

East Staffordshire Borough Council RETAIL AND LEISURE CAPACITY STUDY

ANNEX 2 - RETAIL & LEISURE CAPACITY SPREADSHEETS



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SPREADSHEET 1 TO 20

Retail Spreadsheets
Scenario A, 'Low Population Growth'

Spreadsheet 1 - Zone Data

Zone	Ward	Local Authority
Zone 1	Heath	East Staffordshire
	Town	East Staffordshire
Zone 2	Abbey	East Staffordshire
	Churnet	East Staffordshire
	Doveridge and Sudbury	Derbyshire Dales
Zone 3	Hatton	South Derbyshire
	Norbury	Derbyshire Dales
	North West	South Derbyshire
Zone 4	Etwall	South Derbyshire
	Hilton	South Derbyshire
	Willington and Findern	South Derbyshire
Zone 5	Church Gresley	South Derbyshire
	Hartshorne and Ticknall	South Derbyshire
	Linton	South Derbyshire
	Midway	South Derbyshire
	Newhall and Stanton	South Derbyshire
	Repton	South Derbyshire
	Seales	South Derbyshire
	Swadlincote	South Derbyshire
	Woodville	South Derbyshire
Zone 6	Ashby Castle	North West Leicestershire
	Ashby Holywell	North West Leicestershire

Zone	Ward	Local Authority
Zone 6 (continued)	Ashby Ivanhoe	North West Leicestershire
	Appleby	North West Leicestershire
	Measham	North West Leicestershire
	Moira	North West Leicestershire
	Oakthorpe and Donisthorpe	North West Leicestershire
Zone 7	Anglesey	East Staffordshire
	Branston	East Staffordshire
	Brizlincote	East Staffordshire
	Burton	East Staffordshire
	Eton Park	East Staffordshire
	Horninglow	East Staffordshire
	Shobnall	East Staffordshire
	Stapenhill	East Staffordshire
	Stretton	East Staffordshire
Winshill	East Staffordshire	
Zone 8	Crown	East Staffordshire
	Needwood	East Staffordshire
	Rolleston on Dove	East Staffordshire
	Tutbury and Outwoods	East Staffordshire
Zone 9	Bagots	East Staffordshire
	Yoxall	East Staffordshire

Spreadsheet 2 - Population Projections (Scenario A, 'Low Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	All Zones Total
Population 2007	12,380	7,987	6,773	15,088	54,523	27,139	64,050	16,848	5,170	209,958
Population 2011	12,318	7,975	7,044	15,860	57,315	28,089	63,726	16,763	5,144	214,233
Population 2016	12,266	7,978	7,368	16,771	60,607	29,283	63,456	16,692	5,122	219,543
Population 2021	12,286	8,020	7,661	17,575	63,513	30,419	63,563	16,720	5,131	224,889
Population 2026	12,400	8,105	7,912	18,250	65,950	31,382	64,151	16,875	5,178	230,201
Change in population 2007 - 2011										
Numeric change	-63	-12	271	773	2,792	949	-324	-85	-26	4,275
Percentage change	-0.5%	-0.2%	4.0%	5.1%	5.1%	3.5%	-0.5%	-0.5%	-0.5%	2.0%
Change in population 2011 - 2016										
Numeric change	-52	3	324	911	3,292	1,194	-269	-71	-22	5,310
Percentage change	-0.4%	0.0%	4.6%	5.7%	5.7%	4.3%	-0.4%	-0.4%	-0.4%	2.5%
Change in population 2016 - 2021										
Numeric change	21	43	294	804	2,906	1,136	107	28	9	5,346
Percentage change	0.2%	0.5%	4.0%	4.8%	4.8%	3.9%	0.2%	0.2%	0.2%	2.4%
Change in population 2021 - 2026										
Numeric change	114	85	250	674	2,436	963	588	155	47	5,312
Percentage change	0.9%	1.1%	3.3%	3.8%	3.8%	3.2%	0.9%	0.9%	0.9%	2.4%
Change in population 2007 - 2026										
Numeric change	20	118	1,139	3,162	11,426	4,243	101	27	8	20,243
Percentage change	0.2%	1.5%	16.8%	21.0%	21.0%	15.6%	0.2%	0.2%	0.2%	9.6%

NOTES:

(1) Population multipliers derived from Staffordshire County Council's RSS growth estimates Option 1 (December 2006) and ONS 2004 Population Projections.

Spreadsheet 3 - Comparison Goods Expenditure (per capita), (Scenario A, 'Low Population Growth')

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
	£	£	£	£	£	£	£	£	£
2007	3,274	3,474	3,552	3,497	3,040	3,136	3,001	3,418	3,671
2011	3,889	4,127	4,220	4,154	3,611	3,725	3,565	4,060	4,361
2012	4,823	5,118	5,233	5,152	4,479	4,620	4,421	5,036	5,409
2021	5,982	6,347	6,491	6,389	5,555	5,730	5,483	6,246	6,708
2026	7,419	7,872	8,050	7,924	6,889	7,106	6,800	7,746	8,319

NOTES:

(1) All data derived from Mapinfo 2004 per capita annual comparison goods expenditure estimates, which we have obtained through our in-house GIS system using the MapInfo data.

(2) This 2004 MapInfo expenditure data has been projected forward to the base year and forecast years using the MapInfo forecast growth rate of 4.4% per annum (please note that the MapInfo forecast ends at 2016, but we continue this 4.4% per annum forecast to 2026). The source for the growth rates is MapInfo/OEF Information Brief 06/2 (Table 2).

All monetary values are held constant at 2004 prices.

Spreadsheet 4 - Total Comparison Goods Expenditure & Expenditure Growth (Scenario A, 'Low Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	All Zones Total
Year	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Sub total 2007	40.53	27.74	24.06	52.75	165.74	85.10	192.19	57.59	18.98	664.68
Deduction for SFT at 8.6%	3.49	2.39	2.07	4.54	14.25	7.32	16.53	4.95	1.63	57.16
Total 2007	37.04	25.36	21.99	48.22	151.49	77.78	175.66	52.63	17.35	607.52
Sub total 2011	47.90	32.91	29.72	65.88	206.98	104.63	227.16	68.07	22.43	805.68
Deduction for SFT at 12.3%	5.89	4.05	3.66	8.10	25.46	12.87	27.94	8.37	2.76	99.10
Total 2011	42.01	28.86	26.07	57.78	181.52	91.76	199.22	59.69	19.67	706.58
Sub total 2016	59.16	40.83	38.56	86.40	271.44	135.29	280.53	84.06	27.70	1023.98
Deduction for SFT at 12.4%	7.34	5.06	4.78	10.71	33.66	16.78	34.79	10.42	3.44	126.97
Total 2016	51.82	35.77	33.78	75.69	237.78	118.51	245.75	73.64	24.27	897.00
Sub total 2021	73.50	50.91	49.73	112.29	352.79	174.30	348.51	104.43	34.42	1300.87
Deduction for SFT at 12.4%	9.11	6.31	6.17	13.92	43.75	21.61	43.22	12.95	4.27	161.31
Total 2021	64.38	44.60	43.56	98.37	309.05	152.69	305.30	91.48	30.15	1139.56
Sub total 2026	92.00	63.80	63.69	144.61	454.33	223.01	436.23	130.71	43.08	1651.47
Deduction for SFT at 12.4%	11.41	7.91	7.90	17.93	56.34	27.65	54.09	16.21	5.34	204.78
Total 2026	80.59	55.89	55.79	126.68	397.99	195.36	382.14	114.51	37.74	1446.68
Growth in total expenditure 2006 - 2011	4.97	3.50	4.08	9.56	30.03	13.98	23.56	7.06	2.33	99.06
Growth in total expenditure 2011 - 2016	9.81	6.90	7.71	17.91	56.26	26.75	46.53	13.94	4.60	190.42
Growth in total expenditure 2016 - 2021	12.56	8.83	9.78	22.68	71.26	34.17	59.55	17.84	5.88	242.56
Growth in total expenditure 2021 - 2026	18.50	12.90	13.96	32.32	101.54	48.72	87.72	26.28	8.66	350.59
Growth - 2007 - 2026	43.54	30.53	33.80	78.46	246.50	117.58	206.48	61.87	20.39	839.16

NOTES:

(1) The figures in the above table are the sums of the data presented in Tables 2 (population) and 3 (per capita comparison goods expenditure) and are in millions of pounds (£m).

(2) We have deducted a percentage of expenditure for Special Forms of Trading (SFT) (i.e. mail order, TV and internet shopping) from the total expenditure using the forecast provided by Experian Retail Planner Briefing Note 2.3D (Table 6.2). Therefore we allow a deduction for SFT of 8.6% at 2007, which increases to 12.3% in 2012, to 12.4% in 2017 and remains at 12.4% in 2021 and 2026.

All monetary values are held constant at 2004 prices.

Spreadsheet 6 - Comparison Goods Spending Patterns in 2007 Across the Study Area Zones (Scenario A, 'Low Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	All Zones Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Uttoxeter town centre	15.18	7.24	1.28	0.00	0.00	0.00	0.57	1.25	1.39	26.92	4.4%
Other, Zone 1	2.19	0.58	0.32	0.08	0.00	0.00	0.16	0.00	0.21	3.54	0.6%
Zone 2											
Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Zone 3											
Zone 3	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.07	0.00	0.18	0.0%
Zone 4											
Zone 4	0.00	0.00	0.00	1.41	0.00	0.00	0.00	0.00	0.00	1.41	0.2%
Zone 5											
Swadlincote town centre	0.07	0.00	0.00	0.15	25.48	3.14	1.36	0.30	0.00	30.50	5.0%
Other, Zone 5	0.00	0.00	0.00	0.88	6.43	0.40	0.80	0.25	0.00	8.77	1.4%
Zone 6											
Ashby de la Zouch town centre	0.00	0.00	0.00	0.09	1.36	19.16	0.28	0.00	0.00	20.89	3.4%
Other, Zone 6	0.00	0.00	0.00	0.00	0.76	1.68	0.12	0.06	0.00	2.61	0.4%
Zone 7											
Burton-upon-Trent town centre	5.77	3.98	7.53	10.90	77.74	19.46	125.99	30.76	8.93	291.06	47.9%
Other, Zone 7	0.00	0.13	0.05	0.34	3.61	0.47	9.06	2.30	0.51	16.47	2.7%
Zone 8											
Zone 8	0.00	0.00	1.19	0.09	0.58	0.00	1.42	2.19	0.00	5.47	0.9%
Zone 9											
Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.23	0.05	1.28	0.2%
Sub TOTAL inside	23.21	11.94	10.37	14.05	115.97	44.30	139.77	38.41	11.09	409.10	67.3%
Outside Study Area											
Birmingham city centre	0.24	0.08	0.00	0.53	1.77	2.05	3.62	1.26	0.84	10.38	1.7%
Derby city centre	2.08	2.99	5.76	17.70	10.31	1.13	11.01	5.50	0.54	57.01	9.4%
Nottingham city centre	0.33	0.63	0.26	1.92	1.97	3.03	0.73	0.67	0.00	9.54	1.6%
Tamworth town centre	0.00	0.29	0.00	0.00	4.92	5.22	1.50	0.56	0.00	12.48	2.1%
Kingsway Retail Park, Kingsway, Derby	0.18	0.41	1.40	4.60	1.37	0.15	2.41	0.36	0.00	10.87	1.8%
Other, Outside Catchment	11.00	9.03	4.21	9.42	15.19	21.90	16.63	5.88	4.88	98.15	16.2%
Sub TOTAL outside	13.83	13.42	11.62	34.17	35.52	33.48	35.89	14.23	6.26	198.42	32.7%
TOTAL	37.04	25.36	21.99	48.22	151.49	77.78	175.66	52.63	17.35	607.52	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure (Table 4) by the market share (Table 5), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 7 - Comparison Goods Spending Patterns in 2011 Across the Study Area Zones (Scenario A, 'Low Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	All Zones Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Uttoxeter town centre	17.22	8.24	1.52	0.00	0.00	0.00	0.65	1.41	1.58	30.62	4.3%
Other, Zone 1	2.48	0.66	0.38	0.10	0.00	0.00	0.18	0.00	0.23	4.04	0.6%
Zone 2											
Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Zone 3											
Zone 3	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.08	0.00	0.21	0.0%
Zone 4											
Zone 4	0.00	0.00	0.00	1.69	0.00	0.00	0.00	0.00	0.00	1.69	0.2%
Zone 5											
Swadlincote town centre	0.08	0.00	0.00	0.18	30.53	3.71	1.54	0.34	0.00	36.38	5.1%
Other, Zone 5	0.00	0.00	0.00	1.05	7.71	0.48	0.91	0.28	0.00	10.43	1.5%
Zone 6											
Ashby de la Zouch town centre	0.00	0.00	0.00	0.11	1.63	22.60	0.32	0.00	0.00	24.66	3.5%
Other, Zone 6	0.00	0.00	0.00	0.00	0.91	1.98	0.13	0.07	0.00	3.09	0.4%
Zone 7											
Burton-upon-Trent town centre	6.54	4.53	8.93	13.06	93.16	22.95	142.88	34.89	10.13	337.07	47.7%
Other, Zone 7	0.00	0.15	0.06	0.40	4.33	0.55	10.27	2.61	0.58	18.96	2.7%
Zone 8											
Zone 8	0.00	0.00	1.41	0.11	0.70	0.00	1.61	2.48	0.00	6.31	0.9%
Zone 9											
Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.40	0.06	1.45	0.2%
Sub TOTAL inside	26.33	13.58	12.29	16.84	138.96	52.26	158.51	43.56	12.57	474.90	67.2%
Outside Study Area											
Birmingham city centre	0.27	0.09	0.00	0.63	2.12	2.42	4.10	1.43	0.95	12.01	1.7%
Derby city centre	2.36	3.40	6.82	21.21	12.35	1.33	12.48	6.24	0.61	66.81	9.5%
Nottingham city centre	0.37	0.72	0.31	2.30	2.36	3.58	0.82	0.76	0.00	11.22	1.6%
Tamworth town centre	0.00	0.32	0.00	0.00	5.90	6.15	1.70	0.63	0.00	14.70	2.1%
Kingsway Retail Park, Kingsway, Derby	0.20	0.46	1.66	5.52	1.64	0.18	2.73	0.40	0.00	12.79	1.8%
Other, Outside Catchment	12.48	10.28	4.99	11.29	18.20	25.84	18.86	6.67	5.54	114.14	16.2%
Sub TOTAL outside	15.7	15.3	13.8	40.9	42.6	39.5	40.7	16.1	7.1	231.7	32.8%
TOTAL	42.0	28.9	26.1	57.8	181.5	91.8	199.2	59.7	19.7	706.6	100.00%

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure (Table 4) by the market share (Table 5), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 8 - Comparison Goods Spending Patterns in 2016 Across the Study Area Zones (Scenario A, 'Low Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	All Zones Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Uttoxeter town centre	21.24	10.22	1.97	0.00	0.00	0.00	0.80	1.74	1.94	37.92	4.2%
Other, Zone 1	3.06	0.82	0.49	0.13	0.00	0.00	0.23	0.00	0.29	5.01	0.6%
Zone 2											
Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Zone 3											
Zone 3	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.09	0.00	0.27	0.0%
Zone 4											
Zone 4	0.00	0.00	0.00	2.21	0.00	0.00	0.00	0.00	0.00	2.21	0.2%
Zone 5											
Swadlincote town centre	0.10	0.00	0.00	0.24	39.99	4.79	1.90	0.43	0.00	47.44	5.3%
Other, Zone 5	0.00	0.00	0.00	1.38	10.10	0.62	1.13	0.35	0.00	13.57	1.5%
Zone 6											
Ashby de la Zouch town centre	0.00	0.00	0.00	0.15	2.13	29.19	0.40	0.00	0.00	31.86	3.6%
Other, Zone 6	0.00	0.00	0.00	0.00	1.19	2.56	0.17	0.08	0.00	3.99	0.4%
Zone 7											
Burton-upon-Trent town centre	8.07	5.62	11.57	17.11	122.03	29.64	176.26	43.04	12.49	425.83	47.5%
Other, Zone 7	0.00	0.18	0.08	0.53	5.67	0.71	12.67	3.22	0.72	23.79	2.7%
Zone 8											
Zone 8	0.00	0.00	1.82	0.15	0.92	0.00	1.98	3.06	0.00	7.93	0.9%
Zone 9											
Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.73	0.07	1.79	0.2%
Sub TOTAL inside	32.48	16.83	15.92	22.05	182.03	67.50	195.53	53.73	15.51	601.60	67.1%
Outside Study Area											
Birmingham city centre	0.33	0.11	0.00	0.83	2.77	3.13	5.06	1.76	1.17	15.17	1.7%
Derby city centre	2.91	4.21	8.84	27.78	16.18	1.72	15.40	7.69	0.75	85.50	9.5%
Nottingham city centre	0.46	0.89	0.40	3.01	3.09	4.62	1.02	0.94	0.00	14.42	1.6%
Tamworth town centre	0.00	0.40	0.00	0.00	7.72	7.95	2.09	0.78	0.00	18.95	2.1%
Kingsway Retail Park, Kingsway, Derby	0.25	0.57	2.15	7.23	2.15	0.23	3.37	0.50	0.00	16.45	1.8%
Other, Outside Catchment	15.39	12.74	6.46	14.79	23.84	33.37	23.27	8.23	6.83	144.92	16.2%
Sub TOTAL outside	19.3	18.9	17.9	53.6	55.8	51.0	50.2	19.9	8.8	295.4	32.9%
TOTAL	51.8	35.8	33.8	75.7	237.8	118.5	245.7	73.6	24.3	897.0	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure (Table 4) by the market share (Table 5), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 9 - Comparison Goods Spending Patterns in 2021 Across the Study Area Zones (Scenario A, 'Low Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	All Zones Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Uttoxeter town centre	26.39	12.74	2.54	0.00	0.00	0.00	1.00	2.16	2.41	47.24	4.1%
Other, Zone 1	3.80	1.02	0.63	0.17	0.00	0.00	0.28	0.00	0.36	6.26	0.5%
Zone 2											
Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Zone 3											
Zone 3	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.12	0.00	0.34	0.0%
Zone 4											
Zone 4	0.00	0.00	0.00	2.87	0.00	0.00	0.00	0.00	0.00	2.87	0.3%
Zone 5											
Swadlincote town centre	0.12	0.00	0.00	0.31	51.98	6.17	2.36	0.53	0.00	61.46	5.4%
Other, Zone 5	0.00	0.00	0.00	1.79	13.13	0.79	1.40	0.43	0.00	17.54	1.5%
Zone 6											
Ashby de la Zouch town centre	0.00	0.00	0.00	0.19	2.77	37.60	0.50	0.00	0.00	41.05	3.6%
Other, Zone 6	0.00	0.00	0.00	0.00	1.54	3.30	0.21	0.10	0.00	5.15	0.5%
Zone 7											
Burton-upon-Trent town centre	10.03	7.01	14.92	22.24	158.60	38.19	218.97	53.46	15.52	538.94	47.3%
Other, Zone 7	0.00	0.22	0.11	0.68	7.37	0.92	15.74	4.00	0.89	29.94	2.6%
Zone 8											
Zone 8	0.00	0.00	2.35	0.19	1.19	0.00	2.46	3.80	0.00	10.00	0.9%
Zone 9											
Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.14	0.09	2.23	0.2%
Sub TOTAL inside	40.35	20.99	20.54	28.66	236.58	86.96	242.91	66.75	19.27	763.02	67.0%
Outside Study Area											
Birmingham city centre	0.41	0.14	0.00	1.08	3.60	4.03	6.29	2.19	1.46	19.19	1.7%
Derby city centre	3.62	5.25	11.40	36.10	21.03	2.22	19.13	9.56	0.94	109.25	9.6%
Nottingham city centre	0.57	1.11	0.52	3.91	4.02	5.95	1.26	1.17	0.00	18.50	1.6%
Tamworth town centre	0.00	0.50	0.00	0.00	10.04	10.24	2.60	0.97	0.00	24.35	2.1%
Kingsway Retail Park, Kingsway, Derby	0.31	0.71	2.77	9.39	2.79	0.29	4.19	0.62	0.00	21.08	1.9%
Other, Outside Catchment	19.12	15.89	8.33	19.22	30.98	42.99	28.91	10.23	8.49	184.16	16.2%
Sub TOTAL outside	24.0	23.6	23.0	69.7	72.5	65.7	62.4	24.7	10.9	376.5	33.0%
TOTAL	64.4	44.6	43.6	98.4	309.0	152.7	305.3	91.5	30.1	1,139.6	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure (Table 4) by the market share (Table 5), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 10 - Comparison Goods Spending Patterns in 2026 Across the Study Area Zones (Scenario A, 'Low Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	All Zones Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Uttoxeter town centre	33.03	15.97	3.25	0.00	0.00	0.00	1.25	2.71	3.02	59.23	4.1%
Other, Zone 1	4.76	1.28	0.81	0.22	0.00	0.00	0.35	0.00	0.45	7.87	0.5%
Zone 2											
Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Zone 3											
Zone 3	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.15	0.00	0.44	0.0%
Zone 4											
Zone 4	0.00	0.00	0.00	3.70	0.00	0.00	0.00	0.00	0.00	3.70	0.3%
Zone 5											
Swadlincote town centre	0.15	0.00	0.00	0.40	66.94	7.89	2.95	0.66	0.00	78.99	5.5%
Other, Zone 5	0.00	0.00	0.00	2.30	16.91	1.02	1.75	0.54	0.00	22.52	1.6%
Zone 6											
Ashby de la Zouch town centre	0.00	0.00	0.00	0.24	3.57	48.11	0.62	0.00	0.00	52.54	3.6%
Other, Zone 6	0.00	0.00	0.00	0.00	1.98	4.22	0.26	0.13	0.00	6.59	0.5%
Zone 7											
Burton-upon-Trent town centre	12.55	8.78	19.10	28.64	204.25	48.87	274.08	66.92	19.42	682.62	47.2%
Other, Zone 7	0.00	0.28	0.14	0.88	9.49	1.17	19.71	5.01	1.12	37.80	2.6%
Zone 8											
Zone 8	0.00	0.00	3.01	0.24	1.54	0.00	3.08	4.76	0.00	12.63	0.9%
Zone 9											
Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.68	0.11	2.79	0.2%
Sub TOTAL inside	50.50	26.31	26.30	36.91	304.68	111.27	304.05	83.56	24.12	967.70	66.9%
Outside Study Area											
Birmingham city centre	0.51	0.17	0.00	1.39	4.64	5.16	7.87	2.74	1.82	24.30	1.7%
Derby city centre	4.53	6.59	14.60	46.49	27.08	2.84	23.95	11.97	1.17	139.22	9.6%
Nottingham city centre	0.71	1.39	0.66	5.04	5.17	7.61	1.58	1.46	0.00	23.63	1.6%
Tamworth town centre	0.00	0.63	0.00	0.00	12.93	13.10	3.26	1.21	0.00	31.13	2.2%
Kingsway Retail Park, Kingsway, Derby	0.39	0.89	3.55	12.10	3.59	0.37	5.25	0.77	0.00	26.92	1.9%
Other, Outside Catchment	23.94	19.91	10.67	24.75	39.90	55.00	36.18	12.80	10.62	233.78	16.2%
Sub TOTAL outside	30.1	29.6	29.5	89.8	93.3	84.1	78.1	30.9	13.6	479.0	33.1%
TOTAL	80.6	55.9	55.8	126.7	398.0	195.4	382.1	114.5	37.7	1,446.7	100.0%

Spreadsheet 11 - Summary of Capacity for Comparison Goods Base (ScenariA, 'Low Population Growth')

Static Retention Rate [67%] with moderate turnover efficiency [2.25%]

	2007	2011	2016	2021	2026	Change 2007-11	Change 2011-16	Change 2016-21	Change 2021-26	Change 2007-26
Total Population	209,958	214,233	219,543	224,889	230,201	4,275	5,310	5,346	5,312	20,243
Total Expenditure £m	607.5	706.6	897.0	1,139.6	1,446.7	99.1	190.4	242.6	307.1	839.2
Retained Expenditure £m	409.1	474.9	601.6	763.0	967.7	65.8	126.7	161.4	204.7	558.6
Retained Expenditure %	67	67	67	67	67					
Leakage £m	198.4	231.7	295.4	376.5	479.0	33.3	63.7	81.1	102.4	280.6
Total Turnover of Comparison Stores in OCA £m	409.1	474.9	601.6	763.0	967.7	65.8	126.7	161.4	204.7	558.6
Initial Surplus £m/annum (Growth in Retained Expenditure)						65.8	126.7	161.4	204.7	558.6
Claims on Expenditure										
Existing Traders £m	0	38.1	90.7	149.5	215.3	38.1	52.6	58.8	65.7	215.3
Commitments	0	66.7	74.6	83.4	93.2	66.7	7.9	8.8	9.8	83
Impact on capacity £m	0	104.8	165.3	232.9	308.4	104.8	60.5	67.6	75.5	298.6
SUMMARY						2007-11	2011-16	2016-21	2021-2026	2007-26
Initial surplus £m						65.8	126.7	161.4	204.7	558.6
Claims on capacity £m						104.8	60.5	67.6	75.5	298.6
RESIDUAL £m						-39.0	66.2	93.8	129.1	260.0
Turnover per sq m						5,516	6,165	7,098	7,701	
Floorspace Requirement sq m (gross)						-10,107	15,345	18,884	23,954	48,076
Floorspace Requirement sq m (net)						-7,075	10,742	13,219	16,767	33,653

Spreadsheet 12 - Convenience Goods Expenditure (per capita), (Scenario A, 'Low Population Growth')

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
	£	£	£	£	£	£	£	£	£
2007	1,598	1,764	1,803	1,742	1,604	1,598	1,552	1,712	1,797
2011	1,657	1,828	1,869	1,806	1,662	1,657	1,609	1,775	1,862
2016	1,733	1,912	1,954	1,889	1,738	1,733	1,683	1,856	1,948
2021	1,812	1,999	2,044	1,975	1,818	1,812	1,760	1,941	2,037
2026	1,895	2,091	2,137	2,066	1,901	1,895	1,840	2,030	2,130

NOTES:

(1) All data derived from Mapinfo 2004 per capita annual convenience goods expenditure estimates, which we have obtained through our in-house GIS system using the MapInfo data.

(2) This 2004 MapInfo expenditure data has been projected forward to the base year and forecast years using the MapInfo forecast growth rate of 0.9% per annum (please note that the MapInfo forecast ends at 2016, but we continue this 0.9% per annum forecast to 2026). The source for the growth rates is MapInfo/OEF Information Brief 06/02 (Table 2).

All monetary values are held constant at 2004 prices.

Spreadsheet 13 - Total Convenience Goods Expenditure and Expenditure Growth (Scenario A, 'Low Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	All Zones Total
Year	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Sub total 2007	19.8	14.1	12.2	26.3	87.4	43.4	99.4	28.9	9.3	340.7
Deduction for SFT at 2.15%	0.4	0.3	0.3	0.6	1.9	0.9	2.1	0.6	0.2	7.3
Total 2007	19.4	13.8	11.9	25.7	85.6	42.4	97.3	28.2	9.1	333.4
Sub total 2011	20.4	14.6	13.2	28.6	95.3	46.5	102.5	29.8	9.6	360.4
Deduction for SFT at 3.2%	0.7	0.5	0.4	0.9	3.0	1.5	3.3	1.0	0.3	11.5
Total 2011	19.8	14.1	12.7	27.7	92.2	45.0	99.2	28.8	9.3	348.9
Sub total 2016	21.3	15.3	14.4	31.7	105.3	50.7	106.8	31.0	10.0	386.4
Deduction for SFT at 3.25%	0.7	0.5	0.5	1.0	3.4	1.6	3.5	1.0	0.3	12.6
Total 2016	20.6	14.8	13.9	30.6	101.9	49.1	103.3	30.0	9.7	373.8
Sub total 2021	22.3	16.0	15.7	34.7	115.5	55.1	111.8	32.5	10.4	414.0
Deduction for SFT at 3.25%	0.7	0.5	0.5	1.1	3.8	1.8	3.6	1.1	0.3	13.5
Total 2021	21.5	15.5	15.1	33.6	111.7	53.3	108.2	31.4	10.1	400.5
Sub total 2026	23.5	16.9	16.9	37.7	125.4	59.5	118.1	34.3	11.0	443.2
Deduction for SFT at 3.25%	0.8	0.6	0.5	1.2	4.1	1.9	3.8	1.1	0.4	14.4
Total 2026	22.7	16.4	16.4	36.5	121.3	57.5	114.2	33.1	10.7	428.8
Growth in total expenditure 2007 - 2011	0.4	0.3	0.8	2.0	6.7	2.6	2.0	0.6	0.2	15.5
Growth in total expenditure 2011 - 2016	0.8	0.6	1.2	2.9	9.7	4.0	4.1	1.2	0.4	24.9
Growth in total expenditure 2016 - 2021	1.0	0.8	1.2	2.9	9.8	4.2	4.9	1.4	0.5	26.7
Growth in total expenditure 2021 - 2026	1.2	0.9	1.2	2.9	9.6	4.2	6.0	1.7	0.6	28.3
Growth - 2007 - 2026	2.2	1.7	3.2	7.9	26.2	10.9	10.9	3.2	1.0	95.4

NOTES:

(1) The figures in the above table are the sums of the data presented in Tables 2 (population) and 12 (per capita convenience goods expenditure) and are in millions of pounds (£m).

(2) We have deducted a percentage of expenditure for Special Forms of Trading (SFT) (i.e. outdoor markets and Internet shopping) from the expenditure, and we anticipate that this percentage will increase year on year. Therefore we allow a deduction for SFT of 2.2% at 2006, which increases to 3.15% in 2012, to 3.25% in 2017 and remains at 3.25% in 2021.

All monetary values are held constant at 2004 prices.

Spreadsheet 15 - Convenience Goods Spending Patterns in 2007 Across the Study Area Zones (Scenario A, 'Low Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total Market Share ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Tesco, Brookside Road, Uttoxeter	11.82	8.34	0.99	0.19	0.00	0.00	0.00	1.58	1.19	24.11	7.2%
Other stores, Uttoxeter	5.74	2.54	0.65	0.00	0.00	0.00	0.00	0.29	0.28	9.50	2.8%
Zone 2											
Other stores, Zone 2	0.00	0.71	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.2%
Zone 3											
Other stores, Zone 3	0.00	0.00	2.06	2.59	0.00	0.00	0.00	0.78	0.00	5.43	1.6%
Zone 4											
Other stores, Zone 4	0.00	0.00	0.07	2.61	0.00	0.00	0.00	0.00	0.00	2.68	0.8%
Zone 5											
Sainsbury's, Civic Way, Swadlincote	0.00	0.00	0.00	0.00	20.05	1.16	0.00	0.19	0.00	21.39	6.4%
Somerfield, 43 High Street, Swadlincote	0.00	0.00	0.00	0.00	9.78	0.22	0.00	0.00	0.00	10.00	3.0%
Morrisons, Coppice Side, Swadlincote	0.00	0.00	0.00	0.00	23.07	0.81	0.46	0.00	0.00	24.34	7.3%
Other stores, Swadlincote	0.00	0.00	0.00	0.00	12.07	0.52	0.26	0.10	0.00	12.94	3.9%
Other stores, Zone 5	0.00	0.00	0.00	0.10	1.80	0.00	0.00	0.00	0.00	1.91	0.6%
Zone 6											
Somerfield, 9 Derby Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	0.00	5.74	0.00	0.00	0.00	5.74	1.7%
Tesco, 4 Resolution Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	3.28	22.61	0.00	0.00	0.00	25.89	7.8%
Other stores, Zone 6	0.00	0.00	0.00	0.00	0.00	3.97	0.00	0.00	0.00	3.97	1.2%
Zone 7											
Asda, Orchard Street, Burton upon Trent	0.15	0.00	0.30	0.19	1.01	0.81	7.70	0.74	0.30	11.20	3.4%
Co-op Food Shop, James Brindley Way, Stretton, Burton upon Trent	0.00	0.00	0.00	0.00	0.00	0.00	5.55	1.34	0.00	6.89	2.1%
Marks & Spencer, 2-6 St Modwens Walk, Burton upon Trent	0.00	0.00	0.00	0.10	1.17	0.00	3.40	0.29	0.16	5.13	1.5%
Morrisons, Wellington Road, Burton upon Trent	0.46	0.27	0.93	1.44	2.52	0.22	14.62	8.16	0.92	29.52	8.9%
Sainsbury's, Union Street, Burton upon Trent	0.25	0.13	0.95	0.48	2.30	0.59	21.11	4.80	1.00	31.62	9.5%
Tesco, Bond End Wharf, St Peters Bridge, Burton upon Trent	0.00	0.13	0.35	0.38	4.57	0.59	22.75	2.77	0.87	32.42	9.7%
Other Stores, Burton upon Trent	0.00	0.00	0.47	0.10	0.79	0.30	17.92	1.95	0.14	21.66	6.5%
Zone 8											
Other stores, Zone 8	0.00	0.00	0.00	0.00	0.25	0.00	0.00	2.94	0.05	3.25	1.0%
Zone 9											
Other stores, Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.91	1.10	0.3%
Sub TOTAL Inside	18.41	12.13	6.84	8.19	82.65	37.54	93.76	26.11	5.82	291.45	87.4%
Outside Study Area											
Asda, Sinfyn District Centre, Derby	0.00	0.00	0.12	3.42	0.76	0.00	0.26	0.19	0.00	4.75	1.4%
Sainsbury's, Kingsway Retail Park, Derby	0.00	0.00	0.30	3.91	0.76	0.00	0.91	0.19	0.00	6.07	1.8%
Other stores, Lichfield	0.00	0.00	0.00	0.29	0.25	0.00	0.46	0.77	1.75	3.52	1.1%
Other stores, Derby	0.09	0.00	2.19	9.80	0.00	0.00	0.71	0.49	0.08	13.38	4.0%
Other stores, Tamworth	0.00	0.00	0.00	0.00	0.76	1.33	0.91	0.19	0.08	3.27	1.0%
Other stores, outside catchment	0.86	1.65	2.50	0.10	0.38	3.58	0.26	0.29	1.35	10.98	3.3%
Sub TOTAL outside	0.95	1.65	5.11	17.53	2.90	4.91	3.51	2.12	3.27	41.96	12.6%
TOTAL	19.36	13.78	11.95	25.72	85.55	42.45	97.28	28.23	9.09	333.41	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure (Table 13) by the market share (Table 14), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 16 - Convenience Goods Spending Patterns in 2011 Across the Study Area Zones (Scenario A, 'Low Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total Market Share ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Tesco, Brookside Road, Uttoxeter	12.06	8.54	1.06	0.21	0.00	0.00	0.00	1.61	1.21	24.69	7.1%
Other stores, Uttoxeter	5.85	2.60	0.70	0.00	0.00	0.00	0.00	0.30	0.28	9.73	2.8%
Zone 2											
Other stores, Zone 2	0.00	0.73	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.80	0.2%
Zone 3											
Other stores, Zone 3	0.00	0.00	2.20	2.79	0.00	0.00	0.00	0.80	0.00	5.79	1.7%
Zone 4											
Other stores, Zone 4	0.00	0.00	0.07	2.81	0.00	0.00	0.00	0.00	0.00	2.88	0.8%
Zone 5											
Sainsbury's, Civic Way, Swadlincote	0.00	0.00	0.00	0.00	21.61	1.23	0.00	0.19	0.00	23.03	6.6%
Somerfield, 43 High Street, Swadlincote	0.00	0.00	0.00	0.00	10.54	0.23	0.00	0.00	0.00	10.77	3.1%
Morrisons, Coppice Side, Swadlincote	0.00	0.00	0.00	0.00	24.86	0.86	0.47	0.00	0.00	26.19	7.5%
Other stores, Swadlincote	0.00	0.00	0.00	0.00	13.01	0.55	0.26	0.10	0.00	13.92	4.0%
Other stores, Zone 5	0.00	0.00	0.00	0.11	1.94	0.00	0.00	0.00	0.00	2.05	0.6%
Zone 6											
Somerfield, 9 Derby Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	0.00	6.09	0.00	0.00	0.00	6.09	1.7%
Tesco, 4 Resolution Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	3.53	23.99	0.00	0.00	0.00	27.53	7.9%
Other stores, Zone 6	0.00	0.00	0.00	0.00	0.00	4.22	0.00	0.00	0.00	4.22	1.2%
Zone 7											
Asda, Orchard Street, Burton upon Trent	0.16	0.00	0.32	0.21	1.09	0.86	7.85	0.75	0.31	11.54	3.3%
Co-op Food Shop, James Brindley Way, Stretton, Burton upon Trent	0.00	0.00	0.00	0.00	0.00	0.00	5.66	1.36	0.00	7.03	2.0%
Marks & Spencer, 2-6 St Modwens Walk, Burton upon Trent	0.00	0.00	0.00	0.11	1.26	0.00	3.47	0.30	0.16	5.30	1.5%
Morrisons, Wellington Road, Burton upon Trent	0.47	0.27	0.99	1.55	2.72	0.23	14.91	8.32	0.94	30.40	8.7%
Sainsbury's, Union Street, Burton upon Trent	0.25	0.14	1.02	0.52	2.48	0.63	21.54	4.89	1.02	32.49	9.3%
Tesco, Bond End Wharf, St Peters Bridge, Burton upon Trent	0.00	0.14	0.37	0.41	4.92	0.63	23.21	2.83	0.88	33.40	9.6%
Other Stores, Burton upon Trent	0.00	0.00	0.50	0.11	0.85	0.32	18.28	1.99	0.14	22.18	6.4%
Zone 8											
Other stores, Zone 8	0.00	0.00	0.00	0.00	0.27	0.00	0.00	3.00	0.06	3.33	1.0%
Zone 9											
Other stores, Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.93	1.12	0.3%
Sub TOTAL Inside	18.78	12.42	7.29	8.82	89.09	39.84	95.66	26.64	5.94	304.48	87.3%
Outside Study Area											
Asda, Sinfon District Centre, Derby	0.00	0.00	0.13	3.69	0.81	0.00	0.26	0.19	0.00	5.09	1.5%
Sainsbury's, Kingsway Retail Park, Derby	0.00	0.00	0.32	4.21	0.81	0.00	0.93	0.19	0.00	6.47	1.9%
Other stores, Lichfield	0.00	0.00	0.00	0.32	0.27	0.00	0.47	0.79	1.78	3.62	1.0%
Other stores, Derby	0.09	0.00	2.33	10.57	0.00	0.00	0.73	0.50	0.09	14.31	4.1%
Other stores, Tamworth	0.00	0.00	0.00	0.00	0.81	1.41	0.93	0.19	0.09	3.44	1.0%
Other stores, outside catchment	0.87	1.69	2.67	0.11	0.41	3.80	0.26	0.30	1.38	11.49	3.3%
Sub TOTAL outside	0.97	1.69	5.45	18.90	3.13	5.21	3.58	2.16	3.33	44.43	12.7%
TOTAL	19.75	14.11	12.74	27.72	92.21	45.05	99.24	28.80	9.27	348.90	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure (Table 13) by the market share (Table 14), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 17 - Convenience Goods Spending Patterns in 2016 Across the Study Area Zones (Scenario A, 'Low Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total Market Share ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Tesco, Brookside Road, Uttoxeter	12.55	8.93	1.16	0.23	0.00	0.00	0.00	1.68	1.26	25.81	6.9%
Other stores, Uttoxeter	6.09	2.72	0.76	0.00	0.00	0.00	0.00	0.31	0.30	10.18	2.7%
Zone 2											
Other stores, Zone 2	0.00	0.76	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.84	0.2%
Zone 3											
Other stores, Zone 3	0.00	0.00	2.40	3.08	0.00	0.00	0.00	0.83	0.00	6.32	1.7%
Zone 4											
Other stores, Zone 4	0.00	0.00	0.08	3.11	0.00	0.00	0.00	0.00	0.00	3.19	0.9%
Zone 5											
Sainsbury's, Civic Way, Swadlincote	0.00	0.00	0.00	0.00	23.88	1.34	0.00	0.20	0.00	25.42	6.8%
Somerfield, 43 High Street, Swadlincote	0.00	0.00	0.00	0.00	11.65	0.25	0.00	0.00	0.00	11.90	3.2%
Morrisons, Coppice Side, Swadlincote	0.00	0.00	0.00	0.00	27.48	0.94	0.49	0.00	0.00	28.91	7.7%
Other stores, Swadlincote	0.00	0.00	0.00	0.00	14.38	0.60	0.27	0.11	0.00	15.35	4.1%
Other stores, Zone 5	0.00	0.00	0.00	0.12	2.15	0.00	0.00	0.00	0.00	2.27	0.6%
Zone 6											
Somerfield, 9 Derby Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	0.00	6.63	0.00	0.00	0.00	6.63	1.8%
Tesco, 4 Resolution Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	3.91	26.15	0.00	0.00	0.00	30.05	8.0%
Other stores, Zone 6	0.00	0.00	0.00	0.00	0.00	4.60	0.00	0.00	0.00	4.60	1.2%
Zone 7											
Asda, Orchard Street, Burton upon Trent	0.16	0.00	0.35	0.23	1.20	0.94	8.17	0.78	0.32	12.15	3.3%
Co-op Food Shop, James Brindley Way, Stretton, Burton upon Trent	0.00	0.00	0.00	0.00	0.00	0.00	5.90	1.42	0.00	7.31	2.0%
Marks & Spencer, 2-6 St Modwens Walk, Burton upon Trent	0.00	0.00	0.00	0.12	1.39	0.00	3.61	0.31	0.17	5.61	1.5%
Morrisons, Wellington Road, Burton upon Trent	0.49	0.29	1.08	1.71	3.00	0.25	15.52	8.66	0.98	31.98	8.6%
Sainsbury's, Union Street, Burton upon Trent	0.26	0.14	1.11	0.58	2.74	0.69	22.42	5.09	1.07	34.10	9.1%
Tesco, Bond End Wharf, St Peters Bridge, Burton upon Trent	0.00	0.14	0.41	0.45	5.44	0.69	24.16	2.94	0.92	35.16	9.4%
Other Stores, Burton upon Trent	0.00	0.00	0.54	0.12	0.94	0.34	19.03	2.07	0.15	23.19	6.2%
Zone 8											
Other stores, Zone 8	0.00	0.00	0.00	0.00	0.30	0.00	0.00	3.12	0.06	3.48	0.9%
Zone 9											
Other stores, Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.96	1.17	0.3%
Sub TOTAL Inside	19.55	12.99	7.97	9.75	98.47	43.41	99.57	27.72	6.18	325.62	87.1%
Outside Study Area											
Asda, Sinfin District Centre, Derby	0.00	0.00	0.14	4.08	0.90	0.00	0.27	0.20	0.00	5.59	1.5%
Sainsbury's, Kingsway Retail Park, Derby	0.00	0.00	0.35	4.66	0.90	0.00	0.97	0.20	0.00	7.08	1.9%
Other stores, Lichfield	0.00	0.00	0.00	0.35	0.30	0.00	0.49	0.82	1.85	3.81	1.0%
Other stores, Derby	0.10	0.00	2.55	11.68	0.00	0.00	0.76	0.52	0.09	15.70	4.2%
Other stores, Tamworth	0.00	0.00	0.00	0.00	0.90	1.54	0.97	0.20	0.09	3.70	1.0%
Other stores, outside catchment	0.91	1.77	2.92	0.12	0.45	4.14	0.27	0.31	1.44	12.33	3.3%
Sub TOTAL outside	1.01	1.77	5.96	20.89	3.45	5.67	3.73	2.25	3.47	48.21	12.9%
TOTAL	20.56	14.76	13.93	30.64	101.92	49.09	103.30	29.98	9.65	373.83	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure (Table 13) by the market share (Table 14), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 18 - Convenience Goods Spending Patterns in 2021 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total Market Share ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Tesco, Brookside Road, Uttoxeter	13.15	9.39	1.26	0.25	0.00	0.00	0.00	1.76	1.32	27.13	7.0%
Other stores, Uttoxeter	6.38	2.86	0.83	0.00	0.00	0.00	0.00	0.32	0.31	10.70	2.8%
Zone 2											
Other stores, Zone 2	0.00	0.80	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.89	0.2%
Zone 3											
Other stores, Zone 3	0.00	0.00	2.61	3.38	0.00	0.00	0.00	0.87	0.00	6.86	1.8%
Zone 4											
Other stores, Zone 4	0.00	0.00	0.09	3.40	0.00	0.00	0.00	0.00	0.00	3.49	0.9%
Zone 5											
Sainsbury's, Civic Way, Swadlincote	0.00	0.00	0.00	0.00	26.18	1.45	0.00	0.21	0.00	27.84	7.2%
Somerfield, 43 High Street, Swadlincote	0.00	0.00	0.00	0.00	12.77	0.27	0.00	0.00	0.00	13.04	3.4%
Morrisons, Coppice Side, Swadlincote	0.00	0.00	0.00	0.00	30.12	1.02	0.51	0.00	0.00	31.65	8.2%
Other stores, Swadlincote	0.00	0.00	0.00	0.00	15.76	0.65	0.29	0.11	0.00	16.80	4.3%
Other stores, Zone 5	0.00	0.00	0.00	0.14	2.35	0.00	0.00	0.00	0.00	2.49	0.6%
Zone 6											
Somerfield, 9 Derby Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	0.00	7.21	0.00	0.00	0.00	7.21	1.9%
Tesco, 4 Resolution Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	4.28	28.41	0.00	0.00	0.00	32.69	8.4%
Other stores, Zone 6	0.00	0.00	0.00	0.00	0.00	4.99	0.00	0.00	0.00	4.99	1.3%
Zone 7											
Asda, Orchard Street, Burton upon Trent	0.17	0.00	0.38	0.25	1.32	1.02	8.56	0.82	0.34	12.85	3.3%
Co-op Food Shop, James Brindley Way, Stretton, Burton upon Trent	0.00	0.00	0.00	0.00	0.00	0.00	6.18	1.49	0.00	7.66	2.0%
Marks & Spencer, 2-6 St Modwens Walk, Burton upon Trent	0.00	0.00	0.00	0.14	1.52	0.00	3.79	0.32	0.18	5.95	1.5%
Morrisons, Wellington Road, Burton upon Trent	0.51	0.30	1.17	1.87	3.29	0.27	16.26	9.07	1.02	33.78	8.7%
Sainsbury's, Union Street, Burton upon Trent	0.27	0.15	1.21	0.63	3.00	0.75	23.48	5.34	1.12	35.95	9.3%
Tesco, Bond End Wharf, St Peters Bridge, Burton upon Trent	0.00	0.15	0.44	0.50	5.97	0.75	25.31	3.08	0.96	37.16	9.6%
Other Stores, Burton upon Trent	0.00	0.00	0.59	0.14	1.03	0.37	19.93	2.16	0.15	24.38	6.3%
Zone 8											
Other stores, Zone 8	0.00	0.00	0.00	0.00	0.33	0.00	0.00	3.27	0.06	3.66	0.9%
Zone 9											
Other stores, Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	1.01	1.23	0.3%
Sub TOTAL Inside	20.48	13.65	8.67	10.69	107.92	47.16	104.30	29.04	6.48	348.40	90.0%
Outside Study Area											
Asda, Sinfon District Centre, Derby	0.00	0.00	0.15	4.47	0.99	0.00	0.29	0.21	0.00	6.11	1.6%
Sainsbury's, Kingsway Retail Park, Derby	0.00	0.00	0.38	5.10	0.99	0.00	1.02	0.21	0.00	7.70	2.0%
Other stores, Lichfield	0.00	0.00	0.00	0.38	0.33	0.00	0.51	0.86	1.94	4.02	1.0%
Other stores, Derby	0.10	0.00	2.77	12.80	0.00	0.00	0.79	0.55	0.09	17.11	4.4%
Other stores, Tamworth	0.00	0.00	0.00	0.00	0.99	1.67	1.02	0.21	0.09	3.98	1.0%
Sub TOTAL outside	0.10	0.00	3.30	22.76	3.29	1.67	3.62	2.04	2.13	38.92	10.0%
TOTAL	20.59	13.65	11.97	33.45	111.21	48.83	107.92	31.08	8.61	387.31	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure (Table 12) by the market share (Table 13), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 19 - Convenience Goods Spending Patterns in 2026 Across the Study Area Zones (Scenario A, 'Low Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total Market Share ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Tesco, Brookside Road, Uttoxeter	13.88	9.93	1.36	0.27	0.00	0.00	0.00	1.85	1.39	28.68	6.7%
Other stores, Uttoxeter	6.74	3.02	0.90	0.00	0.00	0.00	0.00	0.34	0.33	11.32	2.6%
Zone 2											
Other stores, Zone 2	0.00	0.84	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.94	0.2%
Zone 3											
Other stores, Zone 3	0.00	0.00	2.82	3.67	0.00	0.00	0.00	0.92	0.00	7.41	1.7%
Zone 4											
Other stores, Zone 4	0.00	0.00	0.10	3.70	0.00	0.00	0.00	0.00	0.00	3.79	0.9%
Zone 5											
Sainsbury's, Civic Way, Swadlincote	0.00	0.00	0.00	0.00	28.43	1.57	0.00	0.22	0.00	30.21	7.0%
Somerfield, 43 High Street, Swadlincote	0.00	0.00	0.00	0.00	13.86	0.30	0.00	0.00	0.00	14.16	3.3%
Morrisons, Coppice Side, Swadlincote	0.00	0.00	0.00	0.00	32.71	1.10	0.54	0.00	0.00	34.35	8.0%
Other stores, Swadlincote	0.00	0.00	0.00	0.00	17.11	0.70	0.30	0.12	0.00	18.23	4.3%
Other stores, Zone 5	0.00	0.00	0.00	0.15	2.56	0.00	0.00	0.00	0.00	2.70	0.6%
Zone 6											
Somerfield, 9 Derby Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	0.00	7.78	0.00	0.00	0.00	7.78	1.8%
Tesco, 4 Resolution Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	4.65	30.65	0.00	0.00	0.00	35.30	8.2%
Other stores, Zone 6	0.00	0.00	0.00	0.00	0.00	5.39	0.00	0.00	0.00	5.39	1.3%
Zone 7											
Asda, Orchard Street, Burton upon Trent	0.18	0.00	0.41	0.27	1.43	1.10	9.04	0.86	0.35	13.65	3.2%
Co-op Food Shop, James Brindley Way, Stretton, Burton upon Trent	0.00	0.00	0.00	0.00	0.00	0.00	6.52	1.57	0.00	8.09	1.9%
Marks & Spencer, 2-6 St Modwens Walk, Burton upon Trent	0.00	0.00	0.00	0.15	1.65	0.00	4.00	0.34	0.19	6.33	1.5%
Morrisons, Wellington Road, Burton upon Trent	0.54	0.32	1.27	2.04	3.58	0.30	17.16	9.58	1.08	35.85	8.4%
Sainsbury's, Union Street, Burton upon Trent	0.29	0.16	1.31	0.69	3.26	0.81	24.79	5.63	1.18	38.10	8.9%
Tesco, Bond End Wharf, St Peters Bridge, Burton upon Trent	0.00	0.16	0.48	0.54	6.48	0.81	26.71	3.26	1.02	39.45	9.2%
Other Stores, Burton upon Trent	0.00	0.00	0.64	0.15	1.12	0.40	21.04	2.28	0.16	25.79	6.0%
Zone 8											
Other stores, Zone 8	0.00	0.00	0.00	0.00	0.36	0.00	0.00	3.45	0.06	3.87	0.9%
Zone 9											
Other stores, Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	1.07	1.29	0.3%
Sub TOTAL Inside	21.62	14.43	9.37	11.61	117.19	50.89	110.09	30.65	6.84	372.68	86.9%
Outside Study Area											
Asda, Sinfon District Centre, Derby	0.00	0.00	0.16	4.86	1.07	0.00	0.30	0.22	0.00	6.61	1.5%
Sainsbury's, Kingsway Retail Park, Derby	0.00	0.00	0.41	5.54	1.07	0.00	1.07	0.22	0.00	8.32	1.9%
Other stores, Lichfield	0.00	0.00	0.00	0.42	0.36	0.00	0.54	0.90	2.05	4.27	1.0%
Other stores, Derby	0.11	0.00	2.99	13.90	0.00	0.00	0.84	0.58	0.10	18.52	4.3%
Other stores, Tamworth	0.00	0.00	0.00	0.00	1.07	1.80	1.07	0.22	0.10	4.27	1.0%
Other stores, outside catchment	1.01	1.97	3.43	0.15	0.54	4.85	0.30	0.34	1.59	14.17	3.3%
Sub TOTAL outside	1.12	1.97	6.99	24.86	4.11	6.65	4.13	2.49	3.84	56.16	13.1%
TOTAL	22.73	16.40	16.36	36.47	121.30	57.54	114.21	33.15	10.67	428.83	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure (Table 13) by the market share (Table 14), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 20 - Summary of Capacity for Convenience Goods Base Scenario A, 'Low Population Growth'

Static Retention Rate [87%] with moderate turnover efficiency [0.2%]

	2007	2011	2016	2021	2026	Change 2007-11	Change 2011-16	Change 2016-21	Change 2021-26	Change 2007-21
Total Population	209,958	214,233	219,543	224,889	230,201	4,275	5,310	5,346	5,312	20,243
Total Expenditure £m	333.4	348.9	373.8	400.5	428.8	15.5	24.9	26.7	28.3	95.4
Retained Expenditure £m	291.5	304.5	325.6	348.4	372.7	13.0	21.1	22.8	24.3	81.2
Retained Expenditure %	87	87	87	87	87					
Leakage £m	42.0	44.4	48.2	52.1	56.2	2.5	3.8	3.9	4.0	14.2
Total Turnover of Convenience Stores in OCA £m	291.5	304.5	325.6	348.4	372.7	13.0	21.1	22.8	24.3	81.2
Initial Surplus £m/annum (Growth in Retained Expenditure)						13.0	21.1	22.8	24.3	81.2
Claims on Expenditure										
Existing Traders £m	0	2.3	5.3	8.3	11.3	2.3	2.9	3.0	3.0	11.3
Commitments	0	24.9	25.1	25.4	25.6	25	0	0	0	25
Impact on capacity £m	0	27.2	30.4	33.6	36.9	27.2	3.2	3.2	3.3	36.6
SUMMARY						2006-11	2011-16	2016-21	2021-26	2007-21
Initial surplus £m						13.0	21.1	22.8	24.3	81.2
Claims on capacity £m						27.2	3.2	3.2	3.3	36.6
RESIDUAL £m						-14.2	17.9	19.5	21.0	44.6
Turnover per sq m						8,080	8,161	8,227	8,310	
Floorspace Requirement sq m (gross)						-2,925	3,664	3,960	4,215	8,914
Floorspace Requirement sq m (net)						-1,755	2,198	2,376	2,529	5,348

SPREADSHEET 21 TO 40

Retail Spreadsheets
Scenario B, 'Low Population Growth'

Spreadsheet 21 - Zone data

Zone	Ward	Local Authority
Zone 1	Heath	East Staffordshire
	Town	East Staffordshire
Zone 2	Abbey	East Staffordshire
	Churnet	East Staffordshire
	Doveridge and Sudbury	Derbyshire Dales
Zone 3	Hatton	South Derbyshire
	Norbury	Derbyshire Dales
	North West	South Derbyshire
Zone 4	Etwall	South Derbyshire
	Hilton	South Derbyshire
	Willington and Findern	South Derbyshire
Zone 5	Church Gresley	South Derbyshire
	Hartshorne and Ticknall	South Derbyshire
	Linton	South Derbyshire
	Midway	South Derbyshire
	Newhall and Stanton	South Derbyshire
	Repton	South Derbyshire
	Seales	South Derbyshire
	Swadlincote	South Derbyshire
	Woodville	South Derbyshire
Zone 6	Ashby Castle	North West Leicestershire
	Ashby Holywell	North West Leicestershire

Zone	Ward	Local Authority
Zone 6 (continued)	Ashby Ivanhoe	North West Leicestershire
	Appleby	North West Leicestershire
	Measham	North West Leicestershire
	Moira	North West Leicestershire
	Oakthorpe and Donisthorpe	North West Leicestershire
Zone 7	Anglesey	East Staffordshire
	Branston	East Staffordshire
	Brizlincote	East Staffordshire
	Burton	East Staffordshire
	Eton Park	East Staffordshire
	Horninglow	East Staffordshire
	Shobnall	East Staffordshire
	Stapenhill	East Staffordshire
	Stretton	East Staffordshire
	Winshill	East Staffordshire
Zone 8	Crown	East Staffordshire
	Needwood	East Staffordshire
	Rolleston on Dove	East Staffordshire
	Tutbury and Outwoods	East Staffordshire
Zone 9	Bagots	East Staffordshire
	Yoxall	East Staffordshire

Spreadsheet 22 - Population Projections (Scenario B, 'High Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	All Zones Total
Population 2007	12,629	8,097	6,773	15,088	54,523	27,139	65,335	17,186	5,274	212,044
Population 2011	12,904	8,235	7,044	15,860	57,315	28,089	66,758	17,561	5,389	219,154
Population 2016	13,263	8,420	7,368	16,771	60,607	29,283	68,619	18,050	5,539	227,920
Population 2021	13,685	8,640	7,661	17,575	63,513	30,419	70,800	18,624	5,715	236,633
Population 2026	14,192	8,899	7,912	18,250	65,950	31,382	73,420	19,313	5,926	245,243
Change in population 2007 - 2011										
Numeric change	275	138	271	773	2,792	949	1,423	374	115	7,109
Percentage change	2.2%	1.7%	4.0%	5.1%	5.1%	3.5%	2.2%	2.2%	2.2%	3.4%
Change in population 2011 - 2016										
Numeric change	360	185	324	911	3,292	1,194	1,861	489	150	8,766
Percentage change	2.8%	2.2%	4.6%	5.7%	5.7%	4.3%	2.8%	2.8%	2.8%	4.0%
Change in population 2016 - 2021										
Numeric change	422	220	294	804	2,906	1,136	2,182	574	176	8,714
Percentage change	3.2%	2.6%	4.0%	4.8%	4.8%	3.9%	3.2%	3.2%	3.2%	3.8%
Change in population 2021 - 2026										
Numeric change	506	259	250	674	2,436	963	2,620	689	211	8,610
Percentage change	3.7%	3.0%	3.3%	3.8%	3.8%	3.2%	3.7%	3.7%	3.7%	3.6%
Change in population 2007 - 2026										
Numeric change	1,563	802	1,139	3,162	11,426	4,243	8,085	2,127	653	33,198
Percentage change	12.4%	9.9%	16.8%	21.0%	21.0%	15.6%	12.4%	12.4%	12.4%	15.7%

NOTES:

(1) Population multipliers derived from Staffordshire County Council's RSS growth estimates Option 3(December 2006) and ONS 2004 Population Projections.

Spreadsheet 23 - Comparison Goods Expenditure (per capita), (Scenario B, 'High Population Growth')

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
	£	£	£	£	£	£	£	£	£
2007	3,274	3,474	3,552	3,497	3,040	3,136	3,001	3,418	3,671
2011	3,889	4,127	4,220	4,154	3,611	3,725	3,565	4,060	4,361
2012	4,823	5,118	5,233	5,152	4,479	4,620	4,421	5,036	5,409
2021	5,982	6,347	6,491	6,389	5,555	5,730	5,483	6,246	6,708
2026	7,419	7,872	8,050	7,924	6,889	7,106	6,800	7,746	8,319

NOTES:

(1) All data derived from Mapinfo 2004 per capita annual comparison goods expenditure estimates, which we have obtained through our in-house GIS system using the MapInfo data.

(2) This 2004 MapInfo expenditure data has been projected forward to the base year and forecast years using the MapInfo forecast growth rate of 4.4% per annum (please note that the MapInfo forecast ends at 2016, but we continue this 4.4% per annum forecast to 2026). The source for the growth rates is MapInfo/OEF Information Brief 06/2 (Table 2).

All monetary values are held constant at 2004 prices.

Spreadsheet 24 - Total Comparison Goods Expenditure and Expenditure Growth, (Scenario B, 'High Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	All Zones Total
Year	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Sub total 2007	41.34	28.13	24.06	52.75	165.74	85.10	196.04	58.74	19.36	671.27
Deduction for SFT at 8.6%	3.56	2.42	2.07	4.54	14.25	7.32	16.86	5.05	1.66	57.73
Total 2007	37.79	25.71	21.99	48.22	151.49	77.78	179.18	53.69	17.69	613.54
Sub total 2011	50.18	33.98	29.72	65.88	206.98	104.63	237.97	71.30	23.50	824.15
Deduction for SFT at 12.3%	6.17	4.18	3.66	8.10	25.46	12.87	29.27	8.77	2.89	101.37
Total 2011	44.01	29.80	26.07	57.78	181.52	91.76	208.70	62.53	20.61	722.78
Sub total 2016	63.97	43.09	38.56	86.40	271.44	135.29	303.36	90.90	29.96	1062.97
Deduction for SFT at 12.4%	7.93	5.34	4.78	10.71	33.66	16.78	37.62	11.27	3.71	131.81
Total 2016	56.04	37.75	33.78	75.69	237.78	118.51	265.74	79.63	26.24	931.16
Sub total 2021	81.86	54.84	49.73	112.29	352.79	174.30	388.19	116.32	38.33	1368.67
Deduction for SFT at 12.4%	10.15	6.80	6.17	13.92	43.75	21.61	48.14	14.42	4.75	169.71
Total 2021	71.71	48.04	43.56	98.37	309.05	152.69	340.06	101.90	33.58	1198.95
Sub total 2026	105.29	70.05	63.69	144.61	454.33	223.01	499.27	149.60	49.30	1759.15
Deduction for SFT at 12.4%	13.06	8.69	7.90	17.93	56.34	27.65	61.91	18.55	6.11	218.14
Total 2026	92.23	61.37	55.79	126.68	397.99	195.36	437.36	131.05	43.19	1541.02
Growth in total expenditure 2006 - 2011	6.22	4.09	4.08	9.56	30.03	13.98	29.51	8.84	2.91	109.23
Growth in total expenditure 2011 - 2016	12.03	7.95	7.71	17.91	56.26	26.75	57.05	17.09	5.63	208.38
Growth in total expenditure 2016 - 2021	15.67	10.29	9.78	22.68	71.26	34.17	74.32	22.27	7.34	267.79
Growth in total expenditure 2021 - 2026	23.42	15.21	13.96	32.32	101.54	48.72	111.07	33.28	10.97	390.49
Growth - 2007 - 2026	54.44	35.66	33.80	78.46	246.50	117.58	258.17	77.36	25.49	927.48

NOTES:

(1) The figures in the above table are the sums of the data presented in Tables 22 (population) and 23 (per capita comparison goods expenditure) and are in millions of pounds (£m).

(2) We have deducted a percentage of expenditure for Special Forms of Trading (SFT) (i.e. mail order, TV and internet shopping) from the total expenditure using the forecast provided by Experian Retail Planner Briefing Note 2.3D (Table 6.2). Therefore we allow a deduction for SFT of 8.6% at 2007, which increases to 12.3% in 2012, to 12.4% in 2017 and remains at 12.4% in 2021 and 2026.

All monetary values are held constant at 2004 prices.

Spreadsheet 26 - Comparison Goods Spending Patterns in 2007 Across the Study Area Zones (Scenario B, 'High Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	All Zones Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Uttoxeter town centre	15.49	7.34	1.28	0.00	0.00	0.00	0.59	1.27	1.42	27.39	4.5%
Other, Zone 1	2.23	0.59	0.32	0.08	0.00	0.00	0.16	0.00	0.21	3.60	0.6%
Zone 2											
Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Zone 3											
Zone 3	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.07	0.00	0.18	0.0%
Zone 4											
Zone 4	0.00	0.00	0.00	1.41	0.00	0.00	0.00	0.00	0.00	1.41	0.2%
Zone 5											
Swadlincote town centre	0.07	0.00	0.00	0.15	25.48	3.14	1.38	0.31	0.00	30.54	5.0%
Other, Zone 5	0.00	0.00	0.00	0.88	6.43	0.40	0.82	0.25	0.00	8.79	1.4%
Zone 26											
Ashby de la Zouch town centre	0.00	0.00	0.00	0.09	1.36	19.16	0.29	0.00	0.00	20.90	3.4%
Other, Zone 6	0.00	0.00	0.00	0.00	0.76	1.68	0.12	0.06	0.00	2.62	0.4%
Zone 7											
Burton-upon-Trent town centre	5.89	4.04	7.53	10.90	77.74	19.46	128.52	31.38	9.11	294.56	48.0%
Other, Zone 7	0.00	0.13	0.05	0.34	3.61	0.47	9.24	2.35	0.52	16.71	2.7%
Zone 8											
Zone 8	0.00	0.00	1.19	0.09	0.58	0.00	1.45	2.23	0.00	5.54	0.9%
Zone 9											
Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.26	0.05	1.31	0.2%
Sub TOTAL inside	23.68	12.10	10.37	14.05	115.97	44.30	142.57	39.18	11.31	413.53	67.4%
Outside Study Area											
Birmingham city centre	0.24	0.08	0.00	0.53	1.77	2.05	3.69	1.28	0.85	10.50	1.7%
Derby city centre	2.12	3.03	5.76	17.70	10.31	1.13	11.23	5.61	0.55	57.43	9.4%
Nottingham city centre	0.33	0.64	0.26	1.92	1.97	3.03	0.74	0.68	0.00	9.58	1.6%
Tamworth town centre	0.00	0.29	0.00	0.00	4.92	5.22	1.53	0.57	0.00	12.52	2.0%
Kingsway Retail Park, Kingsway, Derby	0.18	0.41	1.40	4.60	1.37	0.15	2.46	0.36	0.00	10.94	1.8%
Other, Outside Catchment	11.22	9.16	4.21	9.42	15.19	21.90	16.97	6.00	4.98	99.05	16.1%
Sub TOTAL outside	14.11	13.61	11.62	34.17	35.52	33.48	36.61	14.51	6.38	200.02	32.6%
TOTAL	37.79	25.71	21.99	48.22	151.49	77.78	179.18	53.69	17.69	613.54	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure (Table 24) by the market share (Table 25), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 27 - Comparison Goods Spending Patterns in 2011 Across the Study Area Zones (Scenario B, 'High Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	All Zones Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Uttoxeter town centre	18.04	8.51	1.52	0.00	0.00	0.00	0.68	1.48	1.65	31.88	4.4%
Other, Zone 1	2.60	0.68	0.38	0.10	0.00	0.00	0.19	0.00	0.25	4.20	0.6%
Zone 2											
Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Zone 3											
Zone 3	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.08	0.00	0.21	0.0%
Zone 4											
Zone 4	0.00	0.00	0.00	1.69	0.00	0.00	0.00	0.00	0.00	1.69	0.2%
Zone 5											
Swadlincote town centre	0.08	0.00	0.00	0.18	30.53	3.71	1.61	0.36	0.00	36.47	5.0%
Other, Zone 5	0.00	0.00	0.00	1.05	7.71	0.48	0.96	0.30	0.00	10.49	1.5%
Zone 6											
Ashby de la Zouch town centre	0.00	0.00	0.00	0.11	1.63	22.60	0.34	0.00	0.00	24.67	3.4%
Other, Zone 6	0.00	0.00	0.00	0.00	0.91	1.98	0.14	0.07	0.00	3.10	0.4%
Zone 7											
Burton-upon-Trent town centre	6.86	4.68	8.93	13.06	93.16	22.95	149.68	36.55	10.61	346.47	47.9%
Other, Zone 7	0.00	0.15	0.06	0.40	4.33	0.55	10.76	2.73	0.61	19.60	2.7%
Zone 8											
Zone 8	0.00	0.00	1.41	0.11	0.70	0.00	1.68	2.60	0.00	6.50	0.9%
Zone 9											
Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.46	0.06	1.52	0.2%
Sub TOTAL inside	27.58	14.03	12.29	16.84	138.96	52.26	166.05	45.63	13.17	486.81	67.4%
Outside Study Area											
Birmingham city centre	0.28	0.09	0.00	0.63	2.12	2.42	4.30	1.50	0.99	12.33	1.7%
Derby city centre	2.47	3.51	6.82	21.21	12.35	1.33	13.08	6.53	0.64	67.95	9.4%
Nottingham city centre	0.39	0.74	0.31	2.30	2.36	3.58	0.86	0.80	0.00	11.33	1.6%
Tamworth town centre	0.00	0.34	0.00	0.00	5.90	6.15	1.78	0.66	0.00	14.83	2.1%
Kingsway Retail Park, Kingsway, Derby	0.21	0.48	1.66	5.52	1.64	0.18	2.86	0.42	0.00	12.97	1.8%
Other, Outside Catchment	13.07	10.62	4.99	11.29	18.20	25.84	19.76	6.99	5.80	116.55	16.1%
Sub TOTAL outside	16.4	15.8	13.8	40.9	42.6	39.5	42.6	16.9	7.4	236.0	32.6%
TOTAL	44.0	29.8	26.1	57.8	181.5	91.8	208.7	62.5	20.6	722.8	100.00%

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure (Table 24) by the market share (Table 25), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 28 - Comparison Goods Spending Patterns in 2016 Across the Study Area Zones (Scenario B, 'High Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	All Zones Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Uttoxeter town centre	22.97	10.78	1.97	0.00	0.00	0.00	0.87	1.88	2.10	40.58	4.4%
Other, Zone 1	3.31	0.86	0.49	0.13	0.00	0.00	0.24	0.00	0.31	5.35	0.6%
Zone 2											
Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Zone 3											
Zone 3	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.10	0.00	0.27	0.0%
Zone 4											
Zone 4	0.00	0.00	0.00	2.21	0.00	0.00	0.00	0.00	0.00	2.21	0.2%
Zone 5											
Swadlincote town centre	0.11	0.00	0.00	0.24	39.99	4.79	2.05	0.46	0.00	47.63	5.1%
Other, Zone 5	0.00	0.00	0.00	1.38	10.10	0.62	1.22	0.38	0.00	13.69	1.5%
Zone 6											
Ashby de la Zouch town centre	0.00	0.00	0.00	0.15	2.13	29.19	0.43	0.00	0.00	31.89	3.4%
Other, Zone 6	0.00	0.00	0.00	0.00	1.19	2.56	0.18	0.09	0.00	4.01	0.4%
Zone 7											
Burton-upon-Trent town centre	8.73	5.93	11.57	17.11	122.03	29.64	190.60	46.54	13.51	445.66	47.9%
Other, Zone 7	0.00	0.19	0.08	0.53	5.67	0.71	13.70	3.48	0.78	25.15	2.7%
Zone 8											
Zone 8	0.00	0.00	1.82	0.15	0.92	0.00	2.15	3.31	0.00	8.34	0.9%
Zone 9											
Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.87	0.07	1.94	0.2%
Sub TOTAL inside	35.12	17.77	15.92	22.05	182.03	67.50	211.44	58.10	16.77	626.71	67.3%
Outside Study Area											
Birmingham city centre	0.36	0.12	0.00	0.83	2.77	3.13	5.47	1.90	1.27	15.85	1.7%
Derby city centre	3.15	4.45	8.84	27.78	16.18	1.72	16.65	8.32	0.81	87.91	9.4%
Nottingham city centre	0.50	0.94	0.40	3.01	3.09	4.62	1.10	1.01	0.00	14.67	1.6%
Tamworth town centre	0.00	0.42	0.00	0.00	7.72	7.95	2.26	0.84	0.00	19.20	2.1%
Kingsway Retail Park, Kingsway, Derby	0.27	0.60	2.15	7.23	2.15	0.23	3.65	0.54	0.00	16.81	1.8%
Other, Outside Catchment	16.65	13.45	6.46	14.79	23.84	33.37	25.16	8.90	7.39	150.00	16.1%
Sub TOTAL outside	20.9	20.0	17.9	53.6	55.8	51.0	54.3	21.5	9.5	304.4	32.7%
TOTAL	56.0	37.7	33.8	75.7	237.8	118.5	265.7	79.6	26.2	931.2	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure (Table 24) by the market share (Table 25), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 29 - Comparison Goods Spending Patterns in 2021 Across the Study Area Zones (Scenario B, 'High Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	All Zones Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Uttoxeter town centre	29.40	13.72	2.54	0.00	0.00	0.00	1.11	2.41	2.69	51.87	4.3%
Other, Zone 1	4.24	1.10	0.63	0.17	0.00	0.00	0.31	0.00	0.40	6.85	0.6%
Zone 2											
Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Zone 3											
Zone 3	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.13	0.00	0.35	0.0%
Zone 4											
Zone 4	0.00	0.00	0.00	2.87	0.00	0.00	0.00	0.00	0.00	2.87	0.2%
Zone 5											
Swadlincote town centre	0.14	0.00	0.00	0.31	51.98	6.17	2.63	0.59	0.00	61.80	5.2%
Other, Zone 5	0.00	0.00	0.00	1.79	13.13	0.79	1.56	0.48	0.00	17.75	1.5%
Zone 6											
Ashby de la Zouch town centre	0.00	0.00	0.00	0.19	2.77	37.60	0.55	0.00	0.00	41.11	3.4%
Other, Zone 6	0.00	0.00	0.00	0.00	1.54	3.30	0.23	0.12	0.00	5.18	0.4%
Zone 7											
Burton-upon-Trent town centre	11.17	7.55	14.92	22.24	158.60	38.19	243.90	59.55	17.28	573.41	47.8%
Other, Zone 7	0.00	0.24	0.11	0.68	7.37	0.92	17.54	4.46	0.99	32.31	2.7%
Zone 8											
Zone 8	0.00	0.00	2.35	0.19	1.19	0.00	2.74	4.23	0.00	10.71	0.9%
Zone 9											
Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.39	0.10	2.48	0.2%
Sub TOTAL inside	44.94	22.61	20.54	28.66	236.58	86.96	270.57	74.35	21.46	806.69	67.3%
Outside Study Area											
Birmingham city centre	0.46	0.15	0.00	1.08	3.60	4.03	7.00	2.44	1.62	20.38	1.7%
Derby city centre	4.03	5.66	11.40	36.10	21.03	2.22	21.31	10.65	1.04	113.45	9.5%
Nottingham city centre	0.63	1.19	0.52	3.91	4.02	5.95	1.41	1.30	0.00	18.93	1.6%
Tamworth town centre	0.00	0.54	0.00	0.00	10.04	10.24	2.90	1.08	0.00	24.80	2.1%
Kingsway Retail Park, Kingsway, Derby	0.35	0.77	2.77	9.39	2.79	0.29	4.67	0.69	0.00	21.72	1.8%
Other, Outside Catchment	21.30	17.12	8.33	19.22	30.98	42.99	32.20	11.39	9.45	192.98	16.1%
Sub TOTAL outside	26.8	25.4	23.0	69.7	72.5	65.7	69.5	27.5	12.1	392.3	32.7%
TOTAL	71.7	48.0	43.6	98.4	309.0	152.7	340.1	101.9	33.6	1,199.0	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure (Table 24) by the market share (Table 25), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 30 - Comparison Goods Spending Patterns in 2026 Across the Study Area Zones (Scenario B, 'High Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	All Zones Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Uttoxeter town centre	37.81	17.53	3.25	0.00	0.00	0.00	1.43	3.10	3.46	66.58	4.3%
Other, Zone 1	5.45	1.40	0.81	0.22	0.00	0.00	0.40	0.00	0.51	8.80	0.6%
Zone 2											
Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Zone 3											
Zone 3	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.17	0.00	0.46	0.0%
Zone 4											
Zone 4	0.00	0.00	0.00	3.70	0.00	0.00	0.00	0.00	0.00	3.70	0.2%
Zone 5											
Swadlincote town centre	0.18	0.00	0.00	0.40	66.94	7.89	3.38	0.76	0.00	79.53	5.2%
Other, Zone 5	0.00	0.00	0.00	2.30	16.91	1.02	2.00	0.62	0.00	22.85	1.5%
Zone 6											
Ashby de la Zouch town centre	0.00	0.00	0.00	0.24	3.57	48.11	0.71	0.00	0.00	52.63	3.4%
Other, Zone 6	0.00	0.00	0.00	0.00	1.98	4.22	0.29	0.15	0.00	6.64	0.4%
Zone 7											
Burton-upon-Trent town centre	14.37	9.64	19.10	28.64	204.25	48.87	313.69	76.59	22.23	737.38	47.9%
Other, Zone 7	0.00	0.31	0.14	0.88	9.49	1.17	22.55	5.73	1.28	41.56	2.7%
Zone 8											
Zone 8	0.00	0.00	3.01	0.24	1.54	0.00	3.53	5.44	0.00	13.76	0.9%
Zone 9											
Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.07	0.12	3.19	0.2%
Sub TOTAL inside	57.80	28.88	26.30	36.91	304.68	111.27	347.99	95.63	27.60	1037.07	67.3%
Outside Study Area											
Birmingham city centre	0.59	0.19	0.00	1.39	4.64	5.16	9.01	3.13	2.09	26.19	1.7%
Derby city centre	5.18	7.23	14.60	46.49	27.08	2.84	27.41	13.69	1.34	145.88	9.5%
Nottingham city centre	0.81	1.53	0.66	5.04	5.17	7.61	1.81	1.67	0.00	24.31	1.6%
Tamworth town centre	0.00	0.69	0.00	0.00	12.93	13.10	3.73	1.39	0.00	31.83	2.1%
Kingsway Retail Park, Kingsway, Derby	0.45	0.98	3.55	12.10	3.59	0.37	6.00	0.89	0.00	27.93	1.8%
Other, Outside Catchment	27.40	21.86	10.67	24.75	39.90	55.00	41.41	14.65	12.16	247.80	16.1%
Sub TOTAL outside	34.4	32.5	29.5	89.8	93.3	84.1	89.4	35.4	15.6	503.9	32.7%
TOTAL	92.2	61.4	55.8	126.7	398.0	195.4	437.4	131.1	43.2	1,541.0	100.0%

Spreadsheet 31 - Summary of Capacity for Comparison Goods Base Scenario B ('High Population Growth')

Static Retention Rate [67%] with moderate turnover efficiency [2.25%]

	2007	2011	2016	2021	2026	Change 2007-11	Change 2011-16	Change 2016-21	Change 2021-26	Change 2007-26
Total Population	212,044	219,154	227,920	236,633	245,243	7,109	8,766	8,714	8,610	33,198
Total Expenditure £m	613.5	722.8	931.2	1,199.0	1,541.0	109.2	208.4	267.8	342.1	927
Retained Expenditure £m	413.5	486.8	626.7	806.7	1037.1	73.3	139.9	180.0	230.4	623.5
Retained Expenditure %	67	67	67	67	67					
Leakage £m	200.0	236.0	304.4	392.3	503.9	35.9	68.5	87.8	111.7	303.9
Total Turnover of Comparison Stores in OCA £m	413.5	486.8	626.7	806.7	1037.1	73.3	139.9	180.0	230.4	623.5
Initial Surplus £m/annum (Growth in Retained Expenditure)						73.3	139.9	180.0	230.4	623.5
Claims on Expenditure										
Existing Traders £m	0	38.5	91.7	151.1	217.6	38.5	53.2	59.5	66.4	217.6
Commitments	0	66.7	74.6	83.4	93.2	66.7	7.9	8.8	9.8	83.4
Impact on capacity £m	0	105.2	166.3	234.5	310.8	105.2	61.0	68.2	76.3	301.0
SUMMARY						2007-11	2011-16	2016-21	2021-2026	2007-26
Initial surplus £m						73.3	139.9	180.0	230.4	623.5
Claims on capacity £m						105.2	61.0	68.2	76.3	301.0
RESIDUAL £m						-32.0	78.9	111.7	154.1	322.6
Turnover per sq m						5,516	6,165	7,098	7,701	
Floorspace Requirement sq m (gross)						-8,276	18,273	22,490	28,589	61,075
Floorspace Requirement sq m (net)						-5,793	12,791	15,743	20,012	42,753

Spreadsheet 32 - Convenience Goods Expenditure (per capita), (Scenario B, 'High Population Growth')

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
	£	£	£	£	£	£	£	£	£
2007	1,598	1,764	1,803	1,742	1,604	1,598	1,552	1,712	1,797
2011	1,657	1,828	1,869	1,806	1,662	1,657	1,609	1,775	1,862
2016	1,733	1,912	1,954	1,889	1,738	1,733	1,683	1,856	1,948
2021	1,812	1,999	2,044	1,975	1,818	1,812	1,760	1,941	2,037
2026	1,895	2,091	2,137	2,066	1,901	1,895	1,840	2,030	2,130

NOTES:

- (1) All data derived from Mapinfo 2004 per capita annual convenience goods expenditure estimates, which we have obtained through our in-house GIS system using the MapInfo data.
(2) This 2004 MapInfo expenditure data has been projected forward to the base year and forecast years using the MapInfo forecast growth rate of 0.9% per annum (please note that the MapInfo forecast ends at 2016, but we continue this 0.9% per annum forecast to 2026). The source for the growth rates is MapInfo/OEF Information Brief 06/02 (Table 2).

All monetary values are held constant at 2004 prices.

Spreadsheet 33 - Total Convenience Goods Expenditure and Expenditure Growth (Scenario B, 'High Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	All Zones Total
Year	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Sub total 2007	20.2	14.3	12.2	26.3	87.4	43.4	101.4	29.4	9.5	344.1
Deduction for SFT at 2.15%	0.4	0.3	0.3	0.6	1.9	0.9	2.2	0.6	0.2	7.4
Total 2007	19.8	14.0	11.9	25.7	85.6	42.4	99.2	28.8	9.3	336.7
Sub total 2011	21.4	15.1	13.2	28.6	95.3	46.5	107.4	31.2	10.0	368.6
Deduction for SFT at 3.2%	0.7	0.5	0.4	0.9	3.0	1.5	3.4	1.0	0.3	11.8
Total 2011	20.7	14.6	12.7	27.7	92.2	45.0	104.0	30.2	9.7	356.8
Sub total 2016	23.0	16.1	14.4	31.7	105.3	50.7	115.5	33.5	10.8	401.0
Deduction for SFT at 3.25%	0.7	0.5	0.5	1.0	3.4	1.6	3.8	1.1	0.4	13.0
Total 2016	22.2	15.6	13.9	30.6	101.9	49.1	111.7	32.4	10.4	387.9
Sub total 2021	24.8	17.3	15.7	34.7	115.5	55.1	124.6	36.2	11.6	435.4
Deduction for SFT at 3.25%	0.8	0.6	0.5	1.1	3.8	1.8	4.0	1.2	0.4	14.2
Total 2021	24.0	16.7	15.1	33.6	111.7	53.3	120.5	35.0	11.3	421.2
Sub total 2026	26.9	18.6	16.9	37.7	125.4	59.5	135.1	39.2	12.6	471.9
Deduction for SFT at 3.25%	0.9	0.6	0.5	1.2	4.1	1.9	4.4	1.3	0.4	15.3
Total 2026	26.0	18.0	16.4	36.5	121.3	57.5	130.7	37.9	12.2	456.6
Growth in total expenditure 2007 - 2011	0.9	0.6	0.8	2.0	6.7	2.6	4.7	1.4	0.4	20.1
Growth in total expenditure 2011 - 2016	1.5	1.0	1.2	2.9	9.7	4.0	7.7	2.2	0.7	31.1
Growth in total expenditure 2016 - 2021	1.8	1.1	1.2	2.9	9.8	4.2	8.8	2.6	0.8	33.3
Growth in total expenditure 2021 - 2026	2.0	1.3	1.2	2.9	9.6	4.2	10.2	3.0	1.0	35.3
Growth - 2007 - 2026	4.2	2.7	3.2	7.9	26.2	10.9	21.3	6.2	2.0	119.9

NOTES:

(1) The figures in the above table are the sums of the data presented in Tables 22 (population) and 32 (per capita convenience goods expenditure) and are in millions of pounds (£m).

(2) We have deducted a percentage of expenditure for Special Forms of Trading (SFT) (i.e. outdoor markets and Internet shopping) from the expenditure, and we anticipate that this percentage will increase year on year. Therefore we allow a deduction for SFT of 2.2% at 2006, which increases to 3.15% in 2012, to 3.25% in 2017 and remains at 3.25% in 2021.

All monetary values are held constant at 2004 prices.

Spreadsheet 35 - Convenience Goods Spending Patterns in 2007 Across the Study Area Zones (Scenario B, 'High Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total Market Share ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Tesco, Brookside Road, Uttoxeter	12.06	8.46	0.99	0.19	0.00	0.00	0.00	1.61	1.21	24.52	7.3%
Other stores, Uttoxeter	5.85	2.57	0.65	0.00	0.00	0.00	0.00	0.30	0.28	9.66	2.9%
Zone 2											
Other stores, Zone 2	0.00	0.72	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.2%
Zone 3											
Other stores, Zone 3	0.00	0.00	2.06	2.59	0.00	0.00	0.00	0.80	0.00	5.45	1.6%
Zone 4											
Other stores, Zone 4	0.00	0.00	0.07	2.61	0.00	0.00	0.00	0.00	0.00	2.68	0.8%
Zone 5											
Sainsbury's, Civic Way, Swadlincote	0.00	0.00	0.00	0.00	20.05	1.16	0.00	0.19	0.00	21.40	6.4%
Somerfield, 43 High Street, Swadlincote	0.00	0.00	0.00	0.00	9.78	0.22	0.00	0.00	0.00	10.00	3.0%
Morrisons, Coppice Side, Swadlincote	0.00	0.00	0.00	0.00	23.07	0.81	0.47	0.00	0.00	24.35	7.2%
Other stores, Swadlincote	0.00	0.00	0.00	0.00	12.07	0.52	0.26	0.10	0.00	12.95	3.8%
Other stores, Zone 5	0.00	0.00	0.00	0.10	1.80	0.00	0.00	0.00	0.00	1.91	0.6%
Zone 6											
Somerfield, 9 Derby Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	0.00	5.74	0.00	0.00	0.00	5.74	1.7%
Tesco, 4 Resolution Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	3.28	22.61	0.00	0.00	0.00	25.89	7.7%
Other stores, Zone 6	0.00	0.00	0.00	0.00	0.00	3.97	0.00	0.00	0.00	3.97	1.2%
Zone 7											
Asda, Orchard Street, Burton upon Trent	0.16	0.00	0.30	0.19	1.01	0.81	7.85	0.75	0.31	11.38	3.4%
Co-op Food Shop, James Brindley Way, Stretton, Burton upon Trent	0.00	0.00	0.00	0.00	0.00	0.00	5.66	1.36	0.00	7.03	2.1%
Marks & Spencer, 2-6 St Modwens Walk, Burton upon Trent	0.00	0.00	0.00	0.10	1.17	0.00	3.47	0.30	0.16	5.20	1.5%
Morrisons, Wellington Road, Burton upon Trent	0.47	0.27	0.93	1.44	2.52	0.22	14.91	8.32	0.94	30.01	8.9%
Sainsbury's, Union Street, Burton upon Trent	0.25	0.14	0.95	0.48	2.30	0.59	21.53	4.89	1.02	32.17	9.6%
Tesco, Bond End Wharf, St Peters Bridge, Burton upon Trent	0.00	0.14	0.35	0.38	4.57	0.59	23.21	2.83	0.88	32.95	9.8%
Other Stores, Burton upon Trent	0.00	0.00	0.47	0.10	0.79	0.30	18.28	1.99	0.14	22.06	6.6%
Zone 8											
Other stores, Zone 8	0.00	0.00	0.00	0.00	0.25	0.00	0.00	3.00	0.06	3.31	1.0%
Zone 9											
Other stores, Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.93	1.12	0.3%
Sub TOTAL Inside	18.78	12.30	6.84	8.19	82.65	37.54	95.65	26.63	5.94	294.51	87.5%
Outside Study Area											
Asda, Sinfyn District Centre, Derby	0.00	0.00	0.12	3.42	0.76	0.00	0.26	0.19	0.00	4.75	1.4%
Sainsbury's, Kingsway Retail Park, Derby	0.00	0.00	0.30	3.91	0.76	0.00	0.93	0.19	0.00	6.09	1.8%
Other stores, Lichfield	0.00	0.00	0.00	0.29	0.25	0.00	0.47	0.79	1.78	3.58	1.1%
Other stores, Derby	0.09	0.00	2.19	9.80	0.00	0.00	0.73	0.50	0.09	13.40	4.0%
Other stores, Tamworth	0.00	0.00	0.00	0.00	0.76	1.33	0.93	0.19	0.09	3.30	1.0%
Other stores, outside catchment	0.87	1.68	2.50	0.10	0.38	3.58	0.26	0.30	1.38	11.05	3.3%
Sub TOTAL outside	0.97	1.68	5.11	17.53	2.90	4.91	3.58	2.16	3.33	42.18	12.5%
TOTAL	19.75	13.97	11.95	25.72	85.55	42.45	99.23	28.80	9.27	336.69	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure (Table 33) by the market share (Table 34), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 36 - Convenience Goods Spending Patterns in 2011 Across the Study Area Zones (Scenario B, 'High Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total Market Share(1)	All Zones Market Share(2)
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Tesco, Brookside Road, Uttoxeter	12.63	8.82	1.06	0.21	0.00	0.00	0.00	1.69	1.27	25.67	7.2%
Other stores, Uttoxeter	6.13	2.68	0.70	0.00	0.00	0.00	0.00	0.31	0.30	10.12	2.8%
Zone 2											
Other stores, Zone 2	0.00	0.75	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.82	0.2%
Zone 3											
Other stores, Zone 3	0.00	0.00	2.20	2.79	0.00	0.00	0.00	0.84	0.00	5.82	1.6%
Zone 4											
Other stores, Zone 4	0.00	0.00	0.07	2.81	0.00	0.00	0.00	0.00	0.00	2.88	0.8%
Zone 5											
Sainsbury's, Civic Way, Swadlincote	0.00	0.00	0.00	0.00	21.61	1.23	0.00	0.20	0.00	23.04	6.5%
Somerfield, 43 High Street, Swadlincote	0.00	0.00	0.00	0.00	10.54	0.23	0.00	0.00	0.00	10.77	3.0%
Morrisons, Coppice Side, Swadlincote	0.00	0.00	0.00	0.00	24.86	0.86	0.49	0.00	0.00	26.21	7.3%
Other stores, Swadlincote	0.00	0.00	0.00	0.00	13.01	0.55	0.28	0.11	0.00	13.94	3.9%
Other stores, Zone 5	0.00	0.00	0.00	0.11	1.94	0.00	0.00	0.00	0.00	2.05	0.6%
Zone 6											
Somerfield, 9 Derby Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	0.00	6.09	0.00	0.00	0.00	6.09	1.7%
Tesco, 4 Resolution Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	3.53	23.99	0.00	0.00	0.00	27.53	7.7%
Other stores, Zone 6	0.00	0.00	0.00	0.00	0.00	4.22	0.00	0.00	0.00	4.22	1.2%
Zone 7											
Asda, Orchard Street, Burton upon Trent	0.16	0.00	0.32	0.21	1.09	0.86	8.23	0.79	0.32	11.97	3.4%
Co-op Food Shop, James Brindley Way, Stretton, Burton upon Trent	0.00	0.00	0.00	0.00	0.00	0.00	5.93	1.43	0.00	7.36	2.1%
Marks & Spencer, 2-6 St Modwens Walk, Burton upon Trent	0.00	0.00	0.00	0.11	1.26	0.00	3.64	0.31	0.17	5.49	1.5%
Morrisons, Wellington Road, Burton upon Trent	0.49	0.28	0.99	1.55	2.72	0.23	15.62	8.72	0.98	31.58	8.8%
Sainsbury's, Union Street, Burton upon Trent	0.26	0.14	1.02	0.52	2.48	0.63	22.56	5.13	1.07	33.81	9.5%
Tesco, Bond End Wharf, St Peters Bridge, Burton upon Trent	0.00	0.14	0.37	0.41	4.92	0.63	24.32	2.96	0.93	34.68	9.7%
Other Stores, Burton upon Trent	0.00	0.00	0.50	0.11	0.85	0.32	19.15	2.08	0.15	23.15	6.5%
Zone 8											
Other stores, Zone 8	0.00	0.00	0.00	0.00	0.27	0.00	0.00	3.14	0.06	3.47	1.0%
Zone 9											
Other stores, Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.97	1.18	0.3%
Sub TOTAL Inside	19.68	12.82	7.29	8.82	89.09	39.84	100.21	27.90	6.22	311.88	87.4%
Outside Study Area											
Asda, Sinfin District Centre, Derby	0.00	0.00	0.13	3.69	0.81	0.00	0.28	0.20	0.00	5.11	1.4%
Sainsbury's, Kingsway Retail Park, Derby	0.00	0.00	0.32	4.21	0.81	0.00	0.98	0.20	0.00	6.52	1.8%
Other stores, Lichfield	0.00	0.00	0.00	0.32	0.27	0.00	0.49	0.82	1.87	3.77	1.1%
Other stores, Derby	0.10	0.00	2.33	10.57	0.00	0.00	0.76	0.53	0.09	14.38	4.0%
Other stores, Tamworth	0.00	0.00	0.00	0.00	0.81	1.41	0.98	0.20	0.09	3.49	1.0%
Other stores, outside catchment	0.92	1.75	2.67	0.11	0.41	3.80	0.28	0.31	1.44	11.68	3.3%
Sub TOTAL outside	1.02	1.75	5.45	18.90	3.13	5.21	3.75	2.27	3.49	44.96	12.6%
TOTAL	20.69	14.57	12.74	27.72	92.21	45.05	103.96	30.17	9.71	356.84	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure (Table 33) by the market share (Table 34), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 37 - Convenience Goods Spending Patterns in 2016 Across the Study Area Zones (Scenario B, 'High Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total Market Share ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Tesco, Brookside Road, Uttoxeter	13.57	9.43	1.16	0.23	0.00	0.00	0.00	1.81	1.36	27.56	7.1%
Other stores, Uttoxeter	6.59	2.87	0.76	0.00	0.00	0.00	0.00	0.33	0.32	10.87	2.8%
Zone 2											
Other stores, Zone 2	0.00	0.80	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.88	0.2%
Zone 3											
Other stores, Zone 3	0.00	0.00	2.40	3.08	0.00	0.00	0.00	0.90	0.00	6.38	1.6%
Zone 4											
Other stores, Zone 4	0.00	0.00	0.08	3.11	0.00	0.00	0.00	0.00	0.00	3.19	0.8%
Zone 5											
Sainsbury's, Civic Way, Swadlincote	0.00	0.00	0.00	0.00	23.88	1.34	0.00	0.22	0.00	25.44	6.6%
Somerfield, 43 High Street, Swadlincote	0.00	0.00	0.00	0.00	11.65	0.25	0.00	0.00	0.00	11.90	3.1%
Morrisons, Coppice Side, Swadlincote	0.00	0.00	0.00	0.00	27.48	0.94	0.52	0.00	0.00	28.95	7.5%
Other stores, Swadlincote	0.00	0.00	0.00	0.00	14.38	0.60	0.30	0.12	0.00	15.39	4.0%
Other stores, Zone 5	0.00	0.00	0.00	0.12	2.15	0.00	0.00	0.00	0.00	2.27	0.6%
Zone 6											
Somerfield, 9 Derby Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	0.00	6.63	0.00	0.00	0.00	6.63	1.7%
Tesco, 4 Resolution Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	3.91	26.15	0.00	0.00	0.00	30.05	7.7%
Other stores, Zone 6	0.00	0.00	0.00	0.00	0.00	4.60	0.00	0.00	0.00	4.60	1.2%
Zone 7											
Asda, Orchard Street, Burton upon Trent	0.18	0.00	0.35	0.23	1.20	0.94	8.84	0.85	0.35	12.92	3.3%
Co-op Food Shop, James Brindley Way, Stretton, Burton upon Trent	0.00	0.00	0.00	0.00	0.00	0.00	6.38	1.53	0.00	7.91	2.0%
Marks & Spencer, 2-6 St Modwens Walk, Burton upon Trent	0.00	0.00	0.00	0.12	1.39	0.00	3.91	0.33	0.19	5.94	1.5%
Morrisons, Wellington Road, Burton upon Trent	0.53	0.30	1.08	1.71	3.00	0.25	16.78	9.37	1.06	34.08	8.8%
Sainsbury's, Union Street, Burton upon Trent	0.28	0.15	1.11	0.58	2.74	0.69	24.24	5.51	1.15	36.45	9.4%
Tesco, Bond End Wharf, St Peters Bridge, Burton upon Trent	0.00	0.15	0.41	0.45	5.44	0.69	26.12	3.18	1.00	37.45	9.7%
Other Stores, Burton upon Trent	0.00	0.00	0.54	0.12	0.94	0.34	20.58	2.23	0.16	24.92	6.4%
Zone 8											
Other stores, Zone 8	0.00	0.00	0.00	0.00	0.30	0.00	0.00	3.37	0.06	3.74	1.0%
Zone 9											
Other stores, Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	1.04	1.27	0.3%
Sub TOTAL Inside	21.14	13.71	7.97	9.75	98.47	43.41	107.67	29.98	6.68	338.79	87.3%
Outside Study Area											
Asda, Sinfen District Centre, Derby	0.00	0.00	0.14	4.08	0.90	0.00	0.30	0.22	0.00	5.63	1.5%
Sainsbury's, Kingsway Retail Park, Derby	0.00	0.00	0.35	4.66	0.90	0.00	1.05	0.22	0.00	7.17	1.8%
Other stores, Lichfield	0.00	0.00	0.00	0.35	0.30	0.00	0.52	0.88	2.01	4.07	1.0%
Other stores, Derby	0.11	0.00	2.55	11.68	0.00	0.00	0.82	0.57	0.10	15.82	4.1%
Other stores, Tamworth	0.00	0.00	0.00	0.00	0.90	1.54	1.05	0.22	0.10	3.80	1.0%
Other stores, outside catchment	0.98	1.87	2.92	0.12	0.45	4.14	0.30	0.33	1.55	12.67	3.3%
Sub TOTAL outside	1.09	1.87	5.96	20.89	3.45	5.67	4.03	2.44	3.75	49.16	12.7%
TOTAL	22.23	15.57	13.93	30.64	101.92	49.09	111.70	32.42	10.44	387.94	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure (Table 33) by the market share (Table 34), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 38 - Convenience Goods Spending Patterns in 2021 Across the Study Area Zones (Scenario B, 'High Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total Market Share ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Tesco, Brookside Road, Uttoxeter	14.65	10.12	1.26	0.25	0.00	0.00	0.00	1.96	1.47	29.70	7.1%
Other stores, Uttoxeter	7.11	3.08	0.83	0.00	0.00	0.00	0.00	0.36	0.35	11.72	2.8%
Zone 2											
Other stores, Zone 2	0.00	0.86	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.95	0.2%
Zone 3											
Other stores, Zone 3	0.00	0.00	2.61	3.38	0.00	0.00	0.00	0.97	0.00	6.96	1.7%
Zone 4											
Other stores, Zone 4	0.00	0.00	0.09	3.40	0.00	0.00	0.00	0.00	0.00	3.49	0.8%
Zone 5											
Sainsbury's, Civic Way, Swadlincote	0.00	0.00	0.00	0.00	26.18	1.45	0.00	0.23	0.00	27.86	6.6%
Somerfield, 43 High Street, Swadlincote	0.00	0.00	0.00	0.00	12.77	0.27	0.00	0.00	0.00	13.04	3.1%
Morrisons, Coppice Side, Swadlincote	0.00	0.00	0.00	0.00	30.12	1.02	0.57	0.00	0.00	31.71	7.5%
Other stores, Swadlincote	0.00	0.00	0.00	0.00	15.76	0.65	0.32	0.13	0.00	16.85	4.0%
Other stores, Zone 5	0.00	0.00	0.00	0.14	2.35	0.00	0.00	0.00	0.00	2.49	0.6%
Zone 6											
Somerfield, 9 Derby Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	0.00	7.21	0.00	0.00	0.00	7.21	1.7%
Tesco, 4 Resolution Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	4.28	28.41	0.00	0.00	0.00	32.69	7.8%
Other stores, Zone 6	0.00	0.00	0.00	0.00	0.00	4.99	0.00	0.00	0.00	4.99	1.2%
Zone 7											
Asda, Orchard Street, Burton upon Trent	0.19	0.00	0.38	0.25	1.32	1.02	9.54	0.91	0.37	13.98	3.3%
Co-op Food Shop, James Brindley Way, Stretton, Burton upon Trent	0.00	0.00	0.00	0.00	0.00	0.00	6.88	1.65	0.00	8.53	2.0%
Marks & Spencer, 2-6 St Modwens Walk, Burton upon Trent	0.00	0.00	0.00	0.14	1.52	0.00	4.22	0.36	0.20	6.44	1.5%
Morrisons, Wellington Road, Burton upon Trent	0.57	0.33	1.17	1.87	3.29	0.27	18.11	10.11	1.14	36.86	8.8%
Sainsbury's, Union Street, Burton upon Trent	0.30	0.16	1.21	0.63	3.00	0.75	26.16	5.94	1.24	39.40	9.4%
Tesco, Bond End Wharf, St Peters Bridge, Burton upon Trent	0.00	0.16	0.44	0.50	5.97	0.75	28.19	3.44	1.07	40.51	9.6%
Other Stores, Burton upon Trent	0.00	0.00	0.59	0.14	1.03	0.37	22.20	2.41	0.17	26.92	6.4%
Zone 8											
Other stores, Zone 8	0.00	0.00	0.00	0.00	0.33	0.00	0.00	3.64	0.07	4.04	1.0%
Zone 9											
Other stores, Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	1.13	1.37	0.3%
Sub TOTAL Inside	22.81	14.71	8.67	10.69	107.92	47.16	116.18	32.35	7.21	367.71	87.3%
Outside study area											
Asda, Sinfyn District Centre, Derby	0.00	0.00	0.15	4.47	0.99	0.00	0.32	0.23	0.00	6.16	1.5%
Sainsbury's, Kingsway Retail Park, Derby	0.00	0.00	0.38	5.10	0.99	0.00	1.13	0.23	0.00	7.84	1.9%
Other stores, Lichfield	0.00	0.00	0.00	0.38	0.33	0.00	0.57	0.95	2.16	4.40	1.0%
Other stores, Derby	0.12	0.00	2.77	12.80	0.00	0.00	0.88	0.61	0.10	17.29	4.1%
Other stores, Tamworth	0.00	0.00	0.00	0.00	0.99	1.67	1.13	0.23	0.10	4.13	1.0%
Other stores, outside catchment	1.06	2.01	3.17	0.14	0.49	4.50	0.32	0.36	1.67	13.72	3.3%
Sub TOTAL outside	1.18	2.01	6.48	22.90	3.79	6.16	4.35	2.63	4.05	53.54	12.7%
TOTAL	23.99	16.71	15.15	33.58	111.70	53.33	120.53	34.98	11.26	421.24	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure (Table 33) by the market share (Table 34), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 39 - Convenience Goods Spending Patterns in 2026 Across the Study Area Zones (Scenario B, 'High Population Growth')

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total Market Share ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Study Area											
Zone 1											
Tesco, Brookside Road, Uttoxeter	15.88	10.90	1.36	0.27	0.00	0.00	0.00	2.12	1.60	32.13	7.0%
Other stores, Uttoxeter	7.71	3.32	0.90	0.00	0.00	0.00	0.00	0.39	0.37	12.69	2.8%
Zone 2											
Other stores, Zone 2	0.00	0.93	0.10	0.00	0.00	0.00	0.00	0.00	0.00	1.02	0.2%
Zone 3											
Other stores, Zone 3	0.00	0.00	2.82	3.67	0.00	0.00	0.00	1.05	0.00	7.54	1.7%
Zone 4											
Other stores, Zone 4	0.00	0.00	0.10	3.70	0.00	0.00	0.00	0.00	0.00	3.79	0.8%
Zone 5											
Sainsbury's, Civic Way, Swadlincote	0.00	0.00	0.00	0.00	28.43	1.57	0.00	0.25	0.00	30.25	6.6%
Somerfield, 43 High Street, Swadlincote	0.00	0.00	0.00	0.00	13.86	0.30	0.00	0.00	0.00	14.16	3.1%
Morrisons, Coppice Side, Swadlincote	0.00	0.00	0.00	0.00	32.71	1.10	0.61	0.00	0.00	34.42	7.5%
Other stores, Swadlincote	0.00	0.00	0.00	0.00	17.11	0.70	0.35	0.14	0.00	18.29	4.0%
Other stores, Zone 5	0.00	0.00	0.00	0.15	2.56	0.00	0.00	0.00	0.00	2.70	0.6%
Zone 6											
Somerfield, 9 Derby Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	0.00	7.78	0.00	0.00	0.00	7.78	1.7%
Tesco, 4 Resolution Road, Ashby de la Zouch	0.00	0.00	0.00	0.00	4.65	30.65	0.00	0.00	0.00	35.30	7.7%
Other stores, Zone 6	0.00	0.00	0.00	0.00	0.00	5.39	0.00	0.00	0.00	5.39	1.2%
Zone 7											
Asda, Orchard Street, Burton upon Trent	0.21	0.00	0.41	0.27	1.43	1.10	10.34	0.99	0.41	15.15	3.3%
Co-op Food Shop, James Brindley Way, Stretton, Burton upon Trent	0.00	0.00	0.00	0.00	0.00	0.00	7.46	1.79	0.00	9.26	2.0%
Marks & Spencer, 2-6 St Modwens Walk, Burton upon Trent	0.00	0.00	0.00	0.15	1.65	0.00	4.57	0.39	0.22	6.98	1.5%
Morrisons, Wellington Road, Burton upon Trent	0.62	0.35	1.27	2.04	3.58	0.30	19.64	10.96	1.23	39.98	8.8%
Sainsbury's, Union Street, Burton upon Trent	0.33	0.18	1.31	0.69	3.26	0.81	28.37	6.45	1.35	42.73	9.4%
Tesco, Bond End Wharf, St Peters Bridge, Burton upon Trent	0.00	0.18	0.48	0.54	6.48	0.81	30.57	3.73	1.17	43.94	9.6%
Other Stores, Burton upon Trent	0.00	0.00	0.64	0.15	1.12	0.40	24.08	2.61	0.19	29.19	6.4%
Zone 8											
Other stores, Zone 8	0.00	0.00	0.00	0.00	0.36	0.00	0.00	3.95	0.07	4.38	1.0%
Zone 9											
Other stores, Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26	1.22	1.48	0.3%
Sub TOTAL Inside	24.74	15.84	9.37	11.61	117.19	50.89	126.00	35.08	7.82	398.54	87.3%
Outside Study Area											
Asda, Sinfon District Centre, Derby	0.00	0.00	0.16	4.86	1.07	0.00	0.35	0.25	0.00	6.69	1.5%
Sainsbury's, Kingsway Retail Park, Derby	0.00	0.00	0.41	5.54	1.07	0.00	1.23	0.25	0.00	8.50	1.9%
Other stores, Lichfield	0.00	0.00	0.00	0.42	0.36	0.00	0.61	1.03	2.35	4.77	1.0%
Other stores, Derby	0.13	0.00	2.99	13.90	0.00	0.00	0.96	0.66	0.11	18.76	4.1%
Other stores, Tamworth	0.00	0.00	0.00	0.00	1.07	1.80	1.23	0.25	0.11	4.47	1.0%
Other stores, outside catchment	1.15	2.16	3.43	0.15	0.54	4.85	0.35	0.39	1.82	14.83	3.2%
Sub TOTAL outside	1.28	2.16	6.99	24.86	4.11	6.65	4.72	2.85	4.39	58.02	12.7%
TOTAL	26.02	18.00	16.36	36.47	121.30	57.54	130.72	37.94	12.21	456.56	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure (Table 33) by the market share (Table 34), the all zones total is the sum of the expenditure attracted to each centre from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 40 - Summary of Capacity for Convenience Goods Base Scenario B ('High Population Growth')

Static Retention Rate [87%] with moderate turnover efficiency [0.2%]

	2007	2011	2016	2021	2026	Change 2007-11	Change 2011-16	Change 2016-21	Change 2021-26	Change 2007-21
Total Population	212,044	219,154	227,920	236,633	245,243	7,109	8,766	8,714	8,610	33,198
Total Expenditure £m	336.7	356.8	387.9	421.2	456.6	20.1	31.1	33.3	35.3	119.9
Retained Expenditure £m	294.5	311.9	338.8	367.7	398.5	17.4	26.9	28.9	30.8	104.0
Retained Expenditure %	87	87	87	87	87					
Leakage £m	42.2	45.0	49.2	53.5	58.0	2.8	4.2	4.4	4.5	15.8
Total Turnover of Convenience Stores in OCA £m	294.5	311.9	338.8	367.7	398.5	17.4	26.9	28.9	30.8	104.0
Initial Surplus £m/annum (Growth in Retained Expenditure)						17.4	26.9	28.9	30.8	104.0
Claims on Expenditure										
Existing Traders £m	0	2.4	5.3	8.4	11.4	2.4	3.0	3.0	3.0	11.4
Commitments	0	24.9	25.1	25.4	25.6	25	0	0	0	25
Impact on capacity £m	0	27.2	30.5	33.7	37.0	27.2	3.2	3.3	3.3	36.8
SUMMARY						2006-11	2011-16	2016-21	2021-26	2007-21
Initial surplus £m						17.4	26.9	28.9	30.8	104.0
Claims on capacity £m						27.2	3.2	3.3	3.3	36.8
RESIDUAL £m						-9.9	23.7	25.7	27.5	67.3
Turnover per sq m						8,080	8,161	8,227	8,310	
Floorspace Requirement sq m (gross)						-2,035	4,835	5,198	5,523	13,522
Floorspace Requirement sq m (net)						-1,221	2,901	3,119	3,314	8,113

SPREADSHEET CL1 and CL2

Commercial Leisure Spreadsheets

Spreadsheet CL1 - East Staffs Leisure Expenditure Forecasts

ZONE	2004 Popn (Source: MapInfo)	Total Leisure per person (2004, Source: MapInfo)	Total Leisure expenditure (2004)	2007 Popn	Total Leisure per person (2007)	Total Leisure expenditure (2007)	2011 Popn	Total Leisure per person (2011)	Total Leisure expenditure (2011)	2016 Popn	Total Leisure per person (2016)	Total Leisure expenditure (2016)	2021 Popn	Total Leisure per person (2021)	Total Leisure expenditure (2021)	2026 Popn	Total Leisure per person (2026)	Total Leisure expenditure (2026)
1	12,378	2,737	33,876,136	12,629	2,853	36,034,441	12,904	3,017	38,924,767	13,263	3,234	42,889,774	13,685	3,466	47,439,113	14,192	3,614	51,289,808
2	7,979	3,110	24,812,351	8,097	3,242	26,252,461	8,235	3,428	28,225,159	8,420	3,674	30,936,771	8,640	3,939	34,031,839	8,899	4,107	36,543,403
3	6,537	3,367	22,009,258	6,773	3,510	23,774,382	7,044	3,711	26,139,034	7,368	3,978	29,310,300	7,661	4,265	32,672,051	7,912	4,446	35,176,257
4	14,405	3,324	47,880,060	15,088	3,465	52,285,425	15,860	3,664	58,105,988	16,771	3,927	65,866,301	17,575	4,210	73,993,425	18,250	4,389	80,104,203
5	52,055	2,874	149,601,341	54,523	2,996	163,369,050	57,315	3,168	181,555,762	60,607	3,396	205,803,338	63,513	3,640	231,197,042	65,950	3,795	250,290,547
6	26,364	3,188	84,039,073	27,139	3,323	90,194,867	28,089	3,513	98,688,313	29,283	3,766	110,291,578	30,419	4,038	122,818,074	31,382	4,209	132,102,696
7	64,038	2,609	167,073,188	65,335	2,720	177,717,698	66,758	2,876	191,972,454	68,619	3,083	211,527,411	70,800	3,305	233,964,225	73,420	3,445	252,955,407
8	16,844	2,969	50,005,280	17,186	3,095	53,194,357	17,561	3,272	57,461,082	18,050	3,508	63,314,261	18,624	3,760	70,030,035	19,313	3,920	75,714,464
9	5,168	3,203	16,552,325	5,274	3,339	17,610,308	5,389	3,530	19,022,833	5,539	3,784	20,960,562	5,715	4,057	23,183,859	5,926	4,230	25,065,723
	205,768	2,896	595,849,012	212,044	2,977	640,432,989	219,154	3,192	700,095,394	227,920	3,421	780,900,296	236,633	3,668	869,329,664	245,243	3,771	939,242,507

Spreadsheet CL2- Leisure Sector Analysis (Capacity at 2026 based on 2007 apportionments)

COICOPS Category	COICOPS Description	COICOPS Category Dispersion of Total Leisure Spend (%)	COICOPS sub-category	Current (2007) Sub-Category Dispersion of COICOPS Category Leisure Spend (%)	Capacity by COICOPS Sub-category (£) at 2021	Capacity by COICOPS Sub-category (£) at 2026
9.4.2	Cultural services	10.37	Cinemas	5.10	0	0
9.4.3	Games of chance	8.18	Bingo	7.29	0	0
9.4.3	Games of chance	8.18	Casinos	9.24	0	0
11.1.1	Restaurants, cafés, bars etc	62.8	Restaurants, cafés, bars etc	100.0	0	0

