**APPENDIX 10:
MANAGEMENT HORIZONS EUROPE
METHODOLOGY**

MANAGEMENT HORIZONS EUROPE UK SHOPPING INDEX

Methodology

The methodology of the MHE Index remains the same as previous editions. Towns and major shopping centres are using a straightforward weighted scoring system which takes into account of each location's provision of multiple retailers and anchor store strength.

The MHE Index of retail strength is based on a count of multiple retailer presence by location which comprises fashion operators, non-fashion multiples and anchor stores.

Anchor stores such as John Lewis, Marks & Spencer and Debenhams are given a high score than other multiple operators in order to reflect their major influence on non-food shopping patterns.

MHE Index Scoring System

MHE Index Score	Classification	Example Retailers
15	Premier Department Stores	Harrods, Selfridges
10	Major Department Stores	Harvey Nichols, John Lewis
8	Premier Variety Stores	Marks & Spencer
8	Hypermarkets	Asda Wal-Mart Supercentre, Tesco Extra
5/6	Supermarkets	Asda, Sainsbury's, Tesco
4	Variety Stores	Bhs, Boots
3	Local Anchors	Argos, Woolworths
2	Destination Specialty	Dixons, Homebase
2	Clothing Destination	Gap, Next
2	Leisure Destination	HMV, Waterstone's
1	Other Multiple Retailers	Monsoon, Top Shop

The analysis of UK shopping locations using the MHE Shopping Index establishes nine distinct grades of retail venues in the UK in which multiple retailers trade. These are classified as follows:

Major City	MHE Index core of more than 400
Major Regional	MHE Index Score of between 250-399
Regional	MHE Index Score of between 190-249
Sub-Regional	MHE Index Score of between 130-189
Major District	MHE Index Score of between 90-129
District	MHE Index Score of between 60-89
Minor District	MHE Index Score of between 31-59
Local	MHE Index Score of between 15-30
Minor Local	MHE Index Score of between 1-14

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