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Department of Economic Development
Isle of Man Government

Retail

Evidence Base

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CONTENTS

1 SOCIO-ECONOMIC PROFILE

1.1 This chapter provides an overview of the key factors influencing the future development of retailing on the Isle of Man such as population, age profile, households, economic activity, employment, unemployment, car ownership, earnings and tourism.

Analytical Areas

1.2 The Isle of Man Strategic Island Plan (2007) identifies four zones in its spatial strategy:

- Douglas and the East;
- Ramsey and the North;
- Peel and the West: and
- The South, including Castletown

1.3 For the purpose of this report, these are further sub-divided into nine sub-zones grouped around key retail centres and Parish boundaries. The sub zones are consistent with the previous IOM retail strategy, which allows ready comparison.

Table 1-1 Analytical Areas

Zone	Sub-Zone	Coverage (by parish)
North	Ramsey	Ramsey
	North	Andreas, Bride, Jurby, Lezayre and Maughold
South	Castletown	Castletown
	South	Port Erin, Port St Mary, Arbory, Malew and Rushen
East	Douglas	Douglas
	East 1 (North)	Onchan, Laxey and Lonan
	East 2 (south)	Braddan, Marown and Santon
West	Peel	Peel
	West	Ballaugh, German, Michael and Patrick

Socio-Economic Characteristics

1.4 The socio-economic profile includes an overview of demographic and socio-economic trends, including an examination of databases maintained by Government departments (i.e. DED, DLGE and Treasury) and information available from the Chamber of Commerce, local authorities and other organisations.

Population

1.5 The 2011 Census shows a resident population of 84,497, an increase of 5.5% on 2006 levels. This compares with 4.9% population growth from 2001-2006.

1.6 52% of the population (43,929) – live in the four main towns, and an increase of nearly 3,000 on 2006. A further 19.5% - 16,478 people – live in Onchan, Laxey, Port St Mary and Port Erin.

The remaining 16 parishes house the remaining 28.5% of the population (24,090), a rise of nearly 1,400 compared with 2006.

1.7 The rate of population increase is worthy of comment. Planning assumptions in 2007 were based on Treasury projections which assumed net inward migration of 500 people per annum. In this scenario, the 2011 population would have been 82,575. The Census figures recorded by the Census are therefore 2.3% higher than anticipated. While this has been influenced by poor economic conditions in the UK and across Europe, the Isle of Man's economy has nevertheless absorbed this increase.

1.8 The Government's central planning assumptions to 2017 anticipate population increases of 0.7% annually from 2012/13 to 2016/17 (0.6% in 2011/12). Anticipated population levels in 2017 will be 3% higher than assumed in 2007.

Table 1.2: Population Projections 2011-2017

Age	2006	2011	2012	2013	2017
0-14	13,537	14,036			
15-64	52,834	55,475			
65+	13,687	14,986			
Total	**80,058**	**84,497**	**85,004**	**85,599**	**88,021**

From IOM Census 2011 & 2006, Central Planning Assumptions 2013-2017

Age Profile

1.9 Analysis of the population by age shows that two thirds (55,475) are of working age. The proportion of those under 15 years old and over the age of 65 has remained broadly similar since 2006 (16.9% and 17.1% respectively).

- In Douglas, the working age population is significantly higher as a proportion of the population, with a notably lower proportion of older residents:
- The south easternmost zone has a significantly larger proportion of young people compared with all other areas.

Table 1-3 Population by Age

Island Sub-Zone	Nos. Total	0-14 yrs	15-64 yrs	65+ yrs
Ramsey	7,821	15.2%	61.3%	23.5%
North	4,883	16.7%	62.2%	21.1%
Castletown	3,097	16.1%	65.2%	18.7%
South	11,244	14.3%	63.4%	22.3%
Douglas	27,938	17.2%	69.2%	13.6%
East 1 (North)	12,511	16.2%	64.2%	19.6%
East 2 (South)	6,588	20.0%	65.5%	14.5%
Peel	5,093	17.1%	66.3%	16.6%
West	5,322	17.2%	64.3%	18.4%
Total	**84,497**	**14,036** **16.6%**	**55,475,** **65.6%**	**14,986** **17.7%**

Source: Isle of Man Census 2011

Households

1.10 In 2011, there were 35,599 households, a 6% increase since 2006. Average household size in 2011 was 2.33 compared with 2.40 in 2006.

Table 1-4 Household distribution

Island Sub-Zone	Household Nos.	Household Size
Ramsey	3,530	2.15
North	1,940	2.46
Castletown	1,353	2.26
South	4,901	2.28
Douglas	11,702	2.33
East 1 (North)	5,330	2.39
East 2 (South)	2,518	2.53
Peel	2,168	2.31
West	2,157	2.45
Isle of Man	35,599	2.33

Source: Isle of Man Census 2011

1.11 Some two thirds of households lived in houses either owned outright or in the process of being purchased. 16% of households rented from public sector bodies.

Economic Activity

1.12 Economic activity rates are high. The 2011 Census identified 44,609 economically active residents. This represents 80% of the working age population, a slight (1%) increase since 2006.

1.13 Census data shows the majority of employment is in full-time positions, with around two thirds of employees working full time. 17% of the workforce was employed on a part time basis, with a further 16% self-employed. These figures are similar to those found in 2006.

Unemployment

1.14 Information provided by the Economic Affairs Division of the Treasury shows that 1,108 people registered unemployed at the end of April 2013, a rate of 2.5%.

Employment

1.15 The Isle of Man's key employment sectors are:

- Education; medical and health services (15%);
- Insurance and Banking (11%);
- Wholesale and Retail Distribution (10%);
- Transport and Communications (7%);
- Construction related activities (8%); and
- Public administration (7%).

1.16 The balance of sector activity in 2011 is similar to 2006. The slightly reduced employment share in wholesale and retail distribution reflects the closure of major retailers such as Woolworths and fewer jobs being created in expanding or new retail outlets. The main increases have been in other business and ICT which has seen sector employment increase by 1.3%. Employment has increased in tourist accommodation and entertainment and catering, the latter being among the range of uses traditionally associated with town centres.

Table 1-5: Employment by Sector

Sector	Employment Share (%)		
	2011	2006	Change
Agricultural, Forestry & Fishery	2%	1.6%	0.4%
Manufacturing	5.3%	5.5%	-0.2%
Construction	7.8%	8.3%	-0.5%
Gas, Electricity and Water	2%	1.5%	0.5%
Transport & Communications	7%	7.8%	-0.8%
Wholesale and Retail Distribution	10.4%	11.2%	-0.8%
Insurance & Banking	11.3%	13.2%	-1.9%
Other Financial Institutions	3.9%	4.0%	-0.1%
Property Owning & Management	2.4%	2.6%	-0.2%
Other Business Services & ICT	5.7%	4.4%	1.3%
Legal & Accountancy Services	3.6%	3.1%	0.5%
Education, Medical & Health Services	14.7%	15.0%	-0.3%
Other Professional & Technical Services	2.3%	1.7%	0.6%
Tourist Accommodation	1.6%	0.9%	0.7%
Entertainment & Catering	4.9%	4.7%	0.2%
Public Administration	7.1%	7.1%	0%
Miscellaneous Services	7.8%	7.6%	0.2%
Total	100.0%	100.0%	-

Source: Isle of Man Census 2011

Car Ownership

1.17 Since 2001, there has been a 15% increase in the number of households with access to a car. In 2011, 86% of households had access to a motor vehicle (30,732 households). The level of car accessibility is relatively high, although as in 2006 it varies by parish with the highest levels found outside the main towns and villages. Douglas has the lowest accessibility (80.1%), while 97.8% of households in Maughold have access to a car.

Earnings

1.18 In June 2012 average earnings for full-time employees were £612 per week[1], an increase of 1.8% since June 2011. Average earnings rose by slightly more than in the UK (1.4%) to now stand at 100.8% of UK figure (compared with 99% in 2008)

[1] Isle of Man Earnings Survey 2012

Tourism

1.19 Tourism is an important sector for the Isle of Man, attracting 294,460 visitors in 2012[2]. While this is 1.8% lower than in 2011, visitor spent just over £103 million, an increase of 5.6% on the previous year.

1.20 Some 78% of visits were for leisure purposes, with 22% making the trip for business reasons. 36% of leisure trips involved a stay in paid accommodation, with another 40% staying with friends and family. The remaining 2% of leisure trips were made as day trips.

1.21 In 2012, visitors spent around £351 per visit on travel, accommodation and other items, compared with an estimated £326 in 2011

1.22 In 2012, Isle of Man residents made an estimated 335,627 trips off-island, nearly 4% fewer than in 2011.

Available Expenditure

1.23 The Isle of Man Household Income and Expenditure Survey 2006/7[3] is the most recent profile of household spending produced by the Treasury. Based on a sample of 151 households, this work is presently being updated. On completion, over 1,000 households will have completed a detailed 2-week diary of their expenditure, enabling the most comprehensive picture of Isle of Man household spending on and off-island to date. Surveying started in December 2012 and will continue for a full year. The results should be available in Spring 2014.

1.24 As this information is not available to the present study, the information from the Retail Survey completed in late 2012 have been used. Respondents were asked a series of questions about their spending on retail goods, including: the amount spent at main & second supermarkets, and top up shopping for food and grocery purchases; the amounts spent on shopping for clothes and shoes, as well as bulkier items such as furniture and electrical goods; how much is spent off-island; and how much is spent shopping online, mail order or through other virtual shopping media. All of those surveyed were asked to identify their preferred destinations for different types of shopping trip as well as how often they shopped in these places.

1.25 In updating expenditure to 2013, standard reference documents have been used. These sources (Pitney Bowes, Experian) show changes experienced in per capita retail spending in the UK for both convenience and comparison goods. These are shown in the table below.

1.26 While the Isle of Man is clearly influenced by the economic fortunes of its closest neighbour and largest trading partner, it's economic performance has been more consistent than that of the UK. It has not experienced a technical recession and levels of National Income have increased consistently since it started to be measured in 2008.

[2] Passenger Survey Annual Report 2012, Isle of Man Government

[3] The survey does not extend to off-island purchases. The data used subsequently in this report has been adjusted to reflect this.

Table 1-6: Indices of retail expenditure change

	2007	2008	2009	2010	2011	2012	2013	2014
Experian[4]								
ALL	**4.3%**	**1.0%**	**-1.4%**	**1.2%**	**-0.7%**	**0.9%**	**1.1%**	**1.6%**
Convenience	-0.6%	-3.5%	-3.9%	-0.8%	-3.2%	0.1%	-0.1%	0.0%
Comparison	6.6%	3.0%	-0.1%	2.4%	0.5%	1.5%	1.8%	2.4%
Bulky	11.2%	5.1%	-0.8%	1.2%	-2.3%		2.7%	2.7%
Non bulky	4.5%	1.9%	0.2%	2.9%	2.0%		2.7%	2.7%
Pitney Bowes[5]								
ALL	1.9%	1.9%	-1.1%	0.3%	0.2%	2.3%	3.0%	3.7%
Convenience	0.4%	-1.5%	-2.4%	0.7%	0.0%	-0.1%	0.6%	0.8%
Comparison	2.8%	3.8%	-0.4%	0.1%	0.3%	3.6%	4.1%	5.0%
Growth in:								
Per capita IOM National Income[6]			3.7%	1.8%	2.9%	2.4%	2.3%	2.3%
UK GDP [7]		-1.0%	-4.0%	1.8%	1.0%	0.3%		

1.27 In its Central Case between 2015 and 2019, Experian forecasts average increases in per capita spending on retail goods of: 0.6% per annum for convenience goods; 2.7% per annum for comparison goods (for both mainstream and bulky categories); and 2.0% per annum overall. Between 2010 and 2016, Oxford Economics projections (which are quoted in Pitney Bowes data) anticipate average per capita retail spending growth of 2.8% per annum: 0.5% per annum for convenience; 3.9% per annum for comparison retailing (2.5% per annum on clothing, and 1.2% per annum on household goods).

1.28 In the Isle of Man, the Government's Central Planning Assumptions are based on 2.3% per annum per capita national income growth. Based on previous experience, per capita retail expenditure growth assumptions for comparison goods are normally slightly higher than GDP growth. Recognising that retail expenditure by Isle of Man residents has continued to grow, a series of conservative adjustments (relative to UK figures) have been made in estimating expenditure increases to 2013, and in forecasting future growth:

- Convenience expenditure: 0.4% per annum to 2013; 0.6% per annum from 2013 on;
- Comparison expenditure: 2007-13 - the average of Experian estimates 2007 to 2011 for bulky (2.88% per annum) and non-bulky (2.3% per annum). Moving forward, a growth rate of 3% per annum is assumed in both categories.

[4] Experian, Retail Planner Briefing Note 10.1 Sept 2012

[5] Pitney Bowes Retail Expenditure Guide , Sept 2011

[6] Central Planning Assumptions 2013-2017

[7] UK Government (ONS , GDP Data Tables,2nd estimate, May 2013)

1.29 A summary of 2013 household spending estimates and projections by retail category (using the assumptions outlined) is shown below. Average annual per capita expenditure on convenience and comparison retail goods is estimated as follows:

Table 1-7: Indices of retail expenditure change Retail Expenditure per capita 2013-2022

Goods category	2013	2017	2022
Convenience	£1,836	£1,881	£1,938
Comparison	£2,641	£2,972	£3,445
Mainstream	£1,947	£2,191	£2,540
Bulky	£694	£781	£905

1.30 The last study (Isle of Man Island Retailing Study, Update 2009) noted "While it might not be expected that retail spending patterns would be directly comparable to those in the UK, it is reasonable to assume that they should be broadly similar." It highlighted that while convenience expenditure was broadly comparable, comparison spending per capita was some 79% of the UK figure. Comparison of average levels of income and other socio-economic characteristics might suggest that expenditure on comparison retail goods should not be significantly different (indeed given tax differentials, there may be an argument to suggest they should be higher on the Isle of Man). While the expenditure estimates here are based on the last Household Income & Expenditure Survey, the more detailed work beibg carried out by the Department of Economic Affairs should provide more detailed data which will address this issue.

1.31 A forecast of available expenditure to 2022 has been made using the assumptions outlined above.

Table 1-8: Forecast retail expenditure (£m) 2013-2022

Goods category	2013	2017	2022
Convenience	£157.19	£165.55	£174.89
Comparison	£226.04	£261.60	£310.93
Mainstream	*£166.64*	*£192.86*	*£229.22*
Bulky	*£59.40*	*£68.74*	*£81.71*

2 TOWN CENTRE 'HEALTH CHECKS'

2.1 Town centre "health checks" were completed in October 2012, based on a comprehensive site visit of all retail facilities, and examination of relevant reference data. This identified various retail facilities which were not identified in the 2009 floorspace update. This examined the range and quality of retailing and other services such as car parking.

Town Centre Rankings

2.2 Management Horizons Europe (MHE) produces a shopping index which ranks shopping locations in the UK and the Isle of Man, and gives a ranking of an overall town centre attraction. It should be noted that the MHE index is based on the presence of national multiple outlets, with no credit being given for the presence of independent operators.

2.3 At present, MHE UK Shopping Index 2008 is the most up to date information available. MHE could not provide an anticipated date for publication of the next Shopping Index.

2.4 Douglas is the only town in the Isle of Man covered by the index. It is identified as a district centre. The 2003/04 edition ranked Douglas at 243. By 2008, its ranking had fallen to 405, in the same bracket as centres such as Ellesmere Port, Dumbarton, Liverpool Huyton and Sevenoaks. According to the 2008 index, Douglas enjoys a middle market position and this is reflected in the balance of retailers represented in the town centre. The index notes only 4% of Douglas retailers as upmarket operators (compared with 29% in the downmarket category). No luxury or upper market operators are identified.

2.5 As would be expected for Douglas and the other town centres on the Isle of Man there are a number of competing shopping and town centres in the UK (in particular North West England) that are likely to be attractive to residents for a range of retailing and other purchases. It is also likely that residents on the Isle of Man will be using internet shopping in order to purchase some comparison goods.

Floorspace Information

2.6 The floorspace figures presented throughout this chapter show the change between 2009 and 2013 by area. Up to date floorspace information has been compiled from: schedules supplied by Treasury and responses from Retail Committee members for information on premises within their control.

2.7 Discussion with planners provided floorspace figures for permissions since 2009. Where possible the floorspace figures were also compared with those used in relevant retail impact assessments since 2009.

Douglas

2.8 Douglas is the capital and the main retail centre. In 2011, its population was 27,935, an increase of 7% since 2006.

2.9 Douglas has the largest range of UK national multiples on the Isle of Man. There are also a number of independent, more traditional Manx traders spread throughout the town centre.

2.10 Strand Street remains the main shopping street in Douglas. The principal retail area consists of Strand Street, Castle Street and Duke Street.

Convenience Retailing

2.11 Convenience shopping outlets are well distributed across Douglas. Over 50 convenience retail units were identified in October 2012. The main convenience stores in the town centre are: Iceland on Chester Street and M&S food at Drumgold Street.

2.12 A number of other smaller convenience stores are in the town centre including SPAR outlets on Lord Street, Snaefell Road and Strand Street. The Manx Co-op has stores located on Woodbourne Road and Duke Street.

2.13 Tesco on Lake Road is the largest superstore on the Isle of Man, stocking a range of comparison goods in addition to a full range of groceries. Online and click and collect custom is serviced from here.

2.14 There is a large Shoprite on Victoria Road which has an extensive range of convenience goods, as well as comparison ranges including clothes and electronic goods. A Lloyds pharmacy is also located within this supermarket.

2.15 Douglas hosts a farmers market at Villa Marina on Harris Promenade on the first Saturday of every month.

Comparison Retailing

2.16 The main comparison shopping areas in Douglas town centre are the Strand Shopping Centre, the Tower House Shopping Centre, Strand Street and the adjoining streets. These are occupied predominantly by high street and fashion retailers. Douglas has a number of multiple retailers including M&S, Boots, Topshop, Monsoon, HMV, TK Maxx, River Island and Next.

2.17 While there is some retailing of bulky goods from town centre premises and showrooms, a number of stores selling bulky goods are situated in out-of-centre locations such as Spring Valley Industrial Estate and Isle of Man Business Park on Cooil Road. Operators here include B&Q, Currys/PC world and Eden Park Garden Centre.

Retail Services

2.18 Douglas has the largest range of retail services, with 131 units including: banking and postal facilities, pubs, cafes and restaurants, hairdressers and beauty salons.

2.19 Douglas is home to the Gaiety Theatre, beside Villa Marina on the promenade. After a major refurbishment, Villa Marina opened in 2004 and hosts shows, concerts and cinema showings.

Vacant Units

2.20 In October 2012 there were 35 vacant units (32,276 sq. ft) in the centre of Douglas available either for purchase or to let. While Strand Street has a few vacant units, it is likely that as presently configured they would be too small for UK multiple retailers. Outside the town centre there were 31 vacant units (16,182 sq. ft).

Floorspace

Table 2-1: Retail floorspace – Douglas (sq.ft net) 2013

	Douglas Centre		Douglas Urban	
	2013 sq.ft	%	**2013** sq.ft	%
Convenience	**43,093**		**88,973**	
Multiples	36,594	85%	56,522	64%
sub total	***43,093***		***88,973***	
Comparison	262,511		36,813	
Mainstream	73,788		28,092	
Multiples	188,723	72%	8,721	24%
sub total	***262,511***		***36,813***	
Bulky goods	1,126		57,097	
Multiples	0	0%	1,726	3%
sub total	**1,126**		***57,097***	
Total	**306,731**		**182,223**	

2.21 The 2012 health check identified 19 units in the town centre which had not been included in the 2009 health check. These units were given an estimated floorspace figure. Of these units 4 were convenience, 7 comparison, 1 bulky and 7 vacant.

2.22 The 2012 health check identified 35 units outside the town centre which had not been included in the 2009 health check. Of these units 5 were convenience, 9 comparison, 4 bulky and 17 vacant.

Transport and Movement

2.23 Car parking in Douglas town centre includes multi-storey off-street car parks such as Shaws Brow car park (700 spaces) and Chester Street car park (640 spaces). The various car parks operate on a fee paying basis, some of which are pay and display whereas others are operated on a contractual basis whereby people pay to have a regular parking space. There are on-street spaces, such as those on the Promenade which require a disc but are free to use.

2.24 All parking facilities are well-used.

Peel

2.25 Peel is on the west coast, some 12 miles from Douglas. In 2011, its population was 5,093 – an increase of over 18% since 2006.

2.26 Peel Castle (on St Patrick's Isle), along with the House of Manannan are the town's key attractions, which is also renowned for its Manx Kippers.

Convenience Retailing

2.27 Retailing activity in Peel is concentrated on Michael Street, which accommodates the Manx Co-op and Shoprite, the town centre's main convenience stores. The town centre also has a butcher, bakery and other small convenience stores. There is a Shoprite on Derby Road (undergoing renovation in October 2012). These renovations include a new butcher counter, deli and a Subway sandwich shop. At the time of the health check this Shoprite did not sell any comparison goods. There were 16 convenience retail units in Peel at the time of the health check.

Comparison Retailing

2.28 Comparison shopping outlets in the town centre are all operated by independent retailers. A broad category of retailers are represented including: footwear, clothing, furniture, charity shops, pharmacy, jewellery, optician, pet shop and leisure pursuits. There were 23 comparison retail units and another 5 bulky goods units in Peel in October 2012.

Retail Services

2.29 A range of retail services, again all independently operated, are found in Peel including banking, hairdressing, cafes. Travel agency, estate agency and other commercial businesses (solicitors, accountants etc.) are also represented. The town also has a public library, swimming pool, health, dental and veterinary care services.

Vacant Units

2.30 At the time of the health check there were 14 vacant retail units (5872 sq. ft) in Peel, 5 of which were on Michael Street, the main shopping street. There were also several vacant units on Christian Street with the remainder spread throughout the town.

Floorspace

Table 2-2: Retail floorspace – Peel (sq.ft net) 2013

	2013 sq.ft	%
Convenience	21,987.35	
Multiples	16,865.35	77%
sub total	***21,987.35***	
Comparison		
Mainstream	16,605.65	
Multiples	4640.65	28%
sub total	***13,269.65***	
Bulky goods	8,062	
Multiples	0	0%
sub total	**8,062**	
Total	**46,655**	

2.31 The 2012 health check identified 6 units which had not been included in the 2009 study. An estimated floorspace has been included for each of these additional units. Of these units, 5 were vacant and 1 was occupied.

Town Centre Environment

2.32 The main town centre streets are narrow with limited parking spaces. Michael Street is closed to traffic at certain times during the day.

Transport and Movement

2.33 Parking facilities in Peel appear adequate for the size of the town. Various public and private car parks are located at West Quay, Market Place, Marine Parade, and Derby Road. Some on-street parking is available throughout the town. This requires a disc and is limited to 2 hours.

2.34 Peel is well connected to the bus network, with a bus station located in the town centre at Athol Street. A number of services operate to and from Douglas, to Ramsey via Kirk Michael, Douglas via St John's and Cooil Road, and also to the South via the airport, Castletown and onto Port Erin.

Castletown

2.35 Castletown is in the South, approximately 10 miles from Douglas and near to Ronaldsway Airport. In 2011, its population was 3,093[8] , slightly lower than in 2006. The principal retail streets in Castletown are Arbory Street and Malew Street.

2.36 Castletown is the ancient and historic capital. As a result, it has several tourist attractions including: Castle Rushden, Old House of Keys, The Nautical Museum and the Old Grammar School.

2.37 Castle Rushden dominates the town centre with the small shopping streets situated adjacent to it. The steam railway is an important tourist attraction which operates between Douglas and Castletown, also going further on to Port Erin. It only operates between Easter and October/November.

2.38 Callow's Yard is a million mixed use development scheme which effectively links the two main shopping streets, Arbory Street and Malew Street. It was intended that this development would attract local retailers. However, currently the units lie vacant. During the site visit, there was little activity at Callow's Yard with all of the units either closed or vacant. Tesco was interested in operating a small store from Callows Yard. It is understood that it is reconsidering this investment, following the recent rejection of its application for a licence to sell alcohol.

[8] Isle of Man Government (2012). *2012 Digest of Economic and Social Statistics.* Economic Affairs Division. Isle of Man Treasury.

Convenience Retailing

2.39 There are 9 convenience retail units in Castletown. Its main convenience retailers include the Manx Co-op with a store at the parade, and Shoprite who have a "Little Shoprite" on Arbory Street. Other local independent convenience retailers include a butcher, newsagents and off licence. The Station Garage on Victoria Road has a small shop offering a limited range of convenience goods.

2.40 Castletown's farmers market takes place on the third Sunday of the month from 1.30-3.30pm. It provides an opportunity to purchase local produce.

Comparison Retailing

2.41 Comparison shopping facilities in Castletown are limited. The health check identified 14 comparison retail units. Apart from Lloyds pharmacy and Shoprite, the town centre comparison provision is confined to small independent and local retailers selling clothes, books, hardware and small gifts.

Retail Services

2.42 Retail services appear adequate in proportion to Castletown's size. There is a local post office inside the Manx Co-op at the Parade. Thew town centre also accommodates banking facilities, estate agents, cafes, bars and hairdressers.

2.43 Other facilities include the Southern swimming pool, public library and the Castletown Civic Centre.

Vacant Units

2.44 In October 2012, there were 6 vacant retail (8189 sq.ft) units in Castletown, 3 of which were on Malew Street. Callow's Yard accounts for over 60% (5000 sq. ft) of the vacant floorspace in Castletown.

Floorspace

Table 2-3: Retail floorspace – Castletown (sq.ft net) 2013

	2013 sq.ft	%
Convenience	10,945	
Multiples	7138	60%
sub total	***10,945***	
Comparison	7,744	
Mainstream	7,350	
Multiples	889	11%
sub total	***8,239***	
Bulky goods	1995	
Multiples	0	0%
sub total	**1500**	
Total	**20,684**	

2.45 13 of the units were not included in the 2009 health check and estimations have been provided for the floorspace. Of these units 1 was convenience, 7 comparison, 2 bulky and 3 vacant.

Town Centre Environment

2.46 The presence of Castle Rushden makes the town centre an attractive place. Malew Street and Arbory Street are pedestrianized, although they are accessible for delivery vehicles at certain times of the day.

Transport and Movement

2.47 Castletown benefits from a regular bus service to and from Douglas, the airport, Port Erin and Port St Mary. Express services operate at morning and evening peaks.

2.48 The steam railway service operates from Easter until October/November which links Castletown with Port St Mary, Port Erin and Douglas. The station is in the northern part of the town between Victoria Road and Poulsom Park.

2.49 Castletown has both on and off street parking facilities, although the on-street parking facilities are restricted by parking disc. Off-street parking is located at Parliament Square, Farrants Way and just off Castle Street.

Ramsey

2.50 Ramsey is the second largest town with a population of 7,809 in 2011[9]. This is a 6% increase from 2006.

2.51 Ramsey is a popular visitor destination with an attractive harbour and Mooragh Park, all accessible by the Manx Electric Railway. The main retail street in Ramsey is Parliament Street.

Convenience Retailing

2.52 16 convenience retail units were identified in the health check. The main convenience retailers in Ramsey are the Manx Co-op and Shoprite. Shoprite has a large store on the outskirts of the town centre on Bowring Street. The Co-op is located more centrally with a small shop on Parliament Street and a supermarket with parking at the back of Victoria Mall. There is also an Iceland in St Pauls Square which opened in 2011.

2.53 There are a number of other convenience retailers in Ramsey including a small Spar on Parliament Street and other independent, local stores such as butchers, bakers and newsagents.

2.54 A farmers market is held every Saturday morning from 10am until 1pm at the Northern Lights Community Centre. It sells local, fresh organic produce.

[9] Isle of Man Government (2012). *2012 Digest of Economic and Social Statistics.* Economic Affairs Division. Isle of Man Treasury.

Comparison Retailing

2.55 The comparison retailers in Ramsey are predominantly small, local and independent. The health check identified 48 comparison stores, housing a range of retailers selling furniture, clothes, hardware, electrical products, flooring, flowers and toys. Shoprite also sells a selection of electrical goods and household items such as crockery. The Co-op at Victoria Mall has a limited range of small electrical goods. The Victoria Mall fronts onto Parliament Street. It appears in poor condition, with only a few units being occupied. The side mall is closed to the public, but the main part of the mall still allows people to move from Parliament Street through to Christian Street.

Retail services

2.56 Ramsey has a diverse range of retail services, as well as other community and social facilities. The town centre offers a travel agency, banking and postal facilities, restaurants, cafes, pubs, dry cleaning facilities as well as estate agents, hairdressing, dentist and an array of professional/office related services.

2.57 Ramsey is also the centre of a range of heritage, cultural and leisure attractions in the north. These include the Northern swimming pool, public library, golf club, museum and the commissioners' office. The Ramsey Cottage Hospital is in the north of the town at Cumberland Road, providing emergency medical services for the northern area of the island.

Vacant units

2.58 At the time of the health check, 27 units (14,674 sq. ft)were identified as vacant. 12 of these were within the Victoria Mall.

Floorspace

Table 2-4: Retail floorspace – Ramsey (sq.ft net) 2013

	2013 sq.ft	%
Convenience	35,969	
Multiples	30,654	85%
sub total	***35,969***	
Comparison		
Mainstream	25,502	
Multiples	1,739	7%
sub total	***25,502***	
Bulky goods	14,674	
Multiples	*0*	0%
sub total	**14,674**	
Total	**75,958**	

2.59 The 2012 health check identified an additional 10 units that were not identified in the 2009 health check. Estimations of the floorspace have been provided for these units. Of these 10 units 1 was convenience, 4 mainstream comparison, 2 bulky and 3 vacant.

Town Centre Environment

2.60 Most of Ramsey's town centre is part of the Central Conservation Area. At the time of the health check some regeneration work was taking place outside the Post Office on Parliament Street.

Transport and Movement

2.61 Ramsey town centre has a mix of on-street and off-street parking. On street parking on Parliament Street is restricted to one hour. There are established car parks at Christian Street, Parliament Square, St Paul's Square, beside Ramsey Rail station and at Market Place.

2.62 Manx Electric Railway runs from Ramsey in the north to Douglas in the east. The railway station is situated on Albert Road. The railway runs from Easter until October/November.

2.63 Ramsey is also well connected to Douglas by regular bus services which also connect Laxey and Onchan.

Port Erin

2.64 In 2011, Port Erin's population was 3,531, a slight reduction (1%) since 2006[10].

2.65 Port Erin is a traditional seaside resort which is known for its fine beach and coastal walks. It is popular for those with an interest in the outdoors, marine environment and wildlife. Boat trips to the Calf of Man depart from Port Erin harbour.

Convenience Retailing

2.66 Port Erin is the main convenience retail centre in the south. Station Road, Church Road, Orchard Road and Bridson Street are its main shopping streets. There are 10 convenience retail units in Port Erin. The main stores include the recently renovated (2011) Shoprite on Bridson Street and a smaller Co-op store on Station Road. There is also an Iceland store on Church Road. Other local convenience stores are mainly concentrated on Station Road and Church Road. A petrol station with a small Spar is situated on Station Road.

Comparison Retailing

2.67 Port Erin has a fairly broad range of comparison retailers. Most are local traders, although there are some multiples. There is a Shoprite Living on Marina Lane which sells small furnishings and homeware. The town also has a Lloyds pharmacy and a Clear Pharmacy. There are a number of other local stores including footwear, clothes, books, electrical goods, furniture and hardware, and charity shops .

[10] Isle of Man Government (2012). *2012 Digest of Economic and Social Statistics.* Economic Affairs Division. Isle of Man Treasury.

Retail Services

2.68 Port Erin has a wide range of retail services such as hairdressers, cafes, banking facilities, estate agents and a laundrette. Its post office is located on Church Road. There is a public library on Bridson Street.

Vacant Units

2.69 In October 2012, 3 vacant retail units (1045 sq ft) were recorded in Port Erin, 1 of which was formerly MEA Retail on Station Road.

Floorspace

Table 2-5: Retail floorspace – Port Erin (sq.ft net) 2013

	2013 sq.ft	%
Convenience	20,839	
Multiples	15,210	80%
sub total	***20,839***	
Comparison		
Mainstream	12,368	
Multiples	2060	17%
sub total	***12,368***	
Bulky goods	10,060	
Multiples	8,673	94%
sub total	**10,060**	
Total	**43,867**	

2.70 The 2012 health check identified 4 units which were not included in the 2009 study. Estimations have been provided for the floorspace of these additional units. These consist of 2 bulky comparison, 1 convenience and 1 vacant unit.

Town Environment

2.71 The town centre environment is fair, although many of the shop appear to be in poor condition. Several of the buildings along the waterfront have been refurbished or are in the process of being refurbished and this is helping to improve the environment.

Transport and Movement

2.72 Port Erin has on and off street parking. Car parks are available at Station Road, along the Promenade and at the Shoprite supermarket on Bridson Street. On street parking in Port Erin has a time restriction and it requires a disc. Shoprite has recently applied to extend its Brisdon St car park, indicating that current provision needs to be improved.

Other Settlements

Onchan

2.73 Onchan is just north of Douglas. In 2011, its population was 9,283, a 1% increase since 2006[11].

Convenience Retailing

2.74 There is a Shoprite at the Village Walk. Shoprite is Onchan's main convenience shopping facility. The shop front and car park both look fairly dated. On Main Road a small Manx Co-op sells a more limited range of convenience goods.

2.75 There is a local butcher on Summerhill Road and a small Spar convenience store at Port Jack.

Comparison Retail

2.76 Onchan offers a diverse but limited range of independent and local comparison retailers concentrated on Onchan Walk and Main Road.

Retail Services

2.77 Onchan offers a variety of retail services including several hairdressers, local banking facilities, a public library and 2 post offices, 1 of which is located in Spar. Onchan Pleasure Park is just off Summerhill Road and provides opportunities for leisure activities such as car racing and boating.

Floorspace

Table 2-6: Retail floorspace – Onchan (sq.ft net) 2013

	2013 sq.ft	%
Convenience	14,657.3	
Multiples	10,400.3	71%
sub total	***14,657.3***	
Comparison	8149.7	
Mainstream	4391	
Multiples	3758.7	46%
sub total	***8149.7***	
Bulky goods	11,897	
Multiples	0	0%
sub total	**11,897**	
Total	**35,079**	

[11] Isle of Man Government (2012). *2012 Digest of Economic and Social Statistics.* Economic Affairs Division. Isle of Man Treasury.

Vacant Units

2.78 In October 2012, there were 10 vacant units (15,375 sq ft), 6 of which were on the Village Walk. Increased vacancies particularly around the Village Walk have reduced the amount of trading retail floorspace relative to 2009.

Town Environment

2.79 Onchan is predominantly residential area. It still focuses around the Village Walk and Main Road.

Transport and Movement

2.80 The village attracts a high volume of traffic as it is on the route from Ramsey, Laxey and other parts of the north to Douglas. In October 2012, significant road works affected the levels of vehicle and pedestrian activity.

2.81 Onchan's main parking provision for Onchan is to the rear of the Village Walk, adjoining Shoprite.

2.82 Onchan is well connected to Douglas and Ramsey by regular bus services. There are several buses which run between Onchan and Douglas.

Laxey

2.83 Laxey is 7 miles to the north of Douglas and Onchan. In 2011 its population was 1,707 a fall of 3% since 2006[12].

2.84 The Great Laxey Wheel is a significant tourist attraction for the village.

Convenience Retailing

2.85 Laxey's main convenience store in the village is the small Manx Co-op on New Road. The Fairy Cottage petrol filling station on New Road has a limited convenience retail provision.

Comparison Retailing

2.86 Laxey has a limited range of comparison retailers including: opticians, pharmacy, furniture and antiques store, and clothing operators.

Retail Services

2.87 The village has an appropriate range of retail and related community services, including the Isle of Man Bank, Laxey Post Office, healthcare/dentist, accommodation and a pub. Laxey is also home to the Lonan Parish Commissioners office.

Floorspace

Table 2-7: Retail floorspace – Laxey (sq.ft net) 2013

	2013	
	sq.ft	%

[12] Isle of Man Government (2012). *2012 Digest of Economic and Social Statistics.* Economic Affairs Division. Isle of Man Treasury.

	2013 sq.ft	%
Convenience	2,644	
Multiples	2,469	93%
sub total	***2,644***	
Comparison	5,738	
Mainstream Multiples	0	0%
sub total	***5,738***	
Bulky goods	2,947	
Multiples	0	0%
sub total	**2,947**	
Total	**11,329**	

2.88 The apparent increase in retail floorspace in Laxey since 2009 is due to the availability of more accurate information.

Town Environment

2.89 The main shopping street, New Road, has to contend with A2 traffic travelling through the village and onwards to the north and to the south to Onchan and Douglas.

Transport and Movement

2.90 Laxey has a small railway station is on the Manx Electric Railway (MER) line running from Douglas through Laxey and onto Ramsey.

2.91 There is adequate parking in Laxey. There is on-street parking available on New Road, where most of the shops are located. The main off-street car parking areas are to the rear of the Co-op, the railway station, at the petrol station and at the Laxey Wheel.

Port St Mary

2.92 Port St Mary neighbours Port Erin. The village had a population of 1,957 in 2011[13]. This is a 2% increase since 2006. Port St Mary has a small harbour and is home to the Isle of Man Yacht Club. In retailing terms Port St Mary has a very limited range of shops.

Convenience Retailing

2.93 The main convenience shop in Port St Mary is the Manx Co-op on Bay View Road. This small shop supplies food essentials. There is also a small newsagent on Bay View Road.

[13] Isle of Man Government (2012). *2012 Digest of Economic and Social Statistics.* Economic Affairs Division. Isle of Man Treasury.

Comparison Retailing

2.94 Comparison shopping is very limited in Port St Mary and the shops that do exist are more of a specialist nature. This includes a florist, D.I.Y store, upholstery shop, picture framing and gallery and a shop selling diving accessories.

Retail Services

2.95 Port St Mary has hairdressers, a sports clinic and cafes. There is a Post Office in the newsagent on Bay View Road. There are no banking facilities in Port St Mary.

Vacant Units

2.96 In October 2012, there was 1 vacant retail unit on Bay View Road.

Floorspace

Table 2-8: Retail floorspace – Port St Mary (sq.ft net) 2013

	2013 sq.ft	%
Convenience	1,365	
Multiples	775	57%
sub total	***1,365***	
Comparison		
Mainstream	2,482	
Multiples	400	16%
sub total	***2,482***	
Bulky goods	0	
Multiples	0	25%
sub total	*0*	
Total	**3,847**	

Town Environment

2.97 While the general environment in Port St Mary is reasonably healthy, some of the shop fronts appear slightly dated.

Transport and Movement

2.98 Port St Mary, like Port Erin, is connected to Castletown and Douglas by the Steam Railway. The station is located on Station Road which is to the north of the village, so does not provide a direct link to the main part of the village.

2.99 Port St Mary has off-street parking at the Promenade and to the rear of High Street. On street parking is available (time restricted disc parking).

Out of Town Retail

Tynwald Mills

2.100 Tynwald Mills is a modern and attractive out of town shopping centre which is located in St Johns, about 2 miles east of Peel. The shopping centre consists of predominantly comparison retail, with some retail services.

Convenience Retailing

2.101 There is a small convenience retail unit at Tynwald Mills which sells deli items. A local farmers market is held every Thursday from 11am until 3pm in a marquee in the car park.

Comparison Retailing

2.102 Comparison goods available at Tynwald Mills include: clothes, furniture, pet shop, flooring, toys, equine goods and gardening supplies. The Mill Shop department store has a variety of brand name clothes and household goods. The multiple, Laura Ashley, which sells womenswear and home furnishings, also located there.

Retail Services

2.103 Tynwald Mills has a small selection of retail services such as a hairdresser and cafes.

Vacant units

2.104 In October 2012, there were no vacant units.

Floorspace

Table 2-9: Retail floorspace – Tynwald Mills (sq.ft net) 2013

	2013 sq.ft	%
Convenience	646	
Multiples	0	0%
sub total	***646***	
Comparison	34,793	
Mainstream	34,793	
Multiples	0	0%
sub total	***34,793***	
Bulky goods	8,625	
Multiples	7336	85%
sub total	***8,625***	
Total	**44,064**	

2.105 The scale of floorspace at Tynwald Mills remains the same as in 2009. However, some convenience floorspace has been created and comparison floorspace has reduced slightly.

Environment

2.106 Tynwald Mills is a pleasant and attractive shopping environment. There are over 500 free parking spaces available. There is also a large children's play area, picnic areas and a number of walking trails.

Douglas and the surrounding area

2.107 Planning policy permits bulky goods to be sold in the industrial estates on the outskirts of Douglas. This does not create the most attractive shopping environment. However, it does provide units which are of an appropriate size, which can be difficult to locate in the town centre.

Snugborough Trading Estate

2.108 Snugborough Trading Estate is just off the A1 outside Douglas. It accommodates a selection of bulky comparison retailers such as: furniture, carpets, car sales and glazing. There was adequate parking available. However, it does not provide the most attractive shopping environment due to the regular movement of vehicles and the deteriorating condition of some units.

Isle of Man Business Park

2.109 Isle of Man Business Park is on Cooil Road. Bulky comparison retailing is restricted to furniture retailing. There is adequate parking provided.

Spring Valley Industrial Estate

2.110 Spring Valley Industrial Estate is also on Cooil Road on the southwest outskirts of Douglas. It is a large industrial estate which sells predominantly bulky comparison goods. It has several multiples such as B&Q, PC World and Pets at Home. There is also a cash and carry, lighting retailer, furniture store and a retailer of specialist disabled products. The Isle of Man Post Office headquarters is also situated here. Retailers are more established in this industrial estate.

Douglas Head Industrial Estate

2.111 Douglas Head Industrial Estate on the South Quay of Douglas has a number of bulky comparison goods retailers. There is limited parking available outside the units. This industrial environment is not ideal for retail operators.

Floorspace

2.112 Retail floorspace is mostly for bulky comparison goods, with nearly half (49%) occupied occupies by multiples.

2.113 The 2012 health check identified 2 units which had not been identified in the 2009 study. Floorspace estimations have been provided for both of these units, 1 of which is convenience and the other bulky comparison goods.

Table 2-10: Retail floorspace – Douglas (surrounding area) (sq.ft net) 2013

	2013 sq.ft	%
Convenience	1000	
Multiples	0	0%
sub total	***0***	
Comparison	0	
Mainstream	0	
Multiples	0	0%
sub total	***0***	
Bulky goods	151,876	
Multiples	77,085	51%
sub total	**151,876**	
Total	**152,876**	

3 SHOPPING PATTERNS

3.1 A household survey of Isle of Man residents was carried out in September 2012 to provide an accurate and detailed assessment of existing food and non-food shopping patterns.

3.2 It sought to establish the profile of spending on convenience (grocery etc.), comparison, & bulky comparison items. Up to date information regarding the relative importance of off-island shopping and the internet for mainstream comparison and bulky goods purchases was captured.

3.3 The survey covered over 1,000 households on the Isle of Man. The sample profile aimed to replicate the Isle of Man demographic profile through a representative distribution across the defined sub-catchment areas (with a formal sampling against a broad quota of gender, age and social class). The questionnaire is attached at Appendix 1.

Views of the Isle of Man's town centres

3.4 The survey sought to establish views of the main town centres as retail destinations i.e. Douglas, Ramsey, Peel, Castletown and Port Erin. Respondents were specifically asked what they thought the main attractions of the centres as retail destinations were and areas which may be in need of improvement.

Douglas

3.5 All 1,000 households surveyed were asked for their views on the positive and negative aspects of Douglas town centre. The responses have been compared with the findings of the 2007 survey which asked a similar question.

Table 3-1: Douglas - Positive and Negative Aspects

Positive	**% of respondents**		**Negative**	**% of respondents**	
	2012	**2007**		**2012**	**2007**
Convenient location (close to home)	31%	31%	Variety & quality of shopping facilities	24%	21%
Variety and quality of shops	18%	30%	Car parking provision and facilities	11%	20%
Big Name Stores	6%	8%	General appearance and cleanliness	11%	14%

Source: Household Survey (PBA Roger Tym, 2012)

Positive Aspects of the Town Centre

3.6 Douglas town centre's convenience is the main feature mentioned, particularly ease of access to and from home. Nearly one in five thought it had a good range and quality of shops, with some 8% focussing on certain retailers. However, a quarter of respondents felt Douglas has no positive aspects as a retail destination.

Potential Town Centre Improvements

3.7 Nearly a quarter of respondents felt the number, quality and variety of shops in Douglas could be improved to increase its attractiveness as a shopping destination. Some stated that availability, quality and cost of car parking facilities needs to be improved. The general appearance and cleanliness of the town centre was also noted as one of the main areas of potential improvement (although this predated the final phase work on Strand Street improvement) .

3.8 Just over a tenth of respondents felt there was no need to improve the shopping environment in Douglas.

Comparison with previous household survey.

3.9 In terms of Douglas's convenience, the results of the 2007 survey were in many ways similar to those identified in 2012. While variety and quality of shopping facilities was noted as the second most positive aspect in both surveys, there has been a significant reduction in the percentage of respondents who felt this way. This is accompanied by an increase in the proportions identifying no positive aspects. From the perspective of respondents, there have been no significant improvements over the last 5 years.

3.10 The main aspects of Douglas town centre which respondents felt could be improved were generally consistent between the two surveys i.e. variety and quality of shopping facilities, general appearance and cleanliness and its car parking provision. There has been a reduction in the number of respondents who feel that car parking is a major area of concern. Overall, the same issues are still prevalent 5 years on.

Castletown

3.11 A fifth of households surveyed identified Castletown as their closest main town and centre.

Table 3-2: Castletown - Positive and Negative Aspects

Positive	% of respondents 2012	% of respondents 2007	Negative	% of respondents 2012	% of respondents 2007
Convenient location (close to home)	21%	18%	Variety and quality of shopping facilities	21%	37%
Presence of local specialist shops	7%	8%	Lack of clothes shops	8%	2%
Leisure Facilities	4%	2%	Car parking provision and facilities	6%	4%

Source: Household Survey (PBA Roger Tym, 2012)

Positive Aspects of the Town Centre

3.12 For the majority of these respondents, Castletown's main attraction was its location close to their home. A small proportion felt the presence of specialist shops and leisure facilities (including a swimming pool) were positive aspects. 41% of respondents felt the town centre had no particular attractions.

Potential Town Centre Improvements

3.13 Castletown respondents felt the town centre could be improved in a number of areas:

- Variety and quality of shopping facilities (21%), including clothes shops (8%);
- Car parking provision and facilities (6%); and
- Better supermarkets (4%).

3.14 Over a quarter (27%) felt no improvements were needed.

Comparison with previous household survey.

3.15 People's perceptions of the town centre appear to have changed slightly since the 2007 survey. Both surveys highlight the convenience of the town centre and the number of local specialist shops as positive aspects. The proportion of responses mentioning safety and low crime levels as positive features has fallen from 6% to 2%.

3.16 While a lack of variety and limited quality in existing shopping facilities is a recurring issue, the number of respondents feeling this way has reduced significantly (possibly reflecting investment in the towns supermarkets). As in 2007, around a quarter of respondents to the 2012 survey thought no major improvements were necessary. The issue of the centres general appearance and cleanliness, highlighted as in need of improvement in 2007, was not mentioned in 2012.

Ramsey

3.17 32% of households surveyed identified Ramsey as their closest main centre.

Table 3-3: Ramsey - Positive and Negative Aspects

Positive	**% of respondents**		**Negative**	**% of respondents**	
	2012	**2007**		**2012**	**2007**
Convenient location (close to home)	19%	37%	Variety and quality of shopping facilities	32%	37%
Presence of local specialist shops	8%	8.4%	General appearance and cleanliness	9%	16%
Leisure Facilities	2%	2%	Lack of clothes shops	9%	4%

Source: Household Survey (PBA Roger Tym, 2012)

Positive Aspects of the Town Centre

3.18 Convenience relative to place of residence was the the most frequently mentioned attraction of Ramsey town centre. The presence of local specialist shops and the range of leisure facilities were mentioned by a small minority. As with Castletown, nearly half of those responding (48%) did not identify any positive features.

Potential Town Centre Improvements

3.19 Nearly a third of respondents felt the variety and quality of shopping facilities in Ramsey needed to be enhanced. Others thought improvements could be made to the town's overall general appearance and cleanliness.

Comparison with previous household survey.

3.20 Overall there have been few changes in perceptions of Ramsey town centre between 2007-2012. It's convenient location and specialist shops are seen as assets, although its relative convenience has reduced significantly. While the proportion has fallen since 2007, those noting the attraction of a wider selection of quality shops as a desired improvement still account for nearly a third of responses.

3.21 The proportion of people identifying no particular positive features rose from 27% in 2007 to 48% in 2012 while the percentage stating that the centre did not need any improvement fell from 14% to 8%.

3.22 However, the work of the Regeneration Committee and others in improving the public realm may be acknowledged in the drop in the percentage identifying the town centre's general appearance as a negative factor.

Peel

3.23 Excluding Douglas responses, Peel was the closest centre for just over a fifth of households surveyed.

Table 3-4: Peel - Positive and Negative Aspects

Positive	% of respondents 2012	2007	Negative	% of respondents 2012	2007
Convenient location (close to home)	32%	22%	Variety and quality of shopping facilities	26%	35%
Presence of local specialist shops	9%	6%	Car parking provision and facilities	15%	8%
Pleasant and attractive environment	2%	-	General appearance and cleanliness	11%	8%

Source: Household Survey (PBA Roger Tym, 2012)

Positive Aspects of the Town Centre

3.24 As with the other town centres, convenience is seen as its main positive attribute. A small minority identified its specialist shops and Peel's attractive and pleasant shopping environment as positive aspects. Some 28% did not identify any positive aspects in particular in the shopping environment.

Potential Town Centre Improvements

3.25 The main improvements suggested were to the variety and quality of Peel's existing shopping provision (26%), car parking provision (15%), and its overall appearance and cleanliness (11%). A fifth of respondents felt no improvements were required.

Comparison with previous household survey.

3.26 Positive perceptions of Peel's shopping environment have changed between 2007 and 2012. In 2012 respondents did not identify the town's public houses, bars and restaurants as attractions. Only 1 respondent raised it compared to 23 in 2007. Similarly only 2 of the 2012 responses identified a good variety and quality of shopping facilities in Peel. However, there has also been a reduction in the proportion identifying no positive aspects in Peel town centre, from 39% in 2007 to 28% in 2012.

3.27 The main negative features identified were similar in both surveys i.e. lack of choice, poor quality shopping environment and limited parking facilities. Parking in particular appears to be more prominent as an issue.

Port Erin

3.28 For 125 of the 1,000 households surveyed, Port Erin was the closest centre to their home

Table 3-5 : Positive and Negative Aspects in Port Erin

Positive Aspects	% of respondents	Negative Aspects	% of respondents
Convenient location (close to home)	45%	Variety and quality of shopping facilities	18%
Presence of local specialist shops	6%	Lack of clothes shops	17%
Variety and quality of shopping facilities	6%	Car parking provision and facilities	3%

Source: Household Survey (PBA Roger Tym, 2012)

Positive Aspects of the Town Centre

3.29 Convenience for people's place of residence is particularly high in Port Erin. Most of the remaining aspects noted were minor, save for comments relating to the range and nature of comparison shopping facilities.

Potential Town Centre Improvements

3.30 While some 37% of respondents thought no particular improvements were needed, others thought improvements were needed in the following areas:

- Variety and quality in the its retail offer
- Its limited number of clothing units and
- car parking provision and facilities.

Profile of shopping trips

3.31 The profile of main and other shopping trips is presented below

Convenience Retailing

Main Supermarkets

3.32 At the Isle of Man level, Tesco attracted the largest proportion of main shopping trips, although there are clear variations between survey zones. The majority of those living in Ramsey and the north carried out their grocery shopping at the Shoprite in Ramsey, while most of those in the south shopped at the Port Erin Shoprite.

Secondary Destinations

3.33 Respondents were also asked which other stores they used for main grocery shopping. Over a third only shopped at their main store. Tesco, Shoprite on Victoria Road and Marks and Spencer are the most frequent secondary locations island-wide. The presence of an alternative close clearly encourages shoppers to use a variety of main food shopping options. Outside Douglas, the proportion using only one store for main food shopping is noticeably higher.

'Top-up' Shopping Destinations

3.34 Respondents were asked which store they use most for 'top-up' shopping purchases of food and groceries. This is closely related to where people live as one would anticipate.

Reasons for choosing supermarkets

3.35 For nearly all main shopping food trips, proximity to home, good value for money and a good range of products are the main influencing factors. Marks & Spencer on Drumgold Street is the exception, with the quality of goods on offer cited as the main factor.

3.36 A low proportion of respondents noted proximity to work as the main reason for choosing a supermarket.

Table 3-6 to Table 3-9 present the detail below.

Table 3-6 Destinations for main grocery shopping

		Zone								
	Total	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
Tesco,Douglas	44%	11%	9%	29%	33%	66%	50%	58%	29%	28%
Shoprite, Victoria Rd, Douglas	11%	1%	1%	2%	1%	19%	18%	16%	0%	5%
Shoprite, Bowring St, Ramsey	9%	46%	55%	0%	0%	0%	1%	0%	0%	18%
Shoprite, Port Erin	8%	0%	0%	28%	50%	1%	0%	0%	0%	2%
Marks & Spencer, Douglas	7%	1%	4%	3%	3%	7%	12%	13%	4%	5%
Shoprite, Derby Rd, Peel	5%	0%	0%	0%	1%	0%	0%	2%	50%	20%
Internet	4%	5%	5%	2%	5%	3%	6%	4%	2%	2%
Manx Co-op, Christian St, Ramsey	3%	22%	12%	0%	0%	0%	0%	0%	1%	9%
Manx Co-op, Parliament St, Ramsey	2%	13%	12%	0%	0%	0%	1%	0%	0%	2%
Shoprite, Onchan	2%	0%	0%	0%	0%	1%	9%	2%	1%	0%
Shoprite, Castletown	1%	0%	0%	29%	3%	0%	0%	0%	0%	0%
Shoprite, Chester St, Douglas	1%	0%	0%	0%	0%	2%	1%	1%	0%	1%
Shoprite, Michael St, Peel	1%	0%	0%	0%	0%	0%	0%	0%	9%	4%

Table 3-7 Secondary Destinations for main Grocery Shop

		Zone								
	Total	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
(Nowhere else)	39%	25%	29%	43%	40%	45%	35%	40%	36%	37%
Tesco, Lake Road	14%	11%	9%	16%	18%	13%	14%	15%	21%	17%
Shoprite, Victoria Road, Douglas	11%	0%	1%	0%	2%	22%	16%	13%	2%	3%
Marks & Spencer, Douglas	10%	4%	5%	7%	7%	13%	9%	22%	8%	10%
Shoprite, Bowring St, Ramsey	4%	29%	19%	0%	0%	0%	1%	0%	0%	5%
Manx Co-op, Christian St, Ramsey	3%	19%	11%	0%	0%	0%	1%	0%	0%	5%
Manx Co-op, Parliament St, Ramsey	3%	9%	18%	0%	1%	1%	2%	0%	3%	3%
Shoprite, Port Erin	3%	0%	0%	6%	18%	0%	0%	0%	0%	0%
Shoprite, Onchan	2%	0%	0%	0%	0%	1%	11%	2%	0%	0%
Shoprite, Derby Road, Peel	1%	0%	0%	0%	0%	0%	0%	3%	12%	8%
Manx Co-op, Castletown	1%	0%	0%	12%	5%	0%	1%	1%	0%	0%
Manx Co-op, Onchan	1%	0%	0%	0%	0%	1%	6%	0%	0%	0%
Shoprite, Michael St, Peel	1%	0%	0%	0%	0%	0%	0%	0%	9%	6%
Shoprite, Castletown	1%	0%	0%	13%	2%	0%	0%	0%	0%	0%
(Nowhere else)	39%	25%	29%	43%	40%	45%	35%	40%	36%	37%
Tesco, Douglas	14%	11%	9%	16%	18%	13%	14%	15%	21%	17%
Shoprite, Victoria Road, Douglas	11%	0%	1%	0%	2%	22%	16%	13%	2%	3%
Marks & Spencer, Douglas	10%	4%	5%	7%	7%	13%	9%	22%	8%	10%
Shoprite, Bowring St, Ramsey	4%	29%	19%	0%	0%	0%	1%	0%	0%	5%
Manx Co-op, Christian St, Ramsey (former Safeway)	3%	19%	11%	0%	0%	0%	1%	0%	0%	5%
Manx Co-op, Parliament St, Ramsey	3%	9%	18%	0%	1%	1%	2%	0%	3%	3%
Shoprite, Port Erin	3%	0%	0%	6%	18%	0%	0%	0%	0%	0%
Shoprite, Onchan	2%	0%	0%	0%	0%	1%	11%	2%	0%	0%
Shoprite, Derby Road, Peel	1%	0%	0%	0%	0%	0%	0%	3%	12%	8%

Table 3-8 Main 'top-up' shopping locations

	Total	Zone 1	2	3	4	5	6	7	8	9
Manx Co-op, Castletown	3%	0%	0%	37%	13%	0%	1%	1%	0%	1%
Shoprite, Castletown	3%	2%	0%	42%	4%	2%	0%	0%	0%	0%
Castletown (other)	1%	0%	0%	10%	4%	0%	0%	0%	0%	0%
Douglas (other)	12%	1%	1%	0%	0%	33%	3%	13%	0%	0%
Marks & Spencer, Douglas	11%	5%	4%	2%	3%	22%	9%	14%	6%	4%
Shoprite, Victoria Road, Douglas	8%	0%	0%	2%	0%	17%	13%	7%	0%	1%
Tesco, Douglas	3%	0%	1%	1%	1%	5%	3%	13%	0%	0%
Manx Co-op, Woodbourne St, Douglas	3%	0%	0%	0%	0%	9%	1%	0%	0%	0%
Shoprite, Chester St, Douglas	1%	0%	0%	0%	0%	3%	0%	0%	0%	0%
Manx Co-op, Duke St, Douglas	1%	0%	0%	0%	0%	2%	0%	4%	0%	1%
Manx Co-op, Laxey	2%	0%	1%	0%	0%	1%	10%	0%	0%	0%
Shoprite,, Onchan	5%	0%	0%	0%	0%	2%	26%	1%	0%	1%
Manx Co-op, Onchan	4%	0%	0%	0%	0%	1%	21%	0%	0%	0%
Onchan (other)	1%	0%	0%	0%	0%	1%	7%	0%	0%	0%
Manx Co-op, Peel	3%	0%	0%	0%	0%	0%	0%	1%	38%	10%
Shoprite, Michael St, Peel	2%	0%	0%	0%	0%	0%	0%	6%	16%	6%
Peel (other)	1%	0%	0%	0%	0%	0%	0%	0%	8%	1%
Shoprite, Derby Rd, Peel	4%	0%	0%	0%	0%	0%	0%	6%	33%	18%
Shoprite, Port Erin	4%	0%	0%	4%	25%	1%	0%	1%	0%	1%
Manx Co-op, Port Erin	3%	0%	0%	0%	19%	0%	0%	0%	0%	0%
Manx Co-op, Port St Mary	2%	0%	0%	0%	12%	0%	0%	0%	0%	0%
Shoprite, Bowring St, Ramsey	5%	31%	28%	0%	0%	0%	1%	0%	0%	8%
Manx Co-op, Christian St, Ramsey (former Safeway)	3%	28%	8%	0%	0%	0%	0%	0%	0%	4%
Manx Co-op, Parliament St, Ramsey	3%	20%	12%	0%	0%	1%	1%	0%	0%	2%
Ramsey (other)	1%	6%	2%	0%	0%	0%	0%	0%	0%	5%
Shoprite, St Paul's Sq, Ramsey	1%	5%	0%	0%	0%	0%	0%	0%	0%	1%
Other	9%	1%	40%	2%	15%	2%	2%	32%	0%	17%
Don't know/varies	2%	1%	4%	1%	4%	2%	2%	1%	0%	1%

Table 3-9 Main reasons for choosing supermarket

	Total all stores	Tesco, Douglas	Shoprite, Victoria Road, Douglas	Shoprite, Bowring St, Ramsey	Shoprite, Port Erin	Marks & Spencer, Douglas	Shoprite, Derby Road Peel
Convenient location	36%	23%	42%	47%	75%	8%	75%
Good prices / value for money	12%	20%	5%	7%	1%	6%	3%
Good range of products	11%	19%	4%	6%	3%	8%	3%
Variety and quality of shops	8%	10%	3%	4%	6%	15%	1%
Good quality products	5%	2%	0%	5%	1%	41%	0%
Good / easy parking facilities	4%	4%	7%	8%	1%	2%	4%
Specific stores	2%	2%	1%	1%	0%	4%	3%
Preference for retailer	2%	1%	5%	1%	2%	2%	2%
Close to work	2%	2%	0%	0%	0%	3%	3%
Good offers	2%	3%	0%	0%	0%	0%	0%
Customer service	1%	1%	3%	2%	1%	2%	3%
No local alternative	1%	2%	0%	2%	0%	0%	4%
Good internal layout	1%	0%	5%	2%	0%	0%	0%

Source: Household Survey (PBA Roger Tym, 2012)

Comparison Retailing

Clothes and Shoes

3.37 The majority of trips for clothes and shoes purchases are made to Strand Street in Douglas. Internet and mail order are the 2nd and 3rd choices respectively. A small proportion of respondents do their main shopping for clothes and shoes off the island.

Second most visited clothes and shoes shopping destinations

3.38 Nearly half of total respondents only shop at one specific location for clothes and shoes, with over a tenth using the internet as an alternative. Locations such as Strand Street and Tynwald Mills were also popular secondary locations.

Reasons for shopping at particular locations

3.39 When asked why they choose to use Strand Street, some 30% noted a good range and quality of available stores. Proximity to home was another important factor (30%) along with a lack of local alternatives (18%). These factors were also the main influences for trips to most main clothes and footwear retail locations. At Tynwald Mills the variety and quality of shops are the main reason why people choose to shop there. Liverpool is the exception to the rule as the majority of respondents who chose to shop there cited good value and proximity to family and friends as the main reasons.

3.40 Tables 3-10 to 3-12 profile responses.

Table 3-10 Destinations for clothes and shoe shopping

		Zone								
	Total	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
Douglas - Strand St	60%	53%	51%	57%	62%	63%	66%	54%	54%	54%
Internet	15%	14%	10%	6%	15%	17%	13%	15%	16%	17%
Home catalogue	4%	5%	1%	7%	3%	3%	2%	8%	3%	3%
Douglas – Others	3%	2%	6%	3%	2%	3%	2%	7%	5%	1%
Liverpool	3%	1%	1%	6%	2%	3%	5%	1%	2%	2%
Tynwald Mills	3%	4%	4%	3%	1%	3%	2%	2%	5%	4%
Manchester	1%	0%	2%	1%	2%	3%	1%	1%	0%	1%
Drumgold St	1%	1%	1%	3%	0%	1%	2%	7%	0%	0%
Douglas - Strand Shopping Centre	1%	0%	1%	0%	0%	1%	2%	1%	0%	1%
Port Erin	1%	0%	2%	4%	4%	0%	0%	0%	1%	2%
Ramsey	1%	5%	6%	0%	0%	0%	0%	0%	0%	0%
London	1%	3%	3%	2%	0%	0%	1%	0%	1%	1%
Peel	1%	0%	0%	0%	1%	0%	0%	0%	5%	3%
NW England	1%	0%	0%	0%	1%	1%	1%	0%	0%	1%

Source: Household Survey (PBA Roger Tym, 2012)

Table 3-11 Secondary Clothes and Shoe shopping destinations

	Total	Zone 1	2	3	4	5	6	7	8	9
(Nowhere else)	49%	42%	36%	49%	40%	60%	49%	48%	46%	40%
Internet	12%	11%	14%	9%	8%	15%	13%	12%	8%	8%
Douglas - Strand Street	12%	16%	10%	11%	12%	9%	12%	8%	23%	19%
Tynwald Mills	7%	2%	15%	9%	15%	2%	8%	13%	4%	5%
Liverpool	4%	2%	5%	2%	5%	4%	2%	5%	4%	4%
Douglas - Others	2%	1%	2%	2%	3%	2%	3%	4%	4%	2%
Home catalogue	2%	8%	2%	2%	3%	1%	0%	3%	3%	4%
Ramsey	2%	10%	4%	0%	1%	0%	2%	4%	0%	2%
NW England	1%	0%	5%	1%	3%	0%	3%	1%	0%	2%
Manchester	1%	0%	1%	3%	2%	1%	2%	1%	0%	3%
Port Erin	1%	1%	0%	3%	3%	1%	0%	0%	0%	1%
Peel	1%	0%	0%	0%	1%	1%	1%	0%	6%	1%

Source: Household Survey (PBA Roger Tym, 2012)

Table 3-12 Reasons for choosing location

	Total	Douglas - Strand St	Douglas - Others	Tynwald Mills	Liverpool
Variety and quality of shops	28%	30%	23%	54%	11%
Convenient location	23%	30%	26%	12%	10%
No other local alternative	13%	18%	10%	12%	0%
Good range of products	6%	2%	2%	0%	3%
Good prices / value for money	4%	1%	2%	0%	28%
Larger stores	2%	1%	3%	10%	11%
Good quality products	1%	0%	13%	1%	0%
Friends / family live there	1%	0%	0%	0%	12%
Good public transport	1%	1%	0%	0%	8%
Specialist shops	1%	0%	1%	5%	4%

Source: Household Survey (PBA Roger Tym, 2012)

Bulky goods

3.41 In general, stores in Douglas, but outside the town centre attract the largest proportion of bulky goods shopping trips. However, at a zone level, those living in Ramsey and the north make more use of retailers close to or in Ramsey town centre. Online shopping was the most frequent shopping mode for 8% of respondents.

Second most visited bulky electrical goods destinations

3.42 Most respondents only shop at one location for their bulky goods purchases. For those who also shop elsewhere, stores in Douglas or online channels attract the most use.

Reasons for shopping at particular locations

3.43 The main reason for shopping for bulky goods around the island is that the retailers are conveniently located to home. In and around Douglas many respondents felt the variety and quality of shops were good. Some respondents outside Douglas commented on the lack of alternatives closer to them as a significant factor.

3.44 More detail of the survey responses is presented in Tables 3.13 to 3.15

Table 3-13 Destinations for bulky goods shopping

		Zone								
	Total	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
Douglas - Other	42%	25%	25%	42%	42%	53%	39%	45%	30%	36%
Internet	8%	4%	9%	7%	10%	9%	7%	6%	10%	9%
Ramsey	7%	31%	35%	2%	1%	1%	2%	2%	0%	14%
Douglas - Strand St	6%	6%	3%	6%	3%	7%	11%	7%	5%	2%
Union Mills	3%	2%	0%	1%	1%	3%	7%	3%	1%	3%
Glen Vine	3%	3%	1%	3%	2%	1%	2%	10%	4%	8%
Peel	2%	0%	1%	3%	1%	0%	2%	2%	20%	7%
Foxdale	1%	1%	1%	4%	2%	0%	2%	2%	3%	5%
Douglas - Spring Valley IE	1%	0%	1%	0%	2%	2%	2%	0%	0%	0%
Other on-island	1%	0%	0%	1%	1%	1%	2%	0%	2%	0%
Port Erin	1%	0%	0%	4%	6%	0%	0%	0%	0%	0%
Douglas - Tromode IE	1%	0%	0%	0%	1%	1%	3%	1%	1%	0%
Home catalogue	1%	0%	0%	0%	2%	2%	0%	1%	0%	0%
Liverpool	1%	2%	1%	1%	0%	1%	1%	1%	0%	0%
Douglas - Strand Centre	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%
Onchan	0%	0%	0%	0%	1%	0%	2%	0%	0%	0%
Castletown	0%	0%	0%	4%	1%	0%	0%	0%	0%	0%
Tynwald Mills	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%

Source: Household Survey (PBA Roger Tym, 2012)

Table 3-14 Secondary bulky goods destinations

		Zone								
	Total	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**
(Nowhere else)	56%	57%	51%	63%	64%	60%	43%	63%	51%	46%
Douglas - Others	11%	13%	18%	12%	7%	10%	11%	9%	15%	14%
Internet	8%	8%	6%	1%	9%	10%	11%	3%	4%	8%
Ramsey	4%	9%	6%	3%	1%	4%	5%	3%	4%	1%
Douglas - Strand St	2%	3%	4%	3%	1%	2%	3%	0%	4%	5%
Peel	2%	0%	2%	1%	3%	1%	3%	3%	10%	5%
Union Mills	2%	0%	0%	0%	1%	3%	3%	6%	0%	1%
Glen Vine	2%	1%	2%	1%	0%	2%	4%	3%	0%	5%
Douglas - Spring Valley IE	2%	0%	0%	1%	0%	2%	5%	1%	1%	0%
Foxdale	1%	0%	0%	3%	2%	2%	2%	1%	1%	1%
Douglas - Tromode IE	1%	1%	1%	0%	0%	1%	0%	1%	0%	6%

Source: Household Survey (PBA Roger Tym, 2012)

Table 3-15 Main reasons for choosing location

	Total all shops	Douglas - Others	Douglas - Strand St	Peel	Ramsey	Glen Vine	Union Mills
Convenient location	41%	47%	50%	45%	58%	34%	26%
Variety and quality of shops	12%	14%	11%	0%	1%	0%	35%
No other local alternative	11%	15%	12%	6%	3%	12%	12%
Good prices / value for money	7%	3%	2%	0%	1%	5%	9%
Good range of products	4%	2%	2%	0%	2%	7%	0%
Quality of customer service	3%	2%	2%	9%	4%	13%	0%
Specialist shops	2%	1%	0%	3%	5%	3%	0%
Shopping facilities – specific stores	1%	1%	0%	9%	3%	4%	3%
Can see what you're buying in person	1%	2%	5%	0%	0%	0%	0%
Supporting local business	1%	1%	5%	3%	1%	2%	0%
Habit / always went there	1%	0%	0%	5%	0%	3%	0%
Delivery is too expensive	0%	0%	0%	0%	0%	8%	0%

Source: Household Survey (PBA Roger Tym, 2012)

Retail expenditure shares

3.45 The survey contained a series of questions to help estimate the proportion of resident's expenditure attracted to individual centres and other retail locations. Respondents were asked to identify the store/centre made most use of, as well as second and third most used locations. Further questions then sought information on the frequency of trip to main and other locations and the amount or proportion of total expenditure directed to them. This was completed for each of the main categories: convenience; general comparison; and bulky goods comparison.

3.46 Tables 3.16 and 3.17 show the resulting expenditure shares for the main retail locations

Table 3-16 Comparison floorspace and expenditure shares

	General			Bulky		
	(sq.ft net)	%	Expenditure %	(sq.ft net)	%	Expenditure %
Douglas Centre	262,512	63%	60.0%	1,126	0.4%	6.8%
Rest Douglas	36,813			208,974	73.7%	40.2%
Ramsey	25,502	6%	1.4%	14,486	5.1%	17.2%
Castletown	7,744	2%	0.2%	1,995	0.7%	0.1%
Peel	16,606	4%	0.8%	8,062	2.8%	3.3%
Port Erin	12,368	3%	0.8%	10,660	3.8%	0.8%
Port St Mary	2,482	1%	0.0%	0	0.0%	0.0%
Onchan	8,150	2%	0.1%	11,897	4.2%	0.3%
Laxey	5,738	1%	0.0%	2,947	1.0%	0.0%
Kirk Michael	231	0%	0.0%	2,055	0.0%	0.0%
St Johns Tynwald Mills	34,793	8%	5.8%	8,625	3.0%	0.2%
Others - Island	960	0%	0.0%	12,792	4.5%	10.9%
Total	**413,898**	**100.0%**	**69.2%**	**283,619**	**100.0%**	**79.8%**

Table 3-17 Convenience floorspace and expenditure shares

Area	**Category**			expenditure
		sq.ft net	%	%
Douglas Centre		43,094	17%	
	Supermarkets	34,705	14%	18.1%
	Other	8,389	3%	0.9%
Douglas - other		88,973	35%	
	Supermarkets	56,125	22%	35.8%
Ramsey		35,970	14%	18.4%
	Supermarkets	24,184	10%	17.3%
	Other	11,786	5%	1.1%
Port Erin		20,839	8%	
	Supermarkets	17,235	7%	7.3%
Peel		21,987	9%	8.6%
	Supermarkets	11,060	4%	8.4%
	Other	10,927	4%	0.2%
Onchan		14,657	6%	
	Supermarkets	10,400	4%	2.3%
Castletown		10,945	4%	
	Supermarkets	6,200	2%	4.3%
	Other			
Port St Mary		1,365	1%	
	Supermarkets	775	0%	0.3%
Laxey		2,644	1.0%	
	Supermarkets	937	0.4%	0.3%
Kirk Michael	Other	2,332	0.9%	
Tynwald Mills	Other	646	0.2%	1.9%
Others - Island	Other	10,486	3.9%	
Total		253,938	**100.0%**	
	Supermarkets	161,621	*14.4%*	*91.3%*
	Other	92,317	*85.6%*	*8.7%*

4 PROJECTED REQUIREMENTS

Available Expenditure

4.1 The Isle of Man Household Income and Expenditure Survey 2006/7[14] is the most recent profile of household spending produced by the Treasury. Based on a sample of 151 households, this work is presently being updated. On completion, over 1,000 households will have completed a detailed 2-week diary of their expenditure, enabling the most comprehensive picture of Isle of Man household spending on and off-island to date. Surveying started in December 2012 and will continue for a full year. The results should be available in Spring 2014.

4.2 As this information is not available to the present study, the information from the Retail Survey completed in late 2012 have been used. Respondents were asked a series of questions about their spending on retail goods, including: the amount spent at main & second supermarkets, and top up shopping for food and grocery purchases; the amounts spent on shopping for clothes and shoes, as well as bulkier items such as furniture and electrical goods; how much is spent off-island; and how much is spent shopping online, mail order or through other virtual shopping media. All of those surveyed were asked to identify their preferred destinations for different types of shopping trip as well as how often they shopped in these places.

4.3 In updating expenditure to 2013, standard reference documents have been used. These sources (Pitney Bowes, Experian) show changes experienced in per capita retail spending in the UK for both convenience and comparison goods. These are shown in the table below.

4.4 While the Isle of Man is clearly influenced by the economic fortunes of its closest neighbour and largest trading partner, it's economic performance has been more consistent than that of the UK. It has not experienced a technical recession and levels of National Income have increased consistently since it started to be measured in 2008.

Table 4-1: Indices of retail expenditure change

	2007	2008	2009	2010	2011	2012	2013	2014
Experian[15]								
ALL	**4.3%**	**1.0%**	**-1.4%**	**1.2%**	**-0.7%**	**0.9%**	**1.1%**	**1.6%**
Convenience	-0.6%	-3.5%	-3.9%	-0.8%	-3.2%	0.1%	-0.1%	0.0%
Comparison	6.6%	3.0%	-0.1%	2.4%	0.5%	1.5%	1.8%	2.4%
Bulky	11.2%	5.1%	-0.8%	1.2%	-2.3%		2.7%	2.7%
Non bulky	4.5%	1.9%	0.2%	2.9%	2.0%		2.7%	2.7%
Pitney Bowes[16]								
ALL	1.9%	1.9%	-1.1%	0.3%	0.2%	2.3%	3.0%	3.7%
Convenience	0.4%	-1.5%	-2.4%	0.7%	0.0%	-0.1%	0.6%	0.8%

14 The survey does not extend to off-island purchases. The data used subsequently in this report has been adjusted to reflect this.

15 Experian, Retail Planner Briefing Note 10.1 Sept 2012

16 Pitney Bowes Retail Expenditure Guide , Sept 2011

	2007	2008	2009	2010	2011	2012	2013	2014
Comparison	2.8%	3.8%	-0.4%	0.1%	0.3%	3.6%	4.1%	5.0%
Growth in:								
Per capita IOM National Income[17]			3.7%	1.8%	2.9%	2.4%	2.3%	2.3%
UK GDP [18]		-1.0%	-4.0%	1.8%	1.0%	0.3%		

4.5 In its Central Case between 2015 and 2019, Experian forecasts average increases in per capita spending on retail goods of: 0.6% per annum for convenience goods; 2.7% per annum for comparison goods (for both mainstream and bulky categories); and 2.0% per annum overall. Between 2010 and 2016, Oxford Economics projections (which are quoted in Pitney Bowes data) anticipate average per capita retail spending growth of 2.8% per annum: 0.5% per annum for convenience; 3.9% per annum for comparison retailing (2.5% per annum on clothing, and 1.2% per annum on household goods).

4.6 In the Isle of Man, the Government's Central Planning Assumptions are based on 2.3% per annum per capita national income growth. Based on previous experience, per capita retail expenditure growth assumptions for comparison goods are normally slightly higher than GDP growth. Recognising that retail expenditure by Isle of Man residents has continued to grow, a series of conservative adjustments (relative to UK figures) have been made in estimating expenditure increases to 2013, and in forecasting future growth:

- Convenience expenditure: 0.4% per annum to 2013; 0.6% per annum from 2013 on;
- Comparison expenditure: 2007-13 - the average of Experian estimates 2007 to 2011 for bulky (2.88% per annum) and non-bulky (2.3% per annum). Moving forward, a growth rate of 3% per annum is assumed in both categories.

4.7 A summary of 2013 household spending estimates and projections by retail category (using the assumptions outlined) is shown below. Average annual per capita expenditure on convenience and comparison retail goods is estimated as follows:

Table 4-2: Retail expenditure per capita 2013-2022

Goods category	2013	2017	2022
Convenience	£1,836	£1,881	£1,938
Comparison	£2,641	£2,972	£3,445
Mainstream	£1,947	£2,191	£2,540
Bulky	£694	£781	£905

4.8 The last study (Isle of Man Island Retailing Study, Update 2009) noted "While it might not be expected that retail spending patterns would be directly comparable to those in the UK, it is reasonable to assume that they should be broadly similar." It highlighted that while convenience expenditure was broadly comparable, comparison spending per capita was some

[17] Central Planning Assumptions 2013-2017

[18] UK Government (ONS , GDP Data Tables,2nd estimate, May 2013)

79% of the UK figure. Comparison of average levels of income and other socio-economic characteristics might suggest that expenditure on comparison retail goods should not be significantly different (indeed given tax differentials, there may be an argument to suggest they should be higher on the Isle of Man). While the expenditure estimates here are based on the last Household Income & Expenditure Survey, the more detailed work being carried out by the Department of Economic Affairs should provide more detailed data which will address this issue.

4.9 A forecast of available expenditure to 2022 has been made using the assumptions outlined above.

Table 4-3: Forecast retail expenditure (£m) 2013-2022

Goods category	2013	2017	2022
Convenience	£157.19	£165.55	£174.89
Comparison	£226.04	£261.60	£310.93
Mainstream	*£166.64*	*£192.86*	*£229.22*
Bulky	*£59.40*	*£68.74*	*£81.71*

Floorspace Efficiency

4.10 Retailers continually seek to improve the way goods are sold in order to increase turnover. Improvements in the efficiency of existing floorspace allow it to absorb higher levels of expenditure. Improvements in floorspace efficiency therefore need to be taken into account when forecasting future requirements.

4.11 In the UK, Department of Communities and Local Government (CLG) Practice Guidance (paragraph B.48) advises that such allowances should be 'realistic' and the choice will depend on the 'capacity of existing floorspace to absorb increased sales' and should be 'compatible with assumptions about the growth in per capita expenditure'. Allowances for sales density growth are linked to expenditure growth. The level of comparison and convenience sales density growth adopted in this analysis is shown in the table below. Owing to the low levels of comparison goods expenditure growth presently being forecast by the data providers for the short term, we do not make any allowance for sales density growth until after 2016.

Table 4-4: Floorspace Efficiency Change[19]

Period	Rate per Annum	
	Comparison Goods	Convenience Goods
2013-2019	2.1%	0.1%
2019+	1.8%	0.2%

4.12 This is a blanket sales density growth for all floorspace in the Isle of Man. Inevitably, different types of floorspace have different abilities to absorb expenditure growth, with the modern floorspace better equipped than older stock.

[19] Experian, Retail Planner Briefing Note 10.1, Sept 12, Figures 4a & 4b

Growth in Special Forms of Trading (SFT)

4.13 In its latest Retail Planner Briefing Note[20], Experian forecasts UK market shares for non-store retailing i.e. via online, mail order, or non-property channels.

Table 4-5: Special Forms of Trading

Year	Comparison Goods	Convenience Goods
2013	10.7%	2.3%
2017	13.6%	3.1%
2022	16.0%	4.1%
2029	16.1%	4.7%

4.14 The findings of the Household Survey indicate that SFT already accounts for a higher proportion of Isle of Man resident's expenditure than that anticipated in the UK by 2029. Given its remoteness from large retail centres, it might be expected that Isle of Man residents would seek to take greater advantage of the broader choice offered online.

4.15 The latest Household Survey findings also suggest that restricted choice is one of the factors influencing the shift away from Douglas and towards the Internet. Two scenarios have therefore been prepared as a basis for anticipating floorspace requirements: the first envisages online sales being maintained at their current proportion; the second assumes a gradual reduction to UK levels by 2022

4.16 Table 4.6 projects turnover on the basis discussed above

Table 4-6 Existing & project turnover (£ million)

Turnover	2013	2017	2022
Isle of Man			
Convenience Goods	£157.19	£165.53	£171.56
Comparison Goods	£162.76	£180.22	£197.45
Comparison	£115.38	£125.38	£132.28
Bulky Comparison	£47.38	£54.84	£65.18

Future requirements

4.17 Comparison of available expenditure against the projected turnover of existing floorspace enables an assessment of future requirements to be made. Residual expenditure is converted to a quantitative floorspace requirement. Projections have been prepared on the following basis:

- Convenience: requirements assessed against alternative sales densities;
- Comparison:: based on existing and recaptured market share scenarios

[20] As above, Appendix 3 Non-store retail sales (special forms of trading)

4.18 Tables 4.4 to 4.9 profile future requirements.

Table 4-7 Convenience floorspace requirement (£million)

Convenience requirements	2013	2017	2022
Expenditure	£157.19	£165.55	£174.89
Existing market share	£157.19	£165.55	£174.89
Existing floorspace capacity		£165.53	£171.56
Residual		£0.07	£0.22
Requirement - a			
Sales density (£/sq.ft net)	£835	£879	£911
Requirement (sq.ft net)		31	3,655
Requirement - b			
Sales density (£/sq.ft net)	555	£584	£606
Requirement (sq.ft net)		47	5,499

Table 4-8 General comparison floorspace requirement (£million)

Comparison - General		2013	2017	2022
Expenditure		£166.64	£192.86	£229.22
Market share - existing	69.2%	£115.38	£133.54	£158.72
Market share 2017 improved	73.5%		£141.75	
Market share 2022 improved	77.0%			£176.50
Existing floorspace capacity			£125.38	£132.28
Residual - 2013			£8.15	£26.44
Residual 2017 improved			£16.37	
Residual 2022 improved				£44.23
Requirement (sq.ft net)				
Sales density (£/sq.ft net)		£375	£408	£430
Existing market share			20,010	61,499
Improved market share			40,168	102,870

Table 4-9 Bulky goods comparison floorspace requirement (£million)

Comparison - Bulky		2013	2017	2022
Expenditure		£59.40	£68.74	£81.71
Market share - existing	79.8%	£47.38	£54.84	£65.18
Market share 2017 improved	82.5%		£56.71	
Market share 2022 improved	84.5%			£69.04
Existing floorspace capacity			£51.49	£54.32
Residual - 2013			£3.35	£10.86
Residual 2017 improved			£5.23	
Residual 2022 improved				£14.72
Requirement (sq.ft net)				
Sales density (£/sq.ft net)		£230	£250	£264
Existing market share			13,397	41,175
Improved market share			20,911	55,838