake a quantitative and qualitative appraisal of existing retail provision relative to expenditure levels and latent potential;
 - To assess Cardigan and Lampeter's capacity to absorb additional retail floorspace at both commercially and economically viable levels; and
 - To help inform the preparation of Ceredigion County Council's Local Development Plan.

Study Approach & Scope

- 2.3 This Retail Assessment will sit alongside the Aberystwyth Retail Planning Study that was undertaken in March 2007.
- 2.4 This report focuses on providing a robust quantitative needs assessment for additional floorspace in Cardigan and Lampeter town centres over the planning period 2007-2017, providing advice for 5 year periods on:
- Convenience Goods Uses
 - Comparison Goods Uses (Non-Bulky)
- 2.5 In each case, spend in these categories from residents and internet shoppers has been considered and related to the current provision of use. Using the concept of comparing turnover potential with benchmark trading densities, capacities for floorspace have been derived for each town. In doing so, headroom (or surplus) has been identified by comparing the capacities with current and future committed floorspace.
- 2.6 This study is not performing a capacity assessment of Bulky Goods, however the current provision in the area has been provided as baseline information.

3 Town Centre Health Check: Retail Property

Introduction

- 3.1 A Town Centre Health Check has been undertaken for Cardigan and Lampeter town centres using an assessment of a number of key indicators in accordance with TAN 4 in conjunction with CACI's quantitative approach to understanding opportunities to re-optimize the retail mix in a town centre.
- 3.2 The Town Centre Health Check assesses the current quantitative need for changes in comparison and convenience retail space provision and develops an understanding of the health of the retail property market and future investment in Cardigan and Lampeter town centres.
- 3.3 Following an assessment focused on retail property, Chapter 4 continues the Town Centre Health Check by examining the infrastructure and environmental needs of the town centres.

Population Growth Assumptions

- 3.4 To assess future floorspace needs, this report uses population growth assumptions provided by Ceredigion County Council. These relate to a range of growth options under consideration for the emerging LDP.
- 3.5 Ceredigion County Council has provided projections of population growth for Cardigan and Lampeter from 2007 to 2012 and 2012 to 2017. The projections estimate population growth of 2.73% for Cardigan over the 2007-2012 period, with a further 2.92% growth between 2012 and 2017. Lampeter is projected to experience population growth of 2.81% between 2007 and 2012, and 2.78% between 2012 and 2017.

Figure 3.1 Population Growth Figures for Cardigan and Lampeter

Year	Cardigan	Lampeter
2007-2012	2.73%	2.81%
2012-2017	2.92%	2.78%

Source: Ceredigion County Council

- 3.6 Population growth projections are used later in this study to assess growth in retail demand and its affect on consumer expenditure within the catchment area of each town.

Floorspace and Trade Mix

- 3.7 CACI have assessed the trade mix for Cardigan and Lampeter and Figures 3.2 and 3.3 shows the results of this assessment. Figures 3.2 and 3.3 also show the trading mix in the two towns against a benchmark centre comparator.
- 3.8 Figure 3.2 below also shows CACI's benchmarking information for comparison, catering and convenience retail stores in Cardigan. CACI have identified benchmark data by examining other remote UK towns falling within Retail Footprint's Rural Centres Minor Class (see Technical Background Paper 02). In doing so, CACI have

identified the most suitable set of comparable centres for Cardigan to help establish Cardigan's retail mix and identify any particular strengths and weaknesses. The assessment focuses on active retail units occupied by commercial retailers and therefore it excludes vacant, charity and service units.

- 3.9 The benchmarks are an average of all towns in the same Retail Footprint class. Cardigan is classed as a Rural Centre (see TBP 02 for definition). There are 177 other Rural Centres which were used to find the benchmark. The retail category mix for 416 Small Rural Centres was used to find a benchmark average for Lampeter. (see Technical Background Paper 02 for definition). Benchmarking allows centres of similar traits to be compared.
- 3.10 Further information on the benchmark process can be found in the Aberystwyth Retail Action Plan.
- 3.11 Indexing is a tool that can be used to compare a profile against a standard base. The index can then be compared against other retail categories as the benchmark figure is relative. If the index is 100, it would mean that the town has the same proportion of the variable as the benchmark town. If the index is 200, it would have twice as many units and if it has an index of 50 it would have half as many units as the benchmark. Figure 3.2 and Figure 3.3 provides the trading mix for the two centres. In this example, the multiple retailer profiles of Lampeter and Cardigan have been indexed against their benchmarks.
- 3.12 The figure shows that compared to other similar centres, in terms of comparison goods.

Figure 3.2 Trading Mix in Cardigan

Retail Category	Cardigan	Benchmark Centre (Average)	Index
Clothing & Accessories	35.3%	26.4%	134
Health & Beauty	5.9%	19.0%	31
Leisure Goods	11.8%	9.8%	121
Household Goods	0.0%	0.8%	0
Electrical Goods	5.9%	6.6%	89
Non Core Retail Categories	23.5%	15.6%	151
Comparison Sub Total	82.4%	78.1%	105
Grocery / Convenience	11.8%	16.8%	70
Catering	5.9%	5.1%	115

Source: CACI (2008) – N.B. Data for towns collected on audit. Data for benchmark towns and Cardigan include multiple traders only. Figures relate to unit numbers, not floorspace.

- 3.13 Overall in the comparison goods category, representation of comparison goods retailers is slightly above the benchmark average. Within the comparison goods retail mix in Cardigan, there is strong representation of Clothing & Accessories retailers (35.3% of total units, compared to 26.4% expected based on the Rural Centres benchmark average). Leisure Goods retailers are also well represented within the

mix. However, there is lower than expected representation of Health & Beauty, Electrical Goods and Household Goods retailers.

- 3.14 The table also shows that the average number of grocery/convenience stores is below the benchmark, whilst the number of catering units (coffee shops, fast food takeaway and restaurants) is only just slightly above the benchmark, and therefore satisfactory.
- 3.15 Working with the business community in Cardigan to provide a more rounded retail mix would increase its attractiveness to shoppers. This can be delivered by a combination of both multiple and independent traders, and involves better occupation of existing units as opposed to necessarily needing new floorspace.
- 3.16 Figure 3.3 below shows CACI's benchmarking information for comparison, catering and convenience retail stores in Lampeter. CACI have identified benchmark data by locating other UK towns falling within Retail Footprint's Small Rural Centres Minor Class (see Technical Background Paper 02). In doing so, CACI have identified the most suitable set of comparable centres for Lampeter town centre to help put Lampeter's retail mix into context and identify particular strengths and weaknesses. The assessment focuses on active retail units occupied by commercial retailers and therefore it excludes vacant, charity and service units.
- 3.17 Further information on the benchmark process can be found in the Aberystwyth Retail Action Plan.
- 3.18 The table shows that compared to other similar centres, in terms of comparison goods, Electrical Goods, Health and Beauty and Non-Core Retail Goods (coffee shops, fast food takeaway and restaurants) are above the benchmark percentage. Currently there is an under-provision of Clothing and Accessories, Grocery/Convenience stores, Household Goods, Leisure Goods and Catering which is significantly below the benchmark figure.

Figure 3.3 Trading Mix in Lampeter

Retail Category	Lampeter	Benchmark Centre (Average)	Index
Clothing & Accessories	12.5%	13.9%	90
Health & Beauty	25.0%	3.8%	659
Leisure Goods	0.0%	8.9%	0
Household Goods	0.0%	10.1%	0
Electrical Goods	12.5%	3.8%	329
Non Core Retail Categories	25.0%	6.3%	395
Comparison Sub Total	75.0%	46.8%	160
Grocery / Convenience	25.0%	50.4%	50
Catering	0.0%	2.8%	0

Source: CACI (2008) – N.B. Data for towns collected on audit. Data for benchmark towns and Lampeter include multiple traders only. Figures relate to unit numbers, not floorspace.

- 3.19 Compared to the benchmark average for Small Rural Centres, Lampeter has a relatively good level of Clothing & Accessories multiple retailer representation, which

is only 10% below the benchmark average in terms of unit numbers. There is a polarisation in the representation of other comparison goods categories, with the lack of any Leisure Goods or Household Goods multiples being off-set by strong representation of the Health & Beauty, Electrical Goods and Non-Core retail categories. Non-Core retail categories include Department & Variety stores (analysed separately below), catalogue showrooms, chemists, opticians/eyewear, general furniture and photo-processing retailers.

- 3.20 Grocery/convenience and catering provision is also below expected levels based on the benchmark average. Similar to Cardigan, provision of a more balanced retailer mix could help to attract more shoppers to the town.

Floorspace and Retail Mix

- 3.21 Figures 3.4 and 3.5 summarise the retail mix of units in both town centres. The data was collected from CACI's audit of the town. Both towns have a large proportion of independent retailers which is the reason that there is a difference between the figures from the benchmark towns. This is especially true for catering, due to the large number of independent cafes in the towns. Cardigan has a larger number of comparison goods than Lampeter.
- 3.22 Most town centre ranking systems are heavily weighted to reflect their position in relation to multiple retailers, in our view it is important for a successful town centre to have a good range of quality independent retailers. It is these retailers that create the unique character of a town centre and contribute to its continuing viability and vitality.
- 3.23 Cardigan town centre has 54% independent retailers and Lampeter has 65%. Both Cardigan and Lampeter have a large and diverse range of independent retailers that help to establish the character of the town centres. These retailers operate alongside recognised multiple retailers to create a vital and viable town centre.
- 3.24 This range and diversity of independent retailers within Cardigan and Lampeter should be promoted, as it is these retailers which create the distinct character of the town.
- 3.25 On the other hand, the relative success of a town centre is the small number of multiple retailers that are present. Cardigan as a Rural Centre and Lampeter as a Small Rural Centre have less 'pulling power' than other settlements in the area and as such have less chance of attracting multiple retailers. This is a result of many of the major operators determining location on the basis of greatest footfall.
- 3.26 Both Cardigan and Lampeter have some multiple retailers. An audit database of all retail units in the towns can be found in Technical Background Data 01. Cardigan has 46% (comparison goods units recorded) of multiple retail occupiers and Lampeter has 35%.
- 3.27 The multiple retailers located in the Cardigan town centre include Dorothy Perkins, Julian Graves, Woolworths, Boots, and Peacocks to mention a few (see TBD 01). The multiple retailers located in Lampeter town centre include Spar, Lloyds Pharmacy and Boots (see TBD 01).
- 3.28 Figure 3.4 below shows that there is a greater proportion of independent traders than multiples in the Clothing sector, Non-Clothing sector, Grocery and Convenience sector, Catering and Services sector. The only sector where multiple traders exceed independent traders is the charity sector.

Figure 3.4 Cardigan Retail Mix

Retail Category	Mix (%)	Of which proportion Independent Traders (%)	Of which proportion Multiple Traders (%)
Clothing Retail	23.14%	78.57%	21.43%
Non Clothing Retail	31.40%	84.21%	15.79%
Charity	2.48%	33.33%	66.67%
Comparison Sub Total	57.02%	81.82%	18.18%
Grocery / Convenience	9.09%	81.82%	18.18%
Catering	10.74%	92.31%	7.69%
Services	15.70%	73.68%	26.32%
Vacant	7.44%	N/A	N/A

Source: CACI (2008)

- 3.29 As for Lampeter, Figure 3.5 below shows the same sectors have a greater proportion of independent traders than multiple traders. Similarly the charity sector is the only sector where multiple traders exceed independent traders. The range and diversity of independent retailers within Lampeter should continue to be promoted, as it is these retailers which create the distinct character of the town.

Figure 3.5 Lampeter Retail Mix

Retail Category	Mix (%)	Of which proportion Independent Traders (%)	Of which proportion Multiple Traders (%)
Clothing Retail	15.00%	91.67%	8.33%
Non Clothing Retail	30.00%	87.50%	12.50%
Charity	3.75%	33.33%	66.67%
Comparison Sub Total	47.75%	84.62%	15.38%
Grocery / Convenience	11.25%	77.78%	22.22%
Catering	16.25%	100.00%	0.00%
Services	20.00%	81.25%	18.75%
Vacant	3.75%	N/A	N/A

Source: CACI (2008)

- 3.30 Overall, both towns have a larger number of independent traders than multiple traders which depicts great diversity of choice for the consumer. It is these retailers that add unique character to a town centre and contribute to its vitality and viability.

Vacant Units

- 3.31 According to the CACI analysis, there are only 9 vacant units in Cardigan town centre. These vacant units are largely transitional and the level of vacant floorspace highlights the relative economic prosperity of Cardigan and thus, its strong vitality and viability. Due to the number of vacancies, it should not be difficult for small scale independent retailers to locate in Cardigan town centre, although there are limited opportunities within the Shopping Area for multiple retailers seeking units with large floor plates. In any event, future retail growth and potential retail choice should not be limited in the short term.

3.32 In Lampeter town centre there are only 3 vacant units. Again as with Cardigan, the small level of vacant units suggests the relative economic prosperity of Lampeter town centre and thus its strong vitality and viability. However, as indicated by the Hyder Study (Lampeter Economic Development & Regeneration Strategy Development Framework (Draft Report For Consultation) 30 November 2007, Hyder Consulting), this is disguised by the growth in the number of charity shops and the closure of BJ Jones which has been detrimental to retailing in general.

Variety and Department Stores

3.33 CACI have also compared the proportion of multiple retailers in Cardigan and Lampeter that operate as a variety or department stores with benchmark centres. Figures 3.6 and 3.7 below show the difference in provision of Variety and Department stores in Cardigan and Lampeter compared with the benchmark centres.

3.34 Variety stores are defined as retailers selling a mixture of goods from multiple retail categories, which can include convenience as well as comparison goods. Examples of Variety Stores include Marks & Spencer, Woolworths and Wilkinson’s. Variety stores found in Cardigan include Woolworths, Betta Value, and Cardigan’s Famous £1 Shop. Variety stores present in Lampeter include Gwylm C Price and DL Williams. Department stores are defined as large stores selling a mixture of Comparison Goods, which are likely to include clothing & footwear, health & beauty, household goods and electrical goods.

3.35 Both Cardigan and Lampeter do not have a Department Store, but the benchmark centres do not have a significant provision of department stores either. Therefore, we do not see this as an issue for the towns.

Figure 3.6 Variety and Department Stores in Cardigan

Store Formats	Cardigan	Benchmark Centre Average	Index (Bmrk Centres = 100)
Department Stores	0.00%	0.95%	0
Variety Stores	2.48%	8.34%	30

Source: CACI (2008)

3.36 There is less provision in terms of Variety Stores in Cardigan than in the benchmark centres of the same retail class. Therefore, there is a need for more variety stores in Cardigan to improve the retail performance of the shopping area as a whole.

3.37 In Lampeter however there is a greater provision of Variety Stores than the benchmark centre. Variety stores such as Woolworths are stores that sell a range of goods, but are not department stores.

Figure 3.7 Variety and Department Stores in Lampeter

Store Formats	Lampeter	Benchmark Centre Average	Index (Bmrk Centres = 100)
Department Stores	0.00%	0.28%	0

Variety Stores	2.50%	1.67%	150
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Source: CACI (2008)

Diversity of uses

- 3.38 The town centre's vitality and viability is dependant not only on its retail function but also on the mix of uses that contribute to the centre's attractiveness to those who live and work there. Leisure and entertainment facilities including cafes, bars and restaurants can add variety to a town centre and can also generate an evening economy.
- 3.39 Cardigan is providing more than adequate provision of non-core retail uses at 23.5% with the benchmark average set at 15.6% as indicated in Figure 3.2. A retail mix which has a greater focus on core retail categories than non-core categories is more attractive to shoppers. Lampeter has a diverse mix of non-core retail uses that complement its core retail function. There are adequate levels of banks, estate agents, restaurants and pubs and other basic service infrastructure at 25% with the benchmark average set at 6.3% as indicated in Figure 3.3.

Leakage

- 3.40 CACI's Retail Footprint model calculates the market share that a retail centre captures from its catchment area, and the market shares being captured by all the competing centres being visited by shoppers living within the catchment (see TBP 02 for a full explanation of the gravity modelling methodology).
- 3.41 Cardigan is the strongest centre within its 'core' (Primary + Secondary) retail catchment; it has 86.6% of the market share (see Figure 6.3a which shows the catchment area for Cardigan and Figure 6.3b shows the market share for Cardigan).
- 3.42 Across, its entire retail catchment, Cardigan obtains a market share of 34.8%, making it the strongest centre in the total catchment. Cardigan performs better than the regional towns of Carmarthen and Haverfordwest in the total catchment with these towns receiving 9.4% and 8.2% of Cardigan's total catchment. The Rural Centres of Newcastle Emlyn with 18.3% and Fishguard with 12.6% have the second and third biggest shares of Cardigan's catchment.

Figure 3.8 Cardigan's Market Share

Centre Name	Class	RF Score	Market Share Core Catchment	Market Share Total Catchment
Cardigan	Rural Centres	55	86.6%	34.8%
Newcastle Emlyn	Rural Centres	18	9.1%	18.3%
Fishguard	Rural Centres	18	0.3%	12.6%
Carmarthen	Regional Towns	299	2.1%	9.4%
Haverfordwest	Regional Towns	165	1.1%	8.2%
Llandysul	Rural Centres	7	0.2%	4.9%
Aberaeron	Rural Centres	13	0.0%	4.8%

Lampeter	Rural Centres	30	0.0%	1.7%
Carmarthen – Stephens Way	Retail Parks	28	0.4%	1.5%
Narbeth	Rural Centres	9	0.0%	1.1%
Aberystwyth	Regional Towns	171	0.0%	0.9%
Other			0.3%	1.8%

Source: CACI (2008)

- 3.43 Lampeter is the strongest centre within its core retail catchment; it has 82.3% of the market share (see Figure 6.4a which shows the catchment area for Lampeter and Figure 6.4b shows the market share for Lampeter).
- 3.44 Across, its entire retail catchment, Lampeter obtains a market share of 21.7%, again receiving the highest shares. The regional towns of Aberystwyth and Carmarthen receive 15.7% and 12.5% of the market shares respectively and Newcastle Emlyn also receives 12.5% of the total catchment.

Figure 3.9 Lampeter's Market Share

Centre Name	Class	RF Score	Market Share Core Catchment	Market Share Total Catchment
Lampeter	Rural Centres	30	82.3%	21.7%
Aberystwyth	Regional Towns	171	3.1%	15.7%
Cardiff	Regional Towns	299	8.4%	12.5%
Newcastle Emlyn	Rural Centres	18	0.3%	12.5%
Aberaeron	Rural Centres	13	3.0%	9.4%
Llandovery	Rural Centres	8	0.0%	5.4%
Llandysul	Rural Centres	7	0.7%	4.4%
Tregaron	Rural Centres	2	0.0%	3.3%
Cardigan	Rural Centres	55	0.0%	3.2%
Llandeilo	Rural Centres	15	0.1%	2.7%
Cardiff – Stephens Way	Retail Parks	28	1.5%	2.0%
Aberystwyth – Llanbadarn Fawr Bulky Goods Park	Retail Parks	21	0.0%	1.8%
Bridgend – McArthurGlen Outlet Centre	Factory Outlet Centres	73	0.6%	1.7%
Other			0.0%	3.8%

Source: CACI (2008)

4 Town Centre Health Centre - Infrastructure and Environment

Access by Foot and Bicycle

- 4.1 The lack of dedicated cycle paths in Cardigan town centre and the one way streets restrict cycling within the centre. This is further hindered by the high number of vehicles that use the town centre, particularly during peak hours. It was noted that there were no visible cycle stands.
- 4.2 The pedestrian links and crossings within the centre are considered to be relatively sufficient for both Cardigan and Lampeter town centres.
- 4.3 The lack of cycle provision was also apparent in Lampeter town centre. There were no visible cycle stands, apart from those located outside the Co-op. Beyond the town centre, walking and cycling have been encouraged with the Heritage Trail and footpath links to surrounding areas. There are numerous cycle routes which provide convenient movement throughout the town and offer connections to the surrounding area. These modes are imperative to easy movement for the local community, student population and incoming visitors.
- 4.4 Further investment in cycling provision could be made to promote travelling using sustainable means. This would not only reduce vehicle traffic it would reduce pollution and congestion in the towns.

Public Transport Services

- 4.5 Sustainable accessibility is limited in Lampeter since the bus services are infrequent and their coverage around the town is limited. The TrawsCambria bus service (the National Express service in Wales) links Lampeter and Cardigan with Bristol, Cardiff and Swansea to the south, and Aberystwyth, Bangor and Holyhead to the north.
- 4.6 There are also around 24 local buses connecting Lampeter and Cardigan with Aberystwyth, Carmarthen and the surrounding towns. Some of the bus services are provided commercially by an operator, whilst others are operated on behalf of the County Council.
- 4.7 The number of bus services in Lampeter includes the T45, X40, 288/9, 581, 582, 585, 588 and Cardigan is serviced by bus numbers T44, X50, 230, 390, 405, 406, 406a, 407, 412, 430, 431, 460, 461, 552, 554, 550, 600. Most of the buses which service Cardigan and Lampeter run hourly from the morning till around 5pm, yet there is a distinct lack of evening services provided.
- 4.8 In terms of trains, the nearest mainline railway stations to Cardigan and Lampeter are Aberystwyth (trains from the Midlands, the North and Scotland) and Carmarthen (trains from Cardiff, London and southern England). Both railway stations are approximately 25 miles away from Lampeter. The stations connect to Lampeter and Cardigan by bus.
- 4.9 Improvements to the provision of public transport and movement throughout the both towns would further encourage and promote their use as shopping centres.

Car Access and Parking

- 4.10 The main road access into Cardigan town centre is via the A487, B4548 and A478. Within the town centre the traffic flows in a one way direction with some parking allocated along the main retail street namely, Pendre and North Road.
- 4.11 Lampeter is at the hub of the road network where roads converge from the surrounding area. Routes along the A485 (Carmarthen to Aberystwyth) and the A475 (the Teifi Valley Hub) pass through the town centre and create a high level of through traffic. Since there is a distinct lack of sustainable transport options throughout the town, the road network provides the principal means of movement and communications for businesses, residents and visitors. Consequently, the town centre endures a level of traffic congestion, particularly at the junction of College Street, Bridge Street and the High Street.
- 4.12 In Cardigan there are a number of public car parks, which include 1. Feidr Fair; (by swimming pool); 2. Greenfield Terrace (below Guild Hall); Off Finch Square by Riverside; 4. Mwldan Theatre car park; 5. Prince Charles Quay. There is however only one car park which is located within the town centre boundary located off Greenfield Square/Upper Mwldan.
- 4.13 There is inadequate car parking provision in Lampeter, with particular reference to the north of the town. The southern end of the town encompasses two free car parks and provision for off-street car parking along Victoria Terrace, which is located within the town centre boundary and The Rookery which is located outside the town centre boundary; however these are often all fully occupied. Off-street parking is problematic in that it disturbs the movement of traffic flows and impinges on traffic congestion in the town centre.

Attractiveness of the Town Centres

- 4.14 Both Lampeter and Cardigan town centres serve the retail needs of their respective residential catchments. The retail units are maintained fairly well with the condition of the shop fronts and canopies are of a relatively high quality.
- 4.15 Cardigan and Lampeter are characterised by a number of historic buildings such as Cardigan Castle and Lampeter University. Both are vibrant towns with a diverse mix of local businesses, which add to the town's unique character.
- 4.16 Both town centres have high quality appearances and good streetscapes. This has been aided by the Cardigan Townscape Heritage Initiative (THI) which has contributed to the conservation of the town's unique architectural landscape. The THI has funded the renovation of business and retail buildings in addition to the improvement of local facilities. Since the THI scheme was introduced five years ago, over sixty properties have received THI or Town Improvement Grants (TIG)² In addition, the condition of the footway along with street furniture such as seats, planters, litter bins and public art also appeal. There are no real indications of neglect and the town centres exhibit low retail vacancy rates.
- 4.17 There is a high provision of independent traders and specialist shops in both town centres in contrast to the more familiar chain stores. This ranges from clothing and

² <http://www.cardigan-heritage.co.uk/about-cardigan-heritage.htm>

electrical stores to food and drink units. However, Co-op, Spar and Somerfield comprise the two main supermarkets in the Lampeter town and Tesco, Somerfield, Spar and Aldi in Cardigan town.

- 4.18 In addition to the retailing provision of the high street, Lampeter boasts a fortnightly market whereby farmers come from a 50 mile radius to sell their produce. This is significant since it supports local producers and suppliers within the area. With regard to the evening economy, Lampeter lacks a high-class range of leisure facilities which are necessary to appeal to visitors and the student population of the town. There is a specific shortage of restaurants. It is particularly important for Lampeter to boost its range and quality of evening amenities in order to compete with other visitor destinations throughout the region.
- 4.19 Overall, the environment in both town centres is attractive and the standard of cleanliness of the towns is high. There is little evidence of litter, fly posting, vandalism or graffiti.
- 4.20 Figures 4.1 and 4.2 below show the areas in Cardigan and Lampeter that were surveyed for the health check.

Figure 4.1 Cardigan's Town Centre Boundary

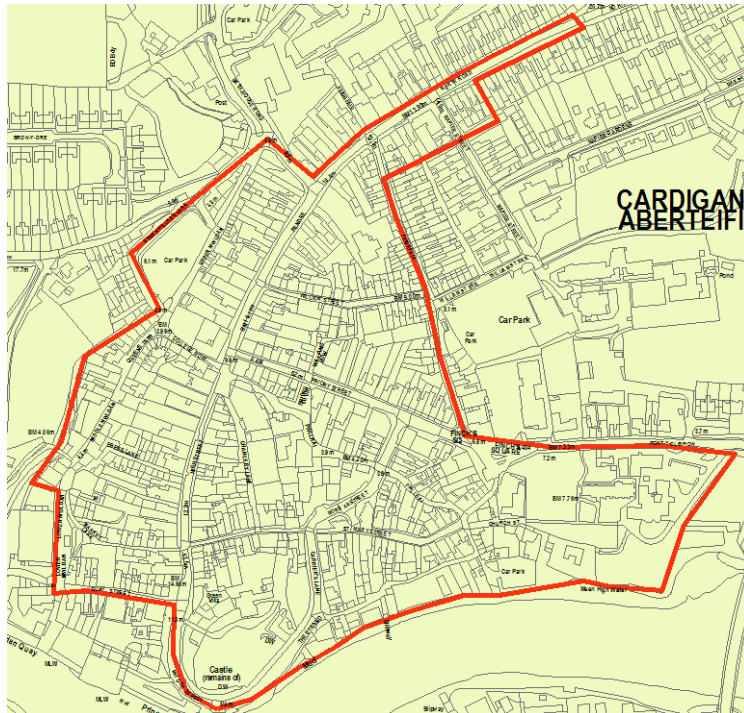
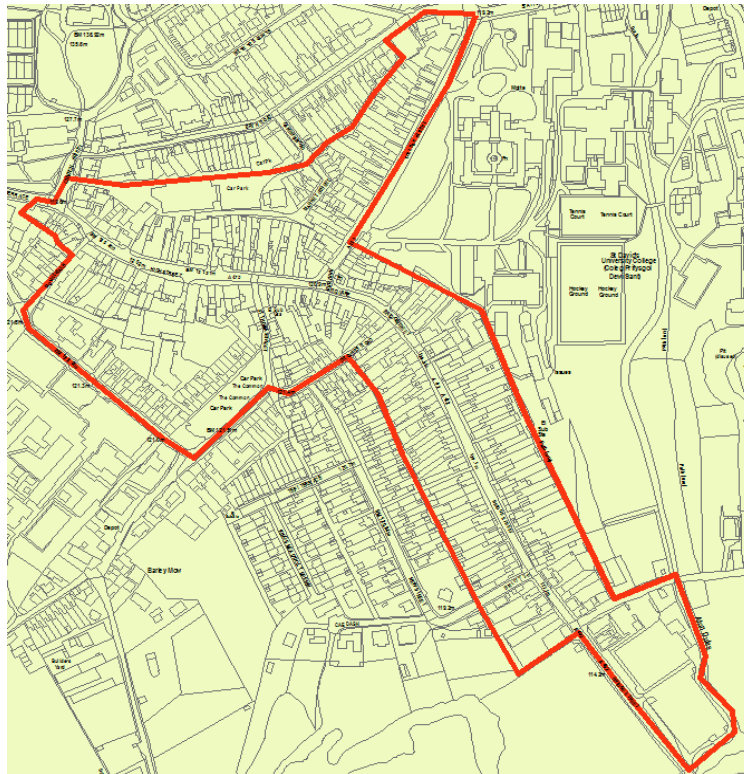


Figure 4.2 Lampeter's Town Centre Boundary



5 Convenience Goods Capacity

- 5.1 In terms of estimating growth in residential spend, CACI have only applied assumptions of population growth in the initial scenario of floorspace capacity. This is because the current trends on convenience spend per capita are complex, due to food prices deflating in many areas, mainly attributable to supermarkets finding more ways to reduce costs from economies of scale. Furthermore, the relationship between increases in spend per capita and the need for additional floorspace is also very complex, since a more or less affluent population may not necessarily consume more or less goods – but simply be prepared to pay different prices for their goods. Overall, this means that our view is that the only robust method of assessment is through assessing population growth alone, which can be easily understood in terms of increases in the number of shoppers available, and hence footfall.
- 5.2 CACI have applied the trend-based projections of population growth for the study area (Cardigan and Lampeter), they are:

Figure 5.1 Population Projections for Cardigan and Lampeter

Cardigan		Lampeter	
2007 - 2012	2.73%	2007 - 2012	2.81%
2012 - 2017	2.92%	2012 - 2017	2.78%

Source: Ceredigion County Council

Quantitative Needs Assessment for Cardigan

- 5.3 The number of convenience units recorded in Cardigan is 4. Floorspace figures for supermarkets in the area and other convenience stores in Cardigan town centre have been assessed by CACI. The following table summarises the size and location of the stores in Cardigan in terms of net provision of space allocated to the retail sale of convenience goods. This analysis of convenience floorspace capacity relates only to grocery stores over 400 sq.m. net. Therefore the Spar store in Cardigan town centre which is 78 sq.m. net is excluded from the table below and subsequent analysis.

Figure 5.2 Convenience Stores in Cardigan

Grocery Store	Location	Size (sq m net)
Tesco	Cardigan Town Centre	1,719
Somerfield	Cardigan Town Centre	686
Aldi	Cardigan Town Centre	803
Total		3,208

Source: CACI (2008)

- 5.4 To gain an understanding of the relationship between supply and demand between the residents of Cardigan and the convenience stores in Cardigan, CACI have used their ProVision model to estimate the total spend drawn to the stores in Cardigan from resident

Figure 5.3 - 2008 Resident-based Store Turnover Estimates

Grocery Store	Estimated Turnover Derived from Resident Spend	Size (sq m net)	Trading Density (£'s per sq m net)
Tesco	£26,790,684	1,719	£15,558.21
Somerfield	£3,867,334	686	£5,633.91
Aldi	£11,028,318	803	£13,731.18
Total	£41,686,336	3,208	£12,993.65

Source: CACI (2008)

Note: Needs assessment carried out for stores over 400 sq metres only.

- 5.5 The model above estimates that overall sales densities in Cardigan are £12,994 per sq m net, but that there are vast differences in trading densities depending upon the quality and size of store. Tesco is trading at the highest densities (£15,558.21) whilst Somerfield is trading at the lowest (£5,633.91).
- 5.6 In many study's CACI apply discounts to convenience expenditure due to the impact of home delivery channels. However, in the case of both Cardigan and Lampeter, no discount has been applied, since home-delivery is not provided in the area. If this situation changes in the future, then the council will need to monitor impacts, and update their capacity assessments accordingly.
- 5.7 The growth in population has been projected using figures from CACI. Figure 5.4 below summarises the growth in population and convenience expenditure from 2007-2017.

Figure 5.4 Grocery Spend Estimates of residents in Cardigan

Year	Population growth	Resident-based Store Turnover Potential (inc. internet)
2007		£41,686,336
2012	2.73%	£42,826,197
2017	2.92%	£44,076,597

Source: CACI (2008)

- 5.8 The overall resident-based estimate of turnover is £41,686,336 in 2007. This estimate has been applied to provide future forecasts of resident-based turnover for Cardigan. This expenditure does not take into account of tourist spending.
- 5.9 To estimate future floorspace requirements for convenience goods in Cardigan for 2007, 2012 and 2017 an assessment has been made based on a future scenario assuming trading density of £10,000 per sq. m. Figure 5.5 shows Cardigan's headroom for additional floorspace at a trading density of £10,000 sq m.

Figure 5.5 Trading Density at £10,000 per sq m

Year	Resident Spend (£'s p.a.)	Trading Density	Floorspace Capacity (sq m Additional)	Current Floorspace (sq m net)	Headroom for Additional Floorspace
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			Floorspace)		
2007	£41,686,336	£10,000	4,169	3,208	960
2012	£42,826,197	£10,000	4,283	3,208	1,074
2017	£44,076,597	£10,000	4,408	3,208	1,199

Source: CACI (2008)

5.10 A benchmark trading density of £10,000/sq.m. has been chosen based on published figures for grocery retailers sourced from Mintel's UK Retail Rankings 2007. Trading density figures for the major grocery operators for 2006 published in this report are as follows:

- Asda: £8,480/sq.m.
- Sainsbury's: £10,225/sq.m.
- Waitrose: £10,540/sq.m.
- Tesco: £12,895/sq.m.

5.11 On the basis of this evidence, £10,000/sq.m. is considered to be a sustainable average to benchmark against. The current average trading density of convenience stores over 400 sq.m.net of £12,685/sq.m. (Figure 5.3), demonstrates current deficiency in convenience provision; existing retailers are trading above benchmark levels.

5.12 Figure 5.5 above demonstrates that using the benchmark sustainable trading density of £10,000, there would be an immediate need for additional floorspace of 800 sq m. Between 2007 and 2012 the requirement decreases to 738 sq m and this figure further decreases to 633 sq m between 2012-2017. These figures relate to total additional floorspace capacity over the whole 2007-2017 period.

Quantitative Needs Assessment for Cardigan, including consumer expenditure growth

5.13 Ceredigion County Council have additionally asked CACI to examine convenience floorspace capacity incorporating consumer expenditure growth. The methodology used is the same as above, with the exception that consumer expenditure growth on convenience goods has been applied to resident expenditure estimates derived from Retail Footprint, after population growth rates have been applied.

5.14 CACI have assumed a 0.9% per annum growth rate (excluding inflation) between 2007 and 2017. This is taken from a 2006 briefing on convenience expenditure growth published by URPI, and is consistent with growth assumptions used in the Aberystwyth capacity assessment previously undertaken by CACI for Ceredigion County Council. Target trading densities have been kept constant across the 2007-2017 period.

Figure 5.6 Consumer Expenditure Growth

Year	Cardigan
2007-2012	4.58%
2012-2017	4.58%

Source: URPI 2006

Figure 5.7 Grocery Spend Estimates for residents in Cardigan, including consumer expenditure growth

Year	Population growth	Resident – based Store Turnover Potential (inc. internet)
2007		£41,686,336
2012	2.73%	£44,788,378
2017	2.92%	£48,208,067

Source: CACI (2008)

Figure 5.8 Trading Density at £10,000 per sq m

Year	Turnover (£'s p.a.)	Trading Density	Floorspace Capacity (sq m Additional Floorspace)	Current Floorspace (sq m net)	Headroom for Additional Floorspace
2007	£41,686,336	£10,000	4,169	3,208	960
2012	£44,788,378	£10,000	4,479	3,208	1,271
2017	£48,208,067	£10,000	4,821	3,208	1,613

Source: CACI (2008)

Quantitative Needs Assessment for Lampeter

- 5.15 The number of convenience units recorded in Lampeter town centre is 6. Floorspace figures for supermarkets in the area and other convenience stores in Lampeter Town Centre have been assessed by CACI. The following table summarises the size and location of the stores in Lampeter, in terms of net provision of space allocated to the retail sale of convenience goods. CACI have applied the trend-based projections of population growth for the study area (Cardigan and Lampeter), they are:

Figure 5.11 Population Projections for Cardigan and Lampeter

Cardigan		Lampeter	
2007 - 2012	2.73%	2007 - 2012	2.81%
2012 - 2017	2.92%	2012 - 2017	2.78%

Source: Ceredigion County Council

- 5.16 Floorspace figures for supermarkets in the area and other convenience stores in Lampeter town centre have been assessed by CACI. The following table summarises the size and location of the stores in Lampeter, in terms of net provision of space allocated to the retail sale of convenience goods. This analysis of convenience floorspace capacity relates only to grocery stores over 400 sq.m. net. Therefore the JH Williams and Spar stores in Lampeter (101 sq.m. and 105 sq.m. net, respectively) have been excluded from the table below and subsequent analysis.

Figure 5.12 Convenience Stores in Lampeter

Grocery Store	Location	Size (sq m net)
Somerfield	Lampeter Town Centre	985
Co-op (Wales)	Lampeter Town Centre	1,693
Total		2,677

Source: CACI (2008)

- 5.17 To gain an understanding of the relationship between supply and demand between the residents of Lampeter and the convenience stores in Lampeter CACI have used their ProVision model and market knowledge to estimate the total spend drawn to the stores in Lampeter from residents

Figure 5.13 2008 Resident-based Store Turnover Estimates

Grocery Store	Estimated Turnover Derived from Resident Spend	Trading Density (£'s per sq m net)
Somerfield	£11,865,324	£12,049.19
Co-op	£22,453,107	£13,265.88
JH Williams	-	-
Spar	-	-

Total	£34,318,431	£11,902.55
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Source: CACI (2008)

Note: Needs assessment carried out for stores over 400 sq metres only.

- 5.18 The ProVision model above estimates that overall average sales density in Cardigan is £11,903 per sq m net, but that there are differences in trading densities depending upon the quality and size of store. Co-op is trading at a slightly higher density at £13,265 than Somerfield which is trading at £12,049.
- 5.19 The growth in population has been projected using figures from CACI. Figure 5.14 below summarises the growth in population, convenience expenditure from 2007-2017.

Figure 5.14 Grocery Spend Estimates of residents in Lampeter

Year	Population growth	Resident-based Store Turnover Potential (inc. internet)
2007		£34,318,431
2012	2.81%	£35,283,890
2017	2.78%	£36,263,998

Source: CACI (2008)

- 5.20 The overall resident-based estimate of turnover is £34,318,431 in 2007. This estimate has been applied to provide future forecasts of resident-based turnover for Lampeter. This expenditure does not take into account of tourist spending.
- 5.21 To estimate future floorspace requirements for convenience goods in Lampeter for 2007, 2012 and 2017, an assessment has been made based on a future scenario assuming trading density of £10,000 per sq. m. Figure 5.15 shows Lampeter's trading density of £10,000.

Figure 5.15 Lampeter's Trading Density of £10,000

Year	Resident Spend (£'s p.a.)	Trading Density	Floorspace Capacity (sq m Additional Floorspace)	Current Floorspace (sq m net)	Headroom for Additional Floorspace
2007	£32,993,740	£10,000	3,432	2,677	755
2012	£32,510,577	£10,000	3,528	2,677	851
2017	£31,600,448	£10,000	3,626	2,677	949

Source: CACI (2008)

- 5.22 **Figure 5.15** above demonstrates that if the trading performance benchmark of £10,000/sq.m. is used there will be an immediate need for additional floorspace of 622 sq m. Between 2007 and 2012 the requirement decreases to 574 sq m and this

figure further decreases to 483 between 2012 and 2017. These figures relate to total additional floorspace capacity over the whole 2007-2017 period.

Quantitative Needs Assessment for Lampeter, including consumer expenditure growth

- 5.30 Ceredigion County Council have additionally asked CACI to examine convenience floorspace capacity incorporating consumer expenditure growth. The methodology used is the same as above, with the exception that consumer expenditure growth on convenience goods has been applied to resident expenditure estimates derived from Retail Footprint, but after population growth rates have been applied.
- 5.31 CACI have assumed a 0.9% per annum growth rate (excluding inflation) between 2007 and 2017. This is taken from a 2006 briefing on convenience expenditure growth published by URPI, and is consistent with growth assumptions used in the Aberystwyth capacity assessment previously undertaken by CACI for Ceredigion County Council. Target trading densities have been kept constant across the 2007-2017 period.

Figure 5.16 Consumer Expenditure Growth

Year	Lampeter
2007-2012	4.58%
2012-2017	4.58%

Source: URPI 2006

Figure 5.17 Grocery Spend Estimates for residents in Lampeter, including consumer expenditure growth

Year	Population growth	Resident-based Store Turnover Potential (inc. internet)
2007		£34,318,431
2012	2.81%	£36,900,504
2017	2.78%	£39,663,163

Source: CACI (2008)

Figure 5.18 Trading Density at £10,000 per sq m

Year	Turnover (£'s p.a.)	Trading Density	Floorspace Capacity (sq m Additional Floorspace)	Current Floorspace (sq m net)	Headroom for Additional Floorspace
2007	£34,318,431	£10,000	3,432	2,677	755
2012	£36,900,504	£10,000	3,690	2,677	1,013

2017	£39,663,163	£10,000	3,966	2,677	1,289
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Source: CACI (2008)

6 Comparison Goods Capacity Assessment

Current Comparison Floorspace Provision

- 6.1 The number of comparison units recorded in Cardigan town centre is 62 and in Lampeter town centre is 35. Figure 6.1 provides a summary of current non-vacant, net internal comparison goods retail floorspace within Cardigan and Lampeter town centres, by goods category.

Figure 6.1 – Comparison Goods Floorspace (sq m net)

Retail Category	Cardigan – Floorspace (net sq m)	Lampeter – Floorspace (net sq m)
Clothing, Accessories & Sports	2,026	797
Household Goods and Gifts	1,085	89
Electrical Goods	170	286
Music, Video, Games, Toys, Books and Stationery	760	96
Health and Beauty	210	177
Charity	152	105
Department/Variety	883	606
Other*	345	911
Total	5,630	3,067

Source: CACI (2008)

*Other: Includes bikes, pet shops, car accessories, DIY high street stores, furniture.

- 6.2 In order to perform a comparison goods capacity assessment, a catchment area needs to be defined to assess the level of comparison goods spend attributable to Cardigan and Lampeter. This is because comparison goods retail units are grouped together in the town centre, and therefore act as a retail whole to attract shoppers from across the surrounding area (as opposed to grocery units, whose individual catchment areas have to be analysed separately using ProVision, because they occupy separate locations in and around the town centre).
- 6.3 To estimate residential catchment, market shares and hence centre turnover, CACI have employed their Retail Footprint model, which models residents' choice of location for comparison goods shopping, based on factors such as the attractiveness of the centre, relative distance to centre and competing centres. Further information on Retail Footprint can be found in TBP 02.
- 6.4 CACI have also performed their own audits of the centres. The audit data collected on independent and multiple retailers present in the towns has enabled CACI to update their baseline Retail Footprint with the most up-to-date information on the retail mix, attractiveness, market positioning and role of each centre. All of these

characteristics are taken into account in the Retail Footprint model to estimate the residential catchment and market shares for each centre.

- 6.5 Figure 6.2 summarises the key attributes of each centre as identified by the Retail Footprint model.

Figure 6.2 – Key attributes of each centre

Centre	Role	Number of Comparison Goods Units	Proportion of Comparison Goods Units Independent	Retail Footprint Score
Cardigan Town Centre	Rural Centre	62	54%	97
Lampeter Town Centre	Small Rural Centre	35	65%	49

Source: CACI (2008)

- 6.6 Cardigan town centre is considered to be a Rural Centre with a Retail Footprint score (based on multiple retailers only), of 55, Lampeter town centre has a Retail Footprint score of 30 taking into account multiple retailer only. The threshold between classification of Rural Centres and Small Rural Centres is a maximum score of 30 for Small Rural Centres, which is why the towns are classified differently.

Analysis of Residential Catchment Areas

- 6.7 In order to perform a comparison goods capacity assessment, catchment areas need to be defined to assess the level of comparison goods spend attributable to the two towns.
- 6.8 The modelled retail catchments are broken down into four sub-catchment areas. The Primary Catchment area is defined by where the first 50% of shoppers come from. The Secondary Catchment is defined by where the next 25% of shoppers come from. Tertiary and Quaternary catchments are similarly defined, representing where the next 15% and final 10% of shoppers come from (See Figure 6.3a, 6.3b, 6.4a, 6.4b).
- 6.9 The combination of the Primary, and Secondary catchments is referred to as the core catchment area. This area represents where 75% of a centre's spend comes from. The combination of Primary, Secondary and Tertiary catchments is referred to as the major catchment area. This area represents where the majority (90%) of a centre's spend comes from.
- 6.10 Catchment analysis is also useful to understand where and who the centre's potential resident-based shoppers are, and what choices they have to shop in relation to the centre being analysed. More detailed analysis of the socio-demographics of each catchment and benchmark performance analysis of each centre has been assessed to establish the health of the retail mix. This provides a more qualitative basis for

understanding the retail needs of each town with respect to the consumers that it serves and the likely demand for retail space from retailers.

Figure 6.3a Catchment Area for Cardigan (Source: CACI Retail Footprint)

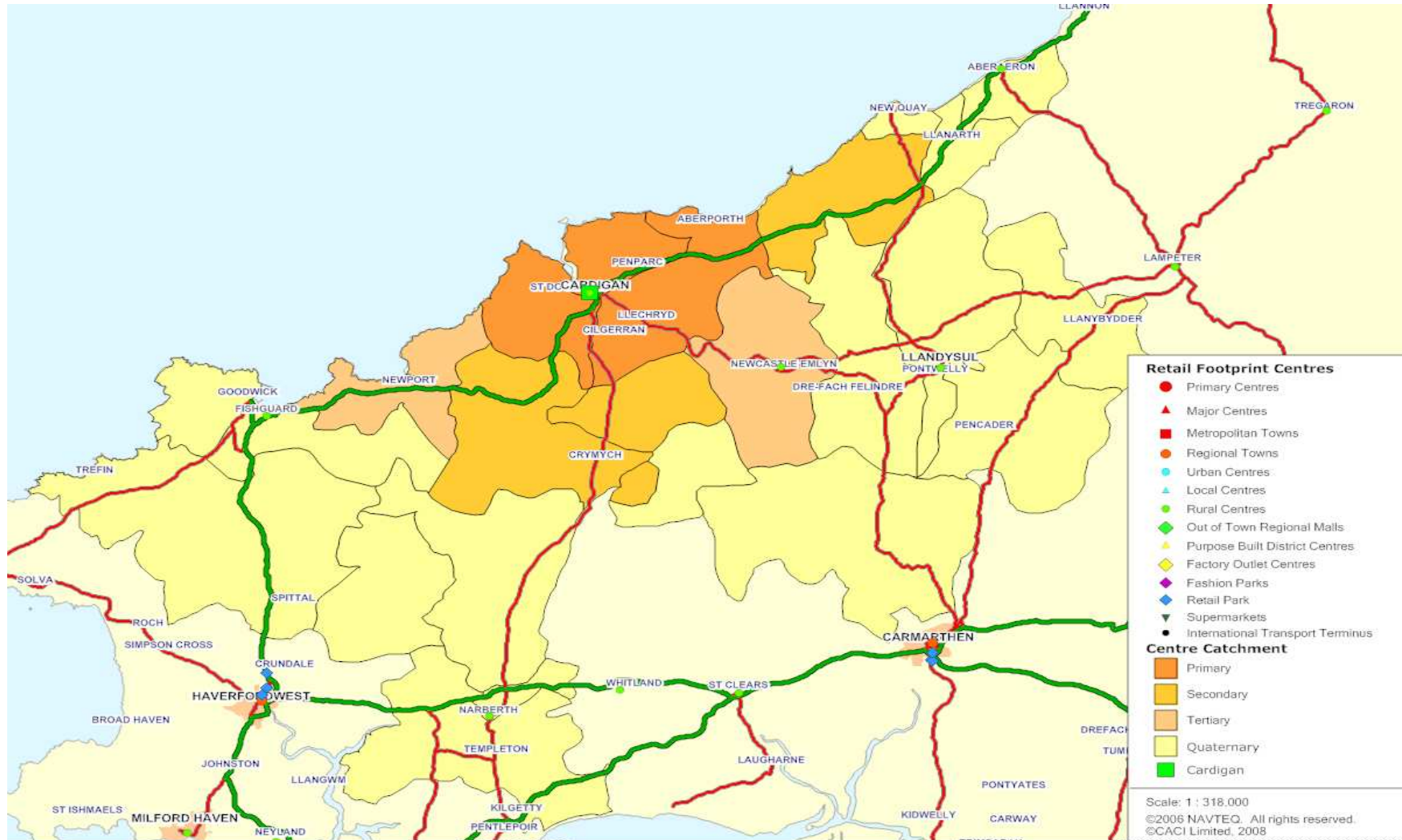


Figure 6.3b Market Shares for Cardigan (Source: CACI Retail Footprint)

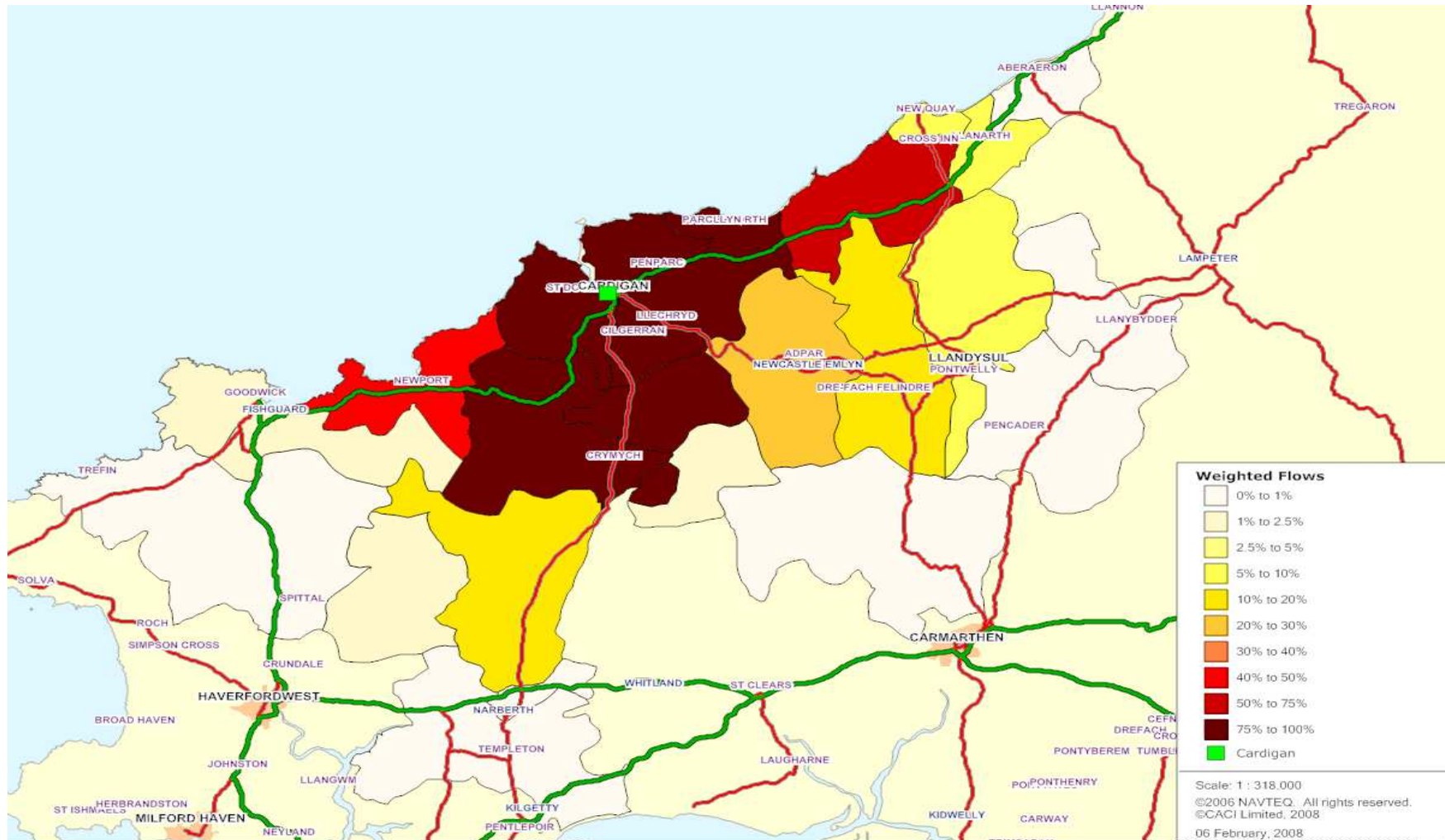


Figure 6.4a Catchment Area for Lampeter (Source: CACI Retail Footprint)

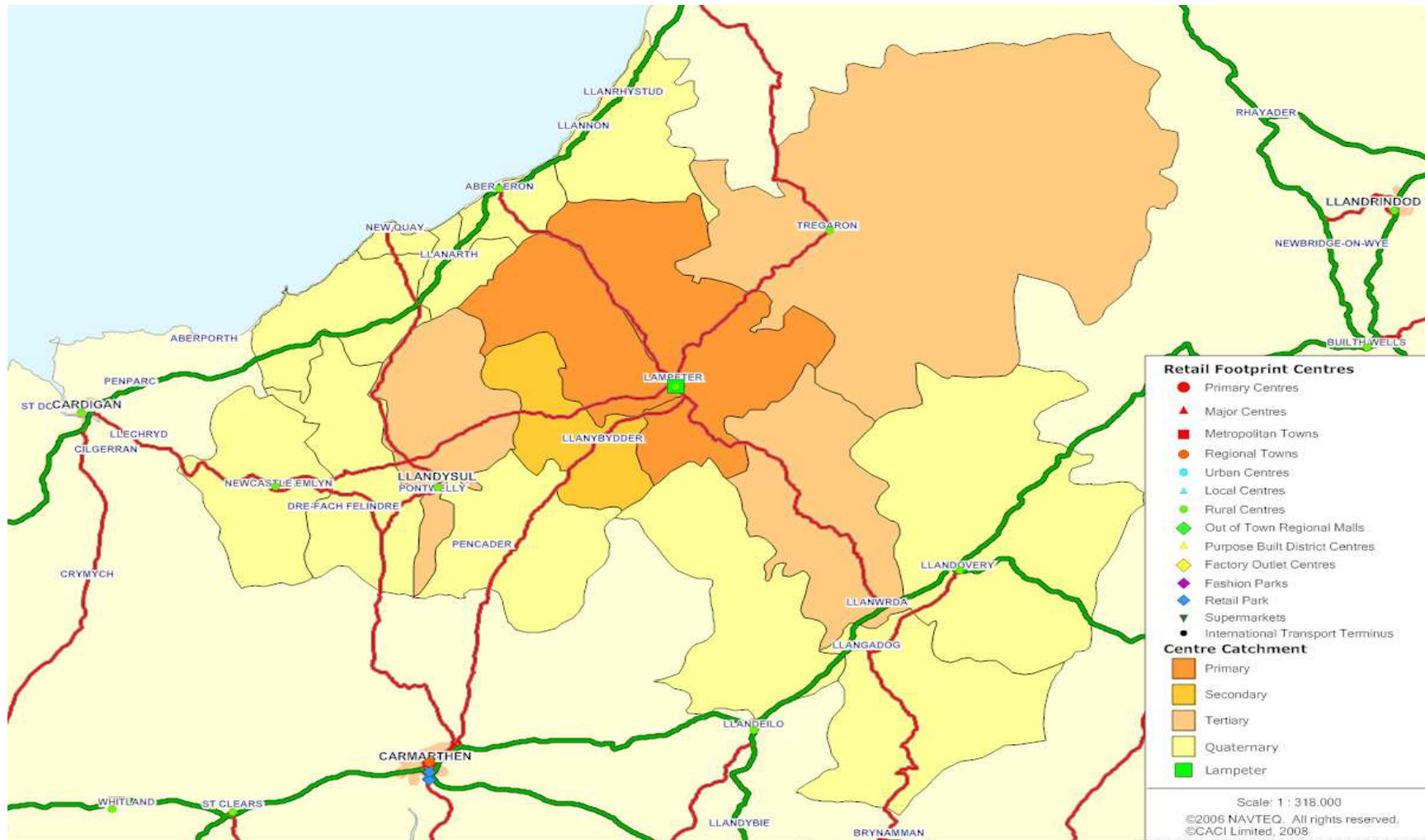
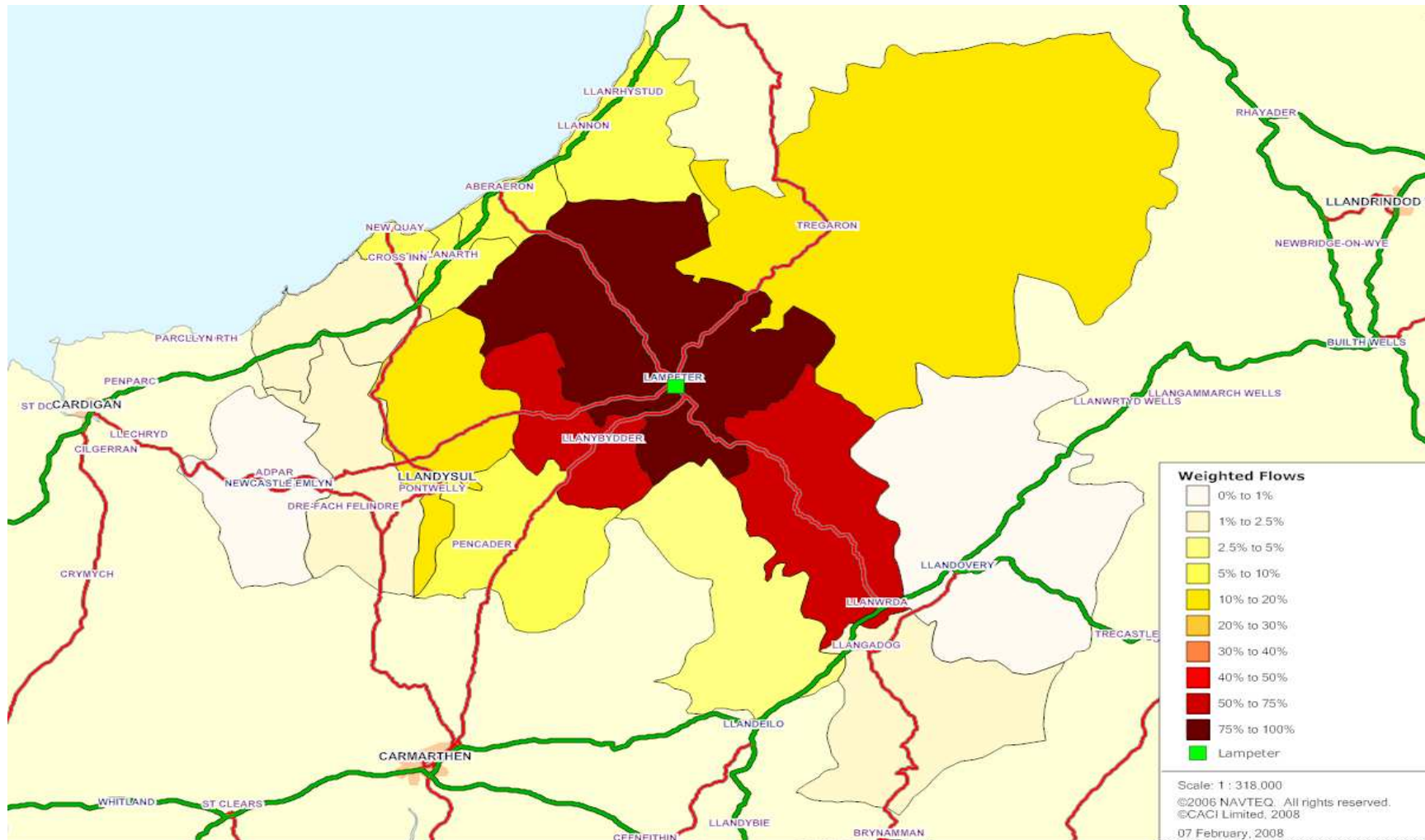


Figure 6.4b Market Shares for Lampeter (Source: CACI Retail Footprint)



Catchment Analysis and Estimates of market potential

6.11 By understanding the amount of comparison goods expenditure in each postcode sector of each town centre's catchment and applying its market share of each sector, an overall resident-based market potential for each centre, due to residential spend, has been derived at:

- **£49.3m for Cardigan, and**
- **£33.0m for Lampeter**

Cardigan

6.12 Figure 6.5 provides a breakdown of catchment population and expenditure statistics, by sub-catchment area in four sub-catchment areas. The Primary Catchment area is contains where the first 59% of Cardigan's shoppers come from. The Secondary Catchment contains where the next 23% of Cardigan's shoppers come from. Tertiary and Quaternary catchments contain where the next 11% and final 7% of shoppers come from. By understanding the amount of comparison goods expenditure in each sub-catchment area of Cardigan's catchment and applying its market share of each area, an overall market potential for the centre, due to residential spend, has been derived of £49.3m (Figure 6.5).

Figure 6.5 Cardigan Catchment Expenditure Statistics 2007

Catchment	Total Population	Total Households	Total Comparison Goods Expenditure (£ million p.a.)	Market Share of Expenditure (%)	Resident-Based Comparison Goods Market Potential (£ million p.a.)	Cumulative Origin of Residential Shoppers (%)
Primary	13,674	6,428	£30.0	96.6%	£29.0	58.8%
Secondary	6,515	2,788	£15.3	75.1%	£11.5	82.1%
Tertiary	7,215	3,342	£16.5	32.3%	£5.3	92.9%
Quaternary	47,697	20,886	£108.1	3.2%	£3.5	100.0%
Total	75,101	33,444	£169.9	29.0%	49.3%	

Source: CACI (2008)

Growth in Consumer spend

6.13 In terms of estimating growth in residential spend, CACI have only applied assumptions of population growth for the initial capacity scenarios. This is because the current trends on comparison spend per capita are complex, due to prices deflating in many areas, mainly attributable to cheaper imports. Furthermore, the relationship between increases in spend per capita and the need for additional

floorspace is also very complex, since a more or less affluent population may not necessarily consume more or less goods – but simply be prepared to pay different prices for their goods.

- 6.14 Overall, this means that our view is that the only robust method of assessment is through assessing population growth alone, which can be easily understood in terms of increases in the number of shoppers available, and hence footfall. With the population in 2007 within the catchment area is 75,101; CACI have applied the trend-based projections of population growth for the study area as a whole.
- 6.15 Figure 6.6 shows the percentage growth in population in Cardigan between 2007-2017.

Figure 6.6 Population Growth

2007-2012	2.73%
2012-2017	2.92%

Source: Ceredigion County Council

Forecasting Comparison Goods Expenditure

- 6.16 The amount of available expenditure for comparison goods has been assessed by CACI using their Retail Footprint model. The total amount of comparison goods expenditure within the catchment area is £169.9 million in 2007. This gives a per head figure of £2,262 for comparison goods spending in 2007.
- 6.17 CACI have determined that the Comparison Goods Market Potential in 2007 is £46,500,757 from resident spend, which means that Cardigan has a market share of 29% of the total amount of comparison expenditure within the defined catchment area.
- 6.18 The 2007 baseline figure was projected forward to 2017 using the population growth figures above. Figure 6.7 shows the growth in comparison expenditure from 2007-2017 assuming no change in current shopping patterns.

Figure 6.7 – Resident Comparison Market Potential (2007-2017)

Year	Comparison Goods Market Potential (£'s) Spend
2007	£46,500,757
2012	£47,772,262
2017	£49,167,073

Source: CACI (2008)

Turnover Potential Estimates

- 6.19 To enable a quantitative retail needs assessment, it is necessary to estimate the actual turnover potential for each town. Turnover potential represents what, according to modelled expenditure flows; a centre has the potential to turnover. The turnover potential can be compared against floorspace figures and benchmark trading densities to provide an assessment on whether there is a need based upon this potential to provide additional retail floorspace.

- 6.20 In order to estimate actual turnover in Cardigan, an adjustment to CACI's comparison goods expenditure figure must be made. This is to account for household expenditure that is not spent at the retail centres in CACI's Retail Footprint model. It includes sales made by home-delivery channels (such as catalogue and Internet), sales made at supermarkets, bulky goods and garden centre retail locations, which fall outside of retail footprint centres.
- 6.21 The adjustment has been made by compounding the following adjustments:
- An adjustment for comparison goods bought at retail locations, which fall outside of the Retail Footprint centre; and
 - An adjustment for comparison goods bought using home-delivery channels.
- 6.22 The first adjustment is estimated by first dividing the comparison goods category into items that are not predominantly bought at retail footprint centres and items that are not.
- 6.23 The standard assumption is that the following goods are considered to be predominantly bought at Retail Footprint Centres: Clothing, Haberdashery and Accessories, Clothing Materials, Footwear, Luxury Goods, Small Household Electrical, Glassware, Tableware & Utensils, Household Textiles, Music & Video, Toys & Hobbies, Computer Games & Consoles, Sport Equipment, Books, Communications, Jewellery, Stationery & Cards, Personal Care Electrical Appliances, Sunglasses, Chemist Goods, Toiletries, Cosmetics & Perfume, and Cameras & Binoculars.
- 6.24 The following goods are considered to be predominantly bought outside Retail Footprint centres: Major Tools and Equipment, Garden Equipment, Plants and Flowers, Carpets, and Furniture and DIY goods. See TBP 02 for a full explanation of Retail Footprint methodology.
- 6.25 Based upon this split CACI have recommended an adjustment of 71.2% to account for 28.8% of comparison goods expenditure spent at bulky goods and garden centre retail locations that fall outside of Retail Footprint centres.
- 6.26 Estimates of the impacts of Special Forms of Trading have been based upon an industry expert view on the current and future market share of the home-deliveries channels for comparison goods. This includes reference to "The Home Delivery Sector in the UK 1995 to 2010" (October 2003, a project funded by the Department for Transport undertaken by De Montfort University, the Freight Transport Association and associates). CACI have recommended an adjustment of 89.4% to account for 10.6% of comparison goods expenditure spent using catalogue and Internet home-delivery sales channels. This adjustment is changed to 85.4% and 79.4% to account for growth in the market share of this sector to 15.6% and 20.6% for 2012 and 2017 respectively.
- 6.27 The compound effect of these adjustments is to apply 63.7%, 60.8% and 56.5% to CACI's comparison goods market potential allocations in Cardigan for the years 2007, 2012 and 2017 respectively, to arrive at an estimate of resident-based comparison turnover as shown in **Figure 6.8** below:

Figure 6.8 Resident-Based Comparison Turnover in Cardigan

Year	Resident-based Comparison Good Turnover	Ratio Market Potential to Turnover
2007	£29,599,034	63.7%
2012	£29,047,828	60.8%
2017	£27,795,523	56.5%

Source: CACI (2008)

6.28 For the purposes of the capacity assessment, a target trading density of £4,000/sq.m. has been used for both Cardigan and Lampeter. This trading density is above the level we believe traders are currently performing at, and therefore by using a higher target trading density, the capacity assessment provides some allowance for traders to improve on current performance, before accepting any need for additional floorspace.

6.29 The following table shows the floorspace capacity for comparison goods in Cardigan for this Scenario.

Figure 6.10 Capacity with Target Trading Density of £4,000/sq.m.

Year	Comparison Goods Turnover (£'s)	Target Trading Density (£'s per sq m net)	Capacity (sq m net)	Current Floorspace (sq m net)	Headroom for additional floorspace (sq m net)
2007	£29,599,034	£4,000	7,400	5,630	1,770
2012	£28,865,084	£4,000	7,216	5,630	1,586
2017	£27,620,657	£4,000	6,905	5,630	1,275

Source: CACI (2008)

6.30 The above figure demonstrates the comparison floorspace capacity for Cardigan using a target trading density of £4,000 per sq m. It shows that by 2012, there is capacity for 1,586 sq m net of additional comparison floorspace which is a reduction from the capacity of 1,770 sq m in 2007. By 2017 the capacity for additional comparison floorspace will decrease to 1,275 sq m.

Lampeter

- 6.31 Figure 6.11 provides a breakdown of catchment population and expenditure statistics, by sub-catchment area in four sub-catchment areas. The Primary Catchment area is contains where the first 62% of Lampeter's shoppers come from. The Secondary Catchment contains where the next 14% of Lampeter's shoppers come from. Tertiary and Quaternary catchments contain where the next 17% and final 7% of shoppers come from. By understanding the amount of comparison goods expenditure in each sub-catchment area of Lampeter's catchment and applying its market share of each area, an overall market potential for the centre, due to residential spend, has been derived of £33m (Figure 6.16).

Figure 6.11 Lampeter Catchment Expenditure Statistics 2007

Catchment	Total Population	Total Households	Total Comparison Goods Expenditure (£ million p.a.)	Market Share of Expenditure (%)	Resident-Based Comparison Goods Market Potential (£ million p.a.)	Cumulative Origin of Residential Shoppers (%)
Primary	9,626	4,230	£22.3	91.6%	£20.5	61.9%
Secondary	2,963	1,293	£6.6	71.1%	£4.7	76.2%
Tertiary	11,070	4,927	£25.2	21.9%	£5.5	92.8%
Quaternary	32,598	14,421	£74.0	3.2%	£2.4	100.0%
Total	56,257	24,871	£128.1	25.8%	£33.0	

Source: CACI (2008)

Growth in Consumer Expenditure

- 6.32 In terms of estimating growth in residential spend, CACI have only applied assumptions of population growth. This is because the current trends on comparison spend per capita are complex, due to prices deflating in many areas, mainly attributable to cheaper imports. Furthermore, the relationship between increases in spend per capita and the need for additional floorspace is also very complex, since a more or less affluent population may not necessarily consume more or less goods – but simply be prepared to pay different prices for their goods. Overall, this means that our view is that the only robust method of assessment is through assessing population growth alone, which can be easily understood in terms of increases in the number of shoppers available, and hence footfall. With the population in 2007 within the catchment area at 56,257. CACI have applied the trend-based projections of population growth for the study area as a whole, which has not been disaggregated by study zone, they are:
- 6.33 **Figure 6.12** shows the percentage growth in population in Lampeter between 2007-2017.

Figure 6.12 Population Growth

2007-2012	2.81%
2012-2017	2.78%

Source: Ceredigion County Council

Forecasting Comparison Goods Expenditure

- 6.34 The amount of available expenditure for comparison goods has been assessed by CACI using their Retail Footprint model. The total amount of comparison goods expenditure within the catchment area was £128.1 million in 2007. This gives a per head figure of £2,262 for comparison goods spending in 2007.
- 6.35 CACI have determined that the Comparison Good Market Potential in 2007 is £33,032,047 million from resident spend, which means that Lampeter has a market share of 26% of the total amount of comparison expenditure within the defined catchment area.
- 6.36 The 2007 baseline figure was projected forward to 2017 using the population growth figures above and the expenditure growth rate for comparison goods derived from economic forecast for Ceredigion. Figure 6.13 shows the growth in comparison expenditure from 2007-2017 assuming no change in current shopping patterns.

Figure 6.13 – Resident Comparison Market Potential (2007-2017)

Year	Comparison Goods Market Potential (£'s) Spend
2007	£33,032,047
2012	£33,961,317
2017	£34,904,687

Source: CACI (2008)

Turnover Potential Estimates

- 6.37 To enable a quantitative retail needs assessment; it is necessary to estimate the actual turnover potential for each town. Turnover potential represents what, according to modelled expenditure flows; a centre has the potential to turnover. The turnover potential can be compared against floorspace figures and benchmark trading densities to provide an assessment on whether there is a need based upon this potential to provide additional retail floorspace.
- 6.38 In order to estimate actual turnover in Lampeter, an adjustment to CACI's comparison goods expenditure figure must be made. This is to account for household expenditure

that is not spent at the retail centres in CACI's retail footprint model. It includes sales made by home-delivery channels (such as catalogue and Internet), sales made at supermarkets, bulky goods and garden centre retail locations, which fall outside of retail footprint centres.

- 6.39 The adjustment has been made by compounding the following adjustments:
- An adjustment for comparison goods bought at retail locations, which fall outside of the retail footprint centre; and
 - An adjustment for comparison goods bought using home-delivery channels.
- 6.40 The first adjustment is estimated by first dividing the comparison goods category into items that are not predominantly bought at retail footprint centres and items that are not.
- 6.41 The following goods are considered to be predominantly bought at retail footprint centres: Clothing, Haberdashery and Accessories, Clothing Materials, Footwear, Luxury Goods, Small Household Electrical, Glassware, Tableware & Utensils, Household Textiles, Music & Video, Toys & Hobbies, Computer Games & Consoles, Sport Equipment, Books, Communications, Jewellery, Stationery & Cards, Personal Care Electrical Appliances, Sunglasses, Chemist Goods, Toiletries, Cosmetics & Perfume, and Cameras & Binoculars.
- 6.42 The following goods are considered to be predominantly bought outside retail footprint centre: Major Tools and Equipment, Garden Equipment, Plants and Flowers, Carpets, and Furniture and DIY goods.
- 6.43 Based upon this split CACI have recommended an adjustment of 71.2% to account for 28.8% of comparison goods expenditure spent at bulky goods and garden centre retail locations that fall outside of retail footprint centres.
- 6.44 However, in the case of Lampeter, which is a small rural centre, and as its retail offer covers an even more restricted range of comparison goods, it is necessary to apply a larger downward adjustment. Therefore, we have, in addition to the 71.2% discount, applied a further discount of 70%. This reflects the inability of the centre to capture all of its comparison goods potential.**
- 6.45 Estimates of the impacts of Special Forms of Trading have been based upon an industry expert view on the current and future market share of the home-deliveries channels for comparison goods. This includes reference to "The Home Delivery Sector in the UK 1995 to 2010" (October 2003, a project funded by the Department for Transport undertaken by De Montfort University, the Freight Transport Association and associates). CACI have recommended an adjustment of 89.4% to account for 10.6% of comparison goods expenditure spent using catalogue and Internet home-delivery sales channels. This adjustment is changed to 85.4% and 79.4% to account for growth in the market share of this sector to 15.6% and 20.6% for 2012 and 2017 respectively.
- 6.46 The compound effect of these adjustments is to apply 44.7%, 42.7% and 39.7% to CACI's comparison goods market potential allocations in Lampeter for the years 2007, 2012 and 2017 respectively to arrive at an estimate of resident-based comparison turnover as shown in Figure 6.14 below:

Figure 6.14 – Resident-based Comparison Goods Turnover in Lampeter

Year	Resident-based Good Turnover	Comparison	Ratio Market Potential to Turnover
2007	£21,025,823		44.7%
2012	£20,650,111		42.7%
2017	£19,732,597		39.7%

Source: CACI (2008)

6.47 For the purposes of the capacity assessment, a target trading density of £4,000/sq.m. has been used for both Cardigan and Lampeter. This trading density is above the level we believe traders are currently performing at, and therefore by using a higher target trading density, the capacity assessment provides some allowance for traders to improve on current performance, before accepting any need for additional floorspace.

6.48 The following table shows the floorspace requirements for comparison goods in Lampeter for this Scenario.

Figure 6.15 Capacity in Lampeter with Target Trading Density at £4,000/sq.m

Year	Comparison Goods Turnover (£'s)	Target Trading Density (£'s per sq m net)	Capacity (sq m net)	Current Floorspace (sq m net)	Headroom for additional floorspace (sq m net)
2007	£14,765,325	£4,000	3,691	3,067	624
2012	£14,312,521	£4,000	3,578	3,067	511
2017	£13,676,595	£4,000	3,419	3,067	352

Source: CACI (2008)

6.49 The above figure demonstrates the comparison floorspace requirements for Lampeter using the target trading density of £4,000 per sq m. It shows that by 2012 there is only capacity for 511 sq m net of additional comparison floorspace, which is a reduction from the requirement of 624 sq m in 2007. By 2017 the amount of additional comparison floorspace required will decrease to 352 sq m.