

**APPENDIX 6:
FOCUS REPORTS FOR WORKINGTON AND WHITEHAVEN**

Whitehaven

Retail ZA	-Jun 07	: £ 50.00 psf
	-Jun 06	: £ 50.00 psf
	-Jun 05	: £ 50.00 psf
	-Jun 04	: £ 50.00 psf
	-Jun 03	: £ 50.00 psf
	-Jun 02	: £ 45.00 psf
	-Jun 01	: £ 45.00 psf
	-Jun 00	: £ 45.00 psf
	-Jun 99	: £ 45.00 psf
	-Jun 98	: £ 45.00 psf
	-Jun 97	: £ 40.00 psf
	-Jun 96	: £ 40.00 psf
	-Jun 95	: £ 40.00 psf
	-Jun 94	: £ 40.00 psf
	-Jun 93	: £ 40.00 psf
	-Jun 92	: £ 55.00 psf
	-Jun 91	: £ 45.00 psf
	-Jun 90	: £ 45.00 psf
	-Jun 89	: £ 35.00 psf
	-Jun 88	: £ 35.00 psf
	-Jun 87	: £ 25.00 psf

Retailing

Chart of Number of Requirements by Date

Retail Demand (extracted from Retail FOCUS)

<u>No. of Requirements</u>	<u>Ranking (1st highest)</u>	<u>Date</u>
7	704	Oct 07
10	614	Apr 07
8	674	Oct 06
8	669	Apr 06
8	670	Oct 05
11	537	Apr 05
11	520	Oct 04
10	524	Apr 04
10	514	Oct 03
9	514	Apr 03
8	534	Oct 02
7	544	Apr 02
6	539	Oct 01
5	606	Apr 01

7	493	Oct 00
7	478	Apr 00
6	490	Oct 99
8	429	Apr 99
10	350	Oct 98
9	371	Apr 98
11	321	Oct 97
11	297	Apr 97
12	268	Nov 96
11	299	Apr 96
11	312	Jul 95
9	324	Feb 95
8	341	Jun 94
9	329	Jan 94
11	272	Jun 93
12	253	Aug 92
11	323	Oct 91
11	406	Feb 91

Top 20 Retailers

Top 20 Retailers Present in Town Centre

45% of top 20 Retailers present

Rank	Retailer
1	BOOTS
3	ARGOS
4	WOOLWORTHS
7	WH SMITH
10	DIXONS
11	SUPERDRUG
13	WILKINSON
16	NEW LOOK
18	DOROTHY PERKINS

Top 20 Retailers Not Present in Town Centre

Rank	Retailer
2	MARKS AND SPENCERS
5	DEBENHAMS
6	JOHN LEWIS
8	BHS
9	NEXT

12	LLOYDS PHARMACY
14	CO OP DEPARTMENT STORES
15	PRIMARK
17	HMV
19	ROSEBYS
20	WATERSTONES

Definition of Top 20 Retailers:

These are the top 20 comparison goods multiples ranked by ORC's forecast of average town centre sales for individual Retailers within GB.

Source: ORC Data Services, Goldings, Michaels Court, Hanney Road, Southmoor, Oxon, OX13 5HR (Tel: 01865 821112; Fax: 01865 821567) www.orcpartnership.com

Street Ranking - Top 3

Town	Street	Postcode
WHITEHAVEN	KING STREET	CA28 7JN
WHITEHAVEN	PRESTON STREET	CA28 9DL
WHITEHAVEN	QUAY STREET	CA28 7LS

Definition of Street Rankings:

Street RankingsTM identifies multiples (stores with 5 or more locations) located on the main shopping streets of 760 major retail towns in Great Britain. Multiples are then allocated an attraction value based on sales density and average selling area. Using these attraction values, **Street RankingsTM** ranks each street, within a town centre, by the combined attractiveness of its stores.

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Retail Developments

No Information Available

Retail Shopper Population

Whitehaven

Band F

Regional Towns

Retail Shopper Population Legend	
Band A	1,000,000 - 1,782,658
Band B	500,000 - 999,999
Band C	200,000 - 499,999
Band D	150,000 - 199,999

Band E	100,000 - 149,999
Band F	50,000 - 99,999
Band G	30,000 - 49,999
Band H	20,000 - 29,999
Band I	15,000 - 19,999
Band J	10,000 - 14,999
Band K	5,000 - 9,999
Band L	3,000 - 4,999
Band M	2,000 - 2,999
Band N	1,000 - 1,999
Band O	1 - 999

Source: CACI Limited, CACI House, Kensington Village, Avonmore Road, London W14 8TS
(Tel: 0800 181 851; Fax: 020 7603 5862) www.datadepot.co.uk

Workington

Retail ZA	-Jun 07	: £ 60.00 psf
	-Jun 06	: £ 50.00 psf
	-Jun 05	: £ 50.00 psf
	-Jun 04	: £ 50.00 psf
	-Jun 03	: £ 50.00 psf
	-Jun 02	: £ 50.00 psf
	-Jun 01	: £ 50.00 psf
	-Jun 00	: £ 50.00 psf
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Retailing

Chart of Number of Requirements by Date

Retail Demand (extracted from Retail FOCUS)

<u>No. of Requirements</u>	<u>Ranking (1st highest)</u>	<u>Date</u>
16	487	Oct 07
25	349	Apr 07
21	413	Oct 06
22	361	Apr 06
22	360	Oct 05
16	421	Apr 05
15	432	Oct 04
13	444	Apr 04
10	514	Oct 03
9	514	Apr 03
7	569	Oct 02
11	416	Apr 02
14	340	Oct 01
15	324	Apr 01

17	290	Oct 00
12	357	Apr 00
10	364	Oct 99
16	283	Apr 99
13	285	Oct 98
16	250	Apr 98
14	263	Oct 97
13	264	Apr 97
12	268	Nov 96
10	316	Apr 96
12	298	Jul 95
12	269	Feb 95
8	341	Jun 94
12	268	Jan 94
15	226	Jun 93
14	228	Aug 92
9	370	Oct 91
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Street Ranking - Top 3

Town	Street	Postcode
WORKINGTON	POW STREET	CA14 3AG
WORKINGTON	ST JOHNS PRECINCT	CA14 3BD
WORKINGTON	MURRAY ROAD	CA14 2AD

Definition of Street Rankings:

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Retail Developments

Name	Dunmail Park Shopping Centre
Type	Out of Town Centre
Size	220,000 square feet 20,438.0 square metres
Opened	1988
Anchor Tenant	Dixons
Anchor Tenant	Evans
Anchor Tenant	Wallis
Developer/Owner	J Dixon & Son Ltd
Updated	09-Aug-06
Notes	Dixons, Wallis and Evans all occupy space at the centre. (09/08/2006)

Name	Washington Square
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Type	Shopping Centre
Size	275,000 square feet 25,545.0 square metres
Anchor Tenant	Debenhams
Anchor Tenant	HMV
Anchor Tenant	Laura Ashley
Anchor Tenant	New Look
Anchor Tenant	Next
Anchor Tenant	River Island
Updated	16-Aug-06
Notes	Laura Ashley and River Island have signed up to the centre. They have each taken 6,000 sq ft (555 sq m) units and will sit alongside Next, New Look, HMV and Debenhams. The scheme will open in time for Christmas 2006. (RW 04/08/06)

Retail Shopper Population

Workington	Band F	Regional Towns
Seaton	Band K	Rural Centres
Cockermouth	Band L	Rural Centres
Maryport	Band L	Rural Centres

Retail Shopper Population Legend	
Band A	1,000,000 - 1,782,658
Band B	500,000 - 999,999
Band C	200,000 - 499,999
Band D	150,000 - 199,999
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