

A04.1

Forecasting town centre and retail outlet sales and profits using GIS models

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Synopsis

- About ORC
- Gravity modelling town centre catchments in the 1990s
- The need for a foodstore sales and profit models – the FSPM
 - a cartel of foodstore operators?*
 - the rent review process*
 - constructing the FSPM as a GIS model*
 - forecasting levels of affordable rent*
- Shortcomings of the FSPM
- Developing version 2: the Retail Sales and Profit Model (RSPM)
- The RSPM as a real-time GIS model:
 - the need for processing speed*
 - the need for detail*
 - replicating consumer shopping patterns*
 - variables affecting sales forecasts*
 - calibration and validation*
 - 5-year forecasting*
 - levels of accuracy*
 - types of application*
- Further developments of the RSPM: the impact of physical and psychological barriers to shopper behaviour
- Who uses the RSPM, and why?