

## RETAIL

# NEWS



How does the retailer continue to make their retail property relevant? How can the landlord adapt the retailing landscape to embrace the needs of the tenant, and the consumer?



## INTRODUCTION

The retail industry is going through one of the most comprehensive revolutions in modern times, driven by a new age of demanding and 'tech sawvy' consumers who want their goods as cheap and convenient as possible and preferably to be entertained at the same time.

The property inclusity, notorious for being a bit slow on the uptake, is grapping with this revolution in the face of fience competition. This competition is now not out-of-trown versus in town, but retail bricks and morbar versus the PC, lapticp and smart phone. In other words, how does the relatiler continue to make their retail property relevant, and how can the landord adapt the retailing landscape to embrace the needs of their tenants, and the consumer?

Ihis newsletter tocuses on the outof-town retail sector, and considers where we have come from, where we are now and where we are going, It will also consider the question of 'entertainment', the role of leisure and also provide the views of Darren Richards, Head of Asset Managemen at British Land Knight Frank Retail do things a bit differently in what is a rehalening. Lot lacelling time. Our evolution continues with the appointment of serveral new countries, including the co-editor of this local countries. Stephen Springham (Head Petala Research) as well as Richard Stephenia Gray, Between them, we included the services of the provide the best possible more sharped and professional advisor, acceptational and professional advisor, acceptational and professional advisor, acceptational and professional advisor, acceptational professional advi

Rease refer to the important disclaimer on the lack page.



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## CONSUMER FIRST

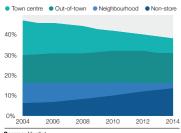
## THE NEXT GENERATION OF RETAIL WAREHOUSING

## THE LULL AFTER THE STORM

Retail warehousing has firmly established itself as a fundamental component of the UK retail market – nearly one in every three pounds spent in the UK is through an out-of-town location.

The least mature of the core store-based channels, retail warehousing has also proved to be one of the more realisent retail sectors. But, having emerged relatively unscatched from the recession, it now has some serious challenges to face, not least the imperious rise of orinis shopping. If you concur with the view that the UK has too much retall space already, the retail casualised for the lest recossion such as MFI, Cornal, Focus and JLB Sports were primage a blessing, However, in the list voor of three years, nearly after space vacated by the realised relations has been ex-biotobid by a new therefore of occupier—many from the value end of the spectrum (e.g., B&MI, thore Bergards, The Renga, Dundin).

## Share of Total Retail Expenditure by Location



Source: Verdict

Despite a more benign miscro-economic environment and more fevourable consumer backcloth, the relat wearbussing market mast more with the times to avoid staguardor. The consumer is either demanding their products instantly or to be entertained whilst shopping, or partiags both. Ether way, any retailer (and landord) who stards still risks being into theritin.



## EARLY SIGNS OF STAGNATION?

Despite ongoing buoyancy in investment market activity, there are some warning signs about the performance of these assets, namely:

- Static headine rents, and at best, pedestrien rental growth A limited development pipeline, but at least this restricts new supply A wee of trafficoning lease exprise witch will allow relates to address any property pressures and inevitably put downward pressure on rents in certain locations

In many cases, there is a disconnect between the occupational and investment markets where pricing may not necessarily fully reflect the underlying occupational risks and the potential capex required to reposition these schemes. More then ever, stock picking to avoid such pitfalls is essential.

Peak rents are showing little movement. According to data from TW Associate only 10% of 1,550 retail parks achieve peak rents in excess of 253 sq. ft. This proportion has been static since 2000. Many of these peak levels are also histic—of the Top 100 Retail Parks surveyed, just three [Brent South SP Nugent SP and Westway SP] anchieved peak rental levels in 2014. Many peak levels periodated the economic crisis of 2008. More fellingly, 28% of the historic headline rents were achieved by occupiers who subsequently went into administration of filed for CVA (e.g. Aliied Carptis, Dreams, Peacocks, Paul Simon).

Headfine and underlying rents are not necessarily one of the same. But, in this case there are very clear common denominators, reflecting a market that enjoyed stellar growth for a number of years, but seriously over-heated in the 'boom years' of the 2000s. According to FID, relail werehousing nents grow by a staggering 130% between 1988 and 2014. In comparison, according to the ONS, relail sales volumes over the same pending drew by just 58%. In very simple terms, the increases in rents borne by retailers for outstripped the growth in revenue they took through their tills. Even allowing for some pretty drastic comection in the last five years, historic inhabitances have still not been fully redressed. This is also a reflection of lease structure i.e. no downward reviews. Hence a lease event gives the occupier a unique opportunity to re-balance the books.

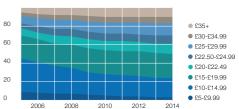


Percentage of RW schemes with peak rents >£35/sq ft in 2010

10%

Percentage of RW schemes with peak rents >£35/sq ft in 2014

## Highest rent achieved (£/sq ft)



Source and Copyright: Trevor Wood Associates - The Definitive Guide to Re Associates - The Definitive Guide to Retail and Leisure Parks 2006-2007

Fertal values are tall below the love they were at in 2005 and short-term growth forecasts are not inspiring. On the back of growth of jast 0.1% in 2014, relail veserbousing entits are forecast to witness lackluster restal growth of jast 0.5% this year (according to Experien/Beal Estate Forecasting). Some sub-sectors, notably lashion peaks, all fermain in negating growth terting 0.2(14-0.6%), 2015-0.1%. Even allowing for an improving medium term trend, underlying retail warehousing rents will not surpass their 2007 peak until 2016, at the very aeriset.

The spectre of lease expiries also looms large over the sector. The three largest retail warehousing occupiers are all domastizing their estations and lease expiries also revoking them with the opportunity to do his. B&O has 16 lease expiries also referred their estations and lease expiries also revoking them with the opportunity to do his. B&O has 16 lease expiries are all domastizing (although only one) or of these is a 100,000 sql the variebousie, while Hornebase has 28, totaling more than 1 million sql ft. Currys has 18, of which nearly half have already been consolidated into Currys PEV World Westerbouss. And Westerbouss. And the beyond "the Big 3" - for example, Argos has lease expires so 34 stees before March 2018 (25% of which have entits of more than 255/sql t) and Sports Direct-LOR Sports collectively have 2.0, of which 40% exceed 255/sql tit. The outcome of lease expires is by no means a foregone conclusion, but invariably it is not a catalyst for rental growth.





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<del>\_\_\_\_1990-1998</del> <del>\_\_\_\_</del>

POLARISATION & PLANNING PARANOIA 1998-2010

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The UK retail warehousing market has evolved significantly over its relatively short lifetime.

We are now poised to enter a new phase of evolution, the fourth since the market took off in the 1980s. Retailing is essentially about the future, but there is met in also reviewing its historic evolution – if you want to know where a market is heading to, you also need to know where it has come from.

The First Age of netall warehousing was in many ways a land grab – the concept of out-of-form reliating sax relatively new of a but a few retail warehousing princers, notating BSQ, MRI and Cornet. The charge was led by the food stores and bully goods retailers. As the market found its feet from the mid 1980s, double-digit netall growth was commonplate.

The late 1980s recession ushered in the Second Age. The retail warehousing market came of age and diversified, with ever more not bully-goods retailers joining the out-of-town frey. This culminated in the birth of the Shopping Park. The development pipeline remained healthy and rental growth fisched along in dis-single digits. The burst of the Act com bubble and subsequent recession in the early 2000s marked the advert of the Third Age, which saw the market marker further. Retail parks segmented and polerated, with open AIT planning consents becoming gold dust. Record pask rents were set in many that have no been surpassed to the day. But all the same time, planning regulations tightened considerably, amidst growing flut misplaced) paranois that out-of-bown was litting the high street.

Coming out of the most recent recession, we are on the cusp of the Fourth Age of Retailing Warehousing. But what have the previous three taught us?

- · Occupiers are king the retail warehousing market is only as strong as the occupational market that supports it.
- There is strength in numbers larger parks stand a better chance of thriving than solus sites.
- Nothing lasts forever 'first generation' retail parks are in some cases obsolete and must find alternative use.
- · Tenant mix is a fundamental driver of footfall
- The mantra of 'build it and they will come' no longer applies – 'build what they want and they may come' is a more realistic assessment of where we are now.
- Most planning paranoia is wide of the mark.
- · Rental growth is no longer guaranteed as it once was.
- Floorspace will have to work much harder than before.



## KEY PERSON FEATURE:

Head of Retail Asset Management, The British Land Co PLC

This vision of the future of the retail park will, of course, only be realised if it has the full buy-in from key stakeholders, most significantly the landiords and tenants themselves. Naturally, some are more progressive in their thinking than others. As the largest retail warehousing landlord in the country (with ownership of over 8 million sig ft of retail warehouse space ownership of over a million sq tr or retail warenouse space and management of over 10 million sq ftl, British Land is a hugely influential force in the evolution of the retail park market. Here we ask Darren Richards, Head of Retail Asset Management, on his views as to how the retail warehousing market will unfold.

If you had a blank sheet of paper, what would the OOT park of the future look like? In many ways the same as the consumer would expect at any destination - we wouldn't alter this; past because it is an out-of-town park. - A mix of all retailers appropriate to the catchment, a strong food and beverage and leisure provision and an engaging environment, enthousing the benefits of being highly accessible such as helping castomers tick and collect.

We don't believe that there are barriers to tenants moving out

You have said you are firmly focused on the consumer – have your occupiers embraced this?

In essence all it really means is that if you don't understand who your shopper is and how they behave then you will never be able to realise the full potential of an asset. We have a 

You have changed the structure at BL, moving away from in v out of town to regional asset managers across both sectors – why?

The fact that we have decided to move to a regional structure isn't the headline here – it's that we have now adopted a singular approach to the way we manage our assets. With every asset or aim is the same – the consumer is our key. As a large retail business, we fall we needed a structure that allows us to deliver our retail strategy and which is easy to understand infermally and externally. And, importantly, this is the way most retailers manage their portfolios.

How has technology affected your asset management strategy? There are lots of ways in which technology impacts our business—Irom how we build our buildings to how our shoppers interact with the piaces we create. The growth of orline has changed the way people who pan of we have enriched that. We know that the store is at the centre of most shopper journeys in the orms-channel when the propers in the orms-channel.

words. Importantly we have also finable saler links by some and reproviding Wife for customers, which retailers are starting to recognise as a powerful marketing tool to reach target customers and drive sales. We have also provided click and collect facilities across a number of our assets giving shoppers more flexibility in how they make their purchases.

Coupled with the above, what data have you been able to capture about you customers, and do you find this complements the retailers' intelligence? Capturing data has been a real focus for us over the past few years. Caby we've got a lot of data and it's falling us we've got great assets and that they have lots of opterfail. The data gives us a really granular understanding of the 40m people

The data gives us a really granular understanding of the 40m poople catchiments, informing our decision making and chrismy value. We collect a wealth of data from a wide range of sources – susset as 50,000 consumer surveys a year; footfall and sales data to mail our multi-let assets; CACI research to understand local demographics and catchiments; and we can now mo internet sales. This data helps us to understand our assetser and the actions we need to late to unick their potential.

Do you expect increasing numbers of traditionally shopping centre/high street occupiers prepared to consider OOT locations?

Yes, and this is already happening. We have taken 36 traditional high street retailers out of town and we have been told by many others that they are looking for out of town space. We don't believe that there are barriers to transtra moving out of town because we are able to create the environments they need. Crucially, many of our occupiers are generally more conflicted and toloring for more space, and this sint neels yabout in room versus out-of-town—what they ris looking for site to be to space, the best format, in the right place, and increasingly that is about hewing the right peneration in each catchment.

## CHANGING OF THE GUARD AMONG OCCUPIERS

The occupier market is already in the throse of change. The established 'old guard' is tranforming – many MRT, Comet, Focus, JJB Sports) have disappeared completely, while others (BSAC, Curyes, Hombasse) are actively downsizing. Rather than fe vacant, a large proportion of these units have been taken on by a new head" of operation, speakeded by Djunetin, BSM, Homes Begans and The Brange, amongs others. Much has been made of the lact that both Hombase and BSQ are shodding surples agree. In the case of Homesbee, the reads closing 05 stores and reducing overall space by around 25%. The informational establish closing 05 stores and reducing overall space by around 25%. The informational establish closing of our ship ship has continuing to completate Congruence of the Congruence o



ledium (3-5 years) plans of Selected HW Operators. May include some town centre space. lource: Planet Retail, Knight Frank

The mutual disammament of the three largest retail warehousing operators is increasingly that enronecusly viewed as a barometer of the wider markel. But these three remarks the exception rather than the rule — most of the 'new breet' of operators remain firmly on the expension trail. Collectively, the amount of floor space these operated saty war for underlight that officiated by the three largest operators. In other words, the market is growing rather than contracting, as evidenced by positive ternation in example, rates. According to TVM Associates, the retail warehousing vacancy rates stood at 7.1% at the end of 2014, a 170 bps improvement on the figure at the end of 2013 – and a far cry from the high of 11.8% witnessed in Q2 2000.

9.4 million sq ft

Amount of space **B&Q**, **Homebase and Curry's** are collectively offloading (Source: Curry's)

9.6 million sq ft

Amount of space B&M, Home Bargains, The Range, Dunhelm, Wren Living are projected to add in the next 5 years (Source: Dunkin)

## HIGHER CAPEX ON IMPROVING DESIGN

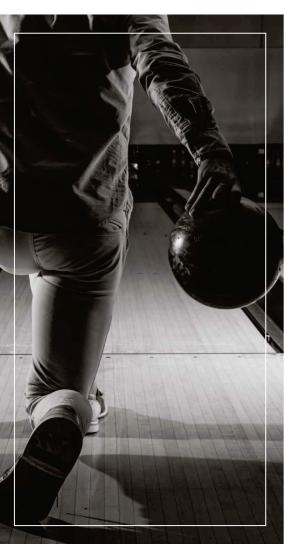
The tenant mx on retail parks is changing at a faster rate than ever changing at a faster rate than ever changing at a faster rate than ever impetus if more retailers from the high street make the transition to the retail park. Although many "high street" retailers have already ventured out-of-town, many others have get to cross the divide (other than to open factory outlet stores). As a general observation, unparalled and upper mass-maker fastinion operations of the control of the

scheme such as Bicester Village to approaciate how the two can succeed.

So, this is something of a catch \*22 students. The retail warehousing market would benefit significantly from rests blood, yet would-be new treamts are deterned by the current limitations of the shopper environment on retail parks. This obvious compromise such as the success of the shopper environment on retail parks. This obvious compromise such as the success of t

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## SALVATION FROM LEISURE

Retail and leisure are becoming ever more amenable and willing bedfellows. This is true across all channels – high street, shopping centre and retail parks. The recession in the early 2000s left swathes of vacant floor space in town centres, much of it in secondary and tertary locations as the prime pitch contracted. This paved the way for the influx of branded AS and A4 operators (Pizza Express, Nandos et al, and even climates in some cases) that now occupy much of this space. The lesure operators repensented areas that would have otherwise been hugely problemator for landford fland local authorities, for that matter).

Sighty more belatedy, shopping contrea are also embracing the benefits of A3 operators. The Westfeld contrea are perhaps the best exponents of how retail and leisure can interact and cross-fertise in a shopping contre en

dwell time.

The same mechanics are taking shape on the retail park. In the past, some landfords may have been somewhat smith towards lesism operators on account of the lower rends values they achieve. Why let to a lieisure operator when you can achieve a higher rent on a retail deal? Unlarily, leisure operators may have in the past be labelled more as space filters or mere footfall drivers. This perception is definitely changing—a scheme with a diverse and integrated retail and lieisure offer in far more lieily to draw customers in and make them, as when well as the control of the co

This migration to leisure is afready taking not. Around 275 (18%) of the 1,550 TW-identified parks already have significant levels of leisure provision (including around 100 tull-fledged Leisure Parks). Of the 79 parks identified in the development pipeline, around 21 (27%) will have a substantial leisure component (or 29 /37% if the Shorp) Parks are included). The direction of travel is clear.



## THE ONLINE CONUNDRUM

Put plainly, retail warehousing needs to set out its stall much more proactively in the e-commerce arena. It has much to bring and thus far its potential has been under-exploited.

Retail warehouses have a greater role to play in the supply chain process. The 'anytime, anywhere' consumer expects goods to be delivered promptly to the location of his or her choice, be that their hore or an eliterate location convenient to them. This expectation is putting pressure on delivery lead times and not all retailers' supply chains can cope with this demand – particularly those that operate purely on a centralised distribution centre (DC) basis.

Retail warehousing can alleviate some of this supply chain pressure by operating as quasi DCa – spokes to the hub, if you like. In practice, this would ental certain sheds holding significantly more stock than a traditional store and servicing a locialest catcherin rear. This would be a tar more efficient and cost-effective way of managing onine demand from shoppers. This is already the shoured model for most of the food store operators – they do have a select few 'dark' stores', but most online grozery is serviced through local in-store pickers. Retail warehousing has a more involved role to play in the 'behind the scenes' mechanics of multi-channel retailing.

multi-charmel retailing.

There is also much more that retail warehousing can bring to the "front end" of e-commence. That is a general shift away from home delivery as this is often less convenient for time-pressed consumers – a trek to the local post depot is hardly more convenient than a firb (to the store. Home delivery also makes no more) role may be considered than a firb, of the store. Tolek & Collect is increasingly the happy compromy/ is allowing consumers the convenience of purchasing remotely and picking up goods at a location and time of their choosing – effectively everything, everywhere, anytime shopper). Click & Collect is also a preferred fulfillment means for retailers – it is far more cost-effective to get the customer to come to you than ship to them. Industry figures suggest that 65% of all K online orders are now on a Click & Collect basis, a figure that is forecast to rise to 76% by 2018. Argos is one retailer to back this up, exertly revealing that online represented 44% of its quarterly sales and that this was "mainty Click & Collect".

Click & Collect is therefore a win-win solution, in that it is in the interests of both the consumer and the retailer. Retail wavehousing has to embrace the concept far more than it has to date. Currently, Click & Collect has been provided fairly passively as an in-store service. Going loward, in needs to marketed far more proactively as an integral part of the overall proposition. Not only is Click & Collect a more profitable online charnel than home delivery, it is a fortial generator in its own right. Shoppers collecting online orders represent an opportunity for incremental sales.

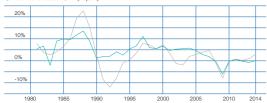
New Look recently reported that 28% of its online orders were collected in store and that 19% of those trips resulted in additional spend.





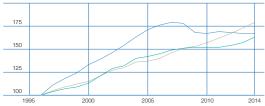






## Retail Sales Growth versus RW Rental Growth '(1996 = 100)'

O Retail sales volume O Retail sales value O RW Rents



(Sources: ONS, IPD, Knight Fran

## Forecast Rental Value Growth

O All retail warehouses O Retail parks O Fashion parks O All retail



+130% Increase in RW rents between 1988 and 2014

volumes between 1988 and 2014

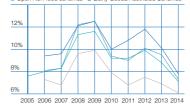
Forecast increase in all retail warehouse rents in 2015

Forecast decline in shopping park rents in 2015

RW Vacancy Rate at Year-end

O Vacancy Rate O Open A1 Schemes

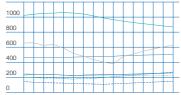
Open Non-food schen es O Bulky Goods/Re



(Source & Copyright: Trevor W Leisure Parks 2006 – 2015)

Superstore / OOT Sales Densities by Sector (£/sq ft)

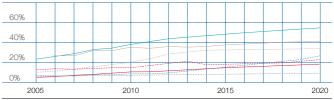
○ Grocery ○ Clothing/footwear ○ Furniture/floorcoverings ○ Electricals ○ GM ○ DIY ○ Total



2004 2006 2008 2010 2012 2014 2016

RW Retailers: Online as % of Group Sales

○ Dixons\* ○ Argos ○ Homebase ○ John Lewis\*\* ○ B&O ○ M&S\*\*\* ○ Next



+1.4% Year-on-year increase in footfall in Retail Warehouses in May 2015

-2.0% Year-on-year decline in footfall in Shopping Centres in May 2015

## NEW RECRUITS

Head of Retail Research, Steve Springham, who joins from Planet Retail, with 20 years of experience under his belt. His strength is consumer trends and conceptional knowledge, complementing our property expertise.

Cliver Petch has been recruited into the OT team, focusing on the occupational/agency market, but integral to the investment function.

Mike Wimble joins from Praxis Real Estate, and will work within the retail agency function, providing specialist shopping centre and high street occupational advice to the investment tead agency function, providing specialist shopping centre and high street occupational advice to the investment team. Fichard Petch I was a ASDA. He will continue to work, in the occupation of the provided provided in section of the provided in the provided provided in function of the provided provided in Cur newest recruit is Stlephane (and provided in Cur newest recruit is Stlephane (and provided in Cur newest recruit is Stlephane (and provided in Cur newest recruit is Stlephane) Cur newest recruit is Stlephane (and provided in Cur newest recruit is Stlephane) Cur newest recruit is Stlephane (and provided in Stlephane) Cur newest recruit is Stlephane (and Stlephane) Stlephane (and S

















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