Appendix 1: Capacity Assessment Supporting Tables

TURLEYASSOCIATES

APPENDIX 1 - Capacity Assessment

Population:	2001	57,432
	2009	58,219
	2011	58,303
PC Expenditure (2004 prices - convenience goods):		
	2005	1,588
	2009	1,646
	2011	1,675
Total Expenditure (2004 prices - convenience goods):		
	2009	95.81
	2011	97.68
Weighted average market share:		36.6%
Expenditure attracted to Ross:		
	2009	35.07
	2011	35.75

Sales in main stores in Ross (2004 prices):

		Net	Net conv	Net conv	Sales	Total
					Density	conv T/O
		sq m	%age	sq m	£/sq m	£ million
Morrisons		2,312	80%	1,850	11,440	21.16
Somerfield		1,069	85%	909	6,088	5.53
TOTAL:						26.69

Residual Convenience goods spending (£ million):

Year - 2009		
Expenditure attracted to Ross:		35.07
Sales in main stores in Ross:		26.69
Expenditure Residual 2009		8.37
Year - 2011		
Expenditure attracted to Ross:		35.75
Sales in main stores in Ross:		27.23
Expenditure Residual 2011		8.52
Aldi Sales density 2009/2011 (£/sqm)		4,164
Capacity (sq m net)	2009	2,011
	2011	2,047

Notes: Population and market share derived from HP (Appendix 2).
PC expenditure and growth rates (0.9%) derived from MapInfo I/B 06/2.
Population projections based on ONS mid-year estimates.
Sales densities taken from Verdict and Mintel.