

Table 1 Existing population and expenditure

| Wards | 2008 | 2011 | 2016 | 2021 | 2026 |
|---------------|---------------|---------------|---------------|---------------|---------------|
| Strood Rural | 13,657 | 14,457 | 17,895 | 21,178 | 24,383 |
| Hoo Peninsula | 13,442 | 14,262 | 14,622 | 14,622 | 14,622 |
| Total | 27,099 | 28,719 | 32,517 | 35,800 | 39,005 |

*Notes:**Population based upon MBC Retail Needs Study 2009**Appropriateness of ward data agreed with MBC/NLP**Population figures make no allowance for additional workers as part of Lodge Hill proposal**Test dates employed ensure consistency with NLP work and CBRE Retail Statement (2010)***Table 2 Additional residents and workers**

| | 2008 | 2011 | 2016 | 2021 | 2026 |
|-------------------------------|------|------|--------------|---------------|---------------|
| Residential | | | | | |
| No. Of dwellings | | | 1,666 | 3,332 | 4,998 |
| Av. Occupancy | | | 2.27 | 2.27 | 2.27 |
| Total new residents | | | 3,782 | 7,564 | 11,345 |
| Business Space | | | | | |
| Proposed floorspace (sqm GEA) | | | 44,100 | | |
| Proposed (sqm GIA) | | | 38,238 | | |
| Office space (sqm) | | | | | |
| B1 (Net) | | | 31,238 | | |
| B2 (GIA) | | | 7,000 | | |
| Av occupancy (worker/sqm) | | | | | |
| B1 | | | 2,980 | | |
| B2 | | | 240 | | |
| Total nos. of workers | | | 3,220 | | |
| Assumed 80% occupancy | | | 2,576 | 2,576 | 2,576 |
| Total new population | | | 6,358 | 10,140 | 13,921 |

*Notes:**Assumed equal phasing over test dates i.e. 1,666**Residential average occupancy (2.27 per unit) reference from Quod model based on Census moving groups data.**B1 average occupancy based upon net floorspace (taken as 85% of GEA)**B2 average occupancy based upon GIA.**Employment average average occupancy reference from HCA Employment Densities Guide 2nd Ed (2010).**B1 assumed 10.5 per sqm. B2 Assumed 29 per sqm.**20% reduction is assumed on total nos. of workers to allow for non take up of space.*

Table 3 - Convenience goods expenditure per capita

| | 2008 | 2011 | 2016 | 2021 | 2026 |
|----------------------|------|------|------|------|------|
| Expenditure per head | 1675 | 1682 | 1699 | 1724 | 1750 |

Notes:

NLP expenditure per head figures (2009)

Table 4 - Total available convenience expenditure

| Wards | 2008 | 2011 | 2016 | 2021 | 2026 |
|-------------------|--------------|--------------|--------------|--------------|--------------|
| Strood Rural | 22.88 | 24.32 | 30.40 | 36.51 | 42.67 |
| Hoo Peninsula | 22.52 | 23.99 | 24.84 | 25.21 | 25.59 |
| Total (£m) | 45.39 | 48.31 | 55.25 | 61.72 | 68.26 |

Table 5 - Total additional convenience expenditure derived from new settlement

| | 2008 | 2011 | 2016 | 2021 | 2026 |
|---------------|------|------|------|-------|-------|
| New residents | | | 6.43 | 13.04 | 19.85 |

Table 6 - Supportable floorspace arising from new residents

| | 2016 | 2021 | 2026 |
|--|-------------|-------------|--------------|
| Available convenience expenditure (£m) | 6.43 | 13.04 | 19.85 |
| Expenditure split | | | |
| Main food 75% | 4.82 | 9.78 | 14.89 |
| Top food 25% | 1.61 | 3.26 | 4.96 |
| Assumed retention | | | |
| Main food (50%) | 2.41 | 4.89 | 7.45 |
| Top up (90%) | 1.45 | 2.93 | 4.47 |
| Total available expenditure | 3.86 | 7.82 | 11.91 |

Table 7 - Turnover of proposal

| | GEA (sqm) | Net (sqm) | Sales density (£per sqm) | Turnover 2016 (£m) |
|-----------------------|------------------|------------------|---------------------------------|---------------------------|
| Convenience | 3,251 | 2,438 | 10,000 | 24.38 |
| Comparison | 2,070 | 1,553 | 5,000 | 7.76 |
| Total turnover | | | | 32.15 |

Table 8

Trade diversion and impact of foodstore at 2016

| Store | Total conv turnover (2008) | Market share 2008 (%) | Total conv turnover (2011) | Impact of Asda at 2011(%) | Total conv turnover at 2011 incl Asda Strood (£m) | Market share 2016 (%) | Total conv turnover (2016) | Impact of JS at 2016 (%) | Total conv turnover at 2016 incl Asda Strood and JS Anthony Way (£m) | Trade diversion of proposal at 2016 (%) | Trade diversion of proposal at 2016 (£m) | Turnover post proposal at 2016 (£m) | Impact at 2016 |
|------------------------------------|----------------------------|-----------------------|----------------------------|---------------------------|---|-----------------------|----------------------------|--------------------------|--|---|--|-------------------------------------|----------------|
| Proposal | | | | | | | | | | | | | 24.38 |
| Chatham | | | | | | | | | | | | | |
| Iceland | 0.00 | 0.0% | 0.00 | 0% | 0.00 | 0.0% | 0.00 | 0% | 0.00 | 0% | 0.00 | 0.00 | |
| JS Pentagon | 14.93 | 1.2% | 15.29 | 8% | 14.34 | 1.1% | 15.00 | 12% | 10.55 | 8% | 1.95 | 8.60 | 18% |
| Fesco Brook | 34.99 | 2.8% | 35.84 | 8% | 34.88 | 2.7% | 36.51 | 8% | 33.54 | 8% | 1.95 | 31.59 | 6% |
| Other | 10.23 | 0.8% | 10.48 | 4% | 10.00 | 0.8% | 10.47 | 4% | 8.98 | 0% | 0.00 | 8.98 | 0% |
| Total | 60.15 | | 61.61 | | 59.22 | | 61.98 | | 53.08 | | 3.90 | 49.18 | 7% |
| Gillingham | | | | | | | | | | | | | |
| Aldi Duncan Rd | 0 | 0.0% | 0.00 | 0% | 0.00 | 0.0% | 0.00 | 0% | 0.00 | 0% | 0.00 | 0.00 | |
| Coop High St | 0 | 0.0% | 0.00 | 0% | 0.00 | 0.0% | 0.00 | 0% | 0.00 | 0% | 0.00 | 0.00 | |
| Iceland High St | 0 | 0.0% | 0.00 | 0% | 0.00 | 0.0% | 0.00 | 0% | 0.00 | 0% | 0.00 | 0.00 | |
| Somerfield High St | 14.48 | 1.2% | 14.83 | 0% | 14.83 | 1.2% | 15.52 | 0% | 15.52 | 0% | 0.00 | 15.52 | 0% |
| Other | 17.99 | 1.4% | 18.43 | 0% | 18.43 | 1.4% | 19.29 | 0% | 19.29 | 0% | 0.00 | 19.29 | 0% |
| Total | 32.47 | | 33.26 | | 33.26 | | 34.81 | | 34.81 | | 0.00 | 34.81 | 0% |
| Hempstead | | | | | | | | | | | | | |
| M&S | 0 | 0.0% | 0.00 | 0% | 0.00 | 0.0% | 0.00 | 0% | 0.00 | 0% | 0.00 | 0.00 | |
| JS | 42.32 | 3.4% | 43.35 | 0% | 43.35 | 3.4% | 45.37 | 0% | 45.37 | 2% | 0.49 | 44.88 | 1.1% |
| Other | 12.99 | 1.0% | 13.31 | 0% | 13.31 | 1.0% | 13.93 | 0% | 13.93 | 2% | 0.49 | 13.44 | 4% |
| Total | 55.31 | | 56.65 | | 56.65 | | 59.29 | | 59.29 | | 0.98 | 58.32 | 1.6% |
| Rainham | | | | | | | | | | | | | |
| Iceland | 0.0 | 0.0% | 0.00 | 0% | 0.00 | 0.0% | 0.00 | 0% | 0.00 | 0% | 0.00 | 0.00 | |
| Fesco Metro | 15.5 | 1.2% | 15.88 | 0% | 15.88 | 1.2% | 16.62 | 0% | 16.62 | 0% | 0.00 | 16.62 | 0% |
| Other | 9.9 | 0.8% | 10.14 | 0% | 10.14 | 0.8% | 10.61 | 0% | 10.61 | 0% | 0.00 | 10.61 | 0% |
| Total | 25.4 | | 26.02 | | 26.02 | | 27.23 | | 27.23 | | 0.00 | 27.23 | 0% |
| Rochester/Strood | | | | | | | | | | | | | |
| Asda (former Netto) | | | | | 11.95 | 0.9% | 12.51 | 5% | 10.65 | 5% | 1.22 | 9.43 | 11% |
| Morrisons | 35.7 | 2.8% | 36.57 | 7% | 35.73 | 2.8% | 37.40 | 5% | 35.54 | 9% | 2.19 | 33.35 | 6% |
| Fesco Cuxton | 23.2 | 1.8% | 23.72 | 5% | 23.13 | 1.8% | 24.20 | 5% | 22.35 | 6% | 1.46 | 20.89 | 7% |
| Other | 11.2 | 0.9% | 11.51 | 0% | 11.51 | 0.9% | 12.05 | 0% | 12.05 | 1% | 0.24 | 11.81 | 2% |
| Total | 70.1 | | 71.80 | | 82.32 | | 86.16 | | 80.59 | | 5.12 | 75.47 | 6% |
| Freestanding | | | | | | | | | | | | | |
| Sainsbury's, Anthony's Way | | | | | 0.00 | | | | 37.09 | 17% | 4.14 | 32.95 | 11% |
| Asda Maidstone Rd, Chatham | 57.36 | 4.6% | 58.75 | 14% | 57.08 | 4.4% | 59.74 | 9% | 56.40 | 12% | 2.93 | 53.48 | 5% |
| Morrisons Princess Av, Chatham | 36.21 | 2.9% | 37.09 | 14% | 35.42 | 2.8% | 37.07 | 9% | 33.73 | 12% | 2.93 | 30.80 | 9% |
| Fesco, Courtney Rd, Gillingham | 27.28 | 2.2% | 27.94 | 5% | 27.35 | 2.1% | 28.62 | 9% | 25.28 | 8% | 1.95 | 23.33 | 8% |
| Other Medway | 92.91 | 7.4% | 95.17 | 5% | 94.57 | 7.4% | 98.98 | 4% | 97.49 | 2% | 0.49 | 97.01 | 1% |
| Total | 213.76 | | 218.95 | | 214.41 | | 224.40 | | 250.00 | | 12.43 | 237.56 | 5% |
| Other destinations | 797.95 | 63.6% | 817.30 | 30% | 813.71 | 63.3% | 851.63 | 30% | 840.51 | 8% | 1.95 | 838.56 | 0.2% |
| Overall expenditure | 387.09 | | | | | | | | | | | | |
| Total available expenditure | 1255.13 | 100.0% | 1285.63 | 11.95 | 1285.60 | 100% | 1345.51 | 37.09 | 1345.51 | 24.38 | 46.8096 | 1345.51 | 21% |
| | | | | 100% | | | | 100% | | | 100% | | |