









**IPSWICH BOROUGH COUNCIL  
RETAIL POSITION UPDATE STATEMENT - RETAIL CAPACITY TABLES**

**Table 4. Survey-derived performance of convenience floorspace compared to expected benchmark performance at 2019**

	Gross Floorspace (sq.m)	Net Sales (sq.m)	Net Convenience Sales Area (sq m)	Sales Density (£ per sq.m)	Benchmark Convenience Goods Turnover (£m)	Survey Turnover (£m)	Inflow Allowance (%)	Estimated Survey T/O with Inflow (£m)	Overtrading (£m)
<b>IPSWICH</b>									
<b>Ipswich Town Centre</b>									
Sainsbury's, Upper Brook Road	3,284	2,027	1,645	11,244	18.5	9.4	5	9.8	-8.7
Marks & Spencer, Westgate Street	1,638	983	983	10,076	9.9	5.4	5	5.6	-4.3
Little Waitrose, Corn Exchange, Princes Street	478	276	269	12,446	3.3	3.3	5	3.5	0.1
Iceland, Sailmakers, Tavern Street	888	444	442	6,597	2.9	1.5		1.5	-1.4
Other	-	-	-	-	0.5	0.5	5	0.5	0.0
<b>Ipswich Out-of-Centre</b>									
Sainsbury's, Hadleigh Road	7,699	4,728	3,222	11,244	36.2	45.4		45.4	9.2
Asda, Whitehouse Industrial Estate, Goddard Road	9,974	6,056	3,960	13,137	52.0	35.0	5	36.7	-15.3
Morrisons, Sproughton Road	7,605	4,435	3,689	12,172	44.9	28.8		28.8	-16.1
Waitrose, Futura Park, Crane Boulevard	2,464	1,478	1,197	12,446	14.9	18.1	5	19.0	4.1
Lidl, London Road	1,409	997	891	9,717	8.7	15.2		15.2	6.5
<b>Ipswich Out-of-Centre Eastern Fringe (Suffolk Coastal District)</b>									
Tesco Extra, Anson Road, Martlesham	8,742	5,963	3,900	13,270	51.7	70.3	5	73.8	22.0
Sainsbury's, Felixstowe Road, Warren Heath	10,457	6,016	4,512	11,244	50.7	65.0	5	68.3	17.5
M&S Simply Food, Martlesham Health Retail Park	-	671	637	10,076	6.4	8.1	5	8.5	2.1
<b>Ipswich Out-of-Centre South-Western Fringe (Babergh District)</b>									
Tesco Extra, Copdock Interchange	9,938	6,816	4,458	13,270	59.2	51.3	5	53.8	-5.3
Aldi, Donald Mackintosh Way	1,878	1,294	1,180	10,413	12.3	5.3	5	5.5	-6.8
<b>District Centre Stores</b>									
Asda, Stoke Park Drive District Centre	4,989	272	2,155	13,137	28.3	29.7		29.7	1.4
Aldi, Hines Road, Felixstowe Road District Centre	1,322	911	833	10,413	8.7	30.5		30.5	21.8
Co-op, Hines Road, Felixstowe Road District Centre	1,074	673	660	10,410	6.9	2.0		2.0	-4.8
Aldi, Meredith Road District Centre	1,370	940	862	10,413	9.0	17.5		17.5	8.5
Lidl, Hening Avenue, Ravenswood District Centre	1,209	856	782	9,717	7.6	5.0		5.0	-2.6
Co-op, Hawthorne Drive District Centre	779	518	508	10,410	5.3	6.0		6.0	0.7
Sainsbury's Local, Woodbridge Rd/Cauldwell Rd District Centre	357	220	220	10,410	2.3	11.3		11.3	9.0
Tesco Express, Nacton Road District Centre	387	270	250	13,270	3.3	2.0		2.0	-1.3
Co-op, Woodbridge Road East District Centre	548	365	365	10,410	3.8	2.4		2.4	-1.4
<b>Ipswich - Other</b>									
Co-op, Cauldwell Hall Road	1,038	651	638	10,410	6.6	2.8		2.8	-3.8
Tesco Express, Foxhall Road	331	198	198	13,270	2.6	5.6		5.6	3.0
Tesco Express, Norwich Road Local Centre	390	232	232	13,270	3.1	3.9		3.9	0.8
Other	-	-	-	-	16.9	16.9		16.9	

**Notes:**

Gross floorspace derived from VOA website, Experian Goad, Retail Studies, Retail Impact Assessments, or WYG assessment

Net convenience floorspace derived from above sources where available or based on WYG professional judgement having regard to Experian Goad Data/WYG visits

Proportion of net convenience floorspace assessed by WYG based on store visits.

Sales densities derived from information provided by GlobalData.com

It has been assumed that all unnamed convenience stores within a centre are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey)

Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 3

For details on facilities included under 'other' categories refer to NEMS Survey

**2015 Prices**



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**TABLE 5: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN IPSWICH BOROUGH**

**Table 5a: Estimated 'Capacity' for Convenience Goods Facilities in Ipswich Borough**

Year	Benchmark Turnover £m <sup>1</sup>	Ipswich Borough Turnover £m <sup>2</sup>	Ipswich Borough Inflow £m	Surplus Expenditure £m
2019	296.2	298.0	3.6	5.4
2021	298.0	302.3	3.6	7.9
2026	300.4	311.6	3.7	14.9
2029	300.4	317.9	3.8	21.3
2031	300.4	319.5	3.8	23.0
2036	300.4	333.3	4.0	36.9

**Notes:**  
1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner16 (December 2018)  
2. Assumes constant market share claimed by Ipswich Borough facilities

**2015 prices**

**Table 5b: Quantitative Need for Additional Convenience Goods Floorspace in Ipswich Borough**

Year	Surplus £m	Floorspace Requirement	
		Min <sup>1</sup>	Max <sup>2</sup>
2019	5.4	400	500
2026	14.9	1,200	1,500
2029	21.3	1,700	2,100
2031	23.0	1,800	2,300
2036	36.9	2,900	3,600

**Notes:**  
1. Average sales density assumed to be £12,456 per sq.m based on the average sales density of the leading four supermarkets - derived by GlobalData.com  
2. Average sales density assumed to be £10,065 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from GlobalData.com

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner16 (December 2018)

**2015 prices**

**Table 5c: Net Quantitative Need for Additional Convenience Goods Floorspace in Ipswich Borough**

Year	Surplus £m	Commitments £m	Residual £m	Floorspace Requirement (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2019	5.4	21.8	-16.4	-	-
2026	14.9	22.1	-7.1	-	-
2029	21.3	22.1	-0.8	-	-
2031	23.0	22.1	0.9	100	100
2036	36.9	22.1	14.8	1,200	1,500

**Notes:**  
1. Average sales density assumed to be £12,456 per sq.m based on the average sales density of the leading four supermarkets - derived by GlobalData.com  
2. Average sales density assumed to be £10,065 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from GlobalData.com

Residual calculated by subtracting turnover of commitments (sourced from Table 5d) from surplus expenditure (sourced from Table 5a)

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner16 (December 2018)

**2015 prices**

**Table 5d: Extant Convenience Goods Commitments in Ipswich**

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Convenience Turnover (£m)	Status
Rosehill Development, Felkstone Road District Centre	14/00080/FUL - amended by IP/16/00188/VC and IP/16/00189/VC	Mixed Use Development - Aldi	-	61	10,413	0.6	Built and trading
		Mixed Use Development - Poundstretcher	-	400	1,988	0.8	Built and trading
Land Adjacent To Hertz Scot Group Ltd, Europa Way, Ipswich	15/00105/FUL	Erection of a retail foodstore (Aldi), and associated car parking, landscaping and new vehicular access	1,726	1,003	10,413	10.4	Extant permission
30 The Sandlings, Ipswich	18/00832/FUL	Use of unit as a foodstore (Class A1) with associated rear extension to provide additional ancillary accommodation	-	988	10,000	9.9	Extant permission
<b>TOTAL</b>				<b>1,464</b>		<b>21.8</b>	

**Notes:**  
List of commitments provided by Ipswich Borough Council  
[Rosehill Development](#)  
Floorspace is uplift in floorspace and is derived from supporting planning application documents.  
Sales density for Aldi derived from information provided by GlobalData.com  
Sales density for Poundstretcher derived from Mintel Retail Rankings 2018

[Europa Way](#)  
Net convenience floorspace derived from supporting planning application documents.  
Estimated sales density is Aldi's benchmark sales density derived from GlobalData.com

**2015 prices**



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**TABLE 6: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN COPDOCK/INTERCHANGE RETAIL PARK**

**Table 6a: Estimated 'Capacity' for Convenience Goods Facilities in Copdock/Interchange Retail Park**

Year	Benchmark Turnover £m <sup>1</sup>	Copdock/Interchange Turnover £m <sup>2</sup>	Copdock/Interchange Inflow £m	Surplus Expenditure £m
2017	71.4	56.5	2.8	-12.1
2021	71.9	57.3	2.9	-11.7
2026	72.5	59.1	3.0	-10.4
2029	72.5	60.3	3.0	-9.1
2031	72.5	60.6	3.0	-8.8
2036	72.5	63.2	3.2	-6.1

**Notes:**

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner16 (December 2018)
2. Assumes constant market share claimed by Copdock/Interchange Retail Park facilities

**2015 prices**

**Table 6b: Quantitative Need for Additional Convenience Goods Floorspace in Copdock/Interchange Retail Park**

Year	Surplus £m	Floorspace Requirement (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2017	-12.1	-	-
2021	-11.7	-	-
2026	-10.4	-	-
2029	-9.1	-	-
2031	-8.8	-	-
2036	-6.1	-	-

**Notes:**

1. Average sales density assumed to be £12,456 per sq.m based on the average sales density of the leading four supermarkets - derived by GlobalData.com
  2. Average sales density assumed to be £10,065 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from GlobalData.com
- Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner16 (December 2018)

**2015 prices**