

East Hampshire Retail and Main Town Centre Uses Study Final Report

East Hampshire District Council

31 October 2018

LICHFIELDS

LICHFIELDS

Lichfields is the pre-eminent planning and development consultancy in the UK

We've been helping create great places
for over 50 years.

lichfields.uk

© 2018 Nathaniel Lichfield & Partners Ltd, trading as Lichfields. All Rights Reserved. Registered in England, no. 2778116. 14 Regent's Wharf, All Saints Street, London N1 9RL
Formatted for double sided printing.
Plans based upon Ordnance Survey mapping with the permission of Her Majesty's Stationery Office.
© Crown Copyright reserved. Licence number AL50684A
16499/02/PW/PW
16684975v1

Executive Summary

Lichfields has been commissioned by East Hampshire District Council to prepare a Retail and Main Town Centres Uses Study to inform future planning policy in the District excluding the South Downs National Park area, together with a wider strategy for the future of the District's centres to 2036. It will form part of the Council's evidence base in progressing the review of the adopted Local Plan.

The economic downturn had a significant impact on the retail and leisure sectors, and continuing uncertainties are still having an effect. Market conditions are still challenging. The high pre-recession expenditure growth rates are unlikely to be achieved. The growth in the demand for floorspace is expected to slow, particularly in the short term.

New forms of retailing (multi-channel shopping) have continued to grow. Given the likelihood that multi-channel shopping is likely to grow at a faster pace than total retail expenditure, the retail study assessment has adopted relatively cautious growth projections.

The NPPF states that local planning authorities should assess the quantitative and qualitative needs for land or floorspace for retail and leisure development over the next 10 years as a minimum. When planning for growth in their town centres, local planning authorities should allocate a range of suitable sites to meet the scale and type of retail development needed. It is important that the needs for retail and other main town centre uses are met in full and not compromised by limited site availability.

Alton is the largest shopping destination within the District with a combined retail sales floorspace of over 18,000 sq.m net. Horndean is the next largest destination, with a combined retail sales floorspace of nearly 4,000 sq.m net, but the majority of this within the Morrison's store outside the centre. Liphook is a larger centre with a combined floorspace of nearly 3,700 sq.m net, including the in-centre Sainsbury's store. Whitehill & Bordon (High Street) and Whitehill & Bordon (Forest Centre), both have a combined retail sales floorspace of over 4,000 sq.m net. Grayshott, Four Marks and Clanfield are all much smaller, with only a very limited number of retail units that cater for local needs.

The convenience goods expenditure projections, taking account of the growth of home/internet shopping as currently recommended by Experian, suggest new floorspace could be distributed as shown below.

Centre	By 2021	By 2026	By 2031	By 2036
Alton	0	0	0	0
Whitehill & Bordon (over and above new town centre phase 1)	0	152	311	482
Liphook	950	1,078	1,202	1,479
Other East Hampshire	0	0	0	0
Total	950	1,230	1,513	1,959

In qualitative terms, food store retail provision is reasonable in Alton, Whitehill & Bordon, Liphook and Horndean. There are large food stores (over 1,000 sq. m net) suitable for main and bulk food shopping. The other centres provide small food stores suitable for basket and top up shopping. There are no clear identified areas of qualitative deficiency in food store provision within the District.

The comparison goods expenditure projections, again taking account of the expected growth of home/internet shopping as recommended currently by Experian, suggest new floorspace in the District could be distributed as shown below.

Residents lack a good choice of higher order comparison shops in Alton (and the other centres and retail warehouse parks) and need to travel outside the District to larger centres such as Guildford, Winchester, Portsmouth and Basingstoke for a wider range of goods that meet more than their day-to-day needs.

Centre	By 2021	By 2026	By 2031	By 2036
Alton	0	0	210	1,016
Whitehill & Bordon (over and above new town centre phase 1)	0	0	453	1,085
Liphook	43	222	485	762
Other East Hampshire District	56	218	448	883
Total	99	440	1,596	3,746

Comparison goods expenditure retention in East Hampshire is relatively low, which is to be expected for smaller town centres. Investment will be needed in the District to retain the existing levels of comparison goods expenditure. The objective of the development strategy for East Hampshire District should be to maintain the District's shopping role and market share within the sub-region, in the face of increasing competition. The economic projections assume that new development will retain the District's share of comparison expenditure in the study area and will help to maintain this share in the future.

The food and beverage projections suggest new floorspace could be distributed as shown below. Growth in expenditure provides limited opportunities to enhance food and beverage provision. However, there is qualitative potential to improve Class A3 (restaurant/café) uses.

Centre	By 2021	By 2026	By 2031	By 2036
Alton	0	0	0	70
Whitehill & Bordon (over and above new town centre phase 1)	0	0	0	42
Liphook	0	0	0	0
Other East Hampshire District	0	92	226	356
Total	0	92	226	468

Residents in East Hampshire District have limited access to the full range of commercial leisure and entertainment facilities within the District- residents need to travel outside of the District visit many commercial leisure uses. Destinations outside of the District include Chichester Gate, Havant Retail Park, Gunwharf Quays in Portsmouth, Guildford Spectrum and Basingstoke Leisure Park – all of which offer commercial leisure facilities such as cinemas, ice skating rinks and bowling alleys. There are also the nearby town centres of Petersfield, Chichester, Guildford, Waterlooville, Southampton, Portsmouth, Winchester which offer various leisure activities. There may be potential in the District for 1-2 small additional health and fitness facilities over the plan period, or one medium sized facility.

Other uses such as hotels, nightclubs, museums, art galleries, exhibition space, live music venues, clubs, casinos, tourist attractions and new emerging leisure activities could be appropriate and the strategy needs to be flexible and can respond to emerging opportunities for new facilities of this kind.

The short-term priority should be the reoccupation of vacant floorspace in the centres. Reoccupied vacant shop units in total could accommodate up to 2,800 sq.m gross. If this reduction in vacant units can be achieved, then the overall Class A1 to A5 floorspace projections (as shown above) Hampshire could reduce significantly. Alton and Liphook have several development opportunities, which offer potential to accommodate residual growth if required.

In accordance with the NPPF, the Local Plan review should define a hierarchy of centres and ensure new main town uses are focused within these centres. Development of main town centre uses in the defined centres should be of a scale that is commensurate with the settlement role and function and does not unbalance the town centre hierarchy. The policy should also make it clear that an objective of the Local Plan is to maintain the vitality and viability of the centres identified within the retail hierarchy.

Based on the scale of facilities available within each settlement and the retail floorspace projections in this study, it is generally appropriate to maintain the current settlement hierarchy. The exception to this could be

Liphook, which could be designated as two separate centres, rather than one district centre. The following hierarchy could be adopted.

Hierarchy	Settlement
Town centre	Alton and Whitehill & Bordon High Street (incl. proposed new centre)
District centre	Liphook (The Square)
Local centre	Clanfield, Four Marks, Grayshott, Horndean, Whitehill & Bordon (Forest Centre), Liphook (Station Area)

The Local Plan impact threshold is currently below the NPPF’s threshold (2,500 sq. m gross) at 500 sq.m gross. Based on this updated projection and recent town centre health checks, it is recommended the impact threshold should remain at 500 sq.m gross.

The designation of centre boundaries should continue to be shown on the proposals map for applying the sequential approach and establishing whether a retail impact assessment is required. For the purposes of the sequential test, it is unnecessary to designate separate town centre and primary shopping areas boundaries in East Hampshire. A sequential assessment should be required for any main town centre uses outside of the defined centre boundaries. The council should consider amendments to the centre boundaries to include areas occupied by non-main town centre use e.g. residential and industrial areas.

The suitability of the policy approach relating to retail and non-retail uses within primary and secondary frontages needs to be considered in the context of the new NPPF, recent changes in the mix of uses, future retail floorspace projections and recent changes to the General Permitted Development Order (GPDO). The introduction of more restrictive shop frontage policies would be inappropriate. To address the increase in vacancy rates, a less rigid approach to use class mix for the centres should be considered.

In Alton, a more tightly drawn primary shopping area should be the focus for Class A1 retail uses, and future policy should seek to retain Class A1 uses at ground floor level in this area. In other parts of the town centre a more flexible approach allowing a broader range of main town centre uses should be considered. Within district and local centres retail, service and community uses should be protected more generally to maintain the important role of these centres.

Contents

1.0	Introduction	1
	Overview	1
	Report structure	2
2.0	Policy context	3
	National planning policy	3
	Local planning policy	6
3.0	Current provision and trends	10
	Introduction	10
	Retail trends	10
	Expenditure growth	10
	Centres in East Hampshire District and the surrounding area	15
4.0	Need for retail uses	21
	Introduction	21
	Methodology and base data	21
	Existing spending patterns	25
	Capacity for future convenience goods floorspace	28
	Capacity for future comparison goods floorspace	29
	Qualitative need for retail floorspace	30
5.0	Need for food/beverage uses	37
	Introduction	37
	Mix of uses	37
	Food and beverage expenditure	38
	Future capacity for food and beverage floorspace	40
	Qualitative need	41
	Conclusions	42
6.0	Need for other town centre uses	43
	Introduction	43
	Commercial Leisure Uses	43
7.0	Centre Health Checks	52
	Alton town centre	52

	Whitehill & Bordon (High Street) town centre	59
	Whitehill & Bordon (Forest Centre) local centre	62
	Liphook district centre	64
	Other Local Centres	68
8.0	Accommodating Growth	75
	Introduction	75
	Floorspace Projections	75
	Vacant Units	75
	Development Opportunities	76
9.0	Policy options	79
	Introduction	79
	Designation of centres	80
	Impact thresholds	81
	Town, district and local centre boundaries	82
	Primary and secondary shopping frontages	83
10.0	Conclusions and recommendations	86
	Convenience goods development	86
	Strategy for accommodating growth	87
	Policy review	87
	Future Monitoring	88

Figures

Figure 3.1 Real GDP fan chart	11
Figure 3.2 Main centres in East Hampshire District	16
Figure 3.3 East Hampshire study area	17
Figure 3.4 Centre locations and Venuescore	19
Figure 4.1 Methodology for estimating future requirements for retail floorspace	21
Figure 4.2 Non-food shopping (main destinations named by respondents)	27
Figure 4.3 Mix of Class A uses in East Hampshire District's main centres	32
Figure 4.4 Comparison goods retail sales floorspace in East Hampshire (sq.m net)	35
Figure 5.1 Restaurant/Café Destinations (destination named by respondents)	39
Figure 5.2 Pub/Bar Beverage Destinations (destination named by respondents)	39
Figure 5.3 Class A3 to A5 food and beverage outlets in each centre	42
Figure 6.1 Leisure participation in the East Hampshire study area (% of Respondents)	43
Figure 6.2 Cinema destinations (cinema destination named by respondents)	45
Figure 6.3 Main Theatre Trip Destinations	46
Figure 6.4 Health and fitness destinations (named by respondents)	47
Figure 6.5 Ten pin bowling Destinations (Ten pin bowling destination named by respondents)	48
Figure 6.6 Bingo Destinations (bingo destination named by respondents)	49
Figure 6.7 Trampoline Centre Destinations (trampoline centre destination named by respondents)	50

Tables

Table 3.1 Venuescore UK Shopping Index and UK rank	18
Table 4.1 Post-Brexit expenditure growth forecasts	23
Table 4.2 Adjusted SFT estimates for the UK	24
Table 4.3 Main food shopping destinations most used by respondents in each zone (origin and destination)	26
Table 4.4 Convenience goods actual/benchmark turnover at 2018 (£Millions)	26
Table 4.5 Summary of convenience goods floorspace projections (sq. m gross)	29
Table 4.6 Summary of comparison goods floorspace projections (sq. m gross)	29
Table 4.7 Existing convenience and comparison floorspace in East Hampshire	31
Table 4.8 Comparison goods expenditure retention in East Hampshire District (% of total expenditure in study area)	35

Table 5.1 Mix of Class A / Food and Beverage Uses in the Main Centres in East Hampshire	38
Table 5.2 Summary of food and beverage floorspace projections (sq. m Gross)	40
Table 7.1 Alton - Mix of uses	53
Table 7.2 Alton - Mix of comparison uses	54
Table 7.3 Alton - national multiples	54
Table 7.4 Alton - Mix of Non-Retail Uses	54
Table 7.5 Whitehill & Bordon (High Street) - Mix of Uses	60
Table 7.6 Whitehill & Bordon (Forest Centre) - Mix of Uses	62
Table 7.7 Liphook - Mix of Uses	65
Table 7.8 Clanfield - Mix of Uses	68
Table 7.9 Four Marks - Mix of Uses	69
Table 7.10 Grayshott - Mix of Uses	71
Table 7.11 Horndean - Mix of Uses	73
Table 7.12 Rowlands Castle - Mix of Uses	74
Table 9.1 East Hampshire District Retail Hierarchy (excluding South Downs National Park area)	80
Table 9.2 Centre boundary review	83
Table 10.1 Convenience goods floorspace projections (sq.m gross)	86
Table 10.2 Comparison goods floorspace projections (sq.m gross)	86
Table 10.3 Food and beverage floorspace projections (sq.m gross)	87
Table 10.4 East Hampshire District Retail Hierarchy	87

Appendices

Appendix 1: Study area

Appendix 2: Convenience Goods Capacity

Appendix 3: Comparison Goods Capacity

Appendix 4: Food/Beverage Capacity

Appendix 5: Household Survey Results

Appendix 6: Potential Development Sites

Glossary

Benchmark Turnover

Expected turnover of existing retail floorspace based on national averages which the identified available expenditure can be measured against.

Class A1

Commercial units classed as retail or shop uses within the Use Classes Order.

Class A1 Services

Non-retail uses classed as A1 in the Use Classes Order, such as hairdressers, travel agents and dry cleaners.

Class A2

Commercial units classed as financial or professional services, for example banks and building societies, within the Use Classes Order.

Class A3

Commercial units classed as restaurants and café food outlets within the Use Classes Order.

Class A4

Commercial units classed as public houses or bars within the Use Classes Order.

Class A5

Commercial units classed as fast food or takeaway food outlets selling cooked hot food.

Class C3 Residential

“Dwelling house”, as a principal or secondary residence.

Convenience Goods

Consumer goods purchased on a regular basis such as food/groceries and cleaning materials.

Comparison Goods

Durable goods such as clothing, household goods, furniture, DIY and electrical goods.

Experian

A data consultancy widely used for retail planning information.

Food and Beverage

Class A3, A4 and A5 food and drink outlets, but not food and grocery items including in convenience goods.

Goald Plans

Town centre plans prepared by Experian, which are based on occupier surveys of over 1,250 town centres across the country.

Gross floorspace

Total external floorspace including exterior walls.

Higher order comparison goods

Durable goods which tend to be high value, bought on an occasional basis and/or where customers are most likely to shop around and compare products in different shops e.g. adult fashion items, high value electrical goods, jewellery, furniture etc. Customers are usually prepared to travel further to purchase these items.

Javelin Venuescore

A database of retail locations that enables the user to rank and sort the UK's shopping venues against a range of different criteria incl. market size, location type, market position and sector.

Lower order comparison goods

Durable goods which tend to be lower value, bought on a regular basis and/or where customers are less likely to shop around e.g. small household goods, books, pharmaceuticals and toiletries. Customers are less likely to travel long distances to purchase these items.

Market share/Penetration rate

The proportion of total consumer expenditure within a given area taken by a particular town centre or shopping facility.

Multiple traders/outlets

National or regional 'chain store' retailers.

Net (sales) floorspace

Retail floorspace devoted to the sale of goods, excluding backstage/storage space and other areas not accessible to customers.

The Requirements List

A published source of information providing known retail and leisure operators' space requirements in towns across the country.

Zone A Rent

The annual rental charge per square foot for the first 20-foot depth of a shop unit, which is the most suitable measure for standardising and comparing rental levels

Definition of Term 1

1.0 Introduction

Overview

- 1.1 Lichfields has been commissioned by East Hampshire District Council to prepare a Retail and Main Town Centres Uses Study. The study has been prepared in accordance with the National Planning Policy Framework (NPPF, 2018) and the Planning Practice Guidance (PPG).
- 1.2 The study will inform future planning policy on retail and town centre matters in the District excluding the South Downs National Park area, together with a wider strategy for the future of the District's centres to 2036. It will also form part of the Council's evidence base in progressing the review of the adopted Local Plan. Any evidence base study carried out at the current time needs to be cognisant of some significant recent changes:
- 1 **Changes in policy** - the NPPF heralded the biggest single change in national planning policy in a generation, and it raises the bar for local authorities in terms of the positive approach and a greater emphasis on the deliverability of plans. The revised NPPF (2018) was adopted on 24 July 2018 and replaces the 2012 version. Whilst it does not change the overall thrust to promote town centres, there are some important modifications.
 - 2 **Changes in the economy** - there has been significant uncertainty relating to town centres and the retail sector, particularly following the EU Referendum vote. The study must adopt up-to-date and authoritative economic forecasts.
 - 3 **Changes in market** - the above issues have had an impact on the commercial property market dynamics, both in terms of local demand and on the overall ability of developers and firms to access finance.
- 1.3 The key objective of the East Hampshire Retail and Main Town Centres Uses Study is to provide a robust and credible evidence base to inform the Council's work on the review of the adopted Local Plan, considering changes since previous evidence was prepared. The updated Local Plan will reflect the emerging housing, employment, retail and leisure needs up to 2036.
- 1.4 The Retail and Main Town Centre Uses Study is based on up to date and sound research. The study establishes existing shopping and leisure patterns, based on sound empirical evidence and comprehensive customer survey research, including both customers who use facilities in the District and those who shop elsewhere.
- 1.5 This report provides a quantitative and qualitative assessment of the need for new retail, leisure and other main town centre uses within East Hampshire District (excluding the South Downs National Park area). It provides a description of existing retail facilities within the District, and it identifies the role the centres play in meeting the needs of customers. The assessment of need includes both food and non-food retailing and eating/drinking away from the home. The study includes an assessment of:
- 1 recent changes in circumstances and shopping patterns, not least the effects of the recession, the requirements of the NPPF and changes to permitted development rights;
 - 2 the future need and (residual) capacity for retail, food and beverage and leisure floorspace for the period up to 2036;
 - 3 the existing network of centres and retail boundaries/frontages, including advice as to whether any changes are required; and
 - 4 development plan policies, allocations and recommendations on how each centre can develop its role.

Report structure

1.6

This report is structured as follows:

- Section 2.0 summarises the relevant policy context;
- Section 3.0 describes recent trends and current provision in the District;
- Sections 4.0, 5.0 and 6.0 provide need assessments for retail and other main town centre uses;
- Section 7.0 sets out health check appraisals of Alton, Whitehill & Bordon (the High Street and the Forest Centre), Liphook and Horndean and audits of smaller centres at Grayshott, Clanfield, Four Marks and Rowlands Castle;
- Section 8.0 sets out the strategy for accommodating growth identified within the study;
- Section 9.0 provides an analysis and review of the existing relevant local planning policies; and
- Section 10.0 sets out the recommendations and conclusions.

2.0 Policy context

National planning policy

- 2.1 The previous Town Centres, Retail and Leisure Study was prepared in 2007 by Lichfields (previously Nathaniel Lichfields & Partners). This study was based on the guidance set out in PPS6 which was superseded by the NPPF (published by the Department for Communities and Local Government on 27 March 2012 and subsequently revised on 24 July 2018). It sets out the Government’s planning policies for England and replaces all previously issued Planning Policy Statements (PPSs) and Planning Policy Guidance Notes (PPGs) with a single national planning policy document.
- 2.2 The revised NPPF (2018) consolidates a series of proposals that have been made in the last two and half years, and which have been included in various consultation documents. The policies in the revised NPPF are material considerations when determining planning applications ‘from the day of its publication’ (i.e. from 24 July 2018). The policies in the 2012 NPPF still apply to examining plans submitted on or before 24 January 2019.
- 2.3 In relation to town centres, the revised NPPF does not change the overall aims of policy, although there are some important modifications. These changes are logical points of clarification that address areas of debate that have arisen in recent years. The rapid changes that are affecting the retail sector and town centres, are acknowledged and reflected in the final version of the revised NPPF. It recognises that diversification is key to the long-term vitality and viability of town centres, to ‘respond to rapid changes in the retail and leisure industries’. Accordingly, planning policies should clarify ‘the range of uses permitted in such locations, as part of a positive strategy for the future of each centre’.
- 2.4 It is widely accepted that very long-term projections have inherent uncertainties. In response to these uncertainties, local planning authorities are no longer required to allocate sites to meet the need for town centre uses over the full plan period. The need for new town centre uses should still be accommodated over a minimum ten-year period, which reflects the complexities in bringing forward town centre development sites. In line with the Government’s economic growth agenda, a positive approach to meeting community needs is still required.
- 2.5 A key change (para. 86 – change underlined) is “*main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered*”. The reason for this change is to avoid prejudicing more central sites that are in the pipeline but not available straight away. The definition of a “reasonable period” is still open to debate, but logically this period should relate to the likely timetable for delivery of the application proposal.
- 2.6 At the heart of the NPPF is a presumption in favour of sustainable development (para. 11). For plan-making this means that:
- a plans should positively seek opportunities to meet the development needs of their area, and be sufficiently flexible to adapt to rapid change;
 - b policies should, as a minimum, provide for objectively assessed needs for housing and other uses, as well as any needs that cannot be met within neighbouring areas, unless:
 - i the application of policies in this Framework that protect areas or assets of importance provides a strong reason for restricting the overall scale, type or distribution of development in the plan area; or

- ii any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the other policies in the Framework.
- 2.7 The planning system should be genuinely plan-led. Succinct and up-to-date plans should provide a positive vision for the future of each area; a framework for addressing housing needs and other economic, social and environmental priorities; and a platform for local people to shape their surroundings (para. 15).
- 2.8 Development plans should (para.16):
 - a be prepared with the objective of contributing to the achievement of sustainable development;
 - b be prepared positively, in a way that is aspirational but deliverable;
 - c be shaped by early, proportionate and effective engagement between plan-makers and communities, local organisations, businesses, infrastructure providers and operators and statutory consultees;
 - d contain policies that are clearly written and unambiguous, so it is evident how a decision maker should react to development proposals;
 - e be accessible through the use of digital tools to assist public involvement and policy presentation; and
 - f serve a clear purpose, avoiding unnecessary duplication of policies that apply to a particular area (including policies in this Framework, where relevant).
- 2.9 The development plan must include strategic policies to address each local planning authority's priorities for the development and use of land in its area. These strategic policies can be produced in different ways, depending on the issues and opportunities facing each area (para. 17). Policies to address non-strategic matters should be included in local plans that contain both strategic and non-strategic policies, and/or in local or neighbourhood plans that contain just non-strategic policies (para. 18).
- 2.10 Strategic policies should set out an overall strategy for the pattern, scale and quality of development, and make sufficient provision for (para. 20):
 - a housing (including affordable housing), employment, retail, leisure and other commercial development;
 - b infrastructure for transport, telecommunications, security, waste management, water supply, wastewater, flood risk and coastal change management, and the provision of minerals and energy (including heat);
 - c community facilities (such as health, education and cultural infrastructure); and
 - d conservation and enhancement of the natural, built and historic environment, including landscapes and green infrastructure, and planning measures to address climate change mitigation and adaptation.
- 2.11 Strategic policies should provide a clear strategy for bringing sufficient land forward, and at a sufficient rate, to address objectively assessed needs over the plan period, in line with the presumption in favour of sustainable development. This should include planning for and allocating sufficient sites to deliver the strategic priorities of the area (except insofar as these needs can be demonstrated to be met more appropriately through other mechanisms, such as brownfield registers or non-strategic policies) (para. 21).

- 2.12 The preparation and review of all policies should be underpinned by relevant and up-to-date evidence. This should be adequate and proportionate, focused tightly on supporting and justifying the policies concerned, accounting for relevant market signals (para. 31).
- 2.13 Planning policies should:
- a set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth, having regard to Local Industrial Strategies and other local policies for economic development and regeneration;
 - b set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period;
 - c seek to address potential barriers to investment, such as inadequate infrastructure, services or housing, or a poor environment; and
 - d be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices (such as live-work accommodation), and to enable a rapid response to changes in economic circumstances.
- 2.14 In terms of retail, planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. Planning policies should (para. 85):
- a define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;
 - b define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;
 - c retain and enhance existing markets and, where appropriate, re-introduce or create new ones;
 - d allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary;
 - e where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre; and
 - f recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.
- 2.15 Applications for retail and town centre uses that are not in an existing centre and are not in accordance with an up-to-date Local Plan will be assessed against NPPF policies and the key sequential and impact tests.
- 2.16 The sequential approach test indicates main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered (para. 86). When considering edge of centre and out of centre proposals, preference should be given to

accessible sites which are well connected to the town centre. Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale, so that opportunities to utilise suitable town centre or edge of centre sites are fully explored (para. 87).

2.17 The NPPF (para. 88) confirms this sequential approach should not be applied to applications for small scale rural offices or other small scale rural development.

2.18 The NPPF states that local planning authorities should require an impact assessment for applications for retail and leisure development outside of town centres, which are not in accordance with an up-to-date development plan and are over a proportionate, locally set floorspace threshold. If there is not a locally set threshold, the default threshold is 2,500 sq.m (para. 89). This should include an assessment of:

- a the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and
- b the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment (as applicable to the scale and nature of the scheme).

2.19 Where an application fails to satisfy the sequential test, or is likely to have a significant adverse impact on one of more of the above factors, it should be refused (para. 90).

General Permitted Development Order

2.20 Recent changes to the General Permitted Development Order (GPDO) have also had an impact on some town centres. These measures allow for greater flexibility for changes of use e.g. Class A uses to C3 residential use and Class A1 uses to Class A2 uses. These measures can change the composition of town centres, including the amount of Class A1 space is likely to reduce in some centres. The measures may lead to a reduction in vacant shop premises, particularly in peripheral shop frontages where there are concentrations of smaller units, but conversely it could have an impact on the ability of operators to find space in areas where demand is higher.

2.21 In October 2018 The Ministry for Housing, Communities and Local Government published the *Planning Reform: Supporting the High Street for consultation and increasing the delivery of homes*. This document suggests further changes that, if carried through, will have implications for town centres and the ability to control the mix of uses.

Local planning policy

Joint Core Strategy

2.22 The Joint Core Strategy (JCS) was adopted by East Hampshire District Council on 8 May 2014 and by the South Downs National Park Authority on 26 June 2014. This Local Plan postdates the NPPF 2012 and covers the entire East Hampshire District. The South Downs National Park Authority as Local Planning Authority for the South Downs National Park is preparing a new local plan which, on adoption, will supersede the JCS in parts of the District that lie within the National Park.

2.23 East Hampshire District Council has commenced work on a Local Plan Review. The new Local Plan will replace the JCS, Housing and Employment Allocations and the saved policies from the Local Plan Second Review 2006. The new Local Plan will be a single new Local Plan with a plan period of 2017-2036. East Hampshire District Council is now the planning authority for parts of the District that lie outside of the South Downs National Park.

2.24 **JCS Policy CP7 (New Retail Provision)** states provision will be made for a limited amount of additional retail floorspace in the town centres of Alton and Petersfield. There is scope for up to 23,000 sq.m (gross) retail floorspace in a new town centre at Whitehill & Bordon out of which up to 16,000 sq.m (gross) could come forward in the Plan period up to 2028 (see Policy CSWB3). Small scale retail development opportunities will be allowed for in the other centres.

2.25 **JCS Policy CP8 (Town and Village Facilities and Services)** indicates the vitality and viability of the District's centres will be maintained and improved according to the role of each centre, as set out in the hierarchy below:

- Town centres - Alton, Petersfield and Whitehill & Bordon;
- District centre – Liphook;
- Local centres - Clanfield, Four Marks, Grayshott, Horndean, Liss and Forest Centre, Whitehill & Bordon; and
- Local parades and small local centres.

Proposals for new retail, leisure, entertainment and cultural facilities in the centres listed above will be permitted provided that the proposal:

- a sustains and enhances the range and quality of provision, and the vitality and viability of the centre;
- b is in keeping with the scale and character of the centre;
- c would not harm the function of the centre, particularly its shopping function; and
- d is readily accessible by bicycle and on foot.

2.26 **JCS Policy CSWB1 (Strategic Allocation)** identifies land at Whitehill & Bordon as a strategic allocation for future development. The land will provide up to 2,725 new homes over the Plan period and phased delivery of up to 4,000 new homes, employment provision (about 5,500 new jobs) and a new town centre (with up to 23,000 sqm of retail floorspace).

2.27 **JCS Policy CSWB3 (The New Town Centre)** relates to the proposed new town centre at Whitehill & Bordon. It confirms the town centre will be in the same level in the hierarchy as Petersfield and Alton in terms of its role and function in the District. It will comprise a major retailer that will be located at its heart together with other large units to attract quality retailers. There is scope for 16,000 sq.m (gross) retail floorspace in a new town centre at Whitehill & Bordon (in the Plan period to 2028).

Proposals for new shops, recreation and leisure, entertainment, cultural facilities, offices and commercial developments, and high-density housing (above shops) will be allowed in the town centre provided the proposed development:

- a sustains and enhances the range and quality of provision, including uses that contribute to the evening economy;
- b improves the vitality and viability of the town centre;
- c helps to create a sense of place through high quality layout and design and contributes to a built form that is in synergy with quality open spaces, civic or town squares;
- d provides landscaping, street furniture, and public art, where appropriate, that is an integral part of the design of the new town centre; and
- e provides footpaths and cycleways that link the town centre to the rest of the town, on both sides of the A325 that are proportionate to the scale of the proposals.

The Local Plan Second Review 2006 (Saved Policies)

- 2.28 The Local Plan: Second Review ('LP') was adopted in March 2006 and remains part of the Statutory Development Plan. Some policies were removed from 1 April 2009 by the Government Office for the South East. The remaining Local Plan policies continue to be saved until they are replaced by the new Local Plan. The adopted Joint Core Strategy has already replaced some policies.
- 2.29 **Saved LP Policy TC1 (Development and Town and Village Centres)** states proposals for new retail, leisure, entertainment and cultural facilities in the town centres of Alton and Petersfield, the district centre of Whitehill/ Bordon (Forest Centre), and the local centres of Liphook, Grayshott, Clanfield, Liss, Four Marks, Horndean and Chalet Hill/ High Street, Whitehill/ Bordon will be permitted, provided that the proposal:
- a sustains and enhances the range and quality of provision, and the vitality and viability of the centre;
 - b is in keeping with the scale and character of the centre;
 - c would not harm the function of the centre, particularly its shopping function; and
 - d is readily accessible by public transport, bicycle and on foot.
- 2.30 **Saved LP Policy TC2 (Large Retail, Leisure and Entertainment Uses)** states at the edge-of-centre, and outside existing town, district and local centres large scale retail uses, including superstores, hypermarkets, and retail warehouses and large-scale leisure and entertainment uses will only be permitted if:
- a there is an identified need for the development;
 - b a sequential approach has been adopted to show there are no sites that are suitable, viable or available for such development in the town, district or local centre; and in the case of proposals outside existing centres there are no sites that are suitable, viable or available for such development on the edge-of-centre;
 - c they are within a settlement policy boundary;
 - d either by themselves, or cumulatively with other such proposals or developments, they do not adversely affect the vitality or viability of nearby town, district and local centres;
 - e they are easily accessible by car, public transport, bicycle and on foot; and
 - f they are not on land allocated for housing (Policies H1 and HZ), industry and business (Policy IB1), and open space (Policy R4) and are required to meet the employment, housing and recreation objectives of the Plan.
- 2.31 **Para 6.74** indicates East Hampshire has relatively small centres where it is appropriate to have a lower impact threshold for retail, leisure and entertainment uses, which are defined as those greater than 500 sq.m. This limit was considered necessary because development of this scale could have an adverse impact on small centres. Proposals for large retail, leisure and entertainment development on the edge-of-centre and outside town centres need to be supported by statements on their likely impact on the vitality and viability of nearby town centres as a whole and on the local highway network.
- 2.32 **Saved LP Policy TC3 (Development in Town and Village Centres and Retail Development)** states where town centre, village centre and/or retail development is permitted, a planning obligation may be negotiated with the developer to provide improvements to the town or village centre, where it is directly related to the development.

- 2.33 **Saved LP Policy S2 (Non-Retail Uses in Shopping Centres - Primary Shopping Frontages)** indicated that proposals for non-retail uses (change of use or redevelopment) in the primary shopping frontages of Alton and Petersfield will be refused if they have a detrimental effect on the interest and appearance of the shopping frontages or would undermine the vitality and viability of the shopping centre as a whole.
- 2.34 **Para 6.81** states in implementing Policy S2, the objective will be to ensure that proposals for change of use or redevelopment to a non-retail use do not result in either a continuous street frontage of three or more non-retail uses or more than 40% of the street frontage being in non-retail use (the street frontage being measured as 50 metres either side of the application site).
- 2.35 **Saved LP Policy S3 (Non-Retail Uses in Shopping Centres - Primary Shopping Frontages)** states proposals for non-retail uses at ground floor level in the primary shopping frontages of Clanfield, Four Marks, Grayshott, Horndean, Liphook, Liss and Whitehill/Bordon will not be permitted if they would result in a continuous frontage of two or more non-retail uses.
- 2.36 **Saved LP Policy S4 (Secondary Shopping Frontages)** states proposals for uses other than retail (A1) and non-retail use (A2, A3, A4 and A5) in the secondary shopping frontages of Alton and Petersfield will not be permitted if they result in a continuous frontage of two or more such uses.
- 2.37 **Saved LP Policy S5 (Local and Village Shops)** sets out proposals to develop or expand small scale retail facilities (Class A1 use) providing for the daily shopping needs of a local community within the settlement policy boundaries and within the settlements in the countryside will be permitted, provided there are no adverse impacts in terms of local amenity, access, and parking. The change of use of local and village shops from Class A1 use will only be permitted where:
- a all reasonable efforts have been made to let or sell the premises as a shop; and
 - b the proposed non- retail use will have no adverse impact on local amenity, access and parking.
- 2.38 **Saved LP Policy S6 (Control of Shops on Farms)** states planning permission for the introduction or expansion of a retail use on a farm will be granted provided its scale and scope would not harm the viability of retail facilities in any nearby town or village.
- 2.39 The implications of the findings of this evidence base study on potential policy approaches that could be adopted within the emerging Local Plan are considered in Section 9.0 of this report.

3.0 **Current provision and trends**

Introduction

- 3.1 This section outlines national trends that are likely to influence the need for retail and town centre facilities in East Hampshire District and the prospects for attracting new investment. It also summarises current provision within the District, which provides the baseline for future projections in later sections of this report.

Retail trends

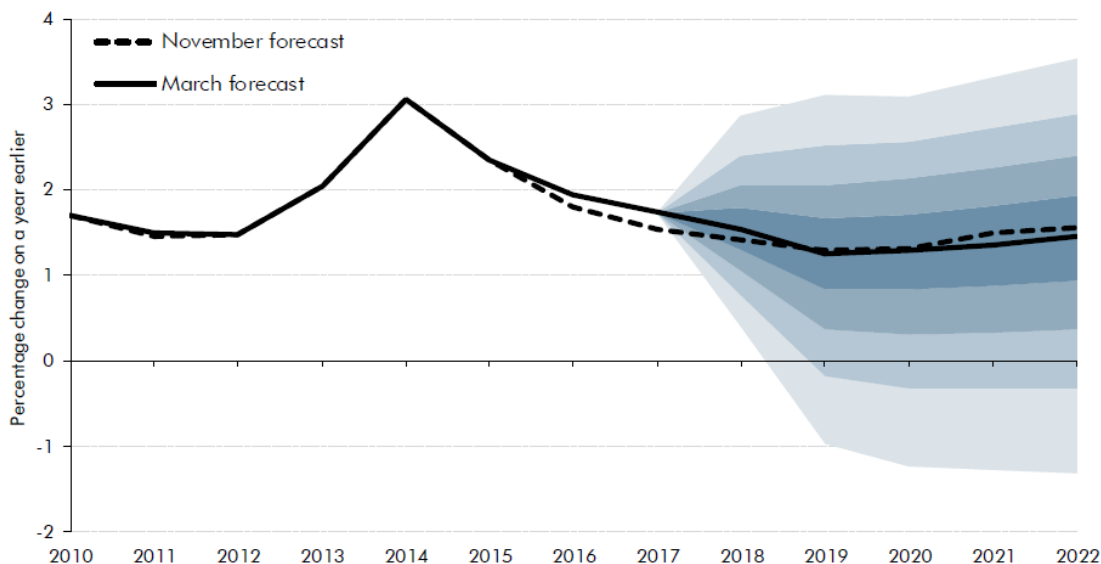
- 3.2 The economic downturn had a significant impact on the retail and leisure sectors, and continuing uncertainties are still having an effect. Many national operators failed (e.g. Austin Reed, BHS, Comet, HMV, JJB Sports, Jessops, Maplin, Clinton Cards, Woolworths, MFI, Toys R Us, Land of Leather, Borders, Game, Firetrap, La Senza, Past Times, Barratts and Habitat), leaving major voids within centres and retail parks. The latest operators to experience difficulties include House of Fraser, New Look, Carpetright, Prezzo, Chimichanga, Strada, Byron, Marks & Spencer and Jamie Oliver, which indicate that market conditions are still challenging.
- 3.3 Many town centre development schemes were delayed and the demand for traditional bulky goods retail warehouse operators has also been affected. Even some of the main food store operators have seen a reduction in growth, with discount operators taking market share from the main operators. To counteract the loss of market share from 'top 4' supermarket operators, Tesco is preparing to launch a new discount chain called 'Jack's'. Up to 60 stores could be launched with new stores being rolled out from September 2018.
- 3.4 Assessing future expenditure levels within this study needs to consider the likely speed of the economic recovery, particularly in the short and medium term (2018 to 2021 and 2021 to 2026). Careful consideration is needed to establish the appropriate level of expenditure growth to be adopted over the plan period. This study takes a long-term view for the plan period recognising the cyclical nature of expenditure growth. Trends in population growth, home shopping/internet sales and growth in turnover efficiency also need to be considered and a balanced approach taken. An overview of national trends within the retail sector is set out below.

Expenditure growth

- 3.5 Historic retail trends indicate that expenditure has consistently grown in real terms in the past, generally following a cyclical growth trend. The underlying trend shows consistent growth and this trend is expected to continue in the future. However, the impact of the EU Referendum is expected to result in slower growth in the short term and home shopping/internet spending is expected to grow at a faster rate than traditional forms of shopping.
- 3.6 After the recession in 2008/2009, growth improved and from 2012 grew to a +3% high in 2014 and +2% in 2015. The Office for Budget Responsibility's (OBR March 2018) figures for GDP show that real GDP growth slowed from +1.9% in 2016 to +1.7% in 2017 (and to +1.4% in the year to the fourth quarter of 2017). OBR expects growth of +1.5% in 2018, slowing a little more in 2019 to +1.3%, then picking up modestly over the subsequent three years. At +1.4% a year, the average growth rate over the forecast is unchanged from OBR's November 2017 figures.
- 3.7 The future is, of course, uncertain. One way of illustrating the uncertainty around GDP growth is shown Figure 3.1. This presents OBR's central forecast together with a fan showing the

probability of different outcomes based on past errors on official forecasts. The solid black line shows the median forecast, with successive pairs of lighter shaded areas around it representing 20% probability bands.

Figure 3.1 Real GDP fan chart



Source: OBR Economic and Fiscal Outlook – March 2018

- 3.8 In the past, expenditure growth has fuelled growth in retail floorspace, including major out-of-centre development, particularly in the 1980s and 1990s. The speed of recovery from the last economic downturn has been slow. The high pre-recession growth rates are unlikely to be achieved in the short term, but the underlying trend over the medium and long term is expected to lead to a need for further modern retail floorspace, even allowing for continued growth in home shopping and turnover efficiencies. The growth in the demand for floorspace is expected to slow, particularly in the short term. These national trends are anticipated to be mirrored in East Hampshire District.
- 3.9 For convenience goods, Experian’s forecasts (December 2017) anticipate limited growth (0.1% per annum) from 2020. For comparison goods, higher levels of growth are expected in the future (3.2% per annum from 2020), still at a lower rate than previous pre-recession trends (8% per annum between 1997 and 2007). Historically comparison goods expenditure has grown significantly more than convenience goods expenditure, and Experian’s latest national growth rate recommendations are consistent with these past trends.
- 3.10 Experian’s latest expenditure projections consider the implications of Brexit, indicating this has created major uncertainties regarding the long-term outlook for the UK economy. Experian’s baseline forecasts reflect a small downgrade in the UK’s long-term projections for trade, investment and GDP. However, the revisions to the consumer spending forecast are minimal, with long term growth expected to remain around 2.2% to 2.3%, underpinned by rises in population and household incomes. Experian Retail Planner Briefing Note 15 (December 2017) states:
- “The expansion in comparison goods volumes, averaging 3.2% per head to 2036, will be less buoyant than in the three decades to 2015 as key factors that boosted growth, notably the globalisation that subdued audio-visual prices significantly, will not be repeated to the same degree.*”

Convenience goods enjoyed the strongest rise in the decade during 2016, buoyed by the overall buoyancy in spending. Growth has since slowed but remains above the long-term trend over the period 1997 to 2015 averaging – 1.2% per head a year. Our central forecast has a renewed squeeze in convenience goods in the short term, before sales per head growth settles at 0.2% a year from 2020 to 2036.”

- 3.11 Low expenditure growth and deflationary pressures (i.e. price cutting) in the non-food sector have had an impact on the high street in the last few years. Because of these trends, the national average shop vacancy rate (based on Goad plan data) has increased from around 10% in 2005 to about 14% in 2012. Vacancy rates have gradually improved to 11.8% in 2018.
- 3.12 Data obtained from Experian Goad and during centre visits carried out in July 2018, demonstrates that there were 59 vacant Class A1-A5 shop units within Alton, Liphook, Whitehill & Bordon, Clanfield, Horndean, Four Marks, Grayshott and Rowlands Castle. This equates to an overall vacancy rate of about 13%, which is slightly higher than the Goad national average of 11.8%. The Forest Centre (Whitehill & Bordon) had the highest vacancy rate (27.3%), followed by Alton with a vacancy rate of 14.6% and Liphook (12.9%). Whitehill & Bordon (High Street), Grayshott, Clanfield, Horndean, Four Marks and Rowlands Castle all have lower than average vacancy rates. Overall, the vacancy figures suggest some centres in the District are performing well despite challenging market conditions. The vacancy figures in the Forest Centre and Alton do however suggest these centres are still being affected by challenging market conditions.

New forms of retailing

- 3.13 New forms of retailing (multi-channel shopping) have continued to grow. Home/electronic shopping has increased with the growth in the use of personal computers, smart phones and the internet. Click and collect / click and return shopping has become more popular. The future growth of multi-channel retailing including home computing, internet connections and interactive TV will continue to influence retailing in the high street and from traditional stores. National trends within this sector will have implications for retailing within East Hampshire, because they will affect the amount of expenditure growth that will be potentially available to support development and the strength of operator demand for new floorspace.

Special forms of trading/home shopping

- 3.14 Recent trends suggest continued strong growth in this sector. Experian’s Retail Planner Briefing Note 15 (December 2017) states:

“The strong increase in online shopping in the past decade has lifted the share of special forms of trading (SFT) to a level where it now accounts for close to 16.5% of total retail sales....

...The rising share of internet sales in total retail transactions dominates the picture of SFT. Based on data for the first ten months of the year, internet sales’ share of total retail is expected to come in at roughly 14% in 2017, against 4.7% in 2008.

...non-store retailing continues to grow rapidly, outpacing traditional forms of spending. We retain our assumption that non-store retailing will increase at a faster pace than total retail sales well into the long term. According to Internet World Stats there, as of June 30 2017, there were an estimated 62.1 million internet users in the UK (representing 94.8% of the population). Growth of the internet user base will thus be less of a driver than in the past decade. But growth momentum will be sustained as new technology such as browsing and purchasing through mobile phones and the development of interactive TV shopping boost internet retailing. We expect that the SFT market share will continue to increase over the forecast period, although the pace of e-commerce growth will moderate markedly after about 2022. Our forecast has the SFT share of total retail sales reaching almost 20% by 2022 rising to 20.5% by the mid-2030s.”

- 3.15 This study makes an allowance for future growth in e-tailing based on Experian projections. It will be necessary to monitor the amount of sales attributed to home shopping in the future to review future policies and development allocations.
- 3.16 The implications of these trends on the demand for retail space have been considered. Some retailers operate online sales from their traditional retail premises e.g. food store operators and click and collect operations, therefore growth in online sales may not always mean there is a reduction in the need for traditional retail floorspace.
- 3.17 Given the likelihood that multi-channel shopping is likely to grow at a faster pace than total retail expenditure, the retail study assessment has adopted relatively cautious growth projections for retail expenditure and an allowance has been made for retailers to increase their turnover density, due to growth in home shopping and click and collect.

Food store operators

- 3.18 In addition to new forms of retailing, retail operators have responded to changes in customers’ requirements. Retailers have also changed their trading formats to include smaller store formats capable of being accommodated within town and local centres (such as the Tesco Express/ Metro, Sainsbury’s Local, Little Waitrose and Marks & Spencer’s Simply Food formats).
- 3.19 The number of Tesco Express, Sainsbury’s Local and Little Waitrose stores has increased significantly during the last decade. Taking Sainsbury’s as an example, data provided by Mintel indicates that the number of Sainsbury’s Local stores increased by 88% between 2011 and 2015, compared to the number of larger format stores which increased by 37% over the same period. The number of Little Waitrose trebled between 2011 and 2015.
- 3.20 Several proposed larger food stores have not been implemented across the country. There has been a move away from larger stores to smaller formats, reflecting changes in customer’s shopping habits.
- 3.21 The expansion of European discount food operators Aldi and Lidl has been rapid during the last decade. There is an Aldi at Alton Retail Park and a Lidl at Whitehill & Bordon. The discount sector is actively expanding. Aldi, Lidl and possibly Tesco’s ‘Jacks’ format may look for further opportunities in East Hampshire District in the future.

Comparison retailers

- 3.22 Comparison retailers have also responded to market conditions. The bulky goods warehouse sector has rationalised, including mergers and failures, and scaled down store sizes. Other traditional high street retailers often seek large out-of-centre stores, for example Boots, Next, TK Maxx and Poundstretcher. Matalan has also opened numerous discount clothing stores

across the UK. Sports clothing retail warehouses including Decathlon and Sports Direct have also expanded out-of-centre. To date, this has not been evident in East Hampshire District, given the limited provision of out of centre retail warehouses and the lack of larger centres in the District.

- 3.23 The retail warehouse sector is not well represented in East Hampshire, given the nature of the District – there is only Alton Retail Park, which comprises Pets at Home, Wickes, Aldi, with Elstead Lighting adjacent. There is a vacant plot of land adjacent to the retail park (a proposal for a Tesco superstore remains extant but is unlikely to be implemented).
- 3.24 The demand for premises within the bulky goods sector, i.e. furniture, carpets, electrical and DIY goods, has been particularly weak in recent years. This has led to voids on retail warehouse parks and proposals to extend the range of goods sold to non-bulky goods. This can lead to the relocation of retailers creating more vacant units in town centres. The composition of the retail park should continue to be monitored and controlled if necessary.
- 3.25 Within town centres, many high street multiple comparison retailers have changed their format. For over two decades, high street national multiples have increasingly sought larger modern shop units (over 200 sq.m) with an increasing polarisation of activity into the larger national, regional and sub-regional centres. In general operator demand for space has decreased since the last recession and, of those national multiples looking for space, many prefer to locate in larger centres, e.g. Basingstoke, Southampton and Winchester outside of the District. The largest town in the District is Alton, where operator demand is constrained due to its position in the hierarchy. Much of the occupier demand in smaller centres has come from the discount and charity sectors or non-retail services, rather than higher order comparison goods shopping.
- 3.26 The continuation of these trends will influence future operator requirements in East Hampshire District with smaller vacant units becoming less attractive for new multiple occupiers, and retailers increasingly looking to relocate into larger units in larger centres. However, smaller vacant units could still be attractive to independent traders and non-retail services.

Charity and discount shops

- 3.27 The charity shop sector has grown steadily over the past 20 years and there is no sign this trend will end. Planning policies cannot control the amount of charity shops because they fall within Class A1, the same category as other shops. In many centres, charity shops have occupied vacated shop premises during the recession. This trend is evident in the Forest Centre (Whitehill & Bordon). Charity shops can often afford higher rents than small independent occupiers because of business rate discounts. It does not follow that these charity shops will be replaced by traditional shops when the market recovers, particularly in secondary retail frontages.

Non-retail services

- 3.28 The growth of money lending/pay day loan shops, betting shops and hot food takeaways has raised concerns amongst many local planning authorities, and has resulted in a change to permitted development rights to control the growth of these uses in town centres.
- 3.29 Recent changes to the GPDO has had an impact on some town centres. These measures allow for greater flexibility for changes of use from retail to non-retail uses e.g. Class A uses to C3 residential use and Class A1 uses to Class A2 uses. These measures can change the composition of town centres e.g. the amount of Class A1 space has reduced. However, these measures may lead to a reduction in vacant shop premises, particularly in peripheral shop frontages.
- 3.30 Conversely, it could have an impact on the ability of operators to find space, in areas where demand is higher. Given that the vacancy rate is relatively high in Alton and the Forest Centre

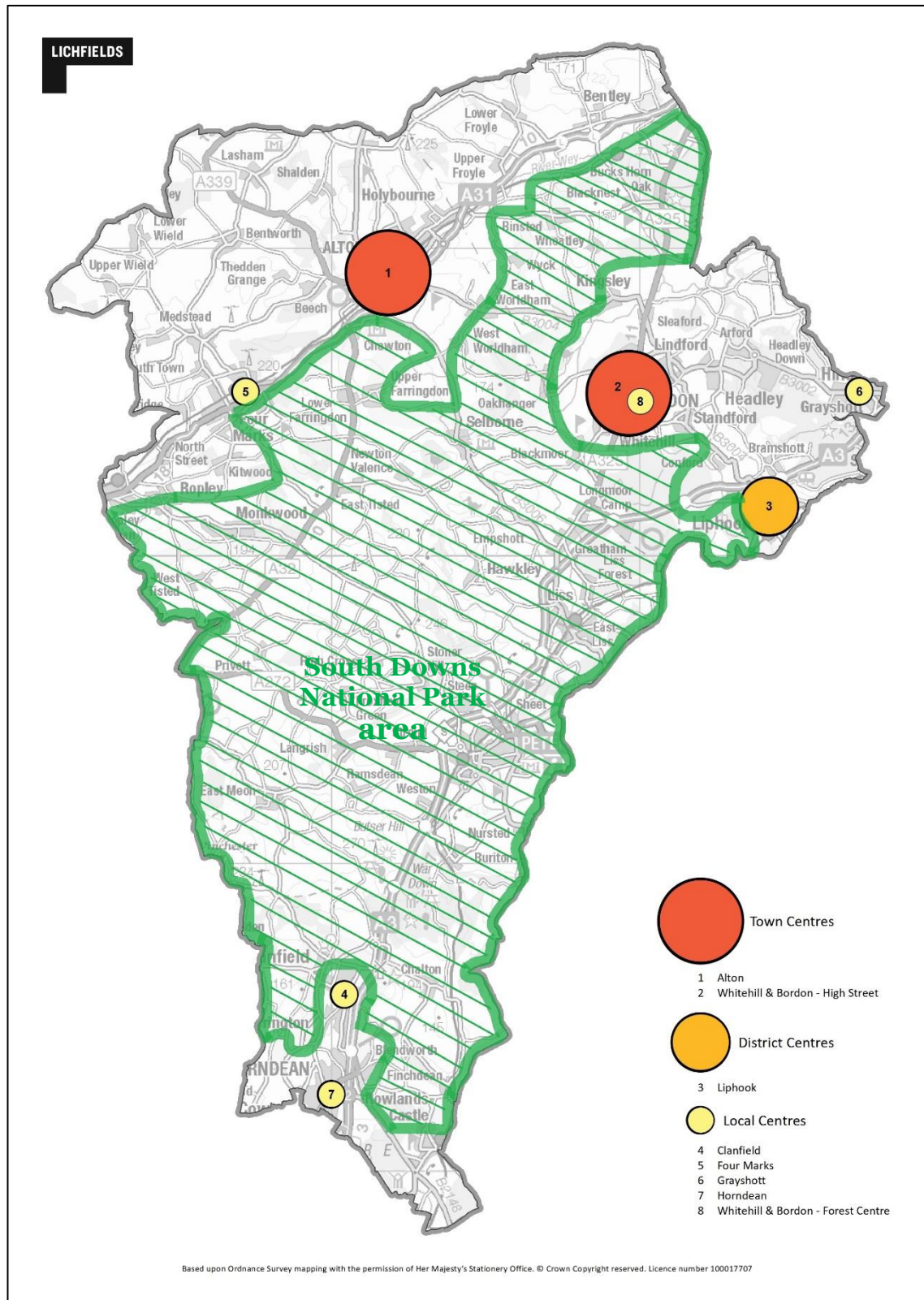
the latter may not be a major concern. In our view that these temporary changes could have a positive impact on Alton and the Forest Centre (Whitehill & Bordon) because the current vacancy rates are relatively high when compared with the national average.

- 3.31 These trends including the growth of home shopping are not new and have been affecting the high street for many years. In response to these trends, town centres have changed and diversified. The food and beverage, leisure and non-retail service sectors have been successful in occupying space no longer attractive to retail tenants. There have been cyclical trends in vacancy rates reflecting the macro economic trends, but in most cases, town centres recovered during periods of stronger growth. The most recent trends suggest vacancy rates have been slow to recover in weaker centres, and many high street retailers are still experiencing difficulties. The Goad national shop vacancy rate increased to over 14% during the last recession, but has not returned to pre-recession levels (around 8%). The national vacancy rate remains around 11%, and therefore a cautious approach to future growth is required.
- 3.32 Shopping behaviour will continue to change and the high street will need to continue to respond. All centres will need to focus on their advantages over other forms of multi-channel shopping, for example using the internet as an extended shop window, click and collect facilities and providing a combined retail and leisure experience. There will always be demand for a day out.

Centres in East Hampshire District and the surrounding area

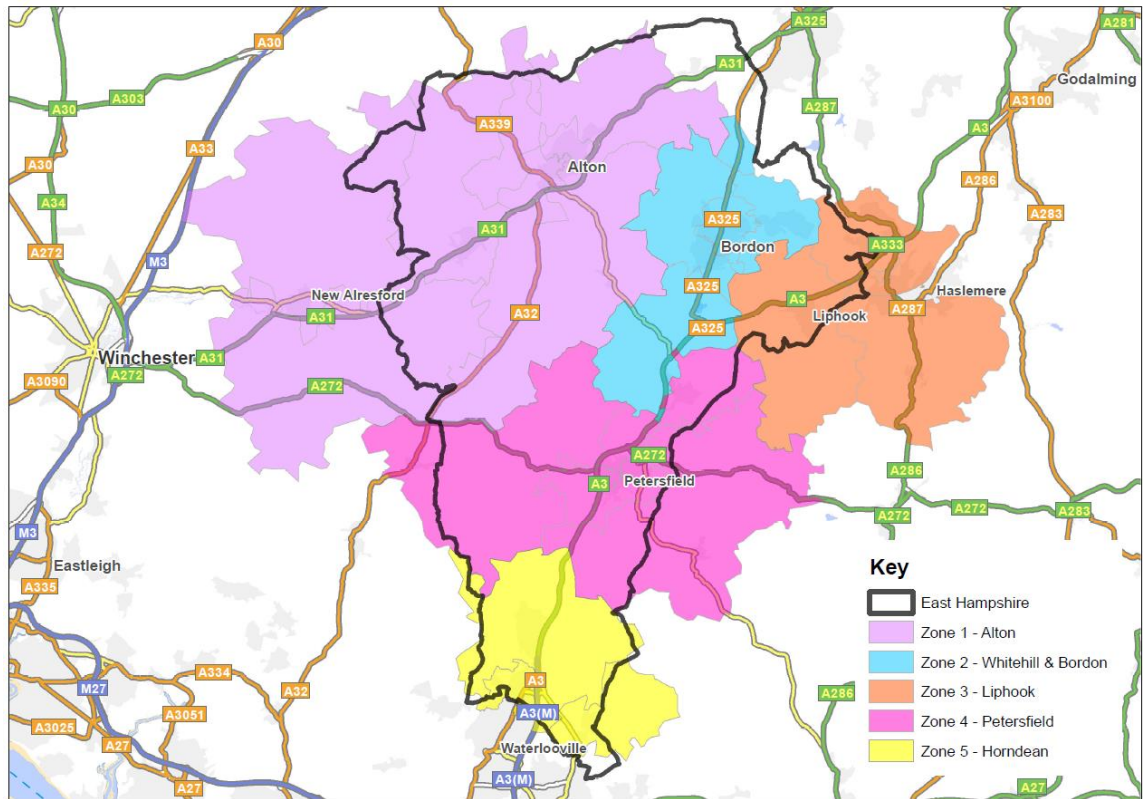
- 3.33 East Hampshire District is bound by several local authority areas, namely Hart and Basingstoke and Dean to the north, Waverley and Chichester to the east, Havant to the south and Winchester to the west. The District is intersected by the South Downs National Park, with its own authority area. The East Hampshire District boundary, including the parts now covered by the South Downs National Park, and location of the main centres are shown in Figure 3.2 below.
- 3.34 The East Hampshire District Local Plan sets out a settlement hierarchy of East Hampshire District in terms of town, district and local centres.
- 3.35 The quantitative capacity analysis is based on a defined study area (see Figure 3.3 below), which covers the primary catchment areas of shopping destinations within East Hampshire District.
- 3.36 These catchment areas extend beyond the District boundary into neighbouring authorities to the east and west. The study area is sub-divided into 5 zones for more detailed analysis. The zones broadly reflect the catchment areas of the main centres within the District.

Figure 3.2 Main centres in East Hampshire District (outside the SDNP)



Source: East Hampshire Joint Core Strategy

Figure 3.3 East Hampshire study area



Source: Lichfields

Venuescore

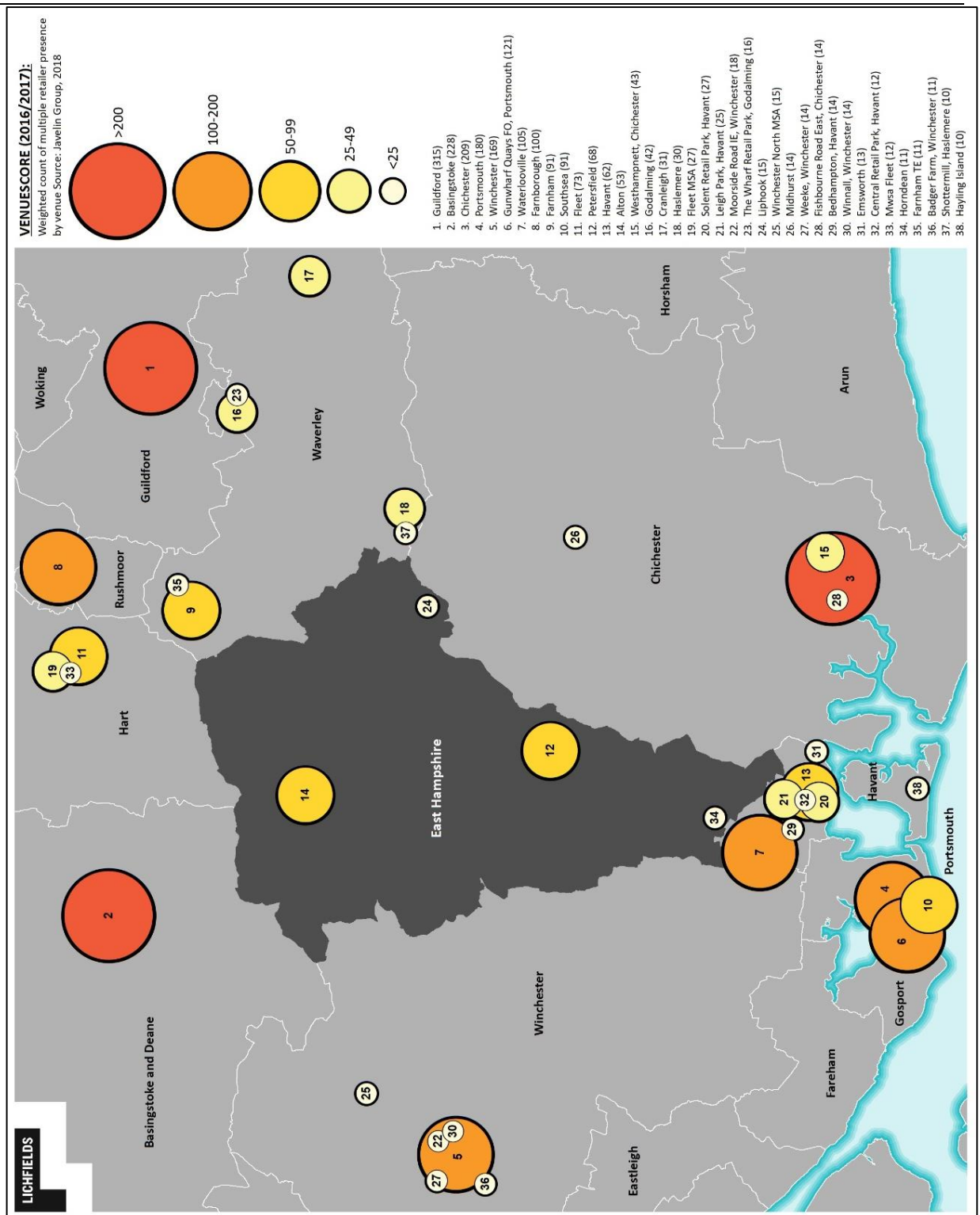
- 3.37 The Javelin Group’s Venuescore ranks over 3,500 retail destinations in the UK including town centres, malls, retail warehouse parks and factory outlet centres across the country. Each destination is given a weighted score based on the number of multiple retailers present, including anchor stores, fashion operators and non-fashion multiples. The score attached to each retailer is weighted depending on their overall impact on shopping patterns, e.g. a department store will achieve a high score. The scores relate to each shopping destination and do not include out of centre stores.
- 3.38 This Javelin information is used in the retail industry to assess the relative strength of shopping destinations. The results for East Hampshire District and other relevant centres outside of the District are shown in Table 3.1. The location of Venuescore centres is shown in Figure 3.4, and this plan indicates that residents in East Hampshire District have good access to several large centres outside the District, as well as having a choice of smaller centres to meet their day to day shopping needs in the local area.
- 3.39 The region is dominated by Guildford (ranked 29th), Basingstoke (ranked 58th) and Chichester (ranked 74th). The next largest shopping destinations include Portsmouth (ranked 101st), Winchester (ranked 125th), Waterlooville (ranked 238th) and Farnham (292nd).
- 3.40 Alton town centre is a third-tier centre, but is at the top of the hierarchy in East Hampshire District (excluding the National Park area) with a Venuescore of 53 and is ranked 568th in the UK. Petersfield (in the National Park) has a Venuescore of 68 and is ranked 416th in the UK. Liphook is a much lower order centre with a Venuescore of 15 and is ranked 2,021st in the UK. Horndean has a Venuescore of 11 and is ranked 2,815th in the UK.

Table 3.1 Venuescore UK Shopping Index and UK rank

Shopping Destination	Location Grade	Venuescore	UK Rank	Market Position
Guildford	Major Regional	315	29	Upper Middle
Basingstoke	Regional	228	58	Middle
Chichester	Regional	209	74	Upper Middle
Portsmouth	Regional	180	101	Middle
Winchester	Regional	169	125	Upper Middle
Gunwharf Quays F O, Portsmouth	Sub-Regional	121	200	Upscale
Waterlooville	Sub-Regional	105	238	Middle
Farnborough	Sub-Regional	100	255	Middle
Farnham	Sub-Regional	91	292	Upper Middle
Southsea	Sub-Regional	91	292	Middle
Fleet	Major District	73	382	Middle
Petersfield	Major District	68	416	Middle
Havant	Major District	62	473	Lower Middle
Alton	Major District	53	568	Middle
Westhampnett, Chichester	District	43	710	Middle
Godalming	District	42	733	Upper Middle
Cranleigh	District	31	1044	Middle
Haslemere	District	30	1074	Upper Middle
Solent Retail Park, Havant	Minor District	27	1187	Middle
Fleet M S A	Minor District	27	1187	Upper Middle
Leigh Park, Havant	Minor District	25	1276	-
Moorside Road I E, Winchester	Local	18	1696	Middle
The Wharf Retail Park, Godalming	Local	16	1888	Middle
Liphook	Local	15	2021	Middle
Winchester North M S A, Winchester	Local	15	2021	Middle
Bedhampton, Havant	Local	14	2171	-
Fishbourne Road East, Chichester	Local	14	2171	Middle
Midhurst	Local	14	2171	Middle
Weeke, Winchester	Local	14	2171	Middle
Winnall, Winchester	Local	14	2171	Middle
Emsworth	Local	13	2377	Middle
Central Retail Park, Havant	Local	12	2566	Middle
Mwsa Fleet	Local	12	2566	Middle
Horndean	Local	11	2815	Middle
Farnham T E	Local	11	2815	Middle
Badger Farm, Winchester	Local	11	2815	Middle
Hayling Island	Local	10	3133	Lower Middle
Shottermill, Haslemere	Local	10	3133	Middle

Source: Venuescore, Javelin Group 2016/17

Figure 3.4 Centre locations and Venuescore



Source: Venuescore, Javelin Group 2016/17

- 3.41 Smaller centres in the District have few national multiple retailers and are not included within the Venuescore analysis, including Whitehill & Borden. It should also be noted that the Venuescore data is weighted towards clothing and fashion retailing. Within the sub-region, clothing/fashion shopping facilities are primarily focused in the city and larger town centres. Consistent with this polarisation of clothing/fashion shopping in larger centres in Guildford, Chichester, Winchester, Basingstoke and Portsmouth received similar scores for fashion orientation.
- 3.42 Javelin also assesses the market position of centres based on the retailers present and the centre's relative position along a spectrum running from discount (i.e. pound shops) to luxury (i.e. brands such as Chanel) or down-market to aspirational (i.e. lower, middle to upscale), as shown in Table 3.1. Again, this information is weighted towards clothing and fashion retailing.
- 3.43 Each venue has an estimated average market position score based on the retailers present, with the 'market position index' for each centre then calculated by comparing the venue's market position score against the average for all venues.
- 3.44 The market position relates specifically to the fashion offer together with other easily classified operators, because the range and choice of clothing and fashion shopping is the key driver in the relative attraction of large comparison shopping destinations. Javelin also provides other measures of the strength of centres as outlined below.
- 3.45 Guildford, Chichester and Winchester are classified as having an "Upper Middle" market position. Smaller centres at Farnham, Godalming and Haslemere are also classified as "Upper Middle" despite their relatively low Venuescores. This indicates that these centres have a good provision of high quality independent clothes/fashion shops that are not recorded in the Venuescore. The "Upper Middle" market position reflects the relatively high levels of affluence within the sub-region.
- 3.46 Within the East Hampshire District, Alton and Liphook are categorised as having a "Middle" market position, which suggests they do not offer the same level of luxury/high quality retailing. The other smaller centres are not included within the Venuescore analysis, as outlined above.
- 3.47 The Javelin information outlined above, indicates that Alton is the most significant shopping destination in the District, and has reasonable prospects for attracting future growth and investment. The new town centre at Whitehill & Borden is expected to provide a significant destination within the hierarchy.
- 3.48 Javelin's information provides an insight into the existing hierarchy, but other factors need to be considered, i.e. the specific role the smaller towns play needs to be considered in more detail.

4.0 Need for retail uses

Introduction

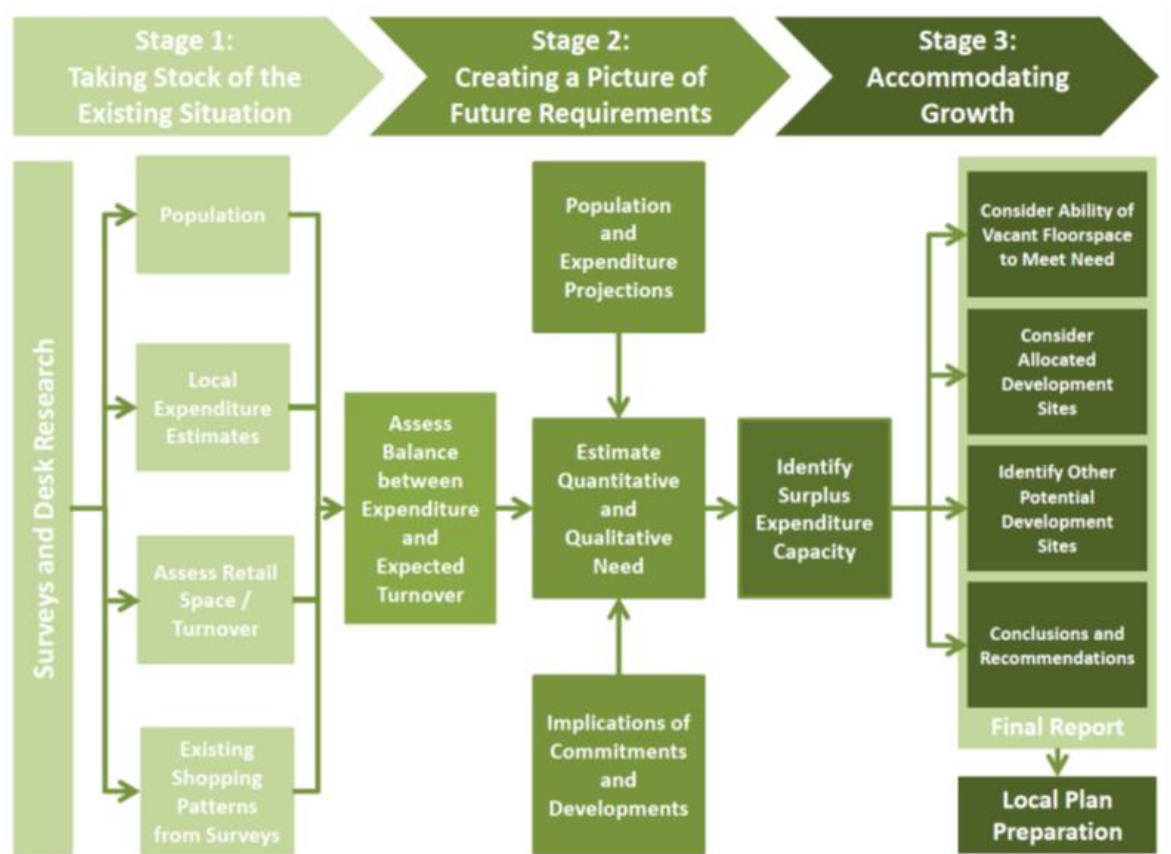
4.1 This section assesses the need for Class A1 retail uses within East Hampshire District. The NPPF (para. 11) indicates that Local Planning Authorities should positively seek opportunities to meet the development needs of their area, and Local Plans should meet objectively assessed needs.

4.2 This section objectively assesses the quantitative and qualitative scope for retail uses in East Hampshire District for the period 2018 to 2036. It sets out the methodology adopted and provides a quantitative capacity analysis in terms of levels of spending for convenience and comparison shopping. A qualitative assessment of the range and scale of existing shopping facilities has been undertaken as part of the centre health checks/audits in Section 7.

Methodology and base data

4.3 The methodology is summarised in Figure 4.1. The approach adopted to produce retail projections follows the key steps identified within the PPG. The approach adopts economic growth forecasts that are widely used and accepted for development plan preparation and at planning inquiries.

Figure 4.1 Methodology for estimating future requirements for retail floorspace



Source: Lichfields

4.4 Stage 1 establishes existing demand (population and expenditure) and supply (floorspace and facilities). Stage 2 assesses the balance between supply and demand and projects forward to

quantify future requirements for new facilities. Stage 3 considers how future growth should be distributed and accommodated.

Price base

- 4.5 All monetary values expressed in this study are at 2016 prices, consistent with Experian's most up to date base year expenditure figures for 2016 (Experian Briefing Note 15, December 2017).

Study area

- 4.6 A study area has been defined to cover these catchment areas and a household telephone survey has been undertaken to quantify existing shopping and leisure patterns. The study area defined in the 2007 study has been reviewed and amended to better reflect the distribution of population and main centres within the District and beyond.
- 4.7 The study area covers the primary catchment areas of the town centres in East Hampshire District. The primary catchment area is the hinterland where each town/shopping destinations attracts most of its trade. The study area has been sub-divided into 5 zones as shown in Appendix 1, based on postcode boundaries, reflecting the primary catchment areas of the main destinations within the District i.e. Alton, Liphook, Whitehill & Bordon, Clanfield, Four Marks, Grayshott and Rowlands Castle, as well as those outside i.e. Petersfield, Waterlooville and Haslemere.

Population

- 4.8 The projected population within the study area between 2018 and 2036 is set out in Table 1, Appendix 2. Base year population data has been obtained from Experian for each zone based on the 2011 Census. The 2016 Experian population projections for each zone have then been adopted up to 2036. The base year (2018) population within the study area is 160,672 which is projected to increase by 11% to 175,874 by 2036.
- 4.9 If population projections change during the development process then it may be necessary to monitor and test the implications of these changes, and revised floorspace capacity figures may need to be produced. The implications of potential these changes to population projections are not expected to significantly change the floorspace capacity estimates in this report.

Retail expenditure

- 4.10 The level of available expenditure to support retailers is based on first establishing per capita levels of spend for the study area population. Experian's local consumer expenditure estimates for comparison and convenience goods for each of the study area zones for the year 2016 have been obtained.
- 4.11 Experian's EBS national expenditure information (Experian Retail Planner Briefing Note 15, December 2017) has been used to forecast expenditure within the study area. Experian's forecasts are based on an econometric model of disaggregated consumer spending. This model takes several macro-economic forecasts (chiefly consumer spending, incomes and inflation) and uses them to produce forecasts of consumer spending volumes, prices and values, broken down into separate categories of goods. The model incorporates assumptions about income and price elasticities.

Growth rates

- 4.12 Experian's EBS growth forecast rates for expenditure reflect the current economic circumstance and post Brexit forecasts. Experian provides an appropriate growth rate for the short term as

per Table 4.1 below. In the longer term it is more difficult to forecast year on year changes in expenditure, but Experian's longer-term growth average forecasts have been adopted and are set out in the Table 4.1 below.

Table 4.1 Post-Brexit expenditure growth forecasts

Year	Convenience goods growth	Comparison goods growth
2017	0%	+2.3%
2018	-0.6%	+0.9%
2019	-0.2%	+2.1%
2020-2024	0.1% per annum	+3.2% per annum
Post 2024	0.1% per annum	+3.2% per annum

Source: Experian Briefing Note 15 (December 2017)

4.13 These growth rates are relatively cautious when compared with past growth rates, but represent the most realistic forecast for future growth. These growth figures relate to real growth and exclude inflation.

Special forms of trading

4.14 Special forms of trading (SFT) or non-store activity is included within Experian's expenditure estimates. SFT includes other forms of retail expenditure not spent in shops e.g. mail order sales, some internet sales, vending machines, party plan selling, market stalls and door to door selling.

4.15 Home/electronic shopping has emerged with the increasing growth in the use of personal computers and the internet. This study makes an allowance for future growth in e-tailing based on Experian projections. It will be necessary to monitor the amount of sales attributed to home shopping in the future to review future policies and development allocations.

4.16 SFT needs to be excluded from retail assessments because it relates to expenditure not spent in shops and does not have a direct relationship with the demand for retail floorspace. The growth in home computing, internet connections and interactive TV may lead to a growth in home shopping and may have effects on retailing in the high street. Experian provides projections for special forms of trading and e-tailing. The Experian information suggests that non-store retail sales in 2017 was:

- 10.8% of convenience goods expenditure; and
- 19.7% of comparison goods expenditure.

4.17 Experian predicts that these figures will increase in the future. Experian recognises that not all this SFT expenditure should be excluded from a retail capacity analysis, because some of it relates to internet sales through traditional retail businesses, rather than internet companies.

4.18 The turnover attributable to e-tail through retail businesses is included in the company average turnovers, and therefore expenditure figures should not exclude this expenditure. Experian has provided adjusted deductions for SFT and projections. These projections have been used to exclude only e-tail expenditure attributed to non-retail businesses, which will not directly impact on the demand for retail floorspace. Furthermore, the growth in online sales through retail businesses will reduce the need for sales floorspace, but should allow operators to increase their turnover efficiency. This trend has been considered. The adjusted figures for SFT are set out in Table 4.2 below.

Table 4.2 Adjusted SFT estimates for the UK

Year	Convenience (%)	Comparison (%)
2018	3.4%	15.4%
By 2021	3.9%	16.9%
By 2031	5.1%	17.8%
By 2036	5.3%	18.0%

Source: Experian Briefing Note 15 (December 2017)

Forecast spend per head

- 4.19 Table 2, Appendix 2 sets out the forecast growth in spending per head for convenience goods within each zone in the study area up to 2036. Forecasts of comparison goods spending per capita are shown in Table 2, Appendix 3.
- 4.20 Table 3, Appendix 2 sets out total convenience goods within the study area up to 2036 (population multiplied by average expenditure per capita). Forecasts of comparison goods spending are shown in Table 3, Appendix 3.
- 4.21 Because of growth in population, convenience goods spending within the study area is forecast to increase by 9.3% from £362.20 million in 2018 to £395.78 million in 2036, as shown in Table 3, Appendix 2. Comparison goods spending is forecast to increase by some 83.3% between 2018 and 2036, increasing from £585.33 million in 2018 to £1,072.98 million in 2036, as shown in Table 3, Appendix 3. These figures relate to real growth and exclude inflation.
- 4.22 It should be noted that comparison goods spending is forecast to increase more than convenience spending as the amount spent on groceries does not necessarily increase proportionately with disposable income, whereas spending on non-food goods is more closely linked to income. Growth is still likely to be less than was previously envisaged pre-Brexit.

Market shares/penetration rates

- 4.23 To assess the capacity for new retail floorspace, penetration rates are estimated for shopping facilities within the study area. The assessment of penetration rates is based on a range of factors but primarily information gathered through the August 2018 household survey. The results of the household shopper questionnaire survey undertaken by NEMS in August 2018 have been used to estimate existing shopping patterns within the study area zones. The tabulated results are shown in Appendix 5.
- 4.24 The total turnover of shops within East Hampshire District is estimated based on penetration rates. For convenience goods shopping turnover estimates are then compared to average company benchmark or average sales floorspace densities derived from Global Data, which provides an indication of how individual retail stores and centres are performing against expected turnover averages. This allows the identification of potential surplus or deficit capacity for retail sales floorspace.
- 4.25 The results of the household shopper survey relating to main and top-up food and grocery shopping have been used to estimate existing convenience goods shopping patterns. The estimates of market share or penetration within each study area zone for convenience goods shopping are shown in Table 4, Appendix 2. The market shares in Table 4 are a combined rate for both main and top up shopping based on a 70:30 split. This 70:30 split is based on Lichfields' experience and is widely accepted in retail studies of this kind.
- 4.26 The market shares for comparison goods shopping are shown in Table 4 in Appendix 3. This market share is based on a weighted average for each comparison goods category including

within the household survey e.g. clothing/footwear, electrical, furniture, floorcoverings, DIY and health and beauty products.

- 4.27 Table 6 in Appendix 2 shows the future market shares for convenience floorspace which have been adjusted to take account phase 1 of the proposed new town centre at Whitehill & Bordon (an application for phase 1 has been submitted, but the application remains pending determination). Table 6 in Appendix 3 shows the future market shares for comparison floorspace allowing for this development proposal.

Existing turnover levels

- 4.28 Company average turnover of sales floorspace densities are available for major food store operators and are compiled by Global Data. Company average sales densities (adjusted to exclude petrol and comparison sales and include VAT) have been applied to the sales area of the large food stores, and a benchmark turnover for each store has been calculated as shown in Table 10, Appendix 2. This benchmark turnover is not necessarily the actual turnover of the food store, but it does provide a useful benchmark for assessing existing shopping patterns and the adequacy of current floorspace in quantitative terms.
- 4.29 The estimated convenience goods sales areas have been derived from a combination of the Institute of Oxford Retail Consultants (ORC) StorePoint database, Valuation Office data and Lichfields' own on-site surveys. Estimates for comparison sales floorspace within large food stores has been deducted, for consistency with the use of goods based expenditure figures.
- 4.30 Global Data and Mintel's Retail Rankings provide company average sales density information for a selection of national comparison retailers. Based on Lichfields' experience, the average sales density for high street comparison retailers usually ranges between £5,000 and £8,000 per sq.m net. The average sales density for food and beverage outlets is usually around £5,000 per sq.m gross.

Existing spending patterns

Convenience goods shopping

- 4.31 The estimates of market share or penetration within each study area zone are shown in Table 4, Appendix 2. A summary of food and grocery shopping patterns for main food shopping trips for the most frequently used stores (over 5% of respondents) by zone is shown below in Table 4.3 overleaf.
- 4.32 The survey results indicate most residents in Alton do their main food shopping locally in Zone 1, although Tesco at Winchester attracts customers from this zone. Alton also attracts customers from Zone 2 (Whitehill & Bordon). Most respondents undertake their main food shopping within the local zone. The food stores in East Hampshire District retain a reasonable proportion of main food and grocery shopping trips generated by residents in the District. Households in the District (to the north of the National Park) have reasonable access to a range of large food stores in the District. Households in the District (to the south of the National Park) have the large Morrison's store at Horndean as well as a good selection of food stores in Waterlooville outside the District.
- 4.33 Table 4, Appendix 2 indicates the proportion of total convenience goods expenditure (main and top up trips) within each zone attracted to each destination. East Hampshire District retains between 41% (Zone 5 – Horndean) and 55% (Zone 1 – Alton) of convenience goods expenditure. The level of convenience goods expenditure attracted to shops/stores in East Hampshire District in 2018 is estimated to be £182.92 million as shown in Table 5, Appendix 2, applying the market shares set out in Table 4, Appendix 2.

Table 4.3 Main food shopping destinations most used by respondents in each zone (origin and destination)

Origin Zone	Destination	Destination Zone
Zone 1 – Alton	Sainsbury's, Draymans Way, Alton (22.6%)	1
	Tesco Extra, Winchester (19.5%)	Outside study area
	Aldi, Alton Retail Park (14.6%)	1
	Waitrose, Station Road, Alton (6.2%)	1
	Internet (10.6%)	n/a
Zone 2 – Whitehill & Bordon	Tesco, High Street, Whitehill & Bordon (41.6%)	2
	Sainsbury's, Midhurst Road, Liphook (14.6%)	3
	Sainsbury's, Draymans Way, Alton (12.8%)	1
	Lidl, Forest Centre, Whitehill & Bordon (12.7%)	2
	Internet (5.3%)	n/a
Zone 3 - Liphook	Sainsbury's, Midhurst Road, Liphook (37.8%)	3
	Tesco, Haslemere (31.7%)	Outside study area
	Internet (8.2%)	n/a
Zone 4 – Petersfield	Tesco, Petersfield (35.2%)	4
	Waitrose, Petersfield (24.9%)	4
	Sainsbury's, Midhurst Road, Liphook (7.4%)	3
	Internet (5.1%)	n/a
Zone 5 – Horndean	Morrisons, Lakesmere Road, Horndean (43.3%)	5
	Sainsbury's, Waterlooville (10.6%)	Outside study area
	Asda, Waterlooville (10.5%)	Outside study area
	Lidl, Waterlooville (7.5%)	Outside study area
	Waitrose, Waterlooville (7.5%)	Outside study area
	Internet (5.9%)	n/a

Source: NEMS Household Survey, August 2018 (weighted results question 1)

4-36

Overall East Hampshire District has a reasonable retention of convenience goods expenditure and there is limited potential to significantly increase this level of retention. The base year actual turnover figures when compared with the benchmark turnovers of the main food stores suggest that convenience goods retail sales floorspace in the District is collectively trading just under the expected average (-£2.01 million). However, there are significant variations, for example facilities in Alton and Horndean are trading below their average benchmark turnover. A breakdown for each main centre is set out in Table 4.4.

Table 4.4 Convenience goods actual/benchmark turnover at 2018 (£Millions)

Destination	2018 Turnover	Benchmark Turnover	Surplus/Deficit
Alton	63.47	80.83	-17.36
Whitehill & Bordon	36.89	27.34	+9.55
Liphook	38.17	27.12	+11.05
Clanfield	3.41	1.57	+1.84
Four Marks	4.99	6.78	-1.79
Grayshott	5.89	5.94	-0.05
Horndean	25.99	31.25	-5.26
Other East Hampshire	4.11	4.11	n/a
Total	182.92	184.93	-2.01

Source: Table 12, Appendix 2 – calculated from household survey results

4-37

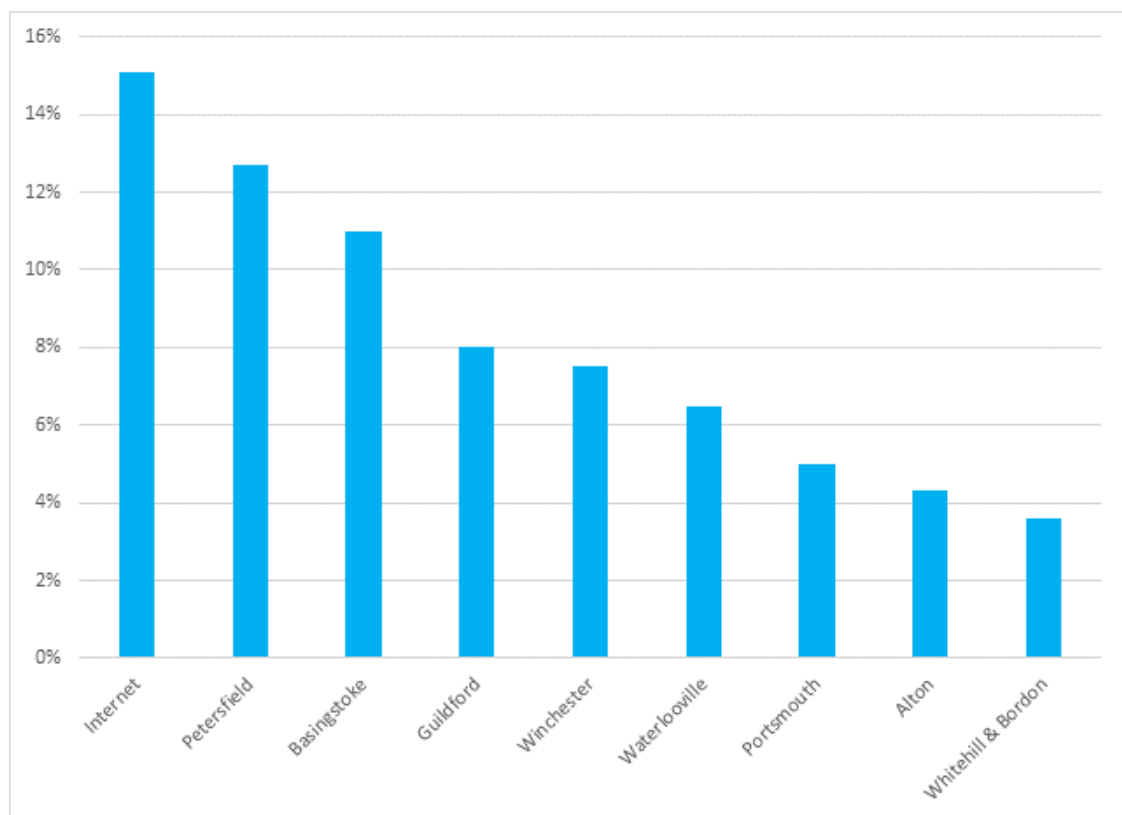
A qualitative analysis of convenience goods provision is set out later in this section.

Comparison goods shopping

4.38 Respondents to the household survey were asked where they generally buy most of their household’s non-food shopping. Results are provided for the study area, and are summarised in Figure 4.2 below.

4.39 Shopping by the internet was mention by about 15% of respondents, which is broadly consistent with the national market share. Within the study area Petersfield was the main destination. Large centres surrounding the study area attract a high proportion of customers i.e. Basingstoke, Guildford and Winchester. Alton and Whitehill & Bordon attract relatively low proportions of customers. These low comparison goods market shares within the study area reflect Alton’s and Whitehill & Bordon position in the sub-regional retail hierarchy, i.e. they fall within the catchment areas of larger centres outside the District.

Figure 4.2 Non-food shopping (main destinations named by respondents)



Source: NEMS Household Survey, August 2018 (weighted results question 7)

4.40 A summary of comparison goods shopping patterns is shown in Table 4 in Appendix 3. This table sets out the proportion of comparison goods expenditure within each zone that is spent within each shopping destination. Destinations in East Hampshire District retain a low proportion of comparison goods expenditure within all zones.

4.41 The estimated comparison goods expenditure currently attracted by shopping facilities within East Hampshire District is £80.68 million in 2018, as shown in Table 5, Appendix 3. The retention of comparison goods shopping trips within East Hampshire District is lower than for convenience goods shopping. This reflects the propensity of customers to do food and grocery shopping locally, whilst for comparison shopping, customers are more likely to shop around and travel longer distances to visit larger centres that have a better range and choice of shops. This is

particularly the case in East Hampshire District where comparison provision is relatively limited and the District is surrounded by higher order centres within driving distance.

- 4.42 Total comparison goods sales floorspace within the District is estimated to be 15,379 sq.m net, as shown in Table 11 in Appendix 3. The average sales density for existing comparison goods sales floorspace within the District is £5,246 per sq.m net.
- 4.43 Based on Lichfields' recent experience across the country, average sales densities for comparison floorspace can vary significantly. Average sales densities above £6,000 per sq.m net are usually only achieved by relatively large shopping centres. In smaller centres, usually where the property costs are much lower, these high sales densities are not normally achieved. Average sales densities of between £3,000 and £6,000 per sq.m net are generally achieved in medium sized and smaller centres. Overall trading levels are reasonable in East Hampshire District. An allowance should be made for existing floorspace to increase its sales density in real terms in the future to maintain the vitality and viability of town centres in the District.

Capacity for future convenience goods floorspace

- 4.44 The future level of available convenience goods expenditure at 2021, 2026, 2031 and 2036 is shown at Tables 7 to 10, Appendix 2. Future market shares from 2021 onwards have been adjusted to take account of Phase 1 of the proposed new town centre at Whitehill & Bordon (an application has been submitted, but the application remains pending determination) and the extant commitment for a new food store in Alton (previously Tesco), as shown in Table 6 in Appendix 2.
- 4.45 The total level of convenience goods expenditure available for shops in the District between 2018 and 2036 is summarised in Table 12, Appendix 2. Convenience expenditure available to shopping facilities in the District is expected to increase from £182.92 million in 2018 to £199.84 million in 2036, primarily due to population growth.
- 4.46 Table 12, Appendix 2 then subtracts the expected benchmark turnover of existing floorspace from the actual turnover to calculate the amount of surplus expenditure that may be available for further development. These figures include Phase 1 of the proposed new town centre in Whitehill & Bordon, which is expected to absorb some of surplus expenditure in the north east of the District.
- 4.47 In combined terms, there is no convenience goods expenditure surplus in the District up to 2036, due to the assumed implementation of the food store commitment in Alton and the new town centre in Whitehill & Bordon. However, in Whitehill & Bordon, Liphook and Clanfield there is still an expenditure surplus in 2021, 2026 and 2031. In Alton, Four Marks, Grayshott and Horndean there is an expenditure deficit.
- 4.48 The surplus expenditure projections have been converted into potential new floorspace estimates in Table 13, Appendix 2. Surplus expenditure is converted into floorspace estimates based on an assumed average sales density figure of £11,000 per sq.m net, an approximate average turnover density for main food supermarket operators (Aldi, Asda, Lidl, Morrison's, Sainsbury's, Tesco and Waitrose) because new floorspace is likely to be provided by these main operators rather than small independent convenience shops. A net to gross ratio of 70% has been adopted. The floorspace figures are summarised in Table 4.5 overleaf.
- 4.49 In Whitehill & Bordon, Liphook and Clanfield, the projected expenditure surplus could support additional floorspace in line with population growth. In Alton, Four Marks and Horndean, there is no surplus expenditure so no additional floorspace is required.

Table 4.5 Summary of convenience goods floorspace projections (sq. m gross)

Centre	By 2021	By 2026	By 2031	By 2036
Alton	-4908	-4,648	-4,408	-4,166
Whitehill & Bordon	-6	152	311	482
Liphook	950	1,078	1,202	1,336
Clanfield	245	256	266	278
Four Marks	-279	-262	-247	-232
Grayshott	-42	-20	1	22
Horndean	-815	-736	-661	-576
Other East Hampshire	7	22	36	51
Total	-4,862	-4,173	-3,515	-2,819

Source: Table 13 in Appendix 2

Capacity for future comparison goods floorspace

- 4-50 Future improvements to comparison retail provision within the District could help to increase market shares within the study area. Retail development will be necessary in East Hampshire to maintain its existing market share in the future. Allowing for the growth in home shopping, the town centre strategy should focus on maintaining traditional forms of expenditure. This approach also responds to increased future competition in nearby centres, e.g. major developments in Farnham, and help to maintain the vitality and viability of centres.
- 4-51 For this assessment, existing comparison goods floorspace is estimated to be trading at equilibrium in 2018 (i.e. satisfactory levels). Table 12, Appendix 3 assumes that the turnover of comparison floorspace will increase in real terms in the future. A growth rate of +0.9% in 2018, +2.1% in 2019, +3.2% between 2020-2024 and +3.2% post 2024 has been adopted, and these growth rates are required to maintain the health and viability of town centres, as recommended by Experian (Retail Planner Briefing Note 15 – December 2017). Trends indicate that comparison retailers historically will achieve some growth in trading efficiency. This is a function of spend growing at faster rates than new floorspace provision and retailers' ability to absorb real increases in their costs by increasing their turnover to floorspace ratio.
- 4-52 Table 12 subtracts the turnover of existing floorspace from available expenditure to calculate the amount of surplus expenditure that may be available for new development. Within the District, there is an expenditure deficit up to 2026. There is a surplus of £9.41 million by 2031 increasing to £23.3 million by 2036. This allows for phase 1 of the new town centre at Whitehill & Bordon (application pending determination) and the comparison goods sales floorspace within the extant permission for a food store in Alton.
- 4-53 The comparison goods expenditure surplus is converted into net comparison sales floorspace projections at Table 13, Appendix 3, adopting an average sales density of £6,000 per sq.m net in 2018, which is projected to grow in the future due to improved turnover efficiency. The figures are summarised in Table 4.6 below.

Table 4.6 Summary of comparison goods floorspace projections (sq. m gross)

Centre	By 2021	By 2026	By 2031	By 2036
Alton	-1,119	-576	210	1,016
Whitehill & Bordon	-577	-150	453	1,085
Liphook	43	222	485	762
Grayshott	23	72	144	220
Other East Hampshire District	33	146	304	463
Total	-1,597	-285	1,596	3,543

Source: Table 13, Appendix 3

The 2007 Retail Study

4.54 Lichfields produced the East Hampshire Town Centre, Retail and Leisure Study in 2007. This study sets out the capacity for retail floorspace in East Hampshire District for the period 2006 to 2026, including the area now covered by the South Downs National Park Authority.

4.55 The 2007 study's convenience goods floorspace projections up to 2026 were as follows:

- 1 the quantitative capacity analysis indicated there was limited potential for convenience goods sales floorspace within the District up to 2016 - about 1,200 sq.m gross in Alton and 500 sq.m gross in Petersfield. Surplus expenditure available in the District at 2016 was projected to exceed the benchmark turnover of existing floorspace by about £10.28 million, which could support about 1,200 sq.m net of new food store floorspace, across the District;
- 2 if 3,000 dwellings are developed at Whitehill & Bordon the study concluded there would be scope for a food superstore (over 2,500 sq.m net) between 2016 and 2021 within the enlarged settlement.

4.56 The 2007 study's comparison goods floorspace projections up to 2026 are as follows:

- 2 scope for a reasonable amount of additional comparison goods retail development within the District up to 2016 - 7,130 sq.m gross. Up to 2026, it suggested there was scope for 18,618 sq.m gross of comparison floorspace;
- 3 if 3,000 dwellings are developed at Whitehill & Bordon there would be scope for about 16,700 sq.m gross of comparison floorspace by 2021.

4.57 The revised convenience projections in this 2018 study are lower than at 2026 in the previous study, which is lower primarily due to the implementation of food store development since 2007 e.g. the Waitrose and Aldi in Alton and proposed food store within phase 1 of the new town centre at Whitehill & Bordon.

4.58 The revised projections in this 2018 study suggest significantly lower levels of comparison floorspace up to 2026 for East Hampshire. The main reason for this reduction is Experian's lower comparison goods expenditure forecasts, together with phase 1 of the new town centre at Whitehill & Bordon.

Qualitative need for retail floorspace

4.59 The section above quantifies the theoretical capacity to support new retail floorspace within East Hampshire District, based on the population and expenditure projections. The qualitative need for retail facilities also needs to be considered. Qualitative need can be assessed through consideration of the following factors:

- 1 the diversity of uses and deficiencies or 'gaps' in existing provision;
- 2 consumer choice and competition;
- 3 levels of expenditure retention and leakage;
- 4 overtrading, congestion and overcrowding of existing stores;
- 5 location specific needs such as underserved markets; and
- 6 the quality of existing provision.

Existing retail provision in East Hampshire District

- 4.60 As part of the study, an audit of the existing retail and service provision has been undertaken within the main settlements i.e. Alton, Whitehill & Bordon (High Street and Forest Centre), Liphook, Horndean, Grayshott, Four Marks and Clanfield in July 2018. These assessments are set out in Section 7 of this study, and a summary of existing retail provision is provided in Table 4.7 below.

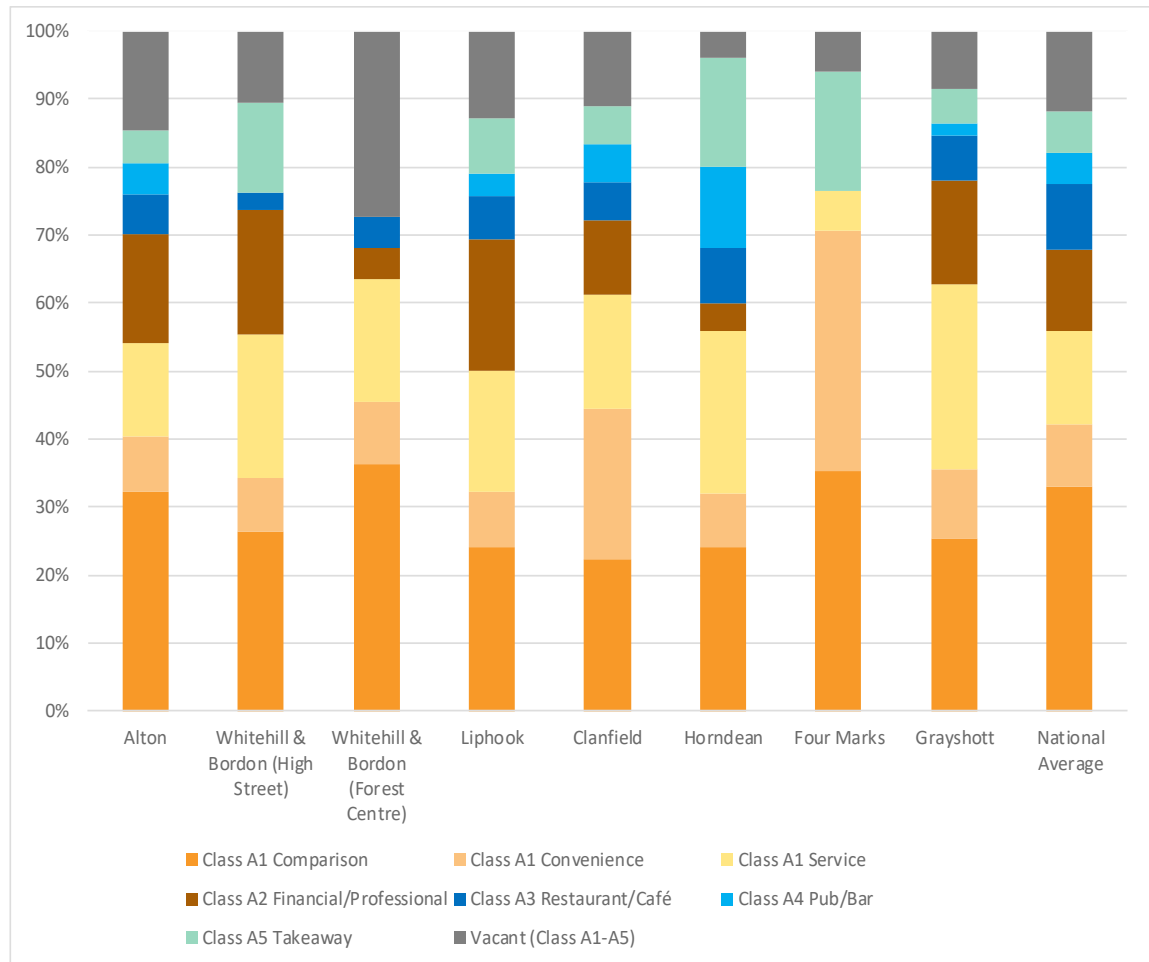
Table 4.7 Existing convenience and comparison floorspace in East Hampshire

Centre	No. of Class A1 retail units	Convenience floorspace sq.m net	Comparison floorspace sq.m Net	Total retail floorspace sq.m Net
Alton town centre	111	5,547	6,279	11,826
Alton out of centre	5	2,385	2,520	4,905
Alton food stores	incl. above	incl. above	1,695	1,695
Whitehill & Bordon (High Street)	21	1,753	497	2,250
Whitehill & Bordon (Forest Centre)	14	893	1,139	2,032
Liphook	31	2,555	1,122	3,677
Grayshott	37	643	645	1,288
Horndean	14	2,640	1,170	3,810
Four Marks	13	701	209	910
Clanfield	11	255	103	358
Total	257	17,372	15,379	32,751

Source: Alton Experian Goad Plan December 2017, VOA Data and Lichfields' Site Survey (July 2018)

- 4.61 Alton is the largest shopping destination within the District with a combined retail sales floorspace of over 18,000 sq.m net. These floorspace figures include out of centre food stores and retail warehouses, in addition to facilities within the defined town centres. Horndean is the next largest destination, with a combined retail sales floorspace of nearly 4,000 sq.m net, but the majority of this within the Morrison's store outside the centre. Liphook is a larger centre with a combined floorspace of nearly 3,700 sq.m net, including the in-centre Sainsbury's store. Whitehill & Bordon (High Street) and Whitehill & Bordon (Forest Centre), both have a combined retail sales floorspace of over 4,000 sq.m net.
- 4.62 Grayshott, Four Marks and Clanfield are all much smaller, with only a very limited number of retail units that cater for local needs.
- 4.63 Figure 4.3 shows the proportional mix of Class A within the main centres (excluding out of centre food stores and retail warehouses). The mix of Class A units has been compared with Goad Plan national average (2018) based on recent land use surveys for over 1,250 town centres across the UK. It should be noted that the Goad national average is based on a full range of large, medium and small centres throughout the UK. Smaller centres tend to have a lower proportion of Class A1 comparison shops than larger centres, and conversely a higher proportion of convenience retailing and non-retail services. Nevertheless, the comparison with the national average data provides a useful benchmark.

Figure 4.3 Mix of Class A uses in East Hampshire District’s main centres



Source: Alton Experian Goad Plan December 2017 (updated July 2018), VOA Data and Lichfields' Site Survey (July 2018)

- 4.64 In Alton, the proportion of Class A1 comparison, convenience and service uses is broadly consistent with the national average. Alton’s convenience goods shopping is located both within the town centre (Marks & Spencer, Iceland and Sainsbury’s) and outside of the town centre (Waitrose and Aldi). The mix of other Class A2 to A5 uses is also in line with the national average. The vacancy rate (14.6%) is slightly higher than the national average (11.8%).
- 4.65 Collectively, Whitehill & Bordon High Street and Forest Centre has a good provision of Class A1 uses. There is a relatively low provision of Class A3 (café/restaurants and Class A4 (pubs/bars). The vacancy rate (10.5%) is slightly lower than the national average within the High Street, but is much higher in the Forest Centre (27.3%).
- 4.66 In Liphook, the proportion of Class A1 comparison and convenience goods units is lower than the national average, but the proportion of Class A1 service and A2 services is relatively high. Liphook has a relatively low proportion of food and beverage uses (Class A3 to A5).
- 4.67 The smaller local centres are generally characterised by a lower of Class A1 comparison units, but a stronger provision of convenience goods shops and service uses. This reflects their local shopping and service role. The vacancy rate within these local centres is around or below the national average.
- 4.68 A more detailed health check/audit of the centres is contained within Section 7.0 of this study.

Convenience goods shopping

- 4.69 Most households undertake two types of food and grocery shopping trips i.e. a weekly shop (or less frequent main or bulk shopping trip) and more regular top-up shopping trips. The availability of a wide range of products and free car parking are important requirements for bulk food shopping trips and large supermarkets or superstores are the usual destinations. Accessibility and convenience tend to be more important for top up shopping trips.
- 4.70 **Alton and Four Marks** are in **Zone 1 (Alton)**. Convenience shopping provision in Alton is broadly consistent with the Goad national average in terms of the proportion of shop units. Alton has a good range of convenience stores. Within the town centre, the key offer includes Sainsbury's (Draymans Way - 3,681 sq.m), Marks & Spencer (High Street - 1,119 sq.m), Iceland (High Street - 656 sq.m) and Co-op (High Street - 111 sq.m). Outside of the town centre, there is Waitrose on Station Road (1,735 sq.m), which is within walking distance of the town centre and Aldi located at Alton Retail Park (968 sq.m). There is still an extant planning permission for a food superstore adjacent to Alton Retail Park, but this seem unlikely to be implemented.
- 4.71 These food stores are supplemented by independent newsagents, sandwich bars, a butcher, an off licence and bakeries. For a centre of its size, Four Marks has a strong convenience offer, which is significantly above the Goad national average. This provision includes Coop on Winchester Road (345 sq.m), Tesco Express on Winchester Road (151 sq.m) and M&S Simply Food (part of the BP Garage - 84 sq.m). These stores are supplemented by two off licences' and a bakery. These stores serve the local population of Four Marks.
- 4.72 In terms of convenience goods expenditure retention, Alton and Four Marks retain about 55% within Zone 1, and around 45% of expenditure in Zone 1 is leaks to centres outside of the District. Most of this leakage is attracted to Winchester, Alresford and Petersfield. The natural catchment areas of these towns extend into Zone 1, and a degree of expenditure leakage is expected to occur.
- 4.73 Based on the choice of food stores, mix of uses and reasonable expenditure retention, Alton and Four Marks (Zone 1) is well served in terms of convenience goods shopping provision.
- 4.74 **Whitehill & Bordon (High Street and Forest Centre)** are in **Zone 2 (Whitehill & Bordon)**. The High Street is anchored by a large Tesco (1,668 sq.m) and is supplemented by two smaller convenience units suitable for day to day top up shopping. Whitehill & Bordon (Forest Centre) has a convenience provision consistent with the national average. The main convenience provision in the centre is a Lidl store (992 sq.m). This is supplemented by a McColls convenience store (172 sq.m). These facilities serve both main and top-up food shopping trips. The convenience offer is consistent with a settlement of its size. In terms of convenience goods expenditure retention, Whitehill & Bordon (High Street and Forest Centre) retains about 54% within Zone 2. Residents in this zone also have good access to the large food stores in Alton (Sainsbury's and Waitrose) and Liphook (Sainsbury's). Food store provision is expected to be improved within Phase 1 of the proposed new town centre at Whitehill & Bordon.
- 4.75 **Liphook and Grayshott** are in **Zone 3 (Liphook)**. Convenience shopping provision in Liphook is slightly lower than the Goad national average in terms of the proportion of shop units. However, the centre is anchored by a large Sainsbury's store on Midhurst Road (2,523 sq.m) and is supported by a baker's, off licence, sandwich bar and newsagents. Just outside of the centre, there is a Coop on Headley Road (264 sq.m). These stores serve the existing population of Liphook, along with residents from Zone 2 (Whitehill & Bordon). Convenience shopping provision in Grayshott includes a Coop (275 sq.m) and Sainsbury's Local (233 sq.m) on Headley Road. There is a small selection of small convenience shops e.g. a baker's, butchers, off licence and greengrocers. These facilities meet the day to day top-up shopping needs of local

residents. In terms of convenience goods expenditure retention, Liphook and Grayshott retain 44% in Zone 3. There is a relatively high amount of expenditure leakage outside of the District in Zone 3 (49%), primarily to Haslemere (32%). The natural catchment area of Haslemere extends into Zone 3, and a degree of expenditure leakage is expected to occur.

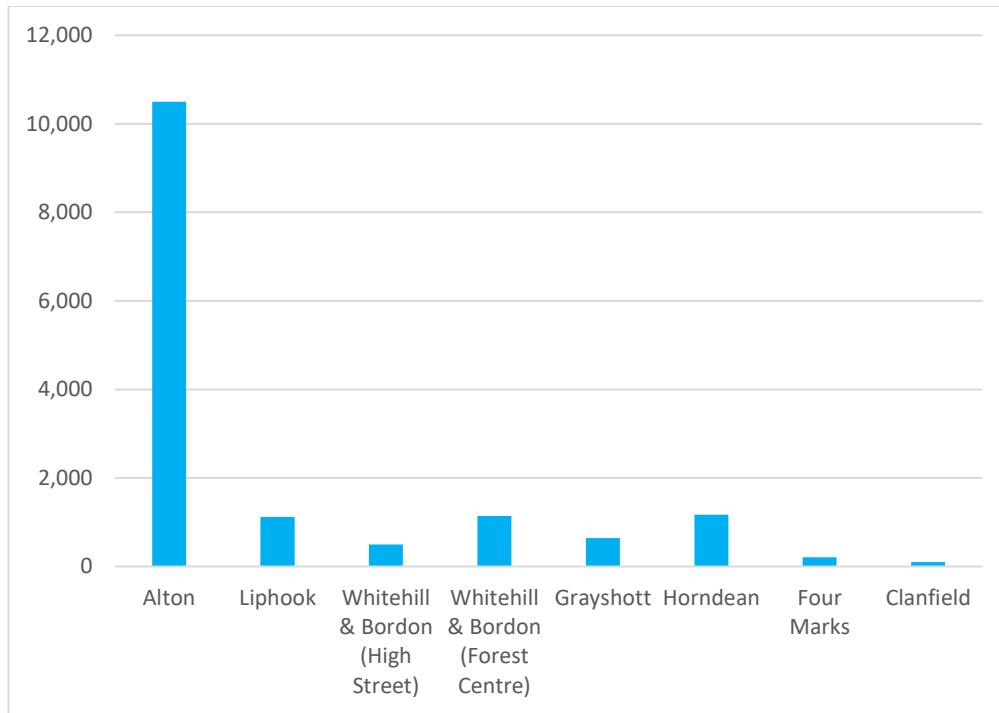
4.76 **Clanfield and Horndean** are in **Zone 5 (Horndean)**. Convenience shopping provision in Clanfield is strong provision of convenience uses for a centre of its size, including a Coop (58 sq.m), Budgens, a greengrocer and a butcher. These stores adequately serve the existing population of Clanfield. In Horndean, there is a good convenience offer, including a Spar (with post office) and a newsagent. Outside of the town centre boundary, there is a large Morrison's supermarket located on Lakesmere Road to the south west of the centre (3,500 sq.m). In terms of convenience goods expenditure retention, Clanfield and Horndean retain 38% in Zone 5. Residents in this zone also look to the larger stores in Waterlooville to meet their main bulk food shopping needs.

4.77 In summary, food store and convenience retail provision is relatively strong in East Hampshire District, particularly in Alton. Large food stores (over 1,000 sq. m net) suitable for main and bulk food shopping are focused in Alton, Liphook, Whitehill & Bordon and Horndean. These stores provide a good distribution of facilities accessible from all parts of the District. The smaller centres provide a smaller food stores suitable for basket and top up shopping. There are no clear identified areas of qualitative deficiency in food store provision within the District, particularly with the proposed new town centre a Whitehill Borden.

Comparison goods shopping

4.78 Within Alton, Whitehill & Bordon (High Street and Forest Centre), Liphook, Horndean, Grayshott, Four Marks and Clanfield, there are 130 comparison shops that provide a total comparison goods floorspace of over 15,000 sq.m net (including comparison floorspace in food stores and retail warehouse parks). Figure 4.4 below provides a breakdown of the comparison floorspace by centre.

Figure 4.4 Comparison goods retail sales floorspace in East Hampshire (sq.m net)



Source: Alton Experian Goad Plan December 2017, VOA Data and Lichfields' Site Survey (July 2018)

- 4.79 As indicated above, the proportion of Class A1 comparison units in Alton is broadly consistent with the national average. The provision of comparison good shopping is more limited in the smaller centres in the District, where the retail offer is predominantly small (less than 100 sq.m net) independent traders. Alton town centre is the focus for multiple comparison retailers, reflecting its role as the main shopping destination in the District. Although, the centre sits within the catchment area of a several of larger centres, outside the District, which offer higher order comparison retailing e.g. Basingstoke and Winchester.
- 4.80 East Hampshire District has a limited provision of retail warehouses. There is one main retail park located in Alton (Alton Retail Park). National multiple retailers trading in these locations comprise Aldi, Pets at Home and Wickes.
- 4.81 The household survey (August 2018) asked respondents where they shop for a range of comparison goods. A breakdown of comparison goods expenditure retention (excluding internet and home shopping) for the East Hampshire District across the whole study area is shown in Table 4.8.

Table 4.8 Comparison goods expenditure retention in East Hampshire District (% of total expenditure in study area)

Goods category	% Retention*
Clothes and shoes	5.6
Domestic electric appliances (e.g. fridges and kitchen items)	13.1
Other electric goods (e.g. TV / Hi-Fi and computers)	7.3
Furniture, soft furnishings and floor-coverings	10.1
DIY, hardware and garden items	21.7
Health, beauty and chemist item	35.7
Other comparison goods (e.g. books, CDs, toys and gifts)	16.7

Source: NEMS Household Shopper Survey August 2018 and Lichfields' analysis *70:30 split for 1st and 2nd destinations

- 4.82 The results indicate that, even excluding home shopping, East Hampshire District has low levels of comparison goods expenditure retention for all product categories. The health, beauty and chemist items category has the highest levels of expenditure retention, albeit this is still relatively low. These low levels of comparison goods expenditure retention within the study area District reflect Alton's and the other centres' position in the sub-regional retail hierarchy, i.e. they fall within the catchment areas of larger, higher order centres outside the District. It should also be noted that the study area extends beyond the District boundary. Petersfield, Guildford, Winchester, Basingstoke, Portsmouth and Waterlooville are the major attractors of expenditure from the study area.
- 4.83 **Alton** is in Zone 1 (Alton) and the household survey results confirm Alton predominantly serves customers from this zone, but a reasonable amount of trade is also drawn from Zone 2 (Whitehill & Bordon). There are much lower levels of comparison goods expenditure draw from Zones 3 (Liphook) and 4 (Petersfield). In Zone 1 Alton attracts less than 19% of comparison goods expenditure, and there is a high level of expenditure outflow to Winchester (29%) and Basingstoke (24%). Alton's low level of expenditure retention reflects its size, role and position within the catchment areas of larger centres within the sub-region.
- 4.84 The other centres within the District are small and retain a low level of comparison goods expenditure. **Whitehill & Bordon (High Street and Forest Centre)** retains only 10% of comparison goods expenditure in the local zone (Zone 2). **Liphook** retains 9% and **Grayshott** retains 2% in the local zone (Zone 3). **Clanfield** and **Horndean** retain very low levels of comparison goods expenditure in the local zone (Zone 5). The household survey results confirm these centres serve local catchment areas, with very limited trade drawn from other zones. In Zone 2, there is a large amount of expenditure outflow to Guildford (21%) and Basingstoke (14%). In Zone 3, the expenditure outflow is mainly directed to Guildford is 32% and Haslemere (15%). In Zone 5, the expenditure outflow is mainly attracted to Waterlooville (37%) and Portsmouth (22%).
- 4.85 In summary, comparison goods retail provision in the District primarily serves lower order shopping needs, with provision primarily concentrated in Alton. East Hampshire District has a reasonably low market share for all comparison product categories, the role of centres in the sub-region. Residents in the north of the District also have easy access to other key centres outside the District such as Guildford, Winchester and Basingstoke. Residents in the south of the District also have easy access to larger centres in Portsmouth and Waterlooville.
- 4.86 Due to the strength and proximity of larger competing centres, there is limited potential to increase the District's market share of comparison goods expenditure, but investment will still be needed in the District to retain the existing levels of comparison goods expenditure retention. The objective of the development strategy for East Hampshire District should be to maintain the District's shopping role and market share within the sub-region, in the face of increasing competition. The economic projections in this section assume that new development will retain the District's share of comparison expenditure in the study area and will help to maintain this share in the future.

5.0 Need for food/beverage uses

Introduction

5.1 Service uses perform an important role in the overall offer of a centre, and encourage customers to shop locally. The service uses are categorised as follows:

- Class A1 services cover a range of uses, including hairdressers, dry cleaners, travel agents, some sandwich shops (those not categorised as Class A3), funeral parlours and post offices.
- Class A2 services include banks, building societies, financial services, betting offices, pawnbrokers, estate agents and employment agencies.
- Class A3/A5 including restaurants, cafes (A3) and takeaways (A5).
- Class A4 pubs/bars (Class A4).

5.2 Food and beverages is a fast moving and creative sector, with a steady flow of new concepts emerging. Within this sector there has been a significant increase in the number of national multiple chains which have sought to increase their geographical coverage. Recently some chains have experienced difficulties resulting in closures, which should operators may have over-stretched.

5.3 These types of food and drink operators (Class A3 and A4) i.e. restaurants, bars and pubs have supported other major leisure uses, in particular cinema developments. Within town centres, the demand has increased, including a significant expansion in the number of coffee shops, such as Starbucks, Costa Coffee and Café Nero. National branded pub/restaurant chains have invested heavily and not exclusively in larger centres. Themed restaurants have also expanded rapidly.

5.4 The key categories for food and beverage offers are:

- **Impulse:** characterised by their produce range that is typically highly visual and hand-held so that it can be eaten “on the go”;
- **Speed eating fast food:** food that can be purchased and consumed quickly, therefore price is low and ambience is less important. This sector is dominated by traditional high volume fast food offers such as burgers and fried chicken;
- **Refuel and relax:** a drink, snack and a short break in a pleasant environment rather than focusing on eating a main meal; and
- **Casual dining/leisure dining:** incorporating several food styles, types and ethnic origins. The ambience and environment of casual dining is as important as the food, drink and service provided. The style is informal but is normally table service.

Mix of uses

5.5 Food and beverage establishments (Class A3, A4 and A5) including restaurants, bars, pubs and takeaways have supported other major leisure uses on leisure and retail parks and are important services within town centres. National information available from Experian Goad indicates that the proportion of non-retail uses within town centres across the country has increased significantly. The current mix of Class A1-A5 uses in the main centres in the District is summarised in Table 5.1 below.

Table 5.1 Mix of Class A / Food and Beverage Uses in the Main Centres in East Hampshire

Centre	Use Class % of total Class A units					
	Class A1	Class A2	Class A3	Class A4	Class A5	Vacant
Alton town centre	54.1	16.1	5.9	4.4	4.9	14.6
Liphook	50.0	19.4	6.5	3.2	8.1	12.9
Whitehill & Bordon (High Street)	55.3	18.4	2.6	0.0	13.2	10.5
Whitehill & Bordon (Forest Centre)	63.6	4.5	4.5	0.0	0.0	27.3
Grayshott	62.7	15.3	6.8	1.7	5.1	8.5
Horndean	56.0	4.0	8.0	12.0	16.0	4.0
Four Marks	76.5	0.0	0.0	0.0	17.6	5.9
Clanfield	61.1	11.1	5.6	5.6	5.6	11.1
National Average	55.9	11.9	9.8	4.6	6.0	11.8

Source: Alton Experian Goad Plan December 2017 (updated July 2018), VOA Data and Lichfields' Site Survey (July 2018)

- 5.6 Alton town centre has retained a reasonable level of Class A1 retail use when compared with the national average. Whitehill & Bordon (High Street), Whitehill & Bordon (Forest Centre), Grayshott, Horndean, Four Marks and Clanfield have either a broadly consistent, or above average provision of Class A1 uses. Liphook has a lower than average provision of Class A1 uses.
- 5.7 All centres have a lower than average provision of Class A3 restaurant/café uses. Only Horndean and Clanfield have an above average provision of Class A4 pub/bar uses. Whitehill & Bordon (High Street), Liphook, Horndean and Four Marks all have an above average provision of Class A5 takeaway uses.

Food and beverage expenditure

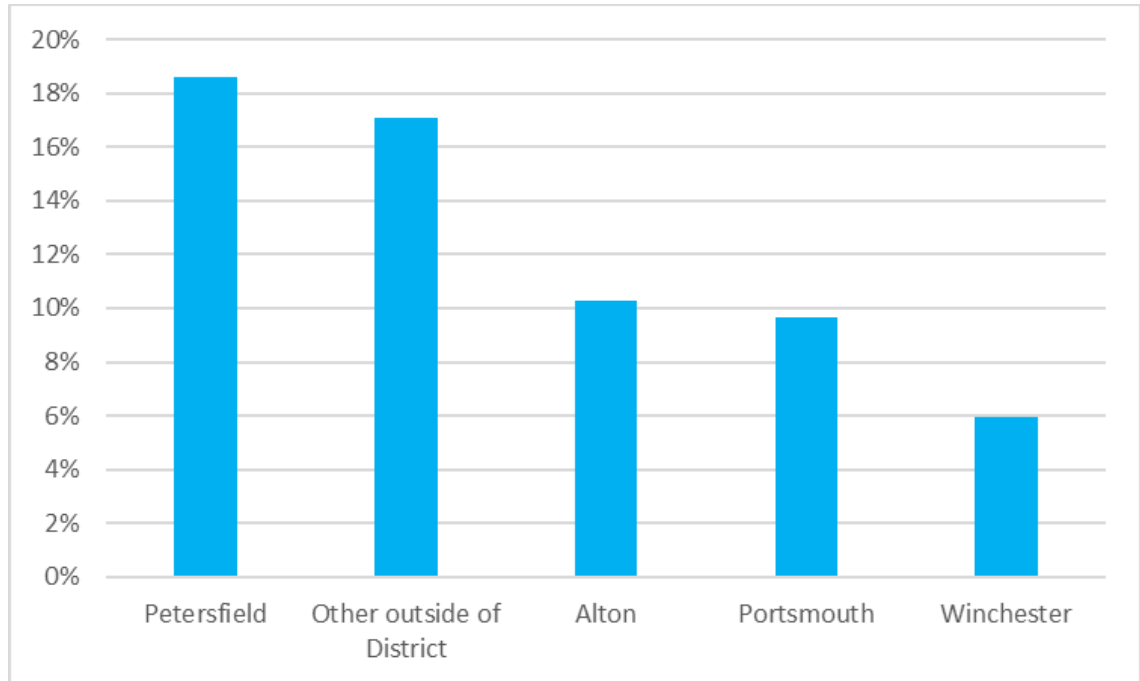
- 5.8 Experian's food and beverage expenditure per capita projections are shown in Table 2, Appendix 4. The total food and beverage expenditure in the study area is £191.91 million in 2018, as shown in Table 3, Appendix 4.
- 5.9 Food and beverage expenditure per capita is expected to increase in real terms (excluding inflation) by 35% between 2018 and 2036. Accounting for population growth, total food and drink expenditure within the study is expected to increase from £191.91 million in 2018 to £258.86 million by 2036 (Table 3, Appendix 4).

Food and beverage expenditure patterns

- 5.10 A summary of food and beverage expenditure patterns is shown in Figures 5.1 (restaurant/café) and 5.2 (pubs/bars). Within the District, Alton is the main food and beverage destination, although it only attracts 11% of food and beverage expenditure within the study area. Petersfield is the main food and beverage destination in the study area, attracting 18% of expenditure. Residents in the District also have access to many destinations outside of the District such as Portsmouth and Winchester.
- 5.11 Existing food and beverage expenditure patterns have been modelled based on the household survey results within the study area zones. Base year (2018) penetration rates are shown in Table 4, Appendix 4 and expenditure patterns are shown in Table 5, Appendix 4. The estimated

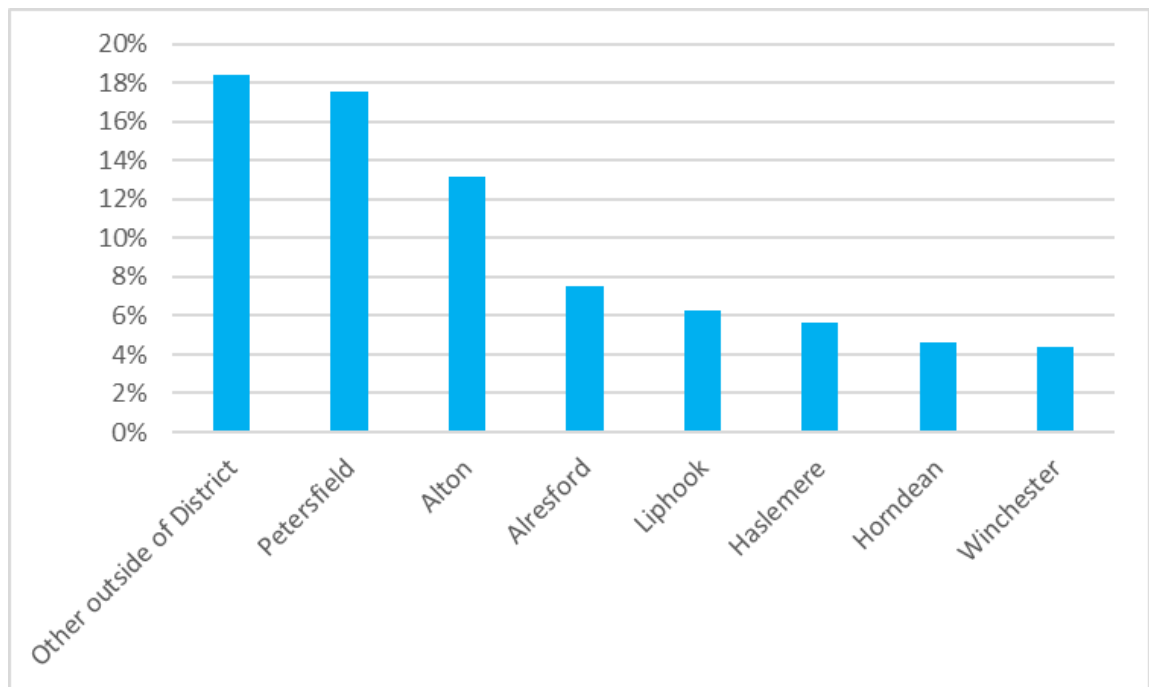
expenditure currently attracted to facilities within East Hampshire District is £51.59 million in 2018.

Figure 5.1 Restaurant/Café Destinations (destination named by respondents)



Source: NEMS Household Survey, August 2018

Figure 5.2 Pub/Bar Beverage Destinations (destination named by respondents)



Source: NEMS Household Survey, August 2018

Future capacity for food and beverage floorspace

- 5.12 The household survey suggests that the District's retention of food and beverage expenditure is lower than for convenience goods but higher than the retention of comparison goods expenditure. The levels of food and beverage expenditure retention are still relatively low in each zone, the highest retention levels being in Zone 1 (Alton) at around 40%. This is followed by Zone 5 (Horndean) at 31% and Zone 2 (Whitehill & Bordon) at 31%. The food and beverage expenditure retention is lower in Zone 3 (Liphook) at 23%. Overall, East Hampshire District has relatively low levels of expenditure retention.
- 5.13 Available food and beverage expenditure has been projected forward to 2021, 2026, 2031 and 2036 in Tables 7 to 10 in Appendix 4, and summarised in Table 12. Available food and beverage expenditure to facilities within the District is expected to increase from £51.59 million in 2018 to £81.3 million by 2036.
- 5.14 For the purposes of this assessment, the existing food and beverage floorspace is estimated to be trading at equilibrium in 2018 (i.e. satisfactory levels). Table 12, Appendix 4 then assumes that the turnover of food and beverage facilities will increase in real terms in the future. Growth in turnover efficiency is a function of spending growing at faster rates than new floorspace provision, as well as operators' ability to absorb real increases in their costs by increasing their turnover to floorspace ratio. Allowing for this growth to be absorbed by existing food and beverage uses represents a cautious approach to forecasting future needs, helping existing centres maintain their vitality and viability and compete with new provision.
- 5.15 Unlike convenience and comparison retailing, Experian does not provide any advice on growth in turnover efficiency for food and beverage floorspace. However, it is important that existing facilities can increase their turnover over time. Considering the forecast expenditure per capita growth rates in the leisure sector, and the need to ensure that new spending is also available to support new facilities, a rate of 1% per annum is adopted for turnover efficiency of existing floorspace.
- 5.16 There will be no surplus of food and beverage expenditure until 2031, when there is a very small surplus of £0.09 million. This surplus grows to £2.72 million in 2036. This allows for phase 1 of the new town centre at Whitehill & Bordon (the application is still pending determination).
- 5.17 These expenditure projections have been converted into floorspace projections in Table 13, Appendix 4, adopting an average sales density of £5,000 per sq.m gross, which is again projected to grow by 1% in the future due to improved turnover efficiency. Surplus expenditure at 2031 could support only 17 sq.m gross of additional food and beverage floorspace and 455 sq.m gross by 2036. The results are summarised in Table 5.2 below.

Table 5.2 Summary of food and beverage floorspace projections (sq. m Gross)

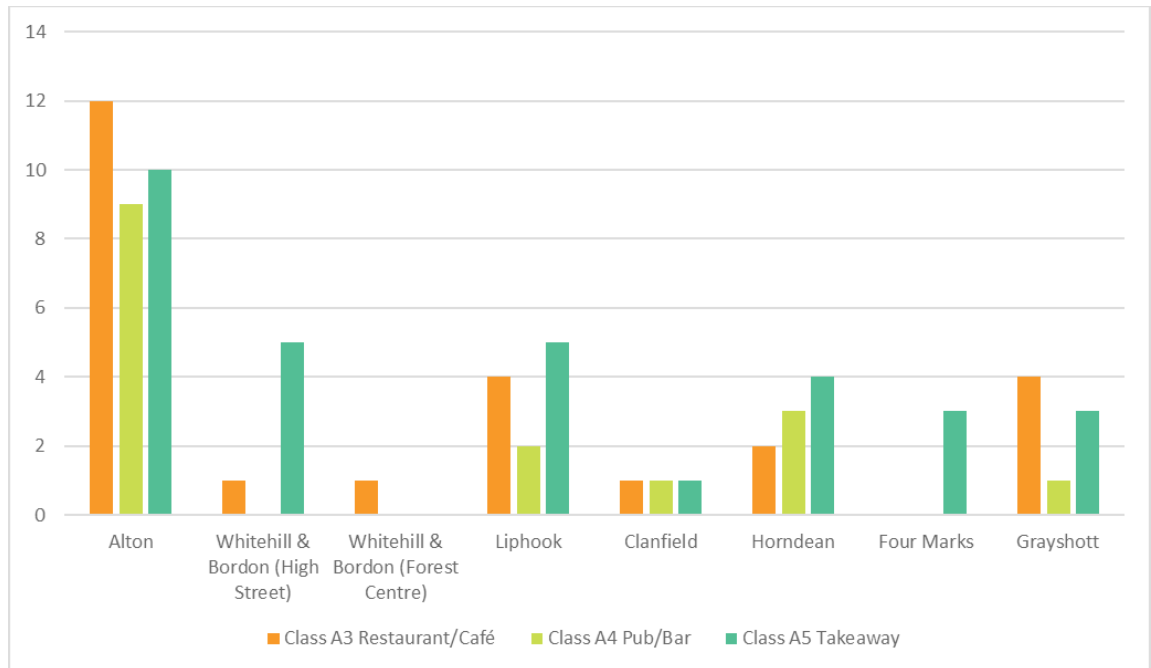
Centre	Additional floorspace (sq.m gross)			
	By 2021	By 2026	By 2031	By 2036
Alton	-391	-232	-74	-70
Whitehill & Bordon	-307	-192	-74	42
Liphook	-162	-113	-62	-13
Grayshott	-67	-32	4	38
Horndean	21	62	104	145
Clanfield	12	34	56	79
Other East Hampshire District	-6	28	62	94
Total	-900	-444	17	455

Source: Table 13, Appendix 4

Qualitative need

- 5.18 Alton's Venuescore food/service index (2016/17) is 104 compared with the national average of 100. In 2015/16, the food/service index was 94 which had decreased from 127 in 2013/14. These figures suggest food service in Alton has decreased since 2013/14, but increased since 2015/16. The provision in Alton remains above the average for a centre of its size.
- 5.19 Liphook's Venuescore food/service index (2016/17) is 41 compared with the national average of 100. In 2015/16, the food/service index was 43. It was not ranked in 2013/14. The provision in Liphook, has slightly decreased and remains below the average for a centre of its size.
- 5.20 The other main centres do not feature on Venuescore, which reflects the predominance of independent food and beverage uses rather than multiple/chains.
- 5.21 The proportional mix of Class A3-A5 uses within the main centres indicates:
- 1 **Alton** has a lower provision of Class A3 uses when compared with the national average. The Class A4 provision is broadly consistent with the national average and the Class A5 provision is higher than the national average.
 - 2 **Whitehill & Bordon (High Street)** has a significantly lower than average provision of Class A3 uses when compared with the national average. There are no Class A4 uses. The proportion of Class A5 uses is significantly higher than the national average.
 - 3 **Liphook** has a slightly lower provision of Class A3 and Class A4 uses when compared with the national average. The proportion of Class A5 uses slightly higher than the national average.
 - 4 **Whitehill & Bordon (Forest Centre)** has only one café in the centre and therefore the proportion of Class A3, A4 and A5 uses is below the national average.
 - 5 **Clanfield** has a slightly lower provision of Class A3 and Class A5 uses when compared with the national average. The provision of Class A4 uses is slightly higher than the national average.
 - 6 **Horndean** has a slightly lower than average provision of Class A3 uses when compared with the national average. The proportion of Class A4 and Class A5 uses is significantly higher than the national average.
 - 7 **Four Marks** has no Class A3 or A4 uses, although there is a bakery/sandwich shop which has seating. The provision of Class A5 uses is significantly higher than the national average.
 - 8 **Grayshott** has a lower provision of Class A3, A4 and A5 uses when compared with the national average.
- 5.22 There are 72 food and beverage outlets within the main centres. In addition, there are many country/village pubs throughout the District. The town centre health check/audits in Section 7.0 provide a more accurate analysis of food and beverage provision within the main centres. The number of food and beverage outlets within each centre is shown in Figure 5.3 below.

Figure 5.3 Class A3 to A5 food and beverage outlets in each centre



Source: Experian Goad for Alton (December 2017) and Lichfields' Site Visit (July 2018)

Conclusions

5.23

Allowing for the Phase 1 new town centre in Whitehill & Bordon, the projections indicate there is limited capacity for additional food and beverage floorspace in East Hampshire District (up to 455 sq.m gross by 2036). However, qualitative improvements to provision within designated town centres, particularly Class A3 restaurants/café in centres with a relatively high vacancy rate.

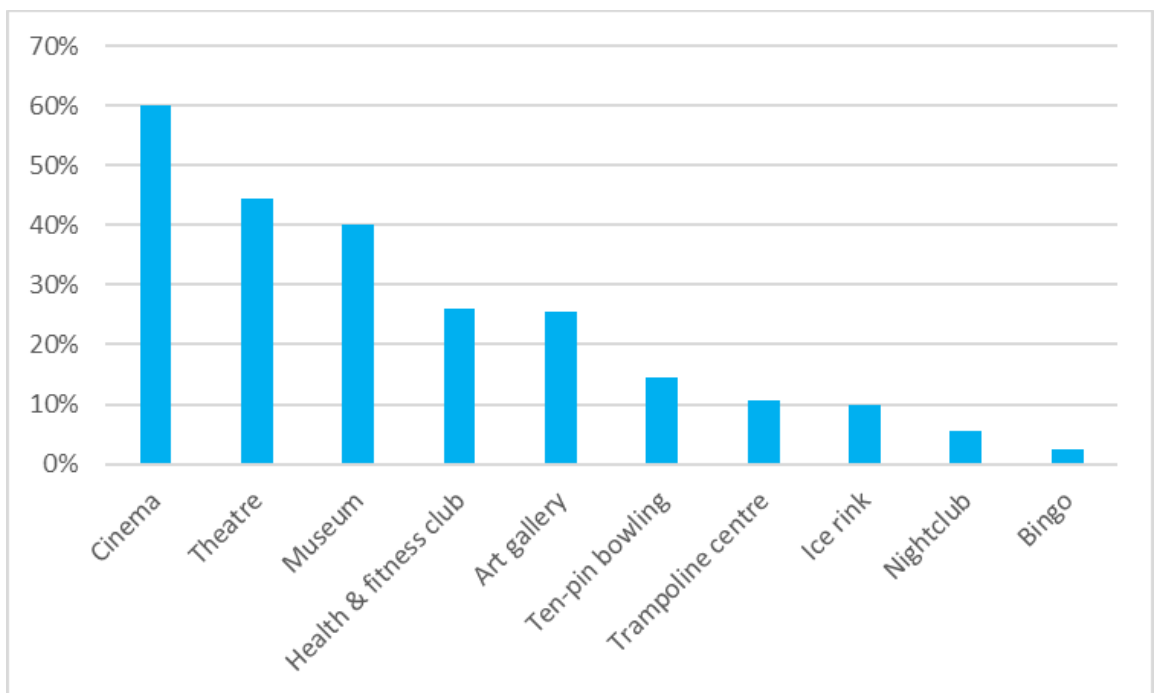
6.0 Need for other town centre uses

Introduction

6.1 This section assesses the potential for commercial leisure and town centre uses in East Hampshire District, including theatres, cinemas, ten pin bowling, bingo, health and fitness, trampoline centres, art galleries, museums and ice rinks.

6.2 Household survey respondents were asked about their family’s leisure activities. The participation rates within the study area are shown in Figure 6.1 below and an assessment of these sectors is set out in this section.

Figure 6.1 Leisure participation in the East Hampshire study area (% of Respondents)



Source: NEMS Household Survey, August 2018

6.3 Within the study area, the household survey identifies that visiting the cinema is the most popular leisure activity (60%), followed by visiting the theatre (44%), museums (40%), art galleries (26%) and health/fitness clubs (26%).

Commercial Leisure Uses

6.4 Residents in East Hampshire District have limited access to the full range of commercial leisure and entertainment facilities within the District - residents need to travel outside of the District visit many commercial leisure uses. Destinations outside of the District include Chichester Gate, Havant Retail Park, Gunwharf Quays in Portsmouth, Guildford Spectrum and Basingstoke Leisure Park – all of which offer commercial leisure facilities such as cinemas, ice skating rinks and bowling alleys. There are also the nearby town centres of Petersfield, Chichester, Guildford, Waterlooville, Southampton, Portsmouth, Winchester which offer various leisure activities.

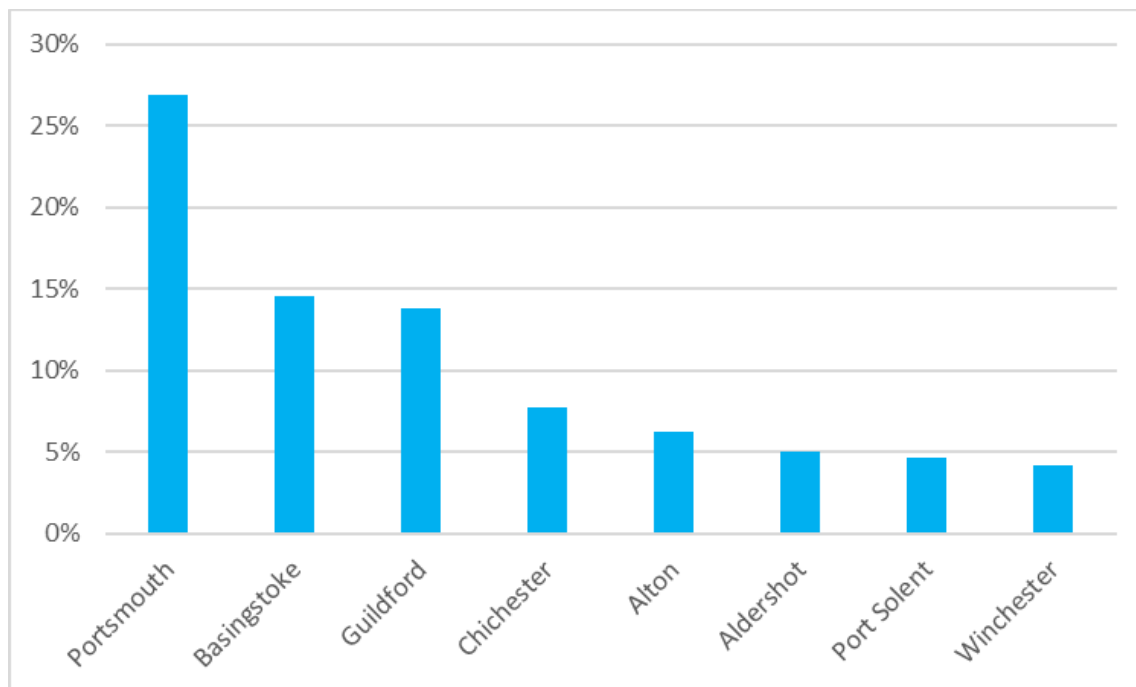
6.5 Based on Lichfields’ experience and household surveys from across the country, commercial leisure facilities usually draw the main part of their trade from residents up to a 20 minutes travel time. Major leisure facilities such as multiplex cinemas, ten-pin bowling centres and

family entertainment centres require a large catchment population, and often benefit from clustering together within leisure parks.

Cinemas

- 6.6 Cinema admissions in the UK declined steadily during the 1950s, 1960s and 1970s, a period when the ownership of televisions increased significantly. Cinema admissions continued to decline in the early 1980s, but increased steadily after 1984 up to 2002. There was a peak in cinema admissions in 2002 at 175.9 million. Total admissions in 2016 were 168.3 million. In 2017, the figure rose slightly to 170.6 million (Source: British Film Institute). Cinema trips have plateaued since 2002, despite population growth of 9.6% during this period (59.4 million to 65.1 million). The BFI indicates the 2017 national average was 2.6 trips per person per annum.
- 6.7 The Cinema Advertising Association identifies 771 cinema facilities with 4,115 screens. Lichfields' national CINESCOPE model identifies approximately 800,000 cinema seats in the UK. The CINESCOPE model assesses the provision of cinema screens/seats against projected customer cinema trips across the country, to identify areas of under and over-provision. The national average is about 40,000 cinema trips per screen per annum or 210 trips per seat per annum.
- 6.8 Palace Cinema in Alton, providing 2 screens and 171 seats, is the only full-time cinema in East Hampshire District. However, residents have access to other cinemas in nearby towns including:
- 1 Haslemere Hall Cinema, Haslemere (1 screen with 340 seats);
 - 2 Odeon, Guildford (9 screens and 2,257 seats);
 - 3 Cineworld, Chichester (10 screens and 1,900 seats);
 - 4 Harbour Lights Picturehouse, Southampton (2 screens and 466 seats);
 - 5 Odeon, Southampton (13 screens and 2,677);
 - 6 Showcase Cinema de Lux, Southampton (10 screens and 2,200 seats);
 - 7 Vue, Gunwharf Quays, Portsmouth (14 screens and 3,203 seats)
 - 8 No6 Cinema, Portsmouth (1 screen and 275 seats);
 - 9 No3 Cinema, Portsmouth (1 screen and 120 seats);
 - 10 Everyman, Winchester (2 screens and 384 seats);
 - 11 Cineworld, Aldershot (7 screens and 1,145 seats);
 - 12 Vue, Basingstoke (10 screens and 2,231 screens); and
 - 13 Odeon, Basingstoke (10 screens and 2,398 seats).
- 6.9 The survey results indicate that 56% of households within the study area visit the cinema (44% do not participate in this activity). The main destinations visited by participating households are set out in Figure 6.2 below. The most popular destination is Portsmouth (27% market share), followed by Basingstoke (15%) and Guildford (14%).

Figure 6.2 Cinema destinations (cinema destination named by respondents)



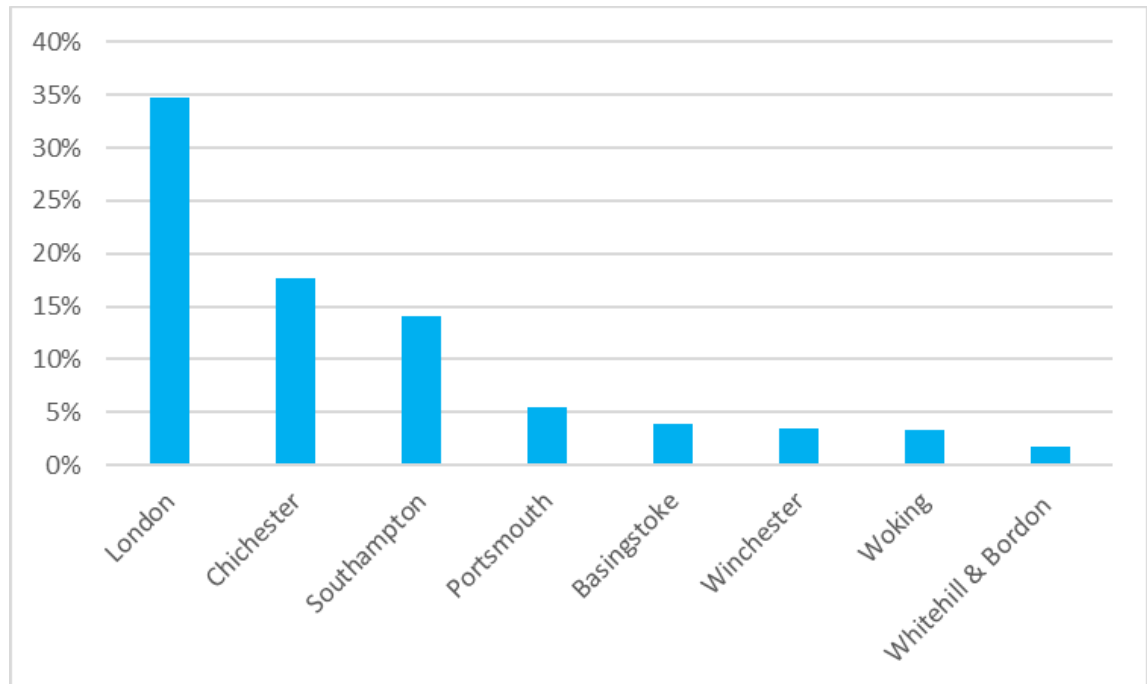
Source: NEMS Household Survey, August 2018

- 6.10 The study area population in 2018 (160,172 people) will generate 416,447 cinema trips per annum, based on the national average visitation rate (2.6 trips per annum). East Hampshire District retains approximately 7% of the cinema trips generated within the study area i.e. about 29,151 trips. Based on the national average of 210 trips per seat, 29,151 trips per annum would support 139 cinema seats, which is broadly consistent with the existing provision of 171 seats at Palace Cinema in Alton.
- 6.11 By 2036 the study area population (175,874 people) will generate 457,272 cinema trips, of which 32,009 trips (7% of the total in the study area) could be retained within East Hampshire District. Based on the national average, these cinema trips would support 152 seats.
- 6.12 These projections suggest that there is no theoretical capacity for another cinema in East Hampshire District over the plan period, based on current market shares. However, the new town centre proposed at Whitehill & Bordon includes a new 6 screen cinema as part of phase 1 (an application has been submitted).
- 6.13 Based on 40,000 trips per screen and an average of 2.6 trips per person per annum, this proposed cinema and the existing cinema at Alton will need a combined catchment population of around 123,000 people. The projected population in Zones 1 to 3 (Alton, Whitehill & Bordon and Liphook) is just over 111,000 in 2036. The proposed cinema at Whitehill & Bordon and the existing facility at Alton are sufficient to meet projected needs for the foreseeable future.

Theatres

- 6.14 Within the study area 44% of respondents to the household survey indicated that they visit the theatre. Figure 6.3 summarises where respondents stated that they had last visited the theatre. The results demonstrate that only 2% of theatre trips are retained within the East Hampshire District. This reflects that there is no large theatre in the District, only the Phoenix Theatre & Arts Centre in Whitehill & Bordon.

Figure 6.3 Main Theatre Trip Destinations



Source: NEMS Household Survey, August 2018

6.15 Data from the British Theatre Consortium, British Theatre Repertoire (2014) indicated British theatres presented 59,386 performances attracting over 33 million theatre visits, around 121,000 visits per venue (274 venues with SOLT/UK Theatres membership).

6.16 Assuming an average of 0.5 trips to the theatre per person per annum, as implied by the British Theatre Consortium data, the study area population in 2018 (160,172 people) generates 80,086 theatre trips per annum. Most trips to the theatre will continue to be attracted to productions within larger towns and cities outside of the study area.

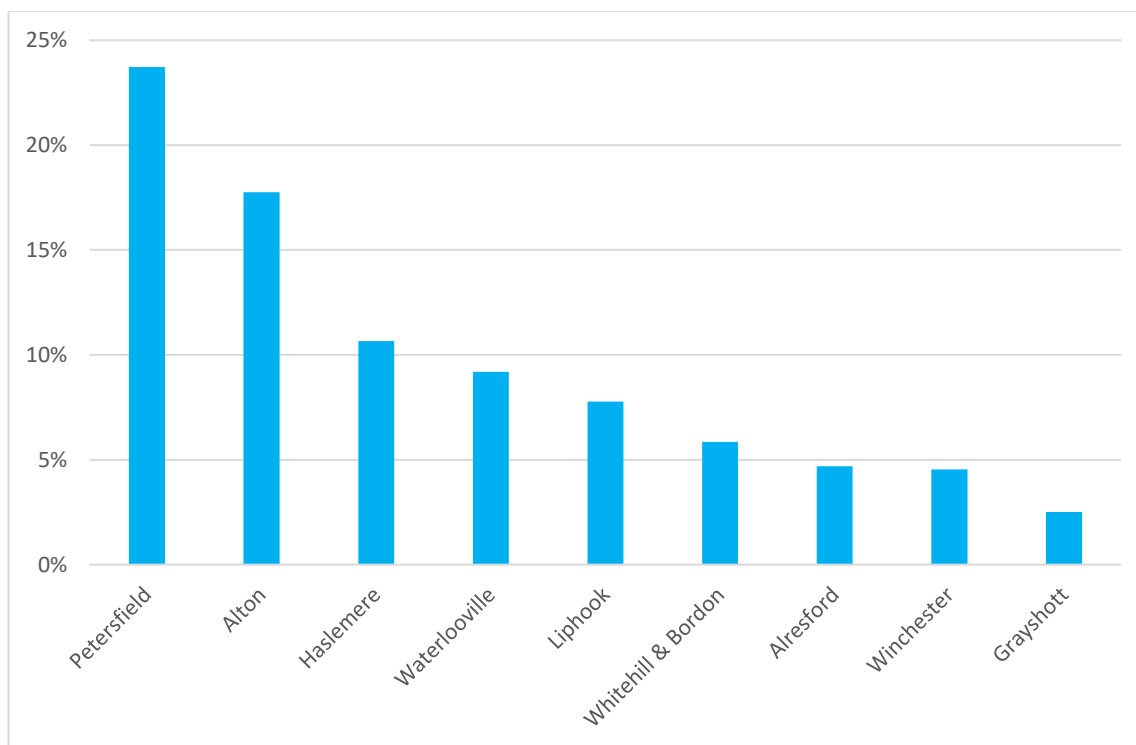
6.17 The catchment areas of the towns in East Hampshire District are unlikely to support a full-time theatre facility. There is no clear need for additional theatre provision in East Hampshire District over the plan period.

Health and fitness clubs

6.18 The 2017 State of the UK Fitness Industry Report reveals that the UK health and fitness industry is continuing to grow. There are now more than 9.7 million fitness members in the UK, and the penetration is now 14.9%. The sector has more clubs, more members and a greater market value than ever before. The 2017 report highlighted that the industry experienced growth over the twelve-month period to the end of March 2017, with an increase of 5.1% in the number of memberships and 4.6% growth in the number of facilities.

6.19 The household survey indicates that 26% of respondents or their families visit health/fitness clubs. Of the participating households, the main destinations mentioned are summarised in Figure 6.4. The results show that the East Hampshire District attracts a market share of 36%. In the District, Alton town centre retains the highest level of trips (18%), retaining 46% of people from Zone 1 (Alton) and 14% of people from Zone 2 (Whitehill & Bordon). Outside the District, Petersfield attracts 24% of trips, followed by Haslemere (11%).

Figure 6.4 Health and fitness destinations (named by respondents)



Source: NEMS Household Survey, August 2018

6.20 The Sport England/Active Places data indicates that there are 11 registered health and fitness suites in the District, with 324 fitness stations. Three of these facilities are for private use only. These private use facilities provide 39 fitness stations in total. The remaining eight registered facilities are open to the general public (including registered members) and have 285 fitness stations in total as shown in Table 6.1 below.

Table 6.1 Health and Fitness Clubs (Sport England/Active Places Data, 2018)

Name	Type	No. Fitness Stations
Alton College, Alton	Private Use	16
Alton Convent School, Alton	Private Use	9
Alton Sports Centre, Alton	Pay and Play	56
Blacknest Golf and Country Club, Alton	Registered Membership use	27
Bohunt Centre, Liphook	Pay and Play	26
Eggars School, Alton	Private Use	14
Energique Health Club and Spa Ltd, Alton	Registered Membership use	45
Grayshott Spa, Hindhead	Registered Membership use	23
Horndean Technology College	Pay and Play	37
Mill Chase Leisure Centre, Bordon	Registered Membership use	34
Results Health Club, Alton	Registered Membership use	37
Total		324

Source: Sport England Active Places

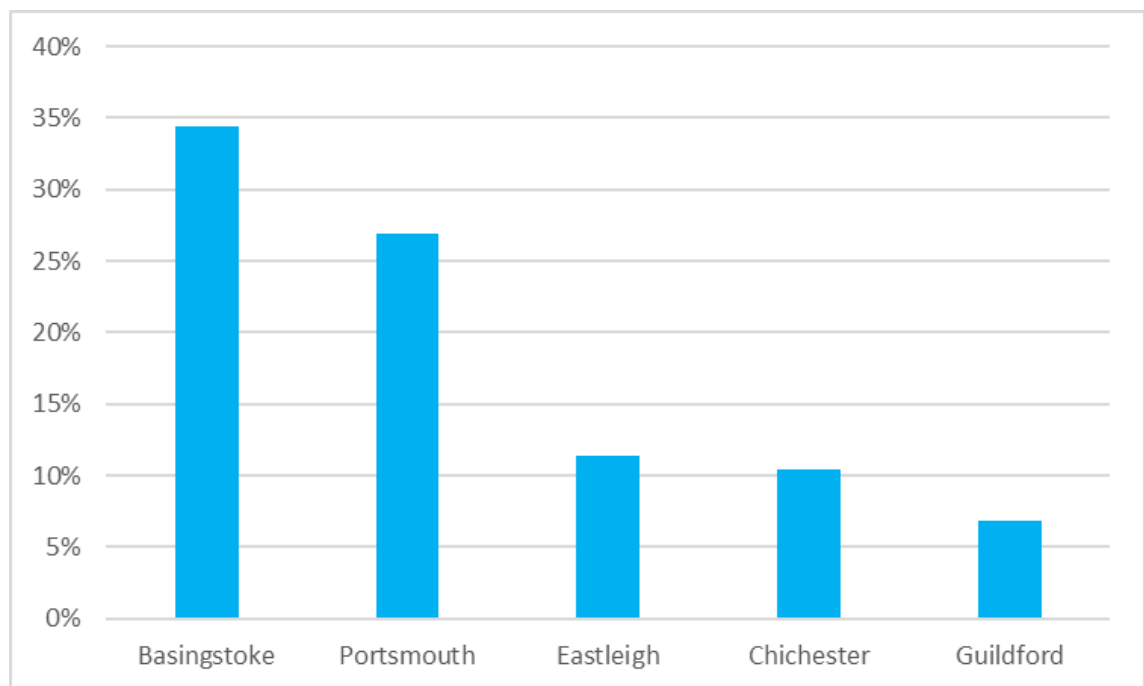
6.21 The study area population in 2018 (160,172 people) is projected to grow to 175,874 by 2036. As indicated above has a market share of 36%, which implies a catchment population of about 58,000 in 2018, increasing to about 63,000 in 2036. The current population (58,000) indicates that East Hampshire District has 5.6 fitness stations per 1,000 people (324 stations in total).

- 6.22 The South East of England region has 1,162 registered health and fitness suites with 57,559 fitness stations (average of 49.5 stations per suite). This existing provision equates to around 6.1 fitness stations per 1,000 people. East Hampshire District has a slightly lower provision of fitness stations (5.6 per 1,000 people) than the regional average (6.1 stations), which suggests health and fitness clubs could be trading above average. The implied catchment population (58,000 in 2018) could support 354 fitness stations, based on the regional average. This implies there is a current under-provision 30 fitness stations. This under-provision will increase to 60 fitness stations by 2036, based on the increase catchment population of 63,000.
- 6.23 These figures suggest there is scope for 1-2 small additional health and fitness facility in the District over the plan period, or one medium sized facility.

Ten Pin Bowling

- 6.24 The household survey results suggest that 14% of households in the study area visit ten pin bowling facilities. The main destinations are set out in Figure 6.5. East Hampshire District does not have a ten-pin bowling facility. Basingstoke, where there is a Hollywood Bowl with 26 lanes, attracts 34% of trips and Portsmouth (including Gunwharf Quays) attracts 27% of trips.

Figure 6.5 Ten pin bowling Destinations (Ten pin bowling destination named by respondents)



Source: NEMS Household Survey, August 2018

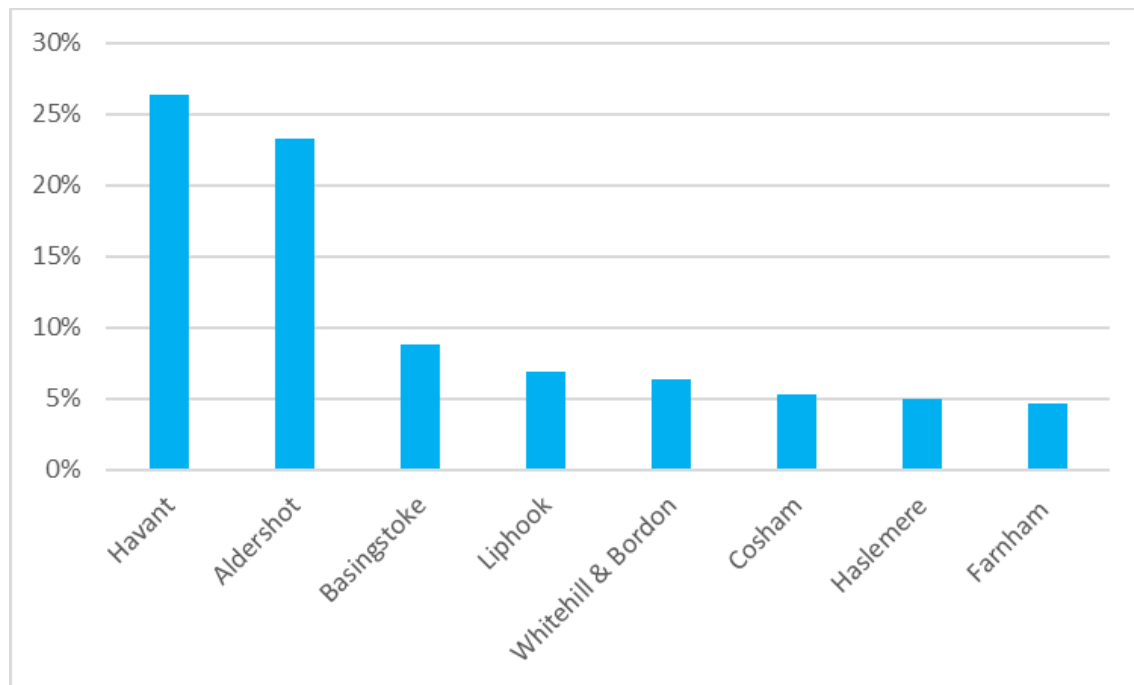
- 6.25 The study area population in 2018 (160,172 people) can in theory support around 13 ten pin bowling lanes, based on the national average of one lane per 12,000 people. By 2036, the study area population (175,874 people) could support 14-15 lanes.
- 6.26 The disperse population within the study area and the existing provision of facilities in nearby towns will restrict the potential for a tenpin bowling facility within East Hampshire.

Bingo, Games of Chance and Gambling

- 6.27 The household survey results suggest that only 2.4% of households in the study area visit bingo facilities, which is lower than the national average participation rate (around 5%). The main destinations are set out in Figure 6.6. The main destination is Havant outside the District, where

there is Crown Bingo & Social Club. Within the District, Whitehill & Bordon retains 6% of trips and Liphook retains 7% of trips.

Figure 6.6 Bingo Destinations (bingo destination named by respondents)



Source: NEMS Household Survey, August 2018

6.28 Gala and Mecca are the main bingo operators, controlling over half of the UK market. Marketing of the bingo sector has been more proactive in recent years and Gala and Mecca have invested in premises, moving out of dated premises (i.e. converted cinemas) into purpose built units. Bingo clubs have become increasingly sophisticated, and have actively sought to attract all age groups. The bingo sector usually prefers central locations that are accessible by public transport and by foot. Major bingo operators require a catchment population of 50,000 - 70,000 (source: Business in Sport and Leisure BISL). There are no main bingo operators within East Hampshire District.

6.29 The adult (over 18) population in the study area in 2018 (around 130,000 people¹) would generate about 180,000 bingo admissions, based the national participation rate (1.4 trips per adult). Based on national average figures (113,000 admissions per club), the study area can support one large bingo facility. Whilst there is theoretical capacity for a large bingo facility, the dispersed population in the study area and existing provision of facilities in nearby towns will restrict the potential in the District.

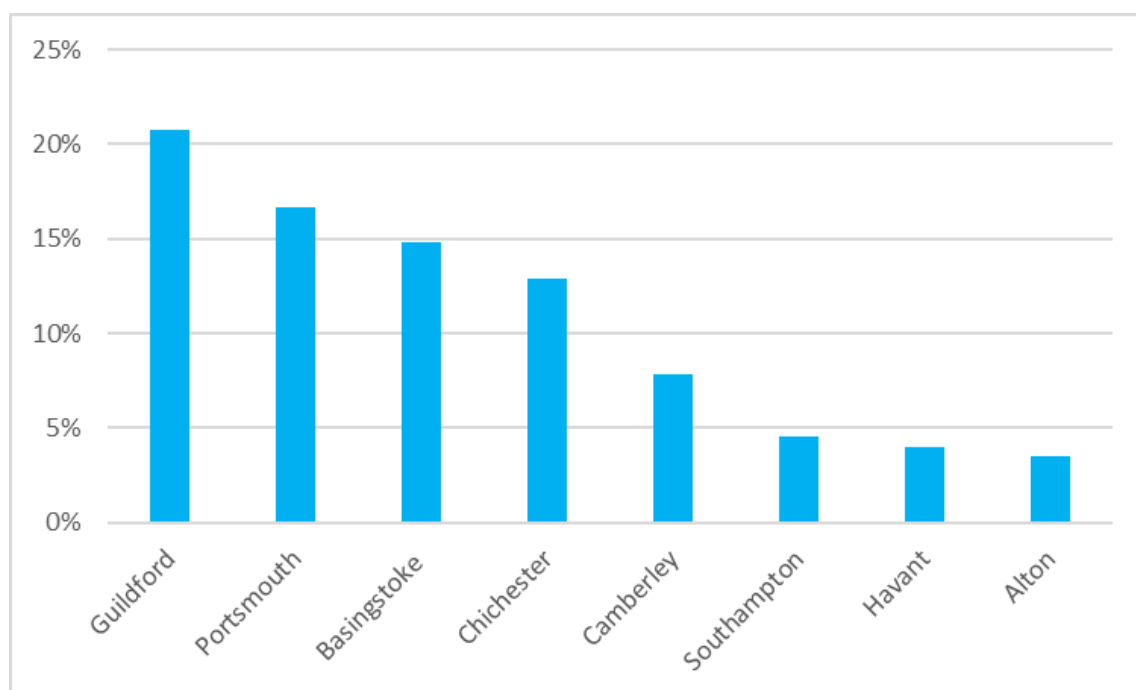
Trampoline Centres

6.30 Indoor trampoline centres are a relatively new leisure activity in the UK. In America outdoor trampoline centres were popular in the late 1950s and 1960s. This format first seen in America has been adopted and modernised and is now becoming a popular indoor leisure activity for a variety of age groups in the UK. The UK's first indoor trampoline centre was opened by Bounce on 31 May 2014. The household survey results suggest that 11% of households in the study area visit trampoline centres.

¹ Based on the proportion of adult population (18+) being 82% - Source: Census 2011 (average of the 18+ population for each zone)

- 6.31 Trampoline centres offer a new, recreational experience for both children and adults. They typically have over 100 interconnected trampolines on site, consisting of differing courts including a Main Arena, Dodgeball Court, Kids Court, Slam Dunk Area, Foam Pit, Airbag Jump, Touch Walls, Gladiator Pits and Tumble Tracks, as well as an arcade and party rooms.
- 6.32 The main destinations in the study area are set out in Figure 6.6. Around 5% of trampolining trips are retained within the East Hampshire District – these are attracted to trampoline clubs at leisure centres, rather than specific indoor trampoline centres; there are no indoor trampoline centres in the District. The main destinations in the study area are Guildford (AirHop), Portsmouth (Flipout), Basingstoke (Atmosphere), Chichester (Flip Out and Air Arena) and Camberley (Gravity Force). The wider area is well served by trampoline parks, and therefore there is not an obvious need for a trampoline park within the District.

Figure 6.7 Trampoline Centre Destinations (trampoline centre destination named by respondents)



Source: NEMS Household Survey, August 2018

Other Leisure, Entertainment and Cultural Uses

- 6.33 The leisure, entertainment and cultural sectors are fragmented and innovative. In addition to the main leisure and entertainment uses outlined above, there are a larger number of other activities that could be promoted e.g. nightclubs, museums, art galleries, exhibition space, tourist attractions and new emerging leisure activities such as family entertainment centres, escape rooms and virtual golf centres. The representation of these uses is currently very limited in East Hampshire District. Given the fragmented nature of these sectors it is difficult to quantify the potential demand for these uses over the plan period.
- 6.34 The household survey results suggest that total participation rates in the study area is around 10% for ice skating, 26% for art galleries and 40% for museums. The study area population is not significant (160,172 people projected to increase to 175,874 people by 2036), and does not provide a critical mass to attract a broad range of leisure, entertainment and cultural uses, which tend to be more prevalent in larger towns and cities.

- 6.35 The nightclub/live music sector has struggled in recent years. IBIS World suggests have lost their competitive advantage over pubs or bars, with lower prices and a more relaxed atmosphere. Approximately one-quarter of nightclubs have closed in the past decade as operators have struggled to respond to new challenges from regulation, licensing, planning, business rates and policing. There does not appear to be qualitative scope to provide nightclub facilities in the East Hampshire District.
- 6.36 The development strategy needs to be flexible to respond to emerging opportunities for new facilities of this kind.

Conclusions

- 6.37 A summary of the key findings in this Section is set out below:
- Based on current market shares, there is no theoretical capacity for another cinema in East Hampshire District over the plan period. The proposed cinema at Whitehill & Bordon and the existing facility at Alton are sufficient to meet projected needs for the foreseeable future.
 - There is scope for 1-2 small additional health and fitness facility in the District over the plan period, or one medium sized facility.
 - There is theoretical capacity for a tenpin bowling and a bingo facility, but the dispersed population in the study area and existing provision of facilities in nearby towns will restrict the potential in the District.
 - The wider area is well served by trampoline parks, and there is not an obvious need for a trampoline park within the District.
 - Other uses such as hotels, conference facilities, nightclubs, museums, art galleries, exhibition space and new emerging leisure activities could be appropriate over the plan period. The development strategy needs to be flexible to respond to emerging opportunities for new facilities of this kind.
 - The Local Plan should consider identifying development opportunities for other uses such as offices and residential uses over the plan period.

7.0 Centre Health Checks

Alton town centre

- 7.1 Policy CP8 of the adopted Joint Core Strategy (JCS) (2014) identifies Alton as a town centre, and one of the main settlements in the District (alongside Whitehill & Bordon (High Street) and Petersfield (which is no longer in the District – and is now part of the South Downs National Park Authority area). Alton is a historic market town with many retail and service uses, serving customers predominately from the north of the District. Its key roles are set out below.
- **Convenience** – there is a good range of convenience stores and shops, including Sainsbury’s (Draymans Way - 3,681 sq.m), Marks and Spencer (High Street - 1,119 sq.m), Iceland (High Street - 656 sq.m) and Co-op (High Street - 111 sq.m). These stores are supplemented by independent newsagents, sandwich bars, a butcher, an off licence and bakers. Within walking distance of the town centre there is Waitrose (Station Road - 1,735 sq.m), and an Aldi store is located at Alton Retail Park (968 sq.m).
 - **Comparison** – the main comparison units are located along the High Street. Outside of this area, the trading mix is more diverse, incorporating many local retailers, financial services, restaurants and some national multiples. Given the historic nature and size of the centre, there is a limited range of large stores – the main stores include M&Co, Boots, Peacocks and Mountain Warehouse, which occupy the largest units. There is a reasonable range and choice of lower order national multiples present in the town centre.
 - **Services** – there are a range of service uses, including beauty salons, hairdressers, opticians, travel agents, banks, estate agents, betting offices and solicitors. The banks are represented by most of the national multiples.
 - **Food and Beverage** – there is a reasonable range of food and beverage uses, comprising a mix of cafés, restaurants, bars, public houses and takeaways. There is a limited choice of national restaurant/café chains, but those that are present include Costa, Café Nero and Pizza Express. The Prezzo has closed following the chains’ administration.
 - **Entertainment/Leisure** – the Palace Leisure cinema, museums/art galleries and hotels.
 - **Other** – the centre has a range of other (non-Class A uses) that provide valuable services to local residents, including a library, dental surgeries, churches and social clubs.
- 7.2 A market is held on Alton High Street every Tuesday. The market creates additional footfall in the town centre on market days. There is also a farmer’s market on the second Saturday of each month.
- 7.3 The convenience goods expenditure attracted to Alton is around £63 million in 2018 (Table 5, Appendix 2), which is 35% of the total convenience goods spending attracted to East Hampshire District’s stores. The Sainsbury’s at Draymans Way attracts a high proportion of this trade (48%), Aldi at Alton Retail Park is the next highest (25%). The comparison goods expenditure attracted to Alton town centre is less significant at £41 million in 2018 (Table 5, Appendix 3), but a higher proportion (51%) of the total comparison goods spending attracted to East Hampshire District. Food and beverage expenditure attracted to Alton is £23 million in 2018 (Table 5, Appendix 4), 45% of the total food and beverage spend attracted to East Hampshire District. The combined turnover of Alton is over £127 million. This indicates Alton’s role as the main shopping, food and beverage and leisure destination in the District.
- 7.4 In terms of Javelin’s Venuescore, Alton town centre is at the top of the hierarchy in East Hampshire District (excluding Petersfield in the South Downs National Park Authority area) with a Venuescore of 53 and is ranked 568th in the UK. Petersfield has a higher score of 68 and is

ranked 416th. The sub-region is dominated by Guildford (ranked 29th), Basingstoke (ranked 58th) and Chichester (ranked 74th). The next largest shopping destinations include Portsmouth (ranked 101st), Winchester (ranked 125th), Waterlooville (ranked 238th) and Farnham (292nd). Alton town centre nation rank has remained broadly unchanged since 2010, reaching a peak at 532nd in 2013/14.

Mix of uses

- 7.5 Within Alton town centre there are 205 Class A units. The diversity of Class A units within the centre is set out in Table 7.1, and the results are compared with the national average, along with the use class mix in 2006 (as set out in the previous 2007 Retail Study).

Table 7.1 Alton - Mix of uses

Type of Unit	Number of units 2018	% Units 2006 Study	% of Units 2018	% National Average 2018
Class A1 - Comparison	66	46.6	32.2	33.0
Class A1 – Convenience	17	8.4	8.3	9.0
Class A1 - Service	28	8.4	13.7	13.9
Class A2 – Financial Services	33	14.7	16.1	11.9
Class A3 – Restaurants/Cafés	12	10.5*	5.9	9.8
Class A4 – Pubs/Bars	9	2.6	4.4	4.6
Class A5 – Takeaway	10	*incl. in Class A3	4.9	6.0
Vacant (Class A1-A5)	30	8.9	14.6	11.8
Total	205	100	100.0	100.0

Source: Experian Goad for Alton – December 2017, updated by Lichfields July 2018, Experian Goad 2018 national average and Town Centre, Retail and Leisure Study 2007

- 7.6 Alton's proportion of Class A1 comparison and convenience units is broadly consistent with the national average, but the proportion of comparison goods shop has decreased since 2006. This decline is a general trend seen across many centres in the UK. The proportion of Class A1 service uses is also broadly consistent with the national average. The centre has a good provision of Class A2 non-retail services. The food and beverage sector (Class A3 to A5) is slightly below average, in particular Class A3 restaurant/café provision.
- 7.7 Class A1 convenience uses have reduced slightly since 2006, whilst the Class A1 and Class A2 service provision has increased since 2006. The proportion of Class A3 and A5 uses has remained broadly unchanged since, whilst the proportion of Class A4 uses has increased.
- 7.8 The vacancy rate (14.6%) is slightly higher than the national average (11.8%). The 30 vacant units are generally spread throughout the centre and there are no obvious concentrations. The vacancy rate has increased significantly since 2006, suggesting the centres performance has suffered since the recession.

Retailer representation

- 7.9 Alton town centre has a reasonable selection of comparison shops (66 units). Table 7.2 provides a breakdown of the comparison shop units by category and compares this to the Goad national average. All Goad plan categories are represented within the centre, apart from the cars/motorcycles /motor accessories, although there is a Kwik Fit outlet in the centre. There is a reasonable choice of outlets in each category, particularly chemists, drug stores and opticians. The choice in some of the other categories is more limited with less than 5 outlets in 7 of the 14 categories.

Table 7.2 Alton - Mix of comparison uses

Type of Unit	Number of Units	% of Units	% National Average 2018
Clothing and footwear	11	16.7	23.3
Furniture, carpets and textiles	5	7.6	7.6
Booksellers, arts, cards and stationers	7	10.6	8.5
Electrical, music and photography	5	7.6	9.5
DIY, hardware and homeware	5	7.6	6.5
China, glass and gifts	1	1.5	5.2
Cars, motorcycles and motor accessories	0	0.0	0.5
Chemists, drug stores and opticians	10	15.2	10.9
Variety, department and catalogue	1	1.5	1.7
Florists, nurserymen and seedsmen	1	1.5	2.2
Toys, hobby, cycle and sports	4	6.1	5.3
Jewellers	3	4.5	5.0
Charity and second-hand shops	11	16.7	9.5
Other comparison retailers	2	3.0	4.3
Total	66	100.0	100.0

Source: Experian Goad for Alton – December 2017, updated by Lichfields July 2018 and Experian Goad 2018 national average

7.10

The national multiple retailers are concentrated along the High Street. The number of multiple comparison retailers is reasonable and reflects Alton’s size and role. The multiple comparison retailers include:

Table 7.3 Alton - national multiples

M&CO	Clarks	Vodafone	Boots
Peacocks	Waterstones	Savers	Specsavers
Mountain Warehouse	WHSmith	Lloyds Pharmacy	Superdrug
Oxfam	Cancer Research	British Heart Foundation	

Source: Experian Goad for Alton – December 2017, updated by Lichfields July 2018

Service representation

7.11

Alton town centre has a good range of non-retail service uses, with a choice of providers across all the Goad categories, as shown in Table 7.4 below.

Table 7.4 Alton - Mix of Non-Retail Uses

Type of Unit	Number of Units	Percentage of Units (%)	National Average 2018 (%)
Restaurants/Cafés	12	15.8	23.8
Fast food/takeaways	10	13.2	14.7
Pubs/bars	9	11.8	11.3
Banks/other financial services	9	11.8	10.2
Betting shops/casinos	2	2.6	3.6
Estate agents/valuers	11	14.5	9.1
Travel agents	3	3.9	2.0
Hairdressers/beauty parlours	18	23.7	23.3
Laundrettes/dry cleaners	2	2.6	1.9
Total	76	100.0	100.0
Other	16		
Overall Total	92		

Source: Experian Goad for Alton – December 2017, updated by Lichfields July 2018 and Experian Goad 2018 national average

7.12 Overall the range and choice of service uses in Alton is reasonable, with most categories comparable or slightly better than with the national average. There is a choice of facilities in each sector. However, the restaurant/cafés sector is significantly below the national average. There is a high portion of estate agents. The evening economy is supported by a bar, public houses, leisure and other entertainment attractions.

Commercial Rents

7.13 According to the VOA, Zone A retail rents vary throughout the centre. Along the High Street they vary from around £300 per sq.m to £450 per sq.m, and this is the prime pitch. Along Normandy Street and Market Street, Zone A retail rents are lower at £230 per sq.m. and £275-£325 per sq.m, respectively. Turk Street has lower rents at £225 per sq.m.

7.14 VOA prime Zone A rents in Alton are much lower than in larger centres in the sub-region as follows:

1	Guildford	£2,850 psm;
2	Winchester	£1,750 psm;
3	Chichester	£1,700 psm;
4	Horsham	£785 psm;
5	Alton	£450 psm.
6	Havant	£370 psm;
7	Waterlooville	£350 psm.

7.15 VOA data indicates Alton is a lower order centre with relatively low rental values.

Characteristics of the shopping area

7.16 The main shopping area of Alton is characterised by a predominance of small shops with narrow frontages. Most of the buildings are two or three storeys in height. The centre is a historic market town and the quality of buildings within Alton town centre is generally good. Shop fronts/facias in the centre are generally well kept. Most of the town centre is within a Conservation Area.

7.17 The main primary shopping area is located along the High Street. The secondary shopping areas run along Normandy Street, Turk Street and the pedestrianised Market Square off Market Street/Westbrook Walk. The primary shopping area comprises a mix of national and independent retailers. The secondary shopping areas contain smaller stores mostly run by independent retailers.

7.18 Alton is an attractive shopping destination with a diverse architectural character. The centre is easy to navigate on foot as it is predominately a linear high street. Throughout the centre, amenities are provided for visitors, including car parks, public toilets, seating, bins, cycle parking and planting. The pedestrianised Market Square/Westbrook Walk area is higher quality than the High Street and contributes well towards the environmental quality.

7.19 Throughout the centre the paving is generally of good quality, but the footpaths are narrow in certain areas, and there are limited pedestrianised areas. High volumes of traffic can make it difficult for pedestrians to cross the road e.g. the mini-roundabout at the junction of High Street/Church Street and Normandy Street is not pedestrian friendly and at busy times can restrict pedestrian movement. Improvement in these areas would establish more prominent pedestrian linkages into and throughout the centre.

Accessibility and movement

- 7.20 There is a choice of pay and display car parking in the town centre dispersed around the centre, and are conveniently located close to the main shopping area. Car parks include Turk Street (£1.40 for 2 hours), Mount Pleasant (£1.40 for 2 hours), Manor (£1.40 for 2 hours), The Swan (£1.20 for 2 hours) and Rogers Court (£1.40 for 2 hours).
- 7.21 Alton town centre is well served by bus routes and there are several bus stops are located along the High Street. There are services to the surrounding towns, such as Liphook, Petersfield and Whitehill & Bordon, as well as destinations further afield, such Guildford, Farnham and Winchester.
- 7.22 Alton has a railway station which is located outside of the town centre boundary. It provides South Western Railway services to surrounding local areas, London Waterloo, Farnham and Woking.

Views of customers

- 7.23 The household survey results indicate 41% of all respondents had visited Alton for shopping in the last 12 months, which is a relatively high proportion when compared with other centres in the District. These respondents were asked what they like or dislike about shopping in Alton town centre. Around 32% indicated they like the town centre because it is close to home. The next highest was 10% suggesting there is a good choice of supermarkets and 9% said that there was a good choice of shops in general. In terms of factors disliked, 19% stated that there is not enough choice of independent shops and 12% said there are too many charity shops.

Alton's catchment area

- 7.24 The household survey results indicate that Alton's attracts the most of its trade from Zone 1, which is Alton's local catchment area. A reasonable level of trade is also attracted from Zone 2 (Whitehill & Bordon) but less trade is attracted from Zones 3 (Liphook) and Zone 4 (Petersfield). The main attractors across the study area are Petersfield, Guildford, Portsmouth, Winchester, Basingstoke and Waterlooville.
- 7.25 Alton is a popular destination for comparison and convenience goods shopping for residents of Zone 1 (Alton) and is less popular in the other zones, due to the proximity of larger city and town centres outside of the District.

Operator requirements

- 7.26 The Requirements List is a published source of information providing known requirements for retail and leisure operators' space in towns across the country. For Alton, there are 3 known retail and leisure operators' requirements – KFC, Snap Fitness and Lidl.

Summary and conclusions

- 7.27 The strengths and weaknesses identified in the previous study (2007) have been reviewed and updated. The key changes have been highlighted.

Strengths

- The 2007 study indicate that Alton Town Centre had a reasonable selection of shops, in particular a range and choice of independent shops, reflecting the centre's role as one of the two town centres within the District. The centre had a slightly higher proportion of comparison retail uses compared with the national average. In 2018 Alton continues to have a reasonable selection of shops, but the proportion of comparison units has reduced. The

proportion of comparison shops remains broadly consistent with the national average. The number of multiple comparison retailers is still considered reasonable reflecting Alton's size and role.

- In 2007 the centre had two supermarkets (Sainsbury's and Somerfield) and a smaller convenience offer available in the Co-op store. Food and grocery provision in the town centre was suitable for both main and top up food shopping. Since 2007 the range of convenience goods shopping has improved, both within the town centre (M&S, Iceland and Sainsbury's) and outside of the town centre (Waitrose and Aldi), and continues to be suitable for both main and top up food shopping.
- As in 2007, the market continues to be popular and well used.
- The town centre provided a good range of service facilities including banks and building societies in 2007. The provision of banks and other financial services was significantly higher than the national average. Overall the range and choice of service uses in Alton remains a strength, with most categories comparable or slightly better than the national average. The provision of banks and other financial services remains slightly higher than the national average.
- The shop vacancy rate (9.1%) was lower than the national average in 2007, suggesting the demand for premises was reasonably strong at that time. The vacancy rate (14.6%) is now slightly higher than the national average (11.8%). There are 30 vacant units which are generally spread through the centre and there are no obvious concentrations. The vacancy rate is no longer a strength of the centre.
- In general, the architectural quality of buildings remains a strength. The historic buildings are a special feature of the centre and enhance the attraction of the market town. Buildings along High Street and Market Street are primarily period buildings with an element of modern infill. Alton continues to be well-maintained with good quality buildings/shop fronts. It is a historic market town, with some modern infill development.
- As in 2007, the centre has reasonably good quality pavements, which provide a reasonably pleasant shopping environment for customers. The pavements are narrow in some areas, but most areas are well maintained and clean. The provision of street furniture throughout the centre is generally good.
- The overall environmental quality within Alton town centre remains good. The part pedestrianisation of the High Street makes for a relatively safe and traffic free environment. The majority of Alton is located within a designated Conservation Area. There are limited pedestrianised areas of the centre and high volumes of traffic can make it difficult for pedestrians to cross the road.

Weaknesses

- As in 2007, the centre does not offer the same quality, range and choice of facilities available in Basingstoke, Guildford and Farnham, especially clothing and footwear retailers. The centre does not offer the same level of comparison goods retailers as other surrounding, larger centres.
- The range of leisure and entertainment facilities was described as poor in 2007, and the evening economy was expected to improve through diversification. The centre's evening economy continues to be based primarily on restaurant/bars and pubs, but there is a small independent cinema. The provision of restaurants/cafés is significantly below the national average in 2018, and the evening economy could still be improved through diversification.

- There was a reasonably low supply of modern premises available to accommodate new operators in the primary area in Alton in 2007. Alton is a historic market town and the provision of modern premises remains limited. However, the increase in vacant shops provides more opportunities for new operators.
- Dissatisfaction with car parking was a concern amongst occupiers in 2007. Over 46% of businesses in Alton stated that availability, location and the pricing of car parking was one of the main issues constraining their business. Whilst a business survey was not carried out as part of this 2018 study, only 1.4% of respondents to the household survey said that there was not enough car parking in Alton and only 6% of respondents said the parking was too expensive. The lack or high cost of car parking does not appear to be a weakness.
- The linear structure of the centre does not encourage shoppers to visit all parts of the town centre during their shopping trip, and pedestrian flows within peripheral areas are low. The linear High Street continues to restrict pedestrian flows to the primary areas – the peripheral areas continue to have lower footfall.
- There are limited pedestrianised sections of the centre and high volumes of traffic can make it difficult for pedestrians to cross the road, especially along parts of the High Street. Pedestrian movement on market days is restricted and it can feel congested. There are still limited pedestrianised areas of the centre and high volumes of traffic can make it difficult for pedestrians to cross the road.
- In 2007 few customers interviewed in the on-street survey travelled to Alton by public transport. Alton town centre was heavily reliant on the private car, with 60.2% of visitors surveyed travelled by car (drivers and passengers). In 2018 the centre continues to be dominated by car borne travel as indicated by the household survey results.

Whitehill & Bordon (High Street) town centre

- 7.28 Policy CP8 of the adopted Joint Core Strategy (JCS) (2014) identifies Whitehill & Bordon (High Street) as a town centre. As set out in the JCS *“The town is very different to the traditional market towns in the surrounding locality such as Alton and Petersfield as, historically, it was formed as an Army camp on a former toll road. The area became a centre of military importance in 1863 when the War Office purchased 1,600 acres of training land. The army has been at Bordon Camp since 1901. The town effectively grew up to service the needs of the military bases.”*
- 7.29 In July 2009, Whitehill & Bordon was selected as one of four projects in the UK to pilot the Eco-towns approach. Land at Whitehill & Bordon is therefore identified as a strategic allocation for future development (JCS Policy CSWB1). The strategic allocation covers about 340 hectares of land and the policy envisages that the allocation would provide up to 2,725 new homes over the Plan period and phased delivery of up to 4,000 new homes, employment provision (about 5,500 new jobs) and a new town centre (with up to 23,000 sq.m of retail floorspace). JSC Policy CSWB3 relates specifically to the proposed new town centre and sets out that *“the town centre will be in the same category as Petersfield and Alton in terms of its role and function in the retail hierarchy for the District.”* It will comprise a major retailer which will be located at its heart together with other large units to attract more quality retailers. There is scope for 16,000 sqm gross retail floorspace in a new town centre at Whitehill & Bordon (across the Plan period).
- 7.30 The centre grew in a piecemeal fashion to serve the needs of the surrounding military bases, with small scale ribbon development of shops along the route of the A325, Chalet Hill and Liphook Road. A new shopping and community centre was created off Forest Road (the Forest Centre). Currently, the existing High Street acts as a local centre, serving the needs of local residents (except for the Tesco store which is suitable for main shopping trips from shoppers further afield). Its key roles include:
- **Convenience** – the centre is anchored by a large Tesco store (1,668 sq.m). This provision is supplemented by two smaller convenience units suitable for day to day top up shopping.
 - **Comparison** – the main comparison units are located along the High Street and Chalet Hill. There is a very limited range of independent shops selling lower order comparison goods. There are no national multiple comparison retailers present in the centre.
 - **Services** – there is a range of service uses present, including barbers, hairdressers, a tattoo parlour, nail salon, estate agents, betting office and solicitors. There are no banks present.
 - **Food and Beverage** – there is a limited range of food and beverage uses present in the centre, with only one café and several takeaways.
 - **Entertainment/Leisure** – there are no entertainment/leisure uses present in the centre.
 - **Other** – the centre provides a range of other (non-Class A uses), comprising a job centre, dentist, dog grooming parlour and an office.

Mix of uses

- 7.31 Whitehill & Bordon High Street has 38 Class A units. The diversity of Class A units is set out in Table 7.5, and the results are compared with the national average, along with the use class mix in 2006 (as set out in the 2007 Retail Study).
- 7.32 The proportion of Class A1 comparison and convenience units is lower than the national average, but this has improved since 2007. The centre has a good provision of non-retail services. Class A3 (restaurant/café) and Class A4 (pubs/bars) provision is significantly lower than the national average, but there is a good provision of Class A5 takeaways for a centre of its

size. The vacancy rate (10.5%) is slightly lower than the national average, and has improved since 2007 (14.7%).

Table 7.5 Whitehill & Bordon (High Street) - Mix of Uses

Type of Unit	Number of units 2018	% Units 2006 Study	% of Units 2018	% National Average 2018
Class A1 - Comparison	10	11.8	26.3	33.0
Class A1 – Convenience	3	2.9	7.9	9.0
Class A1 - Service	8	14.7	21.1	13.9
Class A2 – Financial Services	7	35.3	18.4	11.9
Class A3 – Restaurants/Cafés	1	20.6*	2.6	9.8
Class A4 – Pubs/Bars	0	0	0	4.6
Class A5 – Takeaway	5	*incl. in Class A3	13.2	6.0
Vacant (Class A1-A5)	4	14.7	10.5	11.8
Total	38	100.0	100.0	100.0

Source: Lichfields site visit July 2018, Experian Goad 2018 national average and Town Centre, Retail and Leisure Study 2007

- 7-33 The household survey results indicate 30% of all respondents had visited Whitehill & Bordon for shopping in the last 12 months, which is a relatively high proportion when compared with other centres in the District. These respondents were asked what they like or dislike about Whitehill & Bordon. Around 25% liked that the town centre was close to home and 9% said that there was a good choice of supermarkets. In terms of factors disliked, 17% stated that there are not enough independent shops and 8% said it needs an update/revamp.
- 7-34 The convenience goods expenditure attracted to Whitehill & Bordon (High Street and Forest Centre) is almost £37 million in 2018 (Table 5, Appendix 2), which is 20% of the total convenience goods spending attracted to East Hampshire District's facilities stores. Most (68%) of this trade is attracted to Tesco (High Street), followed by Lidl (Forest Centre) (26%). The comparison goods expenditure attracted to Whitehill & Bordon is lower at only £13 million in 2018 (Table 5, Appendix 3), equivalent to 16% of the total comparison goods spending in East Hampshire District. Food and beverage expenditure attracted to Whitehill & Bordon is only £2.6 million in 2018 (Table 5, Appendix 4), 5% of the total food and beverage spend within East Hampshire District. The combined turnover of Whitehill & Bordon is around £53 million.
- Characteristics of the centre**
- 7-35 The main shopping areas are located along High Street and Chalet Hill. The shops and services primarily serve the needs of local residents, with the exception of the Tesco store also attracts main shopping trips from further afield. The proposed new town centre will assist in attracting national retailers which should extend the centre's catchment area and role. The centre is of reasonable quality and the shopfronts are, in general, well maintained. However, the centre would however benefit from investment.
- 7-36 The centre is accessible, located on the A325 (High Street). The location of the centre on a busy main road causes conflict between pedestrian and vehicular movement. However, the high volume of traffic is a benefit in terms of passing trade. There is a limited amount of on-street car parking available along High Street and Chalet Hill. The spaces available offer free parking for one hour. There is a car park located just off High Street (Gaudaloupe House) offering two hours free parking and Tesco offers free parking for customers.
- 7-37 There are several bus routes serving the centre, providing services to Liphook, Haslemere, Bordon Camp, Aldershot, Basingstoke, Shortheath and Blackmoor.

Summary and conclusions

7.38 The strengths and weaknesses identified in the previous study (2007) have been reviewed and updated. The key changes have been highlighted.

Strengths

- Whitehill/Bordon (Chalet Hill / High Street) continues to provide a reasonable range of Class A1 and A2 service uses (banks/financial services and estate agents and valuers) and Class A3/A5 uses (restaurants, cafes and takeaways) for a centre of its size. The High Street has a significantly higher provision of Class A1 and A2 service uses when compared with the national average.
- The proportion of Class A5 takeaways is significantly higher than the national average.
- The centre is anchored by a large Tesco store that attracts customers to the centre. The centre also benefits from passing trade.

Weaknesses

- The number of Class A1 comparison and convenience shops has improved since 2007, but remains below the national average. The centre still has a limited range of comparison retailers.
- The vacancy rate (14.7%) was identified as a weakness in 2007, but has decreased to just below the national average. The vacancy rate is no longer a weakness or a strength of the centre.
- The Class A3 restaurant/café provision is significantly lower than the national average, and there are no Class A4 uses.

Whitehill & Bordon (Forest Centre) local centre

7.39 Policy CP8 of the adopted Joint Core Strategy (JCS) (2014) identifies Whitehill & Bordon (Forest Centre) as a local centre. It is primarily a covered shopping centre. It has a reasonable selection of retail and service uses for a local centre, serving local residents and visitors predominately from the north east of the District. Its key roles include:

- **Convenience** – the main convenience provision is a Lidl (992 sq.m). This is supplemented by a McColls convenience store (172 sq.m). These facilities serve both main and top-up food shopping trips.
- **Comparison** – the main comparison units are focused in the Forest Centre. There is also a Wilko store adjacent to the Forest Centre. There is a limited range of comparison shops, primarily selling lower order comparison goods. There are eight comparison units, three of which are charity shops. The remaining offer is made up of Boots (including a pharmacy), Hallmark, Peacocks, Poundstretcher and Wilko.
- **Services** – there are several service uses present, including a hairdresser, computer repair shop, key cutting shop, dry cleaners and a betting office. There are no banks.
- **Food and Beverage** – there is only one café present in the centre.
- **Entertainment/Leisure** – there are no entertainment/leisure uses. A new unit is currently under construction to the east of the Forest Centre and is due to be occupied by a 24-hour gym operator, Anytime Fitness.
- **Other** – within the centre boundary, there are a range of other (non-Class A uses), including a library, church and community centre.

Mix of uses

7.40 Whitehill & Bordon (Forest Centre) local centre has 22 Class A units. The diversity of Class A units within the centre is set out in Table 7.6, and the results are compared with the national average, along with the use class mix in 2006 (as set out in the previous 2007 Retail Study).

Table 7.6 Whitehill & Bordon (Forest Centre) - Mix of Uses

Type of Unit	Number of units 2018	% Units 2006 Study	% of Units 2018	% National Average 2018
Class A1 - Comparison	8	41.7	36.4	33.0
Class A1 – Convenience	2	20.8	9.1	9.0
Class A1 - Service	4	12.5	18.2	13.9
Class A2 – Financial Services	1	16.7	4.5	11.9
Class A3 – Restaurants/Cafés	1	4.2	4.5	9.8
Class A4 – Pubs/Bars	0	0	0	4.6
Class A5 – Takeaway	0	*incl. in Class A3	0	6.0
Vacant (Class A1-A5)	6	4.2	27.3	11.8
Total	22	100.0	100.0	100.0

Source: Lichfields site visit July 2018, Experian Goad 2018 national average and Town Centre, Retail and Leisure Study 2007

7.41 The proportion of Class A1 comparison units is in line with the national average, but there is only a limited choice of 8 shops. Provision is predominantly lower order retailers, and includes three charity shops. There are only 2 Class A1 convenience units (Lidl and McColls). The choice of outlets in other use classes is limited. There is only one café.

7.42 The vacancy rate (27.3%) is significantly higher than the national average, suggesting the centre is performing poorly. The vacancy rate has increased significantly since 2006 suggesting the centre's performance has suffered following the recession, and has not recovered.

- 7.43 The previous 2007 Retail Study set out a health check of the Forest Centre (based on survey information obtained in November 2006). Since 2006, the proportion of Class A1 comparison units has decreased, as has the proportion of Class A1 convenience units. The proportion of Class A1 service units has increased, but the proportion of Class A2 service units has decreased. The proportion of Class A3, A4 and A5 units has remained consistent – with only one café.

Characteristics of the centre

- 7.44 The main shopping area is within the purpose-built Forest Centre, which is a part open, part covered shopping centre. The shopping centre is dated in appearance and generally provides an uninspiring and unattractive environment. The centre would benefit from modernisation and investment in the public realm/environment. In contrast, the Lidl store is a modern, more attractive unit, with a well-maintained shop front. A new unit to the east of the Forest Centre is currently under construction and is due to be occupied by a 24-hour gym operator, Anytime Fitness. This unit will provide an attractive modern addition to the centre.
- 7.45 The centre has various surface level car parks that offer free and convenient car parking. Bus routes run along Pinehill Road (within the centre boundary), providing services to Aldershot, Blackmoor, Shoreheath, Halemere, Bordon Camp and Whitehill.
- 7.46 As most of the centre is pedestrianised, and there is limited conflict between vehicular and pedestrian movement. Pinehill Road is the only vehicle route through the centre and this separates the Forest Centre with the community centre and other facilities. This is not a main road and the level of traffic on this road is low, and does not impede pedestrian movement.

Summary and conclusions

The strengths and weaknesses identified in the previous study (2007) have been reviewed and updated. The key changes have been highlighted.

Strengths

- The centre continues to be anchored by the Lidl store, although the Somerfield store has closed since 2007. The Wilko now acts as an anchor store.
- The centre's access by bus and large free car parking areas continues to be a strength.
- The paving in centre remains of a reasonably good condition and no graffiti or vandalism is evident within the centre.

Weaknesses

- In 2007 the vacancy rate was low (4.2%) and was identified as a strength. The vacancy rate (27.3%) is now significantly higher than the national average, suggesting the centre has suffered following the recession. The vacancy rate is now a weakness.
- The environmental quality within the Forest Shopping Centre was described as “reasonably good in terms of cleanliness and general condition” in 2007. The provision of street furniture was described as adequate. The environmental quality of the centre has not improved since 2006 and is now looking dated. The centre would benefit from modernisation and investment in the public realm/environment.
- The centre continues to have a poor range and choice of shops - the provision is predominantly lower order retailers, and three charity shops.
- There are still currently no entertainment/leisure uses, but a new unit is currently under construction to be occupied by a 24-hour gym.

Liphook district centre

7.47 Liphook is identified as a District Centre in the retail hierarchy set out in Policy CP8 of the JCS. It is a relatively large local service centre. The centre is fragmented with two primary shopping areas approximately 500 metres apart. Liphook has a selection of retail and service uses, serving local residents and visitors predominately from the north east of the District. Its key roles include:

- **Convenience** – the centre is anchored by a large Sainsbury’s food store (Midhurst Road) (2,523 sq.m) and is supplemented by a bakery, off licence, sandwich bar and newsagents. Just outside of the centre, there is a Coop store (Headley Road - 264 sq.m).
- **Comparison** – the main comparison units are located along Station Road, Midhurst Road, The Square and London Road. There is a limited comparison offer, predominately comprising lower order retailers. Provision includes charity shops, a hardware store, electrical goods and a pharmacy. There is one national multiple comparison retailer (Lloyds Pharmacy).
- **Services** – there is a good range of service uses present in the centre, including beauty salons, hairdressers, barbers, dry cleaners, printers, bank (Lloyds), estate agents, solicitors and financial advisors. Nationwide and HSBC no longer occupy units in the centre.
- **Food and Beverage** – there is a reasonable range of food and beverage uses, comprising a mix of independent cafés, restaurants, public houses and takeaways.
- **Entertainment/Leisure** – there are no entertainment/leisure uses present in the centre.
- **Other** – a range of other (non-Class A uses) which provide valuable services to local residents. Such uses comprise a village hall, dentists, a vets, doctor’s surgery and offices.

7.48 The convenience goods expenditure attracted to Liphook District centre is around £38 million in 2018 (Table 5, Appendix 2), which is 20% of the total convenience goods spending attracted to East Hampshire District’s facilities stores. Most (94%) of this trade is attracted to Sainsbury’s on Midhurst Road. The comparison goods expenditure attracted to Liphook District centre is less significant at £14 million in 2018 (Table 5, Appendix 3), equivalent to 18% of the total comparison goods spending in East Hampshire District. Food and beverage expenditure attracted to Liphook District centre is just over £7 million in 2018 (Table 5, Appendix 4), 14% of the total food and beverage spend within East Hampshire District. The combined turnover of Liphook District centre is around £59 million. This indicates Liphook District centre’s role as a local destination in the study area.

7.49 In terms of Javelin’s Venuescore, Liphook has a score of 15 and is ranked 2,021st in the UK. This is below Alton town centre, with a score of 53.

Mix of uses

7.50 Within Liphook district centre there are 62 Class A units. The diversity of Class A units within the centre is set out in Table 7.7, and the results are compared with the national average, along with the use class mix in 2006 (as set out in the previous 2007 Retail Study).

7.51 The mix of uses in Liphook broadly reflects the national average. The proportion of Class A1 comparison units is slightly lower than the national average, but the proportion of Class A1 service uses is significantly higher than the national average, as is the proportion of Class A2 non-retail service uses. The proportion of Class A3 restaurant/café and Class A4 pubs/bars is slightly lower than the national average and the proportion of Class A5 takeaways slightly higher than the national average. The vacancy rate (12.9%) is slightly higher than the national average. Vacant units are generally spread through the centre and there are no obvious concentrations.

Table 7.7 Liphook - Mix of Uses

Type of Unit	Number of units 2018	% Units 2006 Study	% of Units 2018	% National Average 2018
Class A1 - Comparison	15	36.1	24.2	33.0
Class A1 – Convenience	5	9.8	8.1	9.0
Class A1 - Service	11	13.1	17.7	13.9
Class A2 – Financial Services	12	21.3	19.4	11.9
Class A3 – Restaurants/Cafés	4	13.1*	6.5	9.8
Class A4 – Pubs/Bars	2	1.6	3.2	4.6
Class A5 – Takeaway	5	*incl. in Class A3	8.1	6.0
Vacant (Class A1-A5)	8	4.9	12.9	11.8
Total	62	100.0	100.0	100.0

Source: Lichfields site visit July 2018, Experian Goad 2018 national average and Town Centre, Retail and Leisure Study 2007

7.52 The previous 2007 Retail Study for the District set out a health check of Liphook (based on survey information obtained in November 2006). Since 2006, the proportion of vacant units has increased significantly 2006, suggesting the centre’s performance has not fully recovered since the recession. The proportions of Class A1 comparison/convenience goods units have decreased, due to the increase vacancy rate. Other uses remain broadly similar.

Characteristics of the centre

7.53 Liphook district centre has two separate shopping areas. One area is focussed around the junction of Portsmouth Road, Haslemere Road and London Road (referred to as The Square) and the other is focussed around Liphook railway station (referred to as the Station Area). A Sainsbury’s food store is located in between these two shopping areas, but is better connected to The Square. These two areas are designated within the same district centre boundary, but they are approximately 500 metres apart and not physically form one centre. It is unlikely many visitors would walk between the two areas during the same trip.

7.54 The buildings in Liphook district centre vary in age, with several historic buildings sitting alongside elements of more modern development. The Square area in the northern part of the centre has a range of attractive historic buildings, with architectural interest and has a village ambiance. The station area has buildings generally of less architectural interest. Most of the centre is well maintained, with good quality shop fronts, particularly in The Square area.

7.55 Throughout the centre the pavements are of good quality, but are narrow in some areas. There are limited pedestrianised areas and high volumes of traffic can make it difficult for pedestrians to cross the road.

Accessibility and movement

7.56 There is a choice of car parking, and car parks are dispersed around the centre, conveniently located close to the main shopping areas. Car parks include Liphook Station (£2 for 2 hours), free parking along Station Road, free customer parking at Sainsbury’s, Midhurst Road and Haslemere Road (both free).

7.57 Liphook has a railway station located at the southern end of the centre. It provides South Western Railway services to surrounding local areas, Portsmouth and London Waterloo. There is a bus stop located outside the railway station, which provides services to Basingstoke and Griggs Green (as well as local areas in between). There are also several of bus stops along Midhurst Road/The Square.

- 7.58 Most retail frontages within the centre are located along busy B roads (B3004, BB2171, B2131) running through Liphook. There are heavy traffic flows along these roads at peak periods and this can cause conflict between pedestrian and vehicles.

Views of customers

- 7.59 The household survey results indicate 29% of all respondents of the household survey had visited Liphook for shopping in the last 12 months. Those respondents were asked what they like or dislike about shopping in Liphook. Around 29% liked that the town centre was close to home and 13% liked that the centre has a Sainsbury's supermarket. In terms of factors disliked, 13% said there is not enough independent shops and 8% said there is not enough variety of shops in general.

Summary and conclusions

The strengths and weaknesses identified in the previous study (2007) have been reviewed and updated. The key changes have been highlighted.

Strengths

- The proportion of convenience retailers has deduced slightly since 2007, but there is a large Sainsbury's superstore which anchors the centre. *The Sainsbury's store is suitable for both main and top up food shopping.*
- The town centre continues to provide a reasonable range of service facilities including financial services, and this provision has not changed significantly since 2007.
- The low vacancy rate in 2007 (4.9%) was identified as a previous strength. However, the vacancy rate has increased (12.9%) and is now slightly higher than the national average. The low vacancy rate is no longer a strength of the centre.
- The environmental quality within Liphook remains reasonable to good in terms of cleanliness and general condition. The northern part of the centre contains more historic architecture and has a village ambience. Most of the northern part of the centre is located within a designated conservation area. The centre is well maintained, with good quality shop fronts, particularly in The Square area.
- The provision of street furniture was adequate and functional for the size of the centre. The paving throughout the centre was of a reasonably good condition. Throughout the centre the paving is generally good quality, but narrow in some areas. There was no evident graffiti or vandalism.
- The centre continues to benefit from several bus stops and car parks.
- The southern part of the centre is located adjacent to Liphook railway station. The railway station provides access to surrounding local areas, as well as Portsmouth and London Waterloo.

Weaknesses

- In 2007 Liphook was designated a local centre, reflecting its limited number of shops and services. The centre continues to primarily serves day to day shopping needs rather than higher order comparison shopping. The centre is now a district centre, but the number of shops and services have decreased rather than improved since 2007.
- The comparison offer was described a limited and predominately comprising lower order retailers in 2007. This offer has declined since 2007. The centre has retained a selection of specialist independent comparison retailers, but there are few national multiples.

- As in 2007, the centre does not offer the same quality and range of facilities available in Petersfield and Alton, especially in terms of national and high quality independent comparison retailers.
- The centre continues to provide a poor range of leisure and entertainment facilities and the centre's evening economy is limited.
- The low vacancy rate in 2007 provided a limited supply of premises available to accommodate new operators looking to trade in Liphook. The availability of premises is no longer a weakness due to the increase in vacancy rate.
- The centre continues to experience heavy traffic flows, especially at peak times, which causes conflict between pedestrian and traffic movement. The number of pedestrian crossings is limited and could be improved. Pedestrian / vehicular conflict during busy peak times is the main problem in this local centre.
- The centre is fragmented with two shopping areas approximately 500 metres apart and do not form one coherent centre.

Other Local Centres

Clanfield local centre

7.60 Clanfield is identified as a Local Centre in the retail hierarchy set out in Policy CP8 of the JCS. It is in the south of the District and is a small centre, predominately serving the needs of local residents. It is located to the north of Horndean within proximity to the Havant District. The centre has a reasonable range of retail and service uses for its size. Its key roles include:

- **Convenience** – a strong provision of convenience uses, including Coop (White Dirt Lane) (58 sq.m), Budgens, a greengrocer and a butcher.
- **Comparison** – there is a limited range of independent retailers, offering lower order comparison goods, including a haberdashery shop, pharmacy, opticians and hardware store. There are no national multiples.
- **Services** – comprising a hairdresser, hair/beauty salon, barbers, estate agents and funeral directors.
- **Food and Beverage** – a restaurant, bar/restaurant and takeaway.
- **Entertainment/Leisure** – there are no entertainment/leisure uses.
- **Other** – a doctor’s surgery.

Clanfield local centre has 18 Class A units. The diversity of Class A units within the centre is set out in Table 7.8, and the results are compared with the national average, along with the use class mix in 2006 (as set out in the previous 2007 Retail Study).

Table 7.8 Clanfield - Mix of Uses

Type of Unit	Number of Units 2018	Percentage of Units 2006 Study	Percentage of Units 2018 (%)	National Average 2018 (%)
Class A1 - Comparison	4	21.4	22.2	33.0
Class A1 – Convenience	4	25.0	22.2	9.0
Class A1 - Service	3	14.3	16.7	13.9
Class A2 – Financial Services	2	10.7	11.1	11.9
Class A3 – Restaurants/Cafés	1	21.4*	5.6	9.8
Class A4 – Pubs/Bars	1	3.6	5.6	4.6
Class A5 – Takeaway	1	*inc in Class A3	5.6	6.0
Vacant (Class A1-A5)	2	3.6	11.1	11.8
Total	18	100.0	100.0	100.0

Source: Lichfields site visit July 2018, Experian Goad 2018 national average and Town Centre, Retail and Leisure Study 2007

7.61 The number of uses within each category is limited (4 or less outlets). The mix of uses has not changed significantly since 2006, but the vacancy rate has increased. The vacancy rate (11.1%) is slightly lower than the national average.

7.62 The main shopping areas of Clanfield are located along Drift Road, White Dirt Lane and Green Lane. Overall, the centre is of good quality. Whilst the commercial units have little architectural interest, they are well maintained, with good quality shop fronts.

7.63 In terms of car parking, there are several parking bays located along Draft Road, which offer free parking for up to two hours. There is also customer car parking available outside some commercial units. The centre is served by a bus route that provides services to Havant and Portsmouth (as well as local areas in between). The strengths and weaknesses identified in the previous study (2007) have been reviewed and updated. The key changes have been highlighted.

Strengths

- As in 2007, Clanfield has a good range of convenience retailers along with Class A1 and A2 service uses (estate agents and valuers and hairdressers and beauty parlours) and Class A3 and A5 uses (restaurants, cafes and takeaways) for a centre of its size.

Weaknesses

- Clanfield continues to provide a limited range of comparison retailers and service uses for a centre of its size.
- The vacancy rate has increased, although this is still below the national average.

Four Marks local centre

7.64

Four Marks is identified as a Local Centre in the retail hierarchy set out in Policy CP8 of the JCS. It is in the north west of the District. It is a small centre predominately serving the needs of local residents. The centre has a reasonable range of retail and service uses. Its key roles include:

- Convenience** – for a centre of its size, a strong provision of convenience uses, including a Coop (Winchester Road) (345 sq.m), Tesco Express (Winchester Road - 151 sq.m) and M&S Simply Food (part of the BP Garage - 84 sq.m). These stores are supplemented by two off licences' and a bakery.
- Comparison** – the main comparison units are located along Winchester Road. There is a limited range of independent shops selling lower order comparison goods. This offer is made up of a florist/gift shop, cycle shop, sports shop, pharmacy, opticians and a framing shop. There are no national multiples.
- Services** – there is only one service use - a hair/beauty salon.
- Food and Beverage** – there are three takeaways, but no restaurants, pubs or bars. The bakery has seating and provides a café service.
- Entertainment/Leisure** – there are no entertainment/leisure uses.
- Other** – a tool/plant hire unit, a gospel hall and a health care office.

Four Marks local centre has 17 Class A units. The diversity of Class A units within the centre is set out in Table 7.9, and the results are compared with the national average, along with the use class mix in 2006 (as set out in the previous 2007 Retail Study).

Table 7.9 Four Marks - Mix of Uses

Type of Unit	Number of Units 2018	Percentage of Units 2006 Study	Percentage of Units 2018 (%)	National Average 2018 (%)
Class A1 - Comparison	6	35.3	35.3	33.0
Class A1 – Convenience	6	23.5	35.3	9.0
Class A1 - Service	1	11.8	5.9	13.9
Class A2 – Financial Services	0	5.9	0	11.9
Class A3 – Restaurants/Cafés	0	17.6*	0	9.8
Class A4 – Pubs/Bars	0	0	0	4.6
Class A5 – Takeaway	3	*inc in Class A3	17.6	6.0
Vacant (Class A1-A5)	1	5.9	5.9	11.8
Total	17	100.0	100.0	100.0

Source: Lichfields site visit July 2018, Experian Goad 2018 national average and Town Centre, Retail and Leisure Study 2007

7.65

The number of uses within each category is limited (6 or less outlets). The mix of uses has changed slightly since 2006. The proportion of Class A1 service and Class A2 non-retail service

uses has reduced and is significantly lower than the national average. The vacancy rate remains much lower than the national average.

- 7.66 The proportion of Class A1 convenience units is significantly higher than the national average. The centre is well represented by national multiples i.e. Tesco, Coop and M&S Simply Food. There are no Class A3 restaurant/café or Class A4 pubs/bars uses, although there is a bakery/sandwich shop with seating. The proportion of Class A5 takeaways is significantly higher than the national average.
- 7.67 The main shopping area of Four Marks is located along Winchester Road. Overall, the centre is of good quality. Whilst the commercial units have little architectural interest, they are well maintained, with good quality shop fronts.
- 7.68 In terms of car parking, there is some free parking available on street, along Winchester Road and there is also a free car park in front of the main parade of shops. The centre is served by a bus route providing access to Alton and Winchester.
- 7.69 The strengths and weaknesses identified in the previous study (2007) have been reviewed and updated. The key changes have been highlighted.

Strengths

- Four Marks continues to provide a good range of convenience retailers along with Class A1 service uses and A5 uses (takeaways) for a centre of its size. The centre has a good range of convenience units.
- There is only one vacant unit, which suggests there is good demand for shop premises.

Weaknesses

- As in 2007, Four Marks has a limited range of comparison retailers. There are no Class A2 service uses or restaurants/café, although there is a bakery/sandwich shop with seating. for a centre of its size.
- Whilst the proportion of Class A1 comparison units is slightly higher than the national average, this provision is made up of only 6 units, which offer a limited range and choice.

Grayshott local centre

- 7.70 Grayshott is identified as a Local Centre in the retail hierarchy set out in Policy CP8 of the JCS. It is in the north east of the District and is a relatively large local centre. The main shopping areas of the centre are focussed around Headley Road and Crossways Road. The centre also includes the square, which is a pedestrianised shopping area located on the northern side of Headley Road. The centre has a good range of retail and service uses for its size. Its key roles include:
- **Convenience** – a good range of convenience offer, including a Coop (Headley Road - 275 sq.m) and Sainsbury's Local (Headley Road - 233 sq.m), supplemented by a bakery, butchers, off licence and greengrocers. These facilities meet the day to day top-up shopping needs of local residents.
 - **Comparison** – the main comparison units are located along Headley Road and Crossways Road. The comparison offer is lower than the national average and is predominantly made up of independent retailers. There are a few higher quality independent gift and interior furnishing shops. There are also a few lower quality comparison shops, such as charity shops.

- **Services** – there is a good range of service uses, including barbers, hairdressers, post office, beauty salons, travel agent, estate agents, funeral director, solicitors and shoe repairs. There are no banks present in the centre (previously there was Lloyds and Natwest).
- **Food and Beverage** – there is a reasonable range of food and beverage uses, comprising cafés, a restaurant, a public house and a few takeaways.
- **Entertainment/Leisure** – there are no entertainment/leisure uses.
- **Other** – the centre includes a variety of other uses, such as dentists, a vets, chiropractor and property services.

7.71 The convenience goods expenditure attracted to Grayshott local centre is around £6 million in 2018 (Table 5, Appendix 2), which is 3% of the total convenience goods spending attracted to East Hampshire District’s facilities stores. The comparison goods expenditure attracted to Grayshott local centre is less significant at around £4 million in 2018 (Table 5, Appendix 3), equivalent to 5% of the total comparison goods spending in East Hampshire District. Food and beverage expenditure attracted to Grayshott local centre is around £5 million in 2018 (Table 5, Appendix 4), 9% of the total food and beverage spend within East Hampshire District. The combined turnover of Grayshott local centre is around £15 million. This indicates Grayshott’s role as a local destination in the study area.

7.72 Grayshott local centre has 59 Class A units. The diversity of Class A units within the centre is set out in Table 7.10, and the results are compared with the national average, along with the use class mix in 2006 (as set out in the previous 2007 Retail Study).

Table 7.10 Grayshott - Mix of Uses

Type of Unit	Number of Units 2018	Percentage of Units 2006 Study	Percentage of Units 2018 (%)	National Average 2018 (%)
Class A1 - Comparison	15	38.6	25.4	33.0
Class A1 – Convenience	6	12.9	10.2	9.0
Class A1 - Service	16	11.4	27.1	13.9
Class A2 – Financial Services	9	22.9	15.3	11.9
Class A3 – Restaurants/Cafés	4	12.9*	6.8	9.8
Class A4 – Pubs/Bars	1	1.4	1.7	4.6
Class A5 – Takeaway	3	*inc in Class A3	5.1	6.0
Vacant (Class A1-A5)	5	0.0	8.5	11.8
Total	59	100.0	100.0	100.0

Source: Lichfields site visit July 2018, Experian Goad 2018 national average and Town Centre, Retail and Leisure Study 2007

7.73 The proportion of Class A1 comparison units is significantly lower than the national average, whereas the proportion of Class A1 convenience units is slightly higher than the national average. The centre has a strong provision of Class A1 and Class A2 service uses, but the provision of Class A3 (restaurant/café), Class A4 (pubs/bars) and Class A5 (takeaways) is lower than the national average.

7.74 There are five vacant units in the centre and the vacancy rate (8.5%) is below the national average, suggesting the centre is performing well. A number of these vacant units were under alteration, suggesting they are due to be occupied soon. However, there were no vacant units in 2006, which suggests the centre has not fully recovered from the recession. The proportion of Class A1 comparison and convenience goods units has decreased since 2006, due to the increased vacancy rate.

- 7.75 The main shopping areas of Grayshott are focussed around Headley Road and Crossways Road, along with the pedestrianised square, off Headley Road. The Primary Shopping Area is split into two parts to reflect this. Overall, the centre is of good quality, with well-maintained and attractive shop fronts/units.
- 7.76 There is car parking located within/on the edge of the centre, offering free parking. The centre is served by a bus route proving access to Haslemere and Aldershot.
- 7.77 The strengths and weaknesses identified in the previous study (2007) have been reviewed and updated. The key changes have been highlighted.

Strengths

- Grayshott continues to provide a good range of convenience retailers along with Class A1 and A2 service uses for a centre of its size.
- Whilst the provision of comparison units is significantly below the national average, the provision includes a few higher quality independent retailers.
- The vacancy rate has increased since 2007, but remains below the national average.

Weaknesses

- As in 2007, Grayshott has a limited range of comparison retailers along with Class A3 and A5 uses (restaurants, cafés and takeaways) for a centre of its size.
- There continues to be a limited range of Class A1, A3, A4 and A5 uses.

Horndean local centre

- 7.78 Horndean is identified as a Local Centre in the retail hierarchy set out in Policy CP8 of the JCS. It is in the south of the District and is a relatively small centre, predominately serving the needs of local residents. Notwithstanding this, it is located just off the A3(M) and therefore has good links with the surrounding area. The centre has a reasonable range of retail and service uses for its size. Its key roles include:
- **Convenience** – for a centre of its size, there is a good provision of convenience goods retailing, including a Spar shop (with post office) and a newsagent. Outside of the town centre boundary, there is a large Morrison’s supermarket located on Lakesmere Road to the south west of the centre (3,500 sq.m). The convenience goods expenditure attracted to Horndean local centre is around £26 million in 2018 (Table 5, Appendix 2), which is 14% of the total convenience goods spending attracted to East Hampshire District’s facilities stores. Most (98%) of this trade is attracted to Morrison’s on Lakesmere Road.
 - **Comparison** – the main comparison units are located along Portsmouth Road and in the precinct. The comparison offer is limited and is made up of lower order retailers. There are no national multiples.
 - **Services** – there is a good range of service uses, including barbers, hairdressers, beauty salons, a travel agent and an insurance brokers.
 - **Food and Beverage** – there is a reasonable range of food and beverage uses, comprising cafés, public houses/restaurants and takeaways.
 - **Entertainment/Leisure** – there are no entertainment/leisure uses.
 - **Other** – the centre has a Premier Inn, reflecting its location near to a major arterial route.
- 7.79 In terms of Javelin’s Venuescore, Horndean local centre has a score of 11 and is ranked 2,815th in the UK. This is lower than Liphook district centre and Alton town centre. Horndean local centre has 25 Class A units. The diversity of Class A units within the centre is set out in Table 7.11, and

the results are compared with the national average (2017), along with the use class mix in 2006 (as set out in the previous 2007 Retail Study).

Table 7.11 Horndean - Mix of Uses

Type of Unit	Number of Units 2018	Percentage of Units 2006 Study	Percentage of Units 2018 (%)	National Average 2018 (%)
Class A1 - Comparison	6	22.2	24.0	33.0
Class A1 – Convenience	2	14.8	8.0	9.0
Class A1 - Service	6	18.5	24.0	13.9
Class A2 – Financial Services	1	11.1	4.0	11.9
Class A3 – Restaurants/Cafés	2	22.2*	8.0	9.8
Class A4 – Pubs/Bars	3	3.7	12.0	4.6
Class A5 – Takeaway	4	*inc in Class A3	16.0	6.0
Vacant (Class A1-A5)	1	7.4	4.0	11.8
Total	25	100.0	100.0	100.0

Source: Lichfields site visit July 2018, Experian Goad 2018 national average and Town Centre, Retail and Leisure Study 2007

- 7.80 The number of uses within each category is limited (6 or less outlets). The mix of uses has changed slightly since 2006. The proportion of Class A2 non-retail service uses has reduced but remains around the national average. The vacancy rate has reduced and is much lower than the national average. The comparison units include a ladies wear, second-hand furniture and ‘vape’ shop. There is only one vacant unit in the centre.
- 7.81 The main shopping area of Horndean is located along Portsmouth Road and in the precinct and comprises predominantly independent, lower order retailers. Generally, the centre is of good quality, with well-maintained shop fronts. The precinct area is however of poorer quality and does not offer an inspiring or welcoming shopping environment – this area would benefit from investment.
- 7.82 There is car parking located within/on the edge of the centre, for example, the car park adjacent to the precinct and on Blendworth Lane. These both offer free parking. The centre is well served by buses, with bus stops located along Portsmouth Road, which provide services to Clanfield, Petersfield, Portsmouth and Havant.
- 7.83 The household survey results indicate 17% of all respondents had visited Horndean for shopping in the last 12 months. These respondents were asked what they like or dislike about shopping in Horndean. Around 18% liked the centre because it is close to home and 9% said there are good cafés/ restaurants. In terms of factors disliked, 8% said there was not enough variety of shops in general and 5% said that there are not enough parking spaces available.
- 7.84 The strengths and weaknesses identified in the previous study (2007) have been reviewed and updated. The key changes have been highlighted.

Strengths

- Horndean continues to provide has a reasonable range of convenience retailers along with Class A1 and A2 service uses for a centre of its size and a comparable proportion of Class A3 and A5 uses (restaurants, cafés and takeaways).
- The vacancy rate has reduced since 2007 and is much lower than the national average.

Weaknesses

- As in 2007, Horndean has a limited range of comparison retailers with no clothing and footwear retailers. The comparison offer is limited and is made up of lower order retailers. There are no national multiples.

Rowlands Castle local centre

- 7.85 Rowlands Castle is not defined in the retail hierarchy, as set out in Policy CP8 of the JCS. It is however identified as a small local service centre in the JCS. Rowlands Castle is in the south of the District and has a limited retail and service offer, predominately meeting the needs of local residents. The mix of uses in Rowlands Castle is outlined in Table 7.12.

Table 7.12 Rowlands Castle - Mix of Uses

Type of Unit	Number of Units 2018	Percentage of Units 2018 (%)	National Average 2018 (%)
Class A1 - Comparison	3	33.3	33.0
Class A1 – Convenience	1	11.1	9.0
Class A1 - Service	0	0	13.9
Class A2 – Financial Services	2	22.2	11.9
Class A3 – Restaurants/Cafés	0	0	9.8
Class A4 – Pubs/Bars	2	22.2	4.6
Class A5 – Takeaway	0	0	6.0
Vacant (Class A1-A5)	1	11.1	11.8
Total	9	100.0	100.0

Source: Lichfields site visit July 2018 and Experian Goad 2018 national average

- 7.86 The centre has no Class A1 services, Class A3 uses (restaurants/cafés) or Class A5 (takeaways). The choice of other shops and services is limited. The centre has a small selection of independent outlets including a pharmacy, crafts shop and hardware store. There is one convenience store (Londis) which provides a day to day top up facility for local residents. Non-retail services include a solicitor and an estate agent. A café has recently closed (the only vacant unit in the centre). There are two pubs. In terms of other uses present (non-Class A uses), there is a doctors' surgery, a vet and a MOT/car sales garage.
- 7.87 For a centre of its size, it is performing well and the provision is consistent with what is expected for a small local service centre. It is an attractive, healthy centre which functions well for its needs. The centre appears to be healthy and viable.

8.0 **Accommodating Growth**

Introduction

8.1 This section examines the implications of the findings of the previous sections for each centre in East Hampshire District. It explores how the potential distribution of future development could be accommodated, recognising the NPPF requires local authorities to allocate sites to meet identified needs over the next 10 years as a minimum.

Floorspace Projections

8.2 The floorspace projections set out in the previous sections of this study assume that new shopping and leisure facilities will help East Hampshire District maintain its current market share of expenditure within the study area, recognising that other competing centres will also improve in the future. There are several issues that may influence the scope for new floorspace and the appropriate location for this development, as follows:

- 1 major retail developments in competing centres;
- 2 the re-occupation of vacant retail floorspace;
- 3 the availability of land to accommodate new development;
- 4 the reliability of long term expenditure projections;
- 5 the effect of internet/home shopping on the demand for retail property;
- 6 the level of operator demand for floorspace in East Hampshire District;
- 7 the likelihood that East Hampshire District's existing market share of expenditure will change in the future in the face of increasing competition; and
- 8 the potential impact new development may have on existing centres.

8.3 The NPPF suggests the development plan should plan for at least 10 years. Projections up to 2026 are more robust and are based on up-to-date (post EU referendum) forecasts. The longer term floorspace projections (up to 2031 and 2036) should be treated with caution and should only be used as a broad guide, particularly when translated into the development plan allocations or when used to guide development management decisions. Long term forecasts may be subject to change due to unforeseen circumstances. Projected surplus expenditure is primarily attributable to projected growth in spending per capita. If the growth in expenditure is lower than that forecast then the scope for additional space will reduce. Long term projections should be monitored and kept under review.

8.4 The expenditure projections in this study exclude growth in expenditure attributed to home shopping made through non-retail businesses. The study assumes that home shopping will continue to increase in the future, including the growth of internet shopping.

8.5 Allowing for the impact of growth in home shopping and the proposed new town centre (Phase 1) at Whitehill & Bordon, the quantitative assessment of the potential for new retail and leisure floorspace within the previous sections suggests there is some residual need for new development within East Hampshire District.

Vacant Units

8.6 The existing stock of premises will have a role to play in accommodating projected growth. The retail capacity analysis in this report assumes that existing retail floorspace can, on average,

increase its turnover to sales floorspace densities. In addition to the growth in sales densities, vacant shops could help to accommodate future growth.

- 8.7 There are 57 vacant shop units within Alton, Whitehill & Bordon (High Street), Liphook, Whitehill & Bordon (Forest Centre), Clanfield, Horndean, Four Marks and Grayshott which equates to an overall vacancy rate of 12.7%, which is slightly higher than the Goad national average of 11.8%. Alton, Liphook and Whitehill & Bordon (Forest Centre) have vacancy rates higher than national average. The Forest Centre has a very high vacancy rate (27.3%). The healthiest centres generally have a vacancy rate of around 5%, because there will always be an element of vacancies, reflecting the normal churn of occupiers.
- 8.8 Vacant premises should help to accommodate growth, given their town/district centre location and the sequential preference for future investment. If about half the existing vacant floorspace can be reoccupied then there could be potential for re-occupied vacant space to accommodate the following new floorspace (assuming an average of 100 sq.m gross per vacant unit):
- Alton town centre - 1,500 sq.m gross
 - Whitehill & Bordon (High Street and Forest Centre) - 500 sq.m gross
 - Liphook - 400 sq.m gross
 - Other local centre - 400 sq.m gross
- 8.9 Reoccupied vacant shop units in total could accommodate up to 2,800 sq.m gross. If this reduction in vacant units can be achieved, then the overall Class A1 to A5 floorspace projection for East Hampshire will reduce.

Development Opportunities

- 8.10 Retail and leisure growth should be focused in the main town centres where there are the best prospects for attracting investment. This is consistent with the approach set out in the existing development plan and the NPPF.
- 8.11 As indicated above, vacant units within the main centres in the District could accommodate up to 2,800 sq.m gross. If this can be achieved, then the floorspace projections up to 2031 can be accommodated. In addition to vacant shop units, further sites to accommodate around 1,600 sq.m gross should be identified up to 2036.
- 8.12 A review of potential development opportunities has identified several opportunities within the District. These opportunities have been assessed in Appendix 6.

Alton

- 8.13 The floorspace projections for Class A retail/food and beverage uses are shown in Table 8.1 below. These projections are over an above the extant permission for a food store adjacent to Alton Retail Park. The projections also take account of the impact of the proposed new town centre at Whitehill & Bordon, which is expected to claw back trade from Alton, and will therefore reduce retail capacity.

Table 8.1 Alton floorspace projections (sq.m gross)

Type	2021	2026	2031	2036
Convenience	0	0	0	0
Comparison	0	0	210	1,016
Food and Beverage	0	0	0	70
Total	0	0	210	1,086

Source: Table 13, Appendix 2, 3 and 4 NB. Negative floorspace projections shown as zero.

8.14 Potential development sites identified in or near Alton town centre, with good or reasonable development potential, could physically accommodate up to 18,000 sq.m gross of Class A1 to A5 uses. These opportunity sites, together with the occupation vacant units (1,500 sq.m gross), vastly exceed the District wide floorspace projections up to 2036. The short-term focus should be on the reoccupation of the vacant units within the town centre.

8.15 The opportunities with reasonable development potential are summarised below:

- 1 **Site A1:** Turk Street Car Park, Drayman’s Way, Alton – reasonable potential – up to 4,000 sq.m gross
- 2 **Site A2:** Mount Pleasant Car Park, Mount Pleasant Road/Drayman’s Way, Alton – reasonable potential – up to 2,000 sq.m gross
- 3 **Site A3:** Former Coors (Bass) Brewery Site, Drayman’s Way/Lower Turk Street, Alton – good potential – up to 10,000 sq.m gross
- 4 **Site A5:** Former Magistrates Court, Normandy Street, Alton – good potential (subject to availability) – up to 2,000 sq.m gross

Liphook

8.16 The floorspace projections for Class A retail/food and beverage uses are shown in Table 8.2 below. These projections take account of the impact of the proposed new town centre (Phase 1) at Whitehill & Bordon.

Table 8.2 Liphook floorspace projections (sq.m gross)

Type	2021	2026	2031	2036
Convenience	950	1,078	1,202	1,336
Comparison	43	222	485	762
Food and Beverage	0	0	0	0
Total	993	1,290	1,687	2,098

Source: Table 13, Appendix 2, 3 and 4 NB. Negative floorspace projections shown as zero.

8.17 Site L1: Beaver Industrial Estate Car Park, Midhurst Road/Newton Road, Liphook has reasonable development potential and could accommodate up to 2,000 sq.m gross of retail space. Vacant shop units (400 sq.m gross) and this potential development site could be sufficient to accommodate the floorspace capacity projection up to 2036.

8.18 Alternatively, capacity could be redistributed towards Whitehill & Bordon to support later phases of the proposed new town centre.

Whitehill & Bordon

8.19 The floorspace projections for Class A retail/food and beverage uses are shown in Table 8.3 below (over and above Phase 1 of the new town centre proposed at Whitehill & Bordon – application pending determination).

Table 8.3 Whitehill & Bordon floorspace projections (sq.m gross)

Type	2021	2026	2031	2036
Convenience	0	152	311	482
Comparison	0	0	453	1,085
Food and Beverage	0	0	0	42
Total	0	152	764	1,609

Source: Table 13, Appendix 2, 3 and 4 NB. Negative floorspace projections shown as zero.

8.20 Vacant shop units within the High Street and Forest Centre (500 sq.m gross) could accommodate most of the projected floorspace capacity up to 2031. Phase 2 of the new town centre planned at Whitehill & Bordon could accommodate the remaining floorspace capacity up to 2036, including additional capacity transferred from Liphook.

Other small centres

8.21 The floorspace projections for Class A retail/food and beverage uses for other centre are shown in Table 8.4 below.

Table 8.4 Other centres floorspace projections (sq.m Gross)

Type	2021	2026	2031	2036
Convenience	0	0	0	0
Comparison	56	218	448	883
Food and Beverage	0	92	226	356
Total	56	310	674	1,239

Source: Table 13, Appendix 2, 3 and 4 NB. Negative floorspace projections shown as zero.

8.22 Within the other smaller centres, there is projected floorspace capacity, but this is spread throughout the District. The demand for space, over and above reoccupied vacant units, could be accommodated via small infill developments and shop extensions including the use of upper floors. There is no need to identify large scale development sites.

8.23 An outline planning application (application ref. 55562/001) in relation to land east of Horndean was approved in 2016 for 700 dwellings, employment uses and a local centre (including local retail, a primary school and community facilities). If implemented, this local centre will meet the projected retail floorspace identified in the southern part of the District.

9.0 Policy options

Introduction

- 9.1 This section reviews the current policy approach to retail and town centres. The 2007 study provided a review of shopping frontage and boundary policies options within East Hampshire, but this pre-dated the 2012 NPPF. The study noted the need for town centres maintain their primary retail function, whilst increasing their diversity with a range of complementary uses. The importance of a balance between retail and other town centre activity has increased since 2007, as town centres increasingly need to compete with on-line shopping. Town centres need a better mix of uses that extend activity throughout the daytime and into the evenings.
- 9.2 The PPG indicates that development plans should develop (and keep under review) town centre strategies that plan for a 3-5 year period, whilst also giving a Local Plan a lifetime view. Plans should identify the scale of need for main town centre uses and assess whether the need can be met on town centre sites or through the expansion of centres. The revised NPPF (2018) indicates that local plans should allocate a range of suitable sites to meet the scale and type of retail, leisure and other development needed in town centres for at least 10 years. The need for development should not be compromised by limited site availability. To accommodate growth, local planning authorities should keep town centre boundaries under review.
- 9.3 Consistent with the sequential approach, town centres are expected to be the focus for retail and leisure development. The NPPF does not require development to be of an appropriate scale and nature in relation to the centre in which it is located, but larger town centres have the best prospects for attracting investment from developers and multiple operators.
- 9.4 The designation of primary shopping areas or centre boundaries is important when applying the sequential approach, to direct retail and town centre uses to sustainable locations and determine whether a retail impact assessment is required. The NPPF indicates that the first preference for retail uses should be the primary shopping area. The first preference for leisure uses is normally the wider defined town centre, which usually includes the PSA and other parts of the town centre.
- 9.5 The NPPF states that, when assessing applications for retail and leisure development outside of town centres which are not in accordance with an up to date local plan, local planning authorities should require an impact assessment if the development is over a proportionate, locally set threshold. If there is no locally set threshold, the default threshold is 2,500 sq. m gross. The PPG provides guidance on setting locally appropriate thresholds, and indicates it will be important to consider:
- the scale of proposals relative to town centres;
 - the existing viability and vitality of town centres;
 - cumulative effects of recent developments;
 - whether local town centres are vulnerable;
 - the likely effects of development on any town centre strategy; and
 - the impact on any other planned investment.

Designation of centres

- 9.6 The NPPF (paragraph 85) indicates that planning policies should define a network and hierarchy of centres that is resilient to anticipated economic changes. It requires planning policy to allow the centres to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries. The PPG indicates that planning policies should identify the appropriate and realistic role, function and hierarchy of centres over the plan period. The PPG also indicates that strategies should identify changes in the hierarchy, including where a centre is in decline.
- 9.7 Consistent with NPPF guidance, the existing development plan seeks to maintain a hierarchy of the retail centres promoting their long-term vitality and viability. **JCS Policy CP8** sets out the hierarchy of centres (centres in the South Downs National Park authority are excluded).

Table 9.1 East Hampshire District Retail Hierarchy (excluding South Downs National Park area)

Hierarchy	Settlement
Town centre	Alton and Whitehill & Bordon (High Street)
District centre	Liphook
Local centre	Clanfield, Four Marks, Grayshott, Horndean and Whitehill & Bordon (Forest Centre)

Source: Joint Core Strategy

- 9.8 In accordance with the NPPF, the Local Plan review should continue to define a hierarchy of centres and ensure new main town uses are focused within these centres. Development of main town centre uses in the defined centres should be of a scale that is commensurate with the settlement role and function and does not unbalance the town centre hierarchy. The policy should also make it clear that an objective of the Local Plan is to maintain the vitality and viability of the centres identified within the retail hierarchy.
- 9.9 Based on the scale of facilities available within each settlement and the future retail floorspace projections in this study, it is appropriate to maintain the current settlement hierarchy. The exception to this is Liphook (discussed in further detail below).
- 9.10 Alton (205 units) is the main shopping destination in the District and is currently designated as a town centre at the top of the hierarchy. It is the principal retail destinations in the District and should remain the main the focus for retail and other main town centre uses, it is appropriate to maintain the town centre designation.
- 9.11 Whitehill & Bordon currently comprises the High Street/Chalet Hill (38 units) and the Forest Centre (24 units). These two centres are not dissimilar in size and are comparable with Liphook. However, the proposed development of the new town centre adjacent to the High Street/Chalet Hill in Whitehill & Bordon justifies the designation of this area as a town centre in Policy CP8. The Forest Centre in Whitehill & Bordon will have a lesser role in the hierarchy, and is designated as a local centre in Policy CP8 (it was previously a district centre). These designations remain appropriate, but opportunities to improve the Forest Centre should be encouraged, e.g. the reoccupation of vacant shop units and environmental improvements.
- 9.12 Liphook (62 units) is currently designated as a District Centre. In physical and functional terms, the centre has two separate shopping areas that are not well connected (about 500 metres apart). The main concentration of town centre uses is around the junction of Portsmouth Road, Haslemere Road and London Road (referred to as The Square) to the north. The other area to the south is focussed around Liphook railway station (referred to as the Station Area). The Sainsbury's food store is located in between these two shopping areas, but is better connected to The Square.

- 9.13 It is unlikely visitors will walk between the two areas during the same shopping trip. Consideration should be given to the designation of two separate centres at Liphook. The Square and Sainsbury's store should continue to be designated as a district centre. A separate local centre should be designated at the railway station.
- 9.14 Grayshott (59 units), Horndean (25 units), Clanfield (18 units) and Four Marks (17 units) are all designated as local centres. They provide a limited range of retail and service uses serving the needs of local residents. New housing development is planned for Horndean (700 dwellings), which could help support additional shops and services. The household shopper survey results confirm these smaller centres are not main shopping destinations, and their designation as local centres remains appropriate.
- 9.15 Rowlands Castle (9 units) is not identified in the retail hierarchy, but is identified on JCS Map 1 as a small local service centre. Given its small size and limited retail uses, it is not considered necessary to include it as a local centre in the retail hierarchy.
- 9.16 Alton Retail Park is the other main concentration of retail floorspace within the District. This is a retail warehouse park, rather than a traditional centre. It is predominately a car borne shopping destination that does not provide the broader mix of retail, non-retail services and community uses that tend to be found in designated centres, particularly town and district centres. The retail capacity projections and analysis of potential development sites within the main centres, indicate that it is not necessary to designate this retail park as a centre.
- 9.17 Development proposals within these out of centre locations should continue to comply with the sequential and impact tests, to protect the vitality and viability of the network of centres within the District. The health of the town centres and local centres will need to be monitored.

Impact thresholds

- 9.18 The PPG states that where authorities do not have their own floorspace thresholds for impact assessments in local development plans, national policy requires impact assessments to be submitted for retail and leisure developments over 2,500 sq.m gross. The PPG acknowledges that it may occasionally be relevant to consider the impact of proposals below this floorspace threshold, for example if they are large developments when compared with the size of a nearby centre, or likely to have a disproportionate effect or 'tip the balance' of a vulnerable centre. As indicated above, maintaining the sequential and impact test will allow each proposal to be considered on its individual merits.
- 9.19 The supporting text to **saved Local Plan Policy TC2 (para 6.74)** sets out that *"East Hampshire has relatively small centres and so it is considered appropriate to have a lower size threshold for large retail, leisure and entertainment uses, which are defined as those greater than 500 sq.m (5,382 sq.ft). This limit is considered necessary as it is likely that development even of this scale could have an adverse impact on the relatively small-scale centres in East Hampshire. For retail this is taken as gross trading floorspace."*
- 9.20 The NPPF minimum threshold of 2,500 sq.m gross continues to be inappropriate as a blanket threshold across the East Hampshire District, because this scale of development would represent a significant proportion of the overall retail projections for all centres in the District. Retail development smaller than 2,500 sq.m gross could have a significant adverse impact, on centres within the District. The town centre health check appraisal in this study indicate that the vitality and viability of centres within the District have not improved, and in some centres has declined since 2007, and does not support an increase in the impact threshold. The continued adoption of a reduced threshold of 500 sq.m gross is recommended.

Town, district and local centre boundaries

- 9.21 The designation of town centre boundaries and primary shopping areas and are important when applying the sequential approach, to direct retail and town centre uses to sustainable locations and to determine whether a retail impact assessment is required. These boundaries are also important in determining what locations will represent appropriate edge of centre locations for retail and other main town centre uses.
- 9.22 The NPPF indicates that the first preference for retail uses should be the primary shopping area, which will comprise a defined area where retail development is concentrated. This suggests new retail uses outside the primary shopping area, but still within the town centre boundary, could be edge of centre in planning policy terms and therefore subject to the impact and sequential tests.
- 9.23 The first preference for other town centre uses, such as commercial leisure and office uses, is normally the wider defined town centre, which usually includes the primary shopping area and other parts of the town centre. The revised NPPF does not refer to primary and secondary frontages, which previously made up the primary shopping area. The aim of the new NPPF appears to create more flexibility and encourage positive strategies for town centres. However, the primary shopping area is still the defined area where retail development is concentrated.
- 9.24 The East Hampshire development plan proposals map currently defines separate primary frontages (also secondary frontages in Alton) and centre boundaries. Saved Policies TC1, TC3 and CP8 clearly relate to the centre boundaries, covering wider areas than the primary and secondary frontages. The centre boundaries are the relevant areas for application of the sequential and impact tests.
- 9.25 The purpose of the primary and secondary frontages (Saved Policies S2, S3 and S4) is to control the mix of retail and non-retail uses.
- 9.26 Town, district and local centres within East Hampshire are relatively small and are predominantly surrounded by residential uses. These centres do not have significant areas adjoining the defined primary shopping areas where other commercial uses are located e.g. leisure, office/business and non-retail town centre uses.
- 9.27 For the purposes of the sequential test i.e. determining what is in-centre, edge-of-centre and out of centre, it is unnecessary to designate separate town centre and primary shopping areas boundaries in the district and local centres in East Hampshire. It is unlikely that an appropriate centre boundary would extend significantly beyond the primary shopping area. A separate centre boundary and primary shopping areas boundary should be adopted in Alton, to distinguish between the area where retail uses will be focused and where a range of main town centre uses is encouraged.
- 9.28 Saved LP Policy TC2 sets out the Council's current approach to out-of-centre and edge-of-centre development. As currently worded, this policy is not entirely consistent with the NPPF. The NPPF does not require an assessment of need for proposals within or outside, town centres. The impact and sequential tests should provide sufficient protection if this need test was removed from future policy. Future policy should make it clear that the first preference for retail and other main town centre uses is within the defined centre boundaries. The wording should also state that a sequential assessment will be required for edge and out of centre proposals. It should also be clear that the first preference for other town centre uses, such as commercial leisure uses, is within the defined town centre boundary. A sequential assessment should be required for any main town centre uses outside of the defined centre boundaries.
- 9.29 A review of current centre boundaries and suggested amendments are shown in Table 9.2 below.

Table 9.2 Centre boundary review

Centre	Description	Suggested amendments
Alton	Boundary relatively widely drawn, including centre car parks and the Sainsbury's store. The centre Waitrose store, but this is some distance from the primary shopping area.	A more tightly drawn primary shopping areas could be defined, where Class A1 retail uses will be focused.
Whitehill & Bordon High Street	Boundary relatively widely drawn, including Tesco store and community hall, but excludes proposed new town centre area and a small parade of shop units on Chalet Hill, east of Tilbury's Close. Back-land area to the east side of Lynton Road is not in commercial use.	Boundary could be extended to include new proposed new town centre and parade on Chalet Hill. East side of Lynton Road could be excluded.
Whitehill & Bordon Forest Centre	Boundary includes the Forest centre, library, car parks, surgery, community hall, church and civic offices.	No amendments recommended.
Liphook	Boundary includes both shopping areas at The Square and the Station, plus the extensive mixed-use area between, including the Sainsbury's store, Millennium Hall and residential uses.	Could be re-designated as a district centre focused around The Square, to include the Sainsbury's store plus Millennium Hall, and then a separate local centre at the station.
Clanfield	Boundary includes shops at services cluster around the roundabout junction. Residential uses beyond the shopping frontages.	Boundary could be reduced to exclude residential uses on the periphery of the centre.
Four Marks	Boundary includes the main parade of shop on the A31, the Co-op store, petrol station and hall. Industrial and residential uses on Hazel Road are also included, as are residential units at Miller Drive.	Boundary could be reduced to exclude Hazel Road and Miller Drive.
Grayshott	Boundary includes the main shop frontages on Headley Road and Crossways Road and the main centre car park. Back-land residential areas are also included to the south side of Headley Road and both sides of Crossways Road.	Boundary could be reduced to exclude residential uses on to the rear of Headley Road and Crossways Road.
Horndean	Boundary widely drawn, including the main cluster of shops and services on around the A3 and B214 junction. It includes the car park, Premier Inn Hotel and surrounding industrial and residential uses, particularly to the north along A3 London Road and east along Blendworth Lane.	Boundary could be reduced to exclude residential and industrial uses along A3 London Road and Blendworth Lane.

Primary and secondary shopping frontages

- 9.30 Town centres should provide a range of and mix complementary uses. A balance between retail, entertainment and leisure activity helps town centres compete with on-line shopping. Town centres need a good mix of uses that extend activity throughout the daytime and into the evenings. This approach is recognised in the new NPPF, and it is necessary to review the designation of primary and secondary frontages and the policy approach within these areas.
- 9.31 The retail capacity projections indicate there is a need for some new Class A1 to A5 floorspace over the plan period, and a flexible approach capable of accommodating Class D2 leisure and cultural uses as well is recommended. The saved policies of the Local Plan seek to control the amount of non-retail use (outside Class A1) within the town, district and local centres. Policies S2, S3 and S4 set out the criteria for the introduction for non-shopping uses to a defined shopping frontage.

- 9.32 Policy S2 relates to Alton town centre and states “*where proposals for non-retail uses in the primary shopping frontages of Alton and Petersfield would have a detrimental effect on the interest and appearance on the shopping frontage or would undermine the vitality and viability of the shopping centre as a whole, such proposals either for change of use or redevelopment for non-retail uses will be refused*”. The supporting text to this policy sets out that in implementing this policy, the objective will also be to ensure the proposal would not result in either three or more continuous non-retail uses or more than 40% of the frontage 50 metres either side of the proposed use being in non-retail use.
- 9.33 Policy S4 relates to the secondary shopping frontages of Alton town centre and states “*proposals for uses other than retail (A1) and non-retail use (A2, A3, A4 and A5) in the secondary shopping frontages of Alton and Petersfield will not be permitted if they would result in a continuous frontage of two or more uses*”.
- 9.34 Policy S3 sets out that proposals for non-retail uses in the primary shopping frontages of Clanfield, Four Marks, Grayshott, Horndean, Liphook, Liss and Whitehill & Bordon will not be permitted if they would result in a continuous frontage of two or more non-retail uses.
- 9.35 For future policies, there are four broad policy approaches that could be adopted, as follows:
- 1 strengthening shop frontages policies within the Local Plan to provide more control over the loss of Class A1 retail uses. This could involve extending the areas of protected frontages and/or reducing the maximum threshold for non-retail uses;
 - 2 retaining the current Local Plan policies that seek to control the extent of non-retail uses within designated frontages;
 - 3 relaxing the current shop frontages policies to allow a more flexible approach to enable more non-retail uses. This could involve reducing the areas of protected frontage or increasing the maximum threshold for non-retail uses;
 - 4 a laissez-faire approach that does not seek to protect retail and town centre uses, on the basis that the market will determine the appropriate mix of uses within town centres.
- 9.36 The NPPF (paragraph 85) indicates that policies can make clear the range of uses that will be permitted in town centres and primary shopping areas, as part of a positive strategy for the future of each centre. A balanced mix of uses is required in town centres, which promotes growth. There is a reasonable degree of flexibility for local authorities to take account local circumstances during the plan making process, and in this respect the NPPF is not prescriptive.
- 9.37 The suitability of the approach in East Hampshire needs to be considered in the context of recent changes in the mix of uses within frontages, the floorspace projections and recent changes to the General Permitted Development Order (GPDO). The changes to the GPDO will have an impact on the effectiveness of frontage policies. These measures allow for greater flexibility for changes of use from retail to non-retail uses subject to Prior Approval e.g. Class A uses to C3 residential use and Class A1 to non-A1 uses. These measures could change the composition of town centres, including the amount of Class A1 space could reduce where shop units are predominantly small (less than 150 sq.m gross). The ability to control non-A1 uses and the direction of other town centre uses to the secondary shopping frontages in Alton has diminished. The new NPPF no longer refers to primary or secondary frontages, but primary shopping areas are still defined areas where retail development should be concentrated.
- 9.38 Less restrictive policies (see 3 or 4 above) could be introduced to encourage non-Class A1 and other town centre uses to reoccupy vacant units or to regenerate rundown areas, e.g. in Whitehill & Bordon Forest Centre or peripheral parts of Alton. The need to retain the existing, or a more restrictive approach (see 1 and 2 above) is less clear, due to the need to:

- diversify the attraction of town centres to include uses other than shopping to attract customers throughout the day and evenings;
- reduce high shop vacancy rates; and
- the reduced projected need for new retail floorspace over the plan period.

9.39 The introduction of more restrictive shop frontage policies (see 1 above) would be inappropriate, as it could lead to an increase in vacant units, because demand for Class A1 retail occupiers is unlikely to exceed supply (vacant units). Furthermore, recent changes to the GPDO already provide a significant level of flexibility for smaller units.

9.40 However, a laissez fair approach (see 4 above) could undermine the retail role of some centres. The number of Class A1 uses has declined slightly in most centres since 2007. If the current level of Class A1 use continues to reduce significantly then this is likely to undermine the role and viability of centres. There has been an increase in vacancy rates in the Forest Centre (Whitehill & Bordon), Alton and Liphook, which suggests a less rigid approach to use class mix for the centres should be considered (see 3 above).

9.41 In Alton, a more tightly drawn primary shopping area should be the focus for Class A1 retail uses, and future policy should seek to retain Class A1 uses at ground floor level in this area. In other parts of the town centre a more flexible approach allowing a broader range of main town centre uses should be considered. Within district and local centres retail, service and community uses should be protected more generally to maintain the important role of these centres.

10.0 Conclusions and recommendations

10.1 This section draws together the analysis set out in previous sections and provides strategic recommendations for the main centres in East Hampshire District. The NPPF states that local planning authorities should assess the quantitative and qualitative needs for land or floorspace for retail and leisure development over the next 10 years as a minimum. A range of suitable sites should be allocated to meet the scale and type of retail development needed.

Convenience goods development

10.2 The convenience goods expenditure projections suggest new floorspace could be distributed as shown in Table 10.1.

Table 10.1 Convenience goods floorspace projections (sq.m gross)

Centre	By 2021	By 2026	By 2031	By 2036
Alton	0	0	0	0
Whitehill & Bordon*	0	152	311	482
Liphook	950	1,078	1,202	1,479
Other East Hampshire	0	0	0	0
Total	950	1,230	1,513	1,959

Source: Table 13, Appendix 2

* figures over and above proposed new town centre (Phase 1)

10.3 In qualitative terms, food store retail provision is reasonable in Alton, Whitehill & Bordon, Liphook and Horndean. There are no clear identified areas of qualitative deficiency in food store provision within the District.

Comparison goods development

10.4 The comparison goods expenditure projections suggest new floorspace in the District could be distributed as shown in Table 10.2. Residents lack a good choice of higher order comparison and need to travel outside the District to larger centres for a wider range of goods.

Table 10.2 Comparison goods floorspace projections (sq.m gross)

Centre	By 2021	By 2026	By 2031	By 2036
Alton	0	0	210	1,016
Whitehill & Bordon*	0	0	453	1,085
Liphook	43	222	485	762
Other East Hampshire District	56	218	448	883
Total	99	440	1,596	3,746

Source: Table 13, Appendix 3

* figures over and above proposed new town centre (Phase 1)

10.5 Comparison goods expenditure retention in East Hampshire is relatively low. Investment will be needed in the District to retain the existing levels of comparison goods expenditure. The objective of the development strategy for East Hampshire District should be to maintain the District's shopping role and market share within the sub-region.

Food and beverage development

10.6 The food and beverage projections suggest new floorspace could be distributed as shown in Table 10.3. Growth in expenditure provides limited opportunities to enhance food and beverage provision. However, there is qualitative potential to improve Class A3 (restaurant/café) uses.

Table 10.3 Food and beverage floorspace projections (sq.m gross)

Centre	By 2021	By 2026	By 2031	By 2036
Alton	0	0	0	70
Whitehill & Bordon *	0	0	0	42
Liphook	0	0	0	0
Other East Hampshire District	0	92	226	356
Total	0	92	226	468

Source: Table 13, Appendix 4

* figures over and above proposed new town centre (Phase 1)

Other main town centre uses

- 10.7 Residents in East Hampshire District have limited access to the full range of commercial leisure and entertainment facilities within the District. There may be potential in the District for 1-2 small additional health and fitness facilities over the plan period, or one medium sized facility.
- 10.8 Other uses such as hotels, nightclubs, museums, art galleries, exhibition space, live music venues, clubs, casinos, tourist attractions and new emerging leisure activities could be appropriate and the strategy needs to be flexible and can respond to emerging opportunities for new facilities of this kind.

Strategy for accommodating growth

- 10.9 The floorspace projections shown in this study provide broad guidance. The short-term priority should be the reoccupation of vacant floorspace in the centres. Reoccupied vacant shop units in total could accommodate up to 2,800 sq.m gross. If this reduction in vacant units can be achieved, then the overall Class A1 to A5 floorspace projections (as shown in Tables 10.1 to 10.3 above) for East Hampshire could reduce significantly. Alton and Liphook have several development opportunities, which offer potential to accommodate residual growth if required.

Policy review

Hierarchy of centres

- 10.10 The Local Plan review should define a hierarchy of centres and ensure new main town uses are focused within these centres. Development of main town centre uses in the defined centres should be of a scale that is commensurate with the settlement role and function and does not unbalance the town centre hierarchy. The policy should also make it clear that an objective of the Local Plan is to maintain the vitality and viability of the centres identified within the retail hierarchy. The recommended hierarchy of centres is set out in Table 10.4.

Table 10.4 East Hampshire District Retail Hierarchy

Hierarchy	Settlement
Town centre	Alton and Whitehill & Bordon High Street (incl. proposed new centre)
District centre	Liphook (The Square)
Local centre	Clanfield, Four Marks, Grayshott, Horndean, Whitehill & Bordon (Forest Centre), Liphook (Station Area)

Source: Lichfields' Analysis

Impact thresholds

- 10.11 The Local Plan impact threshold is currently below the NPPF's threshold (2,500 sq. m gross) at 500 sq.m gross. Based on this updated projection and recent town centre health checks, it is recommended the impact threshold should remain at 500 sq.m gross.

Town centre boundaries and frontages

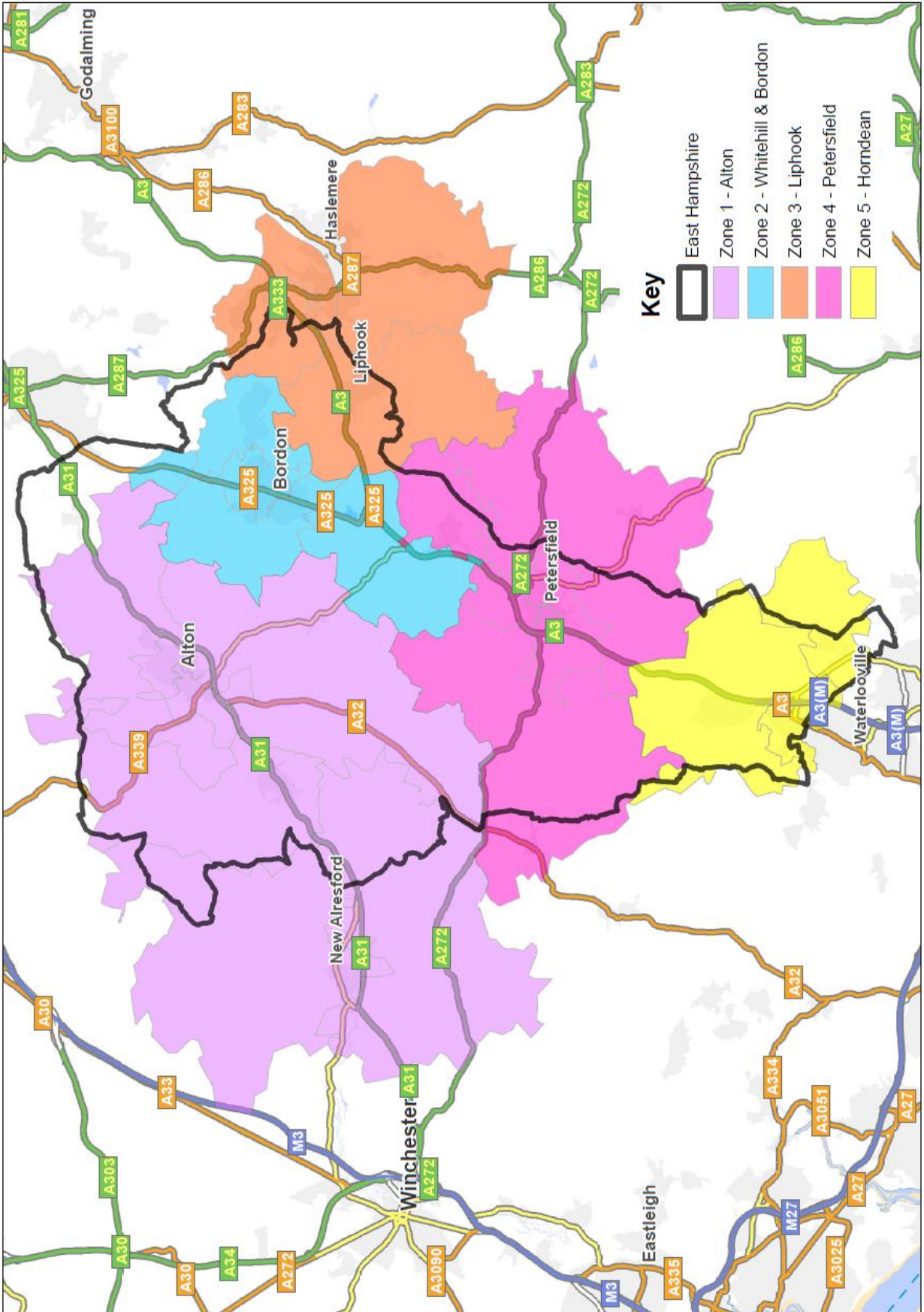
- 10.12 The designation of centre boundaries should continue to be shown on the proposals map for applying the sequential approach and establishing whether a retail impact assessment is required. For the purposes of the sequential test, it is unnecessary to designate separate town centre and primary shopping areas boundaries in East Hampshire. A sequential assessment should be required for any main town centre uses outside of the defined centre boundaries. The council should consider amendments to the centre boundaries to include areas occupied by non-main town centre use e.g. residential and industrial areas.
- 10.13 The suitability of the policy approach relating to retail and non-retail uses within primary and secondary frontages needs to be considered in the context of the new NPPF, recent changes in the mix of uses, future retail floorspace projections and recent changes to the General Permitted Development Order (GPDO). The introduction of more restrictive shop frontage policies would be inappropriate. To address the increase in vacancy rates, a less rigid approach to use class mix for the centres could be considered.
- 10.14 In Alton, a more tightly drawn primary shopping area should be the focus for Class A1 retail uses, and future policy should seek to retain Class A1 uses at ground floor level in this area. In other parts of the town centre a more flexible approach allowing a broader range of main town centre uses should be considered. Within district and local centres retail, service and community uses should be protected more generally to maintain the important role of these centres.

Future Monitoring

- 10.15 The floorspace projections within this study are expected to assist the Council in reviewing development plan policies over the coming years and to assist development control decisions during this period. The study provides a broad overview of the potential need for further retail development in the medium to long term up to 2031. Very long-term horizon year projections up to 2036 are subject to uncertainty and forecasts will need to be amended to reflect emerging changes, as and when new information becomes available. Longer-term projections after 2031 should be treated with caution and provide broad guidance only.
- 10.16 Projections should be monitored and the floorspace projections rolled forward. The following key assumptions should be updated as necessary:
- 1 population projections;
 - 2 local expenditure estimates (information from Experian or other recognised data providers);
 - 3 growth rate assumptions for expenditure per capita (information from Experian or other recognised data providers);
 - 4 the impact of potential increases in home and internet shopping (Experian regularly provides projections for internet shopping and these projections will need to be updated at the same time as expenditure and population figures);
 - 5 existing retail floorspace and average turnover to floorspace densities; and
 - 6 implemented development within and around the study area.

- 10.17 These key inputs into the retail capacity assessment can be amended to provide revised capacity projections.

Appendix 1: Study area



Appendix 2: Convenience Goods Capacity

Table 1 - Study Area Population

Zone	2016	2018	2021	2026	2031	2036
Zone 1 - Alton	43,891	44,384	45,126	46,500	47,676	48,676
Zone 2 - Whitehill & Bordon	25,139	25,472	25,985	26,805	27,594	28,347
Zone 3 - Liphook	31,008	31,331	31,840	32,842	33,773	34,615
Zone 4 - Petersfield	30,557	30,866	31,328	32,139	32,684	33,542
Zone 5 - Horndean	27,836	28,119	28,619	29,380	30,054	30,694
Total	158,431	160,172	162,898	167,666	171,781	175,874

Sources:

Experian 2016

Table 2 - Convenience Goods Expenditure per person per annum (£)

Zone	2018	2021	2026	2031	2036
Zone 1 - Alton	2,315	2,303	2,298	2,297	2,304
Zone 2 - Whitehill & Bordon	2,172	2,161	2,156	2,155	2,161
Zone 3 - Liphook	2,308	2,296	2,291	2,290	2,297
Zone 4 - Petersfield	2,258	2,247	2,242	2,241	2,247
Zone 5 - Horndean	2,209	2,198	2,193	2,192	2,199

Sources:

Experian Local Expenditure 2016 (2016 prices)

Growth Rates: -0.6% in 2018, -0.2% in 2019 and 0.1% beyond 2019.

Excludes Special Forms of Trading based on Experian adjusted national average for non-retail businesses

Table 3 - Total Convenience Goods Expenditure (£m)

Zone	2018	2021	2026	2031	2036
Zone 1 - Alton	102.75	103.93	106.86	109.51	112.15
Zone 2 - Whitehill & Bordon	55.33	56.15	57.79	59.47	61.26
Zone 3 - Liphook	72.31	73.10	75.24	77.34	79.51
Zone 4 - Petersfield	69.70	70.39	72.06	73.24	75.37
Zone 5 - Horndean	62.11	62.90	64.43	65.88	67.50
Study Area Total	362.20	366.48	376.38	385.44	395.78

Source: Tables 1 and 2

Table 4 - Base Year 2018 Convenience Goods Market Shares By Zone (%)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow
Sainsbury's, Draymans Way, Alton	22.5%	10.0%	0.0%	0.2%	0.0%	5.0%
Marks & Spencer Foodhall, High Street, Alton	2.8%	0.2%	0.0%	0.0%	0.0%	2.0%
Waitrose, Station Road, Alton	7.3%	2.1%	0.0%	0.0%	0.0%	5.0%
Iceland, High Street, Alton	1.0%	0.7%	0.0%	0.0%	0.0%	1.0%
Co-op, High Street, Alton	1.9%	0.0%	0.0%	0.0%	0.0%	1.0%
Aldi, Alton Retail Park	12.7%	3.0%	0.5%	0.0%	0.0%	5.0%
Other Alton	1.3%	0.3%	0.0%	0.3%	0.0%	1.0%
Tesco, High Street, Whitehill & Bordon	0.0%	38.8%	2.4%	1.1%	0.0%	5.0%
Lidl, Forest Centre, Whitehill & Bordon	0.0%	11.9%	3.5%	0.0%	0.0%	5.0%
Other Whitehill & Bordon	0.0%	3.7%	0.0%	0.0%	0.0%	1.0%
Sainsbury's, Midhurst Road, Liphook	0.3%	10.1%	34.7%	4.6%	0.0%	5.0%
Co-op, Headley Road, Liphook	0.0%	0.3%	2.6%	0.0%	0.0%	1.0%
Other Liphook	0.0%	0.2%	0.0%	0.0%	0.0%	1.0%
Clanfield	0.0%	0.0%	0.0%	0.3%	5.1%	1.0%
Four Marks	4.7%	0.2%	0.0%	0.0%	0.0%	1.0%
Grayshott	0.0%	1.7%	6.5%	0.0%	0.3%	1.0%
Morrisons, Lakesmere Road, Horndean	0.3%	0.9%	1.2%	1.9%	32.2%	10.0%
Other Horndean	0.0%	0.0%	0.0%	0.0%	0.7%	1.0%
Other East Hampshire District	0.6%	3.2%	0.0%	0.0%	2.7%	1.0%
East Hampshire District Total	55.4%	87.3%	51.4%	8.4%	41.0%	n/a
Petersfield	5.6%	2.9%	4.6%	74.6%	3.7%	n/a
Farnham	2.7%	5.5%	2.4%	0.0%	0.3%	n/a
Waterlooville	1.7%	0.9%	0.4%	4.3%	47.3%	n/a
Havant	0.0%	0.0%	0.0%	1.6%	4.2%	n/a
Winchester	15.8%	0.0%	0.0%	0.3%	0.0%	n/a
Haslemere	1.3%	1.0%	32.4%	0.3%	1.2%	n/a
Other outside of District	17.5%	2.4%	8.8%	10.5%	2.3%	n/a
Other Total	44.6%	12.7%	48.6%	91.6%	59.0%	n/a
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	n/a

Source: NEMS Household Survey August 2018 (weighted results)

Table 5 - Base Year 2018 Convenience Goods Expenditure Patterns By Zone (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Expenditure 2018	102.75	55.33	72.31	69.70	62.11		362.20
Sainsbury's, Draymans Way, Alton	23.12	5.53	0.00	0.14	0.00	1.52	30.31
Marks & Spencer Foodhall, High Street, Alton	2.88	0.11	0.00	0.00	0.00	0.06	3.05
Waitrose, Station Road, Alton	7.50	1.16	0.00	0.00	0.00	0.46	9.12
Iceland, High Street, Alton	1.03	0.39	0.00	0.00	0.00	0.01	1.43
Co-op, High Street, Alton	1.95	0.00	0.00	0.00	0.00	0.02	1.97
Aldi, Alton Retail Park	13.05	1.66	0.36	0.00	0.00	0.79	15.86
Other Alton	1.34	0.17	0.00	0.21	0.00	0.02	1.73
Tesco, High Street, Whitehill & Bordon	0.00	21.47	1.74	0.77	0.00	1.26	25.23
Lidl, Forest Centre, Whitehill & Bordon	0.00	6.58	2.53	0.00	0.00	0.48	9.59
Other Whitehill & Bordon	0.00	2.05	0.00	0.00	0.00	0.02	2.07
Sainsbury's, Midhurst Road, Liphook	0.31	5.59	25.09	3.21	0.00	1.80	35.99
Co-op, Headley Road, Liphook	0.00	0.17	1.88	0.00	0.00	0.02	2.07
Other Liphook	0.00	0.11	0.00	0.00	0.00	0.00	0.11
Clanfield	0.00	0.00	0.00	0.21	3.17	0.03	3.41
Four Marks	4.83	0.11	0.00	0.00	0.00	0.05	4.99
Grayscott	0.00	0.94	4.70	0.00	0.19	0.06	5.89
Morrisons, Lakesmere Road, Horndean	0.31	0.50	0.87	1.32	20.00	2.56	25.55
Other Horndean	0.00	0.00	0.00	0.00	0.43	0.00	0.44
Other East Hampshire District	0.62	1.77	0.00	0.00	1.68	0.04	4.11
East Hampshire District Total	56.92	48.30	37.17	5.85	25.47	9.20	182.92
Petersfield	5.75	1.60	3.33	51.99	2.30	n/a	64.98
Farnham	2.77	3.04	1.74	0.00	0.19	n/a	7.74
Waterlooville	1.75	0.50	0.29	3.00	29.38	n/a	34.91
Havant	0.00	0.00	0.00	1.12	2.61	n/a	3.72
Winchester	16.23	0.00	0.00	0.21	0.00	n/a	16.44
Haslemere	1.34	0.55	23.43	0.21	0.75	n/a	26.27
Other outside of District	17.98	1.33	6.36	7.32	1.43	n/a	34.42
Other Total	45.83	7.03	35.14	63.84	36.65		188.48
TOTAL	102.75	55.33	72.31	69.70	62.11	9.20	371.40

Source: Tables 3 and 4

Table 6 - Future Convenience Goods Market Shares By Zone (%)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow
Alton	55.0%	16.5%	0.6%	0.5%	0.0%	5.0%
Whitehill & Bordon	0.0%	59.0%	7.7%	1.3%	0.0%	5.0%
Liphook	0.0%	6.0%	35.9%	4.4%	0.0%	5.0%
Clanfield	0.0%	0.0%	0.0%	0.3%	5.1%	1.0%
Four Marks	4.3%	0.2%	0.0%	0.0%	0.0%	1.0%
Grayshott	0.0%	1.5%	6.2%	0.0%	0.3%	1.0%
Horndean	0.3%	0.9%	1.2%	1.9%	32.9%	5.0%
Other East Hampshire District	0.5%	3.2%	0.0%	0.0%	2.7%	1.0%
East Hampshire District Total	60.1%	87.3%	51.6%	8.4%	41.0%	n/a
Petersfield	5.0%	2.9%	4.6%	74.6%	3.7%	n/a
Farnham	2.6%	5.5%	2.4%	0.0%	0.3%	n/a
Waterlooville	1.7%	0.9%	0.4%	4.3%	47.3%	n/a
Havant	0.0%	0.0%	0.0%	1.6%	4.2%	n/a
Winchester	14.0%	0.0%	0.0%	0.3%	0.0%	n/a
Haslemere	1.2%	1.0%	32.2%	0.3%	1.2%	n/a
Other outside of District	15.4%	2.4%	8.8%	10.5%	2.3%	n/a
Other Total	39.9%	12.7%	48.4%	91.6%	59.0%	n/a
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	n/a

Source: NEMS Household Survey August 2018 (weighted results) with Lichfields' adjustments

(1) Shares adjusted to reflect Whitehill & Bordon new town centre and food store commitment at Alton

Phase 1 RM application - pending determination added at 2021, Convenience - 1,315 sqm net @ £11,000 psm. Total turnover of £14.47 million

Food store (previously Tesco) at Alton Retail Park added at 2021, Convenience - 2,520 sqm net @ £11,000 psm. Total turnover of £27.72 million

Table 7 - Future 2021 Convenience Goods Expenditure Patterns By Zone (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Expenditure 2021	103.93	56.15	73.10	70.39	62.90		366.48
Alton	57.16	9.27	0.44	0.35	0.00	3.54	70.75
Whitehill & Bordon	0.00	33.13	5.63	0.92	0.00	2.09	41.76
Liphook	0.00	3.37	26.24	3.10	0.00	1.72	34.43
Clanfield	0.00	0.00	0.00	0.21	3.21	0.03	3.45
Four Marks	4.47	0.11	0.00	0.00	0.00	0.05	4.63
Grayscott	0.00	0.84	4.53	0.00	0.19	0.06	5.62
Horndean	0.31	0.51	0.88	1.34	20.70	1.25	24.98
Other East Hampshire District	0.52	1.80	0.00	0.00	1.70	0.04	4.06
East Hampshire District Total	62.46	49.02	37.72	5.91	25.79	8.77	189.68
Petersfield	5.20	1.63	3.36	52.51	2.33	n/a	65.03
Farnham	2.70	3.09	1.75	0.00	0.19	n/a	7.73
Waterlooville	1.77	0.51	0.29	3.03	29.75	n/a	35.35
Havant	0.00	0.00	0.00	1.13	2.64	n/a	3.77
Winchester	14.55	0.00	0.00	0.21	0.00	n/a	14.76
Haslemere	1.25	0.56	23.54	0.21	0.75	n/a	26.31
Other outside of District	16.00	1.35	6.43	7.39	1.45	n/a	32.62
Other Total	41.47	7.13	35.38	64.48	37.11		185.57
TOTAL	103.93	56.15	73.10	70.39	62.90	8.77	375.26

Source: Tables 3 and 6

Table 8 - Future 2026 Convenience Goods Expenditure Patterns By Zone (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Expenditure 2026	106.86	57.79	75.24	72.06	64.43		376.38
Alton	58.77	9.54	0.45	0.36	0.00	3.64	72.76
Whitehill & Bordon	0.00	34.10	5.79	0.94	0.00	2.15	42.98
Liphook	0.00	3.47	27.01	3.17	0.00	1.77	35.42
Clanfield	0.00	0.00	0.00	0.22	3.29	0.04	3.54
Four Marks	4.59	0.12	0.00	0.00	0.00	0.05	4.76
Grayscott	0.00	0.87	4.66	0.00	0.19	0.06	5.78
Horndean	0.32	0.52	0.90	1.37	21.20	1.28	25.59
Other East Hampshire District	0.53	1.85	0.00	0.00	1.74	0.04	4.16
East Hampshire District Total	64.22	50.45	38.82	6.05	26.42	9.02	194.99
Petersfield	5.34	1.68	3.46	53.75	2.38	n/a	66.62
Farnham	2.78	3.18	1.81	0.00	0.19	n/a	7.96
Waterlooville	1.82	0.52	0.30	3.10	30.48	n/a	36.21
Havant	0.00	0.00	0.00	1.15	2.71	n/a	3.86
Winchester	14.96	0.00	0.00	0.22	0.00	n/a	15.18
Haslemere	1.28	0.58	24.23	0.22	0.77	n/a	27.08
Other outside of District	16.46	1.39	6.62	7.57	1.48	n/a	33.51
Other Total	42.64	7.34	36.42	66.00	38.01		190.41
TOTAL	106.86	57.79	75.24	72.06	64.43	9.02	385.40

Source: Tables 3 and 6

Table 9 - Future 2031 Convenience Goods Expenditure Patterns By Zone (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Expenditure 2031	109.51	59.47	77.34	73.24	65.88		385.44
Alton	60.23	9.81	0.46	0.37	0.00	3.73	74.60
Whitehill & Bordon	0.00	35.08	5.96	0.95	0.00	2.21	44.20
Liphook	0.00	3.57	27.77	3.22	0.00	1.82	36.37
Clanfield	0.00	0.00	0.00	0.22	3.36	0.04	3.62
Four Marks	4.71	0.12	0.00	0.00	0.00	0.05	4.88
Grayscott	0.00	0.89	4.80	0.00	0.20	0.06	5.94
Horndean	0.33	0.54	0.93	1.39	21.67	1.31	26.17
Other East Hampshire District	0.55	1.90	0.00	0.00	1.78	0.04	4.27
East Hampshire District Total	65.82	51.91	39.91	6.15	27.01	9.25	200.05
Petersfield	5.48	1.72	3.56	54.64	2.44	n/a	67.84
Farnham	2.85	3.27	1.86	0.00	0.20	n/a	8.17
Waterlooville	1.86	0.54	0.31	3.15	31.16	n/a	37.02
Havant	0.00	0.00	0.00	1.17	2.77	n/a	3.94
Winchester	15.33	0.00	0.00	0.22	0.00	n/a	15.55
Haslemere	1.31	0.59	24.90	0.22	0.79	n/a	27.82
Other outside of District	16.86	1.43	6.81	7.69	1.52	n/a	34.30
Other Total	43.70	7.55	37.43	67.09	38.87		194.64
TOTAL	109.51	59.47	77.34	73.24	65.88	9.25	394.69

Source: Tables 3 and 6

Table 10 - Future 2036 Convenience Goods Expenditure Patterns By Zone (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Expenditure 2036	112.15	61.26	79.51	75.37	67.50		395.78
Alton	61.68	10.11	0.48	0.38	0.00	3.82	76.47
Whitehill & Bordon	0.00	36.14	6.12	0.98	0.00	2.28	45.52
Liphook	0.00	3.68	28.54	3.32	0.00	1.87	37.41
Clanfield	0.00	0.00	0.00	0.23	3.44	0.04	3.71
Four Marks	4.82	0.12	0.00	0.00	0.00	0.05	4.99
Grayscott	0.00	0.92	4.93	0.00	0.20	0.06	6.11
Horndean	0.34	0.55	0.95	1.43	22.21	1.34	26.82
Other East Hampshire District	0.56	1.96	0.00	0.00	1.82	0.04	4.39
East Hampshire District Total	67.40	53.48	41.03	6.33	27.67	9.50	205.41
Petersfield	5.61	1.78	3.66	56.23	2.50	n/a	69.76
Farnham	2.92	3.37	1.91	0.00	0.20	n/a	8.40
Waterlooville	1.91	0.55	0.32	3.24	31.93	n/a	37.94
Havant	0.00	0.00	0.00	1.21	2.83	n/a	4.04
Winchester	15.70	0.00	0.00	0.23	0.00	n/a	15.93
Haslemere	1.35	0.61	25.60	0.23	0.81	n/a	28.60
Other outside of District	17.27	1.47	7.00	7.91	1.55	n/a	35.20
Other Total	44.75	7.78	38.48	69.04	39.82		199.87
TOTAL	112.15	61.26	79.51	75.37	67.50	9.50	405.29

Source: Tables 3 and 6

Table 11 - Convenience Goods Floorspace in East Hampshire Main Settlements (2016 prices)

Area/Store	Sales Floorspace (sq.m net)	Convenience Goods Floorspace (%)	Convenience Goods Floorspace (sq.m net)	Turnover (£ per sq.m)	Total Turnover (£m)
Alton					
Sainsbury's, Draymans Way, Alton	3,681	65%	2,393	£11,068	£26.48
Marks & Spencer Foodhall, High Street, Alton	1,119	95%	1,063	£11,283	£11.99
Waitrose, Station Road, Alton	1,735	90%	1,562	£13,042	£20.37
Iceland, High Street, Alton	656	97%	636	£6,451	£4.10
Co-op, High Street, Alton	111	95%	105	£10,298	£1.09
Tesco Express, Anstey Lane, Alton	127	95%	121	£12,221	£1.47
Aldi, Alton Retail Park	968	85%	823	£11,145	£9.17
Other Alton	1,230	100%	1,230	£5,000	£6.15
	9,627		7,932		£80.83
Whitehill & Bordon					
Tesco, High Street, Whitehill & Bordon	1,668	90%	1,501	£12,221	£18.35
Lidl, Forest Centre, Whitehill & Bordon	992	90%	893	£8,661	£7.73
Other Whitehill & Bordon	252	100%	252	£5,000	£1.26
	2,912		2,646		£27.34
Liphook					
Sainsbury's, Midhurst Road, Liphook	2,523	85%	2,145	£11,068	£23.74
Co-op, Headley Road, Liphook	264	95%	251	£10,298	£2.58
Other Liphook	160	100%	160	£5,000	£0.80
	2,947		2,555		£27.12
Clanfield					
Co-op, White Dirt Lane, Clanfield	58	95%	55	£10,298	£0.57
Other Clanfield	200	100%	200	£5,000	£1.00
	258		255		£1.57
Four Marks					
Co-op, Winchester Road, Four Marks	345	95%	328	£10,298	£3.38
Tesco Express, Winchester Road, Four Marks	151	95%	143	£12,221	£1.75
M&S Simply Food, BP Garage, Four Marks	84	95%	80	£11,283	£0.90
Other Four Marks	150	100%	150	£5,000	£0.75
	730		701		£6.78
Grayshott					
Co-op, Headley Road, Grayshott	275	95%	261	£10,298	£2.69
Sainsbury's Local, Headley Road, Grayshott	233	95%	221	£11,068	£2.45
Other Grayshott	160	100%	160	£5,000	£0.80
	668		643		£5.94
Horndean					
Morrisons, Lakesmere Road, Horndean	3,500	70%	2,450	£12,369	£30.30
Other Horndean	190	100%	190	£5,000	£0.95
	3,690		2,640		£31.25
TOTAL	20,832		17,372		£180.82

Source: Alton Experian Goad Plan December 2017 (updated July 2018), Lichfields' site visit (July 2018) VOA, ORC Storepoint 2018 and Global Data 2017

Table 12 - Summary of Convenience Goods Expenditure 2018 to 2036 (£M)

Area	2018	2021	2026	2031	2036
Available Expenditure					
Alton	63.47	70.75	72.76	74.60	76.47
Whitehill & Bordon	36.89	41.76	42.98	44.20	45.52
Liphook	38.17	34.43	35.42	36.37	37.41
Clanfield	3.41	3.45	3.54	3.62	3.71
Four Marks	4.99	4.63	4.76	4.88	4.99
Grayshott	5.89	5.62	5.78	5.94	6.11
Horndean	25.99	24.98	25.59	26.17	26.82
Other	4.11	4.06	4.16	4.27	4.39
Total	182.92	189.68	194.99	200.05	205.41
Turnover of Existing Facilities					
Alton (1)	80.83	108.55	108.55	108.55	108.55
Whitehill & Bordon (2)	27.34	41.81	41.81	41.81	41.81
Liphook	27.12	27.12	27.12	27.12	27.12
Clanfield	1.57	1.57	1.57	1.57	1.57
Four Marks	6.78	6.78	6.78	6.78	6.78
Grayshott	5.94	5.94	5.94	5.94	5.94
Horndean	31.25	31.25	31.25	31.25	31.25
Other	4.11	4.11	4.11	4.11	4.11
Total	184.93	227.12	227.12	227.12	227.12
Surplus/Deficit Expenditure £M					
Alton	-17.36	-37.79	-35.79	-33.94	-32.08
Whitehill & Bordon	9.55	-0.05	1.17	2.39	3.71
Liphook	11.05	7.31	8.30	9.26	10.29
Clanfield	1.84	1.89	1.97	2.05	2.14
Four Marks	-1.79	-2.15	-2.02	-1.90	-1.78
Grayshott	-0.05	-0.32	-0.16	0.00	0.17
Horndean	-5.26	-6.28	-5.66	-5.09	-4.43
Other	0.00	-0.05	0.06	0.17	0.28
Total	-2.01	-37.44	-32.13	-27.07	-21.70

Source: Tables 5 to 11

(1) Food store at Alton Retail Park added at 2021, Convenience - 2,520 sqm net @ £11,000 psm. Total turnover of £27.72 million

(2) Whitehill & Bordon new town centre (Phase 1 RM application - pending determination) convenience element added at 2021 - £14.47 million

Table 13 - Convenience Goods Floorspace Capacity

	2021	2026	2031	2036
Turnover Density New Floorspace (£ per sq.m)	£11,000	£11,000	£11,000	£11,000
Floorspace Projection (sq.m net)				
Alton	-3,436	-3,254	-3,086	-2,916
Whitehill & Bordon	-4	106	218	337
Liphook	665	755	841	935
Clanfield	171	179	186	194
Four Marks	-196	-184	-173	-162
Grayshott	-29	-14	0	16
Horndean	-571	-515	-463	-403
Other	-5	5	15	26
	-3,404	-2,921	-2,460	-1,973
Floorspace Projection (sq.m gross)				
Alton	-4,908	-4,648	-4,408	-4,166
Whitehill & Bordon	-6	152	311	482
Liphook	950	1,078	1,202	1,336
Clanfield	245	256	266	278
Four Marks	-279	-262	-247	-232
Grayshott	-42	-20	1	22
Horndean	-815	-736	-661	-576
Other	-6	8	22	37
	-4,862	-4,173	-3,515	-2,819

Source: Table 12

Appendix 3: Comparison Goods Capacity

Table 1 - Study Area Population

Zone	2016	2018	2021	2026	2031	2036
Zone 1 - Alton	43,891	44,384	45,126	46,500	47,676	48,676
Zone 2 - Whitehill & Bordon	25,139	25,472	25,985	26,805	27,594	28,347
Zone 3 - Liphook	31,008	31,331	31,840	32,842	33,773	34,615
Zone 4 - Petersfield	30,557	30,866	31,328	32,139	32,684	33,542
Zone 5 - Horndean	27,836	28,119	28,619	29,380	30,054	30,694
Total	158,431	160,172	162,898	167,666	171,781	175,874

Sources:

Experian 2016

Table 2 - Comparison Goods Expenditure per person per annum (£)

Zone	2018	2021	2026	2031	2036
Zone 1 - Alton	3,850	4,112	4,779	5,574	6,509
Zone 2 - Whitehill & Bordon	3,470	3,707	4,308	5,024	5,867
Zone 3 - Liphook	3,863	4,126	4,795	5,593	6,531
Zone 4 - Petersfield	3,653	3,902	4,534	5,288	6,175
Zone 5 - Horndean	3,510	3,750	4,357	5,082	5,935

Sources:

Experian Local Expenditure 2016 (2016 prices)

Growth Rates: 0.9% in 2018, 2.1% in 2019 and 3.2% beyond 2019

Excludes Special Forms of Trading

Table 3 - Total Comparison Expenditure (£m)

Zone	2018	2021	2026	2031	2036
Zone 1 - Alton	168.98	182.51	215.66	259.19	310.32
Zone 2 - Whitehill & Bordon	87.23	94.42	111.94	134.67	161.89
Zone 3 - Liphook	119.78	129.27	152.67	183.69	220.57
Zone 4 - Petersfield	111.62	120.44	142.04	169.95	201.82
Zone 5 - Horndean	97.70	105.45	124.69	149.31	178.37
Study Area Total	585.33	632.09	747.01	896.80	1,072.98

Source: Tables 1 and 2

Table 4 - Base Year 2018 Comparison Goods Market Shares by Zone (%)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow
Alton	18.7%	5.3%	0.5%	0.4%	0.0%	10.0%
Whitehill & Bordon	0.5%	9.8%	1.2%	0.2%	1.0%	5.0%
Liphook	0.0%	2.0%	9.2%	0.5%	0.0%	5.0%
Grayscott	0.0%	1.2%	2.1%	0.0%	0.0%	5.0%
Other East Hampshire District	0.6%	1.1%	0.1%	2.4%	3.7%	5.0%
East Hampshire District Total	19.8%	19.4%	13.1%	3.5%	4.7%	n/a
Petersfield	1.4%	6.7%	11.6%	40.3%	6.6%	n/a
Chichester	0.4%	2.0%	6.5%	6.7%	7.0%	n/a
Guildford	2.6%	20.9%	31.7%	6.2%	0.9%	n/a
Farnham	2.8%	7.9%	1.6%	0.3%	0.5%	n/a
Waterlooville	0.5%	3.8%	1.2%	8.5%	36.6%	n/a
Havant	0.0%	1.1%	1.1%	5.8%	8.2%	n/a
Southampton	10.2%	0.2%	1.3%	4.7%	5.5%	n/a
Portsmouth	1.5%	6.2%	6.4%	14.7%	22.1%	n/a
Winchester	28.8%	0.0%	0.0%	5.0%	0.1%	n/a
Aldershot	0.0%	1.6%	0.6%	0.0%	0.0%	n/a
Basingstoke	23.5%	14.0%	1.1%	0.5%	0.0%	n/a
Haslemere	0.2%	2.8%	15.2%	0.5%	0.0%	n/a
Other outside of District	8.3%	13.4%	8.6%	3.3%	7.8%	n/a
Other Total	80.2%	80.6%	86.9%	96.5%	95.3%	n/a
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	n/a

Source: NEMS Household Survey August 2018 (weighted results)

Table 5 - Base Year 2018 Comparison Goods Expenditure Patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Expenditure 2018	168.98	87.23	119.78	111.62	97.70		585.33
Alton	31.60	4.62	0.60	0.45	0.00	4.14	41.41
Whitehill & Bordon	0.84	8.55	1.44	0.22	0.98	0.63	12.66
Liphook	0.00	1.74	11.02	0.56	0.00	0.70	14.02
Grayshott	0.00	1.05	2.52	0.00	0.00	0.19	3.75
Other East Hampshire District	1.01	0.96	0.12	2.68	3.62	0.44	8.83
East Hampshire District Total	33.46	16.92	15.69	3.91	4.59	6.10	80.68
Petersfield	2.37	5.84	13.89	44.98	6.45	n/a	73.54
Chichester	0.68	1.74	7.79	7.48	6.84	n/a	24.52
Guildford	4.39	18.23	37.97	6.92	0.88	n/a	68.40
Farnham	4.73	6.89	1.92	0.33	0.49	n/a	14.36
Waterlooville	0.84	3.31	1.44	9.49	35.76	n/a	50.85
Havant	0.00	0.96	1.32	6.47	8.01	n/a	16.76
Southampton	17.24	0.17	1.56	5.25	5.37	n/a	29.59
Portsmouth	2.53	5.41	7.67	16.41	21.59	n/a	53.61
Winchester	48.67	0.00	0.00	5.58	0.10	n/a	54.35
Aldershot	0.00	1.40	0.72	0.00	0.00	n/a	2.11
Basingstoke	39.71	12.21	1.32	0.56	0.00	n/a	53.80
Haslemere	0.34	2.44	18.21	0.56	0.00	n/a	21.55
Other outside of District	14.03	11.69	10.30	3.68	7.62	n/a	47.32
Other Total	135.52	70.31	104.09	107.72	93.11		510.75
TOTAL	168.98	87.23	119.78	111.62	97.70	6.10	591.43

Source: Tables 3 and 4

Table 6 - Future Comparison Goods Market Shares by Zone (%)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow
Alton	19.0%	5.0%	0.5%	0.4%	0.0%	10.0%
Whitehill & Bordon	3.0%	20.0%	3.0%	2.0%	2.0%	5.0%
Liphook	0.0%	1.8%	9.2%	0.5%	0.0%	5.0%
Grayshott	0.0%	1.2%	2.1%	0.0%	0.0%	5.0%
Other East Hampshire District	0.6%	1.0%	0.1%	2.4%	3.7%	5.0%
East Hampshire District Total	22.6%	29.0%	14.9%	5.3%	5.7%	n/a
Petersfield	1.3%	5.6%	11.4%	37.9%	6.0%	n/a
Chichester	0.4%	2.0%	6.5%	6.7%	7.0%	n/a
Guildford	2.0%	13.4%	30.1%	6.8%	0.8%	n/a
Farnham	2.8%	7.5%	1.6%	0.3%	0.5%	n/a
Waterlooville	0.5%	3.8%	1.2%	8.5%	36.3%	n/a
Havant	0.0%	1.1%	1.1%	5.8%	8.2%	n/a
Southampton	10.2%	0.2%	1.3%	4.7%	5.5%	n/a
Portsmouth	1.5%	6.2%	6.4%	14.7%	22.1%	n/a
Winchester	28.0%	0.0%	0.0%	5.0%	0.1%	n/a
Aldershot	0.0%	1.6%	0.6%	0.0%	0.0%	n/a
Basingstoke	22.3%	14.0%	1.1%	0.5%	0.0%	n/a
Haslemere	0.2%	2.6%	15.2%	0.5%	0.0%	n/a
Other outside of District	8.2%	13.0%	8.6%	3.3%	7.8%	n/a
Other Total	77.4%	71.0%	85.1%	94.7%	94.3%	n/a
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	n/a

Source: NEMS Household Survey August 2018 (weighted results) with Lichfields' adjustments

(1) Shares adjusted to add Whitehill & Bordon new town centre

Phase 1 RM application - (pending determination) comparison added at 2021 - 3,792 sqm net @ £6,305 psm = £23.91 million

Food store (previously Tesco) at Alton Retail Park added at 2021, Comparison - 1,080 sqm net @ £6,305 psm. Total turnover of £6.81 million

Table 7 - Future 2021 Comparison Goods Expenditure Patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Expenditure 2021	182.51	94.42	129.27	120.44	105.45		632.09
Alton	34.68	4.72	0.65	0.48	0.00	4.50	45.03
Whitehill & Bordon	5.48	18.88	3.88	2.41	2.11	1.72	34.48
Liphook	0.00	1.70	11.89	0.60	0.00	0.75	14.94
Grayshott	0.00	1.13	2.71	0.00	0.00	0.20	4.05
Other East Hampshire District	1.10	0.94	0.13	2.89	3.90	0.47	9.43
East Hampshire District Total	41.25	27.38	19.26	6.38	6.01	7.65	107.93
Petersfield	2.37	5.29	14.74	45.65	6.33	n/a	74.37
Chichester	0.73	1.89	8.40	8.07	7.38	n/a	26.47
Guildford	3.65	12.65	38.91	8.19	0.84	n/a	64.25
Farnham	5.11	7.08	2.07	0.36	0.53	n/a	15.15
Waterlooville	0.91	3.59	1.55	10.24	38.28	n/a	54.57
Havant	0.00	1.04	1.42	6.99	8.65	n/a	18.09
Southampton	18.62	0.19	1.68	5.66	5.80	n/a	31.95
Portsmouth	2.74	5.85	8.27	17.70	23.30	n/a	57.87
Winchester	51.10	0.00	0.00	6.02	0.11	n/a	57.23
Aldershot	0.00	1.51	0.78	0.00	0.00	n/a	2.29
Basingstoke	40.70	13.22	1.42	0.60	0.00	n/a	55.94
Haslemere	0.37	2.46	19.65	0.60	0.00	n/a	23.07
Other outside of District	14.97	12.28	11.12	3.97	8.22	n/a	50.56
Other Total	141.26	67.04	110.01	114.06	99.44		531.80
TOTAL	182.51	94.42	129.27	120.44	105.45	7.65	639.74

Source: Tables 3 and 6

Table 8 - Future 2026 Comparison Goods Expenditure Patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Expenditure 2026	215.66	111.94	152.67	142.04	124.69		747.01
Alton	40.97	5.60	0.76	0.57	0.00	5.32	53.23
Whitehill & Bordon	6.47	22.39	4.58	2.84	2.49	2.04	40.81
Liphook	0.00	2.01	14.05	0.71	0.00	0.88	17.65
Grayshott	0.00	1.34	3.21	0.00	0.00	0.24	4.79
Other East Hampshire District	1.29	1.12	0.15	3.41	4.61	0.56	11.15
East Hampshire District Total	48.74	32.46	22.75	7.53	7.11	9.04	127.63
Petersfield	2.80	6.27	17.40	53.83	7.48	n/a	87.79
Chichester	0.86	2.24	9.92	9.52	8.73	n/a	31.27
Guildford	4.31	15.00	45.95	9.66	1.00	n/a	75.92
Farnham	6.04	8.40	2.44	0.43	0.62	n/a	17.93
Waterlooville	1.08	4.25	1.83	12.07	45.26	n/a	64.50
Havant	0.00	1.23	1.68	8.24	10.22	n/a	21.37
Southampton	22.00	0.22	1.98	6.68	6.86	n/a	37.74
Portsmouth	3.23	6.94	9.77	20.88	27.56	n/a	68.38
Winchester	60.38	0.00	0.00	7.10	0.12	n/a	67.61
Aldershot	0.00	1.79	0.92	0.00	0.00	n/a	2.71
Basingstoke	48.09	15.67	1.68	0.71	0.00	n/a	66.15
Haslemere	0.43	2.91	23.21	0.71	0.00	n/a	27.26
Other outside of District	17.68	14.55	13.13	4.69	9.73	n/a	59.78
Other Total	166.92	79.48	129.92	134.51	117.59		628.42
TOTAL	215.66	111.94	152.67	142.04	124.69	9.04	756.05

Source: Tables 3 and 6

Table 9 - Future 2031 Comparison Goods Expenditure Patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Expenditure 2031	259.19	134.67	183.69	169.95	149.31		896.80
Alton	49.25	6.73	0.92	0.68	0.00	6.40	63.98
Whitehill & Bordon	7.78	26.93	5.51	3.40	2.99	2.45	49.06
Liphook	0.00	2.42	16.90	0.85	0.00	1.06	21.23
Grayshott	0.00	1.62	3.86	0.00	0.00	0.29	5.76
Other East Hampshire District	1.56	1.35	0.18	4.08	5.52	0.67	13.36
East Hampshire District Total	58.58	39.05	27.37	9.01	8.51	10.87	153.39
Petersfield	3.37	7.54	20.94	64.41	8.96	n/a	105.22
Chichester	1.04	2.69	11.94	11.39	10.45	n/a	37.51
Guildford	5.18	18.05	55.29	11.56	1.19	n/a	91.27
Farnham	7.26	10.10	2.94	0.51	0.75	n/a	21.55
Waterlooville	1.30	5.12	2.20	14.45	54.20	n/a	77.26
Havant	0.00	1.48	2.02	9.86	12.24	n/a	25.60
Southampton	26.44	0.27	2.39	7.99	8.21	n/a	45.29
Portsmouth	3.89	8.35	11.76	24.98	33.00	n/a	81.97
Winchester	72.57	0.00	0.00	8.50	0.15	n/a	81.22
Aldershot	0.00	2.15	1.10	0.00	0.00	n/a	3.26
Basingstoke	57.80	18.85	2.02	0.85	0.00	n/a	79.52
Haslemere	0.52	3.50	27.92	0.85	0.00	n/a	32.79
Other outside of District	21.25	17.51	15.80	5.61	11.65	n/a	71.81
Other Total	200.61	95.61	156.32	160.94	140.80		754.29
TOTAL	259.19	134.67	183.69	169.95	149.31	10.87	907.67

Source: Tables 3 and 6

Table 10 - Future 2036 Comparison Goods Expenditure Patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Expenditure 2036	310.32	161.89	220.57	201.82	178.37		1,072.98
Alton	58.96	8.09	1.10	0.81	0.00	7.66	76.63
Whitehill & Bordon	9.31	32.38	6.62	4.04	3.57	2.94	58.85
Liphook	0.00	2.91	20.29	1.01	0.00	1.27	25.49
Grayshott	0.00	1.94	4.63	0.00	0.00	0.35	6.92
Other East Hampshire District	1.86	1.62	0.22	4.84	6.60	0.80	15.94
East Hampshire District Total	70.13	46.95	32.87	10.70	10.17	13.02	183.83
Petersfield	4.03	9.07	25.15	76.49	10.70	n/a	125.44
Chichester	1.24	3.24	14.34	13.52	12.49	n/a	44.82
Guildford	6.21	21.69	66.39	13.72	1.43	n/a	109.44
Farnham	8.69	12.14	3.53	0.61	0.89	n/a	25.86
Waterlooville	1.55	6.15	2.65	17.16	64.75	n/a	92.25
Havant	0.00	1.78	2.43	11.71	14.63	n/a	30.54
Southampton	31.65	0.32	2.87	9.49	9.81	n/a	54.14
Portsmouth	4.65	10.04	14.12	29.67	39.42	n/a	97.90
Winchester	86.89	0.00	0.00	10.09	0.18	n/a	97.16
Aldershot	0.00	2.59	1.32	0.00	0.00	n/a	3.91
Basingstoke	69.20	22.67	2.43	1.01	0.00	n/a	95.30
Haslemere	0.62	4.21	33.53	1.01	0.00	n/a	39.37
Other outside of District	25.45	21.05	18.97	6.66	13.91	n/a	86.03
Other Total	240.19	114.94	187.71	191.13	168.20		902.17
TOTAL	310.32	161.89	220.57	201.82	178.37	13.02	1,086.01

Source: Tables 3 and 6

Table 11 - Comparison Goods Sales Floorspace in East Hampshire

Area	Gross Floorspace Sq.M	Sales Floorspace Sq.M Net
Alton town centre comparison shops	9,660	6,279
Alton food stores	n/a	1,695
Alton retail warehouses	3,360	2,520
Alton sub-total	n/a	10,494
Whitehill & Bordon (High Street)	n/a	497
Whitehill & Bordon (Forest Centre)	n/a	1,139
Liphook	n/a	1,122
Grayshott	n/a	645
Clanfield	n/a	103
Four Marks	n/a	209
Horndean	n/a	1,170
TOTAL		15,379

Source: Alton Goad Plan Dec 2017 (updated July 2018),
VOA, Completely Retail and Lichfields' site survey (July 2018)

Table 12 - Summary of Comparison Goods Expenditure 2018 to 2036 (£M)

Area	2018	2021	2026	2031	2036
Available Expenditure					
Alton	41.41	45.03	53.23	63.98	76.63
Whitehill & Bordon	12.66	34.48	40.81	49.06	58.85
Liphook	14.02	14.94	17.65	21.23	25.49
Grayshott	3.75	4.05	4.79	5.76	6.92
Other East Hampshire District	8.83	9.43	11.15	13.36	15.94
Total	80.68	107.93	127.63	153.39	183.83
Benchmark Turnover of Existing Facilities					
Alton (1)	41.41	50.32	56.27	62.74	69.95
Whitehill & Bordon (2)	12.66	37.21	41.61	46.39	51.72
Liphook	14.02	14.74	16.48	18.37	20.48
Grayshott	3.75	3.94	4.41	4.91	5.48
Other East Hampshire District	8.83	9.28	10.37	11.57	12.90
Total	80.68	115.48	129.14	143.98	160.53
Surplus Expenditure (£m)					
Alton	0.00	-5.29	-3.05	1.24	6.68
Whitehill & Bordon	0.00	-2.73	-0.79	2.67	7.13
Liphook	0.00	0.21	1.18	2.86	5.01
Grayshott	0.00	0.11	0.38	0.85	1.44
Other East Hampshire District	0.00	0.16	0.77	1.79	3.05
Total	0.00	-7.55	-1.51	9.41	23.30

Source: Tables 5 to 10

(1) Food store at Alton Retail Park added at 2021, Comparison - 1,080 sqm net @ £6,305 psm. Total turnover of £6.81 million

(2) Whitehill & Bordon new town centre (Phase 1 RM application - pending determination) comparison element added at 2021 - 3,792 sqm net @ £6,305 psm = £23.9 million

Table 13 - East Hampshire Comparison Goods Floorspace Capacity up to 2036

	2018	2021	2026	2031	2036
Turnover Density New Floorspace (£ per sq.m)	£6,000	£6,305	£7,050	£7,860	£8,764
Floorspace Projection (sq.m net)					
Alton	0	-840	-432	157	762
Whitehill & Bordon	0	-433	-112	340	814
Liphook	0	33	167	364	571
Grayshott	0	17	54	108	165
Other East Hampshire District	0	25	110	228	348
Total	0	-1,198	-214	1,197	2,659
Floorspace Projection (sq.m gross)					
Alton	0	-1,119	-576	210	1,016
Whitehill & Bordon	0	-577	-150	453	1,085
Liphook	0	43	222	485	762
Grayshott	0	23	72	144	220
Other East Hampshire District	0	33	146	304	463
Total	0	-1,597	-285	1,596	3,545

Source: Table 12

Appendix 4: Food/Beverage Capacity

Table 1 - Study Area Population

Zone	2016	2018	2021	2026	2031	2036
Zone 1 - Alton	43,891	44,384	45,126	46,500	47,676	48,676
Zone 2 - Whitehill & Bordon	25,139	25,472	25,985	26,805	27,594	28,347
Zone 3 - Liphook	31,008	31,331	31,840	32,842	33,773	34,615
Zone 4 - Petersfield	30,557	30,866	31,328	32,139	32,684	33,542
Zone 5 - Horndean	27,836	28,119	28,619	29,380	30,054	30,694
Total	158,431	160,172	162,898	167,666	171,781	175,874

Sources:

Experian 2016

Table 2 - Food and Beverage Expenditure per person per annum (£)

Zone	2018	2021	2026	2031	2036
Zone 1 - Alton	1,215	1,252	1,325	1,407	1,493
Zone 2 - Whitehill & Bordon	1,112	1,146	1,213	1,287	1,366
Zone 3 - Liphook	1,281	1,319	1,396	1,482	1,573
Zone 4 - Petersfield	1,200	1,237	1,309	1,389	1,475
Zone 5 - Horndean	1,154	1,189	1,259	1,336	1,418

Sources:

Experian Local Expenditure 2016 (2016 prices)

Growth Rates: -0.1% in 2018, 0.8% in 2019, 1.1% from 2020 to 2024 and 1.2% p.a. beyond 2024

Table 3 - Total Food and Beverage Expenditure (£m)

Zone	2018	2021	2026	2031	2036
Zone 1 - Alton	53.95	56.51	61.63	67.07	72.68
Zone 2 - Whitehill & Bordon	28.33	29.78	32.51	35.52	38.73
Zone 3 - Liphook	40.12	42.01	45.86	50.05	54.46
Zone 4 - Petersfield	37.05	38.75	42.07	45.41	49.46
Zone 5 - Horndean	32.46	34.04	36.98	40.15	43.53
Study Area Total	191.91	201.07	219.03	238.20	258.86

Source: Tables 1 and 2

Table 4 - Base Year 2018 Food and Beverage Market Shares by Zone (%)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow
Alton	34.7%	10.6%	0.4%	0.0%	0.0%	5.0%
Whitehill & Bordon	0.0%	9.2%	0.0%	0.0%	0.0%	1.0%
Liphook	0.0%	4.8%	13.9%	0.6%	0.0%	1.0%
Grayscott	0.0%	4.3%	8.8%	0.0%	0.0%	1.0%
Horndean	0.0%	0.0%	0.0%	0.0%	18.2%	1.0%
Clanfield	0.0%	0.0%	0.0%	0.0%	9.9%	1.0%
Other East Hampshire District	5.2%	2.0%	0.0%	0.0%	3.9%	1.0%
East Hampshire District Total	39.9%	30.9%	23.1%	0.6%	32.0%	
Petersfield	4.2%	3.7%	7.8%	74.8%	7.0%	n/a
Chichester	0.0%	1.3%	3.2%	0.5%	1.9%	n/a
Guildford	0.0%	1.1%	8.1%	2.6%	0.0%	n/a
Farnham	3.9%	9.8%	1.8%	0.0%	0.0%	n/a
Waterlooville	0.0%	0.9%	0.0%	0.0%	13.9%	n/a
Havant	0.0%	0.0%	0.8%	2.0%	1.8%	n/a
Portsmouth	0.0%	2.0%	13.5%	3.5%	19.4%	n/a
Winchester	18.0%	1.7%	0.0%	0.9%	0.9%	n/a
Aldershot	0.0%	3.3%	0.0%	0.0%	0.0%	n/a
Basingstoke	5.8%	7.7%	0.0%	0.0%	0.0%	n/a
Haslemere	0.0%	6.2%	16.6%	0.0%	0.0%	n/a
Liss	0.0%	3.3%	1.1%	7.0%	0.0%	n/a
Alresford	17.8%	0.0%	0.0%	0.0%	0.0%	n/a
Other outside of District	10.4%	28.1%	24.0%	8.1%	23.1%	n/a
Other Total	60.1%	69.1%	76.9%	99.4%	68.0%	
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: NEMS Household Survey August 2018 (weighted results)

Table 5 - Base Year 2018 Food and Beverage Expenditure Patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Expenditure 2018	53.95	28.33	40.12	37.05	32.46		191.91
Alton	18.72	3.00	0.16	0.00	0.00	1.15	23.03
Whitehill & Bordon	0.00	2.61	0.00	0.00	0.00	0.03	2.63
Liphook	0.00	1.36	5.58	0.22	0.00	0.07	7.23
Grayshott	0.00	1.22	3.53	0.00	0.00	0.05	4.80
Horndean	0.00	0.00	0.00	0.00	5.91	0.06	5.97
Clanfield	0.00	0.00	0.00	0.00	3.21	0.03	3.25
Other East Hampshire District	2.81	0.57	0.00	0.00	1.27	0.05	4.68
East Hampshire District Total	21.52	8.75	9.27	0.22	10.39	1.44	51.59
Petersfield	2.27	1.05	3.13	27.71	2.27	n/a	36.43
Chichester	0.00	0.37	1.28	0.19	0.62	n/a	2.45
Guildford	0.00	0.31	3.25	0.96	0.00	n/a	4.52
Farnham	2.10	2.78	0.72	0.00	0.00	n/a	5.60
Waterlooville	0.00	0.25	0.00	0.00	4.51	n/a	4.77
Havant	0.00	0.00	0.32	0.74	0.58	n/a	1.65
Portsmouth	0.00	0.57	5.42	1.30	6.30	n/a	13.58
Winchester	9.71	0.48	0.00	0.33	0.29	n/a	10.82
Aldershot	0.00	0.93	0.00	0.00	0.00	n/a	0.93
Basingstoke	3.13	2.18	0.00	0.00	0.00	n/a	5.31
Haslemere	0.00	1.76	6.66	0.00	0.00	n/a	8.42
Liss	0.00	0.93	0.44	2.59	0.00	n/a	3.97
Alresford	9.60	0.00	0.00	0.00	0.00	n/a	9.60
Other outside of District	5.61	7.96	9.63	3.00	7.50	n/a	33.70
Other Total	32.42	19.58	30.85	36.83	22.07		141.75
TOTAL	53.95	28.33	40.12	37.05	32.46	1.44	193.34

Source: Tables 3 and 4

Table 6 - Future Food and Beverage Market Shares by Zone (%)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow
Alton	32.0%	8.0%	0.4%	0.0%	0.0%	5.0%
Whitehill & Bordon	7.0%	25.0%	7.0%	3.0%	0.0%	1.0%
Liphook	0.0%	3.0%	13.0%	0.5%	0.0%	1.0%
Grayscott	0.0%	4.0%	8.0%	0.0%	0.0%	1.0%
Horndean	0.0%	0.0%	0.0%	0.0%	18.2%	1.0%
Clanfield	0.0%	0.0%	0.0%	0.0%	9.9%	1.0%
Other East Hampshire District	5.0%	2.0%	0.0%	0.0%	3.9%	1.0%
East Hampshire District Total	44.0%	42.0%	28.4%	3.5%	32.0%	
Petersfield	4.1%	3.0%	6.2%	72.0%	7.0%	n/a
Chichester	0.0%	1.3%	3.2%	0.5%	1.9%	n/a
Guildford	0.0%	1.0%	7.0%	2.5%	0.0%	n/a
Farnham	3.9%	7.3%	1.8%	0.0%	0.0%	n/a
Waterlooville	0.0%	0.9%	0.0%	0.0%	13.9%	n/a
Havant	0.0%	0.0%	0.8%	2.0%	1.8%	n/a
Portsmouth	0.0%	2.0%	13.4%	3.5%	19.4%	n/a
Winchester	15.0%	1.7%	0.0%	0.9%	0.9%	n/a
Aldershot	0.0%	3.3%	0.0%	0.0%	0.0%	n/a
Basingstoke	5.8%	7.0%	0.0%	0.0%	0.0%	n/a
Haslemere	0.0%	6.2%	16.6%	0.0%	0.0%	n/a
Liss	0.0%	3.3%	1.1%	7.0%	0.0%	n/a
Alresford	17.0%	0.0%	0.0%	0.0%	0.0%	n/a
Other outside of District	10.2%	21.0%	21.5%	8.1%	23.1%	n/a
Other Total	56.0%	58.0%	71.6%	96.5%	68.0%	
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	

Source: NEMS Household Survey August 2018 (weighted results)

(1) Shares adjusted for Whitehill & Bordon new town centre (Phase 1 RM application - pending determination) FAB added at 2021
- 2,821 sqm gross @ £5,152 psm

Table 7 - Future 2021 Food and Beverage Expenditure Patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Expenditure 2021	56.51	29.78	42.01	38.75	34.04		201.07
Alton	18.08	2.38	0.17	0.00	0.00	1.09	21.72
Whitehill & Bordon	3.96	7.44	2.94	1.16	0.00	0.16	15.66
Liphook	0.00	0.89	5.46	0.19	0.00	0.07	6.61
Grayshott	0.00	1.19	3.36	0.00	0.00	0.05	4.60
Horndean	0.00	0.00	0.00	0.00	6.19	0.06	6.26
Clanfield	0.00	0.00	0.00	0.00	3.37	0.03	3.40
Other East Hampshire District	2.83	0.60	0.00	0.00	1.33	0.05	4.80
East Hampshire District Total	24.86	12.51	11.93	1.36	10.89	1.50	63.05
Petersfield	2.32	0.89	2.60	27.90	2.38	n/a	36.09
Chichester	0.00	0.39	1.34	0.19	0.65	n/a	2.57
Guildford	0.00	0.30	2.94	0.97	0.00	n/a	4.21
Farnham	2.20	2.17	0.76	0.00	0.00	n/a	5.13
Waterlooville	0.00	0.27	0.00	0.00	4.73	n/a	5.00
Havant	0.00	0.00	0.34	0.77	0.61	n/a	1.72
Portsmouth	0.00	0.60	5.63	1.36	6.60	n/a	14.18
Winchester	8.48	0.51	0.00	0.35	0.31	n/a	9.64
Aldershot	0.00	0.98	0.00	0.00	0.00	n/a	0.98
Basingstoke	3.28	2.08	0.00	0.00	0.00	n/a	5.36
Haslemere	0.00	1.85	6.97	0.00	0.00	n/a	8.82
Liss	0.00	0.98	0.46	2.71	0.00	n/a	4.16
Alresford	9.61	0.00	0.00	0.00	0.00	n/a	9.61
Other outside of District	5.76	6.25	9.03	3.14	7.86	n/a	32.05
Other Total	31.64	17.27	30.08	37.39	23.14		139.53
TOTAL	56.51	29.78	42.01	38.75	34.04	1.50	202.57

Source: Tables 3 and 6

Table 8 - Future 2026 Food and Beverage Expenditure Patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Expenditure 2026	61.63	32.51	45.86	42.07	36.98		219.03
Alton	19.72	2.60	0.18	0.00	0.00	1.18	23.69
Whitehill & Bordon	4.31	8.13	3.21	1.26	0.00	0.17	17.08
Liphook	0.00	0.98	5.96	0.21	0.00	0.07	7.22
Grayshott	0.00	1.30	3.67	0.00	0.00	0.05	5.02
Horndean	0.00	0.00	0.00	0.00	6.73	0.07	6.80
Clanfield	0.00	0.00	0.00	0.00	3.66	0.04	3.70
Other East Hampshire District	3.08	0.65	0.00	0.00	1.44	0.05	5.23
East Hampshire District Total	27.12	13.65	13.02	1.47	11.83	1.63	68.73
Petersfield	2.53	0.98	2.84	30.29	2.59	n/a	39.22
Chichester	0.00	0.42	1.47	0.21	0.70	n/a	2.80
Guildford	0.00	0.33	3.21	1.05	0.00	n/a	4.59
Farnham	2.40	2.37	0.83	0.00	0.00	n/a	5.60
Waterlooville	0.00	0.29	0.00	0.00	5.14	n/a	5.43
Havant	0.00	0.00	0.37	0.84	0.67	n/a	1.87
Portsmouth	0.00	0.65	6.14	1.47	7.17	n/a	15.44
Winchester	9.24	0.55	0.00	0.38	0.33	n/a	10.51
Aldershot	0.00	1.07	0.00	0.00	0.00	n/a	1.07
Basingstoke	3.57	2.28	0.00	0.00	0.00	n/a	5.85
Haslemere	0.00	2.02	7.61	0.00	0.00	n/a	9.63
Liss	0.00	1.07	0.50	2.94	0.00	n/a	4.52
Alresford	10.48	0.00	0.00	0.00	0.00	n/a	10.48
Other outside of District	6.29	6.83	9.86	3.41	8.54	n/a	34.92
Other Total	34.51	18.85	32.83	40.59	25.15		151.94
TOTAL	61.63	32.51	45.86	42.07	36.98	1.63	220.67

Source: Tables 3 and 6

Table 9 - Future 2031 Food and Beverage Expenditure Patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Expenditure 2031	67.07	35.52	50.05	45.41	40.15		238.20
Alton	21.46	2.84	0.20	0.00	0.00	1.29	25.79
Whitehill & Bordon	4.69	8.88	3.50	1.36	0.00	0.19	18.63
Liphook	0.00	1.07	6.51	0.23	0.00	0.08	7.88
Grayshott	0.00	1.42	4.00	0.00	0.00	0.05	5.48
Horndean	0.00	0.00	0.00	0.00	7.31	0.07	7.38
Clanfield	0.00	0.00	0.00	0.00	3.97	0.04	4.02
Other East Hampshire District	3.35	0.71	0.00	0.00	1.57	0.06	5.69
East Hampshire District Total	29.51	14.92	14.22	1.59	12.85	1.78	74.86
Petersfield	2.75	1.07	3.10	32.69	2.81	n/a	42.42
Chichester	0.00	0.46	1.60	0.23	0.76	n/a	3.05
Guildford	0.00	0.36	3.50	1.14	0.00	n/a	4.99
Farnham	2.62	2.59	0.90	0.00	0.00	n/a	6.11
Waterlooville	0.00	0.32	0.00	0.00	5.58	n/a	5.90
Havant	0.00	0.00	0.40	0.91	0.72	n/a	2.03
Portsmouth	0.00	0.71	6.71	1.59	7.79	n/a	16.80
Winchester	10.06	0.60	0.00	0.41	0.36	n/a	11.43
Aldershot	0.00	1.17	0.00	0.00	0.00	n/a	1.17
Basingstoke	3.89	2.49	0.00	0.00	0.00	n/a	6.38
Haslemere	0.00	2.20	8.31	0.00	0.00	n/a	10.51
Liss	0.00	1.17	0.55	3.18	0.00	n/a	4.90
Alresford	11.40	0.00	0.00	0.00	0.00	n/a	11.40
Other outside of District	6.84	7.46	10.76	3.68	9.27	n/a	38.02
Other Total	37.56	20.60	35.84	43.82	27.30		165.12
TOTAL	67.07	35.52	50.05	45.41	40.15	1.78	239.98

Source: Tables 3 and 6

Table 10 - Future 2036 Food and Beverage Expenditure Patterns (£M)

Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Inflow	Total
Expenditure 2036	72.68	38.73	54.46	49.46	43.53		258.86
Alton	23.26	3.10	0.22	0.00	0.00	1.40	27.97
Whitehill & Bordon	5.09	9.68	3.81	1.48	0.00	0.20	20.27
Liphook	0.00	1.16	7.08	0.25	0.00	0.09	8.57
Grayscott	0.00	1.55	4.36	0.00	0.00	0.06	5.97
Horndean	0.00	0.00	0.00	0.00	7.92	0.08	8.00
Clanfield	0.00	0.00	0.00	0.00	4.31	0.04	4.35
Other East Hampshire District	3.63	0.77	0.00	0.00	1.70	0.06	6.17
East Hampshire District Total	31.98	16.27	15.47	1.73	13.93	1.93	81.30
Petersfield	2.98	1.16	3.38	35.61	3.05	n/a	46.18
Chichester	0.00	0.50	1.74	0.25	0.83	n/a	3.32
Guildford	0.00	0.39	3.81	1.24	0.00	n/a	5.44
Farnham	2.83	2.83	0.98	0.00	0.00	n/a	6.64
Waterlooville	0.00	0.35	0.00	0.00	6.05	n/a	6.40
Havant	0.00	0.00	0.44	0.99	0.78	n/a	2.21
Portsmouth	0.00	0.77	7.30	1.73	8.44	n/a	18.25
Winchester	10.90	0.66	0.00	0.45	0.39	n/a	12.40
Aldershot	0.00	1.28	0.00	0.00	0.00	n/a	1.28
Basingstoke	4.22	2.71	0.00	0.00	0.00	n/a	6.93
Haslemere	0.00	2.40	9.04	0.00	0.00	n/a	11.44
Liss	0.00	1.28	0.60	3.46	0.00	n/a	5.34
Alresford	12.36	0.00	0.00	0.00	0.00	n/a	12.36
Other outside of District	7.41	8.13	11.71	4.01	10.05	n/a	41.32
Other Total	40.70	22.47	38.99	47.73	29.60		179.49
TOTAL	72.68	38.73	54.46	49.46	43.53	1.93	260.79

Source: Tables 3 and 6

Table 11 - Food and Beverage Facilities in East Hampshire

Area	Class A3	Class A4	Class A5	Total
Alton town centre	12	9	10	31
Whitehill & Bordon (High Street)	0	5	4	9
Liphook	2	5	8	15
Whitehill & Bordon (Forest Centre)	0	0	6	6
Grayshott	1	3	5	9
Clanfield	1	1	2	4
Four Marks	0	3	1	4
Horndean	3	4	1	8
Rowlands Castle	2	0	1	3
TOTAL	21	30	38	89

Source: Alton Goad Plan Dec 2017 (updated July 2018),
VOA, Completely Retail and Lichfields' site survey (July 2018)

Table 12 - Summary of Food and Beverage Expenditure 2018 to 2036 (£M)

Area	2018	2021	2026	2031	2036
Available Expenditure					
Alton	23.03	21.72	23.69	25.79	27.97
Whitehill & Bordon	2.63	15.66	17.08	18.63	20.27
Liphook	7.23	6.61	7.22	7.88	8.57
Grayshott	4.80	4.60	5.02	5.48	5.97
Horndean	5.97	6.26	6.80	7.38	8.00
Clanfield	3.25	3.40	3.70	4.02	4.35
Other East Hampshire District	4.68	4.80	5.23	5.69	6.17
Total	51.59	63.05	68.73	74.86	81.30
Turnover of Existing Facilities					
Alton	23.03	23.73	24.94	26.22	27.55
Whitehill & Bordon	2.63	17.24	18.12	19.05	20.02
Liphook	7.23	7.45	7.83	8.23	8.65
Grayshott	4.80	4.94	5.19	5.46	5.74
Horndean	5.97	6.15	6.46	6.79	7.14
Clanfield	3.25	3.34	3.51	3.69	3.88
Other East Hampshire District	4.68	4.83	5.07	5.33	5.60
Total	51.59	67.69	71.14	74.77	78.58

Source: Table 5 to 10

(1) Whitehill & Bordon new town centre (Phase 1 RM application - pending determination) FAB element added at 2021 - 2,821 sqm gross @ £5,152 psm = £14.53 million

Table 13 - Food and Beverage Floorspace Capacity up to 2036

	2018	2021	2026	2031	2036
Surplus/Deficit Expenditure (£m)					
Alton	0.00	-2.01	-1.25	-0.42	0.42
Whitehill & Bordon	0.00	-1.58	-1.04	-0.42	0.25
Liphook	0.00	-0.84	-0.61	-0.35	-0.08
Grayshott	0.00	-0.34	-0.18	0.02	0.23
Horndean	0.00	0.11	0.34	0.59	0.86
Clanfield	0.00	0.06	0.18	0.32	0.47
Other East Hampshire District	0.00	-0.03	0.15	0.36	0.56
TOTAL	0.00	-4.64	-2.41	0.09	2.72
Turnover Density New Floorspace (£ per sq.m)	£5,000	£5,152	£5,414	£5,690	£5,981
Floorspace Projection (sq.m gross)					
Alton	0	-391	-232	-74	70
Whitehill & Bordon	0	-307	-192	-74	42
Liphook	0	-162	-113	-62	-13
Grayshott	0	-67	-32	4	38
Horndean	0	21	62	104	145
Clanfield	0	12	34	56	79
Other East Hampshire District	0	-6	28	62	94
TOTAL	0	-900	-444	17	455

Source: Table 12

Appendix 5: Household Survey Results

Appendix 6: Potential Development Sites

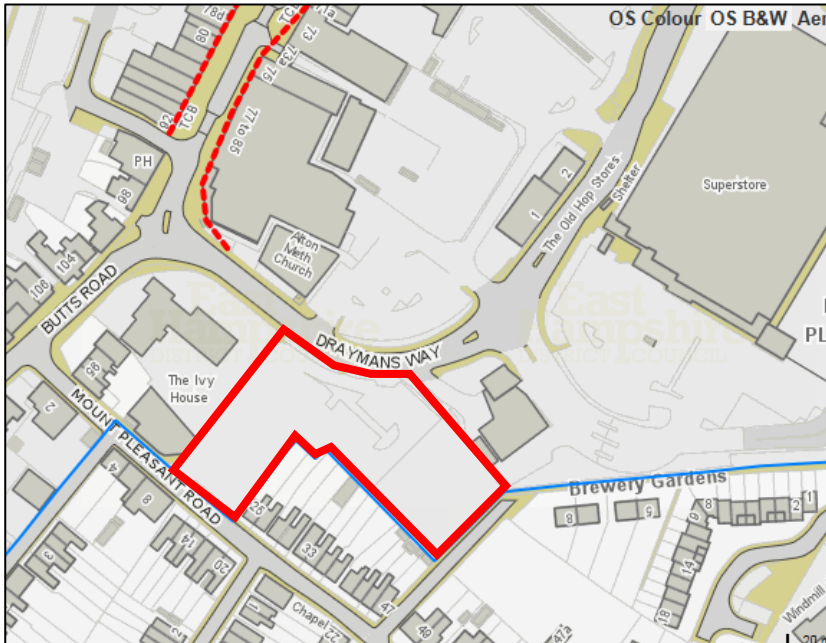
Alton

Site A1: Turk Street Car Park, Drayman's Way, Alton



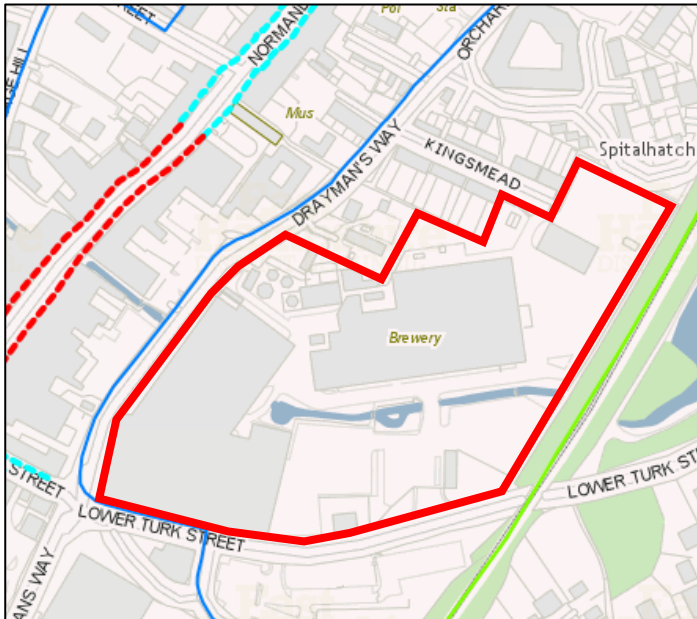
Evaluation Criteria	Comment
Site Size	0.8ha
Current Use	Public surface level car park. Part has already been developed to provide two retail units.
Sequential Status	Within the town centre boundary, but not designated as primary or secondary shopping frontage.
Availability	Medium to long term.
Potential Uses	High density mixed use development with potential to link through to the high street via a new arcade e.g. could be achieved by utilising 73 High Street that was vacant in July 2018.
Scale of Development	Medium scale, up to 4,000 sq.m gross at ground floor level.
Development Constraints	Loss of existing public car parking, multiple ownerships and uncertainty regarding availability for development.
Access	Access from Drayman's Way.
Overall Development Prospects	Reasonable.

Site A2: Mount Pleasant Car Park, Mount Pleasant Road/Drayman’s Way, Alton



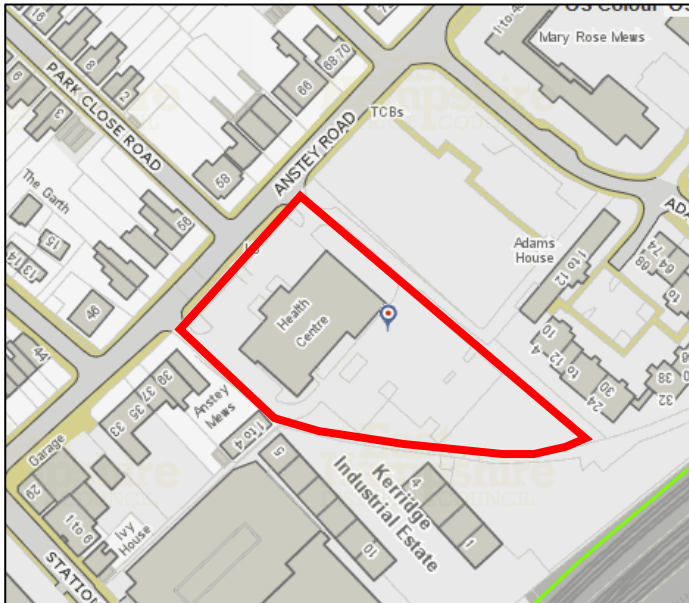
Evaluation Criteria	Comment
Site Size	0.4ha
Current Use	Public surface level car park and car park for Sainsbury’s to the rear of the petrol filling station.
Sequential Status	Within the town centre boundary, but not designated as primary or secondary shopping frontage.
Availability	Short term.
Potential Uses	Large format store retailer or several smaller commercial units (Class A1 – A5) or a large format leisure use.
Scale of Development	Medium scale, up to 2,000 sq.m gross at ground floor level.
Development Constraints	Loss of existing public car parking.
Access	Access from Drayman’s Way.
Overall Development Prospects	Reasonable.

Site A3: Former Coors (Bass) Brewery Site, Drayman’s Way/Lower Turk Street, Alton



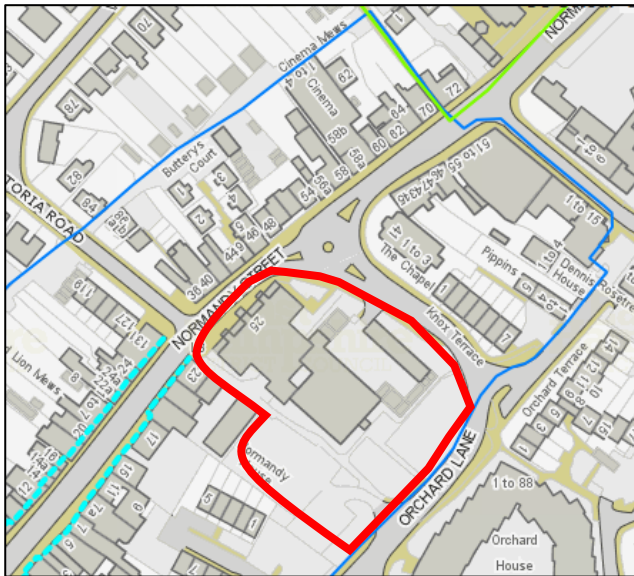
Evaluation Criteria	Comment
Site Size	5ha
Current Use	Coors (Bass) brewery is no longer operational and the site is now vacant (closed in May 2015). The site has not been cleared, and is available for development.
Sequential Status	The site is located outside the town centre boundary, but immediately adjacent to it. It is in proximity of the primary shopping frontage and is an edge of centre site in sequential terms.
Availability	Short term.
Potential Uses	Major retail/leisure led, mixed use development scheme, which could include residential and office uses on the upper floors. Alternatively, the site could accommodate large format retail/leisure warehouse type units. The adopted development brief for the site envisages mixed use development , but with only small scale retail use.
Scale of Development	Large scale over 10,000 sq.m gross at ground floor level.
Development Constraints	Major retail/leisure development is not consistent with the adopted development brief. Flood risk site. The site has not been cleared but demolition should not be prohibitive.
Access	Access from Drayman’s Way and Lower Turk Street.
Overall Development Prospects	Good (notwithstanding development brief proposals)

Site A4: Health Centre, Anstey Road, Alton



Evaluation Criteria	Comment
Site Size	0.7ha
Current Use	Health centre which is currently in use.
Sequential Status	The site is located outside the town centre boundary, and is too far from the town centre to be considered as an edge of centre site in sequential terms.
Availability	Medium term.
Potential Uses	Large format retail unit or a retail parade fronting on to Anstey Road.
Scale of Development	Medium scale, up to 2,000 sqm gross.
Development Constraints	Availability is uncertain - the health centre is in use and is an important facility for the area. The distance and visibility from the town centre is poor, although it is located adjacent to the Waitrose store.
Access	Access from Anstey Road.
Overall Development Prospects	Poor.

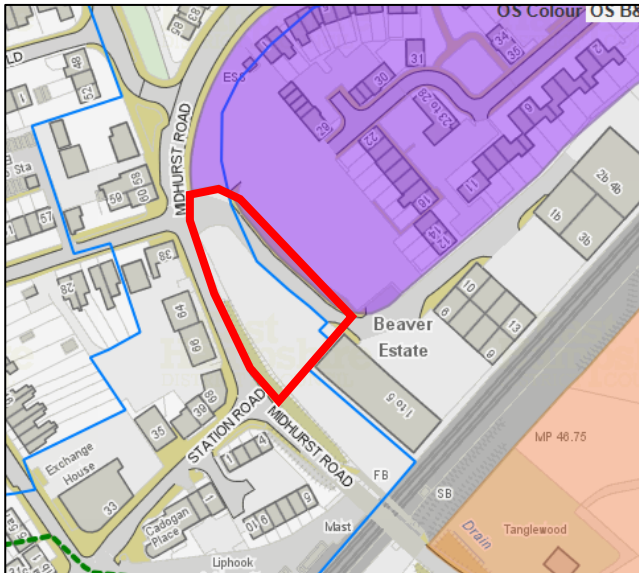
Site A5: Former Magistrates Court, Normandy Street, Alton



Evaluation Criteria	Comment
Site Size	0.5ha
Current Use	Former Magistrates Court and police station which are now vacant.
Sequential Status	Within the town centre boundary, but designated as primary or secondary shopping frontage. It is however immediately adjacent to the end of the secondary shopping frontage.
Availability	Short term - whilst the site is vacant, a planning application has been submitted by Renaissance for the development of the site for 57 retirement homes. The proposals do not include any retail/leisure floorspace. The planning application was withdrawn in May 2018, so availability is uncertain.
Potential Uses	Large format retail unit or a retail parade fronting on to Normandy Street. Potential for residential or office uses above.
Scale of Development	Medium scale, up to 2,000 sq.m gross at ground floor level.
Development Constraints	The site is being promoted for retirement homes, although the latest position is not clear following withdrawal of the planning application in May 2018.
Access	Access from Orchard Lane, fronts on to Normandy Street.
Overall Development Prospects	Good (subject to availability)

Liphook

Site L1: Beaver Industrial Estate Car Park, Midhurst Road/Newton Road, Liphook



Evaluation Criteria	Comment
Site Size	0.25ha
Current Use	Car park associated with Beaver Industrial Estate.
Sequential Status	Within the town centre boundary, but not within primary or secondary shopping frontages. It is an edge of centre site in retail terms.
Availability	Short to medium term.
Potential Uses	Retail parade fronting on to Midhurst Road. Potential for residential or office uses above.
Scale of Development	Small scale, up to 1,000 sq.m gross at ground floor level.
Development Constraints	Loss of existing car parking associated with the industrial estate.
Access	Access from Midhurst Road.
Overall Development Prospects	Reasonable.

Bristol
0117 403 1980
bristol@lichfields.uk

Cardiff
029 2043 5880
cardiff@lichfields.uk

Edinburgh
0131 285 0670
edinburgh@lichfields.uk

Leeds
0113 397 1397
leeds@lichfields.uk

London
020 7837 4477
london@lichfields.uk

Manchester
0161 837 6130
manchester@lichfields.uk

Newcastle
0191 261 5685
newcastle@lichfields.uk

Thames Valley
0118 334 1920
thamesvalley@lichfields.uk