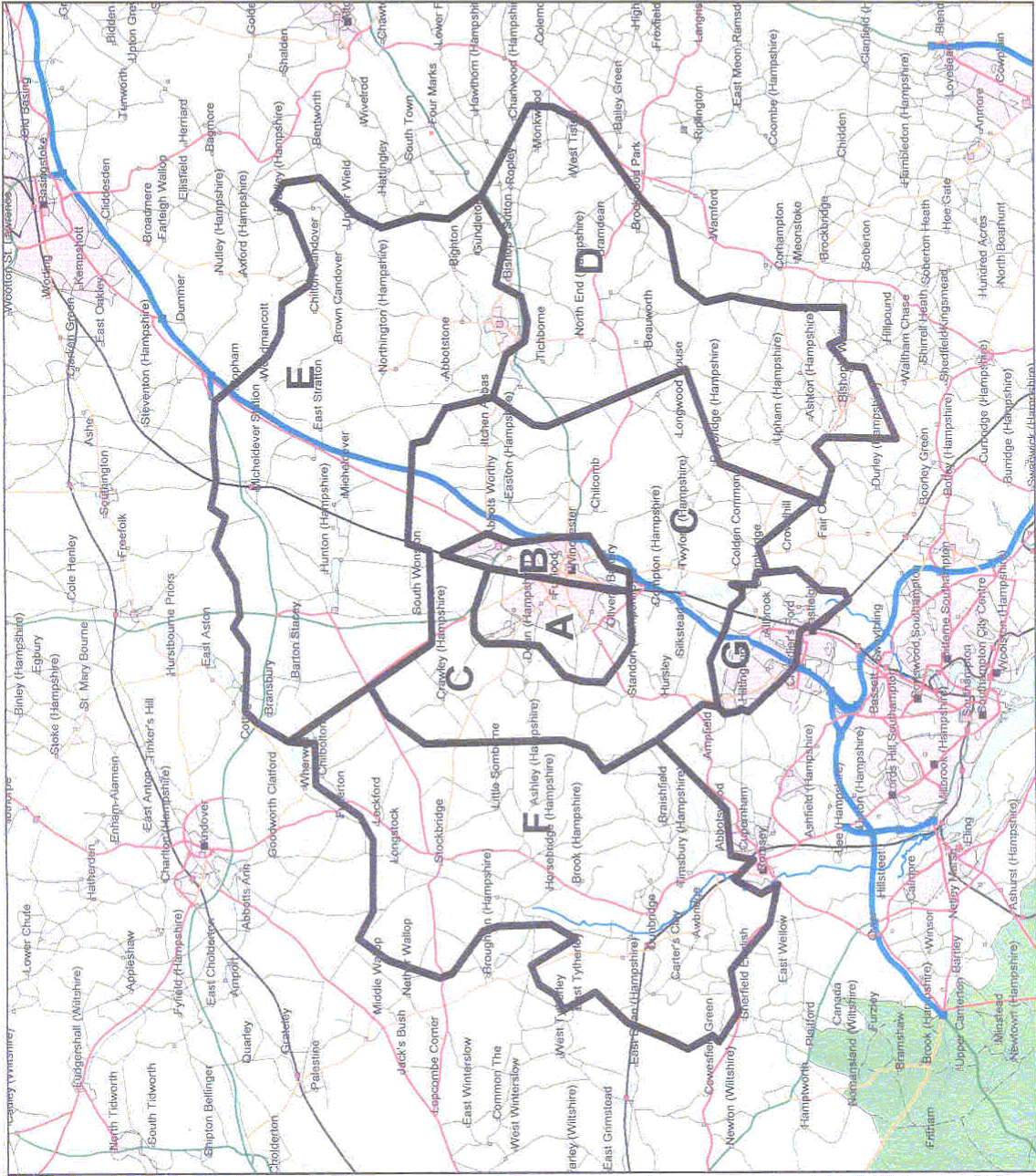


Appendix A

Winchester Study Area and Existing Retail Floorspace



PLAN 1
Winchester
Retail Study Area
Zones A-G



Scale NTS

Date 11/2002

Job No CL/6421

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WINCHESTER STUDY AREA ZONES

Zone	Area	Post Code Areas
A	Winchester Urban Area (West)	SO22 4 SO22 5 SO22 6
B	Winchester Urban Area (East)	SO23 0 SO23 7 SO23 8 SO23 9
C	Winchester Inner Rural Area	SO21 1 SO21 2
D	Outer Rural (East)	SO24 0 SO32 1
E	Outer Rural (North)	SO21 3 SO24 9
F	Outer Rural (West)	SO20 6 SO51 0
G	Eastleigh	SO50 4 SO50 6 SO53 1 SO53 2 SO53 5

Table 1A : Convenience Shops in Winchester

Centre/Stores	Gross Floorspace Sq M	Net Sales Floorspace Sq M	Company * Average Per Sq M	Benchmark Total £M Turnover
Winchester City Centre				
Sainsbury	1,929	623	£10,251	£6.39
Somerfield	1,365	542	£5,779	£3.13
Iceland	n/a	372	£7,602	£2.83
Other small convenience shops (19)	n/a	700	£4,000	£2.80
City Centre Sub-Total	n/a	2,237		£15.15
Other Large Food Stores				
Sainsbury, Badgers Farm	7,060	3,498	£10,573	£36.98
Tesco, Winnall	5,760	3,649	£11,256	£41.07
Large Store Sub-Total	12,820	7,147		£78.06
Borough Total	n/a	9,384		£93.20

* Turnover densities exclude an allowance for petrol sales in large food stores and include an allowance for VAT.

Sources:

Retail Rankings 2002
Institute of Grocery Distribution
NLP Street Survey 2002

Table 2A: Comparison Shops within Winchester

Location	Net Sales Floorspace Sq M	Average Turnover Per Sq M	Benchmark Turnover £M
Winchester City Centre	32,500	£4,000	£130.00
Retail Warehouses in Winchester			
Homebase, Winnall	2,800	£1,341	£3.75
Downs Carpets	400	£1,500	£0.60
Fabric Warehouse	400	£1,500	£0.60
Topps Tiles	300	£1,252	£0.38
Currys	700	£5,236	£3.67
Halfords	700	£2,049	£1.43
Powerhouse	700	£4,085	£2.86
Scats	1,000	£800	£0.80
Brewers	200	£1,000	£0.20
Retail Warehouse Sub-Total	7,200	£1,985	£14.29
Winchester Total	39,700	n/a	£144.29

Sources:

GOAD Out of Centre Directory
 Retail Rankings 2002
 NLP Site Surveys 2002