Cyngor
sir ddinbych
denbighshire
County Council

Denbighshire Retail Study 2018

Retail Capacity

Corporate Research and Information Unit

Conwy County Borough Council

Contact us

Strategic Planning & Housing
Denbighshire County Council
PO Box 62
Ruthin
LL15 9AZ
Email: planningpolicy@denbighshire.gov.uk
Phone: 01824 706916

Contents

Section 1: Introduction

Data sources and methodology

The analysis in this report has been conducted by Corporate Research CCBC, supported by consultancy from Experian plc, based on data provided by Experian plc using their supermarket flow model, Where Britain Shops Model, GOAD and ShopPoint data. The Experian data models have the potential to offer detailed data at a much lower geographic area than using sample survey data.

MOSAIC

Mosaic is Experian's flagship consumer classification providing a deep view of UK consumers' characteristics and lifestyles. Through a combination of Experian proprietary, public and trusted third party sourced data, Mosaic condenses billions of pieces of information to fully understand consumer characteristics and lifestyles.

Comparison and convenience goods

The analysis will break retail down into two categories. These are defined below:

Convenience goods:
Food and non-alcoholic beverages, tobacco, alcoholic beverages, newspapers and periodicals and non-durable household goods.

Comparison goods:
Clothing, shoes, furniture, household appliances, tools, medical goods, games and toys, books and stationery, jewellery and other personal effects.

Supermarket flow model

Experian modelled data, looking at the type of supermarket by brand & size to determine the strength of 'pull' of each supermarket. This is matched with the socio-economic profile of the residents (MOSAIC data) at the small area level (Census Output areas) to model where residents are likely to shop.

Where Britain shops model

Experian modelled data, estimating the 'pull' strength of each retail centre based on the number, size and mix of available brands on offer. This is matched with the socio-economic profile of the residents (MOSAIC data) at the small area level (Census Output areas) to model where residents are likely to shop.

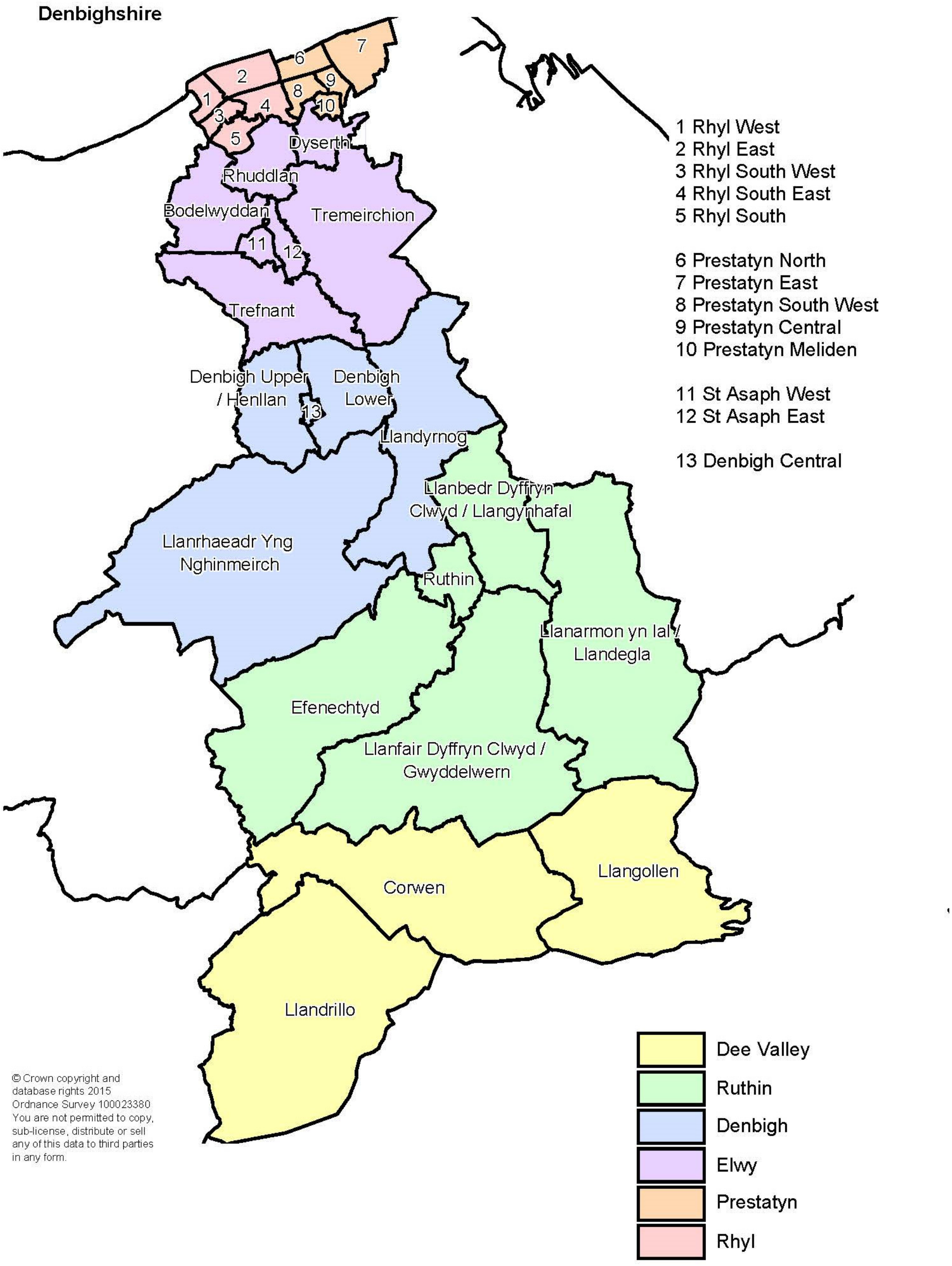
Supply and demand

The report will also break the county into six defined retail zones and explore the retail spend capacity (demand) based on the resident population and tourism for both comparison and convenience goods.

The report will explore the retail supply from five main retail centres recognised by GOAD; Rhyl, Prestatyn, Denbigh, Ruthin and Llangollen. It will identify and assess the primary and secondary catchment areas for each centre and explore the interactions between each centre and their rivals in North Wales and the North West of England.

Map showing how the county of Denbighshire has been split up into retail sub areas

These have been selected to align with geographies recognised and used for other purposes within Denbighshire County Council. The map below shows the retail sub areas and Council Electoral Ward boundaries.



Section 2: Retail Area Assessment

This section will provide an analysis of the Experian data for the comparison and convenience demand in each of the retail areas. Maps have been provided to show where the main supermarkets were located at the time of data collection. These have been roughly grouped into the following categories:

- Small – less than 10,00 sq ft in size
- Medium – between 10,000 and 25,000 sq ft in size
- Large – between 25,000 sq ft and 60,000 sq ft in size
- Very Large – greater than 60,000 sq ft in size

Rhyl retail area

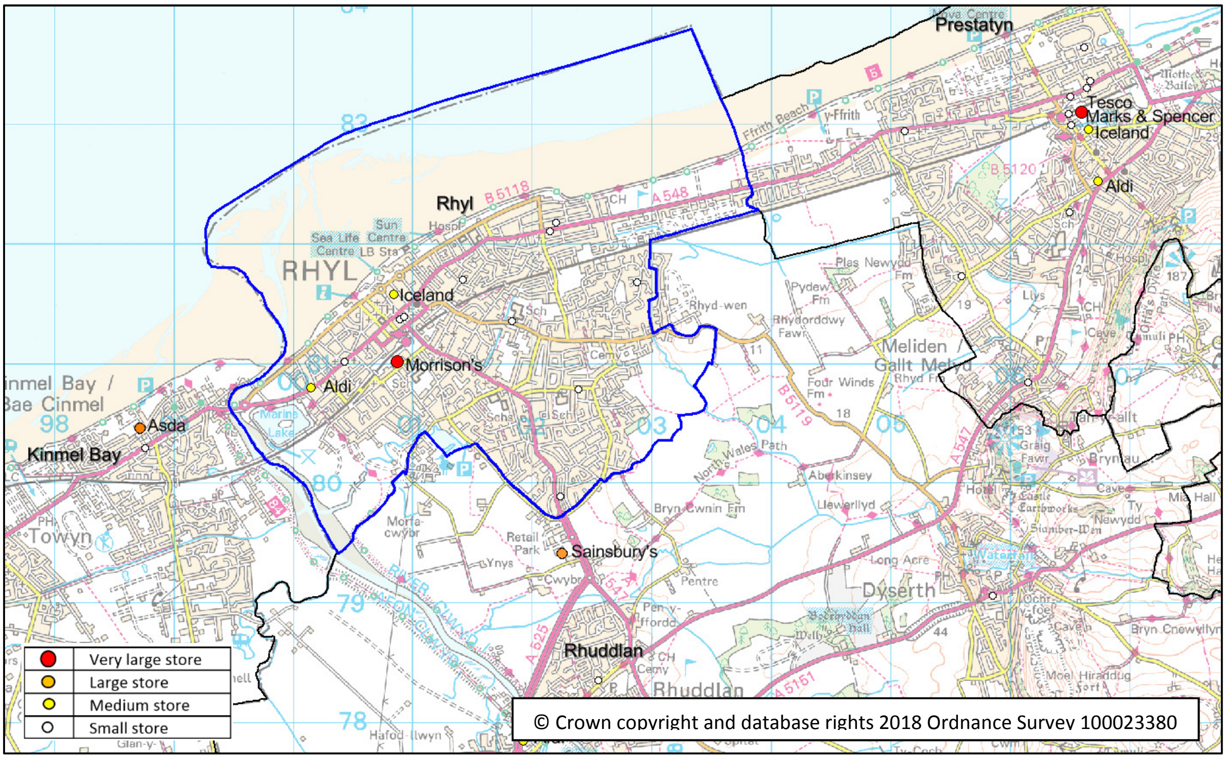
The Rhyl retail area covers the Electoral Divisions of Rhyl West, Rhyl South West, Rhyl South East, Rhyl South, Rhyl East, Rhuddlan and Dyserth. The area contains 12,295 dwellings with a total population estimated at 24,900 people. This is expected to increase to 26,300 over the next 10 years, an increase of 5.6%. Rhyl contains a high proportion who live in rented accommodation (39%) and much of the area is among the 10% most deprived in Wales.

The age structure of this area is as follows. Rhyl has a younger population structure than the rest of Denbighshire and a higher proportion of single person households (34%).

Age structure (Office for National Statistics 2016)

	Age 0-15	Age 16-29	Age 30-44	Age 45-64	Age 65+
Rhyl	20.3%	17.5%	16.5%	25.9%	19.9%
Denbighshire	18.1%	15.6%	15.9%	27.6%	22.9%
Wales	18.0%	18.2%	18.0%	26.3%	19.5%

Map showing the Rhyl retail area and the main supermarkets



The retail demand for the Rhyl retail area is estimated at £45.8 Million for Convenience goods and £59.2 Million for Comparison Goods. Based on the Experian model, this demand is being met from the following locations:

Table showing where the convenience demand for Rhyl is being met from

Area	Convenience Spend (£M)	%
Rhyl	26.0	56.9%
Abergele/Kinmel Bay	9.4	20.6%
Prestatyn	8.1	17.7%
Flintshire	1.0	2.3%
Other	1.1	2.5%
Grand Total	**45.8**	**100.0%**

This retail area is in the catchment for the following large and medium sized stores. Together they are meeting 80% of the convenience demand, with the majority of the remaining demand going to smaller stores in Rhyl or Prestatyn.

- Morrisons, Rhyl
- Asda, Kinmel Bay
- Tesco, Prestatyn
- Sainsbury's, Rhyl
- Aldi, Rhyl
- Iceland, Rhyl
- Aldi, Rhuddlan

Table showing where the comparison demand for Rhyl is being met from

Area	Comparison Spend (£M)	%
Rhyl	40.1	67.7%
Rhyl - Clwyd Retail Park	8.2	13.9%
Prestatyn	2.1	3.6%
Chester	1.9	3.2%
Colwyn Bay	1.8	3.0%
Llandudno	1.7	2.9%
Cheshire Oaks	0.6	1.0%
Other	2.8	9.7%
Grand Total	**59.2**	**100.0%**

85% of the demand can be met through the local supply within Rhyl and Prestatyn.

Prestatyn retail area

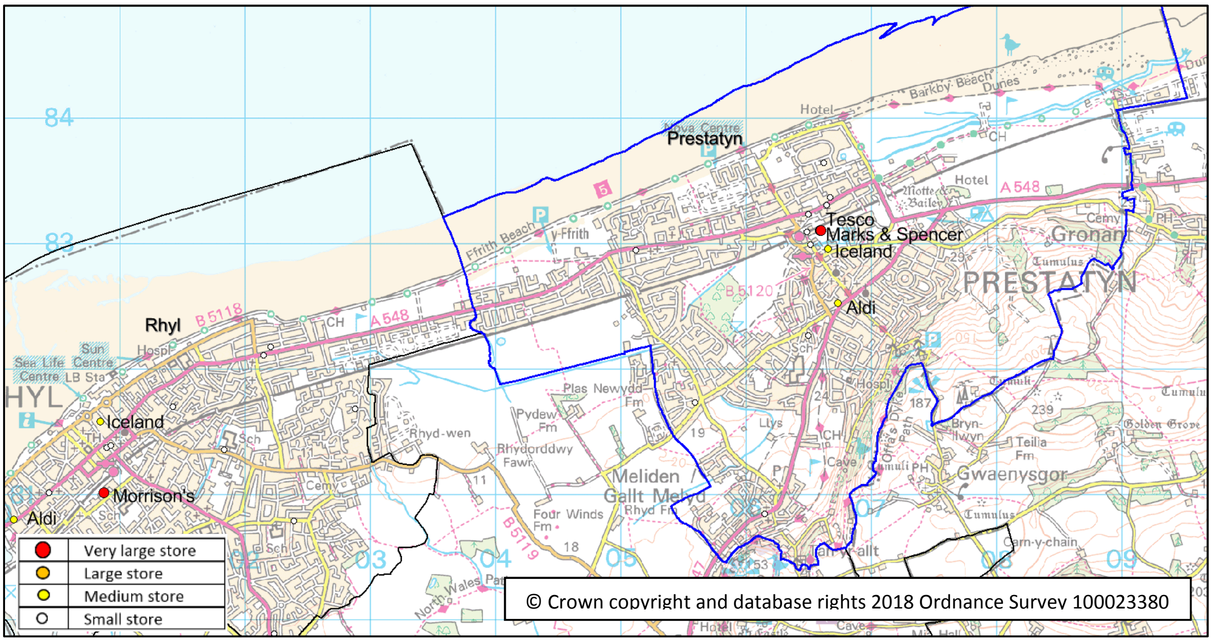
The Prestatyn retail area covers the Electoral Divisions of Prestatyn Central, Prestatyn East, Prestatyn North, Prestatyn South West and Prestatyn Meliden. The area contains 8,695 dwellings with a total population estimated at 18,400 people. This is expected to increase to 19,000 over the next 10 years, an increase of 3.3%.

The age structure of this area is as follows. Prestatyn has an older population structure than the rest of Denbighshire and Wales with a high proportion of lone pensioners (17.7%).

Age structure (Office for National Statistics 2016)

	Age 0-15	Age 16-29	Age 30-44	Age 45-64	Age 65+
Prestatyn	18.0%	14.7%	15.3%	26.0%	26.0%
Denbighshire	18.1%	15.6%	15.9%	27.6%	22.9%
Wales	18.0%	18.2%	18.0%	26.3%	19.5%

Map showing the Prestatyn retail area and the main supermarkets



The total demand for the Prestatyn retail area is estimated at £37.0 Million for Convenience goods and £52.9 Million for Comparison Goods. Based on the Experian model, this demand is being met from the following locations:

Table showing where the convenience demand for Prestatyn is being met from

Area	Convenience Spend (£M)	%
Prestatyn	23.5	63.5%
Rhyl	8.3	22.5%
Abergele/Kinmel Bay	3.3	9.0%
Flintshire	1.4	3.7%
Other	0.5	1.4%
Grand Total	**37.0**	**100.0%**

This retail area is in the catchment for the following large and medium sized stores. Together they are meeting 80% of the convenience demand, with the majority of the remaining demand going to smaller stores in Rhyl or Prestatyn. Parts of this retail area are impacted by stores in Flintshire, which are possibly meeting 3.7% of the convenience demand.

- Tesco, Prestatyn
- Iceland, Prestatyn
- Marks and Spencer, Prestatyn
- Aldi, Prestatyn
- Morrisons, Rhyl
- Sainsburys, Rhyl
- Asda, Kinmel Bay

Table showing where the comparison demand for Prestatyn is being met from

Area	Comparison Spend (£M)	%
Rhyl	24.4	46.1%
Prestatyn	10.4	19.6%
Rhyl - Clwyd Retail Park	6.2	11.6%
Chester	3.4	6.5%
Colwyn Bay	1.4	2.6%
Cheshire Oaks	1.1	2.1%
Llandudno	1.0	1.8%
Other	5.1	9.7%
Grand Total	**52.9**	**100.0%**

Just under 80% of the comparison demand can be met through the local supply in Prestatyn and Rhyl. The main rival centres are in and around Chester.

Elwy retail area

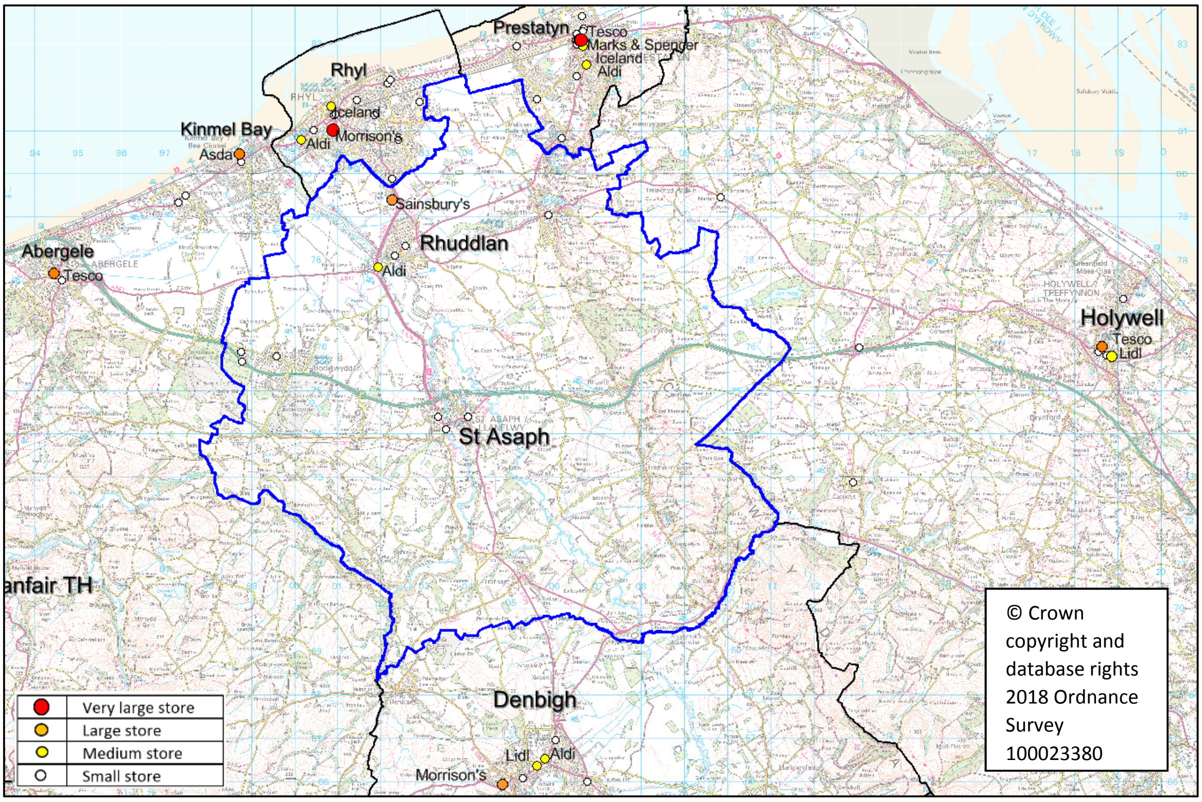
The Elwy retail area covers the Electoral Divisions of St. Asaph East, St. Asaph West, Trefnant, Tremeirchion and Bodelwyddan. The area contains 7,000 dwellings with a total population estimated at 16,200 people. This area is expected to see a significant increase in population as part of the Denbighshire Local Development Plan which could see the population increase to 21,600 over the next 10+ years, an increase of 33.3%.

The age structure of this area is as follows. Elwy has a slightly older population structure than the rest of Denbighshire and Wales with lower levels of deprivation and poverty.

Age structure (Office for National Statistics 2016)

	Age 0-15	Age 16-29	Age 30-44	Age 45-64	Age 65+
Elwy	17.0%	14.6%	16.2%	28.0%	24.2%
Denbighshire	18.1%	15.6%	15.9%	27.6%	22.9%
Wales	18.0%	18.2%	18.0%	26.3%	19.5%

Map showing the Elwy retail area and the main supermarkets



The total demand for the Elwy retail area is estimated at £33.8 Million for Convenience goods and £51.3 Million for Comparison Goods. With the proposed new housing developments in the Local Development Plan, this may increase to £70.4 Million for convenience and £45.7 Million for comparison goods.

The analysis in the table below is based on the Experian model and shows where this demand is currently being met. This includes the recently opened Aldi in Rhuddlan. This retail area is central in nature with good access to the road network and therefore has a large number of stores within reasonable driving distance.

Table showing where the convenience demand for Elwy is being met from

Area	Convenience Spend (£M)	%
Rhyl	10.8	32.0%
Abergele/Kinmel Bay	5.9	17.5%
Prestatyn	5.5	16.3%
Flintshire	3.6	10.7%
Rhuddlan	2.4	7.1%
Denbigh	1.4	4.1%
Colwyn Bay	0.8	2.4%
St Asaph	0.8	2.4%
Ruthin	0.3	0.9%
Other	2.4	7.1%
Grand Total	**33.8**	**100.0%**

This retail area is in the catchment for the following large and medium sized stores:

- Aldi, Rhuddlan
- Morrisons, Rhyl
- Sainsburys, Rhyl
- Tesco, Prestatyn
- Aldi, Prestatyn
- Asda, Kinmel Bay
- Tesco, Abergele
- Morrisons, Denbigh
- Lidl, Denbigh

Table showing where the comparison demand for Elwy is being met from

Area	Comparison Spend (£M)	%
Rhyl	17.8	34.7%
Rhyl - Clwyd Retail Park	8.1	15.8%
Chester	5.1	9.9%
Colwyn Bay	3.4	6.6%
Prestatyn	2.3	4.5%
Llandudno	2.2	4.3%
Cheshire Oaks	1.8	3.5%
Other	10.6	20.7%
Grand Total	**51.3**	**100.0%**

The high proportion of centres in the 'other' category above include the Broughton and Greyhound Retail Parks and small percentage going to Denbigh, Wrexham and Liverpool.

Denbigh retail area

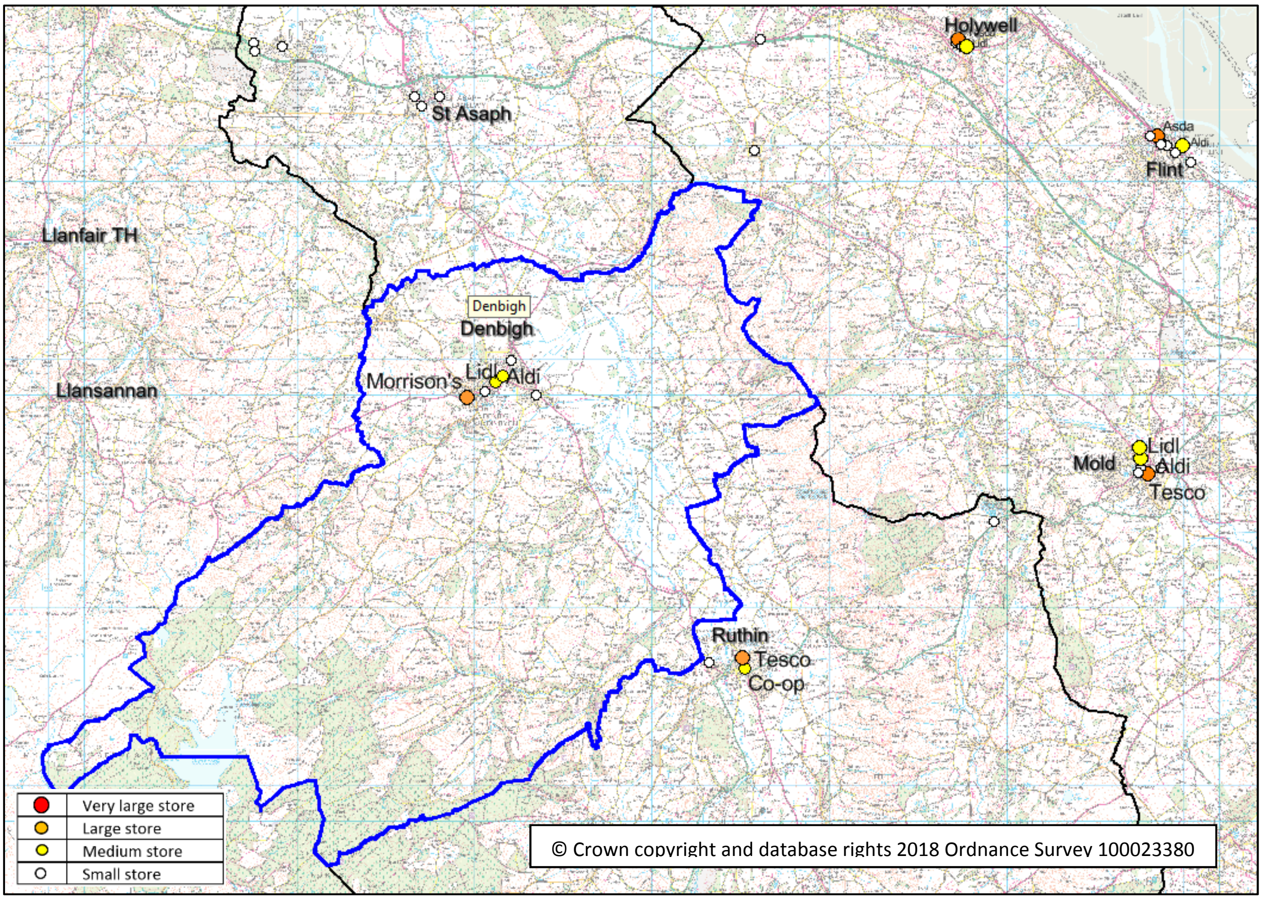
The Denbigh retail area covers the Electoral Divisions of Denbigh Central, Denbigh Lower, Denbigh Upper/Henllan, Llandyrnog and Llanrhaeadr-yng-Nghinmeirch. The area contains 6,050 dwellings with a total population estimated at 14,000 people. This is expected to see a small increase over the next 10 years to 14,900, an increase of 6.4%.

Denbigh is mostly a rural area with low population density and longer drive times to access basic services. The age structure of this area is as follows.

Age structure (Office for National Statistics 2016)

	Age 0-15	Age 16-29	Age 30-44	Age 45-64	Age 65+
Denbigh	17.7%	16.2%	17.1%	28.6%	20.3%
Denbighshire	18.1%	15.6%	15.9%	27.6%	22.9%
Wales	18.0%	18.2%	18.0%	26.3%	19.5%

Map showing the Denbigh retail area and the main supermarkets



The total demand for the Denbigh retail area is estimated at £28.3 Million for Convenience goods and £40.5 Million for Comparison Goods. The two main centres locally are the towns of Denbigh and Ruthin which are able to meet 52% of the convenience demand and 15% of the comparison demand.

Based on the Experian model, this demand is being met from the following locations:

Table showing where the convenience demand for Denbigh is being met from

Area	Convenience Spend (£M)	%
Denbigh	11.3	40.0%
Ruthin	3.5	12.3%
Rhyl	3.4	11.9%
Flintshire	3.3	11.8%
Abergele/Kinmel Bay	2.5	8.9%
Prestatyn	1.5	5.2%
Other	2.7	9.5%
Grand Total	**28.3**	**100.0%**

This retail area is in the catchment for the following large and medium sized stores. Together they are only meetings 43% of the convenience demand and as such a significant proportion travel to stores in Rhyl, Abergele, Prestatyn and Flintshire.

- Morrisons, Denbigh
- Lidl, Denbigh
- Tesco, Ruthin

A new 18,500 sq ft Aldi store was opened in Denbigh in November 2017. This is expected to have increased the percentage locally 47.5%, while reducing the amount going to Ruthin, Rhyl and Flintshire in particular.

Table showing where the convenience demand for Denbigh is being met from following the opening of Aldi in Denbigh

Area	Convenience Spend (£M)	%
Denbigh	13.4	47.5%
Ruthin	3	10.7%
Rhyl	3.1	10.8%
Flintshire	2.9	10.3%
Abergele/Kinmel Bay	2.1	7.4%
Prestatyn	1.2	4.2%
Other	2.6	9.0%
Grand Total	**28.3**	**100.0%**

Looking at comparison spending in the table on the next page, there is a high proportion in the other category, demonstrating the weaker supply locally. The centres in this category include the Broughton and Greyhound retail parks.

Table showing where the comparison demand for Denbigh is being met from

Area	Comparison Spend (£M)	%
Rhyl	8.0	19.8%
Chester	5.9	14.6%
Denbigh	4.8	11.9%
Rhyl - Clwyd Retail Park	3.7	9.1%
Mold	2.0	4.9%
Cheshire Oaks	1.9	4.7%
Colwyn Bay	1.8	4.4%
Wrexham	1.8	4.4%
Prestatyn	0.7	1.7%
Other	10.6	24.5%
Total	**40.5**	**100.0%**

Ruthin retail area

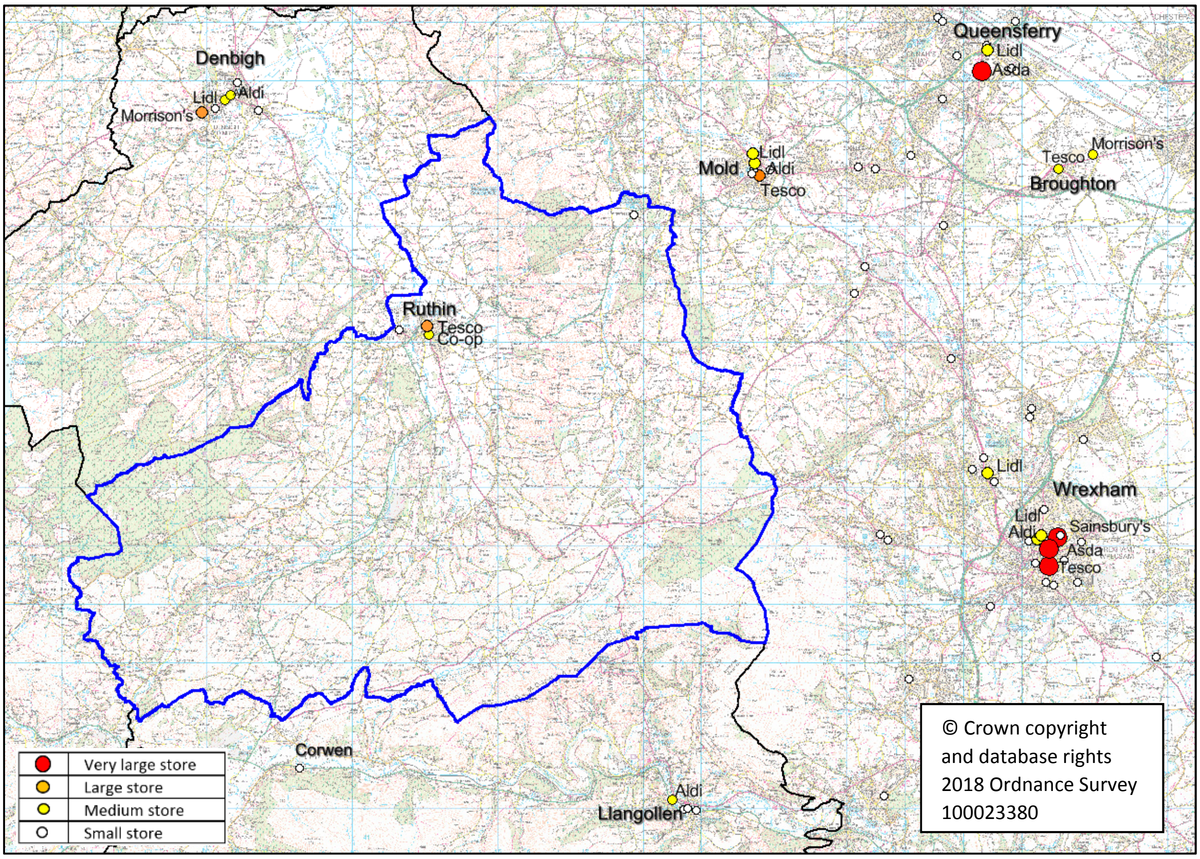
The Ruthin retail area covers the Electoral Divisions of Ruthin, Efenechtyd, Llanarmon-yn-Ial/Llandegla, Llanbedr Dyffryn Clwyd/Llangynhafal and Llanfair Dyffryn Clwyd/Gwyddelwern. The area contains 5,960 dwellings with a total population estimated at 13,600 people. This is expected to see a sizable increase over the next 10 years to 15,500, an increase of 14.0%.

Ruthin is mostly a rural area with low population density and longer drive times to access basic services. The age structure of this area is as follows:

Age structure (Office for National Statistics 2016)

	Age 0-15	Age 16-29	Age 30-44	Age 45-64	Age 65+
Ruthin	17.1%	14.5%	14.9%	30.1%	23.5%
Denbighshire	18.1%	15.6%	15.9%	27.6%	22.9%
Wales	18.0%	18.2%	18.0%	26.3%	19.5%

Map showing the Ruthin retail area and the main supermarkets



The total demand for the Ruthin retail area is estimated at £29.7 Million for Convenience goods and £40.5 Million for Comparison Goods. The two main centres locally are the towns of Denbigh and Ruthin which are able to just over 40% of the convenience demand and 5% of the comparison demand.

Based on the Experian model, this demand is being met from the following locations:

Table showing where the convenience demand for Ruthin is being met from

Area	Convenience Spend (£M)	%
Ruthin	11.2	37.8%
Mold	3.3	11.0%
Queensferry	2.9	9.7%
Wrexham	5.4	18.3%
Broughton	1.8	6.2%
Denbigh*	1.1	3.8%
Rhyl	0.7	2.2%
Llangollen	0.6	2.1%
Other	2.7	9.0%
Grand Total	**29.7**	**100.0%**

* The new Aldi in Denbigh will increase the proportion of spend to 6.5%, while reducing the amount going to other areas by a small amount.

This retail area is in the catchment for the following large and medium sized stores. There is only enough provision locally to meet 38% of the convenience demand. While some of the demand is being met from Denbigh, it is expected that a high proportion is being met by stores in Mold, Wrexham and Deeside which are within a reasonable driving distance.

- Tesco, Ruthin
- Morrisons, Denbigh
- Tesco, Mold
- Aldi, Mold
- Lidl, Mold
- Aldi, Llangollen
- Aldi, Rhuddlan

Table showing where the comparison demand for Ruthin is being met from

Area	Comparison Spend (£M)	%
Chester	10.6	22.9%
Wrexham / Wrexham Plas Coch	9.7	21.0%
Mold	5.0	10.8%
Cheshire Oaks	3.4	7.4%
Broughton Shopping Park	2.8	6.1%
Greyhound Retail Park	2.1	4.5%
Ruthin	1.8	3.9%
Liverpool - Central	1.8	3.9%
Rhyl / Rhyl Clwyd Retail Park	2.3	5.0%
Other	6.7	14.5%
Total	**46.2**	**100.0%**

Very little of the comparison demand for this retail area is met within the local centres. Most of the demand is being met from Chester, Wrexham and centres in Flintshire.

Dee Valley retail area

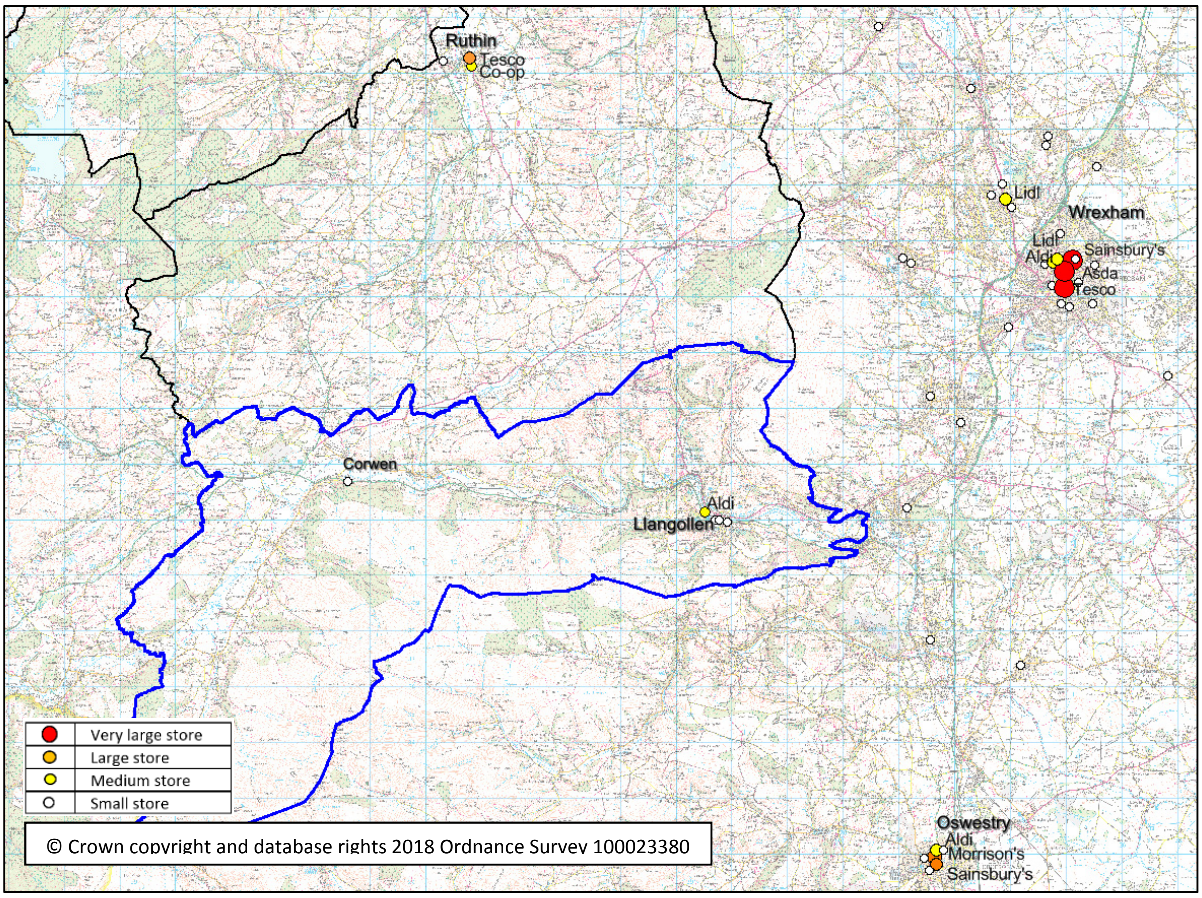
The Dee Valley retail area covers the Electoral Divisions of Llangollen, Llandrillo and Corwen. The area contains 3,700 dwellings with a total population estimated at 7,600 people. This is expected to increase over the next 10 years to 8,500, an increase of 11.8%.

Dee Valley is mostly a rural area with low population density and longer drive times to access basic services. It has an elderly population structure with a high proportion of single person households (33.8%).

Age structure (Office for National Statistics 2016)

	Age 0-15	Age 16-29	Age 30-44	Age 45-64	Age 65+
Dee Valley	15.4%	13.8%	14.4%	29.9%	26.4%
Denbighshire	18.1%	15.6%	15.9%	27.6%	22.9%
Wales	18.0%	18.2%	18.0%	26.3%	19.5%

Map showing the Dee Valley retail area and the main supermarkets



The total demand for the Dee Valley retail area is estimated at £16.9 Million for Convenience goods and £23.8 Million for Comparison Goods. Based on the Experian model, this demand is being met from the following locations:

Table showing where the convenience demand for Dee Valley is being met from

Area	Convenience Spend (£M)	%
Wrexham	6.7	39.6%
Llangollen	4.9	29.0%
Ruthin	1.1	6.5%
Broughton Shopping Park	1.0	5.9%
Flintshire	1.0	5.9%
Corwen	0.7	4.1%
Bala	0.5	3.0%
Oswestry	0.5	3.0%
Other	0.4	2.4%
Grand Total	**16.9**	**100.0%**

The opening of the Llangollen Aldi in summer 2017 changed the picture within this retail area, moving a significant proportion of convenience provision from Wrexham to Llangollen. This retail area is in the catchment for the following large and medium sized stores:

- Aldi, Llangollen
- Co-op, Llangollen
- Morrisons, Wrexham
- Asda, Wrexham
- Tesco, Wrexham
- Tesco, Ruthin

Table showing where the comparison demand for Dee Valley is being met from

Area	Comparison Spend (£M)	%
Wrexham	7.7	32%
Chester	5.4	23%
Oswestry	2.8	12%
Shrewsbury	1.2	5%
Cheshire Oaks	0.9	4%
Broughton Shopping Park	0.9	4%
Mold	0.7	3%
Greyhound Retail Park	0.7	3%
Llangollen	0.6	3%
Other	2.9	12%
Total	**23.8**	**100%**

There is no significant supply of comparison retail in the local area and therefore the majority of the demand is likely being met from Wrexham, Chester and possibly Oswestry.

Section 3: The effect of population growth

The population change data in the table below uses the small area estimates produced by the Office for national Statistics (2014) as a starting point and then the level of growth is derived from unit level committed and projected housebuilding activity data taken from the Denbighshire County Council Joint Housing Land Availability Study. It includes information on proposed phasing of allocated housing sites, as well as dwelling ratios and institutional population data from 2011 Census; household size data from 2011 Census and Welsh Government's official household estimates and projections.

All retail areas are expected to see population growth with significant increases in the Elwy area as a result of the proposed housing development in Bodelwyddan. This could see an additional 5,000 residents living in the area, which is an increase of 33%, however the latest assessments show that this development may not be delivered as quickly as originally intended.

Population Change

Retail area	Current	Medium term (5 years)	Long term (10 years)	% Change (10 years)
Dee Valley	7,600	7,900	8,500	11.8%
Denbigh	14,000	14,600	14,900	6.4%
Elwy	16,200	17,000	21,600	33.3%
Prestatyn	18,400	18,600	19,000	3.3%
Rhyl	24,900	25,400	26,300	5.6%
Ruthin	13,600	14,400	15,500	14.0%
Grand Total	**94,700**	**97,900**	**105,800**	**11.7%**

The impact on this population change on comparison and convenience demand can be seen in the following tables. The convenience demand in Elwy could increase by as much as £12 Million per year and the comparison demand by almost £20 Million.

Comparison Demand (£M)

Retail area	Current	Medium term (5 years)	Long term (10 years)	% Change (10 years)
Dee Valley	23.8	24.8	25.8	8.4%
Denbigh	40.4	42.3	43.5	7.7%
Elwy	51.3	53.9	70.4	37.2%
Prestatyn	52.9	53.4	54.9	3.8%
Rhyl	59.2	60.3	62.5	5.6%
Ruthin	46.2	49.0	52.3	13.2%
Grand Total	**273.8**	**283.7**	**309.4**	**13.0%**

Convenience Demand (£M)

Retail area	Current	Medium term (5 years)	Long term (10 years)	% Change (10 years)
Dee Valley	16.9	17.6	18.5	9.5%
Denbigh	28.3	29.5	30.3	7.1%
Elwy	33.8	35.5	45.7	35.2%
Prestatyn	37.0	37.4	38.4	3.8%
Rhyl	45.8	46.7	48.5	5.9%
Ruthin	29.7	31.5	33.6	13.1%
Grand Total	**191.5**	**198.2**	**215.0**	**12.3%**

Section 4: Retail Centre Assessment

This section is based on the catchment for the retail centres and not on the retail areas that were used for the previous sections. Retail catchments cross administrative boundaries and depend upon drive times and the strength of nearby competing centres.

- The Primary catchment is where 50% of the trade comes from
- The Secondary catchment is where 75% of the trade comes from (this includes the primary catchment area at 50% plus an additional 25%)
- The Tertiary catchment is where 90% of the trade comes from (this includes the primary and secondary catchment areas plus an additional 15%).

This does not take account of tourism or workplace based trade.

Rhyl Centre catchment

Rhyl (including the Clwyd retail park) contains 182 retail units with 621,000 square feet of floorspace. The estimated weighted population is just over 50,000 people. This is the number of people within the catchment area who do some of their shopping in Rhyl.

Map showing the Rhyl retail catchment area

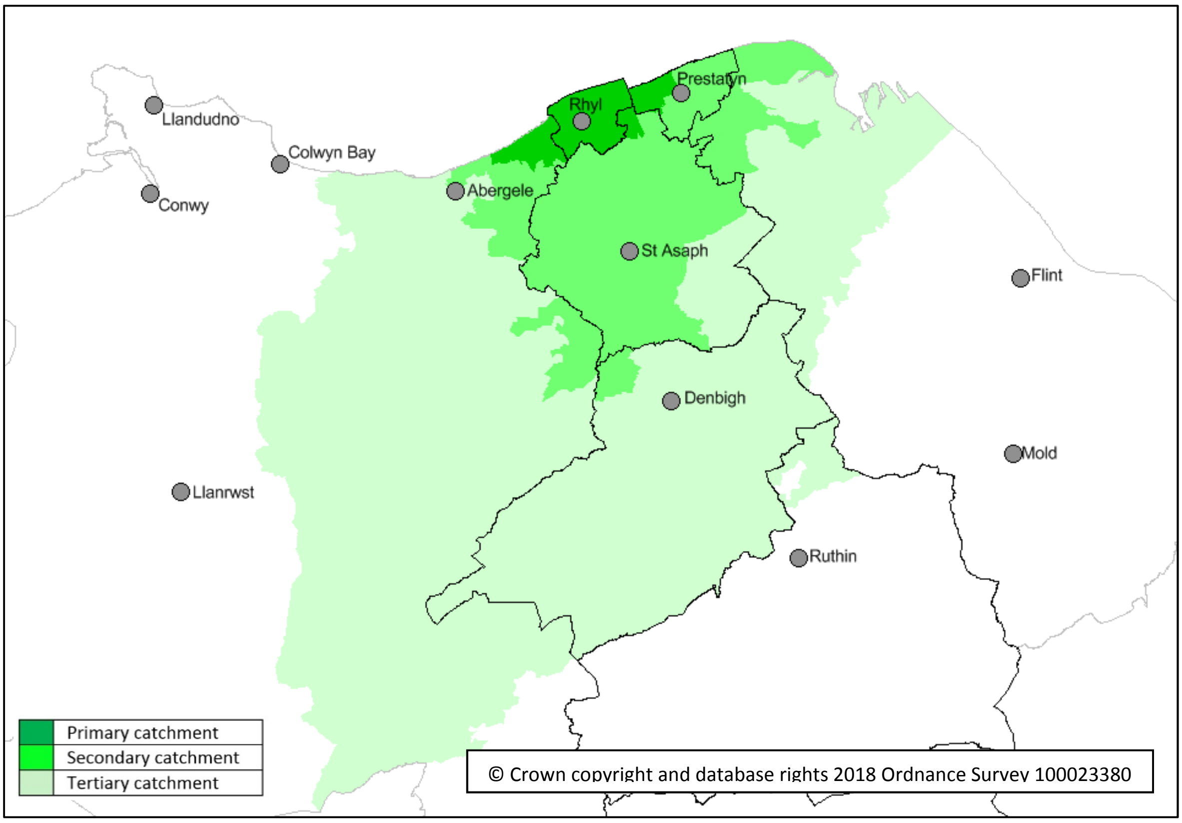


Table showing data about the Catchment areas for Rhyl

Catchment area	Population current	Population 10 year	Comparison Demand (£M)	Weighted Comparison Demand (£M)	%
Primary	40,400	40,200	97.4	62.7	64.3%
Secondary	35,700	42,000	105.0	37.7	35.9%
Tertiary	43,400	46,800	131.7	23.0	17.5%
Total	**119,500**	**129,000**	**334.0**	**123.4**	**36.9%**

The comparison demand within the Primary and Secondary catchment for Rhyl is just over £200 Million. With the current offer in the town, Rhyl could be attracting up to £100 Million of this demand or 49.6%. There is therefore significant potential for expanding the offer within Rhyl to increase this percentage. The population within the Primary catchment is not expected to change much over the next 10 years, however there is significant change expected in the secondary and tertiary catchments which could see an additional 9,500 residents living within the catchment.

Prestatyn Centre Catchment

Prestatyn contains 114 retail units with 300,000 square feet of floorspace. The estimated weighted population is 8,000 people. This is the number of people within the catchment area who do some shopping of their shopping in Prestatyn.

Map showing the Prestatyn retail catchment area

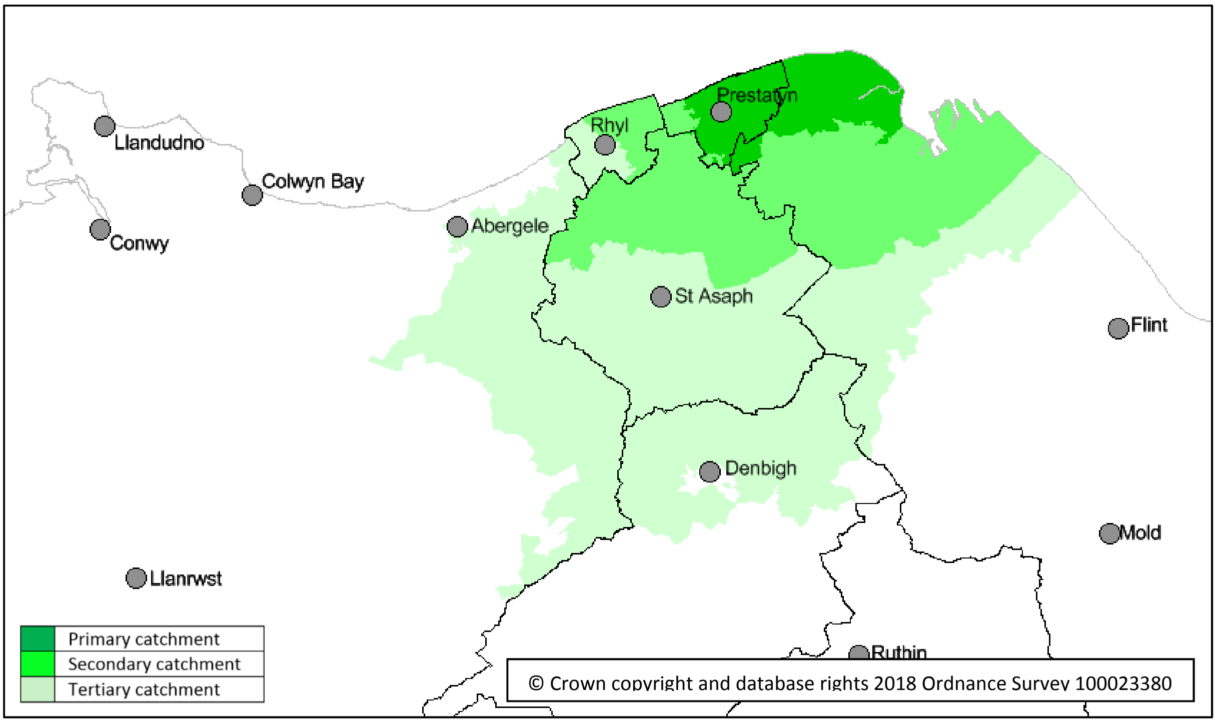


Table showing data about the Catchment areas for Prestatyn

Catchment area	Population current	Population 10 year	Comparison Demand (£M)	Weighted Comparison Demand (£M)	%
Primary	18,000	18,300	51.4	10.7	20.8%
Secondary	28,200	29,300	78.4	5.2	6.7%
Tertiary	47,200	53,300	123.9	2.9	2.4%
Total	93,400	100,900	253.7	18.8	7.4%

The new retail development in Prestatyn has had a large impact, increasing the penetration in the primary catchment from just under 7% to now almost 21%. The primary and secondary catchments areas are expected to see modest population growth over the next 10 years of around 3%. The tertiary catchment is expected to see population growth of around 13%.

Denbigh Centre Catchment

Denbigh is a relatively small retail centre, containing 48 retail units with 75,000 square feet of floorspace. The estimated weighted population is 2,700 people. This is the number of people within the catchment area who do some shopping of their shopping in Denbigh.

Map showing the Denbigh retail catchment area

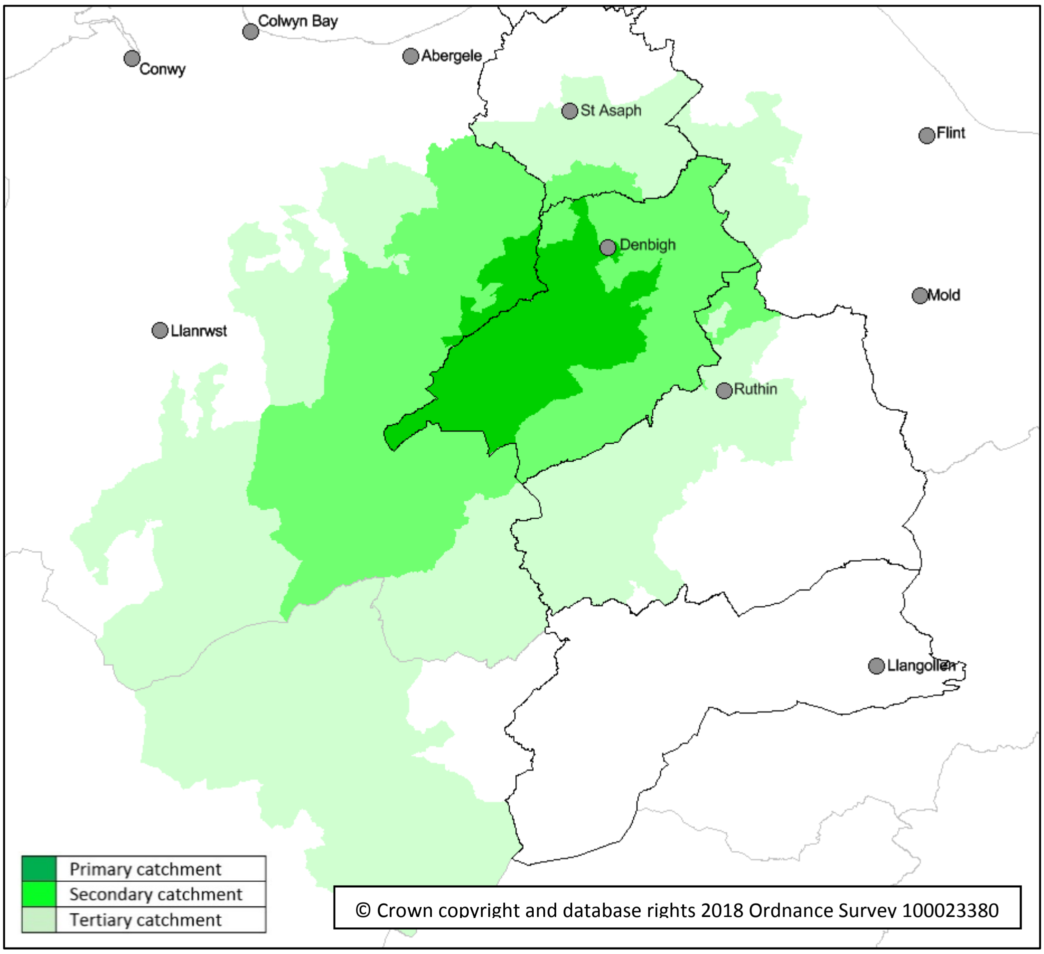


Table showing data about the Catchment areas for Denbigh

Catchment area	Population current	Population 10 year	Comparison Demand (£M)	Weighted Comparison Demand (£M)	%
Primary	8,400	8,700	22.2	3.5	15.6%
Secondary	10,000	10,700	34.4	2.3	6.6%
Tertiary	22,400	25,000	75.9	1.3	1.8%
Total	**40,800**	**44,400**	**132.5**	**7.1**	**5.3%**

Given the lack of competing centres nearby, the catchment for Denbigh is actually very large and includes some 40,800 people with a total comparison demand of £132 Million. Denbigh therefore has a lot of potential to increase as a retail centre, with a current market penetration of just 15.6% within its primary catchment. The population within the primary and secondary catchment areas is expected to rise by around 5% over the next 10 years.

Ruthin Centre Catchment

Ruthin contains 80 retail units with 130,000 square feet of floorspace. The estimated weighted population is small at around 1,000 people. This is the number of people within the catchment area who do some shopping of their shopping in Ruthin.

Map showing the Ruthin retail catchment area

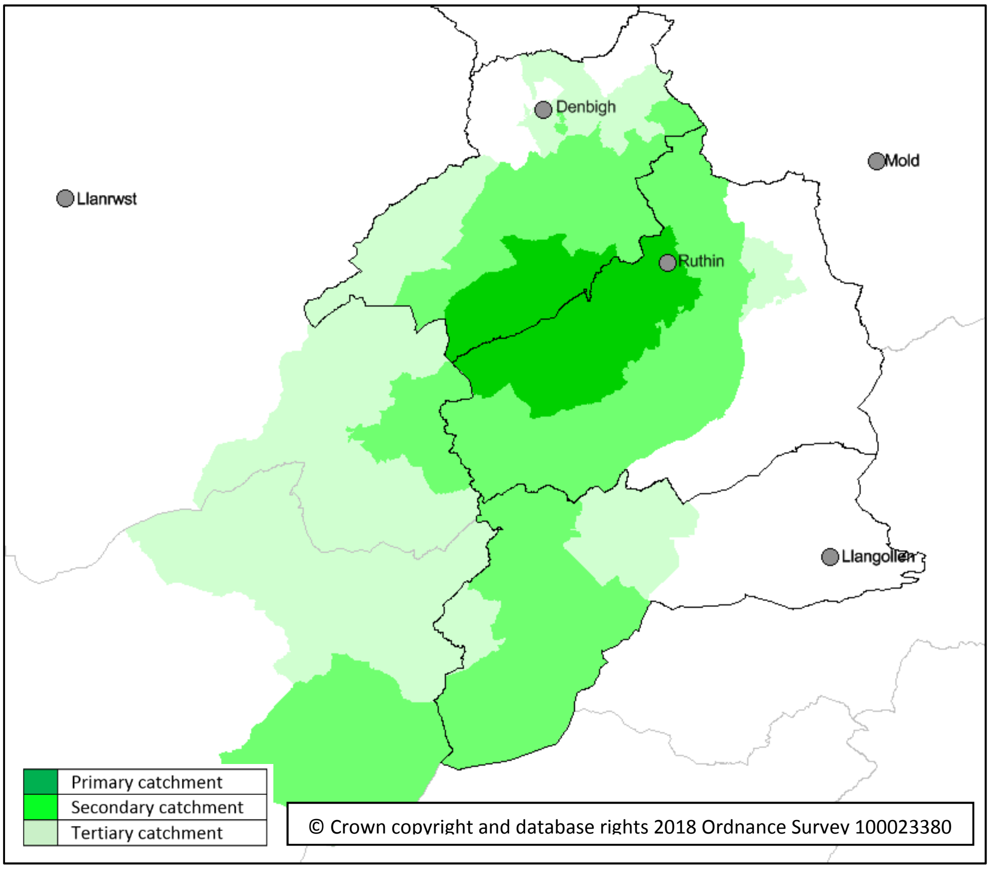


Table showing data about the Catchment areas for Ruthin

Catchment area	Population current	Population 10 year	Comparison Demand (£M)	Weighted Comparison Demand (£M)	%
Primary	7,900	9,300	23.5	1.4	6.0%
Secondary	9,000	10,400	31.7	0.8	2.7%
Tertiary	12,000	12,200	37.8	0.5	1.2%
Total	**28,900**	**31,900**	**93.0**	**2.7**	**2.9%**

Much of the catchment area for Ruthin is the same as for Denbigh meaning that any developments in the two centres will affect them both. The main areas of competition for Ruthin are Wrexham, Mold and Chester.

Llangollen and Corwen Centre Catchment

Unfortunately Llangollen and Corwen are not included in the Experian GOAD database of retail centres, so it is not possible to show the catchment area based on the strength of the retail centre, or to estimate the number of people who use the centre for general shopping.

To help explore the potential for Llangollen the map below shows the catchment for the new Llangollen Aldi store.

Map showing the ALDI Llangollen retail catchment area

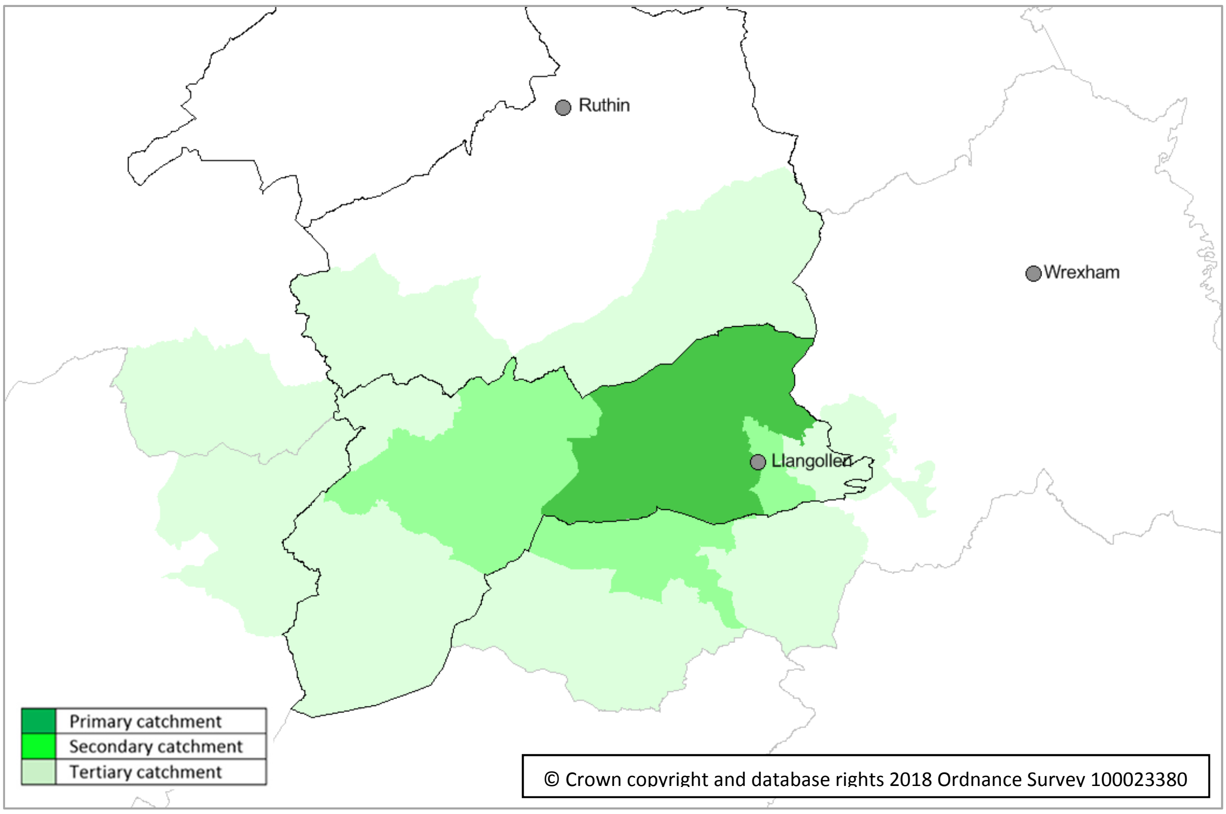


Table showing data about the Catchment areas for Langollen Aldi

Catchment area	Population current	Population 10 year	Comparison Demand (£M)	Weighted Comparison Demand (£M)	%
Primary	2,500	2,700	8.7	-	-
Secondary	4,200	4,300	12.2	-	-
Tertiary	9,250	9,950	29.8	-	-
Total	**15,950**	**16,950**	**50.7**	**-**	**-**

Section 5: Online sales

Many high street stores are struggling with well-known names such as Debenhams, Marks & Spencer, Tesco, Sainsbury's, Asda, Morrisons, B&Q, New Look, Mothercare and Toys 'R' Us announcing that they are either closing stores or cutting staff. As well as reduced footfall, retailers have been hits with spiralling costs from wage rises, inflation and rate rises. Consumer spending has also been challenged with wage rises failing to keep up with inflation, meaning less money in the pocket for people to spend. The traditional branches continue to be challenged by the rise of the Discount retails such as Aldi, Lidl and B&M Bargains, as well as the competition from online only retailers such as Amazon. Primark for example has seen its market share increase and is investing in more retail space while Lidl has overtaken Waitrose as the 7th largest UK retailer and Aldi has overtaken the Co-Op into 5th place.

Chart showing online retails sales as a proportion of the total retail sales
(Office for National Statistics retail sales bulletin February 2018)

Online retail has seen sustained growth for over 10 years and now accounts for 17% of the total retail sales in Great Britain (2017), peaking before Christmas at almost 20%. While this growth in online sales has slowed in the last year, some in-store retail such as clothing in particular, has seen a decline and experts acknowledge that the growth in online sales is at the expense of in-store retail. This trend in online retail will eventually plateau out, but there is debate as to where that final level will be.

Table showing online sales as a proportion of retailing by broad category
(Office for National Statistics retail sales bulletin February 2018)

Category	Online sales as a proportion of retailing
All retailing	17.2
All food	5.5
All non-food	13.1
Department stores	16.1
Textile, clothing and footwear	15.9
Household goods	12.1
Other	9.3

Despite decline in recent years, the physical stores still play an important role in the retail sector, accounting for 83% of the sales. Stores provide some services that are not available online such as specific advice and the ability to try things on or try them out. They also provide an important supporting role to the online market such as 'click and collect' which is convenient for both the consumer and retailer. Many stores sell online and source the goods from regular sores, rather than a warehouse, meaning that the impact of online growth on the physical store can be positive not negative. The ONS reported in December 2017 that stores with a physical presence were the largest contributor to the overall growth in online sales.

Experian suggest that the percentages online will continue to increase, albeit at a slower pace than previous years. For the purpose of this report the future retail spend has been amended as follows:

- **Convenience retail + 10 years = 1.6% decline due to online sales**
- **Comparison retail + 10 years = 2.9% decline due to online sales**

Section 6: Tourism trends

Tourism plays an important role in the economy of Denbighshire and the spend by visitors has a significant contribution to the retail sector. The tables within this section combine the data produced by STEAM at the county level, and uses the tourism accommodation databases held by Denbighshire Council and Visit Wales to apportion the county spend out to smaller geographies.

The total economic impact of tourism to the county is estimated at £479 Million of which £36 Million is comparison spend and £31 Million convenience spend. This is a lower comparison spend than the 2012 Retail Capacity Study after new research showed a much lower spend by 'day visitors'.

Total Economic Impact (£M)	Comparison Spend (£M)	Convenience Spend (£M)
479.3	35.8	31.4

For the purpose of this analysis, visitors have been separated into two simple categories, those staying overnight and those who are day visitors. 'Day visitor' numbers are much higher and primarily centred around Rhyl and Prestatyn. Although the spend per visitor is low, the higher number of visitors overall mean that the total spend is significant.

Table showing the number and type of visitors to Denbighshire County
(STEAM 2016)

All visitors (Million)	Staying Visitor (Million)	Day Visitors (Million)
5.96	1.50	4.46

Table showing the Comparison and Convenience demand by 'Day Visitors'

Retail centre	Comparison (£M)	Convenience (£M)
Denbigh	0.29	0.04
Rhyl	9.10	1.40
Ruthin	0.72	0.11
Prestatyn	3.61	0.56
Llangollen	0.72	0.11
Total	**14.4**	**2.22**

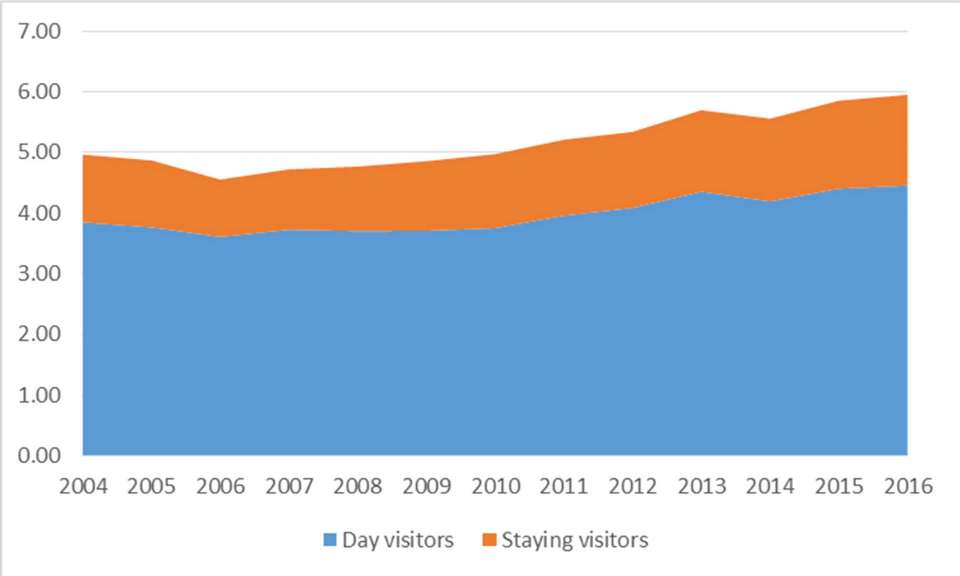
Although the number of 'staying visitors' is much smaller, their potential contribution to the retail sector is greater. The high potential convenience spend is linked to the large number of non-serviced accommodation on offer in the county.

Table showing the Comparison and Convenience demand by 'Staying Visitors'

Retail area	Comparison (£M)	Convenience (£M)
Dee Valley	4.8	5.1
Denbigh	1.6	2.6
Elwy	4.6	5.8
Prestatyn	3.5	8.2
Rhyl	3.9	3.4
Ruthin	3.0	4.0
Total	**21.4**	**29.1**

Over time, both types of visitor to Denbighshire have increased. The chart below shows a 20% increase in the number of tourists visiting the county between 2004 and 2016. Looking into the future, it is difficult to predict whether this trend will continue due to the volatile nature of this sector which is so heavily influenced by external factors such as the weather and international exchange rates. It is also unclear how much capacity the sector has for sustaining continued growth (i.e. can the accommodation, facilities and amenities continue to support this level of growth?).

Chart showing the change in the number of 'day visitors' and 'staying visitors': 2004-2016 (STEAM 2016)



Given the uncertainty and volatile nature of the tourism sector, the retail demand from tourism has been kept constant when looking 10 years into the future.

Section 7: Town centre benchmarking exercise

The main town centres have been ranked against the other centres monitored by Experian GOAD throughout the UK in terms of comparison spend, shopper population and resident population. Similar, but slightly stronger centres have been identified and then compared to see what retail fascia's they have in common and what fascia are missing from the centres in Denbighshire.

This exercise does not take proper account of independent retailers in the area, which in towns such as Ruthin and Llangollen can have a significant impact.

Rhyl

Rhyl has been compared to the following centres:

- Barnstaple, North Devon
- St Austell, Cornwall
- Oswestry, Shropshire
- Sudbury, Suffolk
- Lowestoft, Suffolk
- Camborne, Cornwall
- Wisbech, Cambridgeshire
- Haverfordwest, Pembrokeshire
- Grimsby, Lincolnshire
- Bridgwater, Somerset

Fascia that are in Rhyl and not in similar centres:

- Matalan
- Vue Cinema
- JD Sports

Rhyl is missing a significant number of major retailers compared to similar towns in the UK, with several major retailers such as M&S, Next and River Island re-locating to the near-by Parc Prestatyn development. Some of the main fasciae that are in similar centres, but are not in Rhyl include:

Accessories	Discount	Sports / outdoor	Food / drink
• Claire`s • The Body Shop • The Perfume Shop • Accessorize • Pandora • Beaverbrooks • Vision Express • Hidden Hearing	• Poundworld • Cash Generator • The Works • QD Stores	• Sports Direct.com • Field & Trek • Mountain Warehouse • Trespass • Millets • Pure Gym	• Caffe Nero • PizzaExpress • Frankie & Benny`s • Millie`s Cookies • Muffin Break

Clothes / shoes	
• The Edinburgh Woollen Mill • M&Co • T K Maxx • Marks & Spencer • Fat Face • Next • Primark • Quicksilver	• River Island • Topshop • Monsoon • Oasis • Officers Club • The Original Factory Shop • Clarks

Prestatyn

Prestatyn has been compared to the following centres:

- North Walsham, Norfolk
- Bideford, Devon
- Redruth, Cornwall
- Malton, North Yorkshire
- Brigg, Lincolnshire
- Ulverston, Cumbria
- Ammanford, Carmarthenshire
- Watton, Norfolk
- Halstead, Essex
- Matlock, Derbyshire

Prestatyn stands strong when compared to similar sized towns in the UK as a result of the retail park. Fascia that are in Prestatyn and not in similar centres:

- Bargain Booze
- Clarks
- Marks & Spencer
- Next
- Poundland
- River Island
- Sports Direct
- T K Maxx

Fascia that are in similar centres, but are not in Prestatyn:

Accessories	Discount	Other	Food / drink
• Superdrug • Vision express • Amplifon • Bodycare	• Wilko • Costcutter • Poundstretcher • QD Stores	• Argos • Co-op • WHSmith • Holland & Barrett	• Domino`s Pizza
Clothes / shoes			
• M&Co • Peacocks • Dorothy Perkins		• The Original Factory Shop • Shoe Zone • Store Twenty One	

Denbigh

Denbigh has been compared to the following centres:

- Alness, Scotland
- Brechin, Scotland
- Wigton, Cumbria
- Keith, Scotland
- Spilsby, Lincolnshire
- Saxmundham, Suffolk
- Rye, East Sussex
- Framlingham, Suffolk
- Pickering, North Yorkshire
- Harleston, Norfolk

Fascia that are in Denbigh and not in similar centres:

- Rowlands Pharmacy
- Citizens Advice Bureau
- Peacocks

Fascia that are in similar centres, but are not in Denbigh:

• Tesco • Farmfoods • B&M Bargains • Costcutter • Budgens	• Costa • The Original Factory Shop • Envy • The Edinburgh Woollen Mill • Superdrug

Ruthin

Ruthin has been compared to the following centres:

- New Romney, Kent
- Ottery St Mary, Devon
- Midhurst, Sussex
- Grange-over-Sands, Cumbria
- Fordingbridge, Hampshire
- Cheddar, Somerset
- Ellesmere, Shropshire
- Callington, Cornwall
- Framlingham, Suffolk
- Dunbar, Scotland

Fascia that are in Ruthin and not in similar centres:

- B&M Bargains

Fascia that are in similar centres, but are not in Ruthin:

• Sainsbury`s • Rowlands Pharmacy • The Original Factory Shop • Timpson

Section 8: Floor space requirements

Convenience retail

The following table provides an estimate of the convenience spend at the main supermarkets in Denbighshire. The spend takes account of residents, those working in the area and tourism. The store size has been taken from Experian's GOAD database which has been used to provide a crude trading per square foot estimate.

The data suggests that Asda in Kinmel Bay and Morrison's in Rhyl could be trading well compared to other stores, which is the result of the potential tourism spend in particular.

Table estimating annual convenience spend at the main supermarkets

Store	Store size (Sq Ft)	Resident spend (£M)	Workplace Spend (£M)	Tourism Spend (£M)	Total Spend (£M)	Trading per sq ft* (£)
Asda, KINMEL BAY	57,740	34.9	1.4	10.2	46.5	1,000
Morrisons, RHYL	70,900	45.6	2.4	4.0	52.0	900
Tesco, PRESTATYN	75,000	40.0	1.5	3.5	45.1	750
Aldi, LLANGOLLEN	13,800	7.7	0.3	0.9	9.0	700
Aldi, RHUDDLAN	18,500	10.6	0.2	0.8	11.6	700
Tesco, RUTHIN	32,025	15.3	0.5	0.0	15.9	620
Morrisons, DENBIGH	18,000	8.3	0.4	0.1	8.8	610
Aldi, DENBIGH	18,500	8.4	0.5	0.3	9.2	620
Lidl, DENBIGH	11,900	5.7	0.4	0.3	6.4	600
Iceland, PRESTATYN	7,500	2.0	0.3	1.7	4.0	530
Aldi, PRESTATYN	13,800	5.2	0.3	0.3	5.7	460
M & S, PRESTATYN	10,000	2.0	0.5	1.8	4.3	430
The Co-op, RUTHIN	8,100	2.9	0.5	0.0	3.4	420
The Co-op, DENBIGH	3,400	1.2	0.1	0.0	1.3	380
Aldi, RHYL	10,000	3.1	0.2	0.0	3.3	370
Sainsbury's, RHYL	49,500	12.9	0.2	0.8	14.0	350
Iceland, RHYL	6,000	1.6	0.3	0.2	2.1	350
The Co-op, RHYL	6,200	1.4	0.4	0.4	2.2	350
The Co-op, ST ASAPH	4,400	1.2	0.1	0.0	1.3	300

* Assuming 80% convenience floorspace for the larger supermarkets

Using the population estimates and Denbighshire Local Development Plan the following tables shows how the spend above may change over the next 10 years. Growth is expected for all stores, with Aldi in Rhuddlan perhaps standing out in particular.

Table estimating the change in annual convenience spend at the main supermarkets over the next 10 years based on population growth

Store	Store size (Sq Ft)	Resident spend current (£M)	Resident spend 10 year (£M)	Trading per sq ft current (£)	Trading per sq ft 10 year (£)	% Change
Asda/Walmart, KINMEL BAY	57,740	34.9	37.8	1,000	1100	8.3%
Morrisons, RHYL	70,900	45.6	49.5	900	1000	8.6%
Tesco, PRESTATYN	75,000	40.0	42.6	750	800	6.5%
Aldi, LLANGOLLEN	13,800	7.7	7.9	700	820	2.6%
Aldi, RHUDDLAN	18,500	10.6	12.0	700	880	13.2%
Tesco, RUTHIN	32,025	15.3	17.3	620	700	13.1%
Morrisons, DENBIGH	18,000	8.3	9.1	610	670	9.6%
Aldi, DENBIGH	18,500	8.4	9.2	620	680	9.8%
Lidl, DENBIGH	11,900	5.7	6.2	600	730	8.8%
Iceland, PRESTATYN	7,500	2.0	2.1	530	680	5.0%
Aldi, PRESTATYN	13,800	5.2	5.6	460	560	7.7%
M & S, PRESTATYN	10,000	2.0	2.1	430	550	5.0%
The Co-op, RUTHIN	8,100	2.9	3.2	420	570	10.3%
The Co-op, DENBIGH	3,400	1.2	1.2	380	480	0.0%
Aldi, RHYL	10,000	3.1	3.3	370	440	6.5%
Sainsbury's, RHYL	49,500	12.9	14.4	350	390	11.6%
Iceland, RHYL	6,000	1.6	1.7	350	460	6.2%
The Co-op, RHYL	6,200	1.4	1.5	350	460	7.1%
The Co-op, ST ASAPH	4,400	1.2	1.5	300	460	25.0%

Coastal Denbighshire

The significant overlap between the retail catchment areas for stores within Rhyl, Prestatyn and Elwy, makes it very difficult to separate them and assess each zone individually. Combining them together makes sense because a new store in any of these areas is close enough to service them all.

Based on the current residential population alone, there is an oversupply of convenience retail within this combined coastal zone of just over 19,000 sq ft. When the potential tourism spend is taken into account this becomes a very small oversupply of around 250 sq ft.

A 10 year forecast has been produced taking into account possible population growth alongside the impact of the growth in online shopping and a slightly reduced overall retail spend due to the economy and Brexit. This increases the demand by 18,000 sq ft on account of the proposed development in Bodelwyddan and housing growth in Abergele. Without tourism, this increased demand has already been met by building Aldi in Rhuddlan. If tourism is taken into account then there is possible potential for an additional retail store, or the expansion of a current store.

Rural Denbighshire

Again, because of the overlap in retail catchments areas within Denbigh, Ruthin and the Dee Valley, they have been combined into one area for the purpose of this analysis.

Based on the current residential population with a small amount of tourism, there would have been capacity in the area of between 17,000 and 19,000 sq ft, however this capacity has now been taken up with the new Aldi and Home Bargains stores in Denbigh. There is currently therefore no further convenience capacity within this rural area.

A 10 year forecast has been produced taking into account possible population growth alongside the impact of the growth in online shopping and a slightly reduced overall retail spend due to the economy and Brexit. This increases the demand by a modest 3,000 – 6,000 sq ft on account of the proposed housing growth. This growth can be accommodated within the existing retail offer.

Comparison retail

Coastal Denbighshire

The overlaps between the catchment areas for Rhyl and Prestatyn make it very difficult to treat each centre separately. When you combine Rhyl and Prestatyn together they have a catchment area (primary and secondary) containing a residential population of 97,000 people with a comparison demand of £260 Million. The data suggests that 62.5% of this demand is being met by comparison retail within the Rhyl and Prestatyn centres, while 34.8% is leaked outside of the county.

Together Rhyl and Prestatyn have a comparison floorspace of 535,300 sq ft (GOAD) which is attracting a spend from residents of just over £200 Million per year and potentially a spend from tourism of £36 Million per year. This suggests that the sales density is £380 per sq ft, rising to £445 per sq ft when you take account of tourism and the local workforce. This is below the national level reported by Experian (2016) of £447.90.

On a crude level, the sales densities suggest that Rhyl and Prestatyn (combined) have an oversupply of 80,000 sq ft of comparison space based on the resident population within the catchment area alone. This is reduced to an oversupply of 3,000 sq ft when tourism is taken into account.

Looking at potential population growth alongside a decrease in future comparison spending as a result of increased shopping online, it is suggested that this sales density could rise over the next 10 years to £410 per sq ft excluding tourism and £475 per sq ft including tourism. This does suggest demand for an additional 30,000 sq ft of comparison space with tourism taken into account.

In addition to the sales density analysis above, the data suggests that the leakage outside of Denbighshire County for the combined catchment areas of Prestatyn and Rhyl is 34.8%. Modelling by Experian suggests that his could be reduced to 26% if the strength of the centres is improved. This is worth £24 Million in comparison spend which equates to an additional 50,000 sq ft of floor space (based on the national sales density).

In conclusion, if nothing else changes then the Rhyl and Prestatyn area has an oversupply of comparison space of 80,000 sq ft to support its resident population and an oversupply of 3,000 sq ft to support the residents plus tourism.

Taking into account population increase and enhancements to the current offer to increase the strength of the centres, then there could be capacity for an additional 80,000 sq ft in total. The analysis does not include the development at Rhyl Marina Quay which at the time of writing, is providing The Range and Farmfoods with a combined floor space of 80,000 sq ft. This site has the potential to accommodate all of the additional capacity.

Rural Denbighshire (Denbigh and Ruthin)

Again there is significant overlap between the Primary and Secondary catchments for Denbigh and Ruthin, so the two centres have been combined for this analysis. They have a catchment area (primary and secondary) containing a residential population of 32,000 people with a comparison demand of £100 Million. The data suggests that only 10.7% of this demand is being met by comparison retail within the Denbigh and Ruthin centres, while 30.5% is met from within Denbighshire County and 69.5% is leaked outside of the county. This leakage is worth £71 Million.

Comparison floor space is 135,000 sq ft (including the Station Road development), which is attracting a spend from residents of £10.8 Million per year. This suggests that the sales density is just £80 per sq ft rising to £130 per sq ft when tourism and the local workforce are taken into account. This is well below the national level reported by Experian (2016) of £447.90.

Population growth has only a small impact on these figures, potentially increasing the sales density to £138 per sq ft over the next 10 years.

Denbigh and Ruthin are performing well below their potential in rural Denbighshire for comparison retail. The centres cover a large geographical catchment area with a dispersed, but sizeable population, yet are retaining just a small percentage of the comparison spend within the Primary and Secondary catchment areas.

Taking account of population growth, tourism and a reduction in this sizeable leakage, there is capacity in these centres (combined) for a further 70,000 sq ft in comparison retail floor space. This can be broken down to 40,000 in Denbigh and 30,000 in Ruthin based on the resident populations, workforce populations and tourism potential.

Rural Denbighshire (Dee Valley)

Because Llangollen is not included in the Experian GOAD database, it is not possible to provide a full analysis of the catchment area. The centre contains around 60 retail units according to Experian Shop Point data. It has very few national chains, but does have a good number of independent retailers, many of which are aimed at the strong tourism trade in the town. The potential retail catchment area is quite large, covering a residential population of almost 16,000 people, but does have significant competition from nearby centres, with Wrexham in particular within reasonable driving distance.

Given the current data constraints, Llangollen and the Dee Valley is outside of the scope for this retail capacity study.