Going Shopping 2000 Executive Summary

Going Shopping 2000 is a detailed research report containing over 100 pages of information and analyses on the UK's leading shopping centres, factory outlet centres and shopping parks.

It is produced by TW Research Associates in conjunction with ATIS Real Weatheralls and copies of the full report are available for £195, 365 Euros or $365. The key highlights are summarised below. *All figures refer to the top 400 schemes unless otherwise stated.*

Shopping Centres ranked by overall attractiveness

Shopping centres currently trading were again ranked by overall attractiveness to shoppers, retailers and investors. This was achieved by obtaining detailed information for each scheme thought to be larger than 50,000 sq. ft in the United Kingdom. The information was converted in to points for selected features shown to be important to those groups, including tenants, lettable area, type of scheme, weekly footfall and facilities available. It can be seen that **the largest schemes are not always considered the most attractive**. Two of the twenty largest schemes, Halton Lea Shopping Centre in Runcorn and Clydebank Shopping Centre, do not feature in the top 50. Seventeen of the hundred largest schemes do not feature in the top 100.

2000 Rank	98/99 Rank	Scheme	Location	GLA	**Points**	Type
1		Bluewater	Dartford - Greenhithe	1,610,000	**7,985**	Comp
2	1	MetroCentre	Gateshead	1,584,000	**7,549**	Comp
3	2	Lakeside Shopping Centre	Grays - Thurrock	1,360,000	**7,489**	Comp
4	3	Meadowhall	Sheffield	1,220,000	**6,686**	Comp
5	4	Merry Hill Centre	Brierley Hill	1,500,000	**6,413**	Comp
6	New	The Trafford Centre	Manchester - Trafford	1,400,000	**6,329**	Comp
7	5	The Shopping Centre, Milton Keynes	Milton Keynes	1,200,000	**5,875**	Comp
8	7	Eldon Square Shopping Centre	Newcastle-upon-Tyne	961,000	**5,218**	Comp
9	6	Arndale Centre	Manchester	1,300,000	**5,178**	Comp
10	8	The Harlequin	Watford	705,000	**4,907**	Comp
11	9	The Mall at Cribbs Causeway	Bristol - Cribbs Causeway	725,000	**4,867**	Comp
12	10	Brent Cross Shopping Centre	London - Hendon	855,000	**4,658**	Comp
13	15	Queensgate Shopping Centre	Peterborough	807,000	**4,356**	Comp
14	12	Whitgift Centre	Croydon	525,000	**4,279**	Comp
15	14	The Victoria Centre	Nottingham	820,000	**4,264**	Comp
16	16	The Arndale Shopping Centre	Luton	750,000	**4,214**	Comp
17	11	The Telford Shopping Centre	Telford	850,000	**4,165**	Comp
18	13	The Glades	Bromley	413,000	**4,102**	Comp
19	18	White Rose Shopping Centre	Leeds	648,000	**3,597**	
20	New	Buchanan Galleries	Glasgow	600,000	**3,517**	Comp

The research shows the presence of a distinct *Premier Division* of 18 leading shopping centres. With a minimum possible total of 100 points, these schemes amass more than 4,000 points each, with the top six scoring over 6,000 points. Every scheme in the top 400 received more than 1,100 points.

Many of the eighteen leading schemes have plans to expand, and this will further consolidate the dominance of this *Premier Division* of shopping centres. The proposed extension to **MetroCentre** has been called in, **Lakeside Shopping Centre** has proposals for a small extension and is improving transport links while **Meadowhall** is currently being extended. **Merry Hill Centre** has announced revised proposals, **Milton Keynes** will soon benefit from Midsummer Place, the **Arndale Centre** is extending and proposals for **Brent Cross Shopping Centre** have also been called in.

Below the *Premier Division*, there has been a fair amount of activity with seventy five of the 400 leading schemes refurbished or extended in the last eighteen months. Several major schemes have opened, or re-opened following redevelopment, since the last review. These include Churchill Square Shopping Centre in Brighton, Serpentine Green Shopping Centre in Hampton, Peterborough and Forestside Shopping Centre in Newtonbreda, Belfast. Details of all this activity are contained in the eleven regional sections.

Shopping Centres - Comparison or Convenience dominated?

A turnover model looked at every tenant. Breakdowns for convenience, comparison and other stores were created to indicate if each scheme was convenience or comparison dominated. Within the top 20, only **the White Rose Shopping Centre in Leeds was not seen as Comparison dominated**. This is because a Savacentre anchors the scheme.

Of the top 100 schemes, ninety one are seen as Comparison dominated, with only one seen as Convenience dominated. Ranked at 47 is the Galleries Shopping Centre in Washington, anchored by Asda and Savacentre and also including Iceland and a wide range of comparison shops. Last year Hempstead Valley was seen as convenience dominated but, following the opening of Argos and revised turnover breakdowns, this is no longer the case.

Shopping Centres - Coming out of the ground

West Quay in Southampton, The Oracle in Reading and Braehead Shopping Centre in Glasgow are coming out of the ground. These schemes are candidates to join the *Premier Division*, as are several others of the one hundred and twenty or so proposed schemes or major extensions scheduled to open from by 2006 such as Martineau Galleries, The New Bull Ring, Festival Place and Grand Arcade.

Schemes that opened in late 1999 include Island Green Shopping Centre and Henblas Square, both in Wrexham, Captain Cook Square in Middlesbrough and New Bond Street Shopping Centre in Weymouth. Other new schemes reviewed include The

Overgate Centre in Dundee, Vicar Lane in Chesterfield and the next phase of The Bridges Shopping Centre in Sunderland.

Sunday Trading

Sunday trading activity has increased further within the 400 leading schemes during 1999. **67% of the 400 leading schemes now have stores trading every Sunday** and 97% open on Sundays in the run up to Christmas. Of the top 400 schemes, 37% open every Sunday with the majority or, for 12%, all of their retail tenants trading, compared to last year's figure of 25%. At the other extreme, 20% of the leading centres open throughout the year have less than half of their stores open for business. Most of these are grocery stores. Several schemes have indicated that more units will shortly be opening at weekends.

Despite this general increase in Sunday trading, there are still some exceptions. Eighteen schemes reporting that the majority of their stores were open on Sunday said that not all anchor stores were open. This is mainly because **most John Lewis Partnership department stores do not normally trade on Sunday**. Notable exceptions are Bluewater, Buchanan Galleries and the Mall at Cribbs Causeway. Several other schemes report anchor stores, such as Bhs, C & A, Littlewoods and Marks & Spencer opening on Sundays in the run up to Christmas but not for the rest of the year.

Of the leading schemes, the most active regions were Northern Ireland and Scotland. **96% of the 23 leading Northern Irish schemes open throughout the year**, with 74% reporting that the majority of retail units were trading every Sunday. **91% of the 46 leading Scottish schemes open throughout the year**, with 57% reporting that the majority of retail units were trading every Sunday.

Transport links and parking provision

The research shows that **66 of the top 400 schemes now have an integral bus station**, and 33 of these are in the 100 largest schemes.

Of the 100 leading schemes, nine have integral or adjacent railway stations, and **there are 17 railway stations in the top 400 schemes**. Many of these also link in to local tram and railway schemes.

Some 323 of the 400 leading schemes have integral parking facilities, with 109 providing more than the average of four parking spaces per 1,000 sq. ft of gross lettable area and only 62 having a ratio below two. **Nine schemes provide more than 10 parking spaces per 1,000 sq. ft** of current gross lettable retail area.

35 schemes provide more than 2,000 integral parking spaces, with four of the top schemes providing more than 10,000 spaces.

Leisure and other facilities

114 schemes incorporate food courts and 41 of these provide more than the average of one seat per 1,000 sq. ft of current gross lettable retail area. Three schemes have a ratio of more than four seats and these are, in descending order - Waverley Shopping Centre in Edinburgh, The Pavilions in Birmingham and Monument Mall in Newcastle-upon-Tyne.

There are over 200 seats provided at 65 of the schemes and **19 schemes have over 500 food court seats**, with The Trafford Centre, Bluewater**,** Meadowhall, The Mall at Cribbs Causeway and Lakeside Shopping Centre each having over 900 seats.

Multiplex cinemas can be found in 23 schemes including 13 of the top 100 schemes, with between fifteen and twenty other cinemas currently under construction or planned for existing schemes.

73 post offices and 43 public libraries are now found within shopping centres with creches situated in 56 schemes, and many other schemes have play areas and children’s amusements. All of the above features were mentioned at the 1998 ICSC Conference as attractions that also provide excellent additional footfall.

Leading retailers

There are over 22,000 retail units within the 400 leading schemes, and some 14,000 are occupied by major comparison goods retailers or groups with turnovers in excess of £3 million pa, involving 850 different trading fascias.

Thirteen retailers featured in more than 60 of the top 100 schemes and these were Adams, Birthdays, Boots, Clarks, Clintons Cards, The Link, Mothercare, New Look, H Samuel, WH Smith, Superdrug, Thorntons and Vision Express.

Fifteen other **retailers to be found in more than 50 of the top 100** schemes were Allsports, Barratts, Bay Trading, Body Shop, Burton, Claire's Accessories, Dixons, Dorothy Perkins, Early Learning, Electronics Boutique, Ernest Jones, Evans, Holland & Barrett, Marks & Spencer and River Island.

Only **eight retailers featured in more than 40% of the Top 400** schemes and these were Adams, Birthdays, Boots, Clintons Cards, Dorothy Perkins, New Look, H Samuel and Superdrug.

Store openings and expansion plans

A select group of retailers have continued to open large numbers of new outlets within shopping centres or schemes covered by this review. The majority of store openings in shopping schemes by major retailers in the last eighteen months have tended to be comparison retailing, principally clothing, cosmetics, jewellery and sports goods. The largest proportional increase has been in telecommunications, where the number of outlets has grown by over 20%, continuing last year’s trend. Most other sectors have seen new openings of between 5% and 15%, but a similar proportion of store closures has tended to balance this increase out. **Over 30% of telephone outlets currently trading opened in the last 30 months.** For comparison, no other sector exceeds 17% and most sectors show new outlets being less than 10% of all outlets.

Three retailers opened twenty or more outlets within the 400 leading shopping centres during the last eighteen months. They were Claire's Accessories, First Sport and The Link. Many other retailers opened fifteen or more outlets within the top 400 including Allsports, Clarks, DX Communications, The Pocket Phone Shop, Clintons Cards and Goldsmiths.

Store openings for over thirty retailers are featured in detail including Allsports, Clarks, DX Communications, First Sport, Marks & Spencer, McDonalds, National Schoolwear Centres, Shoefayre and Wilkinson

Factory Outlet Centres

The concept of **Factory Outlet Centres** such as Bicester Outlet Shopping Village, Clarks Village and McArthur Glen Designer Outlet Cheshire Oaks **is now well established**. Over thirty new schemes or major extensions such as Aldershot Galleries, Central Square - Gunwharf Quays, Freeport Castleford Designer Outlet Village and McArthur Glen Designer Outlet Ashford have been identified as currently coming out of the ground.

Not surprisingly, given the unique product offer, **every one of the 27 schemes trading is classified as Comparison dominated** and open seven days a week, while the vast majority of factory outlet centres provide separate areas for coach parking. Almost all of the existing and proposed factory outlet centres have significant integral car parking provision, with most providing free spaces. The exceptions are located in town centres.

Using the points system described earlier, The Galleria Outlet Centre, which is a hybrid scheme incorporating full price retailing, has become the leading factory outlet centre. The scheme has overtaken both the McArthur Glen Designer Outlet Cheshire Oaks and the McArthur Glen Designer Outlet Great Western following the addition of Bhs and Littlewoods factory outlets together with a large number of other new lettings. Of the twenty seven existing factory outlet centres, these would be the only three schemes to feature **if** a combined table of the top 100 shopping and factory outlet centres were to be produced.

Shopping Parks

Fosse Park Shopping Park is the longest established scheme, but **shopping (or fashion) parks such as The Fort Shopping Park in Birmingham and Central Six Shopping Park in Coventry are recent innovations**, with similar schemes currently coming out of the ground.

There are also a growing number of hybrid schemes, such as One Stop Shopping Centre in Perry Barr and Two Rivers in Staines, with retail warehousing and high street units **which are neither shopping centres nor retail parks**. Not surprisingly, given the unique product offer, most of the twenty three schemes featured are open seven days a week. Most current and proposed shopping parks have significant integral free car parking provision.

Using the points system described earlier, none of the twenty three shopping parks would feature **if** a combined table of the top 100 shopping centres and shopping parks were to be produced.

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