

**Retail Study Update 2010**

In 2003 a Retail Study was commissioned, and updated in 2010. It highlights a number of useful facts that can help inform this Town Centre Strategy.

To understand its performance compared to other nearby centres, the Management Horizons European Index has been examined. According to the Index, New Malden is ranked 711 representing a decline of 62 places since 2003/04.

New Malden has a good convenience retail offer, with five national supermarkets and a range of smaller independent convenience goods retailers including a specific ethnic offer (there are three Korean supermarkets in the centre). However, New Malden suffers from the proximity of the Tesco Extra store in Raynes Park. There is an opportunity to extend one of the foodstores to provide a larger store that improves consumer choice, claws back expenditure from the Tesco Extra and encourages more linked trip spending with other businesses in the town.

According to the study, New Malden High Street has no butchers or greengrocers and the lack of smaller stores could be seen as a qualitative deficiency. However, New Malden has developed a very specific ethnic food offer that is a clear benefit to the centre contributing to its vitality and viability.

The 2003 Retail Study found that New Malden was functioning successfully with good quality town centre anchor foodstores and national multiples, but the key issue is an insufficient provision of short stay car parking and room for improvement in the shopping environment.