

Wimbledon Town Shop



Location: Ground floor retail unit at Sterling House, 6-10 St. George's Road, Wimbledon (approx. 2,931 sq ft). Sterling House is a 5-storey building refitted to provide office and shared/co-working workspaces on upper floors.

Positioning: The property has large shop frontage, is diagonally opposite Wimbledon Station, and neighbours include Elys back entrance and a NatWest Bank. The road carries significant passing road traffic. The building has Use Class E (retail / flexible) for the retail unit.

Footfall: Wimbledon station annual footfall was 12.5million in 2023-24 which equates to 34,000 per day on average. Therefore the footfall within sight of the unit is very high. However, there is much lower natural footfall passing the shop.....we will need to drive this with strong signage and marketing in the early stages. Reputation should then create a destination that should draw a % of this high volume to the shop.

Rent: The Asking price is £90,000 pa which equates to £30psf. This is at the low end for Wimbledon where prices can be much higher. We have made an offer of this amount but understand that the landlord is taking offers from 2 other interested parties and has asked for our best offer.

Turnover: Our average shop received 24,000 customers in 2024-25 with a spend of £8.73. The average shop is under 1,400 sq ft. This unit is twice this size and Wimbledon might be expected to operate just above average. Raynes Park (£10.70 for a 'high street' store) might be a fair comparable. At this level an average number of customers would deliver £256k (plus Gift Aid).

If we based the estimate on average St Raphael's income per square foot, the target level would be £375k (average income psf is £125).

Contribution and ROI: Assuming 3 FTE staff and other costs similar to the Donations Centre (similar sized unit) a possible contribution ranges from £43k to £176k with a ROI on (estimated) £80k fit-out from under 2 years to under 1 year.

	Wimbledon Central		
	Scenario 1	Scenario 2	Scenario 3
	St Raph's lowest rate	Donation Centre Rate	St Raph's average rate
	£83 psf	£100 psf	£125 psf
SHO-160 Sales	£250,000	£300,000	£375,000
SHO-195 Other Income			
SHO-150 Gift Aid	£15,625	£18,750	£23,438
Income	£265,625	£318,750	£398,438
SHO-200 Salary (3 FTE Staff)	£82,955	£82,955	£82,955
SHO-201 Er's NIC	£10,193	£10,193	£10,193
SHO-202 Pension	£2,489	£2,489	£2,489
Staff Costs	£95,636	£95,636	£95,636
SHO-400 Rent	£90,000	£90,000	£90,000
SHO-401 Rates	£8,565	£8,565	£8,565
SHO-410 Utilities	£4,246	£4,246	£4,246
SHO-420 Repairs and Maintenance	£4,998	£4,998	£4,998
SHO-430 Hire of Equipment	£740	£740	£740
SHO-460 Small items not capitalised	£2,558	£2,558	£2,558
Property Costs	£111,106	£111,106	£111,106
SHO-240 Subscriptions	£1,292	£1,292	£1,292
SHO-300 Food and Catering	£350	£350	£350
SHO-310 Consumables	£3,526	£3,526	£3,526
SHO-320 Cleaning	£360	£360	£360
SHO-330 Waste Disposal	£2,586	£2,586	£2,586
SHO-530 Stationery	£36	£36	£36
SHO-550 Computer Costs	£1,023	£1,023	£1,023
SHO-560 Communications and Marke	£1,656	£1,656	£1,656
SHO-600 Bank and Credit Card Charge	£2,559	£2,559	£2,559
SHO-610 Cash collection	£309	£309	£309
SHO-630 Goods for resale	£500	£500	£500
SHO-640 Professional Services	£699	£699	£699
SHO-650 Insurance	£385	£385	£385
Other Direct Costs	£15,282	£15,282	£15,282
Contribution before HQ allocation	£43,600	£96,725	£176,413
Capital Costs	£80,000	£80,000	£80,000
ROI	1.83	0.83	0.45
	Years	Years	Years