

Louise Turtle

From: Aaron Wright
Sent: 07 January 2014 14:42
To: Louise Turtle
Subject: APP/13/00893
Attachments: 20131204102348893.pdf

From: Sarah Kubler [<mailto:sarah.kubler@harrislamb.com>] **On Behalf Of** Patrick Downes
Sent: 04 December 2013 10:30
To: Lucy Howard
Cc: Aaron Wright; Stephen Cantwell
Subject: Waterloooville (P1001)

Dear Lucy,

Our analysis applies the average year-on-year expenditure growth rates which are identified for the longer term period of 2014 – 2025 (Experian Retail Planner Note 11, Figure 1a – ‘Central Case’). This is appropriate given the stronger economic growth now forecast for the period beyond 2014, which is likely to see a sharper upturn in retail spending, albeit this will be matched by higher rates of special forms of trading (SFT) i.e. online shopping. As the proposed store’s opening and established trading exceeds 2014 by at least 2 years, it is considered appropriate to apply the year-on-year average of 0.8% growth in convenience expenditure from 2014 onwards.

I hope this is helpful. Please let me know if there are any further queries.

Kind regards

Patrick Downes BSc (Hons) MRICS
Director

DDI: +44(0)121 213 6023 Mobile: +44(0)7810 794 038



Commercial & Industrial Agency • Valuation
Management • Investment • Project Management •
Building Surveying • Landlord & Tenant • Rating
Residential Land & Development • Planning



BIRMINGHAM
0121 455 9455

WORCESTER
01905 22 666

STOKE ON TRENT
01782 272 555

LONDON
0207 317 4550

 www.harrislamb.com



Regulated by RICS. Harris Lamb accept no legal responsibility for the contents of this message. Any opinions expressed in this email are those of the individual and not necessarily of the firm, unless expressly stated to be so. If you receive this in error, please contact the sender and delete it from your system. This email and any attachments are intended for the addressee only and may contain information which is confidential or legally privileged. If you are not the intended recipient, you are hereby notified that any dissemination, distribution, copying or use of this communication and any attachments is strictly prohibited. This email does not form the basis of a contract.