

# East Staffordshire Retail and Leisure Study

## Volume 3 – Spreadsheets to Main Report

On behalf of **East Staffordshire Borough Council**



Project Ref: 28227/002 | Date: July 2013



## Document Control Sheet

**Project Name: East Staffordshire Retail and Leisure Study**

**Project Ref: 28227**

**Date: 29 July 2013**

	Name	Position	Date
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Table 1 — Population of study area to 2031

		East Staffordshire Catchment								
		Zone 1 persons	Zone 2 persons	Zone 3 persons	Zone 4 persons	Zone 5 persons	Zone 6 persons	Zone 7 persons	Zone 8 persons	Overall total persons
2011	actual	15,280	31,649	22,324	18,703	81,646	23,266	46,632	15,365	254,865
2013	estimate	16,133	32,416	23,180	19,068	84,361	24,081	49,510	15,898	264,647
2016	estimate	16,596	33,046	23,904	19,524	87,649	24,697	51,246	16,148	272,810
2021	estimate	17,351	33,930	25,019	20,383	92,874	25,632	54,321	16,452	285,962
2026	estimate	18,023	34,786	26,037	21,102	97,545	26,521	57,146	16,703	297,863
2031	estimate	18,594	35,487	26,855	21,677	101,505	27,302	59,776	16,870	308,066

Baseline (2011) data source: Experian Micromarketer  
 Population projections sourced from Experian Micromarketer

Table 2a — Comparison goods expenditure forecasts (per capita)

		East Staffordshire Catchment							
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
		£	£	£	£	£	£	£	£
2011	actual	2,756	3,033	3,211	3,114	2,705	2,845	2,573	3,503
2013	estimate	2,811	3,094	3,275	3,177	2,759	2,902	2,625	3,573
2016	estimate	3,016	3,319	3,513	3,407	2,960	3,113	2,815	3,833
2021	estimate	3,479	3,829	4,053	3,931	3,415	3,591	3,248	4,422
2026	estimate	4,014	4,417	4,676	4,535	3,939	4,143	3,747	5,101
2031	estimate	4,630	5,096	5,395	5,232	4,545	4,780	4,323	5,885

Applied expenditure growth rates:

2012-13	1.40%	Experian Retail Planner 10, Figure 1a
2013-14	1.80%	Experian Retail Planner 10, Figure 1a
2014-15	2.40%	Experian Retail Planner 10, Figure 1a
2015-19	2.90%	Experian Retail Planner 10, Figure 1a
2019+	2.90%	Experian Retail Planner 10, Figure 1a

Baseline (2011) data source: Experian Micromarketer

Growth rates source: Experian Retail Planner 10

Table 2b — Convenience goods expenditure forecasts (per capita)

		East Staffordshire Catchment							
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
		£	£	£	£	£	£	£	£
2011	actual	1,838	2,023	2,038	2,035	1,867	1,953	1,775	2,194
2013	estimate	1,785	1,964	1,979	1,976	1,813	1,896	1,723	2,130
2016	estimate	1,794	1,974	1,989	1,986	1,822	1,906	1,732	2,141
2021	estimate	1,866	2,054	2,070	2,067	1,896	1,983	1,802	2,228
2026	estimate	1,942	2,138	2,154	2,150	1,973	2,064	1,876	2,319
2031	estimate	2,021	2,225	2,241	2,238	2,053	2,148	1,952	2,413

Applied expenditure growth rates:

2011-12	-3.00%	Experian Retail Planner 10, Figure 1b
2012-13	0.10%	Experian Retail Planner 10, Figure 1a
2013-14	-0.10%	Experian Retail Planner 10, Figure 1a
2014-15	0.00%	Experian Retail Planner 10, Figure 1a
2015-19	0.60%	Experian Retail Planner 10, Figure 1a
2019+	0.80%	Experian Retail Planner 10, Figure 1a

Baseline (2011) data source: Experian Micromarketer

Growth rates source: Experian Retail Planner 10

Table 3a — Comparison goods expenditure forecasts (total)

		East Staffordshire Catchment								
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Overall total
		£m	£m	£m	£m	£m	£m	£m	£m	£m
2011	Base	42.11	95.99	71.68	58.24	220.85	66.19	119.98	53.82	728.88
	less SFT	3.75	8.54	6.38	5.18	19.66	5.89	10.68	4.79	64.87
	<b>Residual</b>	<b>38.36</b>	<b>87.45</b>	<b>65.30</b>	<b>53.06</b>	<b>201.20</b>	<b>60.30</b>	<b>109.31</b>	<b>49.03</b>	<b>664.01</b>
2013	Base	45.36	100.29	75.93	60.57	232.78	69.89	129.95	56.81	771.57
	less SFT	4.85	10.73	8.12	6.48	24.91	7.48	13.90	6.08	82.56
	<b>Residual</b>	<b>40.50</b>	<b>89.56</b>	<b>67.80</b>	<b>54.09</b>	<b>207.87</b>	<b>62.41</b>	<b>116.04</b>	<b>50.73</b>	<b>689.01</b>
2016	Base	50.05	109.67	83.99	66.53	259.43	76.88	144.28	61.90	852.71
	less SFT	6.46	14.15	10.83	8.58	33.47	9.92	18.61	7.98	110.00
	<b>Residual</b>	<b>43.59</b>	<b>95.52</b>	<b>73.15</b>	<b>57.94</b>	<b>225.96</b>	<b>66.96</b>	<b>125.67</b>	<b>53.91</b>	<b>742.71</b>
2021	Base	60.36	129.91	101.41	80.12	317.13	92.05	176.43	72.75	1030.17
	less SFT	9.54	20.53	16.02	12.66	50.11	14.54	27.88	11.49	162.77
	<b>Residual</b>	<b>50.83</b>	<b>109.38</b>	<b>85.39</b>	<b>67.46</b>	<b>267.02</b>	<b>77.51</b>	<b>148.56</b>	<b>61.26</b>	<b>867.41</b>
2026	Base	72.34	153.65	121.75	95.70	384.26	109.88	214.13	85.21	1236.92
	less SFT	11.57	24.58	19.48	15.31	61.48	17.58	34.26	13.63	197.91
	<b>Residual</b>	<b>60.76</b>	<b>129.07</b>	<b>102.27</b>	<b>80.38</b>	<b>322.78</b>	<b>92.30</b>	<b>179.87</b>	<b>71.58</b>	<b>1,039.01</b>
2031	Base	86.10	180.83	144.88	113.41	461.30	130.50	258.40	99.29	1,474.70
	less SFT	13.86	29.11	23.32	18.26	74.27	21.01	41.60	15.98	237.43
	<b>Residual</b>	<b>72.23</b>	<b>151.72</b>	<b>121.55</b>	<b>95.15</b>	<b>387.03</b>	<b>109.49</b>	<b>216.80</b>	<b>83.30</b>	<b>1,237.27</b>
Total expenditure growth excluding SFT										<b>573.26</b>

Source: Table 1 applied to Table 2a

Reduction for Special Forms of Trading (e.g. online shopping) applied as follows:

2011	8.90%
2013	10.70%
2016	12.90%
2021	15.80%
2026	16.00%
2031	16.10%

Source: Experian Retail Planner 10, Estimated and forecast market share of non-store retail sales (adjusted for SFT sales from stores)

Table 3b — Convenience goods expenditure forecasts (total)

		East Staffordshire Catchment								
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Overall total
		£m	£m	£m	£m	£m	£m	£m	£m	£m
2011	Base	28.08	64.03	45.50	38.06	152.43	45.44	82.77	33.71	490.0
	less SFT	0.51	1.15	0.82	0.69	2.74	0.82	1.49	0.61	8.8
	<b>Residual</b>	<b>27.58</b>	<b>62.87</b>	<b>44.68</b>	<b>37.38</b>	<b>149.69</b>	<b>44.62</b>	<b>81.28</b>	<b>33.10</b>	<b>481.2</b>
2013	Base	28.79	63.67	45.87	37.68	152.93	45.66	85.33	33.87	493.8
	less SFT	0.66	1.46	1.05	0.87	3.52	1.05	1.96	0.78	11.4
	<b>Residual</b>	<b>28.13</b>	<b>62.21</b>	<b>44.81</b>	<b>36.81</b>	<b>149.41</b>	<b>44.61</b>	<b>83.37</b>	<b>33.09</b>	<b>482.4</b>
2016	Base	29.77	65.24	47.54	38.77	159.68	47.07	88.76	34.57	511.4
	less SFT	0.86	1.89	1.38	1.12	4.63	1.36	2.57	1.00	14.8
	<b>Residual</b>	<b>28.90</b>	<b>63.34</b>	<b>46.16</b>	<b>37.65</b>	<b>155.05</b>	<b>45.70</b>	<b>86.19</b>	<b>33.57</b>	<b>496.6</b>
2021	Base	32.38	69.70	51.78	42.12	176.08	50.83	97.91	36.65	557.5
	less SFT	1.26	2.72	2.02	1.64	6.87	1.98	3.82	1.43	21.7
	<b>Residual</b>	<b>31.12</b>	<b>66.98</b>	<b>49.76</b>	<b>40.48</b>	<b>169.21</b>	<b>48.85</b>	<b>94.09</b>	<b>35.22</b>	<b>535.7</b>
2026	Base	35.01	74.37	56.08	45.38	192.45	54.74	107.19	38.73	603.9
	less SFT	1.54	3.27	2.47	2.00	8.47	2.41	4.72	1.70	26.6
	<b>Residual</b>	<b>33.47</b>	<b>71.09</b>	<b>53.61</b>	<b>43.38</b>	<b>183.98</b>	<b>52.33</b>	<b>102.47</b>	<b>37.02</b>	<b>577.4</b>
2031	Base	37.58	78.95	60.19	48.51	208.41	58.64	116.68	40.70	649.7
	less SFT	1.77	3.71	2.83	2.28	9.80	2.76	5.48	1.91	30.5
	<b>Residual</b>	<b>35.82</b>	<b>75.24</b>	<b>57.36</b>	<b>46.23</b>	<b>198.61</b>	<b>55.88</b>	<b>111.20</b>	<b>38.79</b>	<b>619.1</b>
Total expenditure growth excluding SFT										<b>137.9</b>

Reduction for Special Forms of Trading (e.g. online shopping) applied as follows:

2011	1.80%
2013	2.30%
2016	2.90%
2021	3.90%
2026	4.40%
2031	4.70%

Source: Experian Retail Planner 10, Estimated and forecast market share of non-store retail sales

Table 4a — Comparison goods market shares, 2013

East Staffordshire Catchment								
	Zone 1 %	Zone 2 %	Zone 3 %	Zone 4 %	Zone 5 %	Zone 6 %	Zone 7 %	Zone 8 %
<b>Stores and centres in Zone 1</b>								
Uttoxeter Town Centre	30.5%	14.9%	1.5%	0.0%	0.0%	0.0%	0.0%	0.7%
Tesco, Brookside Road, Uttoxeter	4.7%	1.8%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
B&Q, Uttoxeter Retail Park, Meadow Way, Uttoxeter	3.3%	1.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%
Other destinations, Zone 1	2.7%	1.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
<b>Sub-total, survey zone 1</b>	<b>41.1%</b>	<b>18.7%</b>	<b>1.7%</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.1%</b>
<b>Stores and centres in Zone 2</b>								
Cheadle Town Centre	0.5%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other destinations, zone 2	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sub-total, survey zone 2</b>	<b>0.5%</b>	<b>9.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Stores and centres in Zone 3</b>								
Tutbury	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.1%	0.0%
Other destinations, zone 2	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sub-total, survey zone 3</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.0%</b>
<b>Stores and centres in Zone 4</b>								
Etwall	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Other destinations, Zone 4	0.0%	0.1%	0.1%	1.1%	0.0%	0.0%	0.0%	0.0%
<b>Sub-total, survey zone 4</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.1%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Stores and centres in Zone 5</b>								
Swadlincote (excluding Sainsbury's Civic Way)	0.1%	0.0%	0.5%	0.9%	13.5%	2.5%	0.3%	0.6%
Sainsbury's, Civic Way, Swadlincote	0.0%	0.0%	0.1%	0.0%	3.1%	0.3%	0.3%	0.0%
Other locations, survey zone 5	0.0%	0.0%	0.0%	0.0%	3.6%	1.8%	0.7%	0.0%
<b>Sub-total, survey zone 5</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.6%</b>	<b>0.9%</b>	<b>20.2%</b>	<b>4.5%</b>	<b>1.3%</b>	<b>0.6%</b>
<b>Stores and centres in survey zone 6</b>								
Tesco, Resolution Road, Ashby-de-la-Zouch	0.0%	0.0%	0.0%	0.0%	1.2%	16.3%	0.0%	0.0%
Ashby-de-la-Zouch Town Centre	0.0%	0.0%	0.0%	0.0%	0.9%	13.9%	0.0%	0.0%
Wickes Building Supplies Ltd, Nottingham Road Industrial Estate, Ashby-de-	0.0%	0.0%	0.0%	0.0%	0.4%	3.0%	0.0%	0.0%
Other destinations, Zone 6	0.0%	0.0%	0.1%	0.0%	0.6%	1.7%	0.2%	0.3%
<b>Sub-total, survey zone 6</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>3.1%</b>	<b>35.0%</b>	<b>0.2%</b>	<b>0.3%</b>
<b>Stores and centres in survey zone 7</b>								
Burton-upon-Trent Town Centre	19.5%	3.5%	45.6%	15.4%	42.2%	19.3%	60.6%	51.1%
B&Q, Wellington Road, Burton-on-Trent	0.9%	0.0%	5.8%	2.8%	4.6%	1.2%	6.6%	4.5%
Morrisons, Wellington Road, Burton-upon-Trent	0.4%	0.0%	0.4%	0.4%	0.0%	0.0%	0.8%	3.6%
Currys, Centrum East Retail Park, Wellington Road, Burton-on-Trent	0.6%	0.0%	1.5%	0.6%	2.6%	0.3%	2.5%	2.5%
All locations, survey zone 7	0.2%	0.0%	2.0%	0.5%	2.6%	0.1%	3.2%	1.6%
<b>Sub-total, survey zone 7</b>	<b>21.6%</b>	<b>3.6%</b>	<b>55.3%</b>	<b>19.6%</b>	<b>52.0%</b>	<b>20.9%</b>	<b>73.6%</b>	<b>63.4%</b>
<b>Stores and centres in survey zone 8</b>								
Barton-under-Needwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Other destinations, Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sub-total, survey zone 8</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.3%</b>
<b>Sub-total for study area</b>								
	<b>63.4%</b>	<b>31.4%</b>	<b>59.9%</b>	<b>22.0%</b>	<b>75.4%</b>	<b>60.4%</b>	<b>75.3%</b>	<b>67.6%</b>
<b>Locations outside study area</b>								
<b>Derby</b>								
Derby city centre (excluding Westfield Shopping Centre)	10.3%	12.0%	21.6%	41.2%	8.0%	5.0%	15.0%	3.6%
Westfield Shopping Centre, Derby	0.6%	0.9%	3.4%	4.8%	0.9%	1.0%	0.2%	0.0%
Other locations, Derby	0.1%	0.4%	1.6%	5.1%	0.5%	0.5%	0.2%	0.4%
<b>Sub-total, Derby</b>	<b>10.9%</b>	<b>13.3%</b>	<b>26.7%</b>	<b>51.1%</b>	<b>9.4%</b>	<b>6.5%</b>	<b>15.3%</b>	<b>3.9%</b>
<b>Stoke-on-Trent</b>								
Stoke-on-Trent city centre	3.6%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Hanley Centre	3.4%	18.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Festival Park, Etruria Road, Hanley	1.3%	5.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
B&Q, Meir Park, Whittle Road, Stoke-on-Trent	0.4%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sub-total, Stoke-on-Trent</b>	<b>8.7%</b>	<b>26.4%</b>	<b>0.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Tamworth</b>								
Tamworth Town Centre	0.1%	0.0%	0.7%	0.1%	4.5%	6.5%	0.6%	7.3%
Ventura Retail Park, Ventura Park Road, Bonehill, Tamworth	0.0%	0.0%	0.3%	0.0%	1.1%	5.3%	0.6%	0.1%
Other locations, Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
<b>Sub-total, Tamworth</b>	<b>0.1%</b>	<b>0.0%</b>	<b>1.1%</b>	<b>0.1%</b>	<b>5.6%</b>	<b>11.8%</b>	<b>1.2%</b>	<b>7.4%</b>
<b>Lichfield</b>								
Lichfield Town Centre	0.6%	0.1%	0.3%	0.1%	0.1%	0.1%	0.2%	6.6%
Other locations, Lichfield	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	2.5%
<b>Sub-total, Tamworth</b>	<b>0.6%</b>	<b>0.1%</b>	<b>0.5%</b>	<b>0.1%</b>	<b>0.1%</b>	<b>0.1%</b>	<b>0.5%</b>	<b>9.2%</b>
<b>Other locations</b>								
Ashbourne	0.7%	6.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Leicester	0.2%	0.2%	0.2%	0.1%	1.2%	4.7%	1.0%	0.0%
Stafford	3.4%	3.6%	0.0%	0.3%	0.0%	0.0%	0.0%	1.8%
All other locations outside study area	12.0%	18.9%	11.2%	26.3%	8.3%	16.4%	6.7%	10.1%
<b>Sub-total for outside study area</b>								
	<b>36.6%</b>	<b>68.6%</b>	<b>40.1%</b>	<b>78.0%</b>	<b>24.6%</b>	<b>39.6%</b>	<b>24.7%</b>	<b>32.4%</b>
<b>Total</b>								
	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: NEMS Household Survey market shares (composite results), April 2013

Table 4b — Comparison goods spending patterns, 2013

East Staffordshire Catchment									
	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Overall total £m
<b>Total expenditure available to study area, 2013</b>	<b>40.50</b>	<b>89.56</b>	<b>67.80</b>	<b>54.09</b>	<b>207.87</b>	<b>62.41</b>	<b>116.04</b>	<b>50.73</b>	<b>689.01</b>
<b>Stores and centres in Zone 1</b>									
Uttoxeter	12.34	13.35	1.04	0.00	0.00	0.00	0.00	0.33	27.1
Tesco, Brookside Road, Uttoxeter	1.90	1.62	0.07	0.00	0.00	0.00	0.00	0.06	3.65
B&Q, Uttoxeter Retail Park, Meadow Way, Uttoxeter	1.33	0.88	0.03	0.03	0.00	0.00	0.00	0.14	2.40
Other destinations, Zone 1	1.08	0.87	0.00	0.07	0.00	0.00	0.00	0.01	2.03
<b>Sub-total, survey zone 1</b>	<b>16.66</b>	<b>16.72</b>	<b>1.14</b>	<b>0.10</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.54</b>	<b>35.15</b>
<b>Stores and centres in Zone 2</b>									
Cheadle	0.19	7.96	0.00	0.00	0.00	0.00	0.00	0.00	8.15
Other destinations, zone 2	0.03	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.24
<b>Sub-total, survey zone 2</b>	<b>0.22</b>	<b>8.18</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>8.39</b>
<b>Stores and centres in Zone 3</b>									
Tutbury	0.00	0.00	0.86	0.00	0.00	0.00	0.15	0.00	1.02
Other destinations, zone 2	0.00	0.00	0.58	0.00	0.00	0.00	0.00	0.00	0.58
<b>Sub-total, survey zone 3</b>	<b>0.00</b>	<b>0.00</b>	<b>1.44</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.15</b>	<b>0.00</b>	<b>1.59</b>
<b>Stores and centres in Zone 4</b>									
Etwall	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.09
Other destinations, Zone 4	0.00	0.05	0.04	0.57	0.00	0.00	0.00	0.00	0.66
<b>Sub-total, survey zone 4</b>	<b>0.00</b>	<b>0.05</b>	<b>0.04</b>	<b>0.66</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.75</b>
<b>Stores and centres in Zone 5</b>									
Swadlincote	0.06	0.00	0.33	0.47	28.14	1.56	0.30	0.28	31.1
Sainsbury's, Civic Way, Swadlincote	0.00	0.00	0.09	0.00	6.38	0.17	0.36	0.02	7.02
Other locations, survey zone 5	0.00	0.00	0.02	0.01	7.57	1.10	0.84	0.00	9.54
<b>Sub-total, survey zone 5</b>	<b>0.06</b>	<b>0.00</b>	<b>0.43</b>	<b>0.48</b>	<b>42.09</b>	<b>2.83</b>	<b>1.50</b>	<b>0.30</b>	<b>47.69</b>
<b>Stores and centres in survey zone 6</b>									
Tesco, Resolution Road, Ashby-de-la-Zouch	0.00	0.00	0.00	0.02	2.56	10.18	0.00	0.00	12.76
Ashby-de-la-Zouch	0.00	0.00	0.01	0.00	1.89	8.66	0.00	0.00	10.6
Wickes Building Supplies Ltd, Nottingham Road Industrial Estate, Ashby-de-	0.00	0.00	0.00	0.00	0.76	1.89	0.00	0.00	2.66
Other destinations, Zone 6	0.00	0.00	0.04	0.00	1.31	1.09	0.27	0.13	2.85
<b>Sub-total, survey zone 6</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>	<b>0.02</b>	<b>6.52</b>	<b>21.82</b>	<b>0.27</b>	<b>0.13</b>	<b>28.81</b>
<b>Stores and centres in survey zone 7</b>									
Burton-upon-Trent	7.89	3.15	30.89	8.34	87.78	12.07	70.28	25.90	246.3
B&Q, Wellington Road, Burton-upon-Trent	0.38	0.00	3.96	1.51	9.59	0.73	7.65	2.30	26.12
Morrisons, Wellington Road, Burton-upon-Trent	0.16	0.00	0.26	0.20	0.00	0.00	0.92	1.85	3.39
Currys, Centrum East Retail Park, Wellington Road, Burton-upon-Trent	0.26	0.00	1.03	0.32	5.46	0.20	2.90	1.28	11.44
All locations, survey zone 7	0.08	0.03	1.33	0.25	5.34	0.07	3.70	0.83	11.63
<b>Sub-total, survey zone 7</b>	<b>8.76</b>	<b>3.18</b>	<b>37.47</b>	<b>10.62</b>	<b>108.17</b>	<b>13.07</b>	<b>85.45</b>	<b>32.16</b>	<b>298.90</b>
<b>Stores and centres in survey zone 8</b>									
Barton-under-Needwood	0.00	0.00	0.03	0.00	0.00	0.00	0.00	1.13	1.16
Other destinations, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.02
<b>Sub-total, survey zone 8</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1.14</b>	<b>1.18</b>
<b>Sub-total for study area</b>	<b>25.69</b>	<b>28.12</b>	<b>40.59</b>	<b>11.89</b>	<b>156.79</b>	<b>37.72</b>	<b>87.38</b>	<b>34.28</b>	<b>422.5</b>
<b>Locations outside study area</b>									
<b>Derby</b>									
Derby city centre	4.17	10.70	14.66	22.30	16.66	3.14	17.36	1.80	90.78
Westfield Shopping Centre, Derby	0.23	0.80	2.33	2.61	1.86	0.61	0.22	0.00	8.65
Other locations, Derby	0.02	0.38	1.09	2.74	1.00	0.33	0.19	0.20	5.95
<b>Sub-total, Derby</b>	<b>4.42</b>	<b>11.88</b>	<b>18.08</b>	<b>27.65</b>	<b>19.51</b>	<b>4.07</b>	<b>17.77</b>	<b>2.00</b>	<b>105.39</b>
<b>Stoke-on-Trent</b>									
Stoke-on-Trent city centre	1.46	0.58	0.10	0.00	0.00	0.00	0.00	0.00	2.14
Hanley Centre	1.39	16.19	0.07	0.00	0.00	0.00	0.00	0.00	17.65
Festival Park, Etruria Road, Hanley	0.52	4.57	0.04	0.00	0.00	0.00	0.00	0.00	5.12
B&Q, Meir Park, Whittle Road, Stoke-on-Trent	0.15	2.34	0.01	0.00	0.00	0.00	0.00	0.00	2.50
<b>Sub-total, Stoke-on-Trent</b>	<b>3.53</b>	<b>23.67</b>	<b>0.21</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>27.41</b>
<b>Tamworth</b>									
Tamworth Town Centre	0.03	0.04	0.49	0.06	9.45	4.03	0.73	3.69	18.54
Ventura Retail Park, Ventura Park Road, Bonehill, Tamworth	0.00	0.00	0.23	0.00	2.27	3.28	0.65	0.07	6.50
Other locations, Tamworth	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.07
<b>Sub-total, Tamworth</b>	<b>0.03</b>	<b>0.04</b>	<b>0.72</b>	<b>0.06</b>	<b>11.73</b>	<b>7.39</b>	<b>1.38</b>	<b>3.76</b>	<b>25.12</b>
<b>Lichfield</b>									
Lichfield Town Centre	0.22	0.11	0.24	0.05	0.12	0.07	0.27	3.37	4.45
Other locations, Lichfield	0.00	0.00	0.08	0.00	0.00	0.00	0.27	1.28	1.62
<b>Sub-total, Lichfield</b>	<b>0.22</b>	<b>0.11</b>	<b>0.32</b>	<b>0.05</b>	<b>0.12</b>	<b>0.07</b>	<b>0.53</b>	<b>4.65</b>	<b>6.07</b>
<b>Other locations</b>									
Ashbourne	0.26	5.37	0.12	0.01	0.00	0.00	0.04	0.00	5.81
Leicester	0.10	0.16	0.14	0.04	2.43	2.90	1.20	0.00	6.97
Stafford	1.40	3.25	0.00	0.16	0.00	0.00	0.00	0.91	5.72
All other locations outside study area	4.84	16.95	7.62	14.21	17.30	10.26	7.74	5.13	84.05
<b>Sub-total for outside study area</b>	<b>14.81</b>	<b>61.44</b>	<b>27.21</b>	<b>42.19</b>	<b>51.09</b>	<b>24.68</b>	<b>28.67</b>	<b>16.45</b>	<b>266.54</b>
<b>Total</b>	<b>40.5</b>	<b>89.6</b>	<b>67.8</b>	<b>54.1</b>	<b>207.9</b>	<b>62.4</b>	<b>116.0</b>	<b>50.7</b>	<b>689.01</b>

Source: Table 4a, Table 3a



Table 5a — Percentage splits of Comparison goods expenditure

	East Staffordshire Catchment							
	Zone 1 %	Zone 2 %	Zone 3 %	Zone 4 %	Zone 5 %	Zone 6 %	Zone 7 %	Zone 8 %
Clothing and footwear	27.4%	25.6%	26.2%	25.7%	26.7%	26.0%	28.6%	25.3%
Furniture, floorcoverings, household textiles	10.5%	10.9%	10.9%	11.1%	10.3%	10.9%	10.4%	11.3%
Audio-visual equipment	26.0%	25.1%	24.5%	24.1%	25.0%	24.4%	25.9%	24.6%
Hardware, DIY	7.8%	8.7%	7.9%	7.9%	7.6%	7.8%	7.4%	9.0%
Chemist goods	2.4%	2.9%	3.4%	4.5%	3.4%	4.0%	2.3%	2.8%
Recreational goods	12.0%	11.8%	12.3%	11.8%	12.8%	12.3%	12.1%	11.6%
Other non-food	13.9%	15.0%	14.8%	14.8%	14.1%	14.7%	13.3%	15.4%

Source: Experian MMG3 (2012)

Table 5b — Total Expenditure on Different Categories of Comparison Goods in 2013

	East Staffordshire Catchment								Overall total £m
	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	
Clothes and Shoes	11.11	22.95	17.75	13.91	55.52	16.22	33.18	12.83	<b>183.5</b>
Furniture, Carpets, Soft Household Furnishings	4.23	9.78	7.38	6.02	21.45	6.78	12.08	5.72	<b>73.4</b>
DIY and Decorating Goods	3.18	7.80	5.35	4.28	15.84	4.87	8.61	4.59	<b>54.5</b>
Electrical Items and Domestic Appliances	10.52	22.48	16.61	13.06	51.98	15.21	30.03	12.49	<b>172.4</b>
Health, Beauty and Chemist Items	0.96	2.57	2.32	2.43	7.07	2.48	2.62	1.40	<b>21.9</b>
Recreational Goods	4.88	10.54	8.37	6.38	26.60	7.68	14.07	5.86	<b>84.4</b>
Other Goods (books, CDs, jewellery, glass and china, etc)	5.62	13.45	10.03	8.01	29.40	9.17	15.45	7.84	<b>99.0</b>
<b>Total Comparison Goods Expenditure</b>	<b>40.50</b>	<b>89.56</b>	<b>67.80</b>	<b>54.09</b>	<b>207.87</b>	<b>62.41</b>	<b>116.04</b>	<b>50.73</b>	<b>689.0</b>

Source: Table 3a, Table 5a

Table 5c — Total Expenditure on Clothing and Shoes Goods in 2013

East Staffordshire Catchment										
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total	All Zones Market Share
	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Destinations in Zone 1										
Uttoxeter	2.66	2.63	0.27	0.00	0.00	0.00	0.00	0.04	5.6	3%
Other destinations, Zone 1	0.22	0.16	0.00	0.07	0.00	0.00	0.00	0.00	0.5	0%
<b>Sub total, Zone 1</b>	<b>2.89</b>	<b>2.79</b>	<b>0.27</b>	<b>0.07</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>	<b>6.1</b>	<b>3%</b>
Destinations in Zone 2										
Cheadle	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.2	0%
Other destinations, zone 2	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.1	0%
<b>Sub total, Zone 2</b>	<b>0.00</b>	<b>0.30</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.3</b>	<b>0%</b>
Destinations in Zone 3										
<b>Sub total, Zone 3</b>	<b>0.00</b>	<b>0.00</b>	<b>0.05</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.1</b>	<b>0%</b>
Destinations in Zone 4										
<b>Sub total, Zone 4</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0</b>	<b>0%</b>
Destinations in Zone 5										
Swadlincote	0.00	0.00	0.12	0.00	4.69	0.36	0.00	0.05	5.2	3%
Other destinations, Zone 5	0.00	0.00	0.00	0.00	0.25	0.12	0.20	0.00	0.6	0%
<b>Sub total, Zone 5</b>	<b>0.00</b>	<b>0.00</b>	<b>0.12</b>	<b>0.00</b>	<b>4.94</b>	<b>0.48</b>	<b>0.20</b>	<b>0.05</b>	<b>5.8</b>	<b>3%</b>
Destinations in Zone 6										
Ashby-de-la-Zouch	0.00	0.00	0.00	0.00	0.27	1.41	0.00	0.00	1.7	1%
Other destinations, Zone 6	0.00	0.00	0.00	0.00	0.78	0.27	0.00	0.00	1.0	1%
<b>Sub total, Zone 6</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1.04</b>	<b>1.68</b>	<b>0.00</b>	<b>0.00</b>	<b>2.7</b>	<b>1%</b>
Destinations in Zone 7										
Burton Town Centre	3.60	0.94	7.95	2.37	29.20	3.80	22.05	7.64	77.6	42%
Other destinations, Zone 7	0.00	0.00	0.03	0.00	0.00	0.00	0.29	0.00	0.3	0%
<b>Sub total, Zone 7</b>	<b>3.60</b>	<b>0.94</b>	<b>7.98</b>	<b>2.37</b>	<b>29.20</b>	<b>3.80</b>	<b>22.35</b>	<b>7.64</b>	<b>77.9</b>	<b>42%</b>
Destinations in Zone 8										
<b>Sub total, Zone 8</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0</b>	<b>0%</b>
<b>Sub-total for catchment area</b>	<b>6.49</b>	<b>4.03</b>	<b>8.41</b>	<b>2.44</b>	<b>35.19</b>	<b>5.95</b>	<b>22.55</b>	<b>7.74</b>	<b>92.8</b>	<b>50.6%</b>
<b>Destinations outside catchment area</b>										
Derby										
Derby city centre (excluding Westfield Shopping Centre)	1.77	4.33	4.72	7.51	6.13	1.64	5.86	0.87	32.8	18%
Westfield Shopping Centre, Derby	0.00	0.65	2.10	2.20	1.74	0.61	0.22	0.00	7.5	4%
Other locations, Derby	0.00	0.00	0.06	0.21	0.00	0.05	0.00	0.00	0.3	0%
<b>Sub-total, Derby</b>	<b>1.77</b>	<b>4.98</b>	<b>6.88</b>	<b>9.91</b>	<b>7.86</b>	<b>2.29</b>	<b>6.08</b>	<b>0.87</b>	<b>40.7</b>	<b>22%</b>
Stoke-on-Trent										
Hanley Town Centre	0.67	5.05	0.03	0.00	0.00	0.00	0.00	0.00	5.8	3%
Festival Park, Etruria Road, Hanley	0.23	0.94	0.00	0.00	0.00	0.00	0.00	0.00	1.2	1%
Other locations, Stoke-on-Trent	0.17	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.3	0%
<b>Sub-total, Stoke-on-Trent</b>	<b>1.07</b>	<b>6.16</b>	<b>0.03</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>7.3</b>	<b>4%</b>
Tamworth										
Ventura Retail Park, Ventura Park Road, Bonehill, Tamworth	0.00	0.00	0.05	0.00	1.36	1.92	0.12	0.00	3.4	2%
Tamworth Town Centre	0.00	0.00	0.12	0.00	3.40	1.44	0.32	1.30	6.6	4%
Other locations, Tamworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	0%
<b>Sub-total, Tamworth</b>	<b>0.00</b>	<b>0.00</b>	<b>0.17</b>	<b>0.00</b>	<b>4.75</b>	<b>3.35</b>	<b>0.44</b>	<b>1.30</b>	<b>10.0</b>	<b>5%</b>
Lichfield										
Lichfield Town Centre	0.09	0.00	0.03	0.05	0.00	0.00	0.26	0.61	1.0	1%
Other locations, Lichfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.4	0%
<b>Sub-total, Tamworth</b>	<b>0.09</b>	<b>0.00</b>	<b>0.03</b>	<b>0.05</b>	<b>0.00</b>	<b>0.00</b>	<b>0.26</b>	<b>0.96</b>	<b>1.4</b>	<b>1%</b>
<b>Other locations</b>										
Birmingham	0.00	0.49	0.18	0.05	2.63	0.78	0.21	0.72	5.1	3%
Leicester	0.04	0.16	0.11	0.00	1.02	0.76	1.20	0.00	3.3	2%
Stafford	0.41	0.94	0.00	0.00	0.00	0.00	0.00	0.14	1.5	1%
Nottingham	0.23	0.40	0.39	0.27	0.29	0.45	0.42	0.05	2.5	1%
Other destinations outside catchment area	1.03	5.77	1.56	1.18	3.76	2.63	2.03	1.06	19.0	10%
<b>Sub-total for outside catchment area</b>	<b>4.63</b>	<b>18.91</b>	<b>9.34</b>	<b>11.47</b>	<b>20.33</b>	<b>10.27</b>	<b>10.64</b>	<b>5.09</b>	<b>90.7</b>	<b>49%</b>
<b>Overall total</b>	<b>11.11</b>	<b>22.95</b>	<b>17.75</b>	<b>13.91</b>	<b>55.52</b>	<b>16.22</b>	<b>33.18</b>	<b>12.83</b>	<b>183.5</b>	<b>100%</b>

Source: NEMS Household Survey market shares, April 2013, Table 5b

Table 5d — Total Expenditure on Electrical Items and Domestic Items in 2013

East Staffordshire Catchment										
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total	All Zones Market Share
	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Destinations in Zone 1										
Uttoxeter	3.07	3.97	0.19	0.00	0.00	0.00	0.00	0.08	7.3	4%
Other destinations, Zone 1	1.89	0.54	0.00	0.00	0.00	0.00	0.00	0.05	2.5	1%
<b>Sub total, Zone 1</b>	<b>4.96</b>	<b>4.51</b>	<b>0.19</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.13</b>	<b>9.8</b>	<b>6%</b>
Destinations in Zone 2										
Cheadle	0.19	2.14	0.00	0.00	0.00	0.00	0.00	0.00	2.3	1%
Other destinations, zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0	0%
<b>Sub total, Zone 2</b>	<b>0.19</b>	<b>2.14</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2.3</b>	<b>1%</b>
Destinations in Zone 3										
<b>Sub total, Zone 3</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0</b>	<b>0%</b>
Destinations in Zone 4										
<b>Sub total, Zone 4</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.25</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.3</b>	<b>0%</b>
Destinations in Zone 5										
Swadlincote	0.00	0.00	0.11	0.00	12.66	0.27	0.27	0.07	13.4	8%
Other destinations, Zone 5	0.00	0.00	0.00	0.00	2.42	0.57	0.23	0.00	3.2	2%
<b>Sub total, Zone 5</b>	<b>0.00</b>	<b>0.00</b>	<b>0.11</b>	<b>0.00</b>	<b>15.08</b>	<b>0.84</b>	<b>0.50</b>	<b>0.07</b>	<b>16.6</b>	<b>10%</b>
Destinations in Zone 6										
Tesco, Resolution Road, Ashby-de-la-Zouch	0.00	0.00	0.00	0.00	1.07	7.06	0.00	0.00	8.1	5%
Ashby-de-la-Zouch	0.00	0.00	0.00	0.00	0.18	1.68	0.00	0.00	1.9	1%
Other destinations, Zone 6	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.03	0.5	0%
<b>Sub total, Zone 6</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1.71</b>	<b>8.74</b>	<b>0.00</b>	<b>0.03</b>	<b>10.5</b>	<b>6%</b>
Destinations in Zone 7										
Burton Town Centre	0.96	0.67	7.26	1.36	18.30	0.91	18.97	6.38	54.8	32%
Currys, Centrum East Retail Park, Wellington Road, Burton-on-Trent	0.26	0.00	1.03	0.32	5.46	0.20	2.69	0.32	10.3	6%
Other destinations, Zone 7	0.32	0.00	1.92	1.10	2.54	0.07	3.01	1.23	10.2	6%
<b>Sub total, Zone 7</b>	<b>1.53</b>	<b>0.67</b>	<b>10.21</b>	<b>2.79</b>	<b>26.30</b>	<b>1.18</b>	<b>24.67</b>	<b>7.92</b>	<b>75.3</b>	<b>44%</b>
Destinations in Zone 8										
<b>Sub total, Zone 8</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.28</b>	<b>0.3</b>	<b>0%</b>
<b>Sub-total for catchment area</b>	<b>6.68</b>	<b>7.33</b>	<b>10.56</b>	<b>3.04</b>	<b>43.09</b>	<b>10.77</b>	<b>25.17</b>	<b>8.44</b>	<b>115.1</b>	<b>66.8%</b>
Destinations outside catchment area										
Derby										
Derby city centre	0.76	1.61	3.71	3.45	4.25	0.06	4.04	0.44	18.3	11%
Other locations, Derby	0.00	0.00	0.24	0.14	0.74	0.12	0.00	0.05	1.3	1%
<b>Sub-total, Derby</b>	<b>0.76</b>	<b>1.61</b>	<b>3.96</b>	<b>3.60</b>	<b>4.99</b>	<b>0.18</b>	<b>4.04</b>	<b>0.49</b>	<b>19.6</b>	<b>11%</b>
Other locations										
Hanley	0.00	3.32	0.00	0.00	0.00	0.00	0.00	0.00	3.3	2%
Festival Park, Etruria Road, Hanley	0.29	3.28	0.00	0.00	0.00	0.00	0.00	0.00	3.6	2%
Other destinations outside catchment area	2.80	6.94	2.09	6.42	3.90	4.26	0.82	3.56	30.8	18%
<b>Sub-total for outside catchment area</b>	<b>3.85</b>	<b>15.15</b>	<b>6.05</b>	<b>10.02</b>	<b>8.89</b>	<b>4.44</b>	<b>4.86</b>	<b>4.05</b>	<b>57.3</b>	<b>33%</b>
<b>Overall total</b>	<b>10.52</b>	<b>22.48</b>	<b>16.61</b>	<b>13.06</b>	<b>51.98</b>	<b>15.21</b>	<b>30.03</b>	<b>12.49</b>	<b>172.4</b>	<b>100%</b>

Source: NEMS Household Survey market shares, April 2013, Table 5b

Table 6 — Retail planning commitments

**Comparison goods planning commitments**

	Application ref	Net floorspace sq.m	Turnover per sq.m £	Total turnover £m
Octagon Centre extension	P/2010/00967/CEH	2,940	6,000	17.6
Tesco, Burton	P/2010/01452/CEH/PO	3391	7,498	25.4
JCB Uttoxeter	OU/05254/018/JR/PO	627	5,088	3.2
Land at Former Cattle Market Smithfield Rd, Uttoxeter	P/2012/00771	1578	8,059	12.7
Burton Rugby Club	P/2011/01093/JPM/PO	6852	3,500	24.0
Total		15,388	-	83.0

**Convenience goods planning commitments**

Tesco, Burton	P/2010/01452/CEH/PO	3,756	11,168	41.9
JCB Uttoxeter	OU/05254/018/JR/PO	2,090	11,321	23.7
Land at Former Cattle Market Smithfield Rd, Uttoxeter	P/2012/00771	2,066	14,317	29.6
Total		7,912	-	95.2

Table 7 — Comparison goods capacity forecasts for study area:  
Constant market share scenario

Row		2013	2016	2021	2026	2031	2013-16	2016-21	2021-26	2026-31	2013-31
A	Total Population	264,647	272,810	285,962	297,863	308,066	8,163	13,152	11,901	10,203	43,419
B	Total Expenditure £m	689.01	742.71	867.41	1039.01	1237.27	53.70	124.70	171.60	198.26	548.26
C	Retained Expenditure £m	422.47	456.14	534.05	641.03	764.79	33.67	77.91	106.98	123.76	342.32
D	Retained Expenditure %	61.3%	61%	61%	61%	61%	-	-	-	-	-
E	Leakage £m	266.54	286.57	333.36	397.98	472.48	20.03	46.79	64.63	74.50	205.94
F	Inflow (%)	0%	0%	0%	0%	0%	-	-	-	-	-
G	Inflow £m	0.00	0.00	0.00	0.00	0.00	0	0	0	0	-
H	Total Turnover of Comparison Stores in OCA £m	422.47	422.47	422.47	422.47	422.47	-	-	-	-	-
I	<b>Initial Surplus £m/annum (Growth in Retained Expenditure)</b>	0.00	33.67	111.58	218.56	342.32	33.67	77.91	106.98	123.76	342.32
	<b>Claims on Expenditure</b>										
J	Existing Traders £m	0.00	0.00	32.65	67.82	105.72	0.00	32.65	35.17	37.89	105.72
K	Commitments	0.00	82.95	89.37	96.27	103.71	82.95	6.41	6.91	7.44	103.71
L	<b>Impact on capacity £m</b>	0.00	82.95	122.02	164.10	209.43	82.95	39.06	42.08	45.33	209.43
	<b>SUMMARY</b>										
M	Initial surplus £m						33.67	77.91	106.98	123.76	342.32
N	Claims on capacity £m						82.95	39.06	42.08	45.33	209.43
O	<b>RESIDUAL £m</b>						-49.28	38.85	64.90	78.43	132.89
P	Turnover per sq m (assumed)	5000					5,000	5,386	5,803	6,251	-
Q	Floorspace Requirement for study area (sq.m net)						<b>-9,856</b>	<b>7,212</b>	<b>11,184</b>	<b>12,546</b>	<b>21,086</b>
R	Floorspace Requirement for study area (sq.m gross)						-14,081	10,303	15,977	17,923	30,122

Growth rates used for existing traders (row J), commitments (row K) and turnover per sq.m of floorspace sales efficiency growth (row P) as follows:

2013-16	0.00%	per annum
2016+	1.50%	per annum

Gross: net floorspace ratio (row R): 70%

Table 8a — Convenience goods market shares, 2013

	East Staffordshire Catchment							
	Zone 1 %	Zone 2 %	Zone 3 %	Zone 4 %	Zone 5 %	Zone 6 %	Zone 7 %	Zone 8 %
<b>Foodstores in Zone 1</b>								
Tesco, Brookside Road, Uttoxeter	51.24%	19.72%	2.25%	0.00%	0.00%	0.00%	0.00%	4.45%
Uttoxeter Town Centre	17.37%	4.46%	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	9.91%	2.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, New Road, Uttoxeter	7.71%	3.26%	0.50%	0.00%	0.00%	0.00%	0.00%	0.14%
Other destinations, Zone 1	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-total, survey zone 1</b>	<b>86.50%</b>	<b>30.04%</b>	<b>2.91%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>4.59%</b>
<b>Foodstores in Zone 2</b>								
Morrisons, Well Street, Cheadle	0.91%	24.33%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Ashbourne Road, Cheadle	0.00%	5.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other foodstores, survey zone 2	0.00%	4.42%	0.06%	0.00%	0.69%	0.00%	0.00%	0.00%
<b>Sub-total, survey zone 2</b>	<b>0.91%</b>	<b>33.91%</b>	<b>0.17%</b>	<b>0.00%</b>	<b>0.69%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Foodstores in Zone 3</b>								
Co-op, Station Road, Hatton, Derby	0.00%	0.00%	5.69%	0.00%	0.00%	0.00%	0.11%	0.00%
Tesco Express, Witham Close, Hilton, Derby	0.00%	0.14%	3.05%	1.20%	0.00%	0.00%	0.00%	0.00%
Other foodstores, survey zone 3	0.00%	0.21%	5.21%	0.00%	0.00%	0.00%	0.15%	0.00%
<b>Sub-total, survey zone 3</b>	<b>0.00%</b>	<b>0.35%</b>	<b>13.95%</b>	<b>1.20%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.26%</b>	<b>0.00%</b>
<b>Foodstores in Zone 4</b>								
Mickleover	0.00%	0.00%	0.00%	1.89%	0.00%	0.00%	0.00%	0.00%
Other foodstores, survey zone 4	0.00%	0.00%	0.03%	4.06%	0.00%	0.05%	0.00%	0.00%
<b>Sub-total, survey zone 4</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.03%</b>	<b>5.96%</b>	<b>0.00%</b>	<b>0.05%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Foodstores in Zone 5</b>								
Sainsbury's, Civic Way, Swadlincote	0.00%	0.00%	0.28%	1.57%	21.65%	8.83%	0.00%	1.58%
Morrisons, Coppice Side, Swadlincote	0.00%	0.00%	0.22%	2.30%	22.14%	12.08%	0.00%	0.00%
Sainsbury's Local, High Street, Newhall, Swadlincote	0.00%	0.00%	0.00%	0.10%	6.00%	3.54%	0.06%	0.00%
Aldi, The Pipeworks, Coppice Side, Swadlincote	0.00%	0.00%	0.00%	0.33%	3.09%	1.29%	0.00%	0.00%
Other foodstores, survey zone 5	0.00%	0.15%	0.76%	1.32%	11.14%	0.70%	2.59%	0.34%
<b>Sub-total, survey zone 5</b>	<b>0.00%</b>	<b>0.15%</b>	<b>1.26%</b>	<b>5.62%</b>	<b>64.02%</b>	<b>26.45%</b>	<b>2.65%</b>	<b>1.92%</b>
<b>Foodstores in Zone 6</b>								
Tesco, Resolution Road, Ashby-de-la-Zouch	0.00%	0.00%	0.03%	0.73%	4.90%	42.37%	0.00%	0.00%
Co-op, Derby Road, Ashby-de-la-Zouch	0.00%	0.00%	0.00%	0.00%	0.09%	6.09%	0.00%	0.00%
Other foodstores, survey zone 6	0.00%	0.00%	0.00%	0.00%	0.47%	10.88%	0.06%	0.00%
<b>Sub-total, survey zone 6</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.03%</b>	<b>0.73%</b>	<b>5.46%</b>	<b>59.34%</b>	<b>0.06%</b>	<b>0.00%</b>
<b>Foodstores in Zone 7</b>								
Morrisons, Wellington Road, Burton-upon-Trent	0.60%	0.00%	13.26%	3.56%	7.09%	0.00%	35.42%	37.25%
Sainsbury's, Union Street, Burton-upon-Trent	0.28%	0.00%	15.13%	1.21%	2.50%	0.00%	8.43%	4.97%
Tesco, Bond End Wharf, St. Peter's Bridge, Burton-upon-Trent	0.00%	0.00%	11.51%	2.43%	7.84%	0.00%	11.76%	4.17%
Asda, Octagon Centre, Orchard Street, Burton-upon-Trent	1.67%	0.00%	5.24%	0.24%	4.08%	0.05%	8.64%	3.39%
Aldi, Horninglow Street, Burton-upon-Trent	0.00%	0.00%	4.65%	0.08%	1.67%	0.00%	7.83%	3.34%
Burtin-upon-Trent Town Centre (excluding Sainsbury's Union Street and Asda Octagon Centre)	1.72%	0.00%	2.30%	0.80%	2.07%	0.06%	4.33%	1.13%
Other destinations, Zone 7	0.05%	0.00%	3.47%	0.87%	1.85%	0.00%	13.12%	1.55%
<b>Sub-total, survey zone 7</b>	<b>4.32%</b>	<b>0.00%</b>	<b>55.57%</b>	<b>9.19%</b>	<b>27.10%</b>	<b>0.11%</b>	<b>89.52%</b>	<b>55.80%</b>
<b>Foodstores in Zone 8</b>								
Co-op, Main Street, Barton-under-Needwood	0.00%	0.00%	0.18%	0.00%	0.00%	0.00%	0.00%	10.19%
Other foodstores, survey zone 8	0.00%	0.00%	0.18%	0.00%	0.00%	0.00%	0.98%	4.96%
<b>Sub-total, survey zone 8</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.36%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.98%</b>	<b>15.15%</b>
<b>Overall sub-total for study area</b>	<b>91.73%</b>	<b>64.46%</b>	<b>74.29%</b>	<b>22.70%</b>	<b>97.27%</b>	<b>85.95%</b>	<b>93.47%</b>	<b>77.46%</b>
<b>Foodstores outside study area</b>								
Tesco, Kipling Drive, Mickleover	0.00%	1.28%	12.88%	40.43%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Kingsway Retail Park, Kingsway, Derby	0.00%	0.32%	3.85%	15.39%	0.00%	0.00%	0.82%	0.00%
Sainsbury's, Coopers Mill, King Edward Street, Ashbourne	0.28%	11.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Sinfen District Centre, Arlestone Lane, Sinfen, Derby	0.00%	0.00%	1.36%	9.04%	1.14%	0.00%	0.00%	0.00%
Tesco Superstore, Lysander Road, Meir, Stoke-on-Trent	0.00%	8.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Aldi, Uttoxeter New Road, Derby	0.00%	0.25%	1.01%	3.69%	0.00%	0.00%	0.00%	0.00%
Morrisons, Whitwick Road, Coalville	0.00%	0.00%	0.00%	0.00%	0.00%	3.58%	0.00%	0.00%
Other foodstores outside study area	7.99%	13.49%	6.62%	8.75%	1.59%	10.47%	5.71%	22.54%
<b>Overall sub-total for outside study area</b>	<b>8.27%</b>	<b>35.54%</b>	<b>25.71%</b>	<b>77.30%</b>	<b>2.73%</b>	<b>14.05%</b>	<b>6.53%</b>	<b>22.54%</b>
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

Source: NEMS Household Survey market shares (composite results),  
April 2013

Table 8b — Convenience goods spending patterns, 2013

	East Staffordshire Catchment								
	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Overall total £m
<b>Total expenditure available to study area</b>	<b>28.13</b>	<b>62.21</b>	<b>44.81</b>	<b>36.81</b>	<b>149.41</b>	<b>44.61</b>	<b>83.37</b>	<b>33.09</b>	<b>482.4</b>
<b>Foodstores in Zone 1</b>									
Tesco, Brookside Road, Uttoxeter	14.41	12.27	1.01	0.00	0.00	0.00	0.00	1.47	29.2
Uttoxeter Town Centre	4.89	2.77	0.07	0.00	0.00	0.00	0.00	0.00	7.7
Lidl, Dovefields Retail Park, Town Meadows Way, Uttoxeter	2.79	1.62	0.00	0.00	0.00	0.00	0.00	0.00	4.4
Tesco Express, New Road, Uttoxeter	2.17	2.03	0.22	0.00	0.00	0.00	0.00	0.05	4.5
Other destinations, Zone 1	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.1
<b>Sub-total, survey zone 1</b>	<b>24.33</b>	<b>18.69</b>	<b>1.30</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1.52</b>	<b>45.8</b>
<b>Foodstores in Zone 2</b>									
Morrisons, Well Street, Cheadle	0.26	15.13	0.05	0.00	0.00	0.00	0.00	0.00	15.4
Asda, Ashbourne Road, Cheadle	0.00	3.21	0.00	0.00	0.00	0.00	0.00	0.00	3.2
Other foodstores, survey zone 2	0.00	2.75	0.03	0.00	1.04	0.00	0.00	0.00	3.8
<b>Sub-total, survey zone 2</b>	<b>0.26</b>	<b>21.10</b>	<b>0.08</b>	<b>0.00</b>	<b>1.04</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>22.5</b>
<b>Foodstores in Zone 3</b>									
Co-op, Station Road, Hatton, Derby	0.00	0.00	2.55	0.00	0.00	0.00	0.09	0.00	2.6
Tesco Express, Witham Close, Hilton, Derby	0.00	0.09	1.37	0.44	0.00	0.00	0.00	0.00	1.9
Other foodstores, survey zone 3	0.00	0.13	2.33	0.00	0.00	0.00	0.13	0.00	2.6
<b>Sub-total, survey zone 3</b>	<b>0.00</b>	<b>0.22</b>	<b>6.25</b>	<b>0.44</b>	<b>0.00</b>	<b>0.00</b>	<b>0.22</b>	<b>0.00</b>	<b>7.1</b>
<b>Foodstores in Zone 4</b>									
Mickleover	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.7
Other foodstores, survey zone 4	0.00	0.00	0.02	1.50	0.00	0.02	0.00	0.00	1.5
<b>Sub-total, survey zone 4</b>	<b>0.00</b>	<b>0.00</b>	<b>0.02</b>	<b>2.19</b>	<b>0.00</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>2.2</b>
<b>Foodstores in Zone 5</b>									
Sainsbury's, Civic Way, Swadlincote	0.00	0.00	0.13	0.58	32.35	3.94	0.00	0.52	37.5
Morrisons, Coppice Side, Swadlincote	0.00	0.00	0.10	0.85	33.07	5.39	0.00	0.00	39.4
Sainsbury's Local, High Street, Newhall, Swadlincote	0.00	0.00	0.00	0.04	8.96	1.58	0.05	0.00	10.6
Aldi, The Pipeworks, Coppice Side, Swadlincote	0.00	0.00	0.00	0.12	4.62	0.58	0.00	0.00	5.3
Other foodstores, survey zone 5	0.00	0.09	0.34	0.48	16.65	0.31	2.16	0.11	20.2
<b>Sub-total, survey zone 5</b>	<b>0.00</b>	<b>0.09</b>	<b>0.57</b>	<b>2.07</b>	<b>95.65</b>	<b>11.80</b>	<b>2.21</b>	<b>0.64</b>	<b>113.0</b>
<b>Foodstores in Zone 6</b>									
Tesco, Resolution Road, Ashby-de-la-Zouch	0.00	0.00	0.01	0.27	7.33	18.90	0.00	0.00	26.5
Co-op, Derby Road, Ashby-de-la-Zouch	0.00	0.00	0.00	0.00	0.13	2.72	0.00	0.00	2.8
Other foodstores, survey zone 6	0.00	0.00	0.00	0.00	0.71	4.85	0.05	0.00	5.6
<b>Sub-total, survey zone 6</b>	<b>0.00</b>	<b>0.00</b>	<b>0.01</b>	<b>0.27</b>	<b>8.16</b>	<b>26.47</b>	<b>0.05</b>	<b>0.00</b>	<b>35.0</b>
<b>Foodstores in Zone 7</b>									
Morrisons, Wellington Road, Burton-upon-Trent	0.17	0.00	5.94	1.31	10.59	0.00	29.53	12.33	59.9
Sainsbury's, Union Street, Burton-upon-Trent	0.08	0.00	6.78	0.45	3.73	0.00	7.03	1.64	19.7
Tesco, Bond End Wharf, St. Peter's Bridge, Burton-upon-Trent	0.00	0.00	5.16	0.89	11.71	0.00	9.80	1.38	28.9
Asda, Octagon Centre, Orchard Street, Burton-upon-Trent	0.47	0.00	2.35	0.09	6.10	0.02	7.20	1.12	17.4
Aldi, Horninglow Street, Burton-upon-Trent	0.00	0.00	2.08	0.03	2.50	0.00	6.52	1.10	12.2
Burtin-upon-Trent Town Centre (excluding Sainsbury's Union Street and Asda Octagon Centre)	0.48	0.00	1.03	0.29	3.09	0.03	3.61	0.37	8.9
Other destinations, Zone 7	0.01	0.00	1.55	0.32	2.77	0.00	10.94	0.51	16.1
<b>Sub-total, survey zone 7</b>	<b>1.22</b>	<b>0.00</b>	<b>24.90</b>	<b>3.38</b>	<b>40.49</b>	<b>0.05</b>	<b>74.63</b>	<b>18.46</b>	<b>163.1</b>
<b>Foodstores in Zone 8</b>									
Co-op, Main Street, Barton-under-Needwood	0.00	0.00	0.08	0.00	0.00	0.00	0.00	3.37	3.5
Other foodstores, survey zone 8	0.00	0.00	0.08	0.00	0.00	0.00	0.82	1.64	2.5
<b>Sub-total, survey zone 8</b>	<b>0.00</b>	<b>0.00</b>	<b>0.16</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.82</b>	<b>5.01</b>	<b>6.0</b>
<b>Overall sub-total for study area</b>	<b>25.80</b>	<b>40.10</b>	<b>33.29</b>	<b>8.36</b>	<b>145.33</b>	<b>38.35</b>	<b>77.92</b>	<b>25.63</b>	<b>394.8</b>
<b>Foodstores outside study area</b>									
Tesco, Kipling Drive, Mickleover	0.00	0.80	5.77	14.88	0.00	0.00	0.00	0.00	21.5
Sainsbury's, Kingsway Retail Park, Kingsway, Derby	0.00	0.20	1.72	5.67	0.00	0.00	0.69	0.00	8.3
Sainsbury's, Coopers Mill, King Edward Street, Ashbourne	0.08	7.18	0.00	0.00	0.00	0.00	0.00	0.00	7.3
Asda, Sinfen District Centre, Arleston Lane, Sinfen, Derby	0.00	0.00	0.61	3.33	1.70	0.00	0.00	0.00	5.6
Tesco Superstore, Lysander Road, Meir, Stoke-on-Trent	0.00	5.38	0.00	0.00	0.00	0.00	0.00	0.00	5.4
Aldi, Uttoxeter New Road, Derby	0.00	0.15	0.45	1.36	0.00	0.00	0.00	0.00	2.0
Morrisons, Whitwick Road, Coalville	0.00	0.00	0.00	0.00	0.00	1.60	0.00	0.00	1.6
Other foodstores outside study area	2.25	8.39	2.97	3.22	2.38	4.67	4.76	7.46	36.1
<b>Overall sub-total for outside study area</b>	<b>2.33</b>	<b>22.11</b>	<b>11.52</b>	<b>28.45</b>	<b>4.08</b>	<b>6.27</b>	<b>5.45</b>	<b>7.46</b>	<b>87.7</b>
<b>Total</b>	<b>28.13</b>	<b>62.21</b>	<b>44.81</b>	<b>36.81</b>	<b>149.41</b>	<b>44.61</b>	<b>83.37</b>	<b>33.09</b>	<b>482.4</b>

Source: Table 3b, Table 7a

Table 9a — Convenience goods capacity forecasts for study area:  
Constant market share scenario

Row		2013	2016	2021	2026	2031	2013-16	2016-21	2021-26	2026-31	2013-31
A	Total Population	254,865	272,810	285,962	297,863	308,066	17,945	13,152	11,901	10,203	53,201
B	Total Expenditure £m	482.45	496.56	535.73	577.36	619.12	14.12	39.16	41.63	41.76	136.68
C	Retained Expenditure £m	394.79	406.85	439.70	474.60	509.66	12.06	32.85	34.90	35.06	114.88
D	Retained Expenditure %	82%	82%	82%	82%	82%	-	-	-	-	-
E	Leakage £m	87.66	89.72	96.03	102.76	109.46	2.06	6.31	6.73	6.70	21.80
F	Inflow (%)	0%	0%	0%	0%	0%	-	-	-	-	-
G	Inflow £m	0.00	0.00	0.00	0.00	0.00	0	0	0	0	-
H	Total Turnover of Comparison Stores in OCA £m	394.79	394.79	394.79	394.79	394.79	-	-	-	-	-
I	<b>Initial Surplus £m/annum (Growth in Retained Expenditure)</b>	0.00	12.06	44.91	79.81	114.88	12.06	32.85	34.90	35.06	114.88
	<b>Claims on Expenditure</b>										
J	Existing Traders £m	0.00	0.00	5.96	12.00	18.14	0.00	5.96	6.05	6.14	18.14
K	Commitments	0.00	95.19	96.62	98.08	99.56	95.19	1.44	1.46	1.48	99.56
L	<b>Impact on capacity £m</b>	0.00	95.19	102.58	110.09	117.70	95.19	7.39	7.51	7.62	117.70
	<b>SUMMARY</b>										
M	Initial surplus £m						12.06	32.85	34.90	35.06	114.88
N	Claims on capacity £m						95.19	7.39	7.51	7.62	117.70
O	Allowance for foodstore over-trading						36.50				
P	<b>RESIDUAL £m</b>						-46.63	25.46	27.39	27.45	-2.83
Q	Turnover per sq m (assumed)	13,500					13,500	13,704	13,911	14,120	-
R	Floorspace Requirement for study area (sq.m net)						<b>-3,454</b>	<b>1,858</b>	<b>1,969</b>	<b>1,944</b>	<b>2,317</b>
S	Floorspace Requirement for study area (sq.m gross)						-5,314	2,858	3,030	2,990	3,564

Growth rates used for existing traders (row J), commitments (row K) and turnover per sq.m of floorspace sales efficiency growth (row P) as follows:

2013-16	0.00%	per annum
2016+	0.30%	per annum

Gross: net floorspace ratio (row R): 65%



Table 9b — Convenience goods capacity forecasts for study area  
Increasing market share scenario

Row		2013	2016	2021	2026	2031	2013-16	2016-21	2021-26	2026-31	2013-31
A	Total Population	254,865	272,810	285,962	297,863	308,066	17,945	13,152	11,901	10,203	53,201
B	Total Expenditure £m	482.45	496.56	535.73	577.36	619.12	14.12	39.16	41.63	41.76	136.68
C	Retained Expenditure £m	394.79	422.08	466.08	508.08	557.21	27.29	44.00	41.99	49.14	162.43
D	Retained Expenditure %	81.8%	85%	87%	88%	90%	-	-	-	-	-
E	Leakage £m	87.66	74.48	69.64	69.28	61.91	-13.18	-4.84	-0.36	-7.37	-25.75
F	Inflow (%)	0%	0%	0%	0%	0%	-	-	-	-	-
G	Inflow £m	0.00	0.00	0.00	0.00	0.00	0	0	0	0	-
H	Total Turnover of Comparison Stores in OCA £m	394.79	394.79	394.79	394.79	394.79	-	-	-	-	-
I	<b>Initial Surplus £m/annum (Growth in Retained Expenditure)</b>	0.00	27.29	71.30	113.29	162.43	27.29	44.00	41.99	49.14	162.43
	<b>Claims on Expenditure</b>										
J	Existing Traders £m	0.00	0.00	5.96	12.00	18.14	0.00	5.96	6.05	6.14	18.14
K	Commitments	0.00	95.19	96.62	98.08	99.56	95.19	1.44	1.46	1.48	99.56
L	<b>Impact on capacity £m</b>	0.00	95.19	102.58	110.09	117.70	95.19	7.39	7.51	7.62	117.70
	<b>SUMMARY</b>										
M	Initial surplus £m						27.29	44.00	41.99	49.14	162.43
N	Claims on capacity £m						95.19	7.39	7.51	7.62	117.70
O	Allowance for foodstore over-trading						36.50				
P	<b>RESIDUAL £m</b>						-31.39	36.61	34.49	41.52	44.72
Q	Turnover per sq m (assumed)	13,500					13,500	13,704	13,911	14,120	-
R	Floorspace Requirement for study area (sq,m net)						<b>-2,325</b>	<b>2,671</b>	<b>2,479</b>	<b>2,940</b>	<b>5,766</b>
S	Floorspace Requirement for study area (sq,m gross)						-3,578	4,110	3,814	4,523	8,870

Growth rates used for existing traders (row J), commitments (row K) and turnover per sq,m of floorspace sales efficiency growth (row P) as follows:

2013-16	0.00%	per annum
2016+	0.30%	per annum

Gross: net floorspace ratio (row R): 65%

Table 10 — Per capita spending on leisure goods, 2011-2031

	£	£	£	£	£	£	£	£	£
<b>2011</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Mean average</b>
Accommodation services per Person	111	138	150	154	110	134	91	173	133
Cultural services per Person	259	283	313	305	267	287	241	332	286
Games of chance per Person	187	180	153	119	147	128	180	210	163
Hairdressing salons and personal grooming establishments per	82	98	100	94	71	82	66	129	90
Recreational and sporting services per Person	98	120	135	132	99	117	81	157	117
Restaurants cafes etc per Person	961	1,017	1,111	1,087	922	979	891	1,247	1,027
<b>total</b>	<b>1,698</b>	<b>1,836</b>	<b>1,962</b>	<b>1,891</b>	<b>1,616</b>	<b>1,727</b>	<b>1,550</b>	<b>2,248</b>	<b>1,816</b>
<b>2013</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Mean average</b>
Accommodation services per Person	111	138	150	154	110	134	91	173	133
Cultural services per Person	260	284	314	306	268	288	241	333	286
Games of chance per Person	187	180	153	119	147	128	180	210	163
Hairdressing salons and personal grooming establishments per	82	98	100	94	71	82	66	129	90
Recreational and sporting services per Person	98	120	135	132	99	117	81	157	118
Restaurants cafes etc per Person	963	1,019	1,113	1,089	924	981	893	1,249	1,029
<b>total</b>	<b>1,701</b>	<b>1,840</b>	<b>1,966</b>	<b>1,895</b>	<b>1,619</b>	<b>1,730</b>	<b>1,553</b>	<b>2,252</b>	<b>1,820</b>
<b>2016</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Mean average</b>
Accommodation services per Person	116	144	157	161	115	140	95	181	139
Cultural services per Person	271	296	327	319	279	300	252	347	299
Games of chance per Person	195	188	160	124	154	134	188	219	170
Hairdressing salons and personal grooming establishments per	86	102	104	98	74	86	69	135	94
Recreational and sporting services per Person	102	125	141	138	103	122	85	164	123
Restaurants cafes etc per Person	988	1,046	1,142	1,118	948	1,007	916	1,282	1,056
<b>total</b>	<b>1,758</b>	<b>1,901</b>	<b>2,031</b>	<b>1,957</b>	<b>1,673</b>	<b>1,788</b>	<b>1,604</b>	<b>2,328</b>	<b>1,880</b>
<b>2021</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Mean average</b>
Accommodation services per Person	127	158	171	176	126	153	104	198	152
Cultural services per Person	296	324	358	349	305	328	276	380	327
Games of chance per Person	214	206	175	136	168	146	206	240	186
Hairdressing salons and personal grooming establishments per	94	112	114	107	81	94	75	147	103
Recreational and sporting services per Person	112	137	154	151	113	134	93	179	134
Restaurants cafes etc per Person	1,081	1,144	1,250	1,223	1,037	1,102	1,003	1,403	1,155
<b>total</b>	<b>1,924</b>	<b>2,081</b>	<b>2,223</b>	<b>2,142</b>	<b>1,831</b>	<b>1,957</b>	<b>1,756</b>	<b>2,547</b>	<b>2,058</b>
<b>2026</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Mean average</b>
Accommodation services per Person	138	172	187	192	137	167	113	215	165
Cultural services per Person	322	352	389	379	332	357	300	413	356
Games of chance per Person	233	224	190	148	183	159	224	261	203
Hairdressing salons and personal grooming establishments per	102	122	124	117	88	102	82	100	105
Recreational and sporting services per Person	122	149	168	164	123	146	101	195	146
Restaurants cafes etc per Person	1,176	1,245	1,360	1,331	1,129	1,198	1,091	1,526	1,257
<b>total</b>	<b>2,093</b>	<b>2,264</b>	<b>2,418</b>	<b>2,331</b>	<b>1,992</b>	<b>2,129</b>	<b>1,910</b>	<b>2,711</b>	<b>2,231</b>
<b>2031</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Mean average</b>
Accommodation services per Person	150	187	203	208	149	181	123	234	179
Cultural services per Person	350	383	424	413	361	388	326	449	387
Games of chance per Person	253	244	207	161	199	173	244	284	221
Hairdressing salons and personal grooming establishments per	111	133	135	127	96	111	89	175	122
Recreational and sporting services per Person	133	162	183	179	134	158	110	212	159
Restaurants cafes etc per Person	1,280	1,354	1,480	1,448	1,228	1,304	1,187	1,661	1,368
<b>total</b>	<b>2,277</b>	<b>2,463</b>	<b>2,631</b>	<b>2,536</b>	<b>2,167</b>	<b>2,316</b>	<b>2,078</b>	<b>3,015</b>	<b>2,435</b>

2011 data source: Experian

The following expenditure growth rates have been used:

2011-12	0.70%
2012-13	-0.50%
2013-14	0.70%
2014-15	1.60%
2015-19	1.90% per annum
2019-31	1.70% per annum

Source: Experian Retail Planner 10, September 2012

Table 11 — Total leisure goods spending available to study area, 2011-31

	£m	£m	£m	£m	£m	£m	£m	£m	£m
<b>2011</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Total</b>
Accommodation services per Person	1.70	4.37	3.35	2.88	8.98	3.12	4.24	2.66	31.29
Cultural services per Person	3.96	8.96	6.99	5.70	21.80	6.68	11.24	5.10	70.42
Games of chance per Person	2.86	5.70	3.42	2.23	12.00	2.98	8.39	3.23	40.80
Hairdressing salons and personal grooming establishments per	1.25	3.10	2.23	1.76	5.80	1.91	3.08	1.98	21.11
Recreational and sporting services per Person	1.50	3.80	3.01	2.47	8.08	2.72	3.78	2.41	27.77
Restaurants cafes etc per Person	14.68	32.19	24.80	20.33	75.28	22.78	41.55	19.16	250.77
<b>total</b>	<b>25.95</b>	<b>58.11</b>	<b>43.80</b>	<b>35.37</b>	<b>131.94</b>	<b>40.18</b>	<b>72.28</b>	<b>34.54</b>	<b>442.16</b>
<b>2013</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Total</b>
Accommodation services per Person	1.79	4.48	3.48	2.94	9.30	3.23	4.51	2.76	32.5
Cultural services per Person	4.19	9.19	7.27	5.83	22.57	6.92	11.96	5.29	73.2
Games of chance per Person	3.02	5.85	3.55	2.27	12.43	3.09	8.93	3.35	42.5
Hairdressing salons and personal grooming establishments per	1.33	3.18	2.32	1.80	6.00	1.98	3.27	2.05	21.9
Recreational and sporting services per Person	1.58	3.90	3.14	2.52	8.37	2.82	4.02	2.50	28.8
Restaurants cafes etc per Person	15.53	33.03	25.80	20.77	77.93	23.62	44.20	19.86	260.8
<b>total</b>	<b>27.45</b>	<b>59.63</b>	<b>45.57</b>	<b>36.13</b>	<b>136.60</b>	<b>41.67</b>	<b>76.89</b>	<b>35.81</b>	<b>459.7</b>
<b>2016</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Total</b>
Accommodation services per Person	1.92	4.76	3.75	3.14	10.07	3.46	4.87	2.92	34.9
Cultural services per Person	4.49	9.77	7.82	6.22	24.45	7.40	12.90	5.60	78.6
Games of chance per Person	3.24	6.21	3.82	2.43	13.46	3.30	9.64	3.54	45.6
Hairdressing salons and personal grooming establishments per	1.42	3.38	2.50	1.92	6.50	2.12	3.53	2.18	23.5
Recreational and sporting services per Person	1.70	4.14	3.37	2.69	9.06	3.02	4.34	2.65	31.0
Restaurants cafes etc per Person	16.40	34.55	27.30	21.82	83.09	24.86	46.95	20.70	275.7
<b>total</b>	<b>29.17</b>	<b>62.83</b>	<b>48.55</b>	<b>38.22</b>	<b>146.63</b>	<b>44.16</b>	<b>82.22</b>	<b>37.59</b>	<b>489.4</b>
<b>2021</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Total</b>
Accommodation services per Person	2.20	5.35	4.29	3.59	11.68	3.93	5.65	3.25	39.9
Cultural services per Person	5.14	10.98	8.95	7.11	28.35	8.41	14.97	6.24	90.1
Games of chance per Person	3.71	6.98	4.38	2.77	15.61	3.75	11.18	3.95	52.3
Hairdressing salons and personal grooming establishments per	1.63	3.80	2.86	2.19	7.54	2.40	4.10	2.43	26.9
Recreational and sporting services per Person	1.94	4.65	3.86	3.08	10.51	3.43	5.03	2.95	35.5
Restaurants cafes etc per Person	18.76	38.83	31.28	24.93	96.35	28.23	54.46	23.08	315.9
<b>total</b>	<b>33.38</b>	<b>70.59</b>	<b>55.62</b>	<b>43.66</b>	<b>170.03</b>	<b>50.15</b>	<b>95.38</b>	<b>41.91</b>	<b>560.7</b>
<b>2026</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Total</b>
Accommodation services per Person	2.49	5.97	4.86	4.04	13.34	4.42	6.47	3.59	45.2
Cultural services per Person	5.81	12.24	10.14	8.00	32.39	9.47	17.13	6.90	102.1
Games of chance per Person	4.19	7.79	4.95	3.12	17.83	4.22	12.79	4.36	59.3
Hairdressing salons and personal grooming establishments per	1.84	4.24	3.24	2.47	8.61	2.70	4.69	1.67	29.5
Recreational and sporting services per Person	2.20	5.19	4.37	3.46	12.01	3.86	5.76	3.26	40.1
Restaurants cafes etc per Person	21.20	43.31	35.41	28.08	110.09	31.78	62.33	25.50	357.7
<b>total</b>	<b>37.72</b>	<b>78.74</b>	<b>62.97</b>	<b>49.18</b>	<b>194.29</b>	<b>56.46</b>	<b>109.17</b>	<b>45.28</b>	<b>633.8</b>
<b>2031</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Total</b>
Accommodation services per Person	2.79	6.63	5.45	4.52	15.11	4.95	7.36	3.95	50.8
Cultural services per Person	6.52	13.59	11.37	8.95	36.67	10.60	19.49	7.58	114.8
Games of chance per Person	4.70	8.64	5.56	3.49	20.19	4.73	14.56	4.79	66.7
Hairdressing salons and personal grooming establishments per	2.06	4.71	3.63	2.76	9.75	3.03	5.34	2.94	34.2
Recreational and sporting services per Person	2.47	5.76	4.91	3.87	13.60	4.32	6.55	3.58	45.1
Restaurants cafes etc per Person	23.80	48.06	39.73	31.38	124.64	35.60	70.93	28.02	402.2
<b>total</b>	<b>42.34</b>	<b>87.39</b>	<b>70.66</b>	<b>54.96</b>	<b>219.95</b>	<b>63.23</b>	<b>124.23</b>	<b>50.87</b>	<b>713.6</b>

Source: Table 1, Table 10

Table 12 — Growth in leisure goods spending, 2011-31

	£m	£m	£m	£m	£m	£m	£m	£m	£m
<b>2011-13</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Total</b>
Accommodation services per Person	0.10	0.11	0.14	0.06	0.32	0.12	0.27	0.10	1.21
Cultural services per Person	0.23	0.24	0.28	0.12	0.77	0.25	0.72	0.19	2.79
Games of chance per Person	0.17	0.15	0.14	0.05	0.42	0.11	0.54	0.12	1.69
Hairdressing salons and personal grooming establishments per	0.07	0.08	0.09	0.04	0.20	0.07	0.20	0.07	0.83
Recreational and sporting services per Person	0.09	0.10	0.12	0.05	0.29	0.10	0.24	0.09	1.08
Restaurants cafes etc per Person	0.85	0.84	1.00	0.44	2.66	0.84	2.65	0.70	9.99
<b>2013-16</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Total</b>
Accommodation services per Person	0.13	0.28	0.26	0.20	0.77	0.22	0.36	0.16	2.39
Cultural services per Person	0.30	0.58	0.55	0.39	1.88	0.48	0.95	0.31	5.43
Games of chance per Person	0.22	0.37	0.27	0.15	1.03	0.21	0.71	0.20	3.16
Hairdressing salons and personal grooming establishments per	0.10	0.20	0.17	0.12	0.50	0.14	0.26	0.12	1.61
Recreational and sporting services per Person	0.11	0.24	0.24	0.17	0.70	0.20	0.32	0.15	2.12
Restaurants cafes etc per Person	0.86	1.52	1.50	1.05	5.15	1.24	2.75	0.84	14.91
<b>2016-21</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Total</b>
Accommodation services per Person	0.28	0.59	0.54	0.45	1.61	0.47	0.78	0.34	5.05
Cultural services per Person	0.65	1.21	1.14	0.89	3.90	1.01	2.06	0.64	11.49
Games of chance per Person	0.47	0.77	0.56	0.35	2.15	0.45	1.54	0.41	6.68
Hairdressing salons and personal grooming establishments per	0.20	0.42	0.36	0.27	1.04	0.29	0.57	0.25	3.40
Recreational and sporting services per Person	0.24	0.51	0.49	0.38	1.45	0.41	0.69	0.30	4.49
Restaurants cafes etc per Person	2.36	4.27	3.97	3.11	13.26	3.38	7.51	2.38	40.25
<b>2021-26</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Total</b>
Accommodation services per Person	0.29	0.62	0.57	0.45	1.67	0.49	0.82	0.34	5.24
Cultural services per Person	0.67	1.27	1.18	0.90	4.04	1.06	2.16	0.65	11.93
Games of chance per Person	0.48	0.81	0.58	0.35	2.23	0.47	1.62	0.41	6.94
Hairdressing salons and personal grooming establishments per	0.21	0.44	0.38	0.28	1.08	0.30	0.59	-0.76	2.52
Recreational and sporting services per Person	0.25	0.54	0.51	0.39	1.50	0.43	0.73	0.31	4.65
Restaurants cafes etc per Person	2.44	4.48	4.13	3.15	13.74	3.55	7.87	2.41	41.78
<b>2026-31</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Total</b>
Accommodation services per Person	0.30	0.66	0.59	0.48	1.76	0.53	0.89	0.36	5.57
Cultural services per Person	0.71	1.35	1.24	0.94	4.28	1.14	2.36	0.68	12.70
Games of chance per Person	0.51	0.86	0.61	0.37	2.36	0.51	1.77	0.43	7.40
Hairdressing salons and personal grooming establishments per	0.22	0.47	0.40	0.29	1.14	0.32	0.65	0.27	4.76
Recreational and sporting services per Person	0.27	0.57	0.53	0.41	1.59	0.46	0.79	0.32	4.95
Restaurants cafes etc per Person	2.60	4.76	4.32	3.30	14.54	3.81	8.60	2.52	44.46
<b>2011-31</b>	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>	<b>Zone 4</b>	<b>Zone 5</b>	<b>Zone 6</b>	<b>Zone 7</b>	<b>Zone 8</b>	<b>Total</b>
Accommodation services per Person	1.10	2.26	2.10	1.64	6.13	1.83	3.12	1.29	19.46
Cultural services per Person	2.56	4.63	4.39	3.24	14.87	3.92	8.25	2.48	44.35
Games of chance per Person	1.85	2.95	2.14	1.26	8.19	1.75	6.16	1.57	25.87
Hairdressing salons and personal grooming establishments per	0.81	1.60	1.40	1.00	3.95	1.12	2.26	0.96	13.11
Recreational and sporting services per Person	0.97	1.96	1.89	1.40	5.51	1.60	2.77	1.17	17.29
Restaurants cafes etc per Person	9.11	15.88	14.93	11.05	49.36	12.82	29.38	8.86	151.39
<b>Total</b>	<b>16.39</b>	<b>29.28</b>	<b>26.86</b>	<b>19.59</b>	<b>88.01</b>	<b>23.05</b>	<b>51.95</b>	<b>16.33</b>	<b>271.47</b>

Source: Table 11

Table 13a — Summary of food and drink market shares for Burton and Uttoxeter

Restaurants / Cafes	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Burton town centre	4.63%	0.70%	31.46%	4.71%	38.97%	1.80%	69.24%	28.36%	28.44%
Burton (other, non-town centre)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.91%	0.12%
Uttoxeter town centre	53.77%	20.44%	0.25%	0.84%	0.00%	0.00%	0.00%	0.59%	4.92%
Uttoxeter (other, non-town centre)	0.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%
<b>Total</b>	<b>58.98%</b>	<b>21.14%</b>	<b>31.70%</b>	<b>5.55%</b>	<b>38.97%</b>	<b>1.80%</b>	<b>69.24%</b>	<b>30.86%</b>	<b>33.50%</b>
Pubs/bars/nightclubs	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Burton town centre	0.00%	0.00%	17.67%	5.63%	24.44%	0.00%	51.45%	13.03%	17.82%
Uttoxeter town centre	39.83%	15.60%	0.00%	0.84%	0.00%	0.00%	0.00%	0.00%	3.61%
Uttoxeter (other, non-town centre)	0.00%	0.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.04%
<b>Total</b>	<b>39.83%</b>	<b>16.15%</b>	<b>17.67%</b>	<b>6.47%</b>	<b>24.44%</b>	<b>0.00%</b>	<b>51.45%</b>	<b>13.03%</b>	<b>21.47%</b>

Source: NEMS Household Survey market shares, April 2013

Table 13b — Indicative capacity for food and drink uses in Burton and Uttoxeter

Available Expenditure and Expenditure Retention by Burton and Uttoxeter <sup>(1)</sup>	2013	2016	2021	2026	2031	2013-2016	2016-2021	2021-2026	2026-31	2011-2031
A Total Study Area Expenditure on Food and Drink (£m)	260.76	275.67	315.92	357.70	402.16	14.91	40.25	41.78	44.46	141.40
B Current Market Share for Burton and Uttoxeter (%)	41%	41%	41%	41%	41%	-	-	-	-	-
C Retained Expenditure in Burton and Uttoxeter (£m) (=A*B)	107.44	113.58	130.17	147.38	165.70	6.15	16.58	17.21	18.32	58.26
D Inflow Expenditure to Burton and Uttoxeter (£m)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Claim on Expenditure from Turnover <sup>(2)</sup></b>										
E Turnover of Burton and Uttoxeter (£m) (=C+D in 2013)	107.44	107.44	107.44	107.44	107.44	0.00	0.00	0.00	0.00	0.00
F Growth in Turnover of Burton and Uttoxeter (£m)	0.00	0.00	2.17	4.38	6.63	0.00	2.17	2.21	2.25	6.63
<b>Claim on Expenditure from Commitments to New Floorspace <sup>(3)</sup></b>										
G None	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>										
H Residual Expenditure (£m) (=C+D-E-F-G)	0.00	6.15	20.6	35.6	51.6	6.15	14.42	15.01	16.06	51.63

Notes:

- Row A is taken from Table 11 ('total' column, 'restaurants' row for 2013, 2016, 2021, 2026 and 2031)  
Row B is the market share of Burton and Uttoxeter, derived from Table 12. It is assumed that the majority of new food & drink floorspace will be directed towards Burton town centre as the highest order centre in the Borough.  
Row C is the product of the current market share and the total study area expenditure.  
Row D is expenditure spent in Burton and Uttoxeter centres from outside the SA and is assumed to be zero for the purposes of this assessment.
- Row E is the turnover of food and drink outlets in Burton and Uttoxeter  
Row F is the growth of turnover of food and drink outlets in Burton and Uttoxeter, which we have forecast to increase by 0.4%pa over the period to 2031.
- Row G represents the turnover of commitments to new food and drink floorspace in the study area. This row is left blank as we are not aware of any commitments.
- Row H represents the product of the retail expenditure and expenditure inflow, less the deductions for existing centres turnover, turnover growth and commitments.
- Row J represents the indicative assumed sales density to calculate a food and drink floorspace requirement, which increased by the same level of sales density growth described at (2). Only a gross requirement is shown.

All monetary values are held constant at 2011 prices.

Table 14a — Summary of cinema market shares for Burton and Uttoxeter

Cinema	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Burton town centre	0.00%	0.00%	3.11%	0.00%	1.25%	11.86%	0.59%	1.33%	2.42%
Burton (other, non-town centre)	5.93%	4.54%	43.18%	10.60%	39.53%	11.88%	56.99%	58.36%	34.36%
Uttoxeter town centre	13.02%	8.52%	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	1.48%
Uttoxeter (other, non-town centre)	44.72%	45.17%	1.48%	0.00%	0.00%	0.00%	0.00%	7.09%	6.89%
<b>Total</b>	<b>63.67%</b>	<b>58.22%</b>	<b>47.77%</b>	<b>10.60%</b>	<b>40.77%</b>	<b>23.74%</b>	<b>57.58%</b>	<b>68.05%</b>	<b>45.15%</b>

Source: NEMS Household Survey market shares, April 2013

Table 14b — Indicative capacity for cinema uses in Burton and Uttoxeter

Available Expenditure and Expenditure Retention by Burton and Uttoxeter <sup>(1)</sup>	2013	2016	2021	2026	2031	2013-2016	2016-2021	2021-2026	2026-31	2011-2031
A Total Study Area Expenditure on cinemas (£m)	13.64	14.65	16.79	19.01	21.38	1.01	2.14	2.22	2.36	7.74
B Current Market Share for Burton and Uttoxeter (%)	66%	66%	66%	66%	66%	-	-	-	-	-
C Retained Expenditure in Burton and Uttoxeter (£m) (=A*B)	8.98	9.65	11.06	12.53	14.08	0.67	1.41	1.46	1.56	5.10
D Inflow Expenditure to Burton and Uttoxeter (£m)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Claim on Expenditure from Turnover of Centres in SA <sup>(2)</sup></b>										
E Turnover of Burton and Uttoxeter (£m) (=C+D in 2013)	8.98	8.98	8.98	8.98	8.98	0.00	0.00	0.00	0.00	0.00
F Growth in Turnover of Burton and Uttoxeter (£m)	0.00	0.00	0.23	0.46	0.70	0.00	0.23	0.23	0.24	0.70
<b>Claim on Expenditure from Commitments to New Floorspace <sup>(3)</sup></b>										
G None	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>										
H Residual Expenditure (£m) (=C+D-E-F-G)	0.0	0.7	1.9	3.1	4.4	0.67	1.18	1.23	1.32	4.40

Notes:

- Row A is taken from Table 11 ('total' column, 'cultural services' row for 2013, 2016, 2021, 2026 and 2031). These figures are then multiplied by the proportional split spent on Cinema, assumed at 18%  
Row B is the market share of Burton and Uttoxeter, derived from Table 12. It is assumed that the majority of new cinema floorspace will be directed towards Burton town centre as the highest order centre in the Borough.  
Row C is the product of the current market share and the total study area expenditure.  
Row D is expenditure spent in Burton and Uttoxeter centres from outside the SA and is assumed to be zero for the purposes of this assessment.
- Row E is the turnover of food and drink outlets in Burton and Uttoxeter  
Row F is the growth of turnover of cinema outlets in Burton and Uttoxeter, which we have forecast to increase by 0.5%pa over the period to 2031.
- Row G represents the turnover of commitments to new cinema floorspace in the study area. This row is left blank as we are not aware of any commitments.
- Row H represents the product of the retail expenditure and expenditure inflow, less the deductions for existing centres turnover, turnover growth and commitments.
- Row J represents the indicative assumed sales density to calculate a cinema floorspace requirement, which increased by the same level of sales density growth described at (2). Only a gross requirement is shown.

All monetary values are held constant at 2011 prices.

Table 15a — Summary of games of chance shares for Burton and Uttoxeter

Bingo	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Total
Burton town centre	0.58%	0.63%	3.47%	1.49%	7.12%	0.70%	28.02%	2.66%	6.33%
Uttoxeter town centre	6.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.38%
<b>Total</b>	<b>6.93%</b>	<b>0.63%</b>	<b>3.47%</b>	<b>1.49%</b>	<b>7.12%</b>	<b>0.70%</b>	<b>28.02%</b>	<b>2.66%</b>	<b>6.71%</b>

Source: NEMS Household Survey market shares, April 2013

Table 15b — Indicative capacity for bingo uses in Burton and Uttoxeter

Available Expenditure and Expenditure Retention by Burton and Uttoxeter <sup>(1)</sup>	2013	2016	2021	2026	2031	2013-2016	2016-2021	2021-2026	2026-31	2011-2031
A Total Study Area Expenditure on bingo (£m)	2.99	3.21	3.68	4.17	4.69	0.22	0.47	0.49	0.52	1.70
B Current Market Share for Burton and Uttoxeter (%)	48%	48%	48%	48%	48%	-	-	-	-	-
C Retained Expenditure in Burton and Uttoxeter (£m) (=A*B)	1.42	1.53	1.77	1.99	2.23	0.11	0.24	0.22	0.25	0.81
D Inflow Expenditure to Burton and Uttoxeter (£m)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Claim on Expenditure from Turnover of Burton and Uttoxeter <sup>(2)</sup></b>										
E Turnover of Burton and Uttoxeter (£m) (=C+D in 2013)	1.42	1.42	1.42	1.42	1.42	0.00	0.00	0.00	0.00	0.00
F Growth in Turnover of Burton and Uttoxeter (£m)	0.00	0.00	0.04	0.07	0.11	0.00	0.04	0.04	0.04	0.11
<b>Claim on Expenditure from Commitments to New Floorspace <sup>(3)</sup></b>										
G None	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>										
H Residual Expenditure (£m) (=C+D-E-F-G)	0.00	0.11	0.31	0.49	0.70	0.11	0.20	0.18	0.21	0.70

Notes:

- Row A is taken from Table 11 ('total' column, 'games of chance' row for 2013, 2016, 2021, 2026 and 2031). These figures are then multiplied by the proportional split spent on Bingo, assumed at 7%.  
Row B is the market share of Burton and Uttoxeter, derived from Table 12. It is assumed that the majority of new games of chance floorspace will be directed towards Burton town centre as the highest order centre in the Borough.  
Row C is the product of the current market share and the total study area expenditure.  
Row D is expenditure spent in Burton and Uttoxeter centres from outside the SA and is assumed to be zero for the purposes of this assessment.
- Row E is the turnover of bingo outlets in Burton and Uttoxeter.  
Row F is the growth of turnover of bingo outlets in Burton and Uttoxeter, which we have forecast to increase by 0.5%pa over the period to 2031.
- Row G represents the turnover of commitments to bingo floorspace in the study area. This row is left blank as we are not aware of any commitments.
- Row H represents the product of the retail expenditure and expenditure inflow, less the deductions for existing centres turnover, turnover growth and commitments.
- Row J represents the indicative assumed sales density to calculate a bingo floorspace requirement, which increased by the same level of sales density growth described at (2). Only a gross requirement is shown.

All monetary values are held constant at 2011 prices.