Boscombe Retail Study

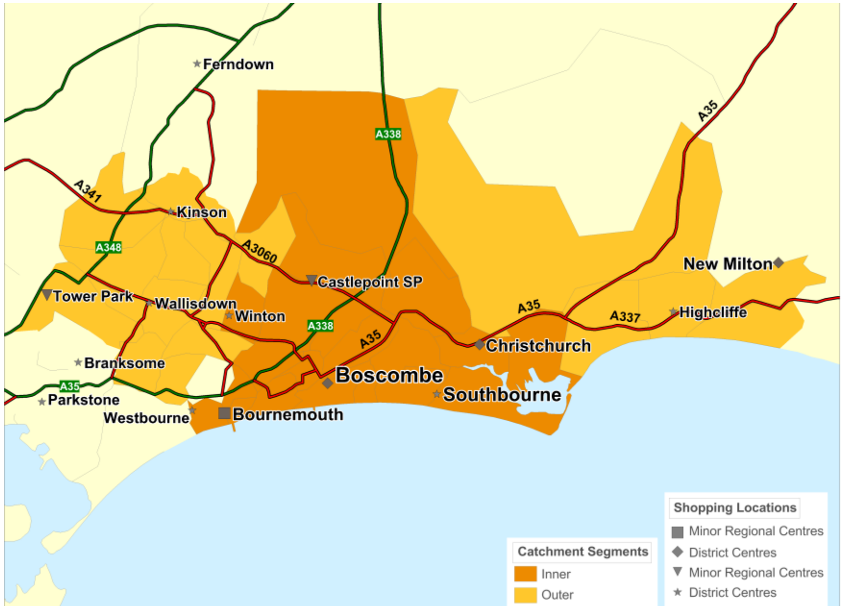
September 30, 2016

Brief

- Boscombe's catchment:
  - Catchment resident and shopper populations, demographics and ACORN profile
  - Detailed expenditure by merchandise category and household income
- Projected population growth and proposed housing developments
- Trading Gap Analysis – identification of opportunity to grow sales
- Absent retailers – targeted for recruitment
- SWOT Analysis
- Recommendations relating to future opportunities

Catchment & Demographics

Catchment Area



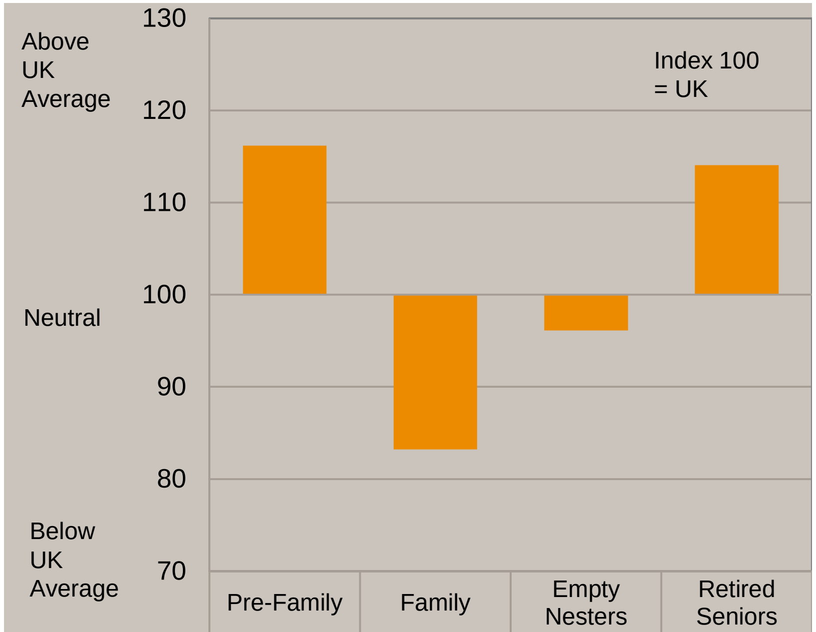
Resident/Shopper Numbers

Resident Pop.	Catchment Segment	Shopper Penetration	Shopper Pop.
155K	Inner	36%	55K
129K	Outer	8%	11K

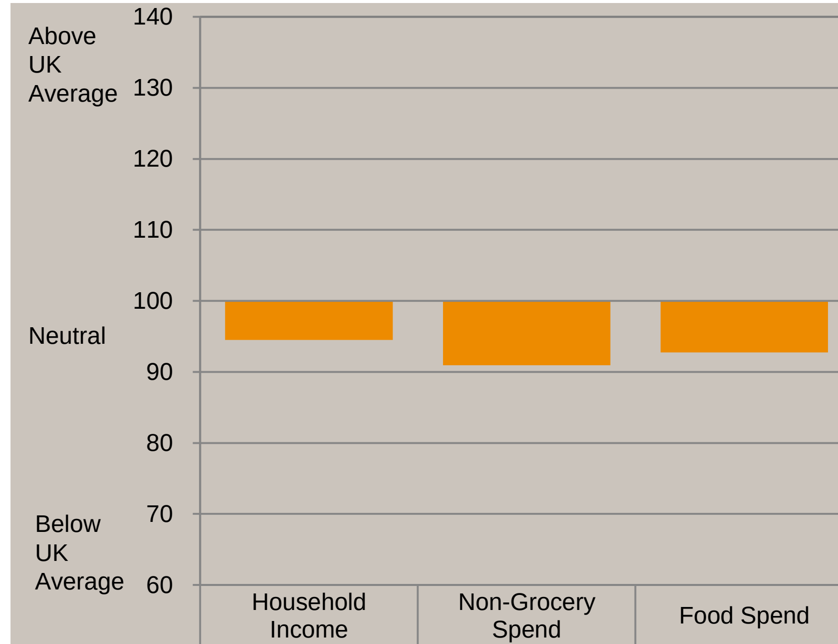
- Resident population for the Principal catchment area is 284k. Expected to increase by a slower rate than the UK, 3% to 2025 (UK+6.5%)
- Generates 66k regular shoppers (73k incl. ‘pull-in’). Penetration is 23%

Source: FSP/NSLSP

Catchment Demographics – Resident Lifestage/Household Income



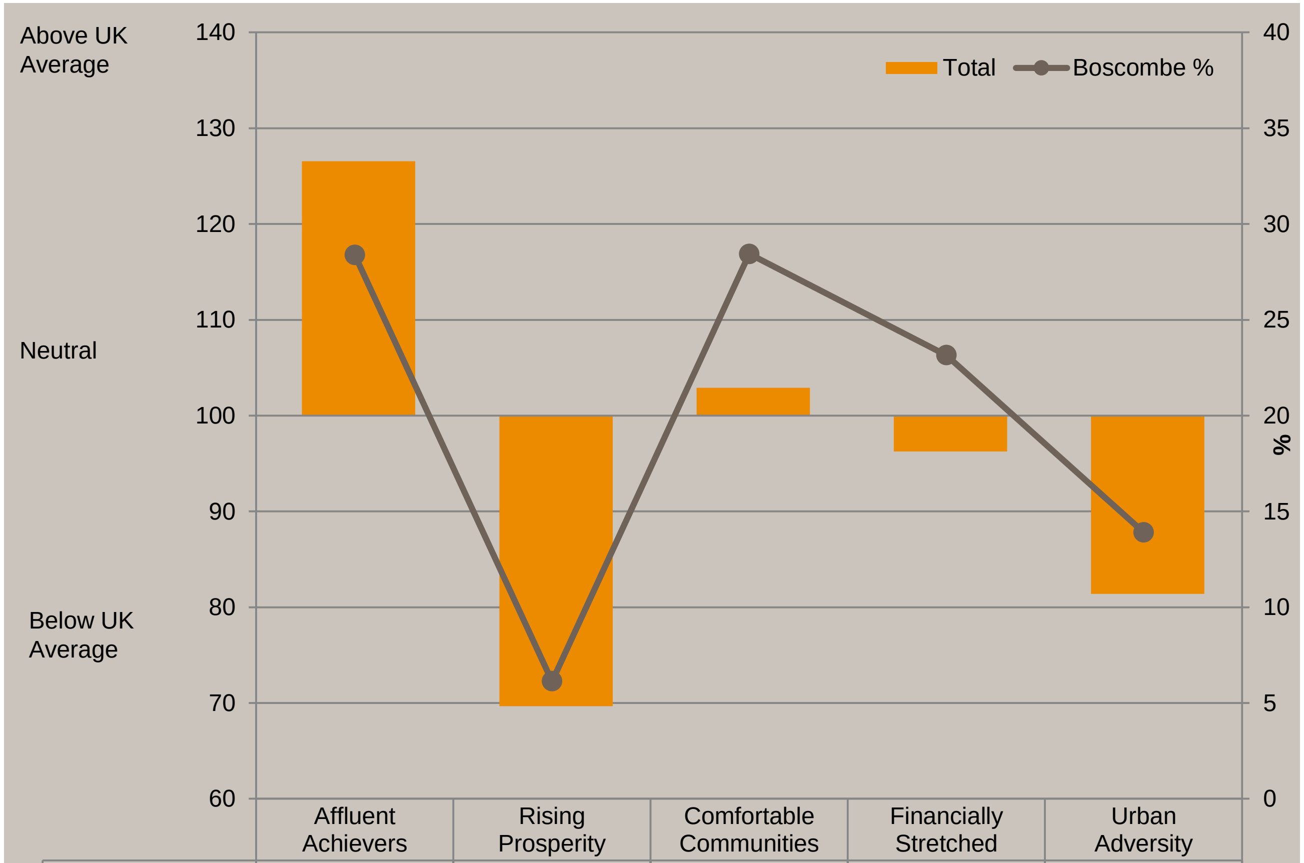
	Pre-Family	Family	Empty Nesters	Retired Seniors
Inner Index	132	83	95	102
Outer Index	83	85	99	141
Total Index	116	83	96	114
Boscombe %	23	24	31	23
UK %	20	28	32	20



	Household Income	Non-Grocery Spend	Food Spend
Inner Index	93	89	91
Outer Index	96	93	95
Total Index	95	91	93
Boscombe	£35,181	£9,024	£4,698
UK	£37,223	£9,922	£5,037

Source: FSP/CES

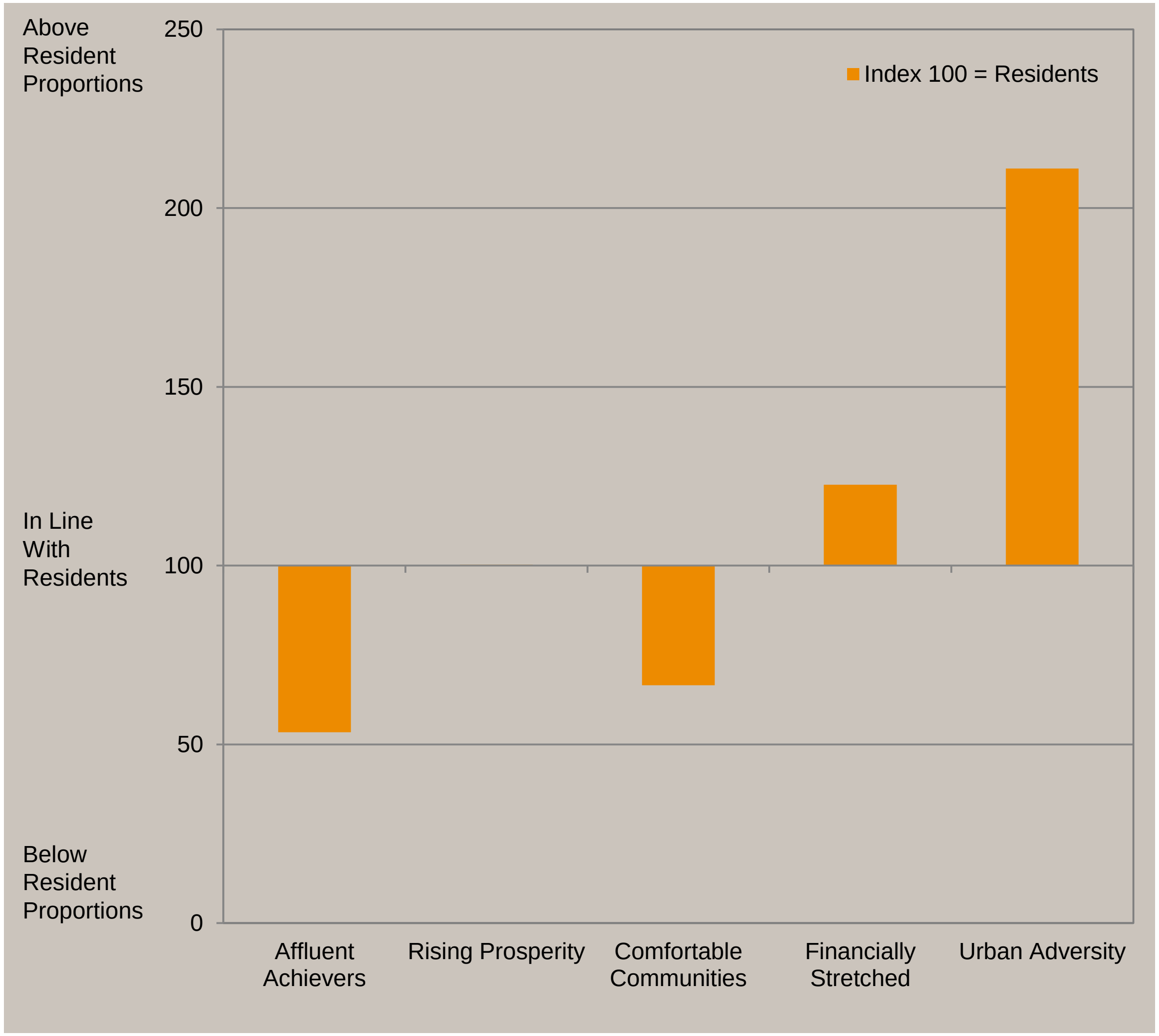
Catchment Demographics – ACORN Profile



	Affluent Achievers	Rising Prosperity	Comfortable Communities	Financially Stretched	Urban Adversity
Inner Index	95	92	90	110	113
Outer Index	165	43	118	79	44
Total	127	70	103	96	81
UK %	22	9	28	24	17
Boscombe %	28	6	28	23	14

Source: FSP/CACI

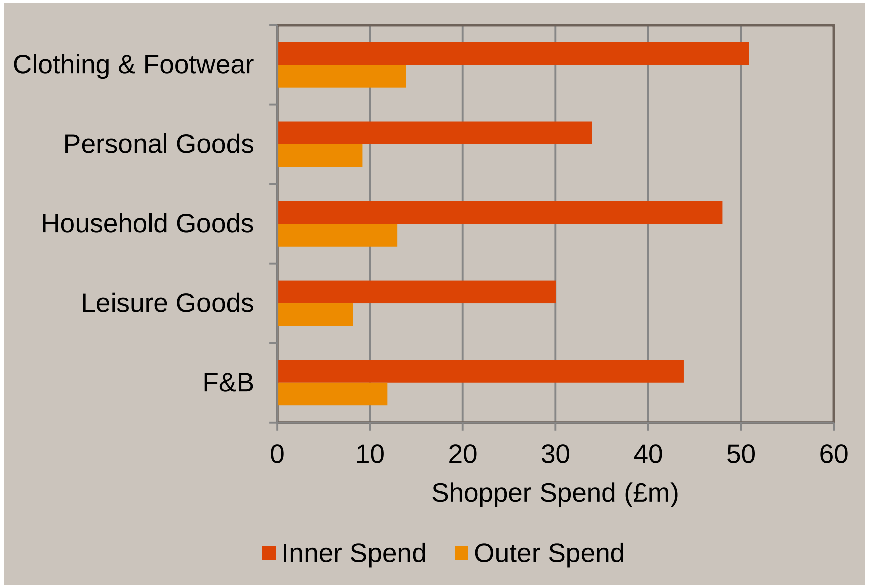
ACORN *Category* – Residents vs. Shoppers

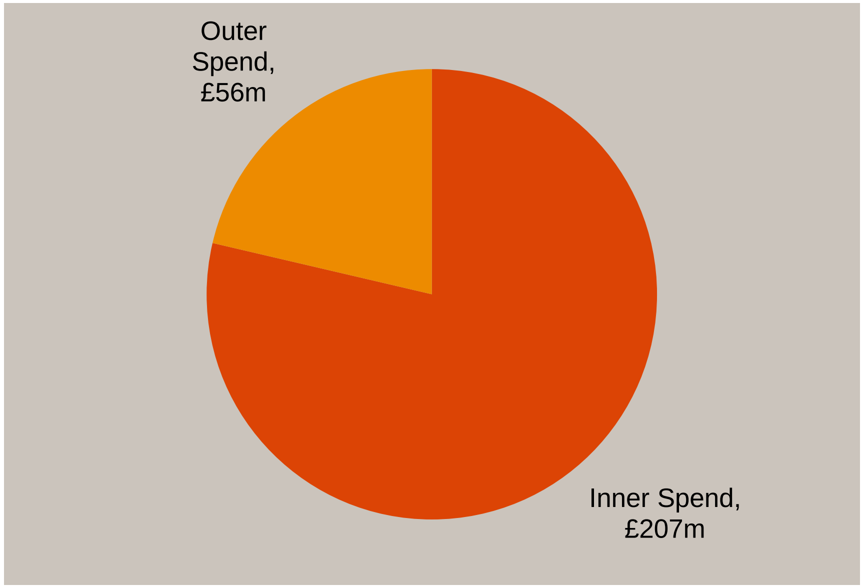


Source: FSP/CACI/NSLSP

Shopper Spending

- Total *Non-Grocery* shopper spend (spend by those residents who use Boscombe regularly as a shopping location) amounts to £293m annually (including 10% ‘pull in’) plus £58m from tourism
- *C&F* and *Household Goods* are the largest markets, respectively worth £72m and £68m annually (including 10% ‘pull in’)
- *F&B* is also a large market, annually worth £62m (including 10% ‘pull in’)

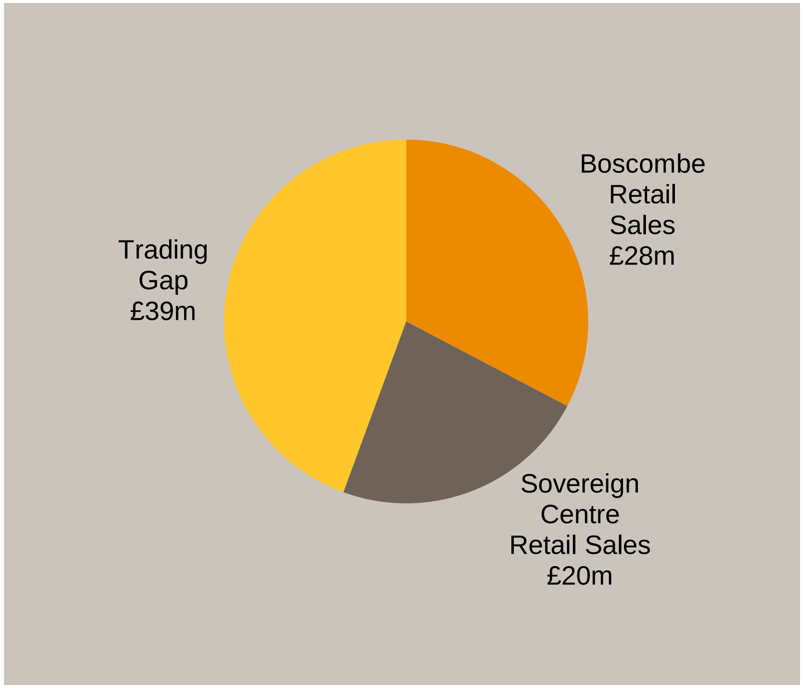


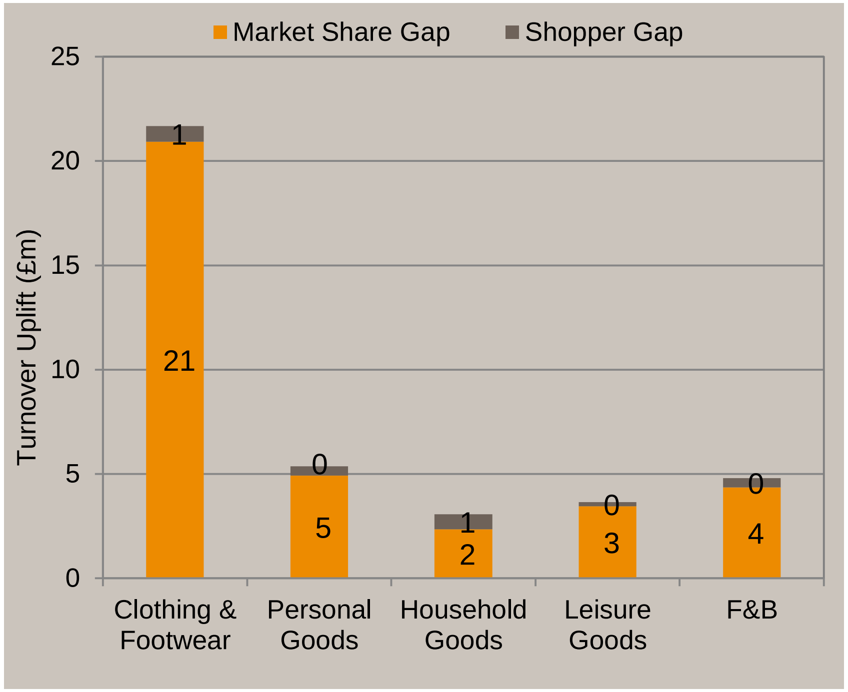


Source: FSP/CES

Trading Gap Analysis

Retail Supply and Demand



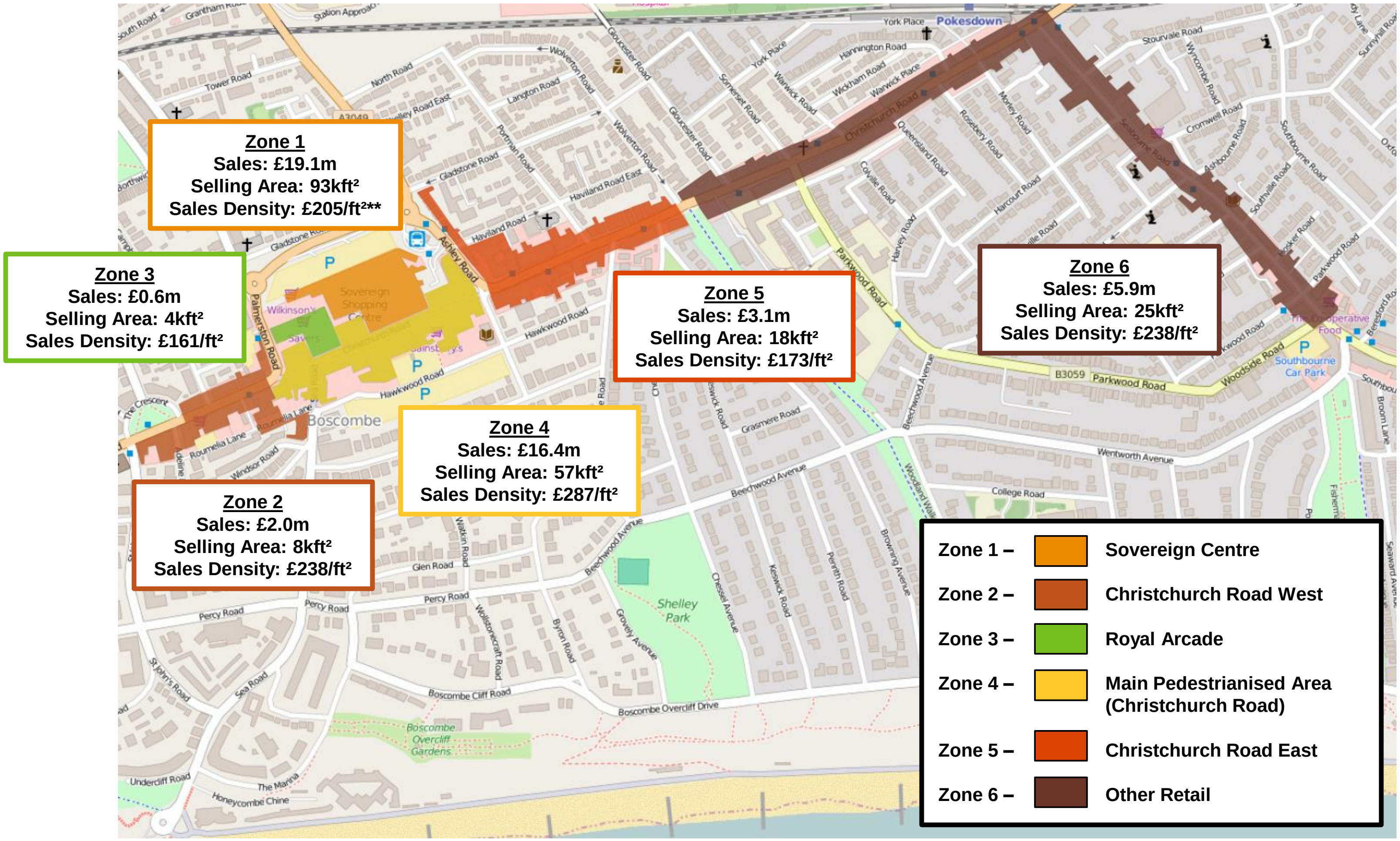


- *Non-Grocery* sales in Boscombe town centre as a whole amount to an estimated £48m – 16% market share
- 41% of Boscombe's total sales originate from Sovereign Centre
- The Trading Gap is £39m – the largest gap is in *Clothing and Footwear* (£22m, most of which from existing shoppers)

Source: FSP/CES

Present Tenant Mix

Zoning



Zone 1
Sales: £19.1m
Selling Area: 93kft²
Sales Density: £205/ft²**
Zone 3
Sales: £0.6m
Selling Area: 4kft²
Sales Density: £161/ft²
Zone 5
Sales: £3.1m
Selling Area: 18kft²
Sales Density: £173/ft²
Zone 6
Sales: £5.9m
Selling Area: 25kft²
Sales Density: £238/ft²
Zone 4
Sales: £16.4m
Selling Area: 57kft²
Sales Density: £287/ft²
Zone 2
Sales: £2.0m
Selling Area: 8kft²
Sales Density: £238/ft²
Zone 1 – Sovereign Centre
Zone 2 – Christchurch Road West
Zone 3 – Royal Arcade
Zone 4 – Main Pedestrianised Area (Christchurch Road)
Zone 5 – Christchurch Road East
Zone 6 – Other Retail
Boscombe
Pokesdown
Shelley Park

Boscombe Retailing Overview – Key Points

- **The Precinct:**
  - Main pedestrianised shopping area, with majority of national multiples
  - Buildings generally pleasant but many in poor condition. No real seating
  - Value-based offer, with many charity shops. *C&F* offer targets families
  - Primark anchors area yet is small and poorly merchandised. The loss of New Look is a blow
  - *F&B* offer is generally café/snacks, although there is potential (e.g. Café Boscanova)
  - O2 Academy a strength as is the Royal Arcade though it needs stronger management and a more focused tenant mix

- **Sovereign Centre:**
  - 129kft² anchored by Wilko, Peacocks, Poundland, Sports Direct and Boots
  - Poundland & More to replace old T J Hughes unit (currently Zervo Flexi-Village)
  - Warren James may enter the town. Costa resited and Perfume Shop renewed lease

- **Christchurch Road:**
  - Outside of the pedestrianised area, the shopping standard drops considerably – many stores are small and badly maintained, with low footfall and a highly fragmented offer. There are exceptions which should be built upon

Benchmark Absent Retailers

Ann Summers
QUIZ
The Edinburgh Woollen Mill
TK maxx big labels small prices
BLUE INC

DOROTHY PERKINS
PAVERS We Make Happy Feet
M&Co
hotter
Clarks

BURTON
DEICHMANN
select
YOURS FABULOUS FASHION IN SIZES 14 - 36
GREENWOODS MENSWEAR

sally
THE PERFUME SHOP
THE BODY SHOP
LUSH FRESH HANDMADE COSMETICS
THE ORIGINAL FACTORY SHOP
H.SAMUEL THE JEWELLER

claire's
home bargains
vodafone
The Range Home, Leisure & Garden
3 Store
The electronics specialist maplin

MenKind
O2
LINENS direct
TRESPASS
Ryman stationery EST. 1893
millets The Outdoor Store
MOUNTAIN WAREHOUSE

The Entertainer TheToyShop.com
DW SPORTS .COM
Clintons
MAX SPIELMANN
Blacks
Nando's

Pizza Hut RESTAURANT | COLLECTION | DELIVERY
SUBWAY
Harry Ramsden's World Famous Fish & Chips
b&m
MUFFIN BREAK
Frankie & Benny's NEW YORK ITALIAN RESTAURANT & BAR

Summary

SWOT Analysis

Strengths

- Pedestrianised precinct providing a comfortable shopping experience
- Accessibility – flat shopping area good for pedestrian access
- Existing café culture (capable of further development)
- Sovereign Centre – Potential to attract new retailers at owner's cost
- Relatively large resident population
- Some new independent retailing providing relief from the 'value' offer
- Royal Arcade
- Beach (and consequent increase in summer tourism)
- Current availability of extensive car parking
- Support from Bournemouth Council in respect of regeneration

Weaknesses

- Retailer/shopper perception of deprivation and anti-social behaviour
- Strung out retail offer dilutes available retail spend across a wide range of operators
- Surfeit of small units, many in poor condition and offering little opportunity to provide a credible offer
- Below average household income for area
- Very negative *Net Promoter Score* when FSP completed its 2014 study
- Reported low sales densities generated by retailers
- Lack of large anchor store/s
- Car park signage weak/non-existent
- Poor evening economy

Recommendations

- More independents – celebrate and encourage more independent retailing which has the potential to differentiate Boscombe's retail offer – value, creativity, 'edginess'
- Focus the offer – reduce scale of retailing (St John's Road to Chessel Avenue)
- Exploit the markets – build on existing markets and harness current street food trend; reinstate Vintage Market
- Community services – further integrate into central areas to encourage higher footfall and reduce voids
- Sovereign Centre – assist New River Retail to enlist more retailers
- Royal Arcade – has potential as is a highly attractive building, but need to build critical mass, commonality of theme and proper management. Establish a specialist offer (e.g. F&B, crafts and exhibitions)

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