



# Impact Studies

Retail Pulse – Product Focus

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### Retail Pulse – Product Focus

Impact Studies predict the effects of retail development on shopping patterns.

The model used for Impact Studies by FSP has been developed over the last 30 years from analysis by Dr Andrew Broadbent of the results of the National Survey of Local Shopping Patterns (NSLSP) and its predecessors. The NSLSP is the largest survey of shopping patterns in the world and now includes records from over 12 million UK households, going back over 20 years. Three separate questions ask respondents where they shop most often for groceries, comparison goods and bulky goods.

Poor application of the approach and incorrect assumptions can produce wildly inaccurate outputs and so the starting point for all FSP impact studies is to thoroughly understand the way catchment areas currently inter-relate. The current penetration of shoppers by postal sector is calculated to show the leakage of residents from the catchment to other shopping destinations and assumptions on the stock and quality of new floor space (including potential redevelopment or relocations) are carefully scrutinised.

Competing shopping developments are next fed into the model and their effects calculated on the basis of the impact that all developments in the last 20 years have had on their neighbours. For individual postcode sectors, the model considers the change in shopping attractiveness in combination with the diminishing effect of distance and travel time from the development. Competing developments are run one at a time against the subject location, to measure their individual impacts. Then all the competing developments are run together. Since they may well overlap with each other, the combined impact is normally less than the sum of their individual impacts.

FSP uses impact analysis to estimate the likely change in shopper potential that will result from town centre redevelopments and extensions, the resulting change in national ranking and shopper spend and the effect of changed shopping patterns on shopping potential at competing centres.

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