

# Description

# Retail Outlet Explorer

Content and application of Locatus's retail outlet database.



DATABASE ABOUT THE CHANGING RETAIL LANDSCAPE

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# 1 Introduction

Locatus gather data on all shops, stores, and consumer-oriented service providers. Our team of dedicated field workers goes out every day to make sure our database is up-to-date. Every year, they go round every retail area in the Benelux and visit the main retail areas in the largest cities of Europe for an inventory. Shops located outside retail areas (non-central stores) are visited once every three years.

Data such as (shop)name, retail floor space, and sector, are registered in Locatus's database.

The main source of this database is field work. Our team checks the store's name, address, sector, retail floor space, and location. The retail floor space of shops has been measured since 2000. We started measuring the retail floor space of food & drink outlets and other service-providing retailers. Moreover, our field workers take a picture of every retail outlet within a retail area.

Our office team checks the database to make sure our file remains consistent. Moreover, we keep the database updated between visits by checking notifications for new openings & closures in news letters and on the internet, although we will only change our database after a careful fact check (by phone where necessary).

The basic data gathered in Locatus's database are:

- Address of the retail outlet
- Retail floor space
- Name and type of retail area
- Retail chain
- Sector
- Number of inhabitants

Besides information on individual shops/food & drink outlets/service providers, Locatus's database also contains information on retail areas, footfall numbers, catchment areas, and public parking garages. Predictive data, such as the Retail Risk Index, may also be added to Locatus Online App. You can visualise all this information within the retail areas on digital maps (Retail Plans).

The aim of this document is to provide information on the content and application of Locatus' database. The following chapters will look at the basic terms and the different variables within the Retail Outlet Explorer. The appendices will provide even more information on how we determine retail areas, retail floor space, vacancy, and visit motive type.

## 2 Some basic terms

Before getting into more details of the various elements of the database, it is necessary to understand a few basic terms. This chapter will explain the terms 'physical (retail) unit', 'economic activity', 'chain organization', and 'retail area'.

### 2.1. Physical (retail) unit

Locatus' database only incorporates activities carried out on a fixed location. Furthermore, it must be an indoor space reasonably accessible to consumers. In some cases, 'reasonably accessible' can mean that an entrance fee is charged. Retail premises where entry is granted only to an exclusive target group or to those holding membership, cannot be said to be reasonably accessible.

In the database, a distinction is made between a retail unit and a shop-in-shop. A retail unit is taken to mean a building with an address in which consumer-orientated activities are engaged. A shop-in-shop is a physical space that is clearly part of a retail unit with the same address, but that is autonomous. This space is usually physically separable and only accessible via the parent unit. There will always be a separate checkout for any activity occurring. In principle, the retail floor space will be measured separately.

### 2.2. Economic activity

An economic activity is a description of a commercial activity being performed within a retail unit. In Locatus' database, an activity is characterised by several elements, such as a unique number, the retail activity, the façade name, the retail chain, the retail floor space and the address. Two types of economic activity are distinguished, namely point of sale and point of service.

A point of sale is the most important economic activity at a unique address. It entails its own staff, its own cash desk and has its own retail floor space. The more common name for the combination of retail unit and economic activity is shop, or retail outlet. Locatus' retail outlet file contains over 525,000 retail outlets in Belgium, Luxembourg and The Netherlands and a great number of cities in the rest of Europe.

Contrary to a point of sale, no retail floor space is allocated to a point of service, because it operates within a section of a point of sale. A point of service has its own checkout or staff. Points of service are always part of a point of sale, have the same address as the parent activity and their own (retail chain) industry which may differ from the point of sale's industry. A few examples include PostNL, Top 1 Toys, car brands, Delifrance, and Regiobank.

### 2.3. Chain organisation

Roughly one quarter of the shops in the retail sector of the Benelux is part of a retail chain. This is characterised by the way in which the organisational and/or marketing aspects of the shops' activities are tackled.

An organisation will only be classified as a chain organisation if seven or more retail outlets are operating internationally under the same name. A local baker that operates four other bakeries in town is not included as a chain organisation.

Where the dominant image of a shop is determined by a partnership, this is said to be a Frontstore partnership. Examples of Frontstore partnerships are Albert Heijn, Randstad, and McDonald's.

Car dealers are different again. After all, a garage can become a dealer of multiple makes of car, for which they may supply the vehicles and/or components for these makes. The fact that they are able to sell several brands makes car dealers a unique group.

Car dealers are included in the database as a backstore chain, utilizing points of service.

## 2.4. Retail area

For each retail outlet we note whether it is part of a retail area. In this regard, we pay a great deal of attention to using uniform criteria for classification.

A retail area is not referred to as a retail area until it has a minimum of five shops. Exceptions to this are the Subregional Convenience Centre and the Mini Convenience Centre. All concentrations are defined by Locatus on an individual basis. When in doubt, the opinion of the surveyor will prevail.

There are three main categories: City & Town Centres, Supportive Centres and Solitary Outlets. Within these categories, a further subdivision is made (see appendix 1).

Retail outlets that do not fall in any of the above categories are classified as 'Solitary Outlets'. This category can be further specified as Built-up Area, Outside of the Built-up Area and Industrial Estate.

### 2.4.1. Types of retail area Locatus

#### **City & Town Centres**

The most important retail area in a town or city is designated as City & Town Centre. With Locatus' database, the following subcentres are distinguished:

*City Centres* *over 400 shops*

In effect, this pertains to the most important retail areas in Europe, of which the inner cities of Amsterdam, Barcelona, Antwerp and London are part.

*Regional Centre Large* *200-400 shops*

A regional centre is the biggest retail area of a town or city. There are between 200 and 400 outlets in the retail business. Examples are Bussum centre or Delft centre.

*Regional Centre Small* *100-200 shops*

A regional centre is the biggest retail area in the town or city. There are between 100 and 200 outlets in the retail business. Examples are Franeker centre or Putten centre.

*Subregional Centre Large* *50-100 shops*

A subregional centre is the biggest retail area in a town or city. This pertains to centres with fewer than 100, but more than 50 shops in the retail business.

*Subregional Centre Small*

*5-50 shops*

A subregional centre is the biggest retail area in a town or city. This pertains to centres with a maximum of 50 outlets in the retail business.

*Subregional Supermarket Centre (The Netherlands)*

*3-4 shops*

This is a concentration of shops that constitutes the biggest retail area in a town or city and which has 3 or 4 shops. A Subregional Supermarket Centre must include 1 supermarket measuring 500 m<sup>2</sup> retail floor space or more.

**Supportive Centres**

In addition to one city or town centre, a town may have one or more supportive retail areas. Within the category of "supportive centres", the following six types of retail areas are distinguished:

*Out of town road shopping (Belgium)*

'Road concentrations' are a group of retail outlets located alongside an N-road (a main road that is not a motorway), where there must be a minimum of 5 shops with a retail floor space of at least 400 m<sup>2</sup> within a radius of 1 kilometre.

*City District Centre (The Netherlands)*

*over 50 shops*

A city district centre is always an addition to a city centre or primary shopping centre. Furthermore, the majority of this centre is a designed retail centre. Examples of district centres include Amsterdam-Osdorp/plein or Nijmegen-Dukenburg.

*Inner Urban Shopping Area*

*over 50 shops*

This is also a case of a supportive centre with more than 50 shops, but in contrast to the district centres, these retail areas have not been developed methodically, but are the shopping streets in major cities. Examples include Steenstraat in Arnhem, Amsterdamsestraatweg in Utrecht and Overtoom in Amsterdam.

*District Centre (large)*

*25-50 shops*

A large district centre coexists with a city centre or a regional centre and has fewer shops than a City District Centre.

*District Centre (small)*

*fewer than 25 shops*

These centres have a specific supportive function. Small district centres are either concentrations of shops including 5-10 shops and 2 or more supermarkets or small retail areas with 10-25 shops.

*Neighbourhood centre*

This is a concentration of shops featuring a minimum of 5 and a maximum of 9 shops. Additionally there may be one supermarket or no supermarkets present in this type of retail area.

*Mini convenience centre (The Netherlands)*

This is a concentration of 3 or 4 shops, which includes 1 supermarket measuring 500 m<sup>2</sup> shop floor area or more.

## **Residual Centres**

The category 'residual centres' encompasses large-scale concentrations of shops and special retail areas.

### *Big Box Retail Park*

Concentration of 5 or more shops with an average retail floor space of minimum 500 m<sup>2</sup> per shop. Furthermore, a minimum of 50% of the shops must be targeted. This means that at least half of the retail floor space of the retail area is geared towards the industries "plants and animals", "electronics", "bicycle and vehicle accessories", "DIY" or "home".

### *Specialty Centre (The Netherlands)*

Retail areas not belonging to one of the aforementioned categories are designated as a special retail area. This mostly pertains to retail areas around a railway station or retail areas with a special theme. Designer Outlet Center in Roermond, Stationsplein Breda and Amsterdam Airport Schiphol are included in this category, for example.

### *Shopping center (Belgium)*

A (planned) concentration of shops with more than 25 outlets. Often partially indoor or a completely indoor shopping center.

## **Solitary Outlets**

The term 'Solitary Outlets' is used for all retail outlets which do not meet the criteria of the shopping centres mentioned before.

## 3 Significance of various variables

The following variables are included in the Retail Outlet Explorer:

### 3.1. Variables basic module

#### UnitID

Description: Unique number allocated to a retail unit.  
Example: 92271

#### Name

Description: The name of the shop, as featured on the shop's front/façade.  
Example: Perry Sport  
Source: Locatus  
Comment: From the consumer's perspective, a shop's name is the name on the shop's façade or the name included in the phone book.

#### Retail chain

Description: Name of the retail chain with which the point of sale is affiliated.  
Example: PERRY SPORT  
Source: Locatus  
Comment: The name of the retail chain does not always correspond to the name of the parent organization. If the entrepreneur is operating independently, this is indicated by means of '(Indep/N.A.)'.

#### Street

Description: Street name of the visiting address  
Example: Dorpsplein  
Source: BAG (NL), GIM (BE), Open source (EU)

#### House No.

Description: House number  
Number example: 3  
Source: BAG (NL), GIM (BE), Open source (EU)  
Comment: A retail unit can have an address range, which will be visible while looking at house numbers. Sometimes a retail unit is spread over multiple buildings, where walls have been knocked through to form a single unit (for example Markt 24-28) or, by contrast, it may involve multiple activities at a single address. A retail unit

#### House No. Addition

Description: Suffix appended to the house number in the form of digits/letters.  
Example: -5  
Source: BAG (NL), GIM (BE), Open source (EU)

#### Postal code

Description: Postal code  
Example: 6211ED  
Source: BAG (NL), GIM (BE), Open source (EU)



### **Town/city**

Description: Town/city  
Example: Maastricht  
Source: Cendris (NL), GIM (BE), Open source (EU)

### **District (The Netherlands)**

Description: Names of the districts in line with CBS  
Source: Centraal Bureau voor de Statistiek (CBS)  
Example: Rivierenwijk

### **Municipality**

Description: Name of the municipality  
Source: Cendris (NL), GIM (BE), Open source (EU)  
Example: Genk

### **Province**

Description: Name of the province  
Source: BAG (NL), GIM (BE), Open source (EU)  
Example: Limburg

### **Retail Floor Space (RFS)**

Description: Retail floor space in m<sup>2</sup>  
Example: 472  
Source: Locatus  
Comment: A shop's floor space is measured by the surveyors. It encompasses all covered spaces accessible and visible to the consumer. It also includes the (visible) space behind the display counter and the shop window display area, but not (for example) the staffroom, warehouses and outdoor sale areas. This information is only recorded for shops, and not for catering and service industry such as hairdressers and bank offices and the like.

### **RFS\_Classification**

Description: Category of the retail floor space to which the retail unit belongs.  
Locatus guarantees that 95% of the measured space has been included in the correct size category.  
Example: 0400<WVO<=0800  
Source: Locatus  
Comment: There are seven categories to describe the retail floor space. These categories are organized as follows:

*Unknown/N.A.*

<i>0000&lt;RFS&lt;=0100</i>	<i>0400&lt;RFS&lt;=0800</i>
<i>0100&lt;RFS&lt;=0200</i>	<i>0800&lt;RFS&lt;=1600</i>
<i>0200&lt;RFS&lt;=0400</i>	<i>1600 &lt;RFS</i>

### **Retail Sector**

Description: Highest level of the Locatus retail activity. Example: 35- Recreational Goods  
Source: Locatus  
Comment: For the retail activity Locatus uses a hierarchically structured three-tier retail activity coding. The highest level is the group. Presently, the database features nine different groups, six of which are included in the Retail Outlet Explorer, Special Edition.

**Retail Category**

Description: Umbrella term for a number of industries with the same characteristics.  
Example: 35.100- Sports & Toys  
Source: Locatus  
Comment: 27 retail categories are distinguished within this database.

**Retail Activity**

Description: Retail Activity is a characterization of an activity and/or partnership.  
Example: 35.100.492 – Sports shop  
Source: Locatus  
Comment: The retail activity codes used in the database are exceedingly detailed.

**Survey\_date**

Description: Date of inspection by field staff  
Source: Locatus  
Example: 21-09-2017

**Desk\_research\_date**

Description: Date of inspection by desk research team Locatus  
Source: Locatus  
Example: 11-11-2019

**Population**

Description: Number of residents in the relevant town/city.  
Source: Statistics Netherlands (CBS), StatBel (BE), Open sources (EU)  
Example: 121,370

**Population\_Class**

Description: Category within which the number of residents of the relevant town/city falls.  
Source: Locatus  
Example: 100000<=Population\_Class<175000

**POP5min**

Description: Number of residents within a drive time of 5 minutes by car.  
Source: Locatus  
Example: 4.385

**POP10min**

Description: Number of residents within a drive time of 10 minutes by car.  
Source: Locatus  
Example: 122.721

**POP15min**

Description: Number of residents within a drive time of 15 minutes by car.  
Source: Locatus  
Example: 173.541

**POP20min**

Description: Number of residents within a drive time of 20 minutes by car.  
Source: Locatus  
Example: 173.541

### **Retail Area Category**

Description: Type of retail area  
Example: City or Town Centre  
Source: Locatus  
Comment: Depending on the function of the retail area a distinction is made between three primary types: 'City & Town Centres', 'Supportive Centres' or 'Residual Centres or Solitary Outlets'.

### **Retail Area Type**

Description: Different types of retail area.  
Example: Inner city  
Source: Locatus  
Comment: Differentiation in terms of the retail area categorization based on the number of retail outlets within the retail sector and in some cases the retail floor space or industry (see appendices.)

### **Retail Area**

Description: A concentration of at least five shops (although with the exception of Subregional Convenience Centre and Mini Convenience Centre).  
Source: Locatus  
Example: Maastricht centre

### **Subcentre**

Description: A (planned) concentration of shops with its own name. It is always part of a (larger) retail area.  
Source: Locatus  
Example: Hoog Catharijne

### **BAGADRESID (The Netherlands)**

Description: Unique number from the Basisregistratie Adressen en Gebouwen (BAG) (Basic Registration Addresses and Buildings)  
Source: Municipality/BAG

### **BAG\_Construction\_date (The Netherlands)**

Description: Original year of construction from the Basisregistratie Adressen en Gebouwen (BAG) Nederland/(Basic Registration Addresses and Buildings)  
Source: Municipality / BAG

### **BAG\_Surface (The Netherlands)**

Description: Usable area of a residential object originating from the Basisregistratie Adressen en Gebouwen (BAG) Nederland/ (Basic Registration Addresses and Buildings)  
Source: Municipality / BAG

### **Consumer motive classification**

Description: Classification based on consumer motives and the total retail floor space (m<sup>2</sup>) of the retail area.  
Source: Locatus / ICSC  
Example: Convenience XL

### **Servicepoint1 t/m servicepoint5**

Description: Point of service within retail outlet  
Source: Locatus  
Example: PostNL

### **Servicepoint1\_Retail\_Activity t/m servicepoint5\_Retail\_Activity**

Description: Retail activity of point of service within retail outlet  
Source: Locatus  
Example: 65.280.410-Post office

### **PUP**

Description: Pickup point for online purchases (groceries) in a supermarket  
Source: Locatus  
Example: Yes

## **3.2. Module 'Footfall'**

The module 'Footfall' provides information on the footfall numbers of an outlet on an average Saturday. This number is only available for retail areas where footfall has been counted.

### **Footfall**

Description: Average footfall of an outlet on an average Saturday.  
Example: 51.500  
Source: Locatus  
Comment: Locatus executes footfall countings on different locations twice a year. Footfall countings in towns where footfall has been counted before are repeated at least once every two years, and the amount of new countings is extended each year. On an average Saturday, 24 different counting points are visited by our footfall counters, who count footfall on these points for 5 minutes, four times a day. The results are compared with the transaction numbers of several anchor stores to generate reliable footfall numbers for an average Saturday.

### **Footfall\_Class**

Description: Category within which the footfall number of this particular retail outlet falls.  
The categories are based on the national results.  
Source: Locatus  
Example:

<i>n.a.</i>	<i>15000 &lt;= FOOTFALL &lt; 20000</i>
<i>____0 &lt;= FOOTFALL &lt; _5000</i>	<i>20000 &lt;= FOOTFALL &lt; 25000</i>
<i>_5000 &lt;= FOOTFALL &lt; 10000</i>	<i>25000 &lt;= FOOTFALL &lt; 40000</i>
<i>10000 &lt;= FOOTFALL &lt; 15000</i>	<i>40000 &lt;= FOOTFALL</i>

### **Last\_Count**

Description: Indicates when footfall was counted.  
Source: Locatus

### **Segment**

Description: The ration between the maximum footfall number of a retail area and the footfall number of a specific outlet determines the quality/score of this location. This is based on the division made by Drs E.J. Bolt in his book 'Winkelvoorzieningen op waarde geschat'.

<i>Segment</i>	<i>% of the busiest counting point</i>
<i>A1-location</i>	<i>75-100%</i>
<i>A2-location</i>	<i>50- 75%</i>
<i>B1-location</i>	<i>25- 50%</i>
<i>B2-location</i>	<i>10- 25%</i>
<i>C-location</i>	<i>5- 10%</i>

Source: Locatus

Example: A1

Comment: Every shopping centre has its own A, B, or C location. A comparison is therefore not easily made. An A1-location in Woerden is not comparable to an A1-location in Amsterdam.

### 3.3. Module 'Retail Plan'

A Retail Plan is a detailed map of a part of a town. The boundaries of a Retail Plan are usually equal to the boundaries of a shopping centre.

#### **Retailplan**

Description: The name of the digital map (Plan) where the outlet is located.

Example: Maastricht (Centrum)

Comment: Locatus' team of surveyors maps retail areas in the Netherlands, Belgium, and major European cities.

Source: Locatus

#### **Retailplan Layer (Floor\_Level)**

Description: Indication for the level where the retail outlet is located within the Retail Plan, for example 0,0 (Ground level), -1,2 (Basement to Second Floor), or 1,1 (Only First Floor).

Example: 0,1

Source: Locatus

### 3.4. Module “Retail Risk Index”

The Retail Risk Index (RRI) sketches the risk profile of shops and retail areas in the Netherlands and Belgium. This information reduces uncertainty about the future of store locations. Below, you can find a short explanation on the variables

#### **RRI**

Description: Weighted average of the indexes below  
Example: 78  
Comment: There are five categories:

*Index 130-150: Very high risk*

*Index 110-130: High risk*

*Index 90-110: Risk*

*Index 70-90: Limited risk*

*Index 50-70: Very limited risk*

#### **RRI\_Outlet**

Description: Performance of this particular building up until now.  
Example: 82  
Comment: There are five categories, see RRI

#### **RRI\_Street**

Description: Development of the shops and stores in the immediate surroundings of the desired location.  
Example: 85  
Comment: There are five categories, see RRI

#### **RRI\_Retail\_Activity**

Description: Development of the sector in which this store operates.  
Example: 102  
Comment: There are five categories, see RRI

#### **RRI\_Market**

Description: The relation between supply and demand of the sector in which this store operates (in the immediate surroundings).  
Example: 94  
Comment: There are five categories, see RRI

#### **RRI\_Class**

Description: Category within which the RRI of this particular retail outlet falls.  
Comment: There are five categories;

*130 < RRI\_index <= 150*

*110 < RRI\_index <= 130*

*090 < RRI\_index <= 110*

*070 < RRI\_index <= 090*

*050 < RRI\_index <= 070*

**RRI\_Outlet\_Class**

Description: Category within which the RRI\_Outlet of this particular retail outlet falls.

Comment: There are five categories;

*130 < Outletindex <= 150*

*110 < Outletindex <= 130*

*090 < Outletindex <= 110*

*070 < Outletindex <= 090*

*050 < Outletindex <= 070*

**RRI\_Street\_Class**

Description: Category within which the RRI\_Street of this particular retail outlet falls.

Comment: There are five categories;

*130 < Streetindex <= 150*

*110 < Streetindex <= 130*

*090 < Streetindex <= 110*

*070 < Streetindex <= 090*

*050 < Streetindex <= 070*

**RRI\_Retail\_Activity\_Class**

Description: Category within which the RR\_Retail\_Activity of this particular retail outlet falls.

Comment: There are five categories;

*130 < Retail\_Activity\_index <= 150*

*110 < Retail\_Activity\_index <= 130*

*090 < Retail\_Activity\_index <= 110*

*070 < Retail\_Activity\_index <= 090*

*050 < Retail\_Activity\_index <= 070*

**RRI\_Market\_Class**

Description: Category within which the RRI\_Market of this particular retail outlet falls.

Comment: There are five categories;

*130 < Marketindex <= 150*

*110 < Marketindex <= 130*

*090 < Marketindex <= 110*

*070 < Marketindex <= 090*

*050 < Marketindex <= 070*

**RRI\_5YEAR**

Description: A forecast of the Retail Risk Index in 5 years. Vacancy, sector forecast, renewal in the shopping area, population forecast and lettability are included in the calculation of this figure. This forecast is made every year for the next 5 years.

**RRI\_5YEAR\_CLASS**

Description: Category within which the RRI\_5YEAR of this particular retail outlet falls.

### 3.5. Appendix 1: Retail Floor Space

The Retail Floor Space (RFS) is attached to every retail outlet in the database. Shops without a RFS (according to Locatus' definition of a RFS) are not added to the database. However, an exception is made for permanent pitches such as fish stalls, flower stands, etc. These small shops are included in the Locatus database.

Locatus' definition of retail floor space is:

The floor space of a (shopping) unit that is either freely accessible to the public and/or directly visible. This includes spaces that are directly connected to sales.

Determining the RFS of shops can often be done without trouble. However, in practice, there are many possible situations where we cannot be sure whether a certain space belongs to the RFS.

An example. At the entrance of a large furniture shop, we find ourselves in front of a large pond. The space of this pond is added to the RFS, because the pond is part of the 'dressing' of the shop and therefore it also plays a role in the sales. The same can be said on, for example, a small coffee corner in a fashion store. An entire restaurant or lunchroom with its own substantial turnover (for example in IKEA or the Hema) is not added to the RFS.

The RFS is measured from a height of 150 cm. All spaces lower than 150 cm (slanted roofs, low basements) are not added to the RFS.

The following spaces are always added to the RFS:

- fitting rooms;
- window displays;
- space for shopping carts;
- entrances;
- spaces behind the counter;
- display cases;
- shelf spaces;
- space behind checkouts in supermarkets.

The following spaces are never added to the RF:

- storage, office, and warehouse spaces;
- toilets and kitchens;
- canteens;
- all spaces that are influenced by the weather (shop doorways, spaces under a lean-to e.g.);
- customer service spaces;
- production and repair spaces;
- staircases and elevator shafts;
- closed-off freezers and cooling spaces.

RFS are only measured for shops larger than 100 m<sup>2</sup> (according to our own estimate).

We always note the source of the RFS in our database. When a retail outlet is measured, the Source in the database is changed to 'Measured'. When the RFS of a retail outlet is estimated, the Source in the database is changed to 'Observed'. The comment will clarify why there has been an estimate instead of an exact measurement. The shop might have been closed, or our surveyor did not get permission to measure the shop (in this case the note will say NP). In some cases, the shop owner will give us the exact space of the shop. The Source in database will then be 'Given'. Our surveyors do not take this type of information as a given and will, when in doubt, always try to get permission to measure the shop anyway.



### 3.6. Appendix 2: Retail areas

Defining retail areas is in practice not a clear-cut task. Locatus' surveyors have to decide on the boundaries of a retail area. General coherence among shops is the most important indicator for retail areas.

The set guideline is that a retail area features:

- permanent retail outlets with joined fronts, or, when this is not the case:
- incidental retail outlets placed within a space of 50 meters from each other, or, when this is not the case:
- retail outlets that have a clear synergy for each other and/or the shopping behaviour of customers shows a clear coherence between the shops.

When defining retail areas, we always try to look at retail areas from a consumers' point of view. Which shops are located within walking distance from each other? Can they be combined during a visit?

Many historical centres are usually defined by the local government. The boundaries are often set by the historical background of a town. Many (Dutch or Belgian) towns are built according to the 'fortress structure' that makes it relatively easy to define the inner city of that town. Well-known examples are Amsterdam, Groningen, Brugge, Leuven, etc. When defining retail areas, natural boundaries such as water, railways, parks, greenery, dikes, bridges, broad roads and many others are taken into account. Defining a designed shopping centre is usually fairly uncomplicated, too. Defining retail areas is usually only problematic with historically grown shopping streets that lead up to a town centre.

A retail area must contain at least 5 retail outlets, or 3 to 4 retail outlets where one of them is a supermarket with a RFS of at least 500 m<sup>2</sup>. Retail areas are categorized by our desk researchers and not our team of surveyors. The types of retail areas are different in the Netherlands and Belgium and they are continually changed and refined. The category of a particular retail area can be found in the Locatus Database.

### 3.7. Appendix 3: Vacancy: what do we mean by this?

Figures on vacancy are usually used to get an impression of the vitality of certain retail area or for making a decision with regard to a new location. It is therefore essential to know exactly which definition is employed for the term 'vacancy'.

**A retail premises is recorded as vacant if:**

It can reasonably be expected that a shop, hotel and catering service or consumer-orientated services will return to the (unoccupied) premises. In addition, the criteria below apply.

**Within a retail area:**

- The premises were used as a point of sale and are now genuinely empty.
- The premises are currently no longer being used as a shop, hotel or catering facility, but the premises carry a sign saying that it is for sale/to let (as a point of sale).

**Outside of retail areas both criteria have to apply:**

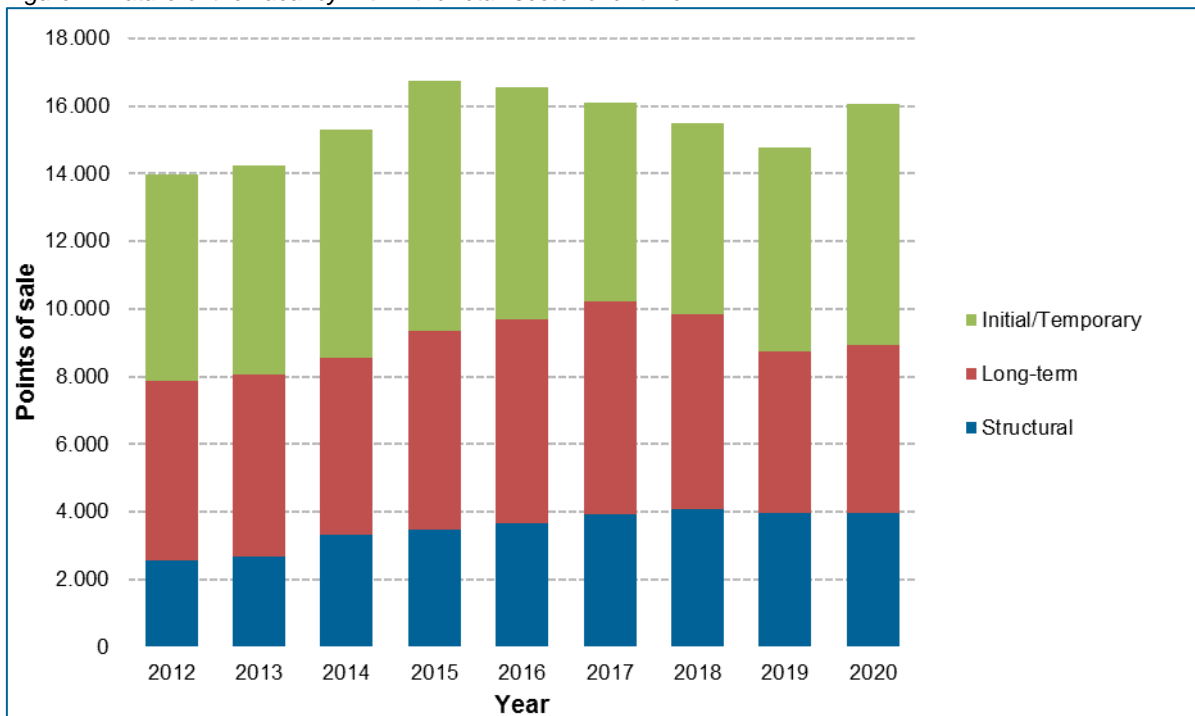
- The premises must have accommodated a point of sale *and* there must actually be a for sale/to let sign or a sold/let sign on the premises.

**Duration of vacancy:**

As of 21 May 2013, vacancy in the Netherlands has been divided into 3 categories within Locatus Online:

- initial and temporary vacancy (maximum one year)
- long term vacancy (between one and three years)
- structural vacancy (three or more consecutive years)

Figure 1: Nature of the vacancy within the retail sector over time



**How to deal with the duration of the vacancy parameter:**

Locatus employs a team of surveyors who check and assess all points of sale in the Benelux all year long. The result is an extremely up-to-date database. Locatus stands by the following quality norm: the information on a point of sale inside a retail area is not older than one year and the information on a point of sale classified as a solitary outlet is not older than three years.

One comment on the duration of vacancy: Locatus is dependent on the timing of our surveyors passing a building. It may therefore be the case that a building has been vacant for 11 months at the moment of our arrival. In these cases, we still record it as initial vacancy for another year, even though it will in fact become long term vacancy within a month.

Duration of vacancy is intended as an indicative parameter, providing you with a general idea as to how things are going with the vacancy in a certain region or in a specific retail area. It cannot be used as a precise measurement. For areas monitored only once every three years, this parameter is in fact unusable at detailed level.

### 3.8. Appendix 4: Consumer motive classification

The consumer motive classification is a new retail area classification. It is based on the motive that consumers indicate for their visit, and the size (retail floor space) of a retail area. This classification is taken from the International Council of Shopping Centers (ICSC).

In determining the visit motive of consumers, we have mainly asked 'what' consumers are doing in a particular retail area. Are they in the retail area for:

1. fun and relaxation, mainly doing non-daily shopping (comparison)
2. doing their daily shopping (convenience)
3. doing specialised shopping in areas like outlet centres or furniture stores (specialised).

#### Comparison

The retail area is aimed at Fun/Experience, Fashion & Non-Daily.

The retail floor space of the retail area is aimed at non-daily shopping for 70% or more.

#### Comparison – XL

>100.000m<sup>2</sup> retail floor space

#### Comparison - L

60.000 – 100.000m<sup>2</sup> retail floor space

#### Comparison - M

30.000 – 60.000m<sup>2</sup> retail floor space

#### Comparison - S

15.000 – 30.000m<sup>2</sup> retail floor space

#### Comparison - XS

5.000 – 15.000m<sup>2</sup> retail floor space

#### Convenience

The retail area is aimed at Run, Food & Daily.

The retail floor space of the retail area is aimed at daily shopping for 30% or more, and the supermarket sector is represented with more than 500 m<sup>2</sup>.

#### Convenience - XL

>15.000m<sup>2</sup> retail floor space

#### Convenience - L

10.000 – 15.000m<sup>2</sup> retail floor space

#### Convenience - M

5.000 – 10.000m<sup>2</sup> retail floor space

#### Convenience - S

2.500 – 5.000m<sup>2</sup> retail floor space

#### Convenience - XS

1.000 – 2.500m<sup>2</sup> retail floor space

### **Specialised**

The retail area is aimed at specialised shopping such as outlet centres and groups of furniture stores. PRO stands for Peripheral Retail Outlets; LSRO for Large Scale Retail Outlets.

#### **Specialised – PRO/LSRO**

Centre with a wide spectrum of shops in a variety of sectors.

#### **Specialised – PRO**

Centre with a large retail offer, but in a limited number of sectors. Think of cars, boats, caravans, furniture displays, garden centres, and DIY stores.

#### **Specialised - Other**

A special retail area than cannot be classified as PRO or LSRO.

### **Other**

Retail outlets located outside any of the retail concentrations mentioned above fall in the group 'Other'.