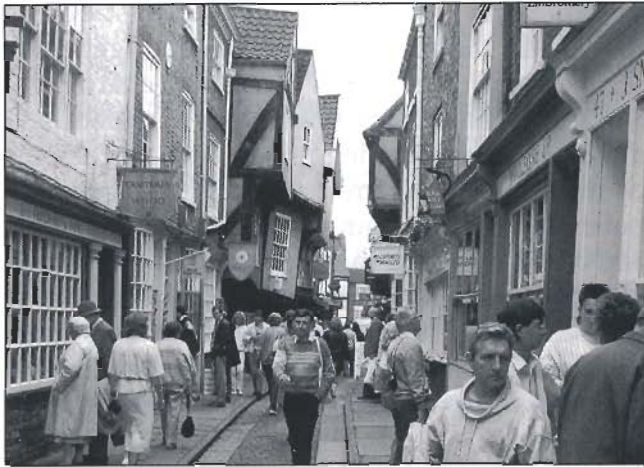
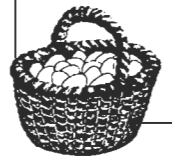

Understanding the Shopping List

An Introduction to Retail Planning Terminology

13



City Centre Shopping, York

A.1 INTRODUCTION

A.1.1 The House of Commons Environment Committee, in its recent inquiry into 'Shopping Centres and Their Future', included among its recommendations that a 'handbook' for planning inspectors and local authorities be prepared to ensure that greater consistency in decision making is achieved. While the Forum's Retail Planning Guidance aims to contribute to this goal in overall terms, the authors felt that there was a need to provide, in one digestible source, a definitive set of retail planning terms. As the DOE's evidence to the Committee rightly stated, 'retailing is a dynamic industry and new forms of retailing may rapidly evolve which are inadequately described by current conventional terminology'. Consequently, the authors of the Forum's Guidance felt that the best introduction that such guidance could provide would be a clear exposition of the key terms currently in use or likely to come into usage in the near future. In this way, the reader will be well informed, and better prepared, to address the guidance set out within the body of the report.

A.1.2 Where possible, the authors have drawn definitions from established sources (PPGs, URPI) and have elaborated upon these where necessary. In other situations, new definitions have been put forward and these have been verified with retailers and retail specialists.

Anchor Store: The retail store in a shopping development which is the principal attraction and, consequently, draws the greatest customer volume. Traditionally, it was thought to be essential for new shopping centres or malls (qv) to have an anchor in the form of a major department store (qv) of around 10,000 m.sq. However, with the demise of many such stores over the last decade or so, a range of mini anchors (qv) is now often thought to be a more effective formula. An anchor store can also be a major supermarket/superstore (qv), particularly in the case of a car based, out of town (qv) development.

Ancillary Goods: Goods directly related and integral to the main range of products on sale (eg. a refrigerator cannot operate without a plug and fuse).

ATM: Automated teller machine also referred to as 'hole in the wall' banking. These are often a planning issue where they are inserted into the fascias of historic buildings or create potential traffic hazards when customers park beside them in restricted waiting areas. More recently, ATMs have been provided within bank buildings accessed by plastic card. These can be small entry foyers or more substantial units - both will be open to card holders 24 hours a day.

ATCM: Association of Town Centre Management. The official representative body of Town (or City) Centre Managers.

BID: Business Improvement District. A US initiative (most notably in California) whereby a local authority collects a mandatory levy from central area businesses (commercial and leisure as well as retail) and passes it on to a privately run City Centre Management (qv) organisation. This body must use it for initiatives such as promotion, events, parking and improvements to public spaces. This idea has been promoted in the UK but Secretary of State Gummer, in 1996, refused to introduce a mandatory system on the basis that it might disadvantage smaller businesses.

Brown Goods: A term applied to electrical goods originally sold from retail warehouses (qv) and employed to distinguish them from large, white goods (qv). Brown goods are effectively everything



electrical that are neither large nor 'white', the name deriving principally from televisions which, confusingly, now tend to be black rather than brown.

Brown Site: Term applied to sites in urban areas which are potentially available for redevelopment in preference to developing green field sites (qv).

Bulky Goods: Originally, goods sold from retail warehouses (qv) which were:

- 1) of such a size that they would normally be taken away by car and not be manageable by customers travelling by foot, cycle or bus (eg. flatpack)
- 2) of such a size that large, flat areas would be required to display them even though they might not be taken away by the purchaser (eg. furniture in room sets)
- 3) not large individually but normally bought as part of a collective purchase which would be bulky (eg. wallpaper, paint. etc.)

The growth of retail warehousing (qv) has extended the range of what retailers now consider to be 'bulky'.

Cash & Carry: A wholesale operation from where a retailer would collect their goods directly (hence the 'carry' element) and historically would have paid for them with cash, although other means are now more likely.

Catchment Area: The area from which a store, a shopping centre, a town centre or a town draws its trade.

CCTV: Closed Circuit Television. Television surveillance system originally employed in shops to monitor and deter theft, the system has been extended to car parks and increasingly to whole town centres in an effort to deter crime generally.

Census of Distribution: A survey undertaken by the Central Statistical Office to determine the total level of retail space and turnover by detailed goods category (eg. grocers, butchers, shoe shops) for each local authority area. The last one was undertaken in 1971. Evidence to the Parliamentary Select Committee on the Environment reflected enormous support from local authorities, retailers, professional bodies like the RICS and retail bodies such as the Oxford Group for the return of the Census or a similar information medium.

Charity Shop: Historically a retail outlet established to provide the takings from donated, generally second hand goods, to a registered charity (eg. Salvation Army Shop), some of these outlets have developed into retailing goods from developing countries (eg. Oxfam). Originally seen as a potential problem from the planning perspective and often cast in the same category as junk shops, charity shops have undergone a transformation in the recent past with more professional management and therefore a more appealing image, they are now regarded more as 'acceptable' parts of shopping areas.

CIA: Nothing to do with the Bay of Pigs, in this context, but rather a Cinema Impact Appraisal which, like a retail impact study (qv), assesses the impact of a proposed multi-plex cinema development on the existing and proposed cinema provision.

City Centre/Town Centre: The focus of a city/town, generally at the hub of the public transport network, providing a broad range of retail, service and other community facilities. Often the historic heart of the remoter and/or less accessible for the population settlement from which the town originally grew. PPG6 (qv) uses 'town centre' as a generic term applying to town, city or even suburban centres.

Comparison Goods: Generally, non-food goods which the purchaser will compare on the basis of price, quality and facilities (eg. guarantee period) offered before a purchase is made (eg. electrical goods, furniture, clothes).

Concession/Concessionaire: A distinct and separate retailer trading within another, and larger, retailer's store. The most usual example is concessions in department stores (eg. Dorothy Perkins in Debenhams) although there are some examples in retail warehouses (eg. Laura Ashley in Sainsbury Homepage).

Convenience Goods: Generally, goods which are purchased regularly for relatively immediate consumption and without a significant degree of comparison. Convenience goods include groceries, dairy products, butchery, fishmongers and bakery goods, fruit and greengrocery, packaged alcohol, newspapers, tobacco products and confectionery.

Convenience Store: Technically any shop selling predominantly convenience goods (qv) but increasingly used to refer to small, local shops selling a relatively large range of convenience goods (qv) in small numbers (ie. stocking only a few of each item) and remaining open for long periods (see Eight 'til late).

Core Zone: An EHTF, DTp, DOE, English Heritage, DNH, Civic Trust pilot initiatives to develop innovative traffic management solutions in the centres of historic towns and to reduce radically the level of signs, lines and other physical traffic control measures consistent with enhancing overall environmental quality (eg. Bury St Edmunds).

Cumulative Impact: The effect of more than one new shopping development on an existing store or centre. While impact (qv) can be as the result of several new schemes opening in close succession, the 'cumulative' effect is more likely to be felt as new stores open over a period of time.

Customer Collection: An arrangement whereby the customer will pay for goods at the till and then collect them from a convenient pick-up point. Examples include Marks & Spencer who convey goods in boxes to a convenient parking point (Norwich) or a park and ride pick-up point (Chester) and the John Lewis Partnership who have out of centre depots for goods collection.

Customer Loyalty Card: Plastic card issued predominantly by food retailers as a discount incentive for regular customers. The added (or possibly principal) value to the companies is that it allows them to build up detailed and sophisticated profiles of customer types, to adjust stock levels at different outlets to match specific 'group' requirements and to target customers in their homes.

Department Store: Broadly, a large, multi-level store, usually in a town centre location, with a number of departments under one roof. The Census of Distribution (qv) required the store to employ 25 or more people and to have 5 or more commodity groups out of the 9 main durable groups listed in the Census including at least 1 clothing/footwear group (eg. John Lewis Partnership, Debenhams).

Discounter: Relatively recent innovation from continental Europe. Limited range (goods), high volume supermarket with around 1200 m.sq. selling space, retailing a high proportion of 'own brand' convenience (qv) goods (eg. Aldi, Netto).

District Centre: Defined in PPG 6 as a group of shops, separate from the town centre, usually containing at least one food supermarket or superstore, and non-retail services such as banks, building societies and restaurants.

Durable Goods: Goods not intended for immediate consumption. Generally, any retail item which is not a convenience good (qv).

Edge of Centre: A location within reasonable walking distance of the centre, and providing parking facilities that serve the centre as well as the store, thus enable one trip to serve several separate purposes (PPG6 definition).

Edge of Town: A location on the edge of the urban area but within it.

EIA: Environmental Impact Appraisal/Assessment is a study of the effect of a new development on its immediate and wider environment and can include issues such as traffic impact, air/noise quality, effects on natural areas, habitats and ecosystems as well as more global issues.

Eight 'til Late: A small (usually less than 500sq.m) local shop selling predominantly convenience goods in small numbers and restricted ranges opening early and remaining open well beyond normal shop closing times.

Environmental Impact Assessment: See EIA

EPOS: Electronic Point of Sale is a till based system of electronically recording information. Originally employed to monitor sales and control stock, the system is now able to work with customer loyalty cards to develop sophisticated customer profiling and targeting and to reach customers with promotions at home.

Factory Outlet Mall: A collection of retail units selling end of range, out of season, cancelled order, overrun, slow selling seconds or imperfect comparison goods (qv) direct from the factory at prices substantially discounted from those in the 'high street'. Often, other visitor attractions



(museums etc.) are developed as part of the offer. The first factory mall opened in Reading Pennsylvania about 20 years ago and there are now about 275 in the US with a further 160 planned. Currently there are about 10 examples in the UK with Street (Somerset) and Hornsea (Humberside), at about 4000 m.sq. selling space each, probably being the most well known. However, 5 US operators, some with UK partners (eg. BAA-McArther/Glen), are currently seeking UK representation for US style outlets of 10-15,000 m.sq. with 35-45 boutique style units operated by manufacturers in each. They will be single level developments but with a high standard of architectural quality (evidence to Commons Select Committee) containing catering and possibly tourist information facilities generally served by substantial areas of car parking.

Factory Shop: Traditionally, shops connected to factories and selling the products of the factory at prices substantially discounted from 'High Street' prices and, consequently, generally located in industrial areas/estates. Such shops sell virtually any types of goods which can either be factory seconds, ends of ranges or first quality goods. Although the Commons Select Committee heard that there were 'over 1,000' factory outlet shops in the UK, the authors of the Official UK Factory Shop Guide say that they have visited 6,000 as part of their researches. The term is now sometimes applied to single retail warehouse units selling a variety of discount 'factory' comparison goods from a range of sources.

Festival Retailing: See Leisure Shopping

Floorspace Efficiency: Store turnover per annum divided by net trading floor space, expressed in £s per m.sq. or £s per ft.sq, and used as a measure of how well a store is trading. Although companies such as URPI (now the Data Consultancy) provide estimates of company average floor space efficiencies it is extremely difficult to obtain specific information directly from retailers, particularly for local stores.

Foodhall: The convenience goods element of a variety (qv) or department store (qv), often in the form of an in-store self service supermarket (qv) (eg. Marks & Spencer), but also can be a collection of in-

store, counter service, convenience goods sales areas combined with some self service (eg. Selfridges).

GOAD Plan: Plans of UK shopping centres produced originally, for insurance purposes, by the commercial company Chas. A. Goad. These plans denote uses in the main shopping areas and are used as an 'industry standard' by retail surveyors to compare centres and to assess relative levels of retail representation.

Green Field Site: An undeveloped site generally in an out of town (qv) location.

Gross Floor Area: The overall area of a store within the envelope of the exterior walls and including store rooms, staff accommodation, stair wells etc.



Hypermarket - Reims, France

Hypermarket: A single level, self service store selling convenience (qv) and durable (qv) goods from a retailing area in excess of 5,000 m.sq. served by extensive surface level parking and usually located out of town. The first example was opened by Carrefour in Sainte-Genevieve-des-Bois (France) in 1963 and the first UK examples appeared in the early 1970s (eg. Asda, Savacentre).

Impact: The effect of a new store or retail development on existing stores/centres. 'Effect' has generally been measured in terms of the amount of turnover that existing stores lose although impact should be considered at a much wider level including environmental, employment and social effects.

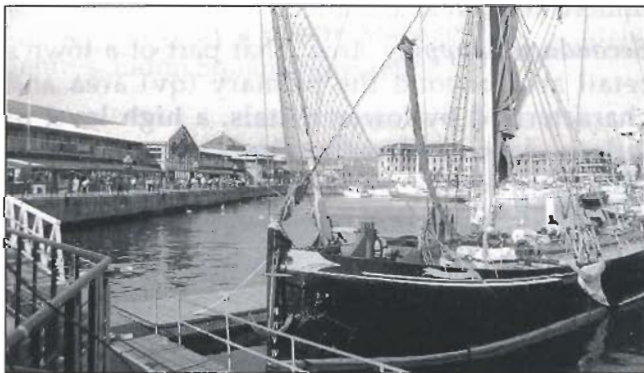
Incidental Goods: Goods loosely related to the main range of goods on sale but not integral to them eg. there is a generic relationship between a refrigerator and a food mixer but the former does not need the latter to enable it to work (see Ancillary Goods).



Independent Retailer: Single establishment traders and multiples having less than 10 branches (Census of Distribution definition).

Just-in-Time Servicing: Situation in which negligible on-site storage is provided and the only goods available for sale are predominantly on the sales floor. Consequently, the retail area is replenished not from the stock area, as was the case historically, but from regular deliveries which arrive 'just in time'. The system's effectiveness is ensured by the use of computer based stock control systems which monitor on-floor goods availability and make replacement orders.

Leisure Shopping: Retailing combined with leisure functions to create a leisure experience. The best examples are found in North America - West Edmonton and waterside festival places such as Baltimore Harbor Place, New York South Street Seaport or Boston Faneuil Hall. In the UK, the nearest example is Covent Garden. However, the term is sometimes applied to the rather more simplified development of multiplex cinemas and other leisure uses in association with retail warehouse parks.



Leisure shopping, Southampton

Local Centre: see neighbourhood centre

Main Food Shopping: The principal purchases of food for weekly consumption. This is often characterised by a weekly, bulk food purchase at a superstore of the majority of the household's weekly food requirement. However, this is by no means the only mode of food shopping. Some people buy food from day to day while others buy their main food requirements two or three times weekly.

Mall: see Shopping Mall

Metro: Brand name for Tesco's in centre, high specification supermarkets (qv) but sometimes used as a generic term for an in centre convenience store, typically at or just below the 1000 sq.m. floorspace level, offering fresh (eg. bakery, deli, fruit and veg) goods and limited range high end merchandise (eg. wines, prepared meals).

Multiple: A regional, national or international retail company, in the convenience or durable sector, with outlets in many towns and cities (eg. Next, Disney).

Neighbourhood Centre: small grouping of shops serving the immediate local walk-in population and typically including a newsagent, grocery store, sub post office and sometimes a chemist, hairdresser or other local shops.

Net Floor area: The area of a store from which goods are sold, excluding non-public areas such as storage or staff rooms.

Niche Retailing: Retailing in a very specialised market category (eg. Tie Rack).

Non-retail Use: Literally, any uses which are not included in Class A1 of the use classes order and, as such, are not defined as shops (qv). However, in practice the term is more generally applied to Classes A2 (financial and professional services) and A3 (food and drink) of the Use Classes Order.

One-stop Shopping: The practice of obtaining all one's shopping needs in one location. Supermarkets then superstores, for instance, offer the benefit of the grocer, baker, butcher, delicatessen, off sales, etc. all under one roof thus obviating the need to visit many different shops, it is claimed.

Out-of-Centre: A location that is clearly separate from a town or city centre but not necessarily outside an urban area (PPG6 definition).

Out-of-Town: An out of centre development on a green field site, or on land not clearly within the current urban boundary (PPG6 definition).

Overtrading: A store whose annual turnover exceeds either the company average or an estimated general average for the type of store.

Planning 'Creep': The process whereby decentralised bulky goods (qv) outlets may in due course change the nature of what they sell so that they extend into non-bulky comparison goods areas and compete directly with the traditional town centre.



PPG: Planning Policy Guidance note issued by the DOE to provide guidance on the Government's planning policies. PPG6 focuses on retail issues.

Primary Shopping Area: The principal part of a town's shopping area, characterised by the highest rented properties, a high proportion of multiples (qv), the greatest pedestrian volumes, a high proportion of retail frontages compared to non-retail uses (qv) and, often, the main pedestrianised/ pedestrian priority areas.

Prime: The sector of the retailing area with the highest rental values.

Regional Shopping Centre: Although this term has been used, historically, to define a major settlement which serves as the centre of its regional catchment, a new definition has been applied in the recent past. PPG6 defines it as an out of town centre, generally over 50,000 m.sq. gross retail area, typically enclosing a wide range of clothing and other comparison goods. Apart from Brent Cross, the first example was the Gateshead Metrocentre followed by Merryhill at Dudley and Meadowhall near Sheffield. These schemes provide over 100,000 m.sq. of retail space, are served by up to 10,000 parking spaces and include other attractions such as multiplex cinemas and monorails (Merryhill).



Merryhill Regional Shopping Centre

Retail Depth: The range of products available within one generic product type. A cheese shop, for instance, would stock hundreds of different types of cheese.

Retail Impact Study: See RIS

Retail Park: Defined by PPG6 as an agglomeration of at least 3 retail warehouses (qv). The park (a misnomer, since these developments have little to do with parks in the accepted sense) generally have in excess of 10,000 m.sq. of bulky (qv) and other goods, served by extensive areas of shared, surface parking, often in out of town locations.

Retail Warehouse: A single level, industrial style warehouse unit selling bulky (qv) durable (qv) and other goods from areas ranging from 500 to 6000 m.sq. retail space and served by surface car parking. Although originally developed to serve a demand for DIY and furniture retailing, the form has now moved into a wide range of conventional durable goods including electricals, toys, clothes, computers, sporting/leisure goods, pets and 'niche' ranges (beer and wine) (eg Homebase, Toys R Us).

Retail Width: The range of goods stocked by a retail outlet. A superstore, for instance, stocks a broad spectrum of food goods - bread, meat, fish, groceries/green groceries, drinks.

RIS: Retail Impact Study is an assessment of the effect of a retail proposal on the existing and/or planned retail hierarchy generally undertaken before the new development takes place, but ideally undertaken before and after.

Secondary Shopping Area: That part of a town's retail area beyond the primary (qv) area and characterised by lower rentals, a high level of independent retailers/low level of multiples, a greater diversity of non-retail uses (qv) and relatively low levels of pedestrian flows.

Self Service Checkouts: A relatively new initiative whereby customers run their own purchases under a bar code reader and check out their own goods, thus potentially obviating the need for checkout staff.



Self scanning modules - Safeway



Sheds: A derogatory term applied to retail warehouses (qv) meant to imply that they are industrial shed type buildings, often with little concession to design or aesthetic appeal.

Shop: Broadly, a building used to retail goods to the public but used specifically in the planning sense to encompass any use within Class A1 of the Use Classes Order. This includes, in addition to what are normally regarded as shops, post offices, travel agents, hairdressers, funeral directors, hire shops and dry cleaners.

Shoptability: A scheme providing conventional and power driven wheelchairs in close proximity to shopping areas and car parking to facilitate easy access for people with disabilities to shops. Some are provided by voluntary organisations on vacant sites and in temporary buildings while others are purpose designed in new shopping schemes.

Shopping Mall: Pioneered in the US during the 1950s, this is a purpose designed, often covered, multi-level collection of shops of varying sizes selling a wide range of predominantly durable goods, designed around new streets and squares, served by multi-level car parking and managed as a single entity by a Centre Manager (eg. Arndale Centres, Eldon Square Newcastle).



Speciality shops in Oxford

Speciality Shopping: Retailers concentrating on particular market niches and retail depth (qv) typically serving tourist or enthusiast markets (eg. teddy bears, tea/coffee, camping).

Sunday Market: An informal collection of stalls and other impermanent trading pitches operating on Sundays, often from out of town locations and served by extensive areas of informal parking.

Sunday Trading: Shopping from conventional retail outlets which, historically, were closed on Sundays but due to recent changes in the law are now able to retail goods to the public.

Super Cash Point: Development of ATM (qv) or 'hole in the wall' banking to encompass dissemination of information (e.g. tourism, services, employment) and electronic shopping from a public access point. This will generally be in the form of a touch screen interaction computer terminal.



Electronic Information, Dusseldorf

Supermarket: Single level, self service store selling mainly convenience goods from a net retail area of between 500 and 2,500 m.sq., sometimes served by their own car parking. The first supermarket was the 'Piggly Wiggly' store opened in Memphis Tennessee in 1916 while the format did not make its way to the UK until the 1950s (eg. Gateway).

Superstore: Single level, self service store, introduced into the UK in the 1960s, selling a large range (up to 17,000 items) of convenience goods from in excess of 2,500 m.sq. of net floor space and generally served by surface parking provided at a rate of 1 space per 10 m.sq. gross. In exceptional cases, usually in central urban situations, parking is provided at a lower rate, sometimes in decked or multi-storey form (eg. Sainsbury, Safeway, Tesco).



Teleshopping: The use of cable TV and home computers to select and order purchases in the home.

TIZ: Town Improvement Zone. Initiative being promoted by the Association of Town Centre Management (qv) to develop the US Business Improvement District (qv) in the UK but without the mandatory funding base.

Top-up Shopping: The purchase of relatively small amounts of food shopping which top up the households main food shopping (qv).

Town Centre: See City Centre/Town Centre.

Town Centre Management: A process whereby a manager or management body attempts to co-ordinate the management of a traditional centre in a way that a shopping mall (qv) is managed.

Town Centre Partnership: An extension of the Town Centre Management (qv) principle whereby a trust representing the private and public sectors manages a range of town centre functions including some of those traditionally managed by the local authority (eg. car parking).

TPP: Traffic Policy Programme. The County Council's programme of work and method of bidding for funds for transportation works within their area.

URPI: Unit for Retail Planning Information is a commercial, subscriber organisation producing a wide range of information across a spectrum of retail issues but used particularly by all sectors as an 'industry standard' for price indices by year.

Value Retailing: Not to be confused with the company name of one of the early players in Factory Outlet Centre development, Value Retailing is the term generally applied to retail chains selling low cost, generally comparison (qv) but sometimes convenience (qv) products (eg. QD Stores, Poundland).

Variety Stores: A category defined in the last Census of Distribution to include stores selling a 'very wide range' of goods in addition to those sold by 'general household stores'. These were defined as selling a varied range of household goods (which cannot be classified as department stores or specific businesses) and have at least 20% of total turnover

in each of at least two of the categories of furniture/ floor coverings, radio/ electrical/hardware and clothing/soft furnishing/household textiles.

Warehouse Club: Out of town businesses specialising in bulk sales of reduced priced, quality goods in unsophisticated buildings with very large car parks; although the operator may limit access to businesses, organisations or classes of individual, PPG6 advises that planning decisions should regard these as retail businesses. These 'Clubs' have been introduced from the US and operate typically from warehouses of up to 15,000 m.sq. in out of town locations and served by 6-800 surface parking spaces. They draw trade from a very wide area - up to 5 times further than food stores in the US.

White Goods: Bulky electrical goods, so called because most examples were white when the term was first coined (eg. freezers, washing machines).

Yield: The relationship between the rental income and the capital value of a property expressed as a percentage (eg. a shop let at £5,400 pa and sold for £90,000 will show an investor an initial return of 6%, ie. $5400/90000 \times 100 = 6$).



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