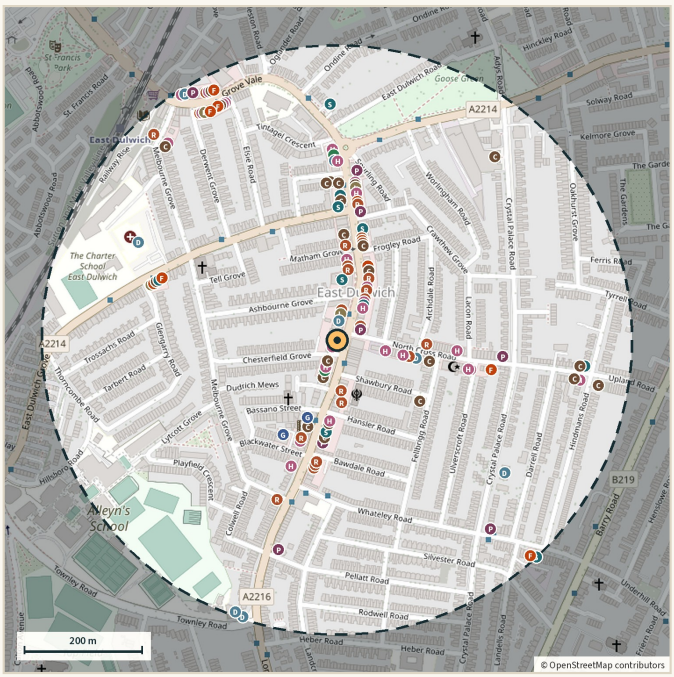
# Tenant-mix report

Which shops is the parade missing? · One-page indicative study · 500 m radius · London

SAMPLE

## Lordship Lane, East Dulwich, London SE22

Centred on 84–90 Lordship Lane (M&S Foodhall, corner of North Cross Road), the middle of the parade. For landlords and letting agents choosing which tenants to target.




C Cafés · R Restaurants · F Fast food · P Bars, pubs · S Grocery
+ Pharmacy · G Gym · H Hair, beauty · D GP, dentist · L Dry cleaner

Pin: parade midpoint. Circle: about 500 m. © OpenStreetMap contributors.

HEADLINE

**Best gaps: a pharmacy, an everyday grocery store and a pub or bar. Already full: hair and beauty, and cafés. No type is mapped at crowded levels.**

### Compared with typical London high streets

| WITHIN 500 M | HERE | TYPICAL* | VERDICT |
|---|---|---|---|
| Pharmacies | 2 | about 5 | Room for more |
| Grocery stores | 11 | about 19 | Room for more |
| Bars and pubs | 8 | about 13 | Room for more |
| Fast food | 11 | about 18 | Room for more |
| Restaurants | 22 | about 30 | Room for more |
| Gyms and studios† | 2 | about 3 | About right |
| Dry cleaners | 4 | about 4 | About right |
| GPs, dentists, clinics | 8 | about 7 | About right |
| Cafés | 23 | about 22 | About right |
| Hair and beauty | 25 | about 23 | About right |

*Typical: what the median of 13 comparable London high streets carries for the same nearby demand. †Thinly mapped: 2 of the 13 streets map no gym. Left out: nurseries (4 of 13 streets map none) and bakeries (often mapped as cafés), because their mapping is too patchy to compare.

### What brings people nearby

Mapped features within about 500 m, not headcounts

| 634 | 8 | 2 | 15 | 5 | 4 | 0 | 0 |
|---|---|---|---|---|---|---|---|
| Homes | Offices | Rail stations | Bus stops | Schools | Attractions and galleries | Hotels | Hospitals |

Homes make up about 89% of the demand score: this is a residential, everyday-shopping parade. East Dulwich station is about 500 m from the midpoint.

### What this means for the landlord

1. **Market a vacant unit to a pharmacy first.** Only 2 dispensing pharmacies are mapped within 500 m, Sogim on Lordship Lane and Vale Pharmacy on Grove Vale, against about 5 typical for this demand. It is the largest gap on the parade.
2. **Everyday grocery and an evening offer come next.** There are 11 grocery stores against about 19, and 8 bars and pubs against about 13. A grocer or a bar adds a reason to visit that the parade lacks, instead of splitting trade with existing tenants.
3. **Avoid another salon or café.** Hair and beauty is the largest type on the parade, at 25 of the 116 outlets counted, with 9 within 150 m of the midpoint. Cafés are at 23 against about 22. Both are already at the typical level for this demand, so a new one would mostly share existing trade.

**How this is calculated.** Demand score: OpenStreetMap features within 500 m, weighted: homes 1, bus stops 1, offices 1.5, hotels 3, attractions 3, schools 4, hospitals 4, stations 8. Gyms, supermarkets and clinics are left out of demand here because they are tenant types. Typical: for each type, the median demand per outlet across 13 comparable London high streets (Chatsworth Road, Roman Road, Stoke Newington Church Street, Crouch End, Muswell Hill, West End Lane, Herne Hill, Blackheath Village, Kentish Town Road, Hoe Street, Tooting, Rye Lane and Clapham High Street, each with the same 500 m circle). Northcote Road, Balham and Chiswick were left out because few homes are mapped there. Room for more: demand per outlet over 1.25 times typical and at least 2 outlets short. Crowded: under 0.8 times typical and at least 2 over. Cross-checked with each type's share of the parade, which gives the same order.

**Indicative only. Sample report.** From OpenStreetMap data read on 21 November 2026. Counts are mapped places within about 500 m in a straight line; unmapped, new or closed shops can change them. Footfall, rent and spend are not measured, planning use is not checked, and this is not a site inspection. Homes are unusually well mapped here, which lifts the demand score, so read the order of the gaps rather than the exact numbers.