



Northumberland County Council

Northumberland Town Centre and Retail Study Update

January 2013

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TABLE 28: IDENTIFIED CAPACITY FOR COMPARISON GOODS PROVISION

| DESTINATION | GROSS FLOORSPACE (SQ.M) | NET SALES (SQ.M) | NET COMPARISON SALES AREA (SQ.M) (A) | PROPORTION | SALES DENSITY (B) | BENCHMARK TURNOVER (AxB) | SURVEY TURNOVER £m |
|--|-------------------------|------------------|--------------------------------------|------------|-------------------|--------------------------|--------------------|
| WITHIN STUDY AREA | | | | | | | |
| Alnwick | | | | | | | |
| Alnwick Town Centre | 9,090 | 6,818 | 6,476 | 0.95 | 3,500 | 22.67 | 26.83 |
| Morrisons, Fenkle Street | 2,160 | 1,421 | 297 | 0.21 | 9,968 | 2.96 | - |
| <i>Out-of-Centre</i> | | | | | | | |
| Sainsbury's, Willowburn Avenue | - | 1,778 | 462 | 0.26 | 7,132 | 3.30 | - |
| Homebase, Willowburn Avenue | 2,536 | 43 | 1,927 | 44.81 | 1,181 | 2.28 | 3.43 |
| Sub-Total | | | 9,162 | | | 31.20 | 30.25 |
| Other | - | - | - | - | - | 0.17 | 0.17 |
| TOTAL | | | 9,162 | | | 31.37 | 30.42 |
| Ashington | | | | | | | |
| Asda, Lytonville Terrace | 3,561 | 2,148 | 880 | 0.41 | 8,332 | 7.33 | 2.30 |
| Local Shops, Ashington Town Centre | 15,710 | 12,568 | 12,568 | 1.00 | 3,000 | 37.70 | 53.43 |
| Sub-Total | | 14,716 | 13,448 | | | 45.03 | 55.73 |
| B&Q (Former Focus), Newbiggin Road | 2,913 | 2,330 | 2,330 | 1.00 | 1,744 | 4.06 | 1.15 |
| Shades of Green Garden Centre | - | - | - | - | - | 1.41 | 1.41 |
| Co-op, The Square, Guide Post | 441 | 309 | 44 | 0.14 | 3,687 | 0.16 | - |
| Local Shops, Guide Post | 356 | 285 | 285 | 1.00 | 3,000 | 0.86 | 0.45 |
| Stakeford | - | - | - | - | - | 0.09 | 0.09 |
| Sub-Total | | | 2,659 | | | 6.59 | 3.10 |
| TOTAL | | | 16,107 | | | 51.62 | 58.83 |
| Berwick-upon-Tweed | | | | | | | |
| Berwick Town Centre | 18,220 | 14,576 | 14,334 | 0.98 | 3,500 | 50.17 | 52.10 |
| <i>Out-of-Centre</i> | | | | | | | |
| Morrisons, North Road | 4,561 | 2,066 | 432 | 0.21 | 9,968 | 4.30 | 0.00 |
| Tweedbank Retail Park | 7,714 | 6,171 | 5,862 | 0.95 | 4,000 | 23.45 | 5.84 |
| Sub-Total | 30,495 | 22,813 | 20,628 | | | 77.92 | 57.94 |
| Wooler | 1,630 | 1,223 | 1,223 | 1.00 | 2,000 | 2.45 | 1.92 |
| Belford | 700 | 525 | 525 | 1.00 | 2,000 | 1.05 | 0.33 |
| Coldstream | - | - | 432 | - | 2,000 | 0.86 | 0.45 |
| Duns | - | - | 651 | - | 2,000 | 1.30 | 1.67 |
| Seahouses | 1,290 | 968 | 968 | 1.00 | 2,000 | 1.94 | 1.69 |
| Other | - | - | - | - | - | 1.33 | 1.33 |
| Sub-Total | | | 3,799 | | | 8.93 | 7.39 |
| TOTAL | | | 24,427 | | | 86.85 | 65.33 |
| Blyth | | | | | | | |
| Blyth Town Centre | 15,340 | 11,505 | 10,930 | 0.95 | 3,500 | 38.26 | 59.76 |
| Morrisons, Regent Street | 4,088 | 2,248 | 470 | 0.21 | 9,968 | 4.68 | 0.00 |
| Sub-Total | 19,428 | 13,753 | 11,400 | | | 42.94 | 59.76 |
| <i>Out-of-Centre</i> | | | | | | | |
| Blyth Valley Retail Park | 5,667 | 4,558 | 4,330 | 0.95 | 2,000 | 8.66 | 2.95 |
| Albion Retail Park (excluding Lidl) | 2,168 | 1,734 | 1,648 | 0.95 | 2,000 | 3.30 | 0.00 |
| Asda, Cowpen Road | 6,495 | 3,973 | 1,627 | 0.41 | 8,332 | 13.56 | 7.83 |
| TOTAL | | | 17,378 | | | 68.45 | 70.53 |
| Cramlington | | | | | | | |
| Cramlington Town Centre | 18,960 | 14,220 | 13,509 | 0.95 | 3,500 | 47.28 | 55.58 |
| Asda, Manor Walks Shopping Centre | 4,506 | 2,709 | 1,109 | 0.41 | 8,332 | 9.24 | 1.63 |
| Sainsbury's, Manor Walks Shopping Centre | 4,943 | 2,902 | 755 | 0.26 | 7,132 | 5.38 | 0.00 |
| Former Focus Unit | - | - | - | - | - | 0.00 | 3.83 |
| Sub-Total | 28,409 | 19,831 | 15,373 | | | 61.91 | 61.04 |
| Other | - | - | - | - | - | 0.72 | 0.72 |
| TOTAL | | | 15,373 | | | 62.63 | 61.76 |
| Hexham | | | | | | | |
| Local Shops, Hexham Town Centre | 15,970 | 11,978 | 11,379 | 0.95 | 3,500 | 39.83 | 61.46 |
| <i>Out-of-Centre</i> | | | | | | | |
| Marks & Spencer, Maidens Walk | 2,137 | 1,496 | 1,197 | 0.80 | 5,051 | 6.05 | 0.00 |
| Waitrose, Wentworth Park | 2,632 | 1,668 | 195 | 0.12 | 11,397 | 2.22 | 0.00 |
| Tesco Extra, Alemouth Road | 8,299 | 4,847 | 1,629 | 0.34 | 8,708 | 14.18 | 2.23 |
| Sub-Total | 29,038 | 19,989 | 29,773 | | | 62.28 | 63.69 |
| Corbridge | 325 | 260 | 234 | 0.90 | 3,000 | 0.70 | 1.74 |
| Allendale | 598 | 419 | 377 | 0.90 | 3,500 | 1.32 | 0.43 |
| Haydon Bridge | 722 | 542 | 487 | 0.90 | 3,000 | 1.46 | 0.10 |
| Other | - | - | - | - | - | 1.63 | 1.63 |
| TOTAL | | | 30,871 | | | 67.39 | 67.59 |
| Morpeth | | | | | | | |
| Morrisons, Stanley Terrace | 2,648 | 1,793 | 375 | 0.21 | 9,968 | 3.74 | 0.00 |
| Local Shops, Morpeth Town Centre | 9,620 | 7,215 | 6,854 | 0.95 | 3,500 | 23.99 | 22.84 |
| Sub-Total | 12,268 | 9,008 | 7,229 | | | 27.72 | 22.84 |
| Other | - | - | - | - | - | 5.13 | 5.13 |
| TOTAL | | | 7,229 | | | 32.86 | 27.97 |
| Amble | | | | | | | |
| Amble District Centre | 2,160 | 1,664 | 1,581 | 0.95 | 2,500 | 3.95 | 3.43 |
| Sub-Total | 2,160 | 1,664 | 1,581 | | | 3.95 | 3.43 |
| TOTAL | | | 1,581 | | | 3.95 | 3.43 |
| Bedlington | | | | | | | |
| Tesco, Market Place | 1,670 | 1,169 | 393 | 0.34 | 8,708 | 3.42 | 0.00 |
| Local Shops, Bedlington District Centre | 1,110 | 833 | 790 | 0.95 | 2,000 | 1.58 | 1.27 |
| Sub-Total | 2,780 | 2,002 | 1,183 | | | 5.00 | 1.27 |
| Bedlington Station | | | | | | | |
| Local Shops, Bedlington Station | 1,075 | 806 | 765 | 0.95 | 2,000 | 1.53 | 0.22 |
| Sub-Total | 1,075 | 806 | 765 | | | 1.53 | 0.22 |
| TOTAL | | | 1,948 | | | 6.53 | 1.50 |
| Haltwhistle | | | | | | | |
| Haltwhistle District Centre | 1,890 | 1,418 | 1,347 | 0.95 | 2,500 | 3.37 | 2.59 |
| Sub-Total | 1,890 | 1,418 | 1,347 | | | 3.37 | 2.59 |
| TOTAL | | | 1,347 | | | 3.37 | 2.59 |
| Ponteland | | | | | | | |
| Ponteland Town Centre | 690 | 483 | 459 | 0.95 | 2,500 | 1.15 | 2.13 |
| Waitrose, Main Street | 1,550 | 1,008 | 118 | 0.12 | 11,397 | 1.34 | 0.00 |
| Sub-Total | 2,240 | 1,491 | 577 | | | 2.49 | 2.13 |
| Other | - | - | - | - | - | 1.67 | 1.67 |
| TOTAL | | | 577 | | | 4.16 | 3.80 |
| Prudhoe | | | | | | | |
| Prudhoe Town Centre | 2,550 | 1,913 | 1,817 | 0.95 | 3,000 | 5.45 | 5.72 |
| Co-op Superstore, Oakfield Terrace | 2,080 | 1,456 | 210 | 0.14 | 3,687 | 0.77 | 0.00 |
| Sub-Total | 4,630 | 3,369 | 2,027 | | | 6.22 | 5.72 |
| TOTAL | | | 2,027 | | | 6.22 | 5.72 |
| SUB-TOTAL WITHIN OR IN PROXIMITY OF DEFINED CENTRES | | | | | | 425.40 | 399.48 |
| TOTAL INCLUDING SHOPS OUTSIDE CENTRES | | | | | | 435.74 | 409.82 |

Notes:
a. Gross floorspace derived from Experian Goad (2009), IGD Database (2009) or WYG/Council Assessment
b. Net floorspace based on WYG judgement
c. Proportion of net floorspace dedicated to comparison sales derived from Verdict UK Food & Grocery Retailers 2011 or WYG's judgement
d. Sales densities derived from Verdict UK Food & Grocery Retailers 2011, Mintel Retail Rankings 2012 or WYG judgement where not known
e. Where floorspace of smaller stores cannot be determined it has been assumed that they are 'trading at equilibrium'