



## Gosport Borough Council

### Population Scenario Testing

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#### Scenario 1 - 2,700 dwellings

Table 1.1 Convenience Goods Capacity Forecasts (sqm net)

	2016	2021	2026	2029
16% Market Share	-3,155	-2,934	-2,689	-2,534
18% Market Share	-1,973	-1,483	-948	-634
21% Market Share	-164	414	1,045	1,415

Table 1.2 Comparison Goods Capacity Forecasts (sqm net)

	2016	2021	2026	2029
6% Market Share	117	870	1,872	2,560
8% Market Share	3,070	3,974	4,994	5,366
10% Market Share	6,123	7,219	8,462	8,822

Notes:

1. Expenditure growth forecasts are derived from Experian Retail Planner 9.  
Convenience: 0.3% '09-'10; 0% '10-'11; 0.6% pa '16-21; 0.7% pa '21-'29.  
Comparison: 0.1% '09-'10; 0.5% '10-'11; 2.5% pa '16-21; 3.0% pa '21-'29.
2. Deductions for SFT are derived from Experian Retail Planner 9.  
Convenience: -4% at 2011; -5% at 2016; -5.2% at 2021; -5.5% at 2026-29.  
Comparison: -10% at 2011; -12.6% at 2016; -12.8% at 2021-29.
3. We have used the same comparison floorspace assumption for Gosport town centre as adopted in the original 2007 Study (9,534 sqm net); and the updated (2011) floorspace assumption for convenience goods (13,001 sqm net).
4. We have allowed for no growth in sales efficiency for convenience goods floorspace; and 1.7% pa growth for comparison goods (2011-'29)
5. We have adopted the following growth rates for the Borough's zones (Zones 1-4) for the population scenario:

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	2011-16	2016-21	2021-26	2026-29
Growth Rate (%)	0.1	0.3	0.5	0.2

### Scenario 1: Population by Zone

Zone	2011	2016	2021	2026	2029
1	37,348	37,400	37,524	37,729	37,790
2	10,319	10,333	10,367	10,424	10,441
3	19,184	19,211	19,274	19,380	19,411
4	15,494	15,515	15,567	15,652	15,677
<b>TOTAL</b>	<b>82,344</b>	<b>82,460</b>	<b>82,732</b>	<b>83,184</b>	<b>82,318</b>

6. The baseline capacity forecasts for convenience goods (as updated in 2011) are as follows, with corrections shown in red.

### Baseline - 2,500 dwellings

#### Convenience Goods Capacity Forecasts (sqm net)

	2016	2021	2026	2029
16% Market Share	<b>-3,515</b>	-3,448	-3,340	-3,263
18% Market Share	-2,076	-1,630	-1,133	-906
21% Market Share	-283	243	829	1,096