Appendix A



Planning Report

)

January 2024

)



Version Control		
)	

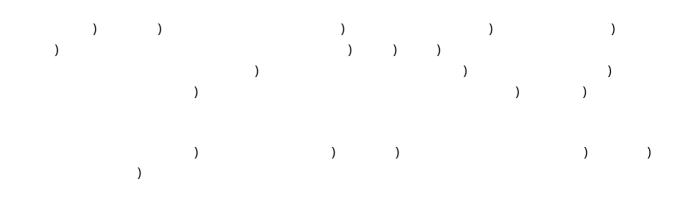


Appendices

- Appendix 1 Helensburgh Catchment Area
- Appendix 2 Comparison Retail Floorspace Need Assessment (Scenario 1 and Scenario 2)
- Appendix 3 Convenience Retail Floorspace Need Assessment (Scenario 1 and Scenario 2)



Executive Summary



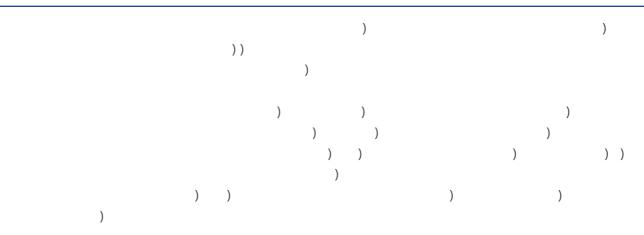




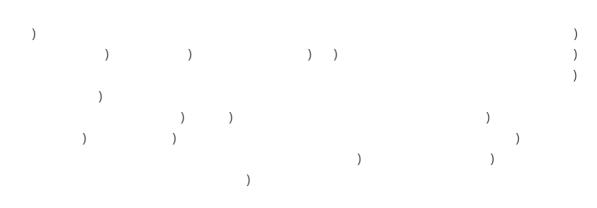


1.





1.3 Helensburgh Waterfront

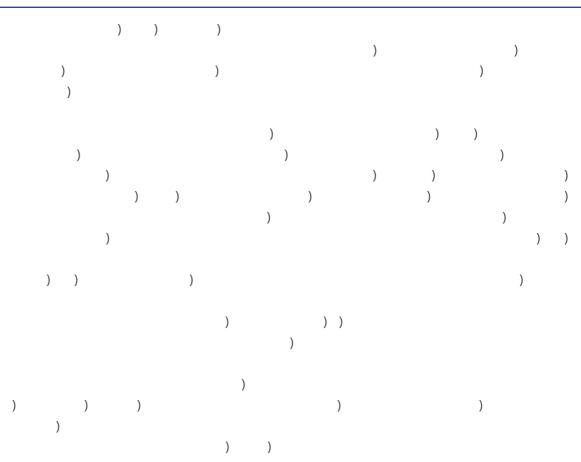


1.4 Planning Policy Framework

)))))				
)))
	/	/	, ,	,









))	
)		
)

2.2 Presence of Multiple Retailers

)))))
))



))))	
)))))
2.3	Market Assessm	nent					

)))))))	
)))	
)))			
)))))
)))]		



- 3. Retail Need Data Sources and Assumption
- 3.1 Objective

)



Step 3





))))))))))))
))))))	
, Expenditure Inflow)	-))))))))	
)))))))))
Existing Retail Floo)	rspace Data –))
)))))		
Base Year –))			
Design Years -)))		
Future Growth in		penditure Per Head -)	
)))))))	
Special Forms of Tra	ading –))))		







- 4. Retail Audit & Market Assessment
- 4.1 Objectives

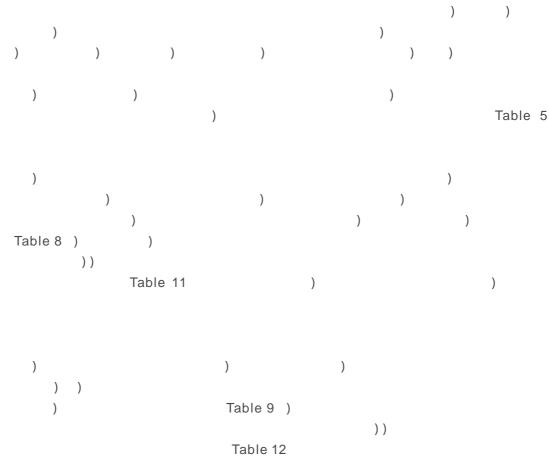


)



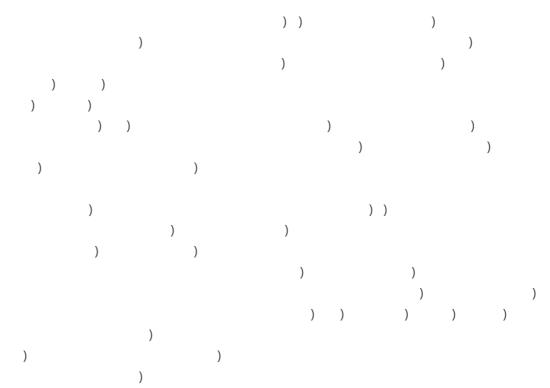
)))))))
)))		
))))))
)))))))))
)))))))))))))





))

4.4 Comparison Goods Needs Assessment - Summary





4.5 Convenience Goods Needs Assessment

))) Scenario 1))

]



))))))
))))))))))))))
) Table 8	Tables 8 a)	and 11)))) Table	11))))
For						

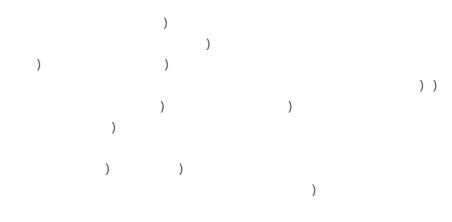




5.



5.2 Conclusion – Comparison Floorspace Need Assessment





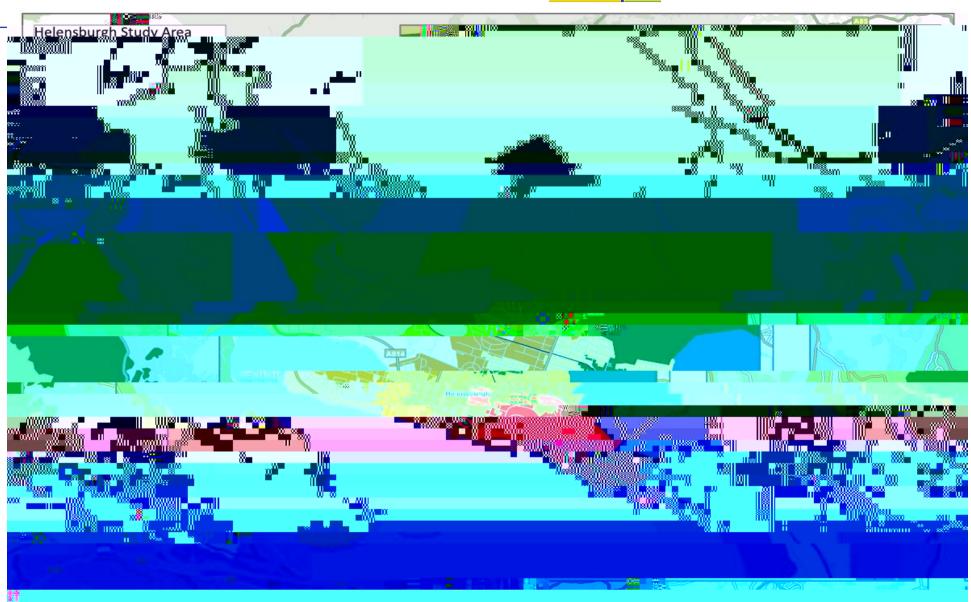
5.4 Conclusion – Impact on Vitality & Viability



APPENDIX 1

Helensburgh Catchment Area







APPENDIX 2





Table 1 – Population Change by Zone

	Table 1 Catchment Population Change by Zone										
Zone	Area	2011	2023	2028	2033	Population Change %					
		Population Population Projected Proje	Projected Population (2)	2011 - 2023	2023 - 2033						





Table 4 – All Comparison Goods Expenditure Pattern and Centre Turnover Estimates in 2023 (Base Year)

Table 4 -



Table 5 – Estimated All Comparison Good Expenditure Patterns and Centre Turnover in 2023 (Base Year)

Table 5





Table 8 -





Table 11- Comparison Goods Floorspace Need in Helensburgh in 2033

Table 11 - Comparison Goods Floorspace Need Helensburgh Town Centre 2033								
))							



Retail Floorspace Need Assessment

Helensburgh Retail Study Update 2023

Scenario 2: Market Shares Adjusted Upwards

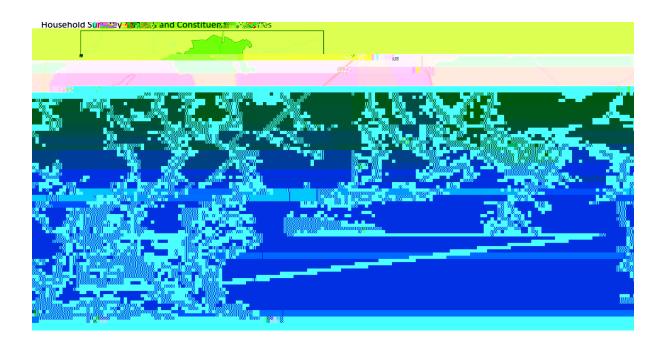




Table 2– Catchment Area Total Available Expenditure on Comparison Goods by Zone

Table 2 Cat	Table 2 Catchment Area Total Available Expenditure on Comparison Goods by Zone (Excluding Expenditure by Special Forms of Trading)										
		Total Increase 2023 2033 £m									
Zone	2023	2028	2033	ZIII							
1											
2											
3											
4											
5											
6											
7											





Table 5 – Estimated All Comparison Good Expenditure Patterns and Centre Turnover 2023 (Base Year)

Table 5 Estimated All Comparison Good Expenditure Patterns and Centre Turnover 2023 (Base Year) (£m)										
)))))))	







Table 12 - Comparison Goods Floorspace Need in Helensburgh in 2033

Table 12 - Comparison Goods Floorspace Need Helensburgh Town Centre 2033										
_))))))))))))))))))		



APPENDIX 3

Convenience Retail Floorspace Need Assessment



Table 1 - Population Change by Zone

Zone	Area	2011 Population	2023 Population	2028 Projected	2033 Projected	Population Change %	
		(1)	Projection (2)	Population (2)	Population (2)	2011 - 2023	



Table 2 – Total Available Expenditure on Convenience Goods by Zone

Table 2 Total Available Expenditure on Convenience Goods by Zone (Excluding Expenditure by Special Forms of Trading)									
		Total Increase 2023 2033 £m							
Zone	2023	2028		£III					



Table 4 – Estimated Convenience Goods Expenditure Pattern and Centre Turnover in 2023

Table 4 Estimated Convenience Goods Expenditure Pattern and Centre Turnover 2023 (Base Year) (£m)											
))			



Table 6 - Convenience Goods Expenditure Pattern and Centre Turnover Estimates in 2028

Table 6 - Convenience Goods Expenditure Pattern and Centre Turnover Estimates 2028 (£m)										
)))	

Within Catchment Area

.



Table 7 - Calculation of Potential Convenience Goods Headroom Expenditure in 2028

Table 7 - Calculation of Potential Convenience Goods Headroom Expenditure Helensburgh Town Centre 2028 (£m)									
)))				
Within Catchment Area									
Total	29.47	27.03	0.89	26.14	-3.33				





Table 9 - Convenience Goods Expenditure Pattern and Centre Turnover Estimater Estimater EstimateeteEs0.0353 0.459 0.635 RG Estimate



Table 11 – Quantitative Retail Floorspace Need in 2033

Table 11 Quantitative Retail Floorspace Need Helensburgh Town Centre 2033								
))))))))))))
ithin Catchment Area								



Table 1 - Catchment Area Population

Table 1 Catchment Area Population									
Zone	Area	2011 Population (1)		2028 Projected Population	2033 Projected Population	Population Change % 2011 - 2023 2023 - 2033			



Table 2 Total Available Expenditure on Convenience Goods by Zone (Excluding Expenditure by Special Forms of Trading)								
Zone	2023	Total Increase 2023 2033 £m						
1								
2								
3								
4								
5								
6								
7	•							







Table 7 – Estimated Adjusted Convenience Goods Centre Market Share by Zone in 2028

Table 7 - All Convenience Goods Expenditure Pattern and Centre Turnover Estimates 2028 (£m)										
))	
Within Catchment Area										
Sub-Total	13.88	5.07	6.71	6.39	7.32	12.27	11.52(1)	63.16		
Sub-Total Total ⁽²⁾	<i>1,54</i> 15.42	<i>0.57</i> 5.64	7.45	<i>0.71</i> 7.10	<i>0.82</i> 8.14	<i>1.37</i> 13.64	<i>1.28</i> 12.80	<i>7.03</i> 70.19		



Table 8-





Table 10 -





Table 12 - Convenience Goods Floorspace Need in Helensburgh Town Centre in 2033

Table 12-



Accelerating success.