

Table 1: TYPICAL RETAIL SALES BY STORE TYPE AND SIZE

Store Type	Sales Density (£ per sq m net)	Store Size (sq m net - NRPf definition)													
		250	500	1,000	1,500	2,000	3,000	4,000	5,000	6,000	8,000	10,000	12,000	16,000	20,000
Supermarkets															
<i>High Sales Density</i>	13,600	3,400	6,800	13,600	20,400	27,200	40,800	54,400	68,000	81,600					
<i>Medium Sales Density</i>	8,800	2,200	4,400	8,800	13,200	17,600									
<i>Low Sales Density</i>	5,200	1,300	2,600	5,200	7,800										
Department Stores															
<i>High Sales Density</i>	8,400						25,200	33,600	42,000	50,400	67,200	84,000	100,800		
<i>Medium Sales Density</i>	5,000						15,000	20,000	25,000	30,000	40,000	50,000	60,000		
<i>Low Sales Density</i>	2,800						8,400	11,200	14,000	16,800	22,400	28,000	33,600		
Clothing & Footwear															
<i>High Sales Density</i>	7,800		3,900	7,800	11,700	15,600	23,400	31,200	39,000	46,800	62,400	78,000			
<i>Medium Sales Density</i>	5,400		2,700	5,400	8,100	10,800	16,200	21,600	27,000	32,400	43,200	54,000			
<i>Low Sales Density</i>	4,400		2,200	4,400	6,600	8,800	13,200	17,600	22,000	26,400	35,200	44,000			
Mixed Goods Retailers															
<i>General Sales Density</i>	2,400		1,200	2,400	3,600	4,800	7,200	9,600	12,000						
Furniture & Floor Coverings															
<i>High Sales Density</i>	3,000		1,500	3,000	4,500	6,000	9,000	12,000	15,000	18,000	24,000	30,000	36,000	48,000	60,000
<i>Low Sales Density</i>	1,200		600	1,200	1,800	2,400	3,600	4,800	6,000	7,200	9,600	12,000	14,400	19,200	24,000
Hardware & DIY Goods															
<i>High Sales Density</i>	2,400					4,800	7,200	9,600	12,000	14,400	19,200	24,000			
<i>Low Sales Density</i>	1,200					2,400	3,600	4,800	6,000	7,200	9,600	12,000			
Audio-Visual Goods															
<i>High Sales Density</i>	6,200		3,100	6,200	9,300	12,400	18,600	24,800	31,000						
<i>Low Sales Density</i>	4,800		2,400	4,800	7,200	9,600	14,400	19,200	24,000						

Notes:

1. Retail Sales (£000)
2. 2011 Prices

Sources:

1. Mintel Retail Rankings 2013 (business-based sales densities with 5% VAT added) - Typical Sales Density of Food Stores
2. Mintel Retail Rankings 2013 (business-based sales densities with 20% VAT added) - Typical Sales Density of Non Food Stores
3. IGD - Typical Floorspace of Food Stores
4. Trevor Wood and Experian Goad - Typical Floorspace of Non Food Stores
5. Trade Sales assumed for Hardware & DIY Goods

Table 2: POTENTIAL IMPACTS ON CRAWLEY TOWN CENTRE BY STORE TYPE AND SIZE

Crawley Town Centre Sales 2012 (rounded): 500,000 Potential Average Trade Diversion from Town Centre: 50 %

Store Type	Store Size (sq m net - NRPf definition)													
	250	500	1,000	1,500	2,000	3,000	4,000	5,000	6,000	8,000	10,000	12,000	16,000	20,000
Supermarkets														
High Sales Density	0.3%	0.7%	1.4%	2.0%	2.7%	4.1%	5.4%	6.8%	8.2%					
Medium Sales Density	0.2%	0.4%	0.9%	1.3%	1.8%									
Low Sales Density	0.1%	0.3%	0.5%	0.8%										
Department Stores														
High Sales Density						2.5%	3.4%	4.2%	5.0%	6.7%	8.4%	10.1%		
Medium Sales Density						1.5%	2.0%	2.5%	3.0%	4.0%	5.0%	6.0%		
Low Sales Density						0.8%	1.1%	1.4%	1.7%	2.2%	2.8%	3.4%		
Clothing & Footwear														
High Sales Density	0.0%	0.4%	0.8%	1.2%	1.6%	2.3%	3.1%	3.9%	4.7%	6.2%	7.8%			
Medium Sales Density	0.0%	0.3%	0.5%	0.8%	1.1%	1.6%	2.2%	2.7%	3.2%	4.3%	5.4%			
Low Sales Density	0.0%	0.2%	0.4%	0.7%	0.9%	1.3%	1.8%	2.2%	2.6%	3.5%	4.4%			
Mixed Goods Retailers														
General Sales Density		0.1%	0.2%	0.4%	0.5%	0.7%	1.0%	1.2%						
Furniture & Floor Coverings														
High Sales Density		0.2%	0.3%	0.5%	0.6%	0.9%	1.2%	1.5%	1.8%	2.4%	3.0%	3.6%	4.8%	6.0%
Low Sales Density		0.1%	0.1%	0.2%	0.2%	0.4%	0.5%	0.6%	0.7%	1.0%	1.2%	1.4%	1.9%	2.4%
Hardware & DIY Goods														
High Sales Density					0.5%	0.7%	1.0%	1.2%	1.4%	1.9%	2.4%			
Low Sales Density					0.2%	0.4%	0.5%	0.6%	0.7%	1.0%	1.2%			
Audio-Visual Goods														
High Sales Density		0.3%	0.6%	0.9%	1.2%	1.9%	2.5%	3.1%						
Low Sales Density		0.2%	0.5%	0.7%	1.0%	1.4%	1.9%	2.4%						

Notes:

1. Retail Sales (£000)
2. 2011 Prices

Sources:

Table 1