

Louise Turtle

From: Aaron Wright
Sent: 07 January 2014 14:40
To: Louise Turtle
Subject: APP/13/00893
Attachments: RIA Table 11 (Updated).pdf; RIA Table 12 (Updated).pdf

From: Laurence Holmes [<mailto:laurence.holmes@harrislamb.com>]
Sent: 05 November 2013 15:33
To: Lucy Howard
Subject: Elettra Avenue, Waterloooville

Hello Lucy

Just further to our discussions, please find attached Tables 11 and 12. The cumulative (positive) impact on Waterloooville town centre as a result of the commitments trading is calculated as follows:

Step 1: Take the total convenience and comparison turnovers for the town centre at 2016 (£50.73m and £49.23m) and add together to get a total turnover of **£99.96m**.

Step 2: Add in the convenience and comparison turnovers of the commitments. The total turnover of these commitments is reduced to take account of the trade diverted from each to the proposed Aldi. If you look at the **'Turnover with Aldi and Commitments 2016'** columns for both convenience and comparison goods in Table 12, you will see that the total turnover being added to the town centre turnover is **£51.63m**.

Step 3: Calculate the total turnover being drawn from the town centre facilities to support the commitments and the Aldi, which equates to **£16.14m**.

Step 4: By deducting the total turnover diverted to the commitments and Aldi from the additional turnover being created by the commitments = **£35.49m**. Note that the excel format rounds the figure slightly to **£35.51m**.

Step 5: Divide the additional turnover by the pre-commitment total town centre turnover at 2016 (i.e. £35.49m / £99.96m) equates to **35.5%**. Hence this additional turnover is expressed as a 'positive' impact as the town centre turnover is inflated.

The above is worked through with formulas within the excel programme that we use (and these would not ordinarily be presented), though I hope the above explanation is helpful.

As a note of caution, it is important that you do not 'add' the percentages in the final column of either Table 11 or 12. Essentially, these show the impact on individual stores' turnover and are, therefore, a percentage of the overall town centre turnover. The final percentage figure for Waterloooville town centre is calculated as per the formula set out above (i.e. from adding the turnover figures as opposed to the percentages).

I hope that makes more sense, unfortunately the retail number work is rather a necessary evil to ensure robustness. Please let me know if you would like to talk through anything further.

Many thanks.

Laurence

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Senior Planner

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