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BLACK COUNTRY CENTRES STUDY 2020

Volume 3: Quantitative Modelling

For

The Black Country Authorities Comprising:
City of Wolverhampton Council
Dudley Metropolitan Borough Council
Sandwell Metropolitan Borough Council
Walsall Council

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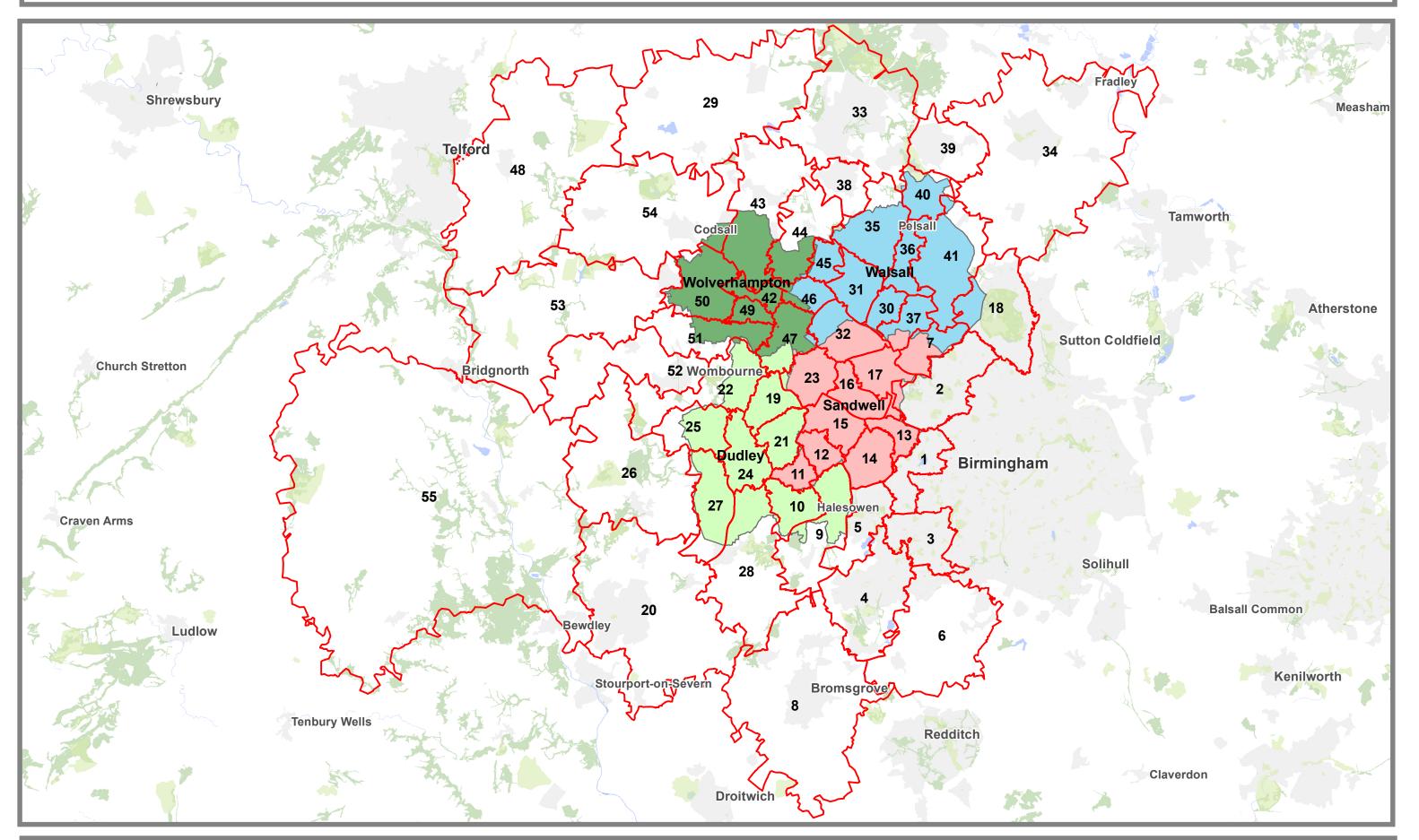
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Appendix 1: Study Area

Black Country Zone Map







Appendix 2: Population and Expenditure: Convenience Goods

TABLE 1: EXPERIAN BUSINESS STRATEGIES	BASE YEAR (201	9) POPULAT	ION & PRO	JECTIONS (to 2038)		H 2019 to	
ZONE:	2019	2024	2029	2034	2038	2019-	2029-	2019-
						2029	2038	2038
Zone 1	74,963	78,416	81,293	83,937	86,163	8.4%	6.0%	14.9%
Zone 2	134,340	139,039	143,617	147,896	151,349	6.9%	5.4%	12.7%
Zone 3	76,305	78,505	81,204	83,316	84,782	6.4%	4.4%	11.1%
Zone 4	92,302	95,139	97,910	100,529	102,539	6.1%	4.7%	11.1%
Zone 5	41,050	42,319	43,566	44,693	45,667	6.1%	4.8%	11.2%
Zone 6	38,326	39,375	40,566	41,540	42,302	5.8%	4.3%	10.4%
Zone 7	30,464	31,204	31,932	32,547	33,041	4.8%	3.5%	8.5%
Zone 8	55,264	57,020	58,716	60,443	61,773	6.2%	5.2%	11.8%
Zone 9	24,903	25,208	25,447	25,675	25,907	2.2%	1.8%	4.0%
Zone 10	37,741	38,153	38,547	38,898	39,321	2.1%	2.0%	4.2%
Zone 11	17,940	18,522	19,054	19,537	19,919	6.2%	4.5%	11.0%
Zone 12	24,987	25,752	26,542	27,258	27,863	6.2%	5.0%	11.5%
Zone 13	24,909	26,201	27,511	28,819	29,934	10.4%	8.8%	20.2%
Zone 14	64,497	66,691	68,551	70,505	72,060	6.3%	5.1%	11.7%
Zone 15	31,297	32,675	33,965	35,161	36,153	8.5%	6.4%	15.5%
Zone 16	31,696	33,028	34,308	35,535	36,479	8.2%	6.3%	15.1%
Zone 17	32,812	34,091	35,182	36,152	36,908	7.2%	4.9%	12.5%
Zone 18	57,596	58,714	59,859	60,953	61,690	3.9%	3.1%	7.1%
Zone 19	34,575	35,256	36,021	36,876	37,635	4.2%	4.5%	8.8%
Zone 20	70,130	71,286	72,269	73,160	73,862	3.1%	2.2%	5.3%
Zone 21	36,325	37,129	37,843	38,737	39,473	4.2%	4.3%	8.7%
Zone 22	35,743	36,242	36,686	36,942	37,139	2.6%	1.2%	3.9%
Zone 23	46,972	48,930	50,753	52,615	54,157	8.0%	6.7%	15.3%
Zone 24	44,696	45,547	46,395	47,412	48,226	3.8%	3.9%	7.9%
Zone 25	29,312	29,672	29,967	30,115	30,217	2.2%	0.8%	3.1%
Zone 26	8,391	8,473	8,532	8,583	8,592	1.7%	0.7%	2.4%
Zone 27	52,215	52,815	53,389	53,838	54,139	2.2%	1.4%	3.7%
Zone 28	31,629	32,243	32,764	33,223	33,602	3.6%	2.6%	6.2%
Zone 29	15,615	15,879	16,103	16,250	16,329	3.1%	1.4%	4.6%
Zone 30	28,204	29,366	30,576	31,850	32,926	8.4%	7.7%	16.7%
Zone 31	42,212	43,878	45,362	46,950	48,326	7.5%	6.5%	14.5%
Zone 32	50,248	52,289	54,197	56,054	57,608	7.9%	6.3%	14.6%
Zone 33	81,936	83,274	84,419	85,519	86,363	3.0%	2.3%	5.4%
Zone 34	46,387	47,308	48,117	48,843	49,423	3.7%	2.7%	6.5%
Zone 35								
Zone 36	53,902	55,323	56,606	57,742	58,681	5.0%	3.7%	8.9% 7.4%
Zone 37	18,016	18,448	18,788	19,095 23,984	19,343	4.3% 5.8%	4.0%	10.0%
	22,160	22,840	23,440		24,381			
Zone 38	18,953	19,259	19,568	19,901	20,140	3.2%	2.9%	6.3%
Zone 39	30,899	31,567	32,114	32,586	33,020	3.9%	2.8%	6.9%
Zone 40	16,849	17,212	17,600	17,913	18,155	4.5%	3.2%	7.8%
Zone 41	27,573	27,990	28,388	28,762	29,043	3.0%	2.3%	5.3%
Zone 42	17,569	18,161	18,795	19,441	19,940	7.0%	6.1%	13.5%
Zone 43	62,665	64,560	66,472	68,338	69,968	6.1%	5.3%	11.7%
Zone 44	36,714	37,436	38,160	38,845	39,331	3.9%	3.1%	7.1%
Zone 45	26,653	27,402	28,122	28,688	29,215	5.5%	3.9%	9.6%
Zone 46	22,636	23,429	24,145	24,843	25,423	6.7%	5.3%	12.3%
Zone 47	50,231	51,431	52,632	53,757	54,727	4.8%	4.0%	9.0%
Zone 48	10,910	11,153	11,352	11,496	11,580	4.1%	2.0%	6.1%
Zone 49	18,044	18,684	19,313	19,968	20,477	7.0%	6.0%	13.5%
Zone 50	64,204	65,679	67,215	68,605	69,619	4.7%	3.6%	8.4%
Zone 51	35,524	36,490	37,192	37,885	38,521	4.7%	3.6%	8.4%
Zone 52	16,357	16,555	16,777	16,973	17,103	2.6%	1.9%	4.6%
Zone 53	18,219	18,656	19,060	19,401	19,717	4.6%	3.4%	8.2%
Zone 54	30,805	31,375	31,919	32,340	32,652	3.6%	2.3%	6.0%
Zone 55	27,997	28,635	29,063	29,334	29,530	3.8%	1.6%	5.5%
Study Area	2,172,862	2,231,924	2,287,884	2,340,258	2,382,434	5.3%	4.1%	9.6%

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2019) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) MMG3 Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc. The 2038 population figure is based on growth trends between 2019 and 2037.

TABLE 2: REVISED CONVENIENCE						
	2019	2019	2024	2029	2034	2038
	(incl SFT)		UDING SPE			
EXPERIAN - SPECIAL FORMS OF TR	RADING (%):	4.0%	4.9%	5.4%	5.7%	5.9%
REVISED SPECIAL FORMS OF TRAD		1.8%	2.2%	2.4%	2.6%	2.7%
Zone 1	£1,902	£1,868	£1,869	£1,874	£1,881	£1,887
Zone 2	£1,841	£1,808	£1,810	£1,815	£1,821	£1,827
Zone 3	£2,126	£2,088	£2,090	£2,095	£2,103	£2,109
Zone 4	£2,014	£1,978	£1,979	£1,985	£1,992	£1,998
Zone 5	£1,921	£1,887	£1,888	£1,893	£1,900	£1,906
Zone 6	£2,189	£2,150	£2,152	£2,157	£2,165	£2,172
Zone 7	£2,202	£2,163	£2,165	£2,170	£2,178	£2,185
Zone 8	£2,230	£2,190	£2,192	£2,198	£2,206	£2,213
Zone 9	£2,270	£2,229	£2,231	£2,237	£2,245	£2,252
Zone 10	£2,136	£2,097	£2,099	£2,105	£2,112	£2,119
Zone 11	£1,981	£1,945	£1,947	£1,952	£1,959	£1,965
Zone 12	£2,052	£2,015	£2,017	£2,022	£2,029	£2,035
Zone 13	£1,631	£1,602	£1,603	£1,607	£1,613	£1,618
Zone 14	£1,968	£1,932	£1,934	£1,939	£1,946	£1,952
Zone 15	£1,982	£1,946	£1,948	£1,953	£1,960	£1,966
Zone 16	£1,840	£1,806	£1,808	£1,813	£1,819	£1,825
Zone 17	£1,983	£1,948	£1,949	£1,955	£1,962	£1,968
Zone 18	£2,463	£2,419	£2,421	£2,428	£2,436	£2,444
Zone 19	£1,978	£1,943	£1,944	£1,950	£1,957	£1,963
Zone 20	£2,258	£2,217	£2,219	£2,225	£2,233	£2,240
Zone 21	£1,913	£1,878	£1,880	£1,885	£1,892	£1,897
Zone 22	£2,207	£2,167	£2,169	£2,175	£2,183	£2,189
Zone 23	£1,891	£1,857	£1,859	£1,864	£1,870	£1,876
Zone 24	£2,030	£1,994	£1,995	£2,001	£2,008	£2,014
Zone 25	£2,319	£2,278	£2,279	£2,286	£2,294	£2,301
Zone 26	£2,591	£2,545	£2,547	£2,554	£2,563	£2,571
Zone 27	£2,215	£2,176	£2,177	£2,183	£2,191	£2,198
Zone 28	£2,264	£2,223	£2,225	£2,231	£2,239	£2,246
Zone 29	£2,448	£2,404	£2,406	£2,412	£2,421	£2,429
Zone 30	£1,822	£1,789	£1,790	£1,795	£1,802	£1,807
Zone 31	£1,797	£1,764	£1,766	£1,771	£1,777	£1,782
Zone 32	£1,900	£1,866	£1,868	£1,873	£1,879	£1,885
Zone 33	£2,182	£2,143	£2,145	£2,150	£2,158	£2,165
Zone 34	£2,299	£2,258	£2,260	£2,266	£2,274	£2,281
Zone 35	£1,966	£1,931	£1,932	£1,938	£1,945	£1,951
Zone 36	£2,154	£2,115	£2,117	£2,123	£2,130	£2,137
Zone 37	£2,212	£2,172	£2,174	£2,180	£2,188	£2,195
Zone 38	£2,150	£2,111	£2,113	£2,119	£2,127	£2,133
Zone 39	£2,186	£2,146	£2,148	£2,154	£2,162	£2,168
Zone 40	£2,109	£2,071	£2,073	£2,079	£2,086	£2,093
Zone 41	£2,252	£2,212	£2,214	£2,220	£2,228	£2,235
Zone 42	£1,856	£1,822	£1,824	£1,829	£1,835	£1,841
Zone 43	£1,909	£1,874	£1,876	£1,881	£1,888	£1,894
Zone 44	£2,075	£2,037	£2,039	£2,045	£2,052	£2,058
Zone 45	£2,135	£2,096	£2,098	£2,104	£2,112	£2,118
Zone 46	£1,937	£1,902	£1,904	£1,909	£1,916	£1,922
Zone 47	£1,954	£1,919	£1,921	£1,926	£1,933	£1,939
Zone 48	£2,643	£2,595	£2,597	£2,604	£2,614	£2,622
Zone 49	£1,779	£1,747	£1,749	£1,754	£1,760	£1,765
Zone 50	£2,097	£2,059	£2,061	£2,066	£2,074	£2,080
Zone 51	£2,121	£2,083	£2,085	£2,091	£2,098	£2,105
Zone 52	£2,326	£2,284	£2,286	£2,292	£2,300	£2,307
Zone 53	£2,330	£2,288	£2,290	£2,297	£2,305	£2,312
Zone 54	£2,209	£2,169	£2,171	£2,177	£2,185	£2,191
Zone 55	£2,569	£2,522	£2,524	£2,531	£2,540	£2,548
STUDY AREA AVERAGE:	£2,106	£2,068	£2,070	£2,075	£2,083	£2,089
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Average spend per capita estimates (2017 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 16 published by Experian Business Strategies (December 2018).

An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 16 (December 2018). Notes:

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2019) TO 2038 (£m)

GROWTH 2019 to 2038 (%)

	2040	2019	2024	2029	2034	2038	2019-	2029-	2019-
	2019 (incl SFT)	EVC	UDING SPE	CIAL EODM	S OF TRAD	ING	2029	2038	2038
Zone 1	142.6	140.0	146.6	152.4	157.9	162.6	8.8%	6.7%	16.1%
Zone 2	247.4	242.9	251.6	260.6	269.4	276.5	7.3%	6.1%	13.8%
Zone 3	162.2	159.3	164.1	170.2	175.2	178.8	6.8%	5.1%	12.3%
Zone 4	185.9	182.6	188.3	194.3	200.3	204.9	6.5%	5.4%	12.3%
Zone 5	78.9	77.4	79.9	82.5	84.9	87.0	6.5%	5.5%	12.4%
	83.9	82.4	84.7	87.5	89.9	91.9	6.2%	5.0%	11.5%
Zone 6	67.1	65.9	67.5	69.3	70.9	72.2	5.2%	4.2%	9.6%
Zone 7	123.3	121.0	125.0	129.1	133.3	136.7	6.6%	5.9%	12.9%
Zone 8 Zone 9	56.5	55.5	56.2	56.9	57.6	58.3	2.5%	2.5%	5.1%
	80.6	79.1	80.1		82.2	83.3			5.3%
Zone 10	35.5	34.9		81.1			2.5%	2.7%	
Zone 11	51.3		36.1	37.2	38.3	39.1	6.6%	5.2%	12.2% 12.7%
Zone 12		50.3	51.9	53.7	55.3	56.7	6.6%	5.7%	
Zone 13	40.6	39.9	42.0	44.2	46.5	48.4	10.8%	9.5%	21.4%
Zone 14	126.9 62.0	124.6	129.0	132.9	137.2	140.7	6.7%	5.8%	12.9%
Zone 15		60.9	63.6	66.3	68.9	71.1	8.9%	7.2%	16.7%
Zone 16	58.3	57.3	59.7	62.2	64.7	66.6	8.6%	7.0%	16.3%
Zone 17	65.1	63.9	66.5	68.8	70.9	72.6	7.6%	5.6%	13.6%
Zone 18	141.9	139.3	142.1	145.3	148.5	150.8	4.3%	3.7%	8.2%
Zone 19	68.4	67.2	68.6	70.2	72.2	73.9	4.6%	5.2%	10.0%
Zone 20	158.3	155.5	158.2	160.8	163.4	165.5	3.4%	2.9%	6.4%
Zone 21	69.5	68.2	69.8	71.3	73.3	74.9	4.5%	5.0%	9.8%
Zone 22	78.9	77.5	78.6	79.8	80.6	81.3	3.0%	1.9%	5.0%
Zone 23	88.8	87.2	90.9	94.6	98.4	101.6	8.4%	7.4%	16.5%
Zone 24	90.7	89.1	90.9	92.8	95.2	97.1	4.2%	4.6%	9.0%
Zone 25	68.0	66.8	67.6	68.5	69.1	69.5	2.6%	1.5%	4.1%
Zone 26	21.7	21.4	21.6	21.8	22.0	22.1	2.0%	1.4%	3.4%
Zone 27	115.7	113.6	115.0	116.6	118.0	119.0	2.6%	2.1%	4.8%
Zone 28	71.6	70.3	71.8	73.1	74.4	75.5	4.0%	3.2%	7.3%
Zone 29	38.2	37.5	38.2	38.8	39.3	39.7	3.5%	2.1%	5.7%
Zone 30	51.4	50.5	52.6	54.9	57.4	59.5	8.8%	8.4%	17.9%
Zone 31	75.8	74.5	77.5	80.3	83.4	86.1	7.8%	7.2%	15.7%
Zone 32	95.5	93.8	97.7	101.5	105.4	108.6	8.2%	7.0%	15.8%
Zone 33	178.8	175.6	178.6	181.5	184.6	187.0	3.4%	3.0%	6.5%
Zone 34	106.7	104.7	106.9	109.0	111.1	112.7	4.1%	3.4%	7.6%
Zone 35	106.0	104.1	106.9	109.7	112.3	114.5	5.4%	4.4%	10.0%
Zone 36	38.8	38.1	39.1	39.9	40.7	41.3	4.7%	3.6%	8.5%
Zone 37	49.0	48.1	49.7	51.1	52.5	53.5	6.2%	4.7%	11.2%
Zone 38	40.8	40.0	40.7	41.5	42.3	43.0	3.6%	3.6%	7.4%
Zone 39	67.5	66.3	67.8	69.2	70.4	71.6	4.3%	3.5%	8.0%
Zone 40	35.5	34.9	35.7	36.6	37.4	38.0	4.8%	3.8%	8.9%
Zone 41	62.1	61.0	62.0	63.0	64.1	64.9	3.3%	3.0%	6.4%
Zone 42	32.6	32.0	33.1	34.4	35.7	36.7	7.4%	6.8%	14.7%
Zone 43	119.6	117.5	121.1	125.0	129.0	132.5	6.5%	6.0%	12.8%
Zone 44	76.2	74.8	76.3	78.0	79.7	81.0	4.3%	3.8%	8.2%
Zone 45	56.9	55.9	57.5	59.2	60.6	61.9	5.9%	4.6%	10.7%
Zone 46	43.8	43.1	44.6	46.1	47.6	48.9	7.0%	6.0%	13.5%
Zone 47	98.2	96.4	98.8	101.4	103.9	106.1	5.2%	4.7%	10.1%
Zone 48	28.8	28.3	29.0	29.6	30.0	30.4	4.4%	2.7%	7.2%
Zone 49	32.1	31.5	32.7	33.9	35.1	36.1	7.4%	6.7%	14.7%
Zone 50	134.6	132.2	135.4	138.9	142.3	144.8	5.1%	4.3%	9.5%
Zone 51	75.4	74.0	76.1	77.8	79.5	81.1	5.1%	4.3%	9.6%
Zone 52	38.0	37.4	37.8	38.5	39.0	39.5	2.9%	2.6%	5.6%
Zone 53	42.5	41.7	42.7	43.8	44.7	45.6	5.0%	4.1%	9.3%
Zone 54	68.0	66.8	68.1	69.5	70.7	71.6	4.0%	3.0%	7.1%
Zone 55	71.9	70.6	72.3	73.6	74.5	75.2	4.2%	2.3%	6.6%
STUDY AREA:	4,506.5	4,425.3	4,546.6	4,670.4	4,791.6	4,890.2	5.5%	4.7%	10.5%



Appendix 3: Convenience Goods Market Shares (including SFT)



TABLE 1: ALL CONVENIENCE GOODS - 2019 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

OCAL PLANNING AUTHORI	TY CENTRE TYPE		Zone 1 Z	ne 2 Zon	e 3 Zone -	Zone 5	Zone 6	Zone 7 Zo	one 8 Zon	ne 9 Zone	10 Zone 11	Zone 12	Zone 13 Zo	ne 14 Zone	15 Zone 16	E Zone 17	Zone 18	Zone 19 Zo	one 20 Zor	e 21 Zone	22 Zone 23	Zone 24	Zone 25 Zone	e 26 Zone 2	7 Zone 28	Zone 29 Zo	te 30 Zone 31	Zone 12	Zone 33 Zo	ne 34 Zone 3	5 Zone 16	Zone 37 Zon	ne 38 Zone :	2 Zone 40	Zone 41 Zon	s 42 Zone 43	Zone 44	Zone 45 Zo	ne 46 Zone	47 Zone 48	Zone 49	Zone 50 Zo	one 51 Zon	s 52 Zone 53	Zone 54	Zone 55 STUC	JOY AREA		CORE ZON ston Dudley	Sandwell Wat	
Volverhampton																																																1			
	Strategic Centre	Wolverhampton	0.0%						0.0 0:00							0.1%							0.6% 0.1				3% 0.7%					0.0% 0.												9.7%			3.0%	20.1%		0.3% 0.5	
	Town Centre	Bilaton Wednesfield	0.0%						0.0% 0.0				0.3% 0										0.1% 0.0				0% 0.5%					0.0% 1.							2% 0.09				9.2% 0.1 0.0% 0.1				0.1%	10.3%		0.2% 0.8	
	District & Local Centres		0.0%	.0% 0.0	% 0.1%	0.0%	0.0%	0.0%	0.0% 0.3	3% 0.0%	0.0%	0.0%	0.2% 0	.0% 0.09	1.0%	0.5%	0.3%	0.0%	0.0% 0.	0% 6.39	0.0%	0.0%	0.3% 0.0	.0% 0.0%	0.7%	0.0% 0	0% 0.0%	0.4%	0.5% 0	.0% 0.0%	0.0%	0.3% 0.	0% 0.0%	0.0%	0.0% 8	% 15.0%	6.5%	3.3% 0	4% 5.69	0.0%	27.0%	25.9% 3	54.4% 2:	% 8.1%	2.6%	5.3%	2.7%	17.9%	0.8%	0.2% 0.4	.4%
	Out-of-Centre		0.0%	4% 0.0	5 0.0%	0.0%	0.0%	0.0%	0.0% 0.3	3% 0.3%	0.0%	0.2%	0.3% 0	2% 0.0	0.5%	0.0%	0.0%	0.0%	0.0% 0.	7% 3.35	0.3%	0.5%	1.0% 0.9	9% 0.5%	0.0%	6.5% 0	95 245	0.2%	0.0% 1	4% 0.3%	0.0%	0.0% 1	4% 0.2%	0.0%	0.0% 34	0% 42.6%	52.4%	18.2% 9	8% 2.79	0.4%	13.3%	21.5% 1	3.8% 6.1	% 36.7%	45.9%	0.0%	5.0%	26.1%		0.2% 3.3	
		subtotal	0.0%	17% 0.0	% 0.1%	0.6%	0.0%	0.0% 0	0.0% 0.7	.7% 0.3%	0.0%	0.4%	0.9% 0	2% 0.05	2.2%	0.7%	0.3%	1.7%	0.0% 1.	0% 17.05	s 2.9%	0.5%	2.1% 1.1	<u>% 0.5%</u>	1.9%	8.1% 1	2% 3.6%	1.4%	0.5% 2	.0% 0.3%	0.0%	0.3% 3.	1% 0.2%	0.0%	0.0% 67	5% 77.8%	69.6%	25.8% 1	7.8% 51.92	5 0.4%	89.6%	86.5% 8	53.9% 13.	7% 54.5%	57.9%	5.3% 1	12.5%	75.2%	2.8%	0.9% 5.1	1%
budlev	Strategic Centre	Briefley Hill-Traditional High Street Briefley Hill-Merry Hill	0.9%							0% 0.1% 5% 0.7%			0.0% 0										3.9% 1.4 4.1% 4.0				0% 0.0% 1% 0.0%									7% 0.0% 7% 0.0%			.0% 0.09 .0% 0.29				0.0% 0.0		0.0%		0.7%	0.0%		0.2% 0.0	
	Town Centre	Dudley Stourbridge Halespeen	0.0%	10% 0.0	% 0.0%		0.0%	0.0% 0	0.0% 0.0	1% 0.7%	0.6%	0.0%	0.0% 0	0% 0.05	0.0%	0.0%	0.0%	0.6%	2.7% 0.	.0% 1.19 0% 0.09	0.0%	5.9%	2.1% 0.0 4.9% 17.1 0.0% 0.0	7.8% 38.7%	45.2%	0.0% 0	0% 0.0% 0% 0.0%	0.0%	0.0% 0	0.0% 0.0% 1.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	96 0.0%	0.0%	0.0% 0	0% 0.75 0% 0.05	0.0%	0.0%	0.0%	0.1% 0.1	1% 0.0%	0.0%	0.1%	0.6% 2.1% 1.2%	0.1% 0.1% 0.0%	12.5%	0.5% 0.0	0.0%
	District & Local Centres		0.9%																				33.9% 27.																					% 0.8%			3.1%	1.8%		0.5% 0.0	
	Out-of-Centre		0.0%	18% 0.5	8 1.1%	7.5%	0.0%	0.0%	0.0% 18.0	16% 31.99	18.4%	7.6%	0.5% 2	8% 16.4	1.0%	0.0%	0.0%	44.9%	0.0% 48	5% 21.9	5 14.7%	35.4%	38.9% 8.3	3% 17.0%	15.4%	0.0% 0	0% 0.0%	0.7%	0.0%	0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.	ns 0.0%	0.0%	0.0% 0	.0% 7.29	0.0%	0.9%	0.5%	2.0% 19.	7% 0.0%	0.2%	0.0%	6.1%	1.7%	29.6%	5.6% 0.0	10%
		aubtotal																					87.8% 50.3																								14.7%			7.7% 0.0	_
landwell	Strategic Centre	West Bromwich																					0.1% 0.0																.5% 0.19					1% 0.0%			1.8%			10.2% 0.6	- 1
	Town Centre	Blackheath Cradley Heath Great Bridge Oldbury Wednesbury Cape Hill	3.5% 0.0% 6.7%	.0% 0.0 .1% 0.0 .8% 0.0 .0% 0.0 .4% 0.0	% 0.0% % 0.0% % 0.0% % 0.0%	0.5% 0.0% 0.9% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0 0.0% 0 0.0% 0 0.5% 0	0.0% 0.0 0.0% 0.3 0.0% 0.0	8% 9.3% 0% 0.0% 3% 0.0% 0% 0.0%	51.8% 0.0% 0.9% 0.0% 0.0%	7.3% 1.3% 6.5% 0.0% 0.0%	0.0% 0 0.0% 0 7.1% 7 0.0% 0 54.4% 1-	0% 0.65 3% 4.65 7% 22.5 0% 0.05 1.6% 0.05	0.0% 25.0% 5.7% 1.6% 0.5%	1.9%	0.0% 0.0% 0.0% 0.0% 0.0%	0.3% 4.8% 0.2% 0.0%	0.0% 2. 0.0% 1. 0.0% 0. 0.0% 0.	.1% 0.09 2% 2.79 2% 0.39 0% 0.09 0% 0.09	0.4% 37.4% 1.8% 1.9% 0.2%	9.6% 0.3% 0.0% 0.0%	0.0% 0.0 0.0% 0.0 0.0% 0.0	4% 1.7% 0% 0.2% 0% 0.0% 0% 0.0% 0% 0.0%	3.3% 0.9% 0.0% 0.0% 0.0%	0.0% 0 0.0% 0 0.0% 0	0% 0.0%	0.0% 6.3% 1.1% 18.3% 0.3%	0.1% 0 0.0% 0 0.0% 0 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0%		0% 0.0% 0% 0.0% 0% 0.0% 0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0. 0.0% 0. 0.0% 0. 0.4% 2. 0.0% 0.		0.0% 0.0% 0.0% 0.0%	0.0% 0 0.0% 1 0.0% 0 0.2% 3 0.0% 0	8% 2.89 0% 0.89 2% 3.69 0% 0.09	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.1% 0.7% 0.0%	0.0% 0 0.0% 0 0.0% 0 0.1% 0	0.0% 0.1 0.0% 0.1 0.0% 0.1 0.0% 0.1 0.4% 0.1	7% 0.0% 7% 0.0% 7% 0.0% 7% 0.0% 7% 0.0%	0.0% 0.0% 0.0% 0.8% 0.0%	0.0%	1.1% 1.2% 1.8% 1.1% 0.7% 1.2%	0.0% 0.6% 0.6% 0.2% 0.9%	4.4% 1.2% 0.2% 0.0% 0.0%	3.6% 0.0 3.3% 0.0 9.5% 0.1 5.6% 0.1 3.1% 1.0 6.1% 0.0	0.0% 0.3% 0.1% 0.0%
		Bearwood	4.7%																				0.0% 0.0					0.0%		0.0%		0.0% 0.				96 0.0%		0.0% 0		0.0%			0.0% 0.1		0.0%		0.7%	0.0%		2.8% 0.0	
	District & Local Centres										2.8%												0.2% 0.4							0.0%		0.3% 1.							3% 0.79					1% 0.0%			1.9%	0.2%		6.1% 0.1	
	Out-of-Centre	aubtotal	21.1%	4% 0.5 0.3% 0.6	% 0.0% % 1.9%	11.7%	0.0%	0.4% C	0.8% 12.5 1.9% 47.5	5% 0.2%	0.5% 63.2%	18.4% 84.2%	2.0% 3 85.7% 8	5% 34.9 5% 73.8	6 10.7% 6 91.5%	77.4%	0.0%	2.4%	0.0% 0	3% 1.45 3% 4.55	17.1%	9.9%	0.0% 0.0	2% 0.0% 8% 1.9%	5.0%	0.0% 0	3% 0.0% 3% 4.4%	35.2% 63.8%	0.0% 0	0.0%	1.8%	2.3% 0 2.9% 3	7% 0.0% 4% 0.0%	0.0%	0.4% 0.	% 0.5% % 0.5%	1.5%	0.0% 0	.0% 6.29 .6% 14.3°	0.0% 0.0%	2.3%	0.3% 0	0.0% 13 1.1% 13	% 2.5% % 2.5%	0.0%	0.0% 1	15.6%	3.4%	11.8%	70.9% 2.3	3%
Valsall	Strategic Centre	Walsol	0.0%	.6% 0.0	% 0.0%	0.0%	0.0%	1.2%	0.4% 0.0	.0% 0.0%	0.6%	0.0%	0.0% 0	.0% 0.09	0.1%	1.8%	0.9%	0.0%	0.0% 0.	0% 0.09	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 38	1% 29.4%	3.0%	0.0% 0	10% 11.5%	17.2%	29.3% 1.	4% 0.0%	0.6%	7.3% 0.	96 0.0%	0.2%	4.3% 2	.1% 0.59	0.0%	0.4%	0.0%	0.0% 0.1	1% 0.0%	0.0%	0.0%	2.1%	0.1%	0.0%	0.8% 16.	5.1%
	Town Centre	Bloowich Brownhills Addridge Willenhall Darlaston	0.0% 0.0% 0.0% 0.0% 0.0%	0.0	% 0.0% % 0.0% % 0.0%	0.0%	0.0%	0.0% C	0.0% 0.0	0% 0.0% 0% 0.0%	0.0%	0.0%	0.0% 0	0% 0.0° 0% 0.0°	0.0%	0.0%	0.2% 4.6% 0.0%	0.0%	0.0% 0. 0.0% 0.	0% 0.09	0.0%	0.0%	0.0% 0.0 0.0% 0.0 0.0% 0.0 0.3% 0.0	0% 0.0% 0% 0.0%	0.0%	0.0% 0	5% 5.6%	0.0%	0.0% 0	10% 2.9%	15.4% 26.9% 0.0%	5.1% 0. 1.2% 0. 0.0% 0.	4% 2.4% 2% 0.1% 5% 0.0%	52.4% 5.6% 0.0%	18.7% 0. 46.3% 0. 0.0% 10	% 0.0% % 0.0% 4% 1.0%	0.0%	0.0% 0	156 0.09	0.0%	0.0%	0.0% 0	0.0% 0.1	1% 0.0%	0.0%	0.0%	0.9% 1.3% 1.2% 1.3% 0.9%	0.3% 0.0% 0.0% 2.4% 1.3%	0.0%	0.0% 7.1 0.0% 10. 0.2% 8.1 0.0% 8.0 2.9% 2.1	0.4% 5.7% 5.0%
	District & Local Centres		0.0%	.0% 0.0	% 0.0%	0.0%	0.0%	0.2%	0.0% 0.0	0% 0.0%	0.3%	0.0%	0.0% 0	6% 0.09	0.0%	0.0%	0.5%	0.0%	0.0% 0.	0% 0.09	0.4%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 1	9% 6.7%	0.4%	0.0% 0	.0% 9.8%	6.9%	5.3% 0.	1% 0.0%	0.2%	4.9% 2	0.0%	0.3%	7.1% 1	2% 0.49	0.0%	0.0%	0.0%	0.0% 0.1	1% 0.0%	0.0%	0.0%	0.7%	0.2%	0.0%	0.3% 5.7	.7%
	Out-of-Centre		0.0%	1.1	5 0.05	0.0%	0.0%	3.6% 0	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0% 0	0% 0.2	0.0%	1.7%	0.3%	0.0%	0.0% 0.	0% 0.65	0.4%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 2	2% 29.6%	5.3%	0.3%	0% 8.3%	21.4%	31.2% 1	4% 0.0%	3.0%	4.1% 5.	0.0%	2.5%	16.7% 1	19% 1.09	0.0%	0.0%	0.0%	0.1% 0.1	1% 0.0%	0.0%	0.0%	2.3%	0.8%	0.1%	1.3% 16.	1.0%
		subtotal	0.0%	3% 1.1	5 0.0%	0.0%	0.3%	6.7% 0	0.4% 0.0	0% 0.0%	0.9%	0.0%	0.0% 0	6% 0.2	0.4%	42%	6.4%	0.3%	0.0% 0.	0% 0.65	0.9%	0.0%	0.3% 0.0	A 0.5%	0.0%	0.0% 6	5% 85.8%	29.7%	1.3%	10% 71.8%	89.3%	73.0% 7	5% 2.6%	72.3%	81.4% 18	1.0%	17.3%	63.2% 7	1.8% 7.95	0.0%	2.1%	0.4%	0.1% 0.1	5. 0.0%	0.3%	0.0%	10.7%	5.2%	0.2%	5.5% 75.	-0%
II Other Centres Outside	BCLA Area Birmingham Cannook Kidderminater Lichfield Reddlich Stafford Sutford Oddfield Yelford		0.0% 0.0% 0.0% 0.0% 0.0%	.5% 0.4 1.0% 0.3 1.0% 0.0 1.0% 1.6 1.0% 0.0	% 0.0% % 0.0% % 0.0% % 2.5% % 0.0% 2% 2.9%	0.4% 0.0% 0.0% 0.0% 0.3% 10.2%	1.5% 0.0% 0.0% 11.7% 0.0% 2.5%	0.0% 0 0.0% 0 0.0% 0 0.0% 7 0.3% 0	0.0% 0.0 0.2% 0.0 0.0% 0.0 7.3% 0.0 0.0% 0.0 2.5% 0.5	0% 0.6% 0% 0.0% 0% 0.0% 0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0 0.0% 0 0.0% 0 1.4% 0	0% 0.0° 0% 0.0° 0% 0.0° 0% 0.0°	0.0% 0.4% 0.0% 0.0% 0.0%	0.1% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.1% 1.5% 0.0% 0.3% 67.0%	0.0% 8 0.0% 8 0.0% 1 0.0% 1	0.0% 0. 86.4% 0. 0.0% 0. 0.0% 0. 0.0% 0.	0% 0.09 0% 0.09 0% 0.39 0% 0.09 0% 0.09	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.4% 0.0% 0.0% 0.0%	0.0% 0.4 0.0% 0.0 0.1% 12. 0.0% 0.0 0.0% 0.0 0.0% 0.0 0.0% 0.0	.0% 0.0% 2.1% 0.0% .0% 0.0% .0% 0.0% .0% 0.0%	0.0% 2.3% 0.0% 0.0% 0.2% 1.2%	26.7% 2 0.0% 0 0.0% 11 0.0% 0 24.9% 0	6% 1.2% 6% 0.0% 6% 0.4% 6% 0.0% 6% 0.0% 3% 0.0%	0.0% 0.0% 0.0% 0.4% 0.0%	0.0% 0 1.0% 8 0.0% 0 0.0% 0 0.3% 0	1.0% 0.0% 5.5% 1.0% 1.0% 0.0% 1.0% 0.0%	2.3% 0.0% 0.0% 0.0% 0.0% 0.0%	1.6% 60 0.0% 0. 0.6% 0. 0.0% 0. 0.0% 0.	1% 6.0% 0% 0.0% 7% 8.8% 0% 0.0% 0% 0.6% 0% 0.0%	8.8% 0.0% 3.1% 0.0% 0.0% 0.2%	2.5% 2. 0.0% 0. 1.3% 0. 0.0% 0. 0.0% 0. 2.9% 0.	PG 8.9% PG 0.0% PG 0.0% PG 0.0% PG 3.9% PG 0.0%	4.7% 0.0% 0.0% 0.0% 0.1% 0.0%	4.8% 0 0.0% 0 0.4% 0 0.0% 0 0.0% 0	0% 0.49 0% 0.09 0% 0.09 0% 0.09 0% 0.09	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0 0.0% 0 0.0% 0 0.0% 0	0.0% 0.0	1% 0.0% 1% 0.0% 1% 0.0% 1% 0.0% 1% 0.0%	0.0% 0.0% 0.0% 0.3% 0.0%	0.0% 25.0% 0.0% 0.0% 0.0%	7.6% 4.5% 3.6% 2.5% 0.6% 0.4% 4.0%	1.4% 2.3% 0.0% 0.0% 0.0% 1.0% 0.0% 0.2%	0.0% 0.7% 0.0% 0.0% 0.0% 0.0%	2.3% 0.5 0.0% 3.5 0.0% 0.0 0.0% 0.0 0.1% 0.0 0.1% 0.0	1.9% 2.4% 1.0% 1.0% 1.0%
	All Other Centres and Stones Elsewhe	ne .	7.7% 4	8.9% 28.0	56.8%	10.1%	23.0%	54.1% 6	8.8% 2.9	9% 0.9%	1.3%	0.8%	0.9% 1	.0% 0.65	1.1%	1.8%	15.9%	3.0%	3.4% 3.	0% 8.09	0.9%	0.8%	6.6% 23.6	.6% 1.5%	3.8%	28.8% 3	6% 1.5%	0.0%	24.4% 6	156 1.6%	4.2%	7.3% 15	1% 78.25	8.9%	4.7% 1.	% 4.5%	1.3%	0.0% 0	.0% 0.89	46.8%	2.2%	2.9%	2.5% 55.	2% 27.8%	27.9%	54.7% 1	16.6%	2.5%	3.2%	6.1% 3.1	.1%
		aubtotal	65.9% 8	0.0% 86.3	5% 89.1%	42.5%	86.2%	67.4% 8	4.6% 6.0	.0% 4.5%	2.5%	1.2%	10.9% 6	9% 2.29	2.1%	2.4%	85.5%	5.4% \$	0.9% 4.	6% 9.39	0.9%	1.4%	6.8% 36.	1% 2.2%	7.5%	85.3% 2	4% 3.1%	0.9%	92.6% 9	12% 11.4%	6.9%	12.8% 81	.9% 93.65	21.0%	11.4% 6.	% 15.4%	6.7%	5.2% 0	.0% 6.79	94.6%	2.7%	4.5% 4	4.0% 55.	2% 34.7%	35.5%	83.9% 4	40.5%	7.4%	5.1%	9.5% 10.	1.5%
PECIAL FORMS OF TRAD	DING/ INTERNET SHOPPING:		9.1%	10% 10.	7.4%	3.1%	13.5%	8.1% 1	3.1% 5.4	4% 1.7%	5.1%	3.8%	1.0% 4	8% 2.51	1.9%	14.5%	6.0%	5.4%	6.2% 7.	0% 1.09	7.8%	3.8%	2.8% 2.8	3% 2.8%	3.9%	6.6% 7	8% 3.1%	3.3%	5.4% 2	16.5%	2.0%	4.0% 4	1% 3.6%	6.2%	6.9% 3.	% 5.1%	4.6%	5.6% 2	.8% 6.19	3.7%	0.9%	6.0%	4.2% 43	% 7.2%	4.4%	10.7%	6.0%	5.0%	3.6%	5.5% 7.2	2%
		GRAND TOTAL	100.0% 1	0.0% 100.	0% 100.05	5 100.0%	100.0%	100.0% 10	00.0% 100.	0.0% 100.0	% 100.0%	100.0%	100.0% 10	0.0% 100.0	5 100.0%	100.0%	100.0%	100.0% 1	00.0% 100	0.0% 100.0	% 100.0%	100.0%	100.0% 100.	20% 100.09	6 100.0%	100.0% 10	100.0%	100.0%	100.0% 10	0.0% 100.01	N 100.0%	100.0% 10	2.0% 100.0	6 100.0%	100.0% 100	0% 100.0%	100.0%	100.0% 10	0.0% 100.0	% 100.0%	100.0%	100.0% 10	00.0% 100	0% 100.0%	100.0%	100.0% 10	100.0%	100.0%	100.0%	100.0% 100	0.0%



TABLE 2: MAIN FOOD PURCHASES - 2019 MARKET SHARE ANALYSIS (%) Including Internet Shocoling and other Special Forms of Trading

LOCAL PLANNING AUTHORI	CENTRE TYPE		Zone 1	ione 2 Zon	e 3 Zone 4	Zone 5	Zone 6 Z	Zone 7 Zo	ne 8 Zone	e 9 Zone 1	0 Zone 11	Zone 12 Z	fone 13 Zoo	ne 14 Zone	15 Zone 16	Zone 17	Zone 18 Z	one 19 Zor	ne 20 Zone	21 Zone 2	Zone 23	Zone 24 Z	one 25 Zon	e 26 Zone 2	27 Zone 28	Zone 29 Z	one 30 Zon	e 31 Zone 3	2 Zone 33	Zone 34 Z	Sone 35 Zon	ne 36 Zone 3	7 Zone 38	Zone 30 Z	ne 40 Zone	41 Zone 42	Zone 43	Zone 44 Z	fone 45 Zon	ne 46 Zone	e 47 Zone -	45 Zone 42	Zone 50	Zone 51 Z	one 52 Zon	ne 53 Zone	e 54 Zone S	S STUDY ARE	A Walverh	CORE 2 ampton Dudi	ZONES ley Sandwell Wat	and the
Wolverhampton																																																				
	Strategic Centre	Wolverhampton	0.0%	0.0% 0.0		0.0%	0.0%	0.0% 0.	10% 0.05	% 0.0%	0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%			0.0				0.0% 0.0				0.0% 0.5		0.0%			0.0%			.0% 0.09		22.8%	4.4%	1.8% 1.	1.0% 1.6	0.0%	34.4%					9% 0.0%				% 0.3% 0.3	
	Town Centre	Bilaton Wednesfield	0.0%	0.0% 0.0		0.0%	0.0%	0.0% 0.	10% 0.05	% 0.0%	0.0%	0.0%	0.5% 0	.0% 0.09 .0% 0.09	20% 20%	0.0%		0.9% 0	0% 0.5° 0% 0.0°		0.0%		0.0% 0.0				0.0% 0.0		0.0%	0.0%	0.0% 0.1				10% 0.09		0.0%			1.2% 40.1 1.0% 0.0	9% 0.0%	18.7%		12.1%		0.0	0.0% 0.0%		10.7		% 0.0% 0.5 % 0.0% 0.0	
	District & Local Centres		0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.	.0% 0.05	% 0.0%	0.0%	0.0%	0.0% 0	.0% 0.09	1.7%	0.0%	0.0%	0.0% 0	0.0	6.9%	0.0%	0.0%	0.5% 0.0	0.0%	0.9%	0.0%	0.0% 0.0	2% 0.7%	0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0%	.0% 0.09	5.5%	4.7%	1.7%	1.8% 0.	1.0% 4.3	1% 0.0%	25.6%	17.9%	20.4%	2.5% 10.	2.3% 1.1	5.1%	1.8%	10.7	7% 0.99	% 0.2% 0.2	.2%
	Out-of-Centre	aubtotal	0.0%	0.0% 0.0	25 0.0%	0.0%	0.0%	0.0% 0.	.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0	0% 0.05	0.0%	0.0%	0.0%	0.0% 0	0% 0.9	5 3.3%	0.5%	0.8%	0.0% 1.1	1% 0.5%	0.0%	7.4%	14% 30	2% 0.0%	0.0%	1.7%	0.0% 0.1	0% 0.0%	1.3%	0.0%	.0% 0.03	39.8%	45.5%	55.4%	23.8% 13	3.2% 3.1	% 0.7%	9.8%	21.6%	16.5%	4.4% 40.	2.0% 55.6	6% 0.0% 6% 5.1%	5.5%	27.3	7% 0.65	% 0.1% 4.3 % 0.7% 5.4	3%
		81200081	0.0%	0.0% 0.0	/s U.U/s	1.0%	0.0%	0.0% 0.	.0% 0.0	os 0.05s	0.0%	0.0%	0.5% 0	.0% 0.05	1.7%	0.0%	0.0%	1.5% U	U% 1.4	5 19.9%	3.0%	0.0%	U.5% 1.1	176 0.576	0.9%	9.5%	1.4% 3.5	0.7%	0.0%	1.7%	0.0% 0.1	U.U%	1.374	0.0%	10% 0.05	11.376	73.5%	00.176	21.376 20	0.3% 50.1	UN U.7%	09.0%	07.2%	10.3%	11.276 63.	3.4% 94.0	0% 5.1%	12.3%	72.1	h 2.00	0.7% 5.4	476
Dudlev	Strategic Centre	Briefley Hill- Traditional High Street Briefley Hill- Merry Hill	t 1.5% 0.5%	0.0% 0.0	% 0.5% % 0.0%	0.0%	0.0%	0.0% 0.	10% 0.09	% 0.0% % 0.5%	1.0%	0.0%	0.0% 0	016 0.01	0.0%	0.0%	0.0%	1.1% 0 0.6% 0	0% 1.4° 0% 0.0°	% 1.0% % 1.1%	2.2%	18.4% 12.0%	3.3% 0.1 4.1% 1.4	P% 7.5% P% 11.79	3.2% 6 9.4%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	.0% 0.09 .0% 0.09	0.0%	0.0%	0.0%	0.0% 0.	0.0 200.0	9% 0.0% 9% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0 0% 0.0	0.0% 0.0%	0.8%	0.0	1% 4.65 1% 5.15	% 0.3% 0.0 % 0.1% 0.0	.0%
	Town Centre	Dudley Stourbridge Halesman	0.0%	0.0% 0.0		0.0%	0.0%	0.0% 0.	10% 0.05		0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0%	1.0% 1	0% 10.7 9% 0.0	% 0.9% % 0.0% % 0.0%	0.0%	4.4%	3.4% 0.0 3.8% 19	6% 41.53	6 50.1%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0% 0.1	0% 0.0% 0% 0.0% 0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.	0.0% 0.0	1% 0.0%		0.0%	1.6%	0.0% 0.1	.0% 0.0	0.0% 0.0% 0.0%	2.2%	0.1 0.2 0.0	25 13.1	% 0.3% 0.0 % 0.0% 0.0 % 1.0% 0.0	0.0%
	District & Local Centres	Halesowen																																											0.0% 0.0		2% 0.0% 2% 0.0%		1.6		% 1.0% 0.0 % 0.3% 0.0	
	Out-of-Centre			1.4% 0.0	n 0.0%	11.3%	0.0%			% 0.7% 1% 30.4%			0.5% 2	2% 18.6°	s 0.0%	0.0%			0% 54.4						6 2.1% 6 13.9%		0.0% 0.0		0.0%	0.0%	0.0% 01	0.0%	0.0%	0.0%	non 0.01	b 0.0%	0.0%	0.0%	0.0% 0.	10% 4.4	% 22% % 0.0%		0.5%	3.0%	4.0% 1.3 18.2% 0.0	.3% 0.0 0% 0.0	7% 0.0% 7% 0.0%	5.5%	1.0	% 11.3°		276
		subtotal	4.7%	1.4% 0.0	75 1.8%	16.9%	0.0%			77.2%	19.3%	12.0%	0.5% 5	6% 22.5	N 0.5%	0.5%	0.0%	68.9% 1	9% 67.3	% 60.5%	20.6%	81.8%	88.9% 62	0% 91.25	83.3%	0.0%	0.0% 0.0	12%	0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0%	0.05	0.0%	0.0%	0.0%	0.0% 0.	1.0% 14.0			0.9%	9.3%	22.9% 1.	3% 0.0	0.0%	14.6%	4.1	5 75.1	% 7.9% 0.0	0%
Sandwell	Strategic Centre	West Bromwich	0.0%	1.6% 0.0	0.0%	0.0%	0.0%	6.1% 0.	0.05	% 0.0%	0.0%	0.5%	6.2% 6	3% 1.79	48.2%	39.3%	0.0%	1.8% 0	0% 1.3	0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0% 0.0	0.7%	0.0%	0.0%	0.0% 1.	1% 4.8%	1.0%	0.0%	17% 0.09	0.0%	0.0%	0.0%	0.0% 0.	0.0	96 0.0%	0.6%	0.0%	0.0%	0.0% 0.1	.0% 0.0	0.0%	1.8%	0.0	s 0.3f	% 10.2% 0.6	.6%
	Town Centre	Blackheath Cradley Heath Great Bridge	0.0%	0.0% 0.0	250.0	0.6%	0.0%	0.0% 1.	.0% 25.8 .3% 2.19	% 11.6%	58.1%	5.9%	0.0% 0	9% 0.59 .0% 1.19 .4% 4.99		0.0%	0.0%	0.0% 0	0% 0.5° 0% 14.9 0% 2.1°	% 0.0%	0.0%	10.7%	0.0% 0.0	7% 2.5%	3.7%	0.0%	0.0% 0.0	0.0% 0.0% 0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0% 0.0%	0.0%	0.0%	0% 0.01 0% 0.01	0.0%	0.0%	0.0%	0.0% 0.	0.0% 0.0 1.0% 0.0	1% 0.0%	0.0%	0.0%	0.0%	0.0% 0.1	.0% 0.0	9% 0.0% 9% 0.0% 9% 0.0%	1.4%	0.0	1% 5.25	% 3.6% 0.0 % 3.5% 0.0 % 11.5% 0.4	0.0%
		Oldbury Wednesbury	5.6%	1.3% 0.0	250.0%	1.0%	0.0%	0.0% 0.	10% 0.05	% 0.0%	1.5%	7.2%	6.5% 8	2% 25.0	5.5%	5.2%	0.0%	0.0% 0	0% 0.0	0.6%	2.2%	0.0%	0.0% 0.0	0.0%		0.0%	0.0% 0.0	0.7%	0.0%	0.0%	0.0% 01	0% 0.9%	0.0%	0.0%	0.01	0.0%	0.0%	0.0%	0.0% 0.	10% 0.7	% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0	9% 0.0%	1.2%	0.1	1% 0.15	% 6.1% 0.1 % 2.2% 0.8	2.1%
		Cape Hill Bearwood	8.5%	2.4% 0.0	25 0.0%	0.0%	0.0%	0.0% 0.	10% 0.05	% 0.0%	0.0%	0.0%	64.8% 15	1.1% 1.59	0.5%	0.0%	0.0%	0.0% 0	0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0%	.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0	7% 0.0% 7% 0.0%	1.5%	0.0	1% 0.05	% 7.5% 0.0 % 2.4% 0.0	0.0%
	District & Local Centres		3.3%	3.1% 0.0	% 1.3%	24.3%	0.0%	6.9% 0.	10% 4.45	% 0.5%	2.1%	9.4%	1.0% 1	8% 0.51	0.5%	0.0%	0.0%	0.0% 0	0% 1.3	0.0%	1.3%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0% 0.1	0% 0.0%	0.6%	0.0%	.0% 0.09	0.0%	0.0%	0.0%	0.0% 0.	5% 0.0	n 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0.0	0.0%	1.2%	0.0	% 0.5	% 2.1% 0.0	10%
	Out-of-Centre		2.1%	14% 0.8	1% 0.0%	11.1%	0.0%	0.0% 0.	7% 12.2	2% 0.0%	0.9%	21.7%	2.0% 36	18% 37.69	N 10.6%	18.0%	0.0%	3.5% 0	0% 0.0	N 1.9%	16.6%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.4% 0.0	2% 36.9%	0.0%	0.0%	0.0% 0.1	0% 2.1%	0.6%	0.0%	.0% 0.09	0.5%	0.0%	1.1%	0.0% 0.	0.0% 8.2	5 0.05	1.1%	0.3%	0.0%	18% 42	2% 0.0	2% 0.0% 2% 0.0%	4.3%	1.7	5 1.5'	% 21.7% 0.2	2%
		subtotal Websell				42.0%								015 72.9									0.0% 0.1				0.4% 4.0					1% 10.0%							43% 0								2% 0.0%		33		% 70.8% 2.2 % 0.6% 15.4	
wasan	Stratonir Cantra Town Centre														6 0.0%												0.0% 4.0					5% 0.0%							10.4% 0.								% 0.0%		0.4		% 0.0% 8.1	
	Town Centre	Blowich Brownhills	0.0%	0.0% 0.0	250.0%	0.0%	0.0%	0.0% 0.	10% 0.05	% 0.0% % 0.0%	0.0%	0.0%	0.0% 0	0% 0.03	0.0%	0.5%	0.0%	0.0% 0	0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	296 0.096	0.0%	0.0%	0.0% 3.5	350.0	1.0%	0.0%	9.4% 18	5% 0.0% 14% 7.7% 1.7% 0.5%	0.6%	1.5% 6	10% 22.05	M 0 0%	0.0%	0.0%	0.0% 0.	0.0% 0.0	1% 0.0%	0.0%	0.0%	0.0%	0.0% 0.1	.0% 0.0	2% 0.0% 2% 0.0% 2% 0.0%	1.4%	0.0	146 0 04	% 0.0% 8.1 % 0.0% 11.2 % 0.2% 9.4	1.3%
		Aldridge Willenhall	0.0%	0.0% 0.0	250.0	0.0%	0.0%	0.0% 0.	10% 0.05	% 0.0% % 0.0%	0.0%	0.0%	0.0% 0	0% 0.03	0.0%	0.0%	0.0%	0.6% 0	0% 0.0	0.0%	0.0%	0.0%	0.5% 0.0	2% 0.9%	0.0%	0.0%	0.8% 6.0	2% 0.0%	0.0%	0.0%	2.3% 0.1	0% 0.0%	0.6%	0.0%	.0% 0.0%	8.7%	1.4%	9.9%	27.4% 46	6.6% 0.9	1% 0.0%	1.2%	0.6%	0.0%	0.0% 0.1	.0% 0.0	0.0%	1.3%	2.5 1.5	1% 0.35	% 0.0% 8.3	3.3%
	District & Local Centres	Darlaston			% 0.0% % 0.0%				10% 0.05					0% 0.01			0.0%							2% 0.0% 2% 0.0%			0.0% 9.5 1.2% 3.5					0% 0.8%						0.0%		1.4% 5.2							9% 0.0% 9% 0.0%		0.0		% 3.7% 2.6 % 0.0% 1.3	
	Out-of-Centre		0.0%		n 0.0%					% 0.0%				.0% 0.09																		19% 33.8%													0.0% 0.1			2.2%				
	Caro-Cente	subtotal	0.0%	0.5% 1.4	1% 0.0%	0.0%	0.5%	5.3% 0.	0.0%	% 0.0%	0.0%	0.0%	0.0% 0	0% 0.05	0.0%	3.6%	8.2%	0.6% 0	0% 0.0	1.0%	0.7%	0.0%	0.5% 0.0	2% 0.9%	0.0%	0.0% 6	57.9% 84.	7% 34.7%	1.0%	0.0%	66.3% 89	16% 71.1%	5.3%	1.5% 6	3.4% 80.5	16.4%	1.4%	19.6%	60.3% 70	0.0% 6.9	% 0.0%	2.4%	0.6%	0.0%	0.0% 0.1	0% 0.0	2% 0.0%	10.4%	5.3	5 0.4	% 1.1% 16. % 5.7% 72.	TN
All Other Centres Outside						22.0%				% 1.7%	0.9%	0.0%	8.1% 2	.0% 2.45	6 0.0%		2.5%		0% 1.0		0.0%	0.0%	0.0% 0.0		0.0%	0.0%	3.6% 0.0	2% 0.7%	0.0%			0% 0.0%	0.0%	0.0%	.0% 0.09	6 0.0%	0.0%			0.0% 3.4	n 0.0%	0.0%	0.6%	1.8%			2% 0.6%	6.6%	1.0		% 13% 0.4	
	Birmingham Cannook		0.0%	1.8% 0.0	20.0%	0.0%	2.5%	0.0% 0.	1.0% 0.05	% 0.0%	0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0	0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0		0.0%	33.3%	2.9% 2.0	0.0%	63.4%	0.0%	7.7% 2.1	0% 1.6%	76.2%	5.4%	3% 2.85	3.4%	8.0%	5.3%	5.4% 0.	0.0% 0.7	% 0.0%	0.0%	0.0%	0.0%	0.0% 0.1	.0% 4.4	0.0%	4.6%	2.7	% 0.05	% 0.0% 4.0	1.0%
	Kidderminater Lichfield			0.0% 0.5		0.0%		0.0% 0.	10% 0.09	% 0.9%	0.0%	0.0%	0.0% 0	0% 0.09		0.0%		4.0% 87	0.0 0% 0.0	% 0.0% % 0.6%	0.0%	0.0%	0.0% 16.0	4% 0.0%	1.6%	0.0%	0.0% 0.0	0.0%		85.9%			0.0%	8.3%	2% 1.69	1.4%	0.0%	0.0%	0.0% 0.	0.0% 0.0	% 0.0% % 0.0%						25.5% 25 0.0%		0.1	.6 0.7°	% 0.0% 0.0 % 0.0% 2.6	.0%
	Redditch		0.0%	0.0% 2.3	3.5%	0.0%	14.1%	0.0% 6.	4% 0.05	% 0.0%	0.0%	0.0%	0.0% 0	0.01	0.0%	0.0%	0.0%	0.0% 0	0.0	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	250.0%	0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0%	.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.	0.0% 0.0	1% 0.0%	0.0%	0.0%	0.0%	0.0% 0.1	.0% 0.0	0.0%	0.7%	0.0	1% 0.05	% 0.0% 0.0	0.0%
	Stafford		0.0%	0.0% 0.0	20.0%	0.6%	3.5%	0.6% 0.	10% 0.05	% 0.0%	0.0%	0.0%	0.0% 0	0.01	0.0%	0.0%	0.5%	0.0% 0	0.0	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	24.9%	0.0% 0.0	250.0%	0.0%	0.0%	0.0% 0.1	0.0%	0.0%	0.0%	.0% 0.09	0.0%	6.1%	0.0%	0.0% 0.	0.0	% 0.7%	0.0%	1.1%	0.0%	0.0% 0.1	.0% 0.0	0.0%	0.4% 4.1%	1.6	.6 0.0*	% 0.1% 0.0	
	Sutton Coldfield Telford				2% 2.0%		0.0%		10% 0.05	% 0.0%	0.0%			2% 0.05	0.0%	0.0%	0.0%	0.0% 0	0.0	% 0.0% % 0.0%	0.0%	0.0%	0.0% 0.0	2% 0.5% 2% 0.0%	0.0%	8.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0% 0.1	0% 3.2%	0.0%	0.0%	10% 2.45	0.0%	0.0%	0.0%	0.0% 0.	0.0% 0.0%	m 0.0%	0.0%	0.0%	0.0%	0.0% 7.3	2% 6.1	9% 0.0% 1% 3.9%	0.8%	0.0	A 0.31	% 0.9% 0.6 % 0.0% 0.0	
	All Other Centres and Stones Elsewher		3.1%			7.2%								4% 0.59						N 10.0%					2.4%							2% 7.8%									n 32.51						2% 45.9%		2.0		% 6.4% 3.1	
		subtotal	59.9%	11.0% 87.5	5% 84.7%	38.5%	81.1% 0	69.2% 79	1.5% 6.95	% 3.8%	2.7%	0.0%	9.7% 3	7% 2.95	0.5%	1.4%	83.3%	8.4% 90	14% 4.8	5 11.2%	0.5%	1.3%	5.7% 32	9% 1.9%	5.7%	81.7%	14.6% 4.0	2% 0.7%	91.1%	92.2%	11.5% 6.3	2% 13.5%	85.1%	92.7% 2	2.8% 11.8	5.3%	17.4%	5.9%	5.4% 0.	0.0% 5.1	% 92.01	5 1.0%	3.8%	5.4%	57.0% 23.	1.4% 28.7	7% 77.9%	39.2%	7.3	5 57	% 8.7% 10.1	100
SPECIAL FORMS OF TRAD	DING/ INTERNET SHOPPING:	•	10.5%	6.7% 10.	3% 10.9%	1.7%	18.3% 1	12.5% 18	1.4% 8.35	% 1.6%	7.7%	3.9%	0.0% 5	.6% 1.79	3.0%	13.9%	8.6%	7.7% 7	7% 6.4	1.7%	9.1%	5.5%	43% 3.3	3.0%	5.5%	8.8%	5.6% 3.8	1% 3.0%	7.8%	6.1%	22.2% 3	1% 5.4%	6.0%	5.8% 1	2.1% 7.89	4.8%	7.8%	7.3%	7.0% 4.	1.0% 8.3	5.1%	1.2%	7.2%	6.1%	7.1% 7.	.7% 5.7	17.0%	7.7%	6.9	1% 4.65	% 62% 9.1	.1%
		CBAND TOTAL	100.0%	00.09/ 300	ON 100 ON	100.0%	100.0%	100 DW 100	0.00 100.0	ON 100 ON	100.0%	100.0%	100.00 10	0.000 000.0	# 100.0W	100.0%	100.00	20 0N 10	n oli 100 i	nic 100.0%	100.0%	100.00	00 0N 100	ON 100 0	V 100.0W	100.00	00.0W 100	OK 100.08	100.00	100.00	100 ON 100	n ali	5 100 0W	100.08	0.000 100.0	e: 100.0E	100.0%	100.0%	100.00 100	10 ON 100	OH 100.0	H 100.0H	100.00	100 ON 1	00 0H 100	0.0% 100	091 100 091	100.00	100	OH 100	100 ON 100	0.00



TABLE 3: OTHER ("SECONDARY") MAIN FOOD PURCHASES - 2019 MARKET SHARE ANALYSIS (%) Including Infarmer Shopping and other Special Forms of Trading

																																															CORE ZONE	e
LOCAL PLANNING AUTHOR	CENTRE TYPE		Zone 1	Zone 2 Zon	e 3 Zone 4	Zone 5	Zone 6 Zon	ne 7 Zone t	8 Zone 9	Zone 10 Zo	ine 11 Zone	2 Zone 13	Zone 14 Zon	e 15 Zone 1	£ Zone 17	Zone 18 Zo	ne 19 Zone	20 Zone 2	Zone 22 2	fone 23 Zor	ne 24 Zone 2	5 Zone 26	Zone 27 Zon	e 28 Zone 2	2 Zone 30	Zone 31 Zone	32 Zone 3	33 Zone 34 2	Sone 35 Zone	e 36 Zone 37	Zone 38 Zo	ne 39 Zone	10 Zone 41	Zone 42 Zone	43 Zone 44	Zone 45	Zone 46 Zon	e 47 Zone 4	45 Zone 49	Zone 50 Z	ne 51 Zone	52 Zone 53	Zone 54 Z	cone 55 STU	IDY AREA	Wolverhampto	on Dudley S	Sandwell Walsa
Wolverhampton	Strategic Centre	Wolverhampton	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	2.0% 0.0%	0.0%	0.0% 0.0	% 2.0%	0.8%	0.0%	0.0%	5 0.0%	1.1%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0	0% 2.3%	0.0%	3.0% 0.0	96 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0%	17.4% 21.2	2% 5.6%	6.5%	0.0% 3.1	2% 0.0%	32.6%	31.0%	3.7% 3.95	5 7.9%	21.3%	0.0%	3.2%	20.4%	0.1%	0.2% 1.19
	Town Centre	Bilaton Wednesfield	0.0%	0.0% 0.0		0.0%	0.0% 0.	0% 0.0%	0.0%		2.0% 0.0%		0.0% 0.0	n 0.0%	0.0%	0.0% 5	1.7% 0.0	% 0.0% % 0.0%	2.0%	2.4% 0. 0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.9% 2.4	ns 0.0%	1.6%	0.0% 0.0	0.0% 0% 0.0%		0.0%	0.0%	14.4% 0.0	ni 0.0%	3.2%	6.6% 37 0.0% 0.1	3% 0.0%	19.1%	1.0%	5.6% 2.8° 0.0% 0.0°	5 0.0%	0.0%	0.0%	1.7%	9.7%	0.8%	0.6% 1.0%
	District & Local Centres	Wednessed	0.0%		n 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	10% 0.0%	0.8%	0.0% 0.0	1% 0.0%	0.0%	0.0%	1.0% 0.0	5 0.0%	4.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	n 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	1.0% 0.0%	0.0%	2.6% 7.5	n 2.0%	0.0%	15% 2	2% 0.0% 1% 0.0%	21.8%	24.1%	42% 2.05	% 10.9%			2.2%			0.0% 0.1%
	Out-of-Centre		0.0%	2.6% 0.0	% 0.0%	0.0%	0.0% 0.	0% 0.0%	2.2%	1.9%	2.0% 0.0%	2.1%	1.3% 0.1	% 3.2%	0.0%	0.0%	.0% 0.0	5 0.0%	2.2%	0.0% 0.	0% 2.6%	1.8%	0.0% 0.0	0% 9.3%	0.0%	0.9% 0.7	% 0.0%	2.8%	1.0% 0.0	2% 0.0%	2.1%	1.6% 0.0%	0.0%	30.8% 51.2	2% 57.8%	13.9%	4.9% 3.1	9% 0.0%	18.5%	30.4%	9.7% 17.0	% 19.5%	44.2%	0.0%	5.7%	30.4%	0.9%	0.7% 2.3%
		aubtotal	0.0%	2.6% 0.0	% 0.0%	0.0%	0.0% 0.	0% 0.0%	2.2%	1.9%	0.0%	2.9%	1.3% 0.1	5.1%	0.8%	0.0%	1.7% 0.0	5 0.0%	9.2%	2.4% 0.	0% 2.6%	1.8%	0.0% 0.0	0% 11.6%	0.0%	4.8% 3.1	% 1.9%	2.8% 4.4%	1.0% 0.0	2% 0.0%	6.5%	.6% 0.0%	0.0%	65.2% 81.0	2% 69.9%	23.7%	13.1% 46.	3% 0.0%	92.0%	85.5%	62% 25.7	% 38.3%	68.9%	2.5%	12.8%	75.2%	2.2%	1.7% 4.6%
Dudlev	Strategic Centre	Briefley Hill-Traditional High Street Briefley Hill-Merry Hill	0.0%		% 0.0% % 0.0%			0% 0.0%			2.8% 0.0%						1.9% 0.0		0.0%		12% 6.8%	4.8%	6.7% 0.1 7.9% 12.	8% 0.0%	0.0%	0.0% 0.0	ns 0.0% ns 0.0%	0.0%	0.0% 0.0			0.0% 0.0%		0.0% 0.0			0.0% 0.1						0.0%		0.8%	0.0%		0.0% 0.0%
	Town Centre	Dudley	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	1.0% 0.0%	0.0%	0.0% 3.	% 0.0%	1.5%	0.0% 2	1.2% 0.0	5 8.7%	1.1%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	ns 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.1	9% 0.0%	0.0%	0.0%	0.0% 0.05	5 0.0%	0.0%	0.0%	0.6%	0.1%	3.1%	0.4% 0.0%
		Stourbridge Halesowen		0.0% 0.0			0.0% 0.				1.2% 0.0%		0.0% 0.0									0.0%	37.1% 45. 0.0% 0.0	7% 0.0% 0% 0.0%		0.0% 0.0		0.0%	0.0% 0.0				0.0%				0.0% 0.1				0.0% 0.0%		0.0%		0.9%	0.0%		0.0% 0.0%
	District & Local Centres					0.0%	0.0% 0.	0.0%	2.1%	0.0% 1	1.4% 0.7%												18.9% 5.0			0.0% 0.0			0.0% 0.0					0.0% 0.0						3.5%	2.4% 9.55	% 0.0%	0.0%	0.0%	2.9%			0.4% 0.0%
	Out-of-Centre	aubtotal	0.0%	0.0% 3.0	% 0.0% % 0.8%	3.7% 7.8%	0.0% 0.	0.0%	20.3%	40.2% 2 69.1% 4	5.6% 7.8% 2.5% 9.9%	1.2%	7.3% 19. 7.3% 25.	9% 4.5% 2% 5.5%	0.0%	0.0% 4	0.4% 0.0 8.0% 2.8	% 48.4% % 64.1%	25.7% 74.9%	17.8% 34 20.3% 87	.6% 32.2% .6% 85.6%	8.4%	21.4% 17. 92.1% 82.	5% 0.0% 8% 0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0% 0.0	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	ns 0.0%	0.0%	0.0% 5:	9% 0.0%	3.3%	1.1%	0.9% 31.5 3.3% 42.0	% 0.0% % 1.9%	1.0%	0.0%	6.6% 15.1%	2.9%	31.0% 77.0%	7.8% 0.0% 9.8% 0.1%
Sandwell	Strategic Centre	West Bromwich	0.0%	6.5% 0.8	20.0	0.0%	0.0% 10	.0% 0.0%	0.0%	0.0%	0.0%	8.1%	1.6% 2.1	% 42.2%	43.7%	1.7% 0	0.0%	% 0.0%	0.0%	2.5% 0.	0% 0.8%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	3.8%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	3.0% 0.1	9% 0.0%	0.0%	0.0%	0.0% 0.05	% 0.0%	0.0%	0.0%	2.1%	0.1%	0.1%	10.0% 0.6%
	Town Centre	Blackheath Cradley Heath	0.0%	0.0% 0.0	0.0%	3.0%	0.0% 0.	0% 2.5%		6.8% 1 9.0% 4	0.5% 28.79 2.2% 12.89	0.0%	3.0% 6.5	1% 0.0%	0.0%	0.0% 0	0.0% 0.0 1.7% 0.0	% 2.2% % 11.9%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.1	8% 0.0% 5% 0.0%	0.0%	0.0% 0.0	76 0.0% 76 0.0%	0.0%	0.0% 2.3	3% 0.0% 3% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0.1	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	% 0.0% % 0.0%	0.0%	0.0%	1.2%	0.0%	3.4%	3.8% 0.2% 3.3% 0.0%
		Great Bridge	0.0%	0.0% 0.0	250.0 250	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	2.0% 2.0%	0.0%	0.0% 6.1	% 17.8%	4.7%	0.0% 4	.0% 0.0	5 4.0%	6.1%	23.2% 2	3% 0.0%	0.0%	1.2% 2.3	2% 0.0%	0.0%	0.0% 3.6	96 0.0%	0.0%	0.0% 0.0	2.8%	0.0% 0	0.0%	0.0%	0.0% 0.0	96 0.0%	0.0%	0.0% 2.3	9% 0.0%	0.0%	0.0%	0.0% 0.05	56 0.0%	0.0%	0.0%	1.4%	0.4%	2.2%	6.2% 0.3%
		Oldbury Wednesbury		0.0% 0.0				0.0%			2.0% 5.6%		7.3% 11.				0.0 200.0				0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 2.4 6.4% 27.3	% 0.0% % 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 1.0	0.0%	0.0%	3.4% 9.	2% 0.0% 2% 0.0%			0.0% 1.8° 3.0% 0.0°	% 0.0% % 0.0%			0.8%	0.2%	0.2%	4.6% 0.0% 5.2% 1.5%
		Cape Hill Bearwood	6.0%	0.0% 0.0	250.0	0.0%		0.00	0.0%	0.0%	0.0%	28.4%	10.6% 0.1	95 0.0%	0.0%	0.0%	0.0%	S 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0	260.0	0.0%	0.0% 0.0	96 0 096	0.0%	0.0% 0.0	246 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	AC 0 0%	0.0%	0.0% 0.1	200.00	0.0%	1.0%	0.0% 0.05	5 0.0%	0.0%	0.0%	0.8%	0.2%	0.0%	3.6% 0.0%
	District & Local Centres		2.8%	0.8% 0.0	95 0.0%	13.3%	0.0% 9	2% 0.0%	8.0%	4.2%	2.8% 12.09	12.7%	6.6% 3.	% 2.6%	0.8%	0.9% 0	0.0	5 0.0%	0.0%	10.0% 0.	0% 0.0%	1.1%	0.0% 0.0	0.0%	0.0%	0.0% 2.1	% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 2	r% 0.0%	1.8%	0.0%	0.0% 0.09	% 0.0%	0.0%	0.0%	1.6%	0.6%	1.2%	5.9% 0.0%
	Out-of-Centre	aubtotal																								0.0% 34.1 6.4% 69.3		0.0%	0.0% 2.3				0.0%		% 3.5%		0.0% 2: 5.4% 18		0.0%	0.6%	0.0% 2.79	% 0.0%	0.0%	0.0%	4.4%	1.1%	1.7%	21.8% 0.6% 67.3% 3.2%
Walsall	Strategic Centre	Wahadi		2.2% 0.0							1.0% 0.0%		0.0% 0.0		2.3%					0.0% 0.			0.0% 0.0							1% 38.7%							7.3% 01						0.0%		2.8%	0.2%		0.9% 20.8%
	Town Centre	Blowich		0.0% 0.0				0.0%			0.0%		0.0% 0.0					5 0.0%	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	1.5% 0.0	ns 0.0%	0.0%	16.1% 0.0	2% 1.4%	3.9%	0.0% 1.2%	0.9%	0.0% 0.0	ni 0.9%	7.4%	0.0% 0.1						0.0%		0.6%	0.1%	0.0%	0.0% 4.6%
		Brownhills Aldridge	0.0%	1.5% 0.0	0.0%	0.0%	0.0% 0.	0% 0.0% 9% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	95 0.0%	0.0%	1.5% 0	0.0	0.0%	0.0%	0.0% 0.	20.0 20.0	0.0%	0.0% 0.0	20.0 JPD	2.9%	1.8% 0.0	1.9%	0.0%	18.1% 20.3	7% 1.4%	0.0% 6	3.2% 62.45	15.3%	0.0% 0.0	0.0%	0.0%	0.0% 0.1	250.0	0.0%	0.0%	0.0% 0.0%	56 0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0% 12.0% 0.2% 6.8%
		Witerhall	0.0%	0.0% 0.0	25.0	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	1% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	3.7% 0.0	96 0.0%	0.0%	1.5% 0.0	0.0%	0.0% 0	0.0% 0.0%	0.0%	17.4% 1.0	9.8%	25.1%	42.2% 2.3	7% 0.0%	0.0%	0.0%	0.0% 0.05	% 0.0%	1.7%	0.0%	1.2%	3.0%	0.0%	0.0% 7.2%
		Darlaston	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0	0.0%	0.0%	0.0% 0.1	0.0%	0.0%	0.0%	0.0	% 0.0%	0.0%	0.0% 0.	20.0 20.0%	0.0%	0.0% 0.0	0.0%	0.0%	7.5% 11.1	1% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	% 1.7%	2.6%	7.1% 6.5	9% 0.0%	0.0%	0.0%	0.0% 0.05	% 0.0%	0.0%	0.0%	0.6%	1.3%		1.5% 2.0%
	District & Local Centres																											0.0%																	0.4%	0.2%		0.4% 2.4%
	Out-of-Centre	subtotal	0.0%	9.5% 0.0	% 0.0% % 0.0%	0.0%	0.0% 6:	3% 2.9%	0.0%	0.0% 0	2.1% 0.0%	0.0%	0.0% 0.1	% 0.0% % 1.8%	6.7%	5.1% 0	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0.0%	19.7% 61.5%	30.1% 4.6 84.9% 21.3	% 0.0% 3% 1.9%	0.0%	12.5% 19.7 72.7% 84.0	7% 24.2% 0% 65.5%	7.6% 0	1.0% 0.0%	72.0%	28.4% 0.0	% 3.8% % 17.6%	13.7%	77.9% 11	9% 0.0%	0.0%	0.0%	0.9% 0.09	% 0.0% % 0.0%	1.7%	0.0%	10.9%	5.4%	0.0%	1.7% 16.7% 4.8% 72.5%
All Other Centres Outside	BCI A Ama																																												\neg			
All Other Centres Outside	Birmingham		54.8%	13.2% 45	0% 31.7%	17.7%	48.9% 7.	1% 4.4%		5.0%	1.3%	11.6%	7.3% 0.1	95 0.0%	2.2%	1.5% 2	1.6% 2.4	% 0.8%	1.8%	0.0% 1.	5% 0.0%	2.0%	1.3% 0.0	0.0%	0.8%	0.0% 0.0	96 0.0%	2.8%	1.5% 0.0	2% 4.4%	0.0%	0.0%	0.0%	3.3% 0.0	0.0%	0.0%	0.0% 9.5	99.0	1.8%	0.0%	0.0%	% 0.0%	0.0%	0.0%	8.0%	2.0%	1.7%	3.0% 0.8%
	Cannock Kidderminater		0.0%	1.5% 2.7		0.0%	0.0% 0.	0.0%	0.0%	0.0% 0	0.0% 0.0%		0.0% 0.1	20.0% 20.0%	0.0%	0.0% 0	0.0% 0.0 1.7% 86.5		0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0% 34.2% 2% 0.0%	0.0%	0.0% 0.7	% 68.3%	0.0%	14.4% 2.5			7.0% 7.0%	2.8%	0.0% 9.6	76 0.8% 76 0.0%	6.1%	0.0% 0.1	2% 0.0% 2% 0.0%	0.0%	0.0%	0.0% 0.0%		5.4% F	0.0% 40.5%	5.0%	2.9%	0.0%	0.1% 5.0%
	Lichfeld		0.0%	0.0% 0.0	250.0 250	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	1% 0.0%	0.0%	2.4% 0	0.0%	6 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0.0%	18.7%	0.0% 0.0	% 0.5%	88.6%	0.0% 0.0	0.0%	1.9% 1	2.1% 8.0%	0.0%	0.0% 0.0	96 0.0%	0.0%	0.0% 0.1	2% 0.0%	0.0%	0.0%	0.0% 0.05	% 0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0% 2.4%
	Redditch Stafford			0.0% 1.5			9.2% 0.				0.0% 0.0%		0.0% 0.1	20.0%			0.0% 0.0				0% 0.0%		0.0% 0.0		0.0%	0.0% 0.0	ns 0.0% ns 1.5%	0.0%	0.0% 0.0				0.0%				0.0% 0.1				0.0% 0.0%				0.6%	0.0%	0.0%	0.0% 0.0%
	Sutton Coldfield Telfred		5.4%	10.7% 9.8	7.5%	16.4%	1.6% 15	2% 0.0%	0.8%	0.0%	0.0%	0.0%	0.0% 0.1	1% 0.0%	0.0%	65.5% 0	0.0%	6 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.1	8% 0.0%	2.0%	0.0% 0.0	% 0.0%		0.0% 2.3	1.7%	0.0% 0	0.0% 1.2%	7.8%	0.0% 0.0	96 0.0%	0.0%	0.0% 0.1	2% 0.0%	0.0%	0.0%	0.0% 0.05	5 0.0%	0.0%	0.0%	4.2%	0.0%	0.1%	1.5% 1.5%
	All Other Centres and Stones Elsewhe	ire									2.8% 0.0%																	5 3.3%										9% 36.3%					13.6% 5		15.5%	1.6%		5.3% 5.1%
		subtotal	72.7%	71.8% 78.	3% 93.6%	47.7%	91.7% 67	2% 88.9%	6 5.3%	6.2%	2.8% 1.3%	14.9%	9.5% 0.1	156 1.0%	4.9%	85.3% :	1.3% 93.5	% 8.2%	8.1%	2.5% 1.	5% 9.7%	27.5%	2.1% 7.5	5% 80.8%	32.7%	0.9% 0.7	% 93.0%	95.6%	18.6% 11.4	4% 19.0%	83.2% 9	1.2% 29.45	19.5%	3.3% 14.2	2% 7.7%	6.1%	0.0% 10.	3% 97.2%	6 1.8%	0.9%	2.8% 25.1	% 42.5%	24.6%	95.6%	40.9%	6.7%	5.6%	10.3% 14.8%
SPECIAL FORMS OF TRA	DING/INTERNET SHOPPING										194 144							K 47%			496 1.696			WL 7.8%		3.0% 5.6		0.0%						3 1% 27			2 8% A						3.8%		5.0%			R 2% 4.8%
		GRAND TOTAL	100.00		*** *** ***	102.01								*** ***		*****			100.00									N 100.0% 1		*** ***						***							100.00	****	100.0%	****	100.0%	
		GROND TOTAL	100.0%	100.0% 100	UTs 100.0%	100.0%	100.0% 100	100.09	% 100.0%	100.0% 10	JULUN 100.0	100.0%	100.0% 100	un 100.0%	100.0%	100.0% %	100.0% 100.0	2% 100.0%	100.0%	100.0% 100	U.U% 100.05	100.0%	100.0% 100	100.0%	100.0%	100.0% 100.	U% 100.05	% 100.0% 1	100.0% 100.	un 100.0%	100.0% 10	JULUN 100.0	100.0%	100.0% 100.	un 100.0%	100.0%	100.0% 100	un 100.01	% 100.0%	100.0% 1	20.0% 100.0	n 100.0%	100.0% 1	100.0%	100.0%	100.0%	100.0%	100.0%



TABLE 4: TOP UP FOOD PURCHASES - 2019 MARKET SHARE ANALYSIS (%) Including Internet Shocoing and other Special Forms of Trading

	ORITY CENTRE TYPE																								tone 30 Zone																					CORE ZONES		i
	JRIT CENTRE ITPE		Zone 1	20ne 2 20	ne 3 Zone -	4 Zone 5	2016 6 2	cone / Zon	ne e i Zone s	9 Zone 10	Zone 11 - Zone	112 20me 13	2016 16 20	ne 15 20ne	6 20ne 17	20fe 10 2	one 19 20ne	20 20ne 2	20mg 22 1 2	one 23 2016	24 Zone 25	20ne 26 20	ne 27 - 20 ne 2	20ne 29 .	one su i zone :	31 Zone 32	Zone 33 Zo	ne 34 Zone 30	2008 36 1 20	ne 37 i Zone 3	15 20 ne 39	zone 40 zone	e 41 Zone 42	2000 43 L	one 44 2016	45 Zone 46	2008 47 L 2	one se i zon	49 Zone 5	0 Zone 51	2008 52 1 20	ine 53 Zone	54 Zone 55	STUDY AREA	Wowtermanipo	on Dudley Sar	Access volume	+
Wolverhampton	Strategic Centre	Wolverhampton	0.0%	2.1% 0	.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 1.5	n. 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.09	0.0%	2.4%	0.0% 0.0	N 4.3%	0.8% 0	1.0% 0.0%	0.0%	2.1% 0.0%	1.0%	0.0% 2	4% 0.0%	0.0%	.0% 0.0%	0.0%	0.0% 0.0	2% 11.1%	16.8%	5.3% 1.51	2.5%	3.0%	0.0% 36.	1% 16.8%	8.8%	0.9% 3	3.6% 4.6	% 0.0%	2.1%	12.6%	0.7%	3% 0.6%	ŀ
	Town Centre	Bilaton Wednesfield	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0.0%	0.8%	0.0%	0.0% 0.09	0.0%	1.5%	2.2% 0.0	N 0.9%	0.0% 0	10% 2.7%	0.0%	0.0% 2.3%	0.0%	0.0% 0	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	2% 11.7% 1% 1.0%	2.3%	2.2% 4.45	4.2%	37.6%	0.0% 5.5	ni 0.5%	4.8%	0.0% 0	0.0% 0.07	ni 0.0%	1.4%	9.0%	0.5%	.4% 1.2% 1.0% 0.0%	l
	District & Local Centres																								0.0% 0.0%																			5.5%	39.7%	0.6%		l
	Out-of-Centre		0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 1.5	n 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.05	1.5%	3.1%	0.0% 0.0	5 0.0%	0.0% 1	2% 0.0%	1.1%	0.0% 3.1%	0.0%	0.0% 0	0% 0.8%	0.0%	0% 2.4%	0.0%	0.0% 0.0	2% 19.2%	32.6%	15.4% 10.8	6 3.3%	2.1%	0.0% 11	65 14.6%	7.3%	3.4% 4	5.0% 29.8	5% 0.0%	3.8%	19.5%	0.7%	11% 2.1%	I
		aubtotal	0.0%	2.1% 0	0% 0.8%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 2.5	0.8%	0.0%	0.0%	0.8%	0.0%	0.0% 0.05	1.5%	10.6%	2.2% 0.0	5.2%	0.8% 1	2% 4.3%	1.1%	2.1% 5.4%	1.0%	1.8% 2	4% 0.8%	0.0%	.0% 2.4%	0.0%	0.0% 0.0	75.9%	86.2%	79.5% 24.2	6 11.3%	55.2%	0.0% 91.	25 90.4%	94.9%	5.2% 5	1.8% 37.1	1% 5.4%	12.9%	81.8%	2.5%	2% 4.5%	l
Dudlev	Strategic Centre	Brierley Hill-Traditional High Stree Brierley Hill-Merry Hill	net 0.0% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0% 0% 2.3%	0.0%	0.0% 0.0	ni 0.0%	0.7%	1.0% 0.0%	0.0%	0.0%	0.0% 0.09	1.3%	0.0%	0.0% 13.2	% 1.8% % 3.9%	0.0% 5	12% 3.2%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0% 0.0%	0.0%	0.0% 0.0	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%			n 0.0%	0.5%	0.0%	3.2% 0		l
	Town Centre	Dudley	0.0%		.0% 0.0%		0.0%	0.0% 0.0	0.0%	0.0%	0.0% 1.5	% 0.8%	0.0%	1.0% 0.0%	0.0%	0.0%	25.9% 0.05	18.8%	0.0%	1.5% 6.1	N 0.0%	0.0% 0	10% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.05	0.0%	1.8%	0.0% 0.0	0.0%	0.8%		2.0% 0.0		1.0%	0.4%	5.2% 0	15% 0.0%	l
		Stourbridge Halesowen	0.0%	0.0% 0	.0% 0.0%	3.9%	0.0% 0	0.0% 0.0	0% 1.4% 0% 18.6%	0.0% 6 29.9%	4.1% 0.0	% 0.0% % 0.0%	2.2%	10% 0.0%	0.0%	0.0%	0.0% 3.85	0.0%	0.0%	0.0% 3.8 0.0% 0.7	% 6.2% % 0.0%	7.6% 33 0.0% 2	2.9% 43.3% 1.4% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	.0% 0.0% .0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.05	0.0%	0.0%	0.0% 0.0	ni 0.0% ni 0.0%	0.0%			% 0.8% % 0.0%	1.9%	0.0%	11.1% C	0% 0.0% 16% 0.0%	ı
	District & Local Centres		0.0%	0.0% 3	2% 0.0%	2.7%	0.0%	0.0% 0.0	2% 14.4%	6 7.3%	8.4% 0.0	n 0.0%	0.0%	18% 2.7%	0.0%	0.0%	34.4% 1.35	13.8%	75.3%	2.3% 23.8	% 38.3%	23.5% 4	1.7% 21.6%	0.0%	0.0% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0% 0.0%	0.0%	0.0% 0.0	3.1%	0.0%	2.0% 0.05	0.0%	11.8%	0.0% 0.0	% 1.3%	1.3%	1.8% 0	0.0%	0.0%	5.6%	3.0%	30.1% 1	.0% 0.0%	l
	Out-of-Centre	latotdus	0.0%	0.0% 0	0% 22% 2% 22%	9.0%	0.0%	0.0% 0.0	2% 13.0% 2% 49.7%	6 27.5% 6 64.6%	16.3% 4.2 32.7% 5.7	% 0.0%	2.8%	23% 27%	0.0%	0.0%	12.6% 0.05 13.0% 5.15	38.3%	83.3%	7.5% 27.2	% 34.9% % 85.1%	4.4% 13 36.4% 93	3.4% 7.4% 5.6% 78.2%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0% 0.0% 0% 0.0%	0.0%	0.0% 0.0	0.0% 0.0% 0.0%	0.0%	0.0% 0.0° 2.0% 0.0°	0.0%	2.2%	0.0% 0.0	% 0.8% % 2.2%	2.9%	7.9% 0 11.5% 0	20% 0.0	n 0.0%	4.2%	0.7% 4.3%	22.6% 2 80.9%		ı
Sandwell	Strategic Centre	West Bromwich	0.0%				0.0%	8.5% 0.0	0.0%	0.0%	2.8% 1.6	% 3.7%	0.0%	13% 51.45		2.3%	0.0% 0.09		0.0%	0.0% 0.0	N 0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0.0%	2.1%	0.0% 0	.0% 0.0%	1.6% 6	8% 1.5%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.05	0.0%	0.0%	0.0% 0.5	n 0.0%	0.0%		0.0% 0.0		1.9%	0.1%	0.2% 1		i
	Town Centre	Blackheath	0.0%		.0% 0.0%			0.0% 0.0					0.0%				0.0% 0.09	0.0%	0.0%	0.0% 0.0		0.0% 0	1.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	.0% 0.0%					0.0%	0.0%	0.0% 0.05			0.0% 0.0					ni 0.0%	0.8%	0.0%	2.0% 3		ĺ
		Cradley Heath Great Bridge			0% 0.0%			0.0% 0.0			45.6% 7.1		0.0%	0.0% 0.0%	0.0%		0.0% 0.09			1.4% 3.7 94.2% 0.0		0.0% 0	1.7% 1.8%		0.0% 0.0%	0.0%	0.9% 0	0% 0.0%	0.0% 0	.0% 0.0%	0.0%		0.0%		0.0% 0.05		1.1%	0.0% 0.0				0.0% 0.07		1.0%	0.0%		1.0% 0.0%	i
		Oldbury	0.0%	0.0% 0	.0% 0.0%	0.8%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 1.6	% 6.7%	4.2% 2	5.6% 2.8%	2.3%	0.0%	1.5% 0.05	4.4%	0.0%	1.5% 0.0	N 0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0.0%	2.1%	0.0% 0	0% 0.0%	0.0%	.0% 0.0%	0.0%	0.0% 0.0	0.0%	2.0%	0.0% 0.05	0.0%	1.1%	0.0% 0.5	% 0.0%	0.0%	0.0% 0	0.0%	% 0.0%	0.9%	0.7%	0.6% 4	1.5% 0.0%	í
		Wednesbury Cape Hill		0.0% 0		0.0%	0.0% 0	0.0% 0.0			0.0% 0.0	0.0%								0.0% 0.0	0.0%	0.0% 0	10% 0.0%	0.0%		25.0%			0.0%				9% 0.0%		0.0% 0.05			0.0% 0.0				1.0% 1.39	n 0.0%	0.7%	0.0%		L1% 0.5% L8% 0.0%	í
		Bearwood				1.6%		0.9% 0.0	0.0%	0.0%	0.0% 0.0	% 12.8%	12.9%	10% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0	10% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.05	0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%		0.0%		0.8%	0.0%		12% 0.0%	i
	District & Local Centres		3.9%	5.1% 0	.0% 0.0%	29.0%	0.0%	7.3% 0.0	9.4%	23.8%	9.4% 29.	15.5%	27.1% 1	8.6%	8.6%	0.0%	0.0% 0.0%	0.8%	0.0%	17.4% 0.0	5 1.4%	1.7% 0	0.0%	0.0%	0.0% 0.0%	4.9%	0.0% 0	.0% 0.0%	1.7%	.0% 7.6%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.05	0.0%	0.0%	0.0% 0.0	0.8%	0.0%	0.0% 0	0.0%	% 0.0%	4.3%	0.2%	3.7% 1	7.8% 0.1%	ĺ
	Out-of-Centre																								0.0% 0.0%																			3.4%	1.0%		7.7% 0.2%	i
		aubtotal	14.8%	7.6% 0	0% 22%	39.5%	0.0% 1	17.6% 2.1	15 44.45	5 22.6%	59.5% 89.	35 84.95	80.2% 8	1.9% 93.55	87.3%	23%	3.1% 0.05	17.6%	0.8%	2.8% 3.7	5 14%	1.7% 0	1.8%	0.0%	0.0% 0.7%	73.1%	0.9% 0	0% 0.0%	33% 1	13% 10.0%	0.0%	0.0% 1.6	5% 0.0%	2.0%	1.8% 0.05	2.5%	6.6%	0.0% 1.5	0.8%	0.0%	0.0% 0	1.0% 1.3	N 0.0%	15.6%	2.1%	10.5% 7		Í
Walsall	Strategic Centre	Walsoll		0.0% 0				3.9% 0.0			0.0% 0.0	0.0%		1.0%			0.0% 0.09			0.0%			1.0% 0.0%		41.0% 23.89			0% 9.2%	20.4% 2			2.8% 5.6			0.0% 3.51	3.5%	3.3%	0.0% 0.0				0.0% 0.0		2.0%	0.6%	0.0%		ĺ
	Town Centre	Blowich Brownhills	0.0%		0.0%	0.0%	0.0% 0	0.0% 0.0			0.0% 0.0		0.0%	10% 0.0%	0.0%		0.0% 0.09			0.0% 0.0		0.0% 0	1.0% 0.0%	0.0%	0.0% 0.7%		0.0% 0	.0% 28.4%	4.0% 1	.0% 4.1%	0.0%	2.8% 0.0	0.0%	0.0%	0.0% 5.85		0.0%	0.0% 0.0	ni 0.0% ni 0.0%	0.0%		0.0% 0.07	% 0.0% % 0.0%	0.8%	0.0%		1.0% 6.9% 1.0% 7.5%	í
		Aldridge		2.8% 0	0% 0.0%		0.0%	1.6% 0.0	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0%	0.0%	0.9%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0	1.0% 0.0%	0.0%	1.2% 0.0%	0.0%	0.0% 0	0% 1.2%	22.6% 1	.9% 1.5%	0.9%	5.5% 48.3	3% 0.0%	0.0%	0.0% 0.05	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0	0.0%	% 0.0%	1.2%	0.0%	0.0%	1.2% 8.4%	í
		Willenhall	0.0%		.0% 0.0%			0.0% 0.0	0.0%	0.0%	0.0% 0.0		0.0%	1.0% 0.0%	0.0%	0.0%	0.0% 0.09	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0	10% 0.0%	0.0%	0.0% 3.7% 0.0% 10.6%	0.0%	0.0% 0	0% 2.5%	0.0%	.0% 0.9%	0.0%	0.0% 0.0	7.0%	0.0%	4.1% 16.07	6 57.0%	3.3%	0.0% 0.0	0.0%	0.0%			% 0.0%	1.0%	1.1%		2.0% 7.6%	í
	District & Local Centres	Darfaston	0.0%		.0% 0.0%					0.0%			4.0%												7.7% 17.49																	1.0% 0.0		0.7%	0.8%		22% 22%	ĺ
	Out-of-Centre			0.0% 0						0.0%															14.4% 31.55																			2.2%	0.6%		10% 10.0%	ĺ
	USI-SI-CARRIE	aubtotal	0.0%	2.8% 0	0% 0.0%	0.0%	0.0%	9.2% 0.0	2% 0.0%	0.0%	0.0% 0.0	ni 0.0%	4.0%	2% 1.0%	2.1%	2.3%	0.0% 0.05	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0% 0	10% 0.0%	0.0%	64.3% 90.15	1 21.8%	2.7% 0	0% 86.7%	91.2% 8	28% 13.6%	3.2%	91.9% 88.3	3% 15.8%	0.0%	8.8% 71.5	6 86.2%	9.0%	0.0% 1.7	% 0.0%	0.0%	0.0% 0	0.0% 0.0	n 0.0%	11.4%	3.7%	0.0%		į
All Other Centres Outsid																																																ĺ
	Birmingham Cannook		0.0%		.0% 30.9%			17.2% 4.7			2.2% 0.0			0.0% 0.0%			0.0% 0.09	0.0%	0.0%	0.0% 0.0	N 0.0% N 0.0%	0.8% 1	1.0% 0.0%	5.9%	3.5% 0.0% 2.1% 0.0%			4% 0.0%		.7% 0.0% .0% 42.5%			2% 0.0% 2% 2.6%	1.4%	0.0% 0.0%		0.0%	0.0% 0.0				0.0% 0.07		9.3%	2.3%	0.7% 3	1.8% 0.4%	i
	Kidderminater		0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.6%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	0.0%	0.9%	1.5% 85.7	0.0%	0.0%	0.0% 2.4	0.0%	6.8% 0	1.9%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0.0%	0.0%	.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0%	% 6.1%	3.3%	0.0%	0.7% 0	2.0% 0.0%	í
I	Lichfield		0.0%		0.0%		0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0			0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	N 0.0% N 0.0%	0.0% 0	10% 0.0%	0.0%	12.6% 0.7%	0.0%		0.0%		.0% 0.0%	4.6%	0.0% 0.0	0.0%	0.0%	0.0% 2.65	0.0%	0.0%	0.0% 0.0	ni 0.0% ni 0.0%	0.0%		0.0%		2.2%	0.0%		1.7%	í
I	Redditch Stafford		0.0%		0.0% 0.0% 0% 0.0%			0.0% 5.6	5% 0.0%	0.0%	0.0% 0.0			0.0% 0.0%		0.0%	0.0% 0.05	6 0.0%	0.0%	0.0% 0.0		0.0% 0	1.0% 0.0%	19.0%	0.0% 0.0%	1.0%		0.0%		.0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	1.3%	0.0% 0.05	0.0%		0.0% 0.0				0.0% 0.07		0.2%	0.0%		2.0% 0.0%	í
I	Sutton Coldfield		1.7%	5.8% 7	4% 4.3%	14.5%	1.0%	4.6% 0.0	20.0%	0.0%	0.0% 1.2	% 2.6%	0.0%	0.0% 0.0%	0.0%	78.5%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0.0%	0.0%	.0% 0.0%	0.0%	0.0% 1.8	9% 0.0%	0.0%	0.0% 0.05	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0%	1% 0.0%	3.7%	0.0%	0.0%	3.7% 0.2%	i
	Telford		0.0%	0.0% 3	1% 0.0%	0.0%	0.0%	0.0% 0.0	20.0 200	0.0%	2.4% 0.0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0	1.0% 0.0%	1.1%	0.0% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.7%	3.6% 0.01	0.0%	0.0%	11.2% 0.0	0.0%	0.0%	0.0% 0	0.0%	% 5.3%	0.4%	0.6%	0.0% (2.1% 0.0%	i
	All Other Centres and Stones Elses	ere			.1% 59.5%						0.9% 0.8	% 0.8%	2.9%	1.0% 1.8%		16.0%	0.0% 4.95	0.0%		1.4% 0.0			2% 9.6%		5.6% 0.7%		18.1% 14		4.6% 4	.9% 29.9%	85.8%	3.6% 0.0	0.0%	7.7%	4.3% 0.05	0.0%	0.0% 8	88.8% 4.0			83.3% 41			19.8%	3.8%	2.9% 5		ı
		aubtotal	80.3%	87.5% 8	0% 94.7%	46.8%	91.7% 7	70.7% 94.4	4% 5.9%	1.8%	5.4% 2.1	% 12.6%	11.1%	1.8%	0.8%	95.4%	1.5% 90.5	5 2.2%	5.3%	1.4% 2.4	5 8.4%	59.6% 2	5% 13.1%	97.8%	23.8% 1.4%	1.0%	93.2% 98	8% 4.0%	4.6%	6% 72.4%	95.8%	8.1% 5.5	5% 2.6%	11.8%	7.9% 4.25	0.0%	11.6% 1	00.0% 4.0	% 5.2%	2.1%	83.3% 4	6.2% 61.5	5% 91.5%	43.1%	7.4%	4.5% 1	16% 5.9%	ł
SPECIAL FORMS OF TRA	RADING/INTERNET SHOPPING		4 0%	0.0%	#4. n.n4.	27%	8.9%	2.4% 3.4	44L 0.09L	0.0%	24% 0.0	n. n.m.	1.8%	17% 17%	0.1%	0.0%	2.4% 4.99	L 7 ML	0.0%	2 196 2 2 2	n n46	1 196. 0	10% 27%	1.1%	0.8% 2.9%	3.1%	1.4%	#% # #%	n 0%	296 1 896	0.0%	0.0% 4.6	946. 9 896.	0.0%	0.0% 0.0%	0.0%	0.7%	nn44 n s	PL 1.8%	0.0%	0.0% 0	n m4 n n	PL 27%	2 1%	0.7%	1.4%	8% 3.8%	ĺ
		GRAND TOTAL	100.0%	100.09	0.081 100.08	f 100.0%	100.0% 1	100.00/ 100	100 00	N 100.0N	100.0% 100	nti. 100 mi	100 ON 11	100 OH 100 O	E 100.0%	100.09	00 0N 100 0	# 100.0W	100.0%	00.08 100	W 100.0N	100.0% 10	n nik. 100 nik	100.00	100.0% 100.0	K 100.0K	100.0% 10	0.000 0.000	100.0% 10	0.0% 100.0%	. 100.00	100.08 100	ON 100 ON	100.0%	00.09/ 100.0	N 200.0N	100.06 1	00.0% 100	ne: 100 ne:	200.08	100.08 10	20.0% 100.0	09: 100.09:	100.0%	100.06	100.0% 10	20.091 100.09	1
L		GIOGLE TOTAL	130.0%	rough 7s		* 100.0%	100.076 11	100.0 m	.u.w 100.05	n 1967,076	100.076 100	w.m. 100.0%	ren. 476 1																																			



TABLE 5: OTHER TOP UP FOOD PURCHASES - 2018 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	ORITY CENTRE TYPE																								Zone 25 Z																									CORE ZON		
	ORITY CENTRE TYPE		Zone 1	Zone Z Z	ine 3 Zone	4 Zone 5	Zone 6	2009 / 2	cons s Zor	ne 9 Zone 1	U 20na 11	2000 12 2	one 13 200	0 16 Zons 1	5 Zone 19	Zone 17 /	one to 2	one 19 Zon	e 20 - 20ne	21 Zone 2	20fe 23	2016 24 20	ne 25 20ne :	26 Zone 27	2010 20 Z	me 29 200	30 Zone 31	20ne 32	Zone 33 Zo	ne 34 2011e 3	10 Zone 36	2019 37 201	ne se zone	39 Zone 40	2 2009 41	zone 4z - zor	10 43 ZOTO	44 Z016 40	2008 46	2008 4/ L	2019 49 20	ing 49 201	ne 50 20ne	51 Zone :	52 20NB 53	Zone 54	2016 55 5	TODY AREA	Workforen	mon budgey	STITSWELL	31111
Wolverhampton	Strategic Centre	Wolverhampton	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0% 0.	0.0%	3.6%	0.0%	0.0%	0.0% 0.1	2% 0.0	6 2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 3.	3% 0.09	0.0%	0.0%	9.4% 0.	0% 3.19	N 0.0%	5.2%	9.2%	0.0% 2	1.3% 17	1.6% 24.4	7.1%	0.0%	8.0%	0.0%	1.8%	11.1%	0.2%	0.3%	0.5%
	Town Centre	Bilaton Wednesfield	0.0%	0.0% 0	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0	6 3.3%	4.2%	0.0%	0.0%	0.0%	7.1%	0.0% 0.0	% 0.0%	2.0%	0.0%	0.0%	0.0%	0.0% 6.	7% 0.09	0.0%	0.0%	0.0% 0.	0% 0.0%	N 8.0%	5.0%	49.8%	0.0% 1	3.6% 4.	5% 0.0	% 0.0%	0.0%	0.0%	0.0%	1.8%	10.4%	1.1%	0.8%	1.3%
	District & Local Centres	Walderson																							0.0%																							5.2%	34.1%		0.4%	
	Out-of-Centre																																															3.4%	19.9%		0.2%	
		subtotal	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0.0%	0.0% 3.4	4% 0.0%	0.0%	0.0%	0.0% 0.	% 0.0%	3.6%	4.5%	2.6%	0.0% 0.1	2% 0.0	6 21.2%	4.2%	0.0%	3% 0.0%	0.0%	7.1%	5.0% 0.0	% 0.0%	3.2%	0.0% 0	0% 0.0%	0.0%	2.7% 10	0.0%	0.0%	0.0%	35.9% 86	3% 75.69	% 22.2%	19.3%	66.5%	0.0% 8	3.7% 76	19% 973	5% 23.89	29.6%	32.4%	10.5%	12.5%	77.6%	3.9%	1.7%	4.3%
Dudlev	Strategic Centre	Briefley Hill- Traditional High Stree Briefley Hill- Marry Hill	net 0.0% 0.0%	0.0% 0	0% 0.0%		0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0% 0.0%	9% 0.0% 9% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	2% 3.0° 2% 8.2°	6 0.0%	0.0%	7.2%	1.2% 2.8% 1.0% 1.7%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	N 0.0%	0.0%	0.0% 0.	0% 0.09	N 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.	0% 0.0 1% 0.0		0.0%	0.0%		0.3%	0.0%		0.0%	
	Town Centre	Dudley	0.0%		.0% 0.0%		0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0%	m 0.0%	0.0%	0.0%	0.0%	12.4% 01	14. 14.9	N 41%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6 0.0%	0.0%	0.0%	0% 0.0%	0.0%	0.0% 0	0% 0.0%	5 0.0%	0.0%	0.0% 0	0.00	5 0.0%	0.0%	0.0%	0.0%	0.0% 0.	0% 0.0	% 0.0%			0.0%	0.8%	0.0%	5.1%	0.0%	
		Stourbridge Halesowen	0.0%	0.0% 0	0.0% 0.0% 0.0% 0.0%	0.0%	0.0%	0.0%	0.0% 3.4	4% 2.3% 3% 18.4%	4.9%	0.0%	0.0% 0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0% 6.	1% 0.0	6 0.0%	0.0%	9.4% 1	1.6% 25.45	% 32.8% 6 0.0%	15.9%	0.0% 0.00	% 0.0% % 0.0%	0.0%	0.0% 0	0.0%	0.0%	0.0% 0.	0% 0.0%	N 0.0%	0.0%	3.4% 0. 0.0% 0.	0% 0.09	N 0.0% N 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.	0.0	% 0.0% % 0.0%	0.0%	0.0%		1.9% 0.7%	0.0%	9.9%	0.2%	0.0%
	District & Local Centres		0.0%	5.5% 0	.0% 0.0%	5.3%	0.0%	0.0%	0.0% 7.5	5% 8.9%	5.1%	0.0%	0.0% 0.	0.0%	0.0%	3.0%	0.0%	29.6% 0.1	2% 14.4	% 39.1%	0.0%	42.8% 5	0.9% 36.85	% 24.3%	19.4%	0.0% 0.0	% 0.0%	3.4%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 2	4% 0.09	N 0.0%	0.0%	0.0%	0.0%	0.0% 0.	0% 2.7	% 0.0%	0.0%	0.0%	0.0%	5.0%	0.9%	26.9%	1.0%	0.0%
	Out-of-Centre	aubtotal	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0%	0.0% 3.4	4% 34.6%	31.7%	3.8%	0.0% 0	21.79	0.0%	0.0%	0.0%	32.5% 0.	2% 31.7	5 32.4%	6.1%	18.8% 1	9.2% 0.0%	25.2%	33.7% 76.2%	0.0% 0.0	5 0.05	0.0%	0.0%	0% 0.0%	0.0%	0.0% 0	0% 0.05	5 0.0%	0.0%	0.0% 0	0% 0.09	5 0.0%	0.0%	7.8%	0.0%	2.0% 1	9% 0.0	5 28.65	0.0%	0.0%	0.0%	5.2%	18%	26.1% 78.2%	4.6%	0.0%
							0.0%	0.0%	0.0% 34	.0% 64.3%	32.9%	0.1%	0.0% 0.	21.75		3.0%	0.0%				0.1%	04.176 6	0.076 00.07	N 93.0%	10.2%	0.0% 0.0	n 0.0%	3.4%	0.0% 0	.0.0%	0.0%	0.0% 0.	.076 0.07	0.0%	0.0%	3.4% 2	476 0.05	0.0%	0.0%	7.0%	0.0%	2.0% 4.	.1% 2.7	20.07								\neg
Sandwell	Strategic Centre	West Bromwich	0.0%		20.0		0.0%	17.1%	0.0% 0.0	0.0%	0.0%	6.5%	7.2% 0.	0.0%	31.2%	25.2%	0.0%	0.0% 0.1			7.5%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	2.2%	0.0% 0	0.0%	0.0%	2.7% 0.	0.09	N 0.0%	0.0%	0.0% 0.	0.09	N 0.0%	0.0%	0.0%	0.0%	0.0% 0.	.0% 0.0	% 0.0%	0.0%		0.0%	1.6%	0.0%		8.8%	- 1
	Town Centre	Blackheath Cradley Heath		0.0% 0	.0% 0.0%	0.0%	0.0%	0.0%	0.0% 23.	1% 0.0%	38.0%	7.6%	0.0% 0.0		0.0%	1.6%		0.0% 0.1	2% 0.0° 2% 12.2	% 0.0%	0.0%	15.9%	0.0% 0.0%	0.0%	0.0%	0.0 40.0	% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.	0% 0.05	0.0%	0.0%	0.0% 0.	0% 0.09 0% 0.09	0.0%	0.0%	0.0%		0.0% 0.	.0% 0.0 .0% 0.0	% 0.0%	0.0%		0.0%	0.9%	0.0%	3.4%	4.2% 2.7%	0.0%
		Great Bridge Oldbury	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0% 0.1	% 0.0% 3% 19.29	28.6%	3.3%	0.0%	0.0% 0.1	2% 0.0° 2% 1.8°	6 0.0%	2.3%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.	0.09	0.0%	0.0%	2.5%	0.0% 0	0.0% 0.	0.0	% 0.0% % 0.0%	0.0%	0.0%	0.0%	1.6%	0.3%	0.2%	8.0%	0.0%
		Wednesbury		0.0% 0	.0% 0.0%	0.0%			0.0% 0.0	0.0%			0.0% 0.0						0.0	6 0.0%		0.0%	0.0%	0.0%	0.0%	0.0% 0.0	% 9.2%	25.0%			0.0%	0.0% 0.	0% 0.0%		0.0%	9.4% 0.	0.09			7.5%	0.0% 0	0.0% 1.	2% 0.0				0.0%	1.2%	2.1%	0.0%	4.2%	
		Cape Hill Bearwood			.0% 0.0%			0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	43.2% 3: 15.8% 18	5% 0.0%	0.0%	0.0%	0.0%	0.0% 0.1	2% 0.0	6 0.0%	0.0%	0.0%	0.0% 0.0% 0.0% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.	0% 0.09	N 0.0%	0.0%	0.0% 0.	0% 0.09		0.0%	0.0%	0.0% 0	0.0% 0.	0% 0.0				0.0%	0.5%	0.0%	0.0%	4.3%	
	District & Local Centres		3.2%	5.5% 0	.0% 0.0%	22.7%	0.0%	19.8%	0.0% 15.	8% 21.0%	0.0%	25.3%	9.8% 15	5% 17.39	0.0%	10.4%	0.0%	0.0% 0.1	2% 0.0	0.0%	18.6%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	5.4%	0.0% 0	0.0%	0.0%	3.0% 3.	3% 0.09	0.0%	0.0%	0.0% 0.	0.09	N 0.0%	0.0%	2.5%	0.0%	0.0% 0.	0.0	% 0.0%	0.0%	0.0%	0.0%	3.5%	0.4%	3.7%	13.0%	0.3%
	Out-of-Centre	suchtralial.																							7.1%																							3.1%	0.4%		15.8%	0.0%
																																							0.00	14.30%								12,23				70%
Wasaii	Strategic Centre	Walsoll		0.0% 0					0.0% 0.0				0.0% 0.					0.0% 0.1					0.0%			0.0% 37					17.3%		.7% 0.09				0% 0.0%		1.9%	0.0%		1.2% 0.				0.0%		2.0%	0.2%		1.1%	- 1
	Town Centre	Blowich Brownhills	0.0%		056 0.0%	6 0.0%	0.0%		0.0% 0.0				0.0% 0.		0.0%	0.0%			0.0 0% 0.0			0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0% 0	.0% 16.5% .0% 2.3%	0.0%	0.0% 5.	8% 0.05	N 0.0%	17.5%	0.0% 0.	0.09	% 17.8% % 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.	0% 0.0			0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	
		Aktridge	0.0%	3.6% 0	.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0% 0.1	95 0.0%	0.0%	0.0%	1.6%	0.0% 0.1	0.0	6 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0	0% 2.3%	6.3%	4.7% 0.	0% 0.0%	6 14.7%	46.8%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.	0.0	% 0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	8.0%
		Witerhall Darlaston	0.0%		056 0.0%		0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	2% 0.0	6 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	% 9.2% % 3.9%	2.0%	0.0% 0	.0% 11.1%	0.0%	0.0% 0.	0% 0.05	0.0%	0.0%	15.8% 0.	0% 1125	% 9.4% % 0.0%	35.4%	0.0%			0% 0.0			0.0%		1.3%	3.1%	0.0%	0.3%	
	District & Local Centres	Danasan	0.0%							0% 0.0%			0.0% 0												0.0%					0% 30.9%																		2.0%	0.8%		0.5%	- 1
	Out-of-Centre		0.0%	0.0% 2	.5% 0.0%	6 0.0%	0.0%	3.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0% 0	% 0.0%	0.0%	4.3%	2.6%	0.0% 0.1	2% 0.0	6 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 11.	1% 38.5%	10.9%	0.0%	0% 4.1%	21.8%	33.5% 2	1% 0.09	5 7.8%	7.3%	0.0% 0.	0.09	N 22.5%	27.2%	0.0%	0.0%	0.0% 0.	0% 0.0	% 0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	2.2%	18.5%
		subtotal	0.0%	3.6% 2	.5% 0.0%	0.0%	0.0%	6.0%	0.0% 0.0	0% 0.0%	6.0%	0.0%	0.0% 0.0	0.0%	0.0%	6.9%	4.3%	0.0% 0.1	0.0	6 0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0% 49.	% 86.9%	24.2%	0.0% 0	.0% 81.0%	92.2%	81.4% 11	1.6% 2.55	% 82.6%	90.7%	21.9% 0.	0% 16.25	% 69.4%	71.8%	6.5%	0.0%	1.2% 0.	.0% 0.0	% 0.0%	0.0%	0.0%	0.0%	11.1%	4.8%	0.0%	5.4%	78.8%
All Other Centres Outsid																																																				
	Birmingham Cannook		0.0%		3.7% 50.35 .0% 0.0%				10.1% 0.0				5.9% 12		5.9%			0.0% 7.1	1% 1.8	6 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 4.5 6.9% 5.3	% 0.0%			0% 0.0%		4.7% 0. 0.0% 34			0.0%		0% 0.09 4% 5.09						0% 0.0				3.1%	10.4%	2.0%	1.4%	4.7%	
I	Kidderminater		0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0.0%	2.4% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	256 0.0%	3.6%	0.0%	0.0%	0.0% 83.	2% 0.0	6 0.0%	0.0%	0.0%	1.7%	0.0%	2.6%	0.0% 0.0	66 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.	0% 0.05	0.0%	0.0%	0.0% 0.	0.09	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.	.0% 0.0	% 0.0%	0.0%	0.0%	21.1%	3.4%	0.0%	0.3%	0.3%	0.0%
I	Lichfield Redditch		0.0%		.0% 0.0%		0.0%	0.0%	0.0% 0.0 7.7% 0.0	0% 0.0%	0.0%		0.0% 0.0%			0.0%	0.0%	0.0% 0.1	0.0 0% 0.0	6 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 15.	5% 0.0% % 0.0%	0.0%		0.0%		0.0% 0.	0% 12.65	% 0.0% N 0.0%	2.0%	0.0% 0.	0% 0.09	N 0.0% N 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.	0% 0.0	% 0.0% % 0.0%			0.0%	2.7%	0.0%	0.0%		
I	Stafford		0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	256 0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0	6 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7% 0.0	66 0.0%	2.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.	0% 4.05	0.0%	0.0%	0.0% 0.	0.09	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.	.0% 0.0	% 0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.3%	0.0%
I	Sutton Coldfield			15.7% 9					0.0% 0.0				0.0% 0.0			0.0%		0.0% 0.1	0.0	6 0.0%			0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%				0.0% 0.					0.09						0.0				0.0%	3.6%	0.0%	0.0%	0.8%	
	Telford		0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0	6 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.	0.01	0.0%	0.0%	11.0% 0.	0.09	N 0.0%	0.0%	0.0%	13.0%	0.0% 0.	0.0	% 0.0%	0.0%	3.8%	0.0%	0.2%	0.6%	0.0%	0.0%	0.0%
	All Other Centres and Stores Elsew	ere								1% 0.0%		6.5%	3.2% 3.	% 2.5%	3.6%		25.9%	3.6% 0.1						% 3.3%	7.1%				17.8% \$.0% 0.0%		5.7% 41			3.7%		8% 3.19	N 0.0%	0.0%	1.5%	85.0% 1				70.4%			18.3%	5.0%		5.4%	
		aubtotal	80.2%	75.2% 9	100.0	5 49.8%	100.0%	52.3% 5	93.4% 2.1	1% 10.3%	0.0%	6.5%	9.1% 15	55 5.1%	13.2%	7.2%	93.1%	3.6% 90	4% 1.8	6 3.3%	0.0%	0.0%	2% 33.29	5 3.3%	9.6%	5.0% 31	5% 3.9%	2.0%	100.0% 10	0.0% 11.5%	7.8%	10.3% 75	1.0% 97.5	% 17.4%	5.7%	23.9% 11	2% 8.15	5 4.5%	0.0%	4.3%	98.0% 1	2.2% 12	7% 0.0	5 47.79	70.4%	63.8%	89.5%	43.7%	9.3%	4.4%	11.5%	9.9%
SPECIAL FORMS OF TR	RADING/ INTERNET SHOPPING-		55.9%	0.0% 7	n46 n n46	4 196	0.0%	0.0%	KR% 0.0	mi ami	0.0%	# MAL	18% 0	96. A 896	0.0%	21.3%	0.0%	0.0% 3.0	11.4	% n.m.	6 AN	0.0%	0.0%	1 17%	0.0%	n n4L 19	nn4	2.0%	0.0%	n4. 7.4%	0.0%	n m4 n	0.04	n n44	3.7%	n n% n	n44 n n4	4.0%	0.0%	0.0%	20%	10%	2% 0.0	AL 0.0%	0.0%	3.8%	0.0%	27%	1 2%	2.1%	41%	4 14.
		GRAND TOTAL	100.0%	100.09	0.08/ 100.0	65 100.085	100.0%	100.0%	nn nii - 100	100 ON	100.0%	100.00	100.00 100	ON: 100 O	100.0%	100.0%	100.0%	100 ON 100	oli too	100 OK	100.00	100.00	10 0 N	85 100 0W	100.0% 1	nn nii: - 100	081 100 0H	100.0%	100.0% 10	0.000 000.00	V 100.0H	100.0H 10	0.0% 100.0	W 100 0W	100.08	100 OH 10	100 D	N. 100.00	200.08	100.0%	100.0%	90.0W 100	0.000 000	ON 100 O	K 100.0K	100.0%	100.0%	100.0%	100.08	i 100.0%	100.0%	200.000



Appendix 4: Convenience Goods Turnover (excluding SFT)



TABLE 1: ALL CONVENIENCE GOODS - 2019 MARKET SHARE ANALYSIS (%) Excluding Internet Shopping and other Special Forms of Trading

LOCAL PLANNING AUTHORI	ITY CENTRE TYPE		Zone 1 Z	one 2 Zone	3 Zone 4	4 Zone 5	Zone 6	Zone 7 Z	Zone 8 Z	one 9 Zone	e 10 Zone 1	1 Zone 12	Zone 13	one 14 Zo	ne 15 Zon	e 16 Zone	7 Zone 18	8 Zone 19	Zone 20	Zone 21 Z	one 22 Zon	23 Zone :	24 Zone 25	Zone 26	Zone 27 Zo	ne 28 Zone 2	20ne 30	Zone 31 Zo	one 32 Zon	e 33 Zone 34	Zone 35	Zone 16 Zon	e 37 Zone	38 Zone 39	Zone 40	Zone 41 Zo	one 42 Zon	ne 43 Zone	44 Zone 4	5 Zone 46	Zone 47	one 48 Zo	ne 49 Zon	ne 50 Zone	51 Zone 5	Zone 53	Zone 54 Zo	one 55 STU	DY AREA
Wolverhampton																																																	
	Strategic Centre	Wolverhamoton	0.0%	1.3% 0.05	6 0.0%	0.0%	0.0%	0.0%		0.0% 0.0					.0% 0.			0.4%			3.9% 1.1			0.1%						0% 0.4%					0.0%		6.9% 20.					0.0% 33							3.2%
	Town Centre	Bitaton Wednesfield	0.0%	1.0% 0.01	0.0%	0.6%	0.0%	0.0%		0.0% 0.0	0.0% 0.0%				.0% 0:			0.0%			3.6% 1: 0.0% 0:					2% 0.0% .0% 0.0%			0.0% 0.0	0% 0.2% 0% 0.0%		0.0% 0	0% 1.45 0% 0.05		0.0%		8.2% 0.4 0.8% 0.5		% 2.1% % 0.0%	0.2%		0.0% 16			% 0.9% % 0.0%		0.0% 0		1.7% 0.1%
	District & Local Centres		0.0%	1.0% 0.05	0.1%	0.0%	0.0%	0.0%	0.0%	0.4% 0.0	0.0%	0.0%	0.2%	0.0% 0	.0% 1.	1% 0.5%	0.3%	0.0%	0.0%	0.0%	6.3% 0.1	% 0.0%	0.3%	0.0%	0.0% 0	8% 0.0%	0.0%	0.0%	0.4% 0.6	6% 0.0%	0.0%	0.0% 0	3% 0.05	0.0%	0.0%	0.0%	9.0% 15.	8% 6.8	% 3.5%	0.4%	5.9%	0.0% 27	7.2% 28	1.6% 35.9	1% 2.8%	8.8%	2.7%	6.0%	2.9%
	Out-of-Centre	subtotal	0.0%	1.4% 0.05 1.7% 0.05	6 0.0% 6 0.1%	0.0%	0.0%	0.0%	0.0% 0	0.4% 0.5 0.7% 0.5	0.0% 0.0%	0.2%	0.3%	0.2% 0	0% 0: 0% 2:	5% 0.0% 2% 0.8%	0.0%	0.0%	0.0%	0.8% 1.1% 1	3.4% 0: 17.2% 3:	% 0.5% % 0.5%	6 1.0% 6 2.1%	1.0%	0.5% 0	0% 6.9% 9% 8.7%	0.9%	2.5% 3.8%	0.2% 0.0 1.4% 0.6	0% 1.5% 6% 2.1%	0.3%	0.0% 0	0% 1.55 3% 3.25	N 0.2%	0.0%	0.0% 3	5.4% 44. 0.2% 81.	9% 55.0 9% 73.0	7% 19.3% 7% 27.3%	10.0%	2.9% 55.2%	0.4% 12 0.4% 9	3.4% 22 0.4% 92	18% 14.4 10% 87.6	7.0% 15 14.4%	39.6% 58.8%	48.0% (0.0% 1 6.0% 1	5.4%
Dudlev	Strategic Centre	Briefev Hill- Traditional High Street Briefev Hill- Meny Hill		10% 0.01														0.9%			0.6% 1. 1.4% 0.					8% 0.0%				0% 0.0%			0.01		0.0%		0.0% 0.1			0.0%		0.0% 0.			% 0.0% % 0.9%		0.0%		0.8%
	Town Centre	Dudlev Stourbridge Helesowen	0.0%	1.0% 0.01 1.0% 0.01	6 0.0%	0.0%	0.0%	0.0%	0.0%		28.0	0.0%	0.0%	0.0% 0		0.0%	0.0%	17.2% 0.6% 0.0%	2.9%	0.0%		% 6.2%	6 5.0%	18.3%	39.8% 4			0.0%		0% 0.0% 0% 0.0% 0% 0.0%	0.0%	0.0% 0	0.01 0% 0.01 0% 0.01	0.0%	0.0%	0.0% 0	0.0% 0.1 0.4% 0.1 0.0% 0.1	0.0		0.0%	0.0%		0.0% 0.0	.0% 1.05	% 0.0% % 0.0% % 0.0%	0.0%		0.1%	0.6% 2.3% 1.2%
	District & Local Centres		1.0%	1.6% 0.95	0.0%	1.0%	0.0%	0.0%	0.0%	8.8% 2.5	5% 2.1%	0.1%	0.0%	0.0% 1	5% 0	4% 0.3%	0.0%	13.9%	0.2%	4.9% 4	13.0% 1.	% 13.89	% 34.9%	28.5%	21.1% 7	5% 0.0%	0.0%	0.0%	0.3% 0.0	0% 0.0%	0.0%	0.0% 0	0.01	0.0%	0.0%	0.0%	0.5% 0.3	3% 0.3	% 0.0%	0.0%	5.4%	1.4% 1	1.6% 1.	1% 3.85	% 4.3%	0.8%	0.0%	0.0%	3.3%
	Out-of-Centre	subtotal	0.0% 3.2%	1.9% 0.51 1.8% 1.45	6 1.2% 6 1.6%																									0% 0.0%				N 0.0%								0.0% 0. 1.4% 2.			% 20.7% % 25.8%		0.2% 0	0.0%	6.5%
Sandwell	Strategic Centre	West Bromwich	0.0%	1.4% 0.15	6 0.0%	0.0%	0.0%	8.9%	0.0% 0	0.0% 0.0	0.4%	1.2%	6.2%	4.2% 2	5% 47	0% 46.83	0.6%	1.2%	0.0%	1.2%	0.0% 1.	% 0.0%	6 0.1%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	1.0% 0.0	0% 0.0%	0.0%	0.9% 4	9% 0.99	N 0.0%	0.4%	0.0%	0.0% 0.0	0% 0.0	% 0.0%	0.5%	0.1%	0.0% 0	0.5% 0.	.0% 0.05	% 0.0%	0.0%	0.0%	0.0%	1.9%
	Town Centre	Blackheath Cradley Heath Great Bridge Oldbury Wednesbury	0.3% 0.0% 0.0% 3.8% 0.0%	1.0% 0.01 1.2% 0.01 1.8% 0.01	0.0%	0.5%	0.0%		0.0% 0		9% 54.69 9% 0.0% 9% 1.0%	7.6% 1.3% 6.8%	0.0% 0.0% 7.2%	0.0% 0 0.3% 4 8.1% 23	3.1% 5.1	5% 0.2% 5% 14.39	0.0%	0.2%	0.0%	14.1% 2.4% 1.3%	0.0% 0.40 2.8% 40 0.3% 1.5	5% 0.4%	6 0.0% 6 0.0% 6 0.0%	0.4%	1.8% 3 0.2% 0 0.0% 0	1% 0.0% 4% 0.0% 9% 0.0% 0% 0.0%	0.0%	0.0%	0.0% 0.1 0.0% 0.1 6.5% 0.0 1.1% 0.0	1% 0.0% 0% 0.0% 0% 0.0%	0.0%	0.0% 0	0.01 0% 0.01 0% 0.01 0% 0.01 0% 0.01	N 0.0% N 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0 0% 0.0 0% 0.0 5% 0.0	% 0.0% % 0.0% % 0.0%	0.0% 0.0% 1.7% 0.0% 3.3%	3.0%	0.0% 0. 0.0% 0. 0.0% 0.	0.0% 0. 0.0% 0. 0.1% 0.	0% 0.01 0% 0.01 0% 0.61 0% 0.01	% 0.0% % 0.0% % 0.3%	0.0%	0.0% 0	0.0%	1.1% 1.3% 1.9% 1.2% 0.8%
		Cape Hil Bearwood	7.4%	.5% 0.05	6 0.0%	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	54.9%	15.4% 0	9% 03	5% 0.0%	0.0%	0.0%	0.0%	0.0%		% 0.0%	6 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.3% 0.0		0.0%	0.0% 0	0.01 0% 0.01	0.0%		0.0% 0	0.0% 0.0	0% 0.0		0.0%	0.0%		0.0% 0.0	2% 0.01 0% 0.01	% 0.0%	0.0%	0.0%	0.0%	1.3%
	District & Local Centres																													0% 0.0%																			2.1%
	Out-of-Centre	subtotal	23.2%	0.5% 0.55 0.9% 0.75		12.1% 41.7%	0.0%	19.3%	0.9% 1 2.2% 5	3.2% 0.2 0.2% 21	0% 66.61	19.1% 87.8%	2.0% 87.5%	38.2% 35 88.8% 75	5.8% 10 5.7% 93	9% 19.39 3% 90.59	0.8%	2.5% 10.2%	0.0%	20.9%	1.4% 18. 4.5% 75.	5% 0.0% 1% 10.39	6 0.0%	0.0%	2.0% 5	7% 0.0% 2% 0.0%	0.3%	0.0% S 4.6% 6	96.4% 0.0 95.9% 0.1	0% 0.0% 1% 0.0%	0.0%	0.3% 2 1.9% 10	4% 0.79 3% 3.59	N 0.0%	0.0%	0.0%	0.3% 0.5 3.0% 0.5	0% 1.5 5% 1.5	% 0.0% % 0.2%	5.8%	15.2%	0.0% 0	1.7% 0.1 1.3% 0.1	3% 0.05 7% 1.15	% 1.6% % 1.9%	2.7%	0.0%	0.0% 1	.6.6%
Walsall	Strategic Centre	Watsall	0.0%	1.7% 0.01	0.0%	0.0%	0.0%	1.4%	0.5%	0.0% 0.0	0.8%	0.0%	0.0%	0.0% 0	.0% 0:	2% 2.1%	0.9%	0.0%	0.0%	0.0%	0.0% 0.1	% 0.0%	0.0%	0.0%	0.0% 0	.0% 0.0%	42.3%	30.3%	3.1% 0.0	0.0%	13.8%	17.6% 30	5% 1.59	0.0%	0.6%	7.8%	0.0% 0.0	0% 0.2	% 4.6%	2.2%	0.5%	0.0% 0	0.4% 0.	.0% 0.05	% 0.0%	0.0%	0.0%	0.0%	2.2%
	Town Centre	Bloswich Brownhills Addridge Willenhall Darlaston	0.0%		0.0%	0.0%	0.0% 0.4% 0.0%	0.0% 1.8% 0.0%	0.0% 0	0.0% 0.0 0.0 200.0 0.0 200.0 0.0 200.0	0.0% 0.0% 0.0%	0.0%	0.0%	0.0% 0	0% 0: 0% 0: 0% 0:	3% 0.0%	0.2% 4.9% 0.0%	0.0% 0.0% 0.4%	0.0%	0.0%	0.0% 0.1 0.0% 0.1 0.0% 0.1 0.0% 0.1	% 0.0% % 0.0% % 0.0%	0.0% 0.0% 0.3%	0.0%	0.0% 0 0.0% 0	0% 0.0% 0% 0.0% 0% 0.0% 0% 0.0%	0.5% 0.5% 0.5%	2.8% 0.0% 5.8%	0.0% 0.0 0.0% 1.1 0.0% 0.0 0.2% 0.0 21.5% 0.0	1% 0.0% 0% 0.0% 0% 0.0%	11.0% 3.5% 3.7%	15.7% 5 27.4% 1 0.0% 0	2% 3.69 3% 0.49 2% 0.29 0% 0.59 7% 0.09	% 2.5% % 0.1% % 0.0%	0.6% 66.6% 5.9% 0.0%	20.1% 0 49.7% 0 0.0% 1	0.0% 0.0	0% 0.0 0% 0.0 0% 9.6	% 0.0% % 0.0% % 25.0%	0.1% 47.7%	0.0% 0.0% 1.5%	0.0% 0. 0.0% 0. 0.0% 0.	0.0% 0.1 0.0% 0.1	0% 0.01 0% 0.01 0% 0.01 4% 0.01	% 0.0% % 0.0% % 0.0%	0.0%	0.0% 0	0.0%	0.9% 1.4% 1.3% 1.3% 0.9%
	District & Local Centres		0.0%	1.0% 0.01	0.0%	0.0%	0.0%	0.2%	0.0%	0.0% 0.0	0.3%	0.0%	0.0%	0.6% 0	.0% 0.	0.0%	0.5%	0.0%	0.0%	0.0%	0.0% 0.5	% 0.0%	0.0%	0.0%	0.0% 0	.0% 0.0%	2.0%	6.9%	0.4% 0.0	0.0%	11.7%	7.1% 5	8% 0.15	0.0%	0.2%	5.3%	2.1% 0.0	0% 0.3	% 7.5%	1.3%	0.4%	0.0% 0	0.0% 0.	.0% 0.05	% 0.0%	0.0%	0.0%	0.0%	0.8%
	Out-of-Centre	subtotal																												3% 0.0% 4% 0.0%																			2.5%
All Other Centres Outside	Birminchum Cannock Kiddurminster Lichfield Redditch Stafford Stafford Stafford Stafford Telford		57.2% 2 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.6% 45.5 1.7% 0.51 1.0% 0.31 1.0% 0.01	% 29.0% 6 0.0% 6 0.0% 6 0.0% 6 2.7% 6 0.0% % 3.2%	0.4% 0.4% 0.0% 0.0% 0.0% 0.4% 10.6%	54.4% 1.7% 0.0% 0.0% 13.8% 0.0% 2.9%	6.1% 0.0% 0.0% 0.0% 0.0% 0.0%	6.7% 2 0.0% 0 0.5% 0 0.0% 0 8.3% 0 0.0% 0	1.8% 3.0 1.0% 0.0 1.0% 0.0 1.0% 0.0 1.0% 0.0 1.0% 0.0	0% 0.9% 0% 0.0% 0% 0.0% 0% 0.0% 0% 0.0%	0.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	8.6% 0.0% 0.0% 0.0% 0.0%	5.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	.7% 0.1 .0% 0.1 .0% 0.1 .0% 0.1	8% 0.6% 0% 0.1% 4% 0.0% 0% 0.0% 0% 0.0% 0% 0.0%	1.8% 0.0% 0.1% 1.6% 0.0% 0.3% 71.3%	0.4% 0.0% 3.2% 0.0% 0.0% 0.0%	1.1% 0.0% 92.2% 0.0% 0.0% 0.0%	1.7% 0.0% 0.0% 0.0% 0.0% 0.0%	0.9% 0.1 0.0% 0.1 0.0% 0.1 0.3% 0.1	% 0.2% % 0.0% % 0.4% % 0.0% % 0.0% % 0.0%	6 0.0% 6 0.0% 6 0.1% 6 0.0% 6 0.0% 6 0.0%	0.4% 0.0% 12.5% 0.0% 0.0% 0.0%	0.4% 0 0.0% 0 0.0% 2 0.0% 0 0.0% 0 0.0% 0	0% 0.0% 0% 28.59 4% 0.0% 0% 0.0% 0% 0.0% 2% 28.79 2% 0.0% 0% 5.3%	3.5% 2.8% 0.0% 18.0% 0.0% 0.0% 0.0%	0.0% 1.3% 0.0% 0.4% 0.0% 0.0%	0.4% 0.2 0.1% 70: 0.0% 0.6 0.0% 1.1 0.0% 0.6 0.4% 0.2	2% 0.8% 5% 0.0% 0% 0.0% 1% 88.9% 0% 0.0%	0.3% 9.8% 0.0% 1.2% 0.0% 0.0%	0.0% 1 2.4% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0	3% 0.01 6% 69.0 9% 0.01 9% 0.71 9% 0.01 9% 0.01	N 0.0% % 6.2% N 0.0% N 9.1% N 0.0%	0.0% 9.4% 0.0% 3.4% 0.0% 0.0%	0.0% 0 2.7% 0.0% 0 1.4% 0 0.0% 0 0.0% 0	0.9% 0.726% 7.20% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	1% 0.0 3% 4.9 0% 0.0 0% 0.0 0% 0.0 1% 0.1	% 0.0% % 5.1% % 0.0% % 0.4% % 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	5.8% 0.5% 0.0% 0.0% 0.0%	0.0% 0. 0.0% 0. 0.0% 0. 0.0% 0.	0.5% 0: 0.0% 0: 0.0% 0: 0.0% 0: 0.0% 0:	9% 1.51 0% 0.01 0% 0.01 0% 0.01 0% 0.01 7% 0.01	% 0.0% % 0.0% % 0.0% % 0.0% % 0.0% % 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0 3.9% 0 0.0% 2 0.0% 0 0.0% 0	0.7% 0.0% 8.0% 0.0% 0.0% 0.0% 0.0%	8.1% 4.8% 3.9% 2.7% 0.6% 0.4% 4.3% 0.7%
	All Other Centres and Stores Elsewh		8.5% 5	1.5% 32.1				58.9% 7		8.1% 0.5		0.8%	0.9%	1.1% 0		1% 2.1%	16.9%				8.1% 0.1					9% 30.89			0.0% 25					% 81.2%			1.3% 4.3	7% 1.4	% 0.0%	0.0%	0.9%	18.6% 2					29.2% 6		17.7%
																														9% 97.9%																			
		GRAND TOTAL	100.0% 1	100.0%	100.03	100.0%	100.0%	100.0% 1	100.0% 1	00.0% 100	.0% 100.0	100.0%	100.0%	100.0% 10	0.0% 100	.0% 100.0	100.0%	100.0%	100.0%	100.0% 1	00.0% 100	0% 100.0	% 100.0%	100.0%	100.0% 10	0.0% 100.0	100.0%	100.0% 1	00.0% 100	0.0% 100.0%	100.0%	100.0% 10	100.0	100.0%	100.0%	100.0% 1	00.0% 100	0.0% 100.	0% 100.05	100.0%	100.0%	.00.0% 10	10.0% 100	0.0% 100.0	0% 100.0%	100.0%	100.0% 1	00.0% 1	J0.0%



TABLE 2: 2019 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES. SHOPS AND STORES IN THE DEFINED STUDY AREA

Excluding Internet Shopp	ing and other Special Forms of Tradir	ing																																															
OCAL PLANNING AUTHO	RITY CENTRE TYPE		Zone 1	one 2 Zone	e 3 Zone	4 Zone 5	Zone 6	Zone 7 Z	Come 8 Zor	ne 9 Zone 1	10 Zone 11	Zone 12	Zone 13 Zon	e 14 Zone	15 Zone 1	6 Zone 17	Zone 18	Zone 19	Zone 20 Z	one 21 Zos	ne 22 Zone	23 Zone 24	4 Zone 25	Zone 26 Z	one 27 Zoni	28 Zone 2	9 Zone 30	Zone 31 Z	one 32 Zor	e 33 Zone 3	4 Zone 35	Zone 36 Zo	ine 37 Zoni	38 Zone 31	Zone 40	Zone 41 Zo	one 42 Zon	e 43 Zone	44 Zone 45	Zone 46	Zone 47 Z	one 48 Zon	ne 49 Zone	e 50 Zone 5	1 Zone 52	Zone 53 Zo	one 54 Zone	e 55 STUD	Y AREA
Wolverhampton																																																- 1	- 1
	Strategic Centre	Wolverhampton	0.0	0.8 0.0	0.0	0.0	0.0	0.0	0.0 0	.0 0.0	0.0	0.1	0.0 0	.0 0.0	0.4	0.1	0.0	0.2	0.0	0.0	3.0 1.4	0.0	0.4	0.0	0.0	0 0.7	0.2	0.6	0.1 0	.0 0.4	0.0	0.0	0.0 0.	0.0	0.0	0.0	5.4 24	4.0 3.6	1.4	0.7	2.9	0.0 10	0.5 51.	.4 20.4	1.4	4.3	6.6 0.0	.0 14	42.9
	Town Centre	Bilaton Wednesfield	0.0	0.0 0.0	0.0	0 0.5	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.1 0.	0.0	0.0	0.1	0.0	1.0		0.2 2	2.8 1.0		0.1		0.0 0.		0.0	0.4	0.5 0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	2.6 0 0.2 0	4 1.1	1.2	2.6 0.1	41.9	0.0 5	5.2 2.3 0.0 0.0	1.3 7.1	0.3		0.0 0.0		73.9 4.6
	District & Local Centres		0.0	0.0 0.0	0.2	2 0.0	0.0	0.0	0.0 0	1.2 0.0	0.0	0.0	0.1 C	.0 0.0	0.6	0.3	0.4	0.0	0.0	0.0	4.9 0.0	0.0	0.2	0.0	0.0 0.0	5 0.0	0.0	0.0	0.4 1	.0 0.0	0.0	0.0	0.1 0.	0.0	0.0	0.0	2.9 18	3.5 5.1	2.0	0.2	5.7	0.0	8.6 37	7.8 26.6	1.0	3.7	1.8 4.7	.2 15	28.7
	Out-of-Centre		0.0	1.0 0.0	0.0		0.0	0.0	0.0 0	12 0.2	0.0	0.1	0.1 6	3 0.0	0.3	0.0	0.0	0.0	0.0	0.5	2.6 0.3	0.4	0.7	0.2	0.5 0.	0 2.6	0.5	1.9	0.2 0	.0 1.6	0.3	0.0	0.0 0	0.2	0.0	0.0	11.3 52	2.8 41.	1 10.8	4.3	2.8	0.1 4	4.2 30	12 10.7	2.6	16.5	32.0 0/	.0 2	37.4
		subtotal	0.0	1.8 0.0	0.2	0.5	0.0	0.0	0.0 0.	0.4 0.2	0.0	0.2	0.3 0.	.3 0.0	0 1.3	0.5	0.4	1.2	0.0	0.8 1	3.3 2.1	0.4	1.4	0.2	0.5 1.	4 3.3	0.6	2.8	1.3 1	.0 22	0.3	0.0	0.1 1.	0.2	0.0	0.0	22.5 96	3.3 54)	6 15.3	7.9	53.2	0.1 28	.8.5 121	1.7 64.8	5.4	24.5	40.5 4.2	1.2 58	17.5
Dudlev	Stratecic Centre	Brieflev Hill- Traditional High Street Brieflev Hill- Menv Hill	1.4							0.0 0.1 0.3 0.6			0.0 0.	L1 0.0 L0 0.1			0.0	0.6 0.4	0.0		0.5 1.1 1.1 0.2				7.3 1. 10.9 6.		0.0	0.0	0.0 0		0.0	0.0	0.0 0.		0.0	0.0	0.0 0	0.0	0.0	0.0	0.0		0.0 0.0		0.0		0.0 0.0	.0 3	34.2 39.9
	Town Centre	Dudlev Stourbridge	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.	0.6	0.2	0.0	0.0 0.	.0 0.0	0.0	0.2	0.0	11.6	4.5	0.0	0.9 0.5	5.5	1.4 3.4	3.9	0.0 0. 45.2 33	.1 0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0 0:	0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.7	0.0 0	0.0 0.0	I.0 0.1	0.0	0.0	0.0 0.0	10	26.8
	District & Local Centres	Halesowen	1.2			2 3.6	0.0	0.0	0.0 9.	9.8 29.7			0.0 2			0.0	0.0				0.0 0.0 13.3 0.1				0.4 2.		0.0		0.0 0		0.0	0.0	0.0 0		0.0		0.0 0	0.0		0.0	0.0	0.0 0	0.0 0.0				0.0 0.0		55.2 46.9
	Out-of-Centre		0.0	21 06	22	2 60	0.0	0.0	0.0 1	09 257	7 68	40	0.0 0	16 103	3 06	0.0	0.0	31.9	0.0	356 1	71 13	12.5	26.7	18	199 11	3 00	0.0	0.0	0.7 0	0 00	0.0	0.0	00 0	0.0	0.0	0.0	00 0	0 00		0.0	7.4	00 (03 0	7 18	77	0.0	01 00	10 28	67.8
		subtotal	4.5	3.8 2.3	3.0	10.7	0.0	0.0	0.0 22	1.7 58.6	6 10.4	5.3	0.2 6	14 13.3	3 1.1	0.6	0.0	54.3	4.9	49.8 5	2.9 16.	8 78.2	60.3	13.0	107.7 59	8 0.0	0.1	0.0	1.0 0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.3 0	3 0.2	0.0	0.0	13.4	0.4 0	δ8 2.7	7 52	9.6	0.5	0.1 0.1	.1 66	12.0
Sandwell	Strategic Centre	West Bromwich	0.0	5.9 0.2	0.0	0.0	0.0	5.9	0.0 0	1.0 0.0	0.2	0.6	2.5 5	.3 1.5	i 26.9	29.9	0.9	0.8	0.0	0.8	0.0 1.1	0.0	0.1	0.0	0.0 0.	0.0	0.0	0.0	0.9 0	.0 0.0	0.0	0.3	2.4 0.	0.0	0.2	0.0	0.0 0	.0 0.0	0.0	0.2	0.1	0.0 0	0.2 0.0	.0 0.0	0.0	0.0	0.0 0.0	.0 8	85.8
	Town Centre	Blackheath	0.5				0.0	0.0	0.5 1	4.7 3.8	2.5	18.5	0.0 5	1.7	r 0.0	0.0	0.0	0.6	0.0	0.5	0.0 0.0	0.0	0.0	0.0	0.0 0.	1 0.0	0.0	0.0	0.0 0	.0 0.0	0.0	0.1	0.0 0.	0.0	0.0	0.0	0.0 0	.0 0.0	0.0	0.0	0.0	0.0 0	0.0 0.0		0.0		0.0 0.0		49.7
		Cradlev Heath Great Bridge	0.0							1.1 7.5			0.0 0.				0.0	0.2 3.4			0.0 0.4 2.1 35.				2.0 2.		0.0		6.1 0	.0 0.0			0.0 0.		0.0			0.0		0.0			0.0 0.0		0.0		0.0 0.0		58.0 85.0
		Oldbury Wednesbury	5.4							0.0			2.9 10 0.0 0.	0.0 14.1			0.0	0.2			0.3 1.1 0.0 1.8			0.0	0.0 0.				1.1 0	0.0			0.3 0.	0.0	0.0		0.0 0			0.0			0.0 0.0				0.0 0.0		51.9 33.8
		Cape Hill Beatamord	10.4 7.2	3.7 0.0	0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	21.9 19		6 0.3	0.0	0.0		0.0	0.0	0.0 0.2	0.0	0.0	0.0	0.0 0.	0.0		0.0	0.3 0	.0 0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0	.0 0.0	0.0	0.0	0.0		0.0 0.2	12 0.0		0.0		0.0 5	57.8 30.8
	District & Local Centres	Bearwood	5.1					6.2	0.0 0.		1.0	7.6	4.5 15 2.3 T	5.1 0.0 0.1 3.1	1 12	1.8	0.0	0.0	0.0	0.7	0.0 0.2	0.0	0.0	0.0	0.0 0.	0 00	0.0	0.0	1.5 0	.0 0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0	.0 0.0	0.0	0.0	0.0	0.0 0	0.1 0.	2 00	0.0	0.0	0.0 0.0		91.2
	Out-of-Centre		3.9	3.7 0.5	0.0	9.3	0.0	0.3	1.0 7	.3 0.1	0.2	9.6	0.8 4	5.1 21.8	8 62	12.4	0.0	1.7	0.0	0.2	1.1 16.	2 0.0	0.0	0.0	0.0 0.	5 0.0	0.1	0.0	34.2 0	.0 0.0	0.0	0.1	1.2 0.	0.0	0.0	0.0	0.1 0	.0 1.2	0.0	0.0	6.4	0.0 f	0.2 0.	4 0.0	0.6	1.1	0.0 0.		90.1
		subtotal	32.5	26.4 1.1	3.7	32.3	0.0	12.7	2.7 27	/8 16.7	23.3	44.2	34.9 10	8.1 46.1	1 53.4	57.9	1.1	6.9	0.0	14.3 3	3.5 66.	1 9.2	0.2	0.2	22 3.	7 0.0	0.1	3.4	61.8 0	2 0.0	0.0	0.7	5.0 1.	0.0	0.2	0.2	0.9 0	6 12	0.1	2.5	14.7	0.0 0	3.7 1.0	.0 0.8	0.7	1.1	0.5 0.0	0 73	14.3
Walsall	Strategic Centre	Walsall	0.0	1.6 0.0	0.0	0.0	0.0	0.9	0.6 0	.0 0.0	0.2	0.0	0.0 0	.0 0.0	J 0.1	1.3	1.3	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.	0.0	21.3	22.6	3.0 0	.0 0.0	14.4	6.7	14.7 0.	0.0	0.2	4.8	0.0 0	0 0.2	2.6	0.9	0.5	0.0 0	0.1 0./	.0 0.0	0.0	0.0	0.0 0.0	.0 9	97.9
	Town Centre	Bloswich Brownhills	0.0	0.0 0.0	0.0		0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.		0.0	2.1	0.0 0	0 00	33.1 11.4	0.6	0.1 1. 2.6 0.	0.0	0.2		0.2 0	0 1.5	5.9	0.1	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	.0 4	41.8 61.1
		Aldridge	0.0	2.6 0.0	0.0	0.0	0.3	1.2	0.0 0.	0.0	0.0	0.0	0.0 0.	.0 0.0	0 0.2	0.0	6.8	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.	0.0	0.2	0.0	0.0 0	0.0	3.7	10.5	0.6 0.	0.1	2.1	30.3	0.0 0	.0 0.0	0.0	0.1	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0 58	58.4
		Willenhall Darlaston	0.0	0.0 0.0			0.0			0.0			0.0 0.			0.0	0.0	0.2			0.0 0.0				0.0 0.0		0.3		0.2 0 20.2 0		3.8 0.6		0.0 0.		0.0		3.5 1 0.1 0			20.5 3.4			0.2 0.5		0.0		0.0 0.0		59.3 41.2
	District & Local Centres		0.0	0.0 0.0	0.0	0.0	0.0	0.2	0.0 0	1.0 0.0	0.1	0.0	0.0 6	18 0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0 0.4	0.0	0.0	0.0	0.0 0.	0.0	1.0	5.1	0.3 0	.0 0.0	12.2	2.7	2.7 0.	0.0	0.1	3.2	0.7 0	.0 0.2	4.2	0.6	0.4	0.0 (0.0 0.0	.0 0.0	0.0	0.0	0.0 0/	.0 3	34.6
	Out-of-Centre	subtotal	0.0	22 15	0.0	0.0	0.0	25	0.0 0	0.0	0.0	0.0	0.0	.0 0.1	0.0	1.3	0.4	0.0	0.0	0.0	0.5 0.4	0.0	0.0	0.0	0.0 0.	0.0	12.1	22.7	5.1 0	5 0.0	10.3	8.3	15.6 0.	0.0	1.1	2.7	18 0	0 20	9.9	7.0	1.0	2 00	00 01	0 0.1	0.0	0.0	0.0 0/	. 1	10.6
		suoota	0.0	0.4 1.5	0.0		- 0.3	-10	0.6 0.	0.0	0.3	- 0.0	0.0 0.	LB U.1	- 0.2	3.1	9.5	0.2	0.0	0.0	0.5 0.6	0.0	- 0.2	0.0	0.6 0.	0 0.0	30.2	60.9	20.0 2	4 0.0	89.5	34./	30.0 3.	1.0	20.9	53.3	0.2 1	2 130	0 37.4	32.7	-0.1	00 0	1.7 0.5	3 0.1		0.0	0.2 0.0	2 50	43
All Other Centres Outsid	Se BCLA Area Birmingham		80.1	50.0 72	5 52.5	9 172	44.0	40				0.1	34 6			0.4	26	0.9			0.7		0.0	0.1	05 0	0 00		0.0	04 0	4 00	0.3	0.0			0.0	0.0	0.2			0.0		00 (00 1	2 11	0.0	0.0	00 05		56.4
	Cannock Kidderminster		0.0	4.1 0.3	0.0	0.3	1.4		0.0 0.			0.0	0.0 0.	.0 0.0		0.1	0.0	0.0		0.0		0.0	0.0		0.0 0.	0 10.7	1.4	0.9	0.1 12	3.7 0.0	10.2		0.8 27		3.3		0.8 8	5 3.7		0.0			0.0 0.0	0.0	0.0	0.0	2.6 0.0	0.0 21	11.4
	Lichfield		0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0.	.0 0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.3 0.0	0.0	0.0	0.0	0.0 0.	0.0	9.1	0.3	0.0 1	.8 93.1	1.3		0.3 0.	6.0	1.2	0.8	0.0 0	.0 0.0	0.2	0.0	0.0	0.0 0.	0.0 0.0	.0 0.0	0.0	0.0	0.0 0.0	1.0	18.9
	Redditch Stafford		0.0	0.0 2.5						0.0			0.0 0.				0.0	0.0			0.0 0.0		0.0		0.0 0.		0.0		0.0 0		0.0		0.0 0		0.0		0.0 0			0.0			0.0 0.0			0.0	0.0 0.0	0.0 20	27.2 18.7
	Sutton Coldfield		9.7	25.4 23:	6 5.8	8 82	2.4	5.2	3.4 0.	0.0	0.0	0.1	0.6 1.	.0 0.0	0.0	0.0	99.4	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.3 0.	8 0.0	0.2	0.0	0.0 0	.0 1.9	0.5	0.1	1.1 0.	0.0	0.1	1.9	0.0	.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0 0.0	.0 0.0	0.0	0.0	0.0 0.0	1.0 19	90.3
	Telford		1.4							0.0	-		0.0 0.			0.0	0.0	0.0		0.0					0.0 0.	-	0.0		0.0 0			0.0	0.0 0.	-	0.0	0.0	0.4 0	.1 0.4	0.0	0.0	0.0	13.9 0.	0.0 0.0	0.0			3.2 2.8		31.0
	All Other Centres and Stores Elses		11.8				21.9		95.8 1.				0.4 1.			1.3	23.6				8.3 0.8	-	4.0		1.7 2.			1.2	0.0 4			1.6	3.7 6.		3.3	3.1	0.4 5	.5 1.0	0.0	0.0	0.8	13.7 0	1.7 4.1	.1 1.9	21.6		19.5 43:		81.8
		subtotal	103.0	204.5 154	.0 175.	6 34.0	82.1	48.3 1	117.7 3	.5 3.6	0.9	0.6	4.4 9	1.0	. 12	1.8	128.3	4.6	150.6	3.4	7.2 0.8	1.3	4.6	7.9	2.5 5.	5 34.3	14.4	2.4	0.9 17	1.9 102.5	14.2	2.7	6.4 34	2 64.4	7.8	7.5	2.1 19	9.1 5.2	3.1	0.0	6.9	27.8 0	3.9 6.5	3 3.1	21.6	15.6	25.5 66.	.3 19	06.6
		GRAND TOTAL	140.0	242.9 159	.3 182	.6 77.4	82.4	65.9 1	121.0 5	5.5 79.1	34.9	50.3	39.9 12	4.6 60.5	9 57.3	63.9	139.3	67.2	155.5	68.2 7	7.5 87.	2 89.1	66.8	21.4	113.6 70	.3 37.5	50.5	74.5	93.8 17	5.6 104.1	104.1	38.1	48.1 40	0 66.3	34.9	61.0	32.0 11	7.5 74.	8 55.9	43.1	96.4	28.3 3	11.5 137	2.2 74.0	37.4	41.7	66.8 70	0.6 44	25.3
																																																	_



TABLE 3: 2024 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES. SHOPS AND STORES IN THE DEFINED STUDY AREA

LOCAL PLANNING AUTHORI	TY CENTRE TYPE		Zone 1 Zone	2 Zone 3	Zone 4 Zo	ne 5 Zone 6	6 Zone 7	Zone 8 Zo	Cone 9 Zone	10 Zone 11	Zone 12	Zone 13 Zon	e 14 Zone	15 Zone 16	Zone 17	Come 18 Zon	te 19 Zone	20 Zone 21	Zone 22 Z	one 23 Zor	ne 24 Zone	25 Zone 26	Zone 27 Z	one 28 Zone	29 Zone 30	Zone 31 Z	one 32 Zon	e 33 Zone 34	Zone 35	Zone 36 Zon	e 37 Zone S	Zone 39 2	one 40 Zon	te 41 Zone -	42 Zone 43	Zone 44 Zo	ne 45 Zone	e 46 Zone 4	7 Zone 48	Zone 49 Zo	one 50 Zone	e 51 Zone 5	2 Zone 53	Zone 54 Zon	55 STUDY AREA
Wolverhampton																																													
	Strategic Centre	Wolverhamoton	0.0 0.8		0.0 0	0.0	0.0	0.0	0.0 0.	0.0	0.1	0.0	10 0.0	0.4	0.1	0.0	12 0.0	0.0	3.0	1.5	1.0 0.4	0.0	0.0	0.0 0.	0.2	0.6	0.2 0.	0 0.4	0.0	0.0 0.	.0 0.1	0.0	0.0 0	1.0 5.6	24.7	3.7	1.4 0.3	.7 3.0	0.0		52.6 21.			6.7 0	
	Town Centre	Bilaton Wednesfield	0.0 0.0			0.0			0.0 0.0		0.0		10 0.0		0.1		0.0				0.0 0.1			0.0 0.0			0.6 0.		0.0	0.0 0.	0.0 0.0	0.0		1.0 2.7	0.4		1.2 2.3 0.0 0.1	7 42.9 .1 0.0			2.3 7.5			0.0 0.	
	District & Local Centres		0.0 0.0	0.0	0.2	0.0	0.0	0.0	0.2 0	0.0	0.0	0.1	.0 0.0	0.6	0.4	0.4	0.0	0.0	5.0	0.0	0.0 0.2	0.0	0.0	0.6 0.1	0.0	0.0	0.4 1.	0.0	0.0	0.0 0.	1 0.0	0.0	0.0 0	1.0 3.0	19.1	5.2	2.0 0.2	2 5.9	0.0	8.9	38.7 27.	7.3 1.1	3.7	1.9 4.	3 132.2
	Out-of-Centre		0.0 1.0	0.0	00 0	0.0	0.0	0.0	0.2 0.	2 0.0	0.1	0.1	3 00	0.3	0.0	00 0	0.0	0.6	2.6	03 0	0.4 0.7	0.2	0.6	0.0 2	0.5	1.9	02 0	0 16	0.3	00 0	0 08	0.2	0.0 0	10 11.7			11.1 4.5	5 28	0.1	4.4	30.9 11	10 26	16.9	32.7 0	243.9
		subtotal	0.0 1.9	0.0	0.2 0	15 0.0	0.0	0.0	0.4 0.	2 0.0	0.2	0.4	13 0.0	1.3	0.5	0.4 1	3 0.0	0.8	13.5	29 0	14 14	0.2	0.6	1.4 3.	0.7	2.9	1.4 1.	0 23	0.3	0.0 0.	.1 1.3	0.2	0.0 0	10 232	99.3	55.7	15.7 8.2	2 54.6	0.1	29.5	124.6 66.	.5 5A	25.1	41.3 4.	603.6
Dudlev	Strategic Centre	Brieflev Hill-Traditional High Street Brieflev Hill-Merry Hill	1.5 0.0 0.5 0.0			0.0		0.0	0.0 0. 0.3 0		0.0		L1 0.0 L0 0.2				1.6 0.0 1.5 0.0	1.2 0.7		1.3 1 0.2 1	15.8 2.7 11.3 2.8			1.9 0.1 6.5 0.1	0.0	0.0	0.0 0.	0 00	0.0	0.0 0.	0.0	0.0		0.0			0.0 0.0				0.0 0.0		0.0	0.0 0	0 35.1 0 41.0
	Town Centre	Dudley	0.0 0.0			0.1 0.0			0.0 0.0		0.3		1.4				1.8 0.0				0.9 1.4			0.0 0.0			0.0 0.		0.0	0.0 0.				0.0			0.0 0.0		0.0		0.0 0.1			0.0 0	
		Stourbridge Halesowen	0.0 0.0 1.3 0.3	0.0	0.0 0	0.0 0.0	0.0	0.0	0.6 0.9 9.9 30	8 0.2 .1 1.7	0.0	0.0	10 0.0 18 0.7	0.0	0.0	0.0	1.4 4.6 1.0 0.0	0.0	0.0	0.0	5.6 3.4 0.1 0.0	4.0	45.7 0.4	33.7 0.1 2.1 0.1		0.0	0.0 0.	0 00	0.0	0.0 0.	0.0	0.0	0.0 0	0.1 0.0 0.0	0.0		0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.	1 103.9 0 56.7
	District & Local Centres		1.5 1.5	1.5	0.0	0.0	0.0	0.0	2.1 2.	0.8	0.1	0.0	.0 0.9	0.3	0.2	0.0	5 0.3	3.4	33.8	1.0 1	12.6 23.6	6 6.1	24.3	5.4 0.1	0.0	0.0	0.3 0.	0.0	0.0	0.0 0.	0.0	0.0	0.0 0	0.2	0.3	0.2	0.0 0.0	.0 5.3	0.4	0.5	1.5 2.5	2.9 1.6	0.4	0.0 0.	0 150.9
	Out-of-Centre	subtotal	0.0 2.2	0.8	23 6	10 00	0.0	0.0	11.1 26	0 70	4.1	0.2	8 10.7	7 0.6	0.0	0.0 3	26 0.0	36.4	17.4	14.5 3	33.4 27.1	1.8	20.1	11.5 0.1	0.0	0.0	0.7 0	0 00	0.0	0.0 0	0 00	0.0	0.0 0	0.0	0.0	0.0	00 00	0 7.6	0.0	0.3	0.7 16	6 78	0.0	0.1 0	295.7
C4	Strategic Centre	West Bromwich	0.0 6.1						24.0 .0			0.0			0.1			30.0	227				102.0			0.0			0.0			0.0			0.5				0.0	0.0			0.0	0.0 0	0 882
Sandwei	Town Centre	West bromwich Blackheath	0.5 0.0		0.0		6.0	0.0	440	0.2	0.0	2.0		20.1	31.1	0.0		0.6	0.0	1.1	2.0 0.1		0.0	0.0		0.0	1.0 0.		0.0	0.3 2		0.0	02 0		0.0	0.0		2 0.1	0.0	0.2	0.0 0.0		0.0	00 0	
	TOWN CARDY	Cradley Heath Great Bridge	0.0 0.0	0.0		14 0.0			1.1 7		3.9		10 0.4				12 0.0				9.1 0.0 0.3 0.0			2.4 01			0.0 0.		0.0	0.0 0.				10 0.0			0.0 0.0				0.0 0.0			0.0 0	0 59.6
		Oldbury Wednesbury	56 2.0 0.0 0.0	0.0	0.0	17 0.0	0.0	0.0	0.0 0.0	0.4	3.5	3.0 1	0.4 14.3	7 3.5	3.3	0.0	12 0.0	0.9	0.3	1.8 (0.0 0.0	0.0	0.0	0.0 01	0.0	0.0	1.1 0. 18.5 0.	0.0	0.0	0.0 0.	3 0.0	0.0	0.0 0	10 0.0	0.6	0.0	0.0 0.0	0 0.9	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	0 53.4
		Cape Hill Bearwood	10.9 3.8 7.5 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	23.1 1	0.8 0.6 5.6 0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0 0.0	0.0	0.0	0.0 01	0.0	0.0	0.3 0.	0.0		0.0 0.	0.0	0.0	0.0	10 0.0	0.0		0.0 0.0	.0 0.0	0.0	0.0	0.2 0.0		0.0	0.0 0	0 59.4
	District & Local Centres	DESWOOD	53 87		16 1				41 5				14 33			0.0 0	1 00				0.0 0.1	0.0		0.0 0.1		0.0			0.0	0.0 0.	2 08	0.0	0.0		0.0	0.0			0.0	0.0	0.0 0.0			0.0 0	
	Out-of-Centre		41 38		00 5	8 00	0.3		74 0	1 02			87 228	8 65			7 00			16.9			0.0	0.5 0.1	0.0	0.0	35.6 0.	0 00	0.0	01 1	2 03	0.0	0.0 0	0.0	0.0	12	00 00	0 66	0.0	0.2	04 00	00 08		00 0	0 1953
		subtotal	34.0 27.3	1.1	3.8 3	3.3 0.0	13.1	28 2	28.2 16	9 24.0		36.8 1	1.9 48.2	2 55.7		1.1 3	0.0	14.6				0.2	2.3	3.7 0.1	0.1			3 0.0	0.0	0.7 5		0.0	0.2 0	1.0	0.6	1.2	0.1 2.6	.6 15.1	0.0	0.7	1.0 0.8	8 0.7	1.1	0.6 0.	754.4
Walsall	Strategic Centre	Walsall	0.0 1.7	0.0	0.0	0.0	0.9	0.6	0.0 0.0	0.2	0.0	0.0	.0 0.0	0.1	1.4	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	22.2	23.5	3.1 0.	0.0	14.8	6.9 15	5.2 0.6	0.0	0.2 4	1.8 0.0	0.0	0.2	2.6 1.0	.0 0.5	0.0	0.1	0.0 0.0	.0 0.0	0.0	0.0 0.	0 100.6
	Town Centre	Blowwich Brownhills	0.0 0.0			0.0	0.0		0.0 0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0			0.0 0.0			0.0 0.0	0.0		0.0 0. 0.0 2.		34.0 11.8	0.6 0. 6.1 2	1 1.5 6 0.2			1.1 0.2 2.4 0.0		1.5	6.1 0.1 0.0 0.0	1 0.0	0.0		0.0 0.0	0.0		0.0 0	
		Aldridge Willenhall	0.0 2.6	0.0	0.0	0.0	1.2	0.0	0.0 0	0.0	0.0	0.0	0.0	0.2	0.0	6.9		0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.2	0.0	0.0 0.	0.0		10.7 0.	6 0.1	0.1	2.1 31	0.8 0.0	0.0		0.0 0.1	1 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.	0.00
		Darlaston	0.0 0.0			0.0		0.0	0.0 0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.1	0.0	7.2	21.0 0.	0.0	0.6	0.0 0.	3 0.0	0.0	0.0	0.1	0.0	2.7	0.9 3.5	5 4.8	0.0	0.3	0.0		0.0	0.0 0	0 423
	District & Local Centres		0.0 0.0	0.0	0.0	0.0	0.2	0.0	0.0 0.	0.1	0.0	0.0	1.8 0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.4	0.0 0.0	0.0	0.0	0.0 0.0	1.1	5.3	0.4 0.	.0 0.0	12.5	2.8 2	.8 0.1	0.0	0.1 3	1.3 0.7	0.0	0.2	4.3 0.6	6 0.4	0.0	0.0	0.0 0.0	.0 0.0	0.0	0.0 0.	0 35.6
	Out-of-Centre	subtotal	0.0 2.3	2.0	0.0 0	0.0 0.0	2.6 4.9	0.0	0.0 0	0.0	0.0	0.0	LO 0.1	0.0	1.3	9.7	0.0	0.0	0.5	0.4	3.0 0.0 0.0 0.2	0.0	0.0	0.0 0.0	12.6	23.7	5.3 0. 30.0 2	5 0.0	10.6	8.5 16 35.6 37	3.1 0.6 7.8 3.2	0.0	1.1 2 27.5 5	1.7 1.9 4.1 6.4	0.0	2.0	10.2 7.3 18.5 33	3 1.0	0.0	0.0	0.0 0.1	1 0.0	0.0	0.0 0	0 113.7
All Other Centres Outside	BCI A Area		-						-																					-															
	Birminoham Cannock		83.9 51.8 0.0 4.2			7.7 46.1 0.3 1.5	4.1 0.0	8.4	1.6 2- 0.0 0.0	4 0.3	0.1	3.6 6	1.5 1.1	0.4	0.4	2.6 0	1.3 1.8	1.2	0.7	0.0	0.2 0.0			0.0 0.0	1.9	0.0	0.4 0. 0.1 125		0.3	0.0 0.	6 0.0 8 28.1	0.0	0.0 0 3.4 1	1.0 0.3 1.7 0.8	0.1	0.0	0.0 0.0	0 5.8	0.0	0.2	1.3 1.1	1.1 0.0		0.0 0: 2.7 0:	
	Kidderminster Lichfield		0.0 0.0	0.6	0.0	0.0	0.0	0.3	0.0 0.0	5 0.0	0.0	0.0	0.0	0.2	0.0	0.2 2	2 145	8 0.0	0.0	0.0	0.3 0.1	2.7	0.0	1.7 01	0.0	0.0	0.0 0.	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.3	0.0	0.0	0.0 0.0	.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 20	2 175.6
	Redditch Stafford		0.0 0.0	3.0	5.1 0	0.0 11.5	0.0	10.4	0.0 0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.	0 28.0
	Sutton Coldfield Telford		10.1 26.4 1.5 0.0	24.3	6.0 8	34 25	5.4	3.6	0.3 0	0.0	0.1	0.6	.0 0.0	0.0	0.0	101.4	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.3	0.9 0.1	0.2	0.0	0.0 0.	0 1.9	0.5	0.1 1.	1 0.0	0.0	0.1 1	9 0.0	0.0	0.0	0.0 0.0	.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.	0 195.5
	All Other Centres and Stores Elsewhe		12.4 129.5			3 225			1.7 0			0.4	-		1.4				6.4					28 11			0.0 44			17 3	-	55.0	34 3	11 04	57	11	00 00	0 00	14.1		42 20	20 219		19.9 44	
			107.9 211.5											-											-								8.0 7	8 22	19.7	5.3	32 0.0	.0 7.1	28.4						
																																													3 4546.6
		UNAND TOTAL	170.0 251.0	· 104.1	100.0 7	e.e 04./	w/.D	1400	*** 80	. 30.1	U1.3	74.V 1	63.5	o 59.7		0				**** 2	e.e 07.0	21.0	110.0	rr.w 30.	. 52.6		er. 171	U.W 100.3		Jan. 1 43	., 40./	w0	w., 6.	2.0 33.1	121.1	19.4	44.	··· 30.0	49.0	Ja. 1	1000 /0.	37.0	74.1	/A	346.6



TABLE 4: 2029 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding interest Shopping and other Special Forms of Trading

LOCAL PLANNING AUTHOR																																									
	CENTRE TYPE		Zone 1 Zone 2	Zone 3 Zo	ne 4 Zone 5	Zone 6 2	Zone 7 Zone	8 Zone 9 2	Zone 10 Zone	11 Zone 12	Zone 13 Zon	e 14 Zone 15	Zone 16 Zo	ne 17 Zone	18 Zone 19	Zone 20 Zo	ne 21 Zone 2	2 Zone 23	Zone 24 Zoni	e 25 Zone 26	Zone 27 Zor	16 25 Zone 21	9 Zone 30 Zo	ne 31 Zone 3	2 Zone 33 Z	ine 34 Zone 3	15 Zone 16 .	one 37 Zone	35 Zone 39	Zone 40 Zo	ne 41 Zone 4	2 Zone 43 Z	one 44 Zone	45 Zone 46	Zone 47 Zon	e 45 Zone 49	Zone 50 Zon	one 51 Zone 52	Zone 53 Zo	ne 54 Zone 55	STUDY AREA
Wolverhampton	Strategic Centre	Wolverhamoton	0.0 0.9	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.1	0.0 0	0.0	0.4	0.1 0.0	0.3	0.0	3.0 3.1	1.6	0.0 0.	5 0.0	0.0	0.0 0.7	0.2	0.6 0.2	0.0	0.4 0.0	0.0	0.0 0.1	0.0	0.0	0.0 5.8	25.5	3.7 1.4	0.7	3.0 0	.0 113	54.0 2	21.5 1.5	4.6	69 0.0	150.8
	Town Centre	Bilaton Wednesfield	0.0 0.0	0.0 0	0.0 0.5	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.1 0	0 0.0	0.0	0.1 0.0 0.0 0.0	1.0	0.0	0.2 2.9 0.0 0.0	1.1	0.0 0.	1 0.0	0.0	0.0 0.0	0.0	0.4 0.6 0.0 0.0	0.0	0.3 0.0	0.0	0.0 0.0	0.0	0.0	0.0 2.8 0.0 0.3	0.5	1.2 1.2 3.8 0.0	2.8 0.1	44.0 0. 0.0 0.	0.0 5.6	2.4 I	7.5 0.3 0.0 0.0	0.0	0.0 0.0	78.0 4.8
	District & Local Centres		0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.2	0.0 0.0	0.0	0.1 0	0.0	0.7	0.4 0.4	0.0	0.0	0.0 5.1	0.0	0.0 0.	2 0.0	0.0	0.0	0.0	0.0 0.5	1.1	0.0 0.0	0.0	0.1 0.0	0.0	0.0	0.0 3.1	19.7	5.3 2.1	0.2	6.0 0	.0 9.2	39.7	27.9 1.1	3.8	1.9 4.4	135.8
	Out-of-Centre	subtotal	0.0 1.1	0.0	10 00	0.0	00 00	0.2	0.2 0.0	0.1 0.2	0.1 0	3 0.0	0.3	0.0 0.0	0.0	0.0	2.6 2.7 2.8 13.7	0.3	0.4 0.	7 0.2	0.6	10 27	0.5	2.0 0.2	0.0	16 0.3 23 0.3	0.0	0.0 0.6	0.2	0.0	0.0 12.2	56.2 102.5	42.9 11.4 56.9 16.2		2.9 0 56.0 0	0.1 4.5 0.1 30.6	31.7 1	11.2 2.7 68.1 5.5	17.3 3 25.7 4	0.3 0.0 42.1 4.4	250.6 620.0
Dudlev	Strategic Centre	Briefey Hill-Traditional High Street Briefey Hill-Marry Hill			16 00 10 02		0.0 0.0		0.1 0.2 0.6 0.9	0.0	0.0 0			0.0 0.0			1.2 0.5		16.2 2 11.6 2:			1.9 0.0		0.0 0.0		0.0 0.0		0.0 0.0			0.0 0.0		0.0 0.0			0.0		0.0 0.0	0.0	0.0 0.0	36.1 42.2
	Town Centre	Dudlev Stourbridge Helesowen			0.0 0.1 0.0 0.0 0.3 3.9	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.6	0.0 0.0 0.6 0.2 30.5 1.8	0.0	0.1 0 0.0 0 0.0 2	0.0	0.0	0.2 0.0 0.0 0.0 0.0 0.0	0.5	4.7	0.9 0.0 0.0 0.0 0.0	0.0	0.9 1. 5.7 3. 0.1 0.	5 4.0	46.4 3	0.0 0.0 4.4 0.0 2.1 0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0	10 0.0 10 0.0	0.0	0.0	0.0 0.0 0.0 0.1 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.	0.0	0.0	0.1 0.0 0.8 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.1 0.0 0.0	28.3 106.7 58.3
	District & Local Centres		1.5 1.5	1.6	0.0	0.0	0.0 0.0	2.1	2.0 0.8	0.1	0.0 0	0 1.0	0.3	0.2 0.0	9.8	0.3	3.5 34.3	1.0	12.8 23	9 6.2	24.6 5	5.5 0.0	0.0	0.0 0.4	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.2	0.3	0.2 0.0	0.0	5.4 0.	.4 0.5	1.6	3.0 1.6	0.4	0.0 0.0	155.0
	Out-of-Centre	subtotal	0.0 2.2 4.9 4.1						26.3 7.2																0.0			0.0 0.0			0.0 0.0		0.0 0.0					1.7 8.0			303.8 790.4
Sandwell	Strategic Centre	West Bromwich	0.0 6.3		0.0	0.0	62 0.0	0.0	0.0 0.2	0.7	2.8 5	6 1.6	29.2	22 09	0.8	0.0	0.0	1.2	0.0 0.	1 0.0	0.0 0	0.0	0.0	0.0 1.0	0.0	0.0 0.0	0.4	25 04	0.0	0.2	0.0 0.0	0.0	0.0 0.0	0.2	0.1 0	10 02	0.0	0.0 0.0		0.0 0.0	90.6
	Town Centre	Blackheath Cradley Heath		0.0	10 26 10 04	0.0	0.0 0.6 0.0 1.2		3.9 2.6 7.7 20.3		0.0 3 0.0 0			0.0 0.0 0.1 0.0			0.5 0.0 0.0 0.0		0.0 0. 9.3 0.			0.1 0.0 2.5 0.0		0.0 0.0		0.0 0.0		0.0 0.0	0.0		0.0 0.0		0.0 0.0			0.0		0.0 0.0	0.0	0.0 0.0	52.5 61.2
		Great Bridge Oldburv Wednesbury Cape Hill	5.8 2.1 0.0 0.0 11.3 3.9	0.0 0	0.0	0.0	0.0 0.0 0.0 0.0 0.4 0.0 0.0 0.0	0.2 0.0 0.0	0.0 0.0 0.0 0.4 0.0 0.0 0.0 0.0	3.7 0.0 0.0	0.0 0 3.2 10 0.0 0 24.3 20	7 15.3	3.6 1.0 0.3		0.2 0.0	0.0	1.7 2.2 3.9 0.3 3.0 0.0 3.0 0.0	1.8 2.0 0.2	0.3 0. 0.0 0. 0.0 0.	0.0	0.0 0.0	0.7 0.0 0.0 0.0 0.0 0.0	0.0	0.0 6.6 0.0 1.2 3.7 19.2 0.0 0.3	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.8 0.0 0.3 0.0 0.2 0.0 0.0 0.0	0.0	0.0	0.0 0.2 0.0 0.0 0.2 0.7 0.0 0.0	0.6	0.0 0.0 0.0 0.1 0.0 0.0	0.0 1.5	3.1 0 0.9 0 3.9 0 0.0 0	0.0 0.0	0.0 0	0.5 0.0 0.0 0.1 0.4 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.6 0.0 0.0 0.0	
	District & Local Centres	Bearwood		0.0 2	23 09		0.1 0.0 8.5 0.0		5.4 1.1		5.0 16			0.0 0.0			0.0		0.0 0.			0.0 0.0		0.0 0.0		0.0 0.0		0.0 0.0			0.0 0.0	0.0	0.0 0.0	0.0	0.0 0	0.0	0.0	0.0 0.0		0.0 0.0	32.5 96.3
	Out-of-Centre		43 3.9	0.9	10.0	0.0	0.3 1.1	7.5	0.1 0.2	10.2	0.9 48	2 23.7	6.8	133 0.0	1.8	0.0	2.7 0.0	17.5	0.0 0.	0 0.0	0.0	15 00	0.0	0.0 37.0	0.0	00 00	0.1	1.2 0.5	0.0	0.0	0.0 0.1	0.0	12 0.0	0.0	67 0	10 0.1	0.4	00 08	1.2	00 00	200.6
		subtotal	35.3 28.3	1.2 2	3.9 34.4	0.0	13.4 2.9	28.6	17.1 24.8	47.1	38.7 11	5.3 50.2	58.0 6	2.3 1.1	7.2	0.0 1	4.9 3.6	71.6	9.6 0.	2 0.2	2.3 3	3.8 0.0	0.2	3.7 66.9	0.3	0.0 0.0	0.7	5.3 1.4	0.0	0.2	0.2 1.0	0.6	1.2 0.1	2.7	15.4 0.	0 0.8	1.0	0.9 0.7	1.2	3.6 0.0	775.0
Walsall	Strategic Centre	Wahail	0.0 1.7	0.0	0.0	0.0	0.9 0.7	0.0	0.0 0.2	0.0	0.0 0	0.0	0.1	1.4 1.4	0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	23.2	24.4 3.2	0.0	0.0 15.2	7.0	15.6 0.6	0.0	0.2	4.9 0.0	0.0	0.2 2.7	1.0	0.5 0.	.0 0.1	0.0	0.0 0.0	0.0	0.0 0.0	103.3
	Town Centre	Bloswich Brownhills Addridge Willenhall Darlaston	0.0 2.7	0.0 0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.3 0.0	0.0 0.0 0.0 0.0 1.3 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0 0.0 0 0.0 0	0 0.0	0.0	0.0 0.0 0.3 0.3 0.0 7.1 0.0 0.0 0.3 0.0	0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0. 0.0 0. 0.0 0.	0 0.0 0 0.0 2 0.0	0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3	2.3 0.0 2.2 0.0 0.0 0.0 4.6 0.2 7.5 21.8	2.0 0.0 0.0	0.0 34.9 0.0 12.1 0.0 3.9 0.0 4.0 0.0 0.6	6.3 10.9 0.0	0.1 1.5 2.7 0.2 0.6 0.1 0.0 0.2 0.4 0.6	1.7 0.1 0.0	0.0	0.1 0.2 12.6 0.0 81.3 0.0 0.0 3.7 0.0 0.1	0.0 0.0 1.3	1.6 6.3 0.0 0.0 0.0 0.0 7.5 14.8 2.7 1.0	0.1		10 0.0 10 0.0 10 0.3	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.2 0.0 0.0 0.0	44.1 64.4 61.6 62.6 43.5
	District & Local Centres		0.0 0.0	0.0	0.0 0.0	0.0	0.2 0.0	0.0	0.0 0.1	0.0	0.0 0	8 0.0	0.0	0.0 0.7	0.0	0.0	0.0	0.4	0.0 0.	0.0	0.0	0.0	1.1	5.5 0.4	0.0	0.0 12.9	2.8	2.8 0.1	0.0	0.1	3.3 0.7	0.0	0.2 4.4	0.6	0.4 0	0.0	0.0	0.0 0.0	0.0	0.0 0.0	36.5
	Out-of-Centre		0.0 2.4	2.1 (0.0				0.0 0.0		0.0 0		0.0	1.4 0.4	0.0	0.0	0.5	0.5	0.0 0.	0 0.0	0.0 0	0.0 0.0	13.2	24.5 5.5	0.5	0.0 10.9	8.7	16.6 0.6	0.0	1.2	2.8 1.9	0.0	2.0 10.5	7.5	1.1 0.	.0 0.0	0.0	0.1 0.0	0.0	0.0	116.8
All Other Centres Outside	Birminoham	latotdus		77.4 5	6.3 18.3	47.6	4.3 8.7	1.6	2.4 0.3	0.1	3.8 6	7 1.1	0.4	0.4 2.6	0.3	1.8	1.2 0.7	0.0	0.2 0	0 0.1	0.5	0.0 0.0	1.9	0.0 0.5	0.4	0.9 0.3	0.0	0.7 0.0	0.0	0.0	0.0 0.3	0.1	0.0 0.0	0.0	5.9 0	10 02	1.3 1	1.2 0.0	0.0	0.0 0.5	376.2
	Camnock Kidderminster Lichfield Redditch Stafford Stafford Sutten Coldfield Telford		0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 10.5 27.3	0.6 0 0.0 0 3.1 5 0.0 0 25.2 6	10 03 10 00 10 00 13 00 10 03 12 87 10 00	0.0 0.0 11.9 0.0 2.5	0.0 0.0 0.0 0.4 0.0 0.0 0.0 10.8 0.3 0.0 5.5 3.7 0.0 0.0	0.0 0.0 0.0 0.0 0.3	0.0 0.0 0.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0	0 0.0	0.0 0.0 0.0 0.0	0.1 0.0 0.0 0.2 0.0 2.3 0.0 0.0 0.0 0.5 0.0 103:	2.2 0.0 0.0 0.0 7 0.0	148.2 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.3 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	1 2.7 0 0.0 0 0.0 0 0.0 0 0.0	0.0 1 0.0 0 0.0 0	10 11.1 1.7 0.0 1.0 0.0 1.0 0.0 1.2 10.4 1.9 0.0 1.0 2.1	0.0 9.9 0.0 0.0 0.2	1.0 0.1 0.0 0.0 0.3 0.0 0.0 0.0 0.0 0.4 0.0 0.0 0.0 0.0	0.0 1.9 0.0 0.5 0.0	0.0 10.7 0.0 0.0 98.9 1.3 0.0 0.0 0.0 0.0 2.0 0.5 0.0	0.0 0.0 0.0 0.0 0.1	0.8 28: 0.0 0.0 0.3 0.3 0.0 0.0 1.1 0.0 0.0 0.0	0.0 6.3 0.0 0.5 0.0	0.0 1.2 0.0 0.0	1.7 0.9 0.0 0.3 0.9 0.0 0.0 0.0 0.0 0.0 1.9 0.0 0.0 0.4	0.0 0.0 0.0 5.1 0.0	3.8 3.0 0.0 0.0 0.0 0.2 0.0 0.0 0.1 0.0 0.0 0.0 0.4 0.0	0.0 0.0 0.0 0.0	0.0 0	0.0 0.0	1.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	2.7 0.0 0.0 20.6 0.0 0.0 0.0 0.0 0.2 0.0 0.0 0.0 3.3 2.9	223.1 180.3 125.5 28.7 19.7 200.9 32.7
	All Other Centres and Stores Elsewh	nere	12.9 134.1	54.6 11	19.2 8.6	23.2	40.8 102.	1 1.7	0.8 0.5	0.4	0.4 1	4 0.4	0.7	1.4 24.6	3 22	5.8	2.3 6.5	0.9	0.8 4	7 5.3	1.8 2	2.9 12.0	2.1	1.3 0.0	46.9	6.9 2.1	1.7	3.9 6.5	56.1	3.5	3.2 0.4	5.9	1.1 0.0	0.0	0.9 14	i.4 0.7	4.4	2.0 22.3	13.1	20.3 45.1	825.1
		subtotal	112.1 219.4	164.5 18	37.0 36.2	87.2	50.9 125.5	5 3.6	3.7 1.0	0.6	4.9 9	6 1.5	1.3	1.9 133.1	8 4.8	155.8	3.5 7.5	0.9	1.3 4.	8 8.1	2.6 5	5.7 35.5	15.7	2.6 0.9	177.7	06.7 15.0	2.8	6.8 35	4 67.2	8.2	7.7 2.3	20.3	5.5 3.3	0.0	7.3 25	10 0.9	6.6	32 223	16.4	6.5 69.1	2012.2
		GRAND TOTAL	152.4 260.6	170.2 11	H.3 82.5	87.5	69.3 129.1	1 56.9	81.1 37.2	53.7	44.2 13	2.9 66.3	62.2 6	8.8 145.3	3 70.2	160.8 7	1.3 79.8	94.6	92.8 68	.5 21.8	116.6 7	3.1 38.8	54.9	101.5	181.5	09.0 109.7	7 39.9	51.1 41.	5 69.2	36.6 6	3.0 34.4	125.0	78.0 59.2	46.1	101.4 25	1.6 33.9	138.9 7	77.8 38.5	43.8	0.5 73.6	4670.4



TABLE 5: 2034 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em)
ALL CONNENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding internet Shopping and other Special Forms of Training

001 0 1000 0 1000	THE OFFICE THAT																																							_		_	_	
CAL PLANNING AUTHORIT	TY CENTRE TYPE		Zone 1 Zone 2	Zone 3	Zone 4 Zor	e 5 Zone 6	Zone 7 Z	Zone 8 Zon	ne 9 Zone 1	0 Zone 11	Zone 12 Zo	ne 13 Zone 1	4 Zone 15	Zone 16 Zo	one 17 Zone	e 18 Zone 1	2 Zone 20	Zone 21 Zo	ine 22 Zone 2	23 Zone 24	Zone 25 Zo	one 26 Zon	27 Zone 28	8 Zone 29	Zone 30 Zon	e 31 Zone 3	2 Zone 33	Zone 34 Zon	e 35 Zone 3	Zone 37	Zone 38 Zon	39 Zone 40	Zone 41 Z	one 42 Zon	43 Zone 44	Zone 45	Zone 46 Zo	ne 47 Zone 4	Zone 49	Zone 50 Zon	ne 51 Zone 5	2 Zone 53	Zone 54 Zon	e 55 STUDY
olverhampton	Strategic Centre	Wolverhamoton	0.0 0.9	0.0	0.0 0	.0 0.0	0.0	0.0 0	1.0 0.0	0.0	0.1	0.0 0.0	0.0	0.4	0.1 0	10 03	0.0	0.0	3.1 1.6	0.0	0.5	0.0 0	0.0	0.7	0.2 0	6 0.2	0.0	0.4 0.	.0 0.0	0.0	0.1 0	0.0	0.0	6.0 26	.3 3.8	1.5	0.8	3.1 0.0	11.7	55.3 2	21.9 1.5	4.7	7.0 0	0.0 154
	Town Centre	Bilaton Wednesfield	0.0 0.0	0.0	0.0 0	0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.1 0.0 0.0 0.0	0.0	0.0	0.1 0. 0.0 0.	0.0 1.1	0.0	0.2	2.9 1.2 0.0 0.0	0.0	0.1	0.0 0	0 0.9	0.0	0.0 0.0	4 0.6	0.0	0.3 0.	0.0	0.0	0.6 0.0	0.0	0.0	2.9 0. 0.3 0.	5 1.2 6 3.9	1.3	2.9 4 0.1	5.1 0.0	5.8		7.7 0.3 0.0 0.0		0.0 0	0.0 80.
	District & Local Centres		0.0 0.0	0.0	0.3 0	1.0 0.0	0.0	0.0 0	1.2 0.0	0.0	0.0	0.1 0.0	0.0	0.7	0.4 0	1.4 0.0	0.0	0.0	5.1 0.0	0.0	0.2	0.0 0	0.6	0.0	0.0 0	0 0.5	1.1	0.0 0.	.0 0.0	0.1	0.0 0.0	0.0	0.0	3.2 20	4 5.4	2.1	0.2	3.2 0.0	9.6	40.7 2	28.5 1.1	3.9	1.9 4	4.4 139
	Out-of-Centre	subtotal	00 11	0.0	0.0 0	0 00	0.0	0.0 0.	12 02	0.0	0.1	02 03	0.0	0.3	00 9	10 00	0.0	0.6	27 03	0.5	0.7	02 0	6 00	2.7	0.5 2	1 03	0.0	1.7 0	3 00	0.0	0.6 0	2 00	0.0	12.6 58	0 43.8	11.7	4.8	30 01	4.7	32.5 11	114 27		33.9 0 42.8 4	20 25
		SUDIDIE	0.0 2.0	0.0	0.3 0	5 0.0	0.0	0.0 0.	A 02		0.3	0.5	0.0		0.6 0.	A 13	0.0		13.9 3.1	0.5		0.2 0	0 1.4	3.4	0.7 3	.1 1.5	1.1	23 0.	3 0.0	0.1	14 0	2 0.0	0.0	25.0 100	37 38.2	10.0	0.7	7.4 0.1	31.0	131.0 00	30 50	20.3	42.0	4 636
Dudlev	Strategic Centre	Brieflev Hill- Traditional High Street Brieflev Hill- Menv Hill	1.6 0.0 0.6 0.0			0.0		0.0 0.	0.0 0.1 0.3 0.6			0.0 0.1 0.0 0.0			0.0 0. 0.3 0.				0.5 1.4 1.1 0.2	16.6 11.9		0.3 7 0.9 1		0.0	0.0 0	0.0		0.0 0.			0.0 0			0.0 0.		0.0		0.0 0.0 0.2 0.0			0.0 0.0 0.0 0.3		0.0 0	
	Town Centre	Dudlev Stourbridge	0.0 0.0		0.0 0				0.0 0.0			0.1 0.0			0.2 0.	0.0 12.4			0.9 0.5			0.0 0 4.0 4t			0.0 0.0	0 0.0	0.0	0.0 0.		0.0	0.0 0.0			0.0 0.		0.0	0.0	0.0		0.0 0			0.0 0	
		Halesowen	1.3 0.3	0.0	0.3 4	0.0	0.0	0.0 10	10.2 30.9	1.8	0.9	0.0 2.9	0.7	0.0	0.0 0.	0.0 0.0	0.0	0.3	0.0 0.0	0.1	0.0	0.0 0	4 2.1	0.0	0.0 0	.0 0.0	0.0	0.0 0.	.0 0.0	0.0	0.0 0	0.0	0.0	0.0 0.	0.0	0.0		0.0	0.0		0.0 0.0	0.0	0.0 0	0.0 59
	District & Local Centres Out-of-Centre		1.6 1.6		2.4 6				2.2 2.0 11.3 26.6		0.1 4.4	0.0 0.0			0.0 0.	0.0 10.0 0.0 34.3			34.7 1.0 17.8 15.7			19 2	-		0.0 0		0.0	0.0 0.	-		00 0			0.2 0.	0.3	0.0	0.0	16 0.4 10 0.0	0.6	1.6 3	17 81		0.0 0	0.0 159
	Old-Cartine	subtotal	5.1 4.2	2.5																																								
Sandwell	Strategic Centre	West Bromwich	0.0 6.5	0.2	0.0 0	0.0 0.0	6.3	0.0 0	1.0 0.0	0.2	0.7	2.9 5.8	1.7	30.4	33.2 0.	19 0.8	0.0	0.9	0.0 1.2	0.0	0.1	0.0 0	0.0	0.0	0.0	0 1.0	0.0	0.0 0.	0 0.4	2.6	0.4 0	0 02	0.0	0.0 0.	0.0	0.0	0.2	0.1 0.0	0.2	0.0 0	0.0 0.0	0.0	0.0 0	0.0 92
	Town Centre	Blackheath Cradley Heath	0.6 0.0		0.0 2 0.0 0	2.7 0.0		0.6 15 1.2 1.	15.2 3.9 1.1 7.8	2.7	20.3	0.0 3.4 0.0 0.0	1.9		0.0 0.				0.0 0.0 0.0 0.4		0.0	0.0 0		0.0	0.0 0	0 0.0	0.0	0.0 0.		0.0	0.0 0.0			0.0 0.		0.0	0.0	0.0			0.0 0.0			0.0 53 0.0 62
		Great Bridge Oldbury	0.0 3.2 6.1 2.2			0.0		0.0 0.	0.0 0.0			0.0 0.4			10.1 0. 3.5 0.				2.2 39.9 0.3 1.9			0.0 0				0 6.8		0.0 0.		0.9	0.0 0			0.2 0.				3.1 0.0	0.0		0.5 0.0		0.0 0	0.0 92 0.0 56
		Wednesbury	0.0 0.0	0.0	0.0 0	0.0	0.4	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	1.0	1.6 0.	0.0 0.0	0.0	0.0	0.0 2.0	0.0	0.0	0.0 0	0.0	0.0	0.0 3	8 19.9	0.0	0.0 0.	.0 0.0	0.2	0.0 0	0.0	0.3	0.7 0.	0.0	0.1	1.6	0.0	0.2	0.2 0	0.4 0.0	0.0	0.6 0	0.0 38
		Cape Hill Bearwood	11.7 4.0 8.1 0.0	0.0		0.0			0.0 0.0	0.0		25.5 21.1 5.3 16.6		0.3	0.0 0.			0.0	0.0 0.2	0.0		0.0 0	0.0	0.0		0 0.3		0.0 0.			0.0 0			0.0 0.		0.0		0.0			0.0 0.0		0.0 0	0.0 62
	District & Local Centres		5.8 9.3	0.0	1.7 21	0.3 0.0	6.6	0.0 4	1.2 5.5	1.1	8.3	2.7 11.1	3.6	1.3	2.0 0	1.2 0.1	0.0	0.7	0.0 10.4	0.0	0.2	0.1 0	0.0	0.0	0.0 0	0 1.7	0.0	0.0 0.	.0 0.1	0.2	0.8 0	0.0	0.0	0.0 0.	0.0	0.0	0.2	0.0	0.1	0.2 0	0.0 0.0	0.0	0.0 /	0.0 98
	Out-of-Centre	latetdua	4.4 4.1 36.6 29.2	1.0	0.0 1	0.2 0.0	0.3	12 7	7.6 0.1 18.9 17.3	0.2	10.5	0.9 49.7 40.7 119.1	24.7	7.0	13.7 0	10 18	0.0	0.3	12 183	0.0	0.0	00 0	0 05	0.0	02 0	0 38.4 8 69.4	0.0	00 0	0 01	1.3	03 0	0 00	0.0	0.1 0	0 12	0.0	0.0	58 00	0.2	0.4 0	00 08	12	0.0	30 20°
Walsall	Strategic Centre	Wahali	0.0 1.8	0.0	0.0 0	10 0.0	1.0	0.7 0	0.0 0.0	0.2	0.0	0.0 0.0	0.0	0.1	1.5 1	1.4 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.0	24.3 2	i3 33	0.0	0.0 15	55 7.2	16.0	0.8 0	0 02	5.0	0.0 0.	0 0.2	2.8	1.0	15 0.0	0.1	0.0 (00 00	0.0	0.0 0	0.0 106
	Town Centre	Bloxwich	0.0 0.0	0.0	0.0 0		0.0	0.0 0	0.0	0.0	0.0	0.0 0.0		0.0	0.0 0	2.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.0	0.0 2	3 0.0	0.0	0.0 35	.7 0.6	0.1	1.5 0	0 02	0.1	0.2 0.	0 1.6	6.4	0.2	0.0	0.0	0.0 f	0.0 0.0	0.0		0.0 45
		Brownhills Aldridge	0.0 0.0	0.0	0.0 0	0.0	1.3	0.0 0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.3 0.	0.4 0.0 7.3 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.0	0.3 2	3 0.0	2.0 0.0	0.0 12	.0 11.2	2.8	0.2 1	8 24.9 1 2.2	12.8 31.9	0.0 0.	0 0.0	0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0		0.0 68
		Willenhall Darlaston	0.0 0.0			0.0			0.0 0.0	0.0	0.0	0.0 0.0		0.0	0.0 0.	0.0 0.3		0.0	0.0 0.0	0.0	0.2	0.0 0	6 0.0	0.0	0.3 4	8 0.2 8 22.7	0.0	0.0 4		0.0	0.2 0			3.9 1. 0.1 0.	4 7.6			1.6 0.0 5.1 0.0	0.3		0.0 0.0		0.2 0	0.0 64
	District & Local Centres		0.0 0.0			0.0			0.0 0.0		0.0	0.0 0.9		0.0	0.0 0	3.7 0.0	0.0	0.0	0.0 0.4			0.0 0			12 5	7 0.4	0.0	0.0 13			0.1 0	0 0.1	3.4	0.8 0.	0 0.2		0.6	14 0.0	0.0	0.0 1	0.0 0.0		0.0 0	
	Out-of-Centre		0.0 2.5	2.1	0.0 0	10 0.0	2.7		0.0 0.0	0.0	0.0	0.0 0.0			1.4 0.				0.5 0.5			0.0 0			13.8 25				1.1 8.9		0.6 0			2.0 0.						0.0 0			0.0	0.0 11
		subtotal	0.0 7.1	2.1	0.0 0	0 03	5.2	0.7 0.	.0 0.0	0.4	0.0	0.0 0.9	0.1	0.3	3.4 10	32 03	0.0	0.0	0.5 0.9	0.0	0.2	0.0 0	6 0.0	0.0	40.0 7:	18 32.3	2.6	0.0 96	3.6 37.1	39.9	33 1	9 28.8	58.0	6.9 1.	4 14.5	40.6	36.1	3.8 0.0	0.7	0.6 0	3.1 0.0	0.0	0.2 0	1.0 546
All Other Centres Outside E	BCLA Area Birmincham			20.7	58.0 1/		44	90 1						0.4			. 10				0.0	01 0	5 00				0.4															0.0		0.5 385
	Cannock		90.4 55.4 0.0 4.5	0.8	0.0 0	3.3 1.6	0.0	0.0 0.0	0.0 0.0			0.0 0.0		0.0		0.0 0.0	0.0		0.0 0.0		0.0	0.0 0	0.0	11.2		0 0.5	130.1		3 0.0		29.2 4			0.9 9.		3.1		5.1 0.0		0.0 0	0.0 0.0	0.0	2.8 0	0.0 228
	Kidderminster Lichfield		0.0 0.0	0.6		0.0 0.0	0.0	0.4 0.0	0.0 0.5	0.0		0.0 0.0	0.0		0.0 0.		150.6		0.0 0.0	0.4		2.7 0		0.0		0.0	1.0	0.0 0. 988 1	0.0	0.0	0.0 0		0.0	0.3 0.		0.0		0.0	0.0	0.0 0	0.0 0.0	0.0		20.9 185 0.0 128
	Redditch		0.0 0.0	3.2		0.0 12.2	0.0	11.1 0	1.0 0.0	0.0	0.0	0.0 0.0	0.0		0.0 0.	0.0	0.0	0.0	0.0 0.0	0.0		0.0 0		0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0 0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0 0	0.0 29
	Stafford Sutton Coldfield		0.0 0.0 10.9 28.2			0.0 0.0 2.6			0.0 0.0			0.0 0.0		0.0	0.0 0.	0.5 0.0		0.0	0.0 0.0			0.0 0	0 0.2	10.5		0 0.4	0.6	2.0 0.			0.0 0			0.0 5.		0.0		0.0	0.0	1.0 0	0.0 0.0		0.2 0	0.0 20 0.0 206
	Telford		1.6 0.0	3.0		0.0			0.0 0.0			0.0 0.5		0.0	0.0 0.		0.0	0.0	0.0 0.0			0.0 0	0.0	2.1		0.0	0.0	0.0 0.		0.0	0.0 0	0.0		0.4 0.	1 0.5	0.0	0.0	0.0 14.8	0.0	0.0 0	0.0 0.0		3.4 2	
	All Other Centres and Stores Elsewhe	ere	13.4 138.6	56.2	122.9 8	8 23.9	41.8	105.5 1	1.8 0.8	0.5	0.4	0.4 1.5	0.4	0.7	1.5 25	5.1 2.3	5.8	2.4	6.6 0.9	0.8	4.7	5.3 1	8 2.9	12.1	2.2 1	3 0.0	47.7	7.0 2	2 1.7	4.0	6.7 5	2 3.5	3.2	0.5 6.	1 1.1	0.0	0.0	14.6	0.8	4.5 2	2.1 22.6	13.4	20.6 4	15.6 846
		subtotal	116.2 226.8	169.4	192.7 3	1.3 89.6	52.0	129.7 3	7 3.8	1.0	0.7	5.1 9.9	1.6	1.4	2.0 13	6.8 4.9	158.3	3.6	7.5 0.9	1.4	4.8	8.2 2	6 5.8	35.9	16.4 2	7 1.0	180.7	108.7 15	4 29	7.0	36.2 6	4 84	7.8	2.4 21	.0 5.6	3.3	0.0	7.5 29.5	1.0	6.8 3	33 226	16.7	27.0 7	0.0 206
		GRAND TOTAL	157.9 269.4	175.2	200.3 84	4.9 89.9	70.9	133.3 57	7.6 82.2	38.3	55.3	46.5 137	2 68.9	64.7	70.9 14	68.5 72.2	2 163.4	73.3	80.6 98.4	95.2	69.1	22.0 11	.0 74.4	39.3	57.4 8	.4 105.4	184.6	111.1 11:	2.3 40.7	52.5	42.3 71	A 37.4	64.1	35.7 121	0.0 79.7	60.6	47.6 1	3.9 30.0	35.1	142.3 7	79.5 39.0	44.7	70.7 7	4.5 475



TABLE 6: 2038 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding interest Shopping and other Special Forms of Trading

LOCAL PLANNING AUTHORIT	TY CENTRE TYPE		Zone 1 Zone	2 Zone 3	Zone 4 Z	one 5 Zone	6 Zone 7	Zone 8	Zone 9 Zo	ne 10 Zone	11 Zone 12	Zone 13 Z	ne 14 Zone	15 Zone 16	Zone 17	čone 18 Zo	ne 19 Zone:	20 Zone 21	1 Zone 22	Zone 23 Z	one 24 Zone	e 25 Zone 2	Zone 27	Zone 28 Zo	te 29 Zone 3	30 Zone 31	Zone 32 Z	one 33 Zone	34 Zone 35	Zone 36	tone 37 Zor	ie 38 Zone 3	9 Zone 40	Zone 41 Zon	ne 42 Zone 4	S Zone 44	Zone 45 Zo	one 46 Zone	e 47 Zone 48	Zone 49	Zone 50 Zo	cone 51 Zone	52 Zone 53	3 Zone 54 Zo	one 55 STU	JOY AREA
Wolverhampton																																														
	Strategic Centre	Wolverhamoton	0.0 0.5	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.1	0.0	0.0 0.0	0.4	0.1	0.0	0.0	0.0	3.1	1.7	0.0 0.	5 0.0	0.0	0.0	1.7 0.2	0.6	0.2	0.0 0.4	0.0	0.0	0.0	1.1 0.0	0.0	0.0	3.2 27.0	3.9	1.5	0.8 3:	2 0.0	12.1	56.3	22.4 1.5		7.1	- 1	157.9
	Town Centre	Bilaton Wednesfield	0.0 0.0			0.0 0.0		0.0		0.0 0.0	0.0		0.0 0.0		0.1	0.0	1.1 0.0				0.0 0.				0.0	0.4		0.0 0.0		0.0	0.0		0.0		3.0 0.5 3.3 0.6			2.9 46 0.1 0.				7.8 0.3 0.0 0.0		0.0	0.0	81.6 5.1
	District & Local Centres		0.0 0.0	0.0	0.3	0.0 0.0	0.0	0.0	0.2	0.0 0.0	0.0	0.1	0.0 0.0	0.7	0.4	0.4	0.0	0.0	5.2	0.0	0.0 0.	2 0.0	0.0	0.6	0.0	0.0	0.5	1.1 0.0	0.0	0.0	0.1	0.0	0.0	0.0	3.3 20.9	5.5	2.2	0.2 6.	3 0.0	9.8	41.4	29.1 1.1	1 4.0	2.0	4.5	142.2
	Out-of-Centre	subtotal	0.0 1.1	0.0	0.0	00 00	0.0	0.0	0.2	0.2 0.0	0.1	0.2	03 01	0.3	0.0	0.0	14 0.0	0.6	2.7	0.3	0.5 0	7 0.2	0.6	0.0	8 05	2.2 3.2	0.3	0.0 1.7		0.0	0.0	6 02 4 02	0.0	0.0 1	3.0 59.5 5.8 108.6	44.5	11.9	4.9 3 8.9 58	1 0.1	4.8		11.7 2.8 71.0 5.7	1 18.1 7 26.8	34.3 43.3	4.5	262.4 649.2
D																																														\neg
budav	Strategic Centre	Brieflev Hill- Traditional High Street Brieflev Hill- Merry Hill	1.6 0.0 0.6 0.0			0.0 0.0		0.0		0.1 0.2 0.6 0.9	0.0		0.1 0.0		0.0		0.0 0.5			1.5	16.9 2 12.1 2	8 0.3 9 0.9		2.0 I	1.0 0.0 1.0 0.1	0.0	0.0	0.0 0.0	0.0	0.0	0.0		0.0		0.0	0.0		0.0 0.		0.0		0.0 0.0				37.8 44.1
	Town Centre	Dudley	0.0 0.0			0.1 0.0		0.0		0.0 0.0	0.3		0.0 1.5		0.2		2.7 0.0		0.9		0.9 1.		0.0	0.0		0.0		0.0 0.0	0.0	0.0	0.0		0.0		0.0	0.0		0.0 0.		0.0		0.1 0.0				29.7
		Stourbridge Halesowen	1.4 0.4		0.0	4.1 0.0	0.0	0.0	10.3	0.6 0.3 31.3 1.9	1.0	0.0	0.0 0.0 3.0 0.1	0.0	0.0		0.5 4.8 0.0 0.0	0.0	0.0	0.0	6.0 3. 0.1 0.	5 4.0 0 0.0	47.3 0.4	35.5	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0 0.0	0.0	0.0	0.0 0.		0.0	0.0	0.0 0.0	0.0	0.0	0.1	111.7 61.0
	District & Local Centres		1.6 1.6	1.6	0.0	0.0 0.0	0.0	0.0	2.2	2.0 0.8	0.1	0.0	0.0 1.0	0.3	0.3	0.0	0.3 0.3	3.7	35.0	1.1	13.4 24	3 63	25.1	5.7	0.0	0.0	0.4	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2 0.3	0.3	0.0	0.0 5	7 0.4	0.6	1.6	3.1 1.7	7 0.4	0.0	0.0	162.3
	Out-of-Centre	subtotal	0.0 2.4		2.5	67 0.0	0.0		11.5		4.5		4.1 12				5.1 0.0		18.0			8 1.9			0.0			0.0 0.0		0.0		0.0	0.0		0.0	0.0	0.0	0.0 8	1 0.0	0.3		1.7 8.2		0.1	0.0	318.1
									24.0										333	1802			112.0						0.0													3.1 10.3				
Sandwell	Strategic Centre	West Bromwich	0.0 6.7		0.0	0.0 0.0	6.4	0.0	0.0	0.0 0.2	0.7	3.0	6.0 1.1	31.3	34.0	1.0	1.9 0.0	0.9	0.0	1.3	0.0 0.	1 0.0	0.0	0.0	0.0	0.0	1.1	0.0 0.0	0.0	0.4	2.6	1.4 0.0	0.2	0.0	3.0 0.0	0.0	0.0	0.2 0.	1 0.0	0.2	0.0	0.0 0.0	0.0			94.9
	Town Centre	Blackheath Cradley Heath	0.6 0.0	0.0		28 0.0 0.4 0.0				4.0 2.8 7.9 21.4			3.4 2.6 0.0 0.5				0.0 0.2 0.0				9.7 0.			2.6				0.0 0.0			0.0				0.0			0.0 0.				0.0 0.0		0.0	0.0	55.0 64.1
		Great Bridge Oldbury	0.0 3.5 6.2 2.2	0.0	0.0	0.0 0.0	0.0	0.0	0.2	0.0 0.0	3.9	3.5	0.4 3.4 11.3 16.	4 3.9	3.6	0.0	3.7 0.0 3.2 0.0	0.9	0.3	2.0	0.0 0.	0.0	0.0	0.0	0.0	0.0	1.2	0.0 0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0 0.0 0.6	0.0	0.0	0.8 3.	9 0.0	0.1	0.0	0.5 0.0	1 00	0.0	0.0	93.9 57.4
		Wednesbury Cape Hill	12.1 4.2	0.0	0.0	0.0 0.0	0.4	0.0	0.0	0.0 0.0	0.0	0.0 26.6	0.0 0.0	1.1	1.6	0.0	0.0	0.0	0.0	0.2	0.0 0.	0.0	0.0	0.0	0.0	3.9	20.6	0.0 0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	1.6 4.		0.2		0.4 0.0	0.0	0.6	0.0	37.4 63.9
		Bearwood	8.4 0.0	0.0	2.5	1.0 0.0	0.1	0.0	0.6	0.0 0.0	0.0	5.5	17.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0 0.	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	34.1
	District & Local Centres		5.9 9.5	0.0	1.7	20.9 0.0	6.8	0.0	4.2	5.6 1.2	8.6	2.8	11.4 3.7	1.4	2.1	0.2	0.0	0.7	0.0	10.7	0.0 0.	2 0.1	0.0	0.0	0.0	0.0	1.8	0.0 0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2 0.	7 0.0	0.1	0.2	0.0 0.0	J 0.0	0.0	0.0	100.8
	Out-of-Centre	subtotal	4.6 4.2 37.7 30.0	1.0	0.0 4.2	10.5 0.0 36.3 0.0	0.3	1.2 3.0	7.7 29.3	0.1 0.2 17.5 26.1	10.8 49.8	1.0 42.4	51.0 25 22.1 53	4 72 8 62.1	14.0	1.2	18 0.0	0.3 15.7	1.2 3.7	18.9 77.0	0.0 0. 10.0 0.	0 00	2.3	3.9	10 02	0.0 3.9	39.6 71.6	0.0 0.0	0.0	0.1 0.8	1.3 1	5 0.0	0.0	0.0	0.1 0.0 1.1 0.6	1.2	0.0	0.0 7 2.8 16	2 0.0	0.2	0.4	0.0 0.6	1 12 7 12	0.0	0.0	210.0 811.4
Walsall	Strategic Centre	Wahali	0.0 1.8	0.0	0.0	0.0 0.0	1.0	0.7	0.0	0.0 0.2	0.0	0.0	0.0 0.0	0.1	1.5	1.4	0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	1.0 25.2	26.1	3.4	0.0 0.0	15.8	7.3	16.3	0.0	0.2	5.1	0.0	0.2	2.8	1.1 0.	6 0.0	0.2	0.0	0.0 0.1	0.0	0.0	0.0	108.2
	Town Centre	Bloxwich	0.0 0.0			0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.		0.0	0.0	0.0	2.4		0.0 0.0	36.4	0.6	0.1		0.2		0.0	1.6		0.2 0		0.0	0.0	0.0 0.0	0.0			46.2
		Brownhills Aldridge	0.0 0.0			0.0 0.0		0.0		0.0 0.0			0.0 0.0				0.0				0.0 0				10 03	2.4		2.1 0.0			2.8 0	1.2 1.8			0.0 0.0	0.0		0.0 0.		0.0		0.0 0.0			0.0	67.5 64.5
		Willenhall	0.0 0.0		0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.	2 0.0	8.0	0.0	0.0	5.0	0.2	0.0 0.0	4.2	0.0	0.0		0.0	0.0	1.0 1.4	7.7	15.5	23.3 1.	8 0.0	0.3	0.6	0.0 0.0	0.0			65.6 45.5
	District & Local Centres		0.0 0.0	0.0	0.0	0.0 0.0	0.2	0.0	0.0	0.0 0.1	0.0	0.0	0.9 0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.5	0.0 0.	0 0.0	0.0	0.0	10 12	5.9	0.4	0.0 0.0	13.4	2.9	3.0	.1 0.0	0.1	3.4	3.8 0.0	0.2	4.6	0.6 0.	5 0.0	0.0	0.0	0.0 0.0	0.0	0.0		38.2
	Out-of-Centre		0.0 2.5	2.2	0.0	0.0 0.0	2.8			0.0 0.0			0.0 0.				0.0											0.5 0.0									11.0	8.0 1.			0.0	0.1 0.0	0.0	0.0	0.0	122.2
		subtotal	0.0 7.3	2.2	0.0	0.0 0.3	5.3	0.7	0.0	0.0 0.4	0.0	0.0	0.9 0.	0.3	3.5	10.3	0.0	0.0	0.5	1.0	0.0 0.	2 0.0	8.0	0.0	1.0 41.5	76.2	33.3	2.6 0.0	98.4	37.7	40.7	1.9	29.3	58.7	7.1 1.4	14.7	41.4	37.1 8:	9 0.0	0.8	0.6	0.1 0.0	2 0.0	0.2	0.0	558.0
All Other Centres Outside	BCLA Area Birminoham		93.1 56:	81.4	59.4	193 501	0 44	0.2	1.7	26 04	0.1	4.2	71 11		0.4	2.7			0.7	0.0	0.2		0.6	00		0.0	0.6	04 00		0.0	0.7		0.0	00		0.0	0.0		2 00	0.2		12 0	0 00	0.0	0.5	393.9
	Cannock Kidderminster		0.0 4.3	0.8	0.0	0.4 1.6	0.0	0.0		0.0 0.0	0.0		0.0 0.0		0.1		0.0	0.0			0.0 0		0.0	0.0 1	1.3 1.7	1.1		131.7 0.0	11.2	1.0	0.9 2		3.6		1.9 9.6	4.0		0.0 0.		0.0		00 00		2.8	0.0	233.6 188.8
	Lichfield		0.0 0.0	0.0		0.0 0.0	0.0	0.0		0.5 0.0	0.0		0.0 0.0				2.4 152.5		0.3		0.4 0.		0.0	0.0	1.0 0.0 1.0 10.7	0.0		2.0 100	0.0	0.0	0.3	3 65	1.3		0.0	0.0		0.0 0.		0.0		0.0 0.0	0.0	0.0	0.0	131.4
	Redditch Stafford		0.0 0.0			0.0 12.5				0.0 0.0			0.0 0.0				0.0				0.0 0.				0.0			0.0 0.0			0.0				0.0 0.0			0.0 0.		0.0		0.0 0.0				30.1 20.6
	Sutton Coldfield Telford		11.2 29.1	26.5	6.5	9.2 2.7	5.7		0.3	0.0 0.0	0.1	0.7	1.1 0.0	0.0	0.0	107.5	0.0	0.0	0.0	0.0	0.0 0	0.0	0.4	0.9	1.0 0.2	0.0	0.0	0.0 2.0	0.5	0.1	1.2	0.0	0.1	2.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	210.3
	Telford All Other Centres and Stores Elsewhe	ire.	1.6 0.0			9.0 24.4			1.8				0.5 0.6		1.5		0.0 0.0 2.4 5.9			0.0				3.0 1				0.0 0.0 48.3 7.1				I.D 0.0 I.B 58.1			0.1 0.5 6.2		0.0	0.0 0.	9 14.7	0.0		2.1 22.5		20.9		34.2 864.0
			119.6 232	8 172.9	197.1	38.2 91	5 53.0	133.0	3.7	3.8 11	0.7	5.3	10.2 14	1.4	2.0	138.8	5.0 160	3.7	7.6	0.9	1.4 4	8 82	2.7	5.9 3	6.2 17.0	2.8	1.0	183.0 110	4 15.7	2.9	7.1 9	67 69 5	8.5	7.9	2.5 21.6	5.7	3.4	0.0 7	6 29.8	1.0	6.9	3.3 22	9 170	27.3	70.7	2106.9
																																												71.6		
		GRAND TOTAL	192.9 276	o 178.8	204.9	07.0 91.3	9 72.2	136.7	20.3	03.3 39.1	56.7	40.4	49.r 71.	1 66.6	12.5	109.0	3.9 165.5	74.9	61.3	191.6	27.1 62	.s 22.1	112.0	(0.0 3	9.7 59.5	46.1	190.6	107.9 112.	114.5	41.3	33.5 4	3.0 71.6	38.0	64.9 3	o.r 132.5	01.0	61.2	40.7 100	5.1 30.4	36.1	199.5	01.1 39.	3 45.5		/9.4	1000.4



Appendix 5A: Convenience Goods Capacity: City of Wolverhampton

TABLE 1: REVISED FORECAST CONVENIENCE GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2019	2024	2029	2034	2038
Wolverhampton	n Strategic Centre	Wolverhampton	0%	£142.9	£146.8	£150.8	£154.7	£157.9
	Town Centre	Bilston Wednesfield	0% 0%	£73.9 £4.6	£75.9 £4.7	£78.0 £4.8	£80.0 £5.0	£81.6 £5.1
	District & Local Centr	es	0%	£128.7	£132.2	£135.8	£139.3	£142.2
	Out-of-Centre		0%	£237.4	£243.9	£250.6	£257.1	£262.4
City of Wolverh	ampton Council A	rea		£587.5	£603.6	£620.0	£636.1	£649.2

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE

CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2019 (£ per sqm)		Ti	urnover (£m)		
					,	2019	2024	2029	2034	2038
Wolverhampton - City Centre	17/01102/OUT	Westside Leisure - Outline application for leisure (Class D2), food and drink (Class A3), hotel (Class C1), retail (Class A1), drinking establishments (Class A4), multi-storey car park and public realm Land At Salop Street/Peel Street/Pitt Street/School Street And Ring Road St Marks Wolverhampton	14,392	651	10,000	£6.5	£6.6	£6.8	£6.9	£7.0
Wolverhampton - Edge-of-City Centre	16/00598/PAOTH	Interchange: Railway Station - Wolverhampton Railway Station Railway Drive City Centre Wolverhampton West Midlands WV1 1LE	825	144	10,000	£1.4	£1.5	£1.5	£1.5	£1.6
Blakenhall District Centre (Dudley Road)	18/00132/FUL	Community Centre: Proposed part change of use from Industrial building to form 4 Retail units.	314	110	2,000	£0.2	£0.2	£0.2	£0.2	£0.2
Wolverhampton - Out-of-Centre	13/00871/FUL	Pountney Street, unit shops - Proposed change of use of the existing basement area to create a mixed use development	1,098	384	5,000	£1.9	£2.0	£2.0	£2.0	£2.1
Wolverhampton - Out-of-Centre	16/00678/FUL	Aldi Portobello: Land Between New Street South Street Portobello Wolverhampton West Midlands.	1,505	878	11,000	£9.7	£9.9	£10.1	£10.3	£10.4
TOTAL			18.134	2.167		£19.8	£20.2	£20.6	£21.0	£21.

- Assumed that of the maximum amount of A1 Class space permitted is 1.860sqm gross. Of this the the convenience (comparison split will be 50% / Four small commercial outlets (falling within any combination of Class A1, A3, A4 and A5). These units are to be 100 sqm, 120 sqm, 150 sqm, 1710 sqm and 285 sqm (totaling 955 sqm (Ea5Ing 955 s
- [4]
- Assumed that of the total permitted floorspace of 1,098 sqm the convenience /comparison split will be 50% / 50%. It is also assumed that 1,098sqm represents a gross figure and therefore netted down using a gross to net factor of 70%.

 Assumed up to 1,254sqm convenience; 251sqm max sales area for comparison goods. Assumed this is gross and on this basis netted down by 70%.

TABLE 3: CITY OF WOLVERHAMPTON COUNCIL AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£587.5	£603.6	£620.0	£636.1	£649.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£587.5	599.9	612.0	624.3	634.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£3.7	£8.0	£11.7	£14.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£20.2	£20.6	£21.0	£21.3
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£16.5	-£12.6	-£9.2	-£6.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (5 per sq m):	£12 500	£12 765	£13 022	£13 285	£13.49
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	£12,765 -1,293	£13,022 -965	£13,285 -696	£13,49
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500				
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	-	-1,293 70% -1,847	-965 70% -1,379	-696 70% -994	-484 70% -691
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	-1,293 70% -1,847 £7,148	-965 70% -1,379 £7,292	-696 70% -994 £7,439	-484 70% -691 £7,55
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	-	-1,293 70% -1,847	-965 70% -1,379	-696 70% -994	-484 70% -691

STEP 1: STEP 2:

The (survey-derived) current (or potential) turnovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. benchmark' turnovers are equivalent to the survey-derived' current turnover keepls. The growth in the base year (survey-derived' current turnover keepls.) The growth in the base year (survey-derived' current turnover keepls.) The growth in the base year (survey-derived' current turnover keepls.) The forecast period assuming average annual 'productive' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.
The forecast residual expenditure capacity for commitments) has been derived from Steps 1 and 2. No account is taken of commitments will be opened and will have reached 'mature' trading conditions by 2024.
The 'ne' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
The 'ne' residual expenditure is converted into a netifyces footspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asia, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and discount operators (e.g. Aldi, Lid, Netto, Co-Op. Budgens, etc.).

TABLE 4: CITY OF WOLVERHAMPTON COUNCIL: STRATEGIC CENTRE: WOLVERHAMPTON - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Fruillinnium at Base Year and Constant Market Shares

		2019	2024	2029	2034	203
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£142.9	£146.8	£150.8	£154.7	£157
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£142.9	145.9	148.8	151.9	154
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.9	£1.9	£2.9	£3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£8.1	£8.3	£8.5	£8
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£7.2	-£6.3	-£5.6	-£5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13.
	(ii) Net Floorspace Capacity (sq m):		-566 70%	-487 70%	-421 70%	-31 70
	(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sg m):					70 -52
	(iv) Gross Proorspace Capacity (sq m):		-809	-695	-602	-0.
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,148	£7,292	£7,439	£7,
	(ii) Net Floorspace Capacity (sq m):	-	-1,011	-869	-752	-6
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70
	(iv) Gross Floorspace Capacity (sq m):		-1.445	-1.242	-1.074	-94

reey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

een assumed for the purpose of this assessment that the LPA's convenience retail market is in frequilitativit at the base year (i.e. "benchmark' turnovers are equivalent to the
most period assuming average armust 'productivity'
are foremost period assuming average armust 'productivity'
are less foremost by the latest Experient Retail Painners Berling Note 16 (Decorders' 2019) and other research evidence.
secant residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is staken of commitments at this stage,
secant residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is staken of commitments will be opened and will have reached
trading conditions by 2004.
The credital expenditure privates are allowance for the forecast turnover of all commitments (pige 4).
The credital expenditure capacity privates are allowance for the forecast turnover of all commitments (piger 4).

Add as, Samsteury's, Walfrose, Morisons and Marke & Spencer) and the lower average sales performance of supermarket and discount operators (e.g. Ald, Lid, Netto, Co-Op,
s. 6c.). STEP 3: STEP 4: STEP 5: STEPS 6 & 7:

TABLE 5:CITY OF WOLVERHAMPTON COUNCIL: TOWN CENTRE: BILSTON - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£73.9	£75.9	£78.0	£80.0	£81.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£73.9	75.4	77.0	78.5	79.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.5	£1.0	£1.5	£1.9
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.5	£1.0	£1.5	£1.9
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,49
	(ii) Net Floorspace Capacity (sq m):		36	77	111	138
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		52	110	159	197
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7.000	£7.148	£7.292	£7.439	£7,55
	(ii) Net Floorspace Capacity (sq m):	-	65	138	199	246
			70%	70%	70%	70%
	(iii) Assumed Net / Gross Floorspace Ratio:					

The (aurrey-derived) current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived forem' turnovers are equivalent to the survey-derived current furnovers levels). The growth in the base year (survey-derived) turnover has been constrained over the breeast period assuming average amount productivity' have forecast retailed expenditure expanding (to ecommitments) has been derived from Steps 1 and 2. No account is taken of commitments as stage. The turnovers of all known commitments has been derived from Steps 1 and 2. No account is taken of commitments as stage.

The stage of all known commitments have been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached mature transfer control by 2024.

The 'refestival expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'refestival expenditure is converted into a netifyces foresprace capacity featured based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asia, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and discount operators (e.g. Aldi, Lid, Netto, Co-Op. Budgens, etc.). STEP 1: STEP 2: STEP 3: STEP 4:

TABLE 6:CITY OF WOLVERHAMPTON COUNCIL: TOWN CENTRE: WEDNESFIELD - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£4.6	£4.7	£4.8	£5.0	£5.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£4.6	4.7	4.8	4.9	5.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.1	£0.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.1	£0.1	£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,765	£13,022	£13,285	£13,498
	(ii) Net Floorspace Capacity (sq m):	•	2	5	7	9
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		3	7	10	12
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,148	£7,292	£7,439	£7,559
			A .	9	12	15
	(ii) Net Floorspace Capacity (sq m):	-	-			
	(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70% 12	70%	70% 22

The (survey-derived) current (or 'potential') turnoves assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnover see equivalent to the survey-derived' current furnover levels). The growth in the base year (survey-derived' current furnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productive' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2016) and other research evidence.

The forecast retailed expenditure capacity (see commitments) has been derived from Sapes 1 and 2. No accounts I tasken of commitments at this stage.

The turnover of all rown commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' frauding conditions by 2024.

The 'residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'residual expenditure is converted into a netigors forespace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asid, Sainsbury's, Watrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and discount operators (e.g. Ald, Lid, Netto, Co-Op. Budgens, etc.). STEP 1: STEP 2: STEP 3: STEP 4: STEP 5: STEPS 6 & 7:



TABLE 7:CITY OF WOLVERHAMPTON COUNCIL: DISTRICT & LOCAL CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	203
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£128.7	£132.2	£135.8	£139.3	£142
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£128.7	131.4	134.0	136.8	139
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.8	£1.8	£2.6	£3.
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.2	£0.2	£0.2	£0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.6	£1.5	£2.3	£3
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	 Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,765	£13,022	£13,285	£13.
	(ii) Net Floorspace Capacity (sq m):	•	45	117	176	22
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70
	(iv) Gross Floorspace Capacity (sq m):		65	167	252	31
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,148	£7,292	£7,439	£7,
	(ii) Net Floorspace Capacity (sq m):	•	81	209	315	39
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70
	(iv) Gross Floorspace Capacity (sq m):		116	299	449	56

The (survey-derived) current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrour' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived curron turnover levels). The growth in the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived curron turnover levels). The growth in the base year (i.e. 'benchmark' turnovers are equivalent to the survey of all the bencata period susming average annual productively'.

The forecast residual expenditure capacity (per commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached mature 'turnor conditions' by 2024.

The forecasts residual expenditure capacity makes an allowance for the forecasts turnover of all commitments (Step 4).

The forecasts derived turnover one of the forecasts turnover of all commitments (Step 4).

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The forecasts derived turnover one one of the forecast turnover of all commitments (Step 4).

The forecasts derived turnover one of the forecast turnover of all commitments (Step 4). STEP 3: STEP 4: STEP 5: STEPS 6 & 7:

TABLE 8:CITY OF WOLVERHAMPTON COUNCIL: OUT-OF-CENTRE LOCATIONS - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£237.4	£243.9	£250.6	£257.1	£262.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£237.4	242.5	247.3	252.3	256.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.5	£3.2	£4.7	£6.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£11.8	£12.1	£12.3	£12.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£10.3	-£8.8	-£7.6	-£6.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,49
	(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	-	-810 70%	-678 70%	70%	-483 70%
	(III) Assumed ret / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		-1,157	-968	-812	-690
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,148	£7,292	£7,439	£7,559
	(ii) Net Floorspace Capacity (sq m):	-	-1,446	-1,210	-1,016	-863
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-2.066	-1.729	-1.451	-1,232

The (survey-derived) current (or potential") turnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. benchmark' turnovers are equivalent to the survey-derived' current furnover levels). The growth in the base year (survey-derived' current furnover levels). The growth in the base year (survey-derived' current furnover levels). The growth in the base year (survey-derived' current furnover levels) for the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.

The forecast retailed expenditure capacity for commitments) has been derived from Steps 1 and 2. No account is taken of commitments will be opened and will have reached 'mature' frauding conditions by 2024.

The 'terisdual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'terisdual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'terisdual expenditure is converted into a netifyces forespace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Aada, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and discount operators (e.g. Ald., Lid., Netto, Co-Op. Richolance, also 't.'). STEP 3: STEP 4:

TABLE 9: CITY OF WOLVERHAMPTON COUNCIL: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M) Assume Equilibrium at Base Year and Constant Market Shares

CENTRE TYPE					STORE FO	RMAT			
		F	oodstore Form	at (sqm net)		Local Supe	rmarket/ De (sqm		er Format
		2024	2029	2034	2038	2024	2029	2034	2038
Residual Expenditure (after Commitments) (£m)		-£16.5	-£12.6	-£9.2	-£6.5	-£16.5	-£12.6	-£9.2	-£6.5
Strategic Centre	Wolverhampton	-566	-487	-421	-370	-1,011	-869	-752	-660
Town Centre	Bilston Wednesfield	36 2	77 5	111 7	138 9	65 4	138 9	199 12	246 15
District & Local Centres		45	117	176	223	81	209	315	397
Out-of-Centre		-810	-678	-569	-483	-1,446	-1,210	-1,016	-863
CITY OF WOLVERHAMPTON COUNCIL AREA		-1,293	-965	-696	-484	-2,308	-1,724	-1,242	-864



Appendix 5B: Convenience Goods Capacity:

Dudley MBC



TABLE 1: REVISED FORECAST CONVENIENCE GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2019	2024	2029	2034	2038
Dudley								
Dudioy	Strategic Centre	Brierley Hill- Traditional High Street	0%	£34.2	£35.1	£36.1	£37.0	£37.8
		Brierley Hill- Merry Hill	0%	£39.9	£41.0	£42.2	£43.2	£44.1
	Town Centre	Dudley	0%	£26.8	£27.6	£28.3	£29.1	£29.7
		Stourbridge	0%	£101.1	£103.9	£106.7	£109.5	£111.7
		Halesowen	0%	£55.2	£56.7	£58.3	£59.8	£61.0
	District & Local Centres		0%	£146.9	£150.9	£155.0	£159.1	£162.3
	Out-of-Centre		0%	£287.8	£295.7	£303.8	£311.7	£318.1
Dudlev MB	C Area			£692.0	£711.0	£730.4	£749.3	£764.7

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE

P18/0590	Demolition, remodelling and remediation; redevelopment to allow: retail, service and leisure accommodation (use classes A1, A2, A3, A4, A5, D2); student accommodation (Use classe C2); dwelling houses (G3); hotel accommodation (C1); offices (B1a); non-residential institution uses (D1); car	2,322	1,625	8,000	2019 £13.0	2024 £13.3	2029 £13.5	2034 £13.8	2038 £14.0
wn P18/0590	service and leisure accommodation (use classes A1, A2, A3, A4, A5, D2); student accommodation (Use Class C2); dwelling houses (C3); hotel accommodation (C1); offices (B1a); non-residential institution uses (D1); car	2,322	1,625	8,000	£13.0	£13.3	£13.5	£13.8	£14.0
	showroom (sui generis)' taxi rank; public space; highways, access and pedestrian connectivity works; car parking; landscaping; associated works (outline, all matters reserved)								
- P15/0845	Former Clarkson Place Unit, Thorns Road, Lye, DY5 2LD; Erection of retail store (Aldi) (A1) with associated car parking and landscaping.	1,805	1,003	11,000	£11.0	£11.3	£11.5	£11.7	£11.9
	Former Ibstock Brick Ltd Stallings lane. Outline application for mixed use development comprising residential (C3); Retail (A1); Leisure (D2) ad a Public House (A4).	7,205	2,522	10,000	£25.2	£25.8	£26.3	£26.8	£27.2
	Former Hare and Hounds PH, Wynall Lane, erection of an A1 Retail Store (Co-op).	365	233	10,000	£2.3	£2.4	£2.4	£2.5	£2.5
	_	11 697	5 383		£51.6	£52 7	£53.7	£54.8	£55.7
te	te - P16/1653 entre	ntre development comprising residential (C3); Retail (Â1); Leisure (D2) ad a Public House (A4). te - P16/1653 Former Hare and Hounds PH, Wynall Lane, erection of an A1 Retail Store	entre development comprising residential (C3); Retail (Å1); Leisure (D2) ad a Public House (A4). te - P16/1653 Former Hare and Hounds PH, Wynall Lane, erection of an A1 Retail Store 365	development comprising residential (C3); Retail (Â1); Leisure (D2) ad a Public House (A4). te - P16/1653 Former Hare and Hounds PH, Wynall Lane, erection of an A1 Retail Store 365 233 entre (C0-op).	development comprising residential (C3); Retail (Å1); Leisure (D2) ad a Public House (A4). te - P16/1653 Former Hare and Hounds PH, Wynall Lane, erection of an A1 Retail Store 365 233 10,000 entre (Co-op).	development comprising residential (C3); Retail (A1); Leisure (D2) ad a Public House (A4). te - P16/1653 Former Hare and Hounds PH, Wynall Lane, erection of an A1 Retail Store 365 233 10,000 £2.3 entre (Co-op).	development comprising residential (C3); Retail (Â1); Leisure (D2) ad a Public House (A4). te - P16/1653 Former Hare and Hounds PH, Wynall Lane, erection of an A1 Retail Store 365 233 10,000 £2.3 £2.4 (Co-op).	development comprising residential (C3); Retail (A1); Leisure (D2) ad a Public House (A4). te - P16/1653 Former Hare and Hounds PH, Wynall Lane, erection of an A1 Retail Store 365 233 10,000 £2.3 £2.4 £2.4 (C0-op).	development comprising residential (C3); Retail (Å1); Leisure (D2) ad a Public House (A4).

- A1 shops (food): maximum 2,322 sqm, netted down by 70%.
 Planning Statement accompaying application provides 1805 sq m of gross A1 retail floorspace and some 1,254 sq m net. The net floorspace figure is broken down into 1,003 sqm net convenience goods and 251 sqm net for comparison goods.
 Indicative mesterplan accomprying application shows 7,205 sqm gross area proposed for retail. It is assumed that of the total permitted gross floorspace of 7,205 sqm the convenience /comparison split will be 50% / 50%. This is thereafter netted down using a gross to net factor of 70%.
- Planning Statement accompaying application provides 365 sq m of gross A1 retail floorspace and some 233 sq m net. It is assumed that the net floorspace proposed is for convenience goods only.

TABLE 3: DUDLEY MBC AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	203
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£692.0	£711.0	£730.4	£749.3	£76
STEP 2: TOTAL FORECAST BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£692.0	706.7	720.9	735.5	74
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£4.3	£9.4	£13.8	£1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£52.7	£53.7	£54.8	£5
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£48.4	-£44.3	-£41.0	-£
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13
(ii) Net Floorspace Capacity (sq m):		-3,788	-3,402	-3,085	-2,
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	7
(iv) Gross Floorspace Capacity (sq m):		-5,412	-4,861	-4,407	-4.
(IV) Gloss Flooispace Capacity (sq III).					
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	£7,000	£7,148	£7,292	£7,439	£7
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Not Floorspace Capacity (sq m):	£7,000	-6,765	-6,076	-5,509	-5
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sg m):					

- ses:
 STEP 1: The (survey-derived) 'current' (or 'potentian') tumovers assume constant market shares over the forecast period (derived from Table 1).
 STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels).
 The growth in the base year (usey-derived) univers' tumover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experien Retail Planner Briefleg Note 16
 (December 2018) and other research evidence.
 STEP 3: The forecast residual expenditum capacity (pre-commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

 STEPS 6 8.7: The 'net' residual expenditure is converted into a net/pross floorspace capacity estimated based on the assumed higher average sales performance of superstator operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spence) and the lower average sales performance of supermarket and discount operators (e.g. Auti, Lid. Netto, Co-Op, Budgens, etc.).

TABLE 4: DUDLEY MBC AREA STRATEGIC CENTRE: BRIERLEY HILL (Incorporating Traditional High St+ Merry Hill) - CONVENIENCE GOODS CAPACITY ASSESSMENT

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£74.1	£76.2	£78.2	£80.3	£81.9
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£74.1	75.7	77.2	78.8	80.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.5	£1.0	£1.5	£1.9
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
		00.5	£1.0	£1.5	£1.9
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.5	£1.0	£1.0	£1.9
		£0.5	£1.0	£1.5	£1.9
STEP 6: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500				£13,49
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:	£12,500	£12,765	£13,022	£13,285	£13,49
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	£12,765	£13,022	£13,285	£13,49
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (E per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Forse Floorspace Ratio:	£12,500	£12,765 36 70%	£13,022 78 70%	£13,285 112 70%	£13,49 138 70%
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	-	£12,765 36 70% 52	£13,022 78 70% 111	£13,285 112 70% 159	£13,49 138 70% 198
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Forse Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765 36 70%	£13,022 78 70%	£13,285 112 70%	£13,49 138 70% 198
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	£7,000	£12,765 36 70% 52 £7,148	£13,022 78 70% 111 £7,292	£13,285 112 70% 159 £7,439	£13,49 138 70% 198

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived' current turnover levels). The growth in the base year (purey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16' (December 2018) and other research evidence.

The forecast residual expenditure capacity (pire commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6.8.7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer and the lower average sales performance of supermarket and discount operators (e.e., Avid, Ltd., Netto, Co-Op., Budgens, etc.).

TABLE 5: DUDLEY MBC AREA: TOWN CENTRE: DUDLEY - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£26.8	£27.6	£28.3	£29.1	£29.7
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£26.8	27.4	28.0	28.5	29.0
TEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.4	£0.5	£0.7
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£13.3	£13.5	£13.8	£14.
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£13.1	-£13.2	-£13.3	-£13
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,4
	£12,500	£12,765 -1,027	£13,022 -1,012	£13,285	
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500				-99
(ii) Net Floorspace Capacity (sq m):	£12,500	-1,027	-1,012	-1,000	£13,4 -99 709 -1,4
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Forse Floorspace Ratio:	£12,500	-1,027 70%	-1,012 70%	-1,000 70%	-99 70
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 £7,000	-1,027 70%	-1,012 70%	-1,000 70%	-99
(i) Estimated Average Sates Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (rose Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	-	-1,027 70% -1,467	-1,012 70% -1,446	-1,000 70% -1,428	70 -1,4
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	-	-1,027 70% -1,467 £7,148	-1,012 70% -1,446 £7,292	-1,000 70% -1,428 £7,439	-9 70 -1,4

ass:

STEP 1: The (survey-derived) 'current' (or 'potential') tumovers assume constant market shares over the forecast period (slerived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The good in the base year (survey-derived 'current' tumover levels). The good in the base year (survey-derived yourvey-fored) tumover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experien Retail Planner Brieflig Note 16'.

STEP 3: The forecast residual expensitive capacity (per commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6.8.7: The 'net' residual expenditure is converted into a netigross floorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morris and Marka & Spencing and the lover average sales performance of supermixed and discount operators (e.g. Akti, Lid., Netto, Co-Op, Budgens, etc.).

TABLE 6: DUDLEY MBC AREA: TOWN CENTRE: STOURBRIDGE - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£101.1	£103.9	£106.7	£109.5	£111.7
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£101.1	103.2	105.3	107.4	109.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.6	£1.4	£2.0	£2.5
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	0.03	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.6	04.4	00.0	00.1
		£0.0	£1.4	£2.0	£2.
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£2.5
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:	£12,500 -	£12,765	£13,022	£13,285	£13,4
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	£12,765	£13,022 106	£13,285 152	£13,4
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500	£12,765 49 70%	£13,022 106 70%	£13,285 152 70%	£13,4 189 709
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765 49 70%	£13,022 106 70%	£13,285 152 70%	£13,4 189 709
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net J Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	-	£12,765 49 70% 71 £7,148	£13,022 106 70% 151 £7,292 189	£13,285 152 70% 217 £7,439 272	£13,4 18 70° 27 £7,5
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Nat Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£12,765 49 70% 71 £7,148	£13,022 106 70% 151	£13,285 152 70% 217 £7,439	£13, 18 70 27

SETE 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 1: If has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (ia. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The government of the survey-derived (current for turnover levels) and continuence (section of the survey-derived (current for turnover levels). The survey derived (section of the survey-derived (current for turnover levels). The survey derived (section of the survey-derived (current for turnover levels). The survey derived (section of the survey-derived (current for turnover levels). The survey derived (section of the survey-derived (current for turnover levels). The survey derived (section of the survey-derived (current for turnover levels). The survey derived (section of the survey-derived (section of turnover levels). The survey derived (section of the survey-derived (section of turnover levels). The survey derived (section of the survey-derived (section of turnover levels). The survey derived (section of the survey-derived (section of turnover levels). The survey derived (section of the survey-derived (section of turnover levels). The survey derived (section of the survey-derived (section of turnover levels). The survey derived (section of the survey-derived (section of turnover levels). The survey derived (section of turnover levels). The survey derived

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6 8 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Watrose, Morrisons and Marks & Spencer and most because of supermarker and discount operators (e.g. Audi, Ltd., Netto, Co-Op., Budgens, etc.).

TABLE 7: DUDLEY MBC AREA: TOWN CENTRE: HALESOWEN - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£55.2	£56.7	£58.3	£59.8	£61.0
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£55.2	56.4	57.5	58.7	59.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.8	£1.1	£1.4
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.3	£0.8	£1.1	£1.4
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,498
	£12,500	£12,765	£13,022	£13,285	£13,498
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net Gross Floorspace Ratio:	£12,500	27 70%	58 70%	83 70%	103 70%
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	27	58	83	103
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net Gross Floorspace Ratio:	£12,500	27 70%	58 70%	83 70%	103 70%
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net Gross Floorspace Ratio:	£12,500	27 70%	58 70%	83 70%	103 70%
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Not Floorspace Capacity (sq m): (iii) Assumed Not Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 - £7,000	27 70%	58 70%	83 70%	103 70%
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:		70% 39	58 70% 83	83 70% 119	103 70% 147

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels).
The growth in the base year (purey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Expertan Retail Planner Briefing Note 16 (Desomber 2018) and other research evidence.
The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
The turnover of all nounc commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

(iv) Gross Floorspace Capacity (sq m):

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'net' residual expenditure is converted into a netigross floorspace capacity estimated based on the assumed higher everage sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Maria & Spender) and the lower surrege sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Maria & Spender) and the lower surrege sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Maria & Spender) and the lower surrege sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Maria & Spender) and the lower surrege sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Maria & Spender) and the lower surrege sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Maria & Spender) and the lower surrege sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Maria & Spender) and the lower surrege sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Maria & Spender) and the lower surrege sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Maria & Spender).

TABLE 8: DUDLEY MBC AREA: DISTRICT & LOCAL CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Fauilibrium at Base Year and Constant Market Chance

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£146.9	£150.9	£155.0	£159.1	£162.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£146.9	150.0	153.0	156.1	158.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.9	£2.0	£2.9	£3.7
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.9	£2.0	£2.9	£3.7
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	72	154	221	£13,49
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500	72 70%	154 70%	221 70%	274 70%
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Not Floorspace Capacity (sq m): (iii) Assumed Net (forse Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 £7,000	72 70%	154 70% 220 £7,292	221 70% 316 £7,439	274 70% 392 £7,55
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	-	72 70% 103 £7,148 128	154 70% 220 £7,292 275	221 70% 316 £7,439 395	274 709 392 £7,58 490
(ii) Net Floorspace Capacity (sq. m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq. m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq. m):	-	72 70% 103 £7,148	154 70% 220 £7,292	221 70% 316 £7,439	274 709 392 £7,5

STEP 1: STEP 2:

The (survey-derived) current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels).
The growth in the base year (pury-dyerhod) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16'
(Decomber 2018) and other research evidence.
The forecast residuel appenditure capacity (pier commitments) has been derived from Steps 1 and 2. No account is staken of commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6 8.7: The 'net' residual expenditure is converted into a netigores floorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisrd Affects 6, Spence) and Marks 8, Spence and the lower average sales performance of supermarked and documt operators (g.e. Md. I.c.II, Netto, Co-Op, Budgens, etc.).

TABLE 9: DUDLEY MBC AREA: OUT-OF-CENTRE LOCATIONS - CONVENIENCE GOODS CAPACITY ASSESSMENT

	2019	2024	2029	2034	203
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£287.8	£295.7	£303.8	£311.7	£318
STEP 2: TOTAL FORECAST BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£287.8	293.9	299.9	305.9	310
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.8	£3.9	£5.8	£7.
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£39.4	£40.2	£41.0	£41
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£37.6	-£36.3	-£35.2	-£3-
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sg m):	£12.500	£12.765	£13.022	£13.285	£13.
(ii) Net Floorspace Capacity (sq m):	£12,300	-2.946	-2.785	-2.653	-2.5
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70
(iv) Gross Floorspace Capacity (sq m):		-4,208	-3,979	-3,790	-3,6
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	£7.000	£7.148	£7.292	£7.439	£7.
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Not Floorspace Capacity (sq m):	£7,000 -	£7,148 -5,260	£7,292 -4,974	£7,439 -4,738	
	£7,000 -				£7,5 -4,5 70 -6,5

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: If has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels).

The government of the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels).

The purpose of the survey derived 'current' turnover levels).

STEP 3: The forecast resistatis expenditure capacity (pric commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6 a. 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spence) and the lower average sales performance of superstant and discount operators (e.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spence) and the lower average sales performance of superstant and discount operators (e.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spence) and the lower average sales performance of superstant and discount operators (e.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spence).

TABLE 10: DUDLEY MBC AREA: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M) Assume Equilibrium at Base Year and Constant Market Shares

CENTRE TYPE					STORE FO	DRMAT			
				Foodstore Format (sqm net) Local Supermarket/ Format (sq				ounter	
		2024	2029	2034	2038	2024	2029	2034	2038
esidual Expenditure (after Commitments) (£m)		-£48.4	-£44.3	-£41.0	-£38.3	-£48.4	-£44.3	-£41.0	-£38.3
Strategic Centre	Brierley Hill (Traditonal High St +Merry Hill)	36	78	112	138	65	139	199	247
Town Centre	Dudley Stourbridge Halesowen	-1,027 49 27	-1,012 106 58	-1,000 152 83	-990 189 103	-1,834 88 48	-1,807 189 103	-1,785 272 148	-1,768 337 184
District & Local Centres		72	154	221	274	128	275	395	490
Out-of-Centre		-2.946	-2,785	-2,653	-2,549	-5,260	-4,974	-4,738	-4,552
UDLEY MBC AREA		-3,788	-3,402	-3,085	-2,835	-6,765	-6,076	-5,509	-5,063



Appendix 5C: Convenience Goods Capacity: Sandwell MBC



TABLE 1: REVISED FORECAST CONVENIENCE GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2019	2024	2029	2034	2038
Sandwell								
	Strategic Centre	West Bromwich	0%	£85.8	£88.2	£90.6	£92.9	£94.9
	Town Centre	Blackheath	0%	£49.7	£51.1	£52.5	£53.9	£55.0
		Cradley Heath	0%	£58.0	£59.6	£61.2	£62.8	£64.1
1		Great Bridge	0%	£85.0	£87.3	£89.7	£92.0	£93.9
1		Oldbury	0%	£51.9	£53.4	£54.8	£56.2	£57.4
1		Wednesbury	0%	£33.8	£34.8	£35.7	£36.6	£37.4
1		Cape Hill	0%	£57.8	£59.4	£61.0	£62.6	£63.9
		Bearwood	0%	£30.8	£31.7	£32.5	£33.4	£34.1
	District & Local Centres		0%	£91.2	£93.7	£96.3	£98.7	£100.8
	Out-of-Centre		0%	£190.1	£195.3	£200.6	£205.8	£210.0
Sandwell M	IBC Area			£734.3	£754.4	£775.0	£795.1	£811.4

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE

CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2019 (£ per sqm)		1	Furnover (£m		
						2019	2024	2029	2034	203
West Bromwich- Town Centre	DC/13/56479	3 Bull Street West Bromwich Ringway West Bromwich B70 6EU. mixed use development including retail, restaurant and five apartments.	300	210	4,000	£0.8	£0.9	£0.9	£0.9	£0.
West Bromwich- Town Centre	DC/16/59740	Proposed mixed use development consisting of 4 No. ground floor commercial units with 49 No. apartments above with undercroft car parking to rear and cycle and refuse storage Car Park Victoria Street West Bromwich	295	103	4,000	£0.4	£0.4	£0.4	£0.4	£0.
West Bromwich- Edge of Town Centre	DC/18/62210	Staples Limited Tildasley Street West Bromwich B70 95J. Proposed variation of condition 1 of planning permission DC/1862210 (Proposed change of use o supermarket (Class A1), external alterations including new store access, loading bay extension, trolley bay canopy, and alterations to car park and landscaping) to remove loading bay extension and replace with rear access ramp and new ramp to customer service entrance.	1,973	1,052	11,000	£11.6	£11.8	£12.1	£12.3	£12
Great Bridge- Town Centre	DC/15/58596	87 Whitehall road and land adjaent to West Bromwich, Great Bridge. 2 No. retail units with 2 No. two bedroom flats above and two storey building comprising of 8 No. two bedroom flats with associated parking.	150	105	4,000	£0.4	£0.4	£0.4	£0.4	£0.
Oldbury Town Centre- Edge of	DC/17/61306	9 Oldbury Green Retail Park Oldbury Ringway Oldbury B69 3DD. Proposed installation of mezzanine floor.	465	326	10,000	£3.3	£3.3	£3.4	£3.5	£3
Cradley Heath - Town Centre	DC/17/61336	Land Adj 149 Halesowen Road Cradley Heath B64 6HX. Proposed 2 storey building comprising of 3 shops at ground floor with 2 No. one bedroom flats above and associated parking (revised application - DC/17/60463).	128	90	4,000	£0.4	£0.4	£0.4	£0.4	£0
Wednesbury - Out-of-Centre	DC/15/57967	Johal Supersave 90 Oxford Street Wednesbury WS10 0PY - replacement shop with five apartments above	203	142	4,000	£0.6	£0.6	£0.6	£0.6	£0
Smethwick Local Centre - Town Centre	DC/15/58733	Site Of 2 To 4 Cape Hill Smethwick. Proposed three storey development comprising of 3 No. retail units at ground floor and 6 No. 2 bed apartments at first and second floor.	202	141	4,000	£0.6	£0.6	£0.6	£0.6	£0
Smethwick Local Centre - Town Centre	DC/17/60690	Proposed construction of a ground floor retail unit, first floor showroom with exterior rear display area and 2 No. 2 bed loft apartments at second floor with balconies and associated car parking and bin storage to rear. Land Adjacent To 3-5 St Pauls Road Smethwick	340	238	4,000	£1.0	£1.0	£1.0	£1.0	£1
Tipton Local Centre-In- Centre	DC/17/60958	Lidl UK & Car Repairs & Testing Centre 119 Horseley Heath Tipton DY4 7AH. Demolition of existing buildings and proposed construction of a replacement foodstore with associated access, parking, cycle parking, landscaping, and associated works.	262	183	11,000	£2.0	£2.1	£2.1	£2.1	£2
TOTAL			4.318	2.590		£21.0	£21.4	£21.8	£22.3	£2:

Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods.
Assumed gross to net ratio of 70% and that 50% of the floorspace is for A1 convenience goods and that 50% is for A3 uses.
Ask application, as per planning and retail statement in easless area of 1,135. It is assumed that of this 80% of all the floorspace is for convenience good and that remainder 20% is for Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods.
Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods.
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Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods.

TABLE 3: SANDWELL MBC AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

Surine Equinibilitari at Dase Tear and Constant Market Griates					
	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£734.3	£754.4	£775.0	£795.1	£811.4
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) $^{(1)}$:	£734.3	749.8	765.0	780.4	792.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	•	£4.6	£10.0	£14.7	£18.5
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£21.4	£21.8	£22.3	£22.6
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£16.8	-£11.8	-£7.6	-£4.
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12.500	£12.765	£13.022	£13.285	£13.4
(ii) Net Floorspace Capacity (sq m):	-	-1,318	-909	-572	-30
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	709
(iv) Gross Floorspace Capacity (sq m):		-1,882	-1,298	-816	-43
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sg m):	£7.000	£7.148	£7.292	£7,439	£7,5
(ii) Net Floorspace Capacity (sq m):	-	-2,353	-1,622	-1,021	-54
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	709
(iv) Gross Floorspace Capacity (sq m):		-3,362	-2,318	-1,458	-78

Note:

The (survey-derived) current (or ')othersial' harmovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: If has been assumed for the purpose of this assessment that the LPA's convenience retail market is in lequilibrium' at the beas year (i.e. "benchmark" tumovers are equivalent to the survey-derived 'current furnorer levels). The growth in research evidence.

STEP 3: The forecast retailed appendixer capacity for commitments by the listed Experime Retail Planner Britishing Note 16 (December 2018) and other research evidence.

STEP 3: The forecast retailed appendixer capacity for commitments have been derived from Reps 1 and 2. No account is staten of commitments at this stage.

STEP 4: The furnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached "mature" trading conditions by 2024.

STEP 5: The 'inst' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6 8. The 'inst 'residual expenditure is converted into a net/poss floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8 Spencer) and the loner average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8 Spencer) and the loner average sales performance of superstore (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8 Spencer) and the loner average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8 Spencer) and the loner average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8 Spencer) and the loner average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8 Spencer) and the loner average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8 Spencer) and the loner average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8 Spencer) and the loner average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8 Spencer) and the loner average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8 Spencer) and the loner average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8 Spencer) and the loner average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8 Spencer) and the loner average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8 Spencer) and the loner average sales performance of sup



TABLE 4: SANDWELL MBC AREA STRATEGIC CENTRE: WEST BROMWICH - CONVENIENCE GOODS CAPACITY ASSESSMENT

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£85.8	£88.2	£90.6	£92.9	£94.9
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£85.8	87.7	89.4	91.2	92.7
STEP 2. TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (EIII) 11:	100.0	01.1	69.4	91.2	92.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.5	£1.2	£1.7	£2.2
CTED 4. TUDNOVED OF ALL COMMUTED EL CODECNOS (Cm.)		£13.1	£13.4	£13.6	£13.8
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£13.1	1.13.4	£13.0	£13.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£12.6	-£12.2	-£11.9	-£11.7
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,498
(ii) Net Floorspace Capacity (sq m):	-	-984	-936	-897	-866
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
		70% -1,406	70% -1,337	70% -1,281	70% -1,237
(iii) Assumed Net / Gross Floorspace Ratio:					
(iii) Assumed Net / Gross Floorspace Ratio:					
(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£7,000				
(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	£7,000	-1,406	-1,337	-1,281	-1,237
(ii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace (iv) Estimated Average Sales Density of New Floorspace (iv) Estimated Average Sales Density of New Floorspace (iv) Floors		-1,406 £7,148	-1,337 £7,292	-1,281 £7,439	-1,237 £7,559

The (survey-derived) current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrum' at the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current furnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the purpose of the survey of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks

TABLE 5: SANDWELL MBC AREA: TOWN CENTRE: BLACKHEATH - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£49.7	£51.1	£52.5	£53.9	£55.0
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (Fm) (1).	£49.7	50.8	51.8	52.9	53.7
1 - TOTAL FOREGAST BENGTIWARK TOTALOUR ALL ELECTRONIC ALL (EIII)	240.1	00.0	01.0	02.0	00.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.7	£1.0	£1.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.3	£0.7	£1.0	£1.3
		£0.3	£0.7	£1.0	£1.3
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:		20.0			2
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,49
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Not Floorspace Capacity (sq m):	£12,500	£12,765	£13,022	£13,285 75	£13,49
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,49
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Not Floorspace Capacity (sq m):	£12,500	£12,765	£13,022	£13,285 75	£13,49
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assterned Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500	£12,765 24 70%	£13,022 52 70%	£13,285 75 70%	£13,49 93 70%
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Forss Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	-	£12,765 24 70% 35	£13,022 52 70% 74	£13,285 75 70% 107	£13,49 93 70% 133
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£12,765 24 70% 35 £7,148	£13,022 52 70% 74 £7,292	£13,285 75 70% 107 £7,439	£13,49 93 70% 133
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Fores Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Not Floorspace Capacity (sq m):	-	£12,765 24 70% 35 £7,148 43	£13,022 52 70% 74 £7,292 93	£13,285 75 70% 107 £7,439	£13,49 93 70% 133 £7,55 166
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£12,765 24 70% 35 £7,148	£13,022 52 70% 74 £7,292	£13,285 75 70% 107 £7,439	£13,49 93 70% 133

STEP 1: The (survey-derived) 'Current' (or 'potential') humovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: If he seen assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base-year (is. 'benchmark' tumovers are equivelent to the survey-derived 'current' tumover levels). The growth in the base-year (survey-derived) humover has been constrained over the forecast period assuming average annual 'productivity' growth rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre-commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The tumover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6, 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sakes performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8, Spencer) and the loar average sakes performance of superstore and the superstore of superstore of superstore of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8, Spencer) and the loar average sakes performance of superstore and superstore and superstore of superstore o

TABLE 6: SANDWELL MBC AREA: TOWN CENTRE: CRADLEY HEATH - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£58.0	£59.6	£61.2	£62.8	£64.1
STEP 2: TOTAL FORECAST BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£58.0	59.3	60.5	61.7	62.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£0.8	£1.2	£1.5
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.4	£0.4	£0.4	£0.4
		£0.0	£0.4	£0.8	£1.
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (som:	£12,500	£0.0 £12,765	£0.4 £13,022	£0.8 £13,285	£1. £13,4
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Forse Floorspace Ratio:	£12,500	£12,765	£13,022	£13,285 59 70%	£13,4 80 709
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	£12,765	£13,022	£13,285	£13,
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500	£12,765 0 70%	£13,022 32 70%	£13,285 59 70%	£13,
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500 - £7,000	£12,765 0 70%	£13,022 32 70%	£13,285 59 70% 84 £7,439	£13, 86 70 11
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Not Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Railo: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	-	£12,765 0 70% 0	£13,022 32 70% 46	£13,285 59 70% 84	£13, 8 70 11

SETEP 1: The (survey-derived) current (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 1: If has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research notificance.

STEP 3: The forecast residual expenditure capacity (ore commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 56. 87: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Spencer) and the loar average sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Spencer) and the loar average sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Spencer) and the loar average sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Spencer) and the loar average sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Spencer) and the loar average sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Spencer) and the loar average sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Spencer) and the loar average sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Spencer) and the loar average sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Spencer) and the loar average sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Spencer) and the loar average sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Spencer) and the loar average sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Spencer) and the loar average sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Spencer) and the loar average sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Spencer) and the loar average sales performance o

TABLE 7: SANDWELL MBC AREA: TOWN CENTRE: GREAT BRIDGE - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£85.0	£87.3	£89.7	£92.0	£93.9
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£85.0	86.8	88.6	90.3	91.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.5	£1.2	£1.7	£2.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.4	£0.4	£0.4	£0.5
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.7	£1.3	£1.7
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	
(ii) Net Floorspace Capacity (sq m):	£12,500	8	55	94	125
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:			55 70%	94 70%	125 70%
(ii) Net Floorspace Capacity (sq m):		8	55	94	£13,49 125 70% 179
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:		8 70%	55 70%	94 70%	125 70%
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		8 70%	55 70%	94 70%	125 70%
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	-	70% 11	55 70% 79	94 70% 135	70% 179
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	8 70% 11 £7,148	55 70% 79 £7,292	94 70% 135 £7,439	129 709 179 £7,5

ses:

STEP 1: The (survey-derived) current (or potential) turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'henchmark' turnovers are equivalent to the survey-derived 'current surnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre-commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
STEP 58 8.7: The 'net' residual expenditure is converted into a netigorise floorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8.5 sponcer) and the lower average sales performance of superstore (e.g. Add. Like). Hostic, O-Cop. Budgens, etc.).

TABLE 8: SANDWELL MBC AREA: TOWN CENTRE: OLDBURY - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£51.9	£53.4	£54.8	£56.2	£57.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£51.9	53.0	54.1	55.2	56.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.7	£1.0	£1.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£3.3	£3.4	£3.5	£3.5
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£3.0	-£2.7	-£2.4	-£2.2
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,4
(ii) Net Floorspace Capacity (sq m):	-	-235	-206	-182	-163
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	709
(iv) Gross Floorspace Capacity (sq m):		-336	-294	-260	-234
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7.000	£7.148	£7.292	£7.439	£7.5
(ii) Net Floorspace Capacity (sq m):		-420	-368	-325	-29
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	709
(iv) Gross Floorspace Capacity (sq m):		-599	-526	-465	-41

STEP 1: The (survey-derived) 'current' (or 'potential') tumovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'squilibrium' at the base year (i.e. 'benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year (survey-derived) tumover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6: The 'net' residual expenditure is converted into a net/poss foorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6, Spencer) and the loar everage sales performance of superstore dark of the converted into a net/poss foorspace capacity, estimated based on the assumed higher average sales performance of superstore performance of superstore sales and the sales are sales as a superstore performance of superstore sales are sales as a superstore performance of superstore sales are sales as a superstore performance of superstore sales are sales as a superstore performance of superstore sales are sales as a superstore performance of superstore sales are sales as a superstore performance of superstore sales are sales as a superstore performance of superstore sales are sales as a superstore performance of superstore sales are sales as a superstore performance of superstore sales are sales as a superstore performance of superstore sales are sales as a superstore performance of superstore sales are sales as a superstore performance of superstore sales are sales as a superstore performance of superstore sales are sales as a superstore sales are sales as

TABLE 9: SANDWELL MBC AREA: TOWN CENTRE: WEDNESBURY - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	203
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£33.8	£34.8	£35.7	£36.6	£37
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£33.8	34.6	35.3	36.0	36
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.5	£0.7	£0
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.2	£0.5	£0.7	£C
		20.2	20.0		
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13.
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:	£12,500	£12,765	£13,022		6
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12.500	£12,765	£13,022	51	6
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Floors Floorspace Ratio:	£12,500	£12,765 17 70%	£13,022 35 70%	51 70%	70
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Averago Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Averago Sales Density of New Floorspace (£ per sq m):	£12,500 £7,000	£12,765 17 70% 24 £7,148	£13,022 35 70% 51 £7,292	51 70% 73 £7,439	6 70 9 £7,
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Forse Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	-	£12,765 17 70% 24 £7,148	£13.022 35 70% 51 £7,292 63	51 70% 73 £7,439	6 70 9 £7,
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Averago Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Averago Sales Density of New Floorspace (£ per sq m):	£7,000	£12,765 17 70% 24 £7,148	£13,022 35 70% 51 £7,292	51 70% 73 £7,439	6 70 9 £7,

The (survey-derived) 'current' (or 'potentiar') turnovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. benchmark' turnovers are equivalent to the survey-derived) unrover has been constrained over the forecast period assuming average annual 'productivity' growther rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.

The forecast residual expenditure capacity (pre commitments) has been derived from Stops 1 and 2. No account is taken of commitments at this stage.

The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6 7: The 'net' residual expenditure is converted into a net/pose floorage capacity estimated based on the assumed higher average sakes performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka Spencer) and the lower awarge sakes performance of superstore periators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka Spencer) and the lower awarge sakes performance of superstore periators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka Spencer) and the lower awarge sakes performance of superstore periators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka Spencer) and the lower awarge sakes performance of superstore periators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka Spencer) and the lower awarge sakes performance of superstore periators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka Spencer) and the lower awarge sakes performance of superstore periators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka Spencer) and the lower awarge sakes performance of superstore periators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka Spencer) and the lower awarge sakes performance of superstore periators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka Spencer) and the lower awarge sakes performance of superstore periators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka Spencer) and the lower awarge sakes performance of superstore periators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka Spencer) and the lower and the lower approach to the lower and t

TABLE 10: SANDWELL MBC AREA: TOWN CENTRE: CAPE HILL - CONVENIENCE GOODS CAPACITY ASSESSMENT

	2010	0004	0000	0004	0000
	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£57.8	£59.4	£61.0	£62.6	£63.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£57.8	59.0	60.2	61.4	62.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£0.8	£1.2	£1.5
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.4	£0.8	£1.2	£1.5
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	28	60	87	108
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	,				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	,	28	60	87	
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Foors Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	,	28 70%	60 70%	87 70%	108 70%
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Gross Floorspace Railo: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	-	70% 40	70% 86	70% 124	108 70% 154
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Floors Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	,	28 70% 40 £7,148	60 70% 86 £7,292	87 70% 124 £7,439	108 70% 154 £7,559
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Gross Floorspace Railo: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	£7,000	70% 40	70% 86	70% 124	108 70%

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPAs convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived) current 'turnover levels). The growth in the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Brisfing Note 16 (December 2018) and other research evidence.

The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 8, 7: The 'net' residual expenditure is converted into a net/pross floorspace capacity estimated based on the assumed higher everage sales performance of superators (e.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Seponery and the loar everage sales performance of superators (e.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Seponery and the loar everage sales performance of superators (e.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Seponery and the loar everage sales performance of superators (e.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Seponery and the loar everage sales performance of superators (e.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Seponery and the loar everage sales performance of superators (e.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Seponery and the loar everage sales performance of superators (e.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Seponery and the loar everage sales performance of superators (e.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Seponery and the loar everage sales performance of superators (e.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Seponery and the loar everage sales performance of superators (e.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Seponery and the loar everage sales performance of superators (e.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Seponery and the loar everage sales performance of superators (e.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Seponery and the loar everage sales performance of superators (e.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Seponery and the loar everage sales performance of superators (e.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 8, Seponery and the loar everage sales performance of

TABLE 11: SANDWELL MBC AREA: TOWN CENTRE: BEARWOOD - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£30.8	£31.7	£32.5	£33.4	£34.
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£30.8	31.5	32.1	32.8	33.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.4	£0.6	£0.8
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.2	£0.4	£0.6	£0.8
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,4
(ii) Net Floorspace Capacity (sq m):	-	70%	70%	70%	709
(iii) Assumed Net / Gross Floorspace Ratio:			70% 46	70% 66	701
(iv) Gross Floorspace Capacity (sq m):		22	46	00	
(IV) Gross Prodispace Calpacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:		_			-
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,148	£7,292	£7,439	£7,5
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£7,000 -	£7,148	£7,292 58	£7,439	£7,5
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):		£7,148	£7,292	£7,439	£7,5

ses:

The (survey-derived) 'current' (or' potential') tumovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year' (i.e. 'benchmark' tumovers are equivalent to the survey-derived' current' tumover levels). The growth in the base year (survey-derived) tumover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity' makes an allowance for the forecast turnover of all commitments (Step 4).
STEP 56 8.7: The 'net' residual expenditure is converted into a netigross floorspace capacity estimated based on the assumed higher everage sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks & Spencer) and the loar everage sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks & Spencer) and the loar everage sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks & Spencer) and the loar everage sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks & Spencer) and the loar everage sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks & Spencer) and the loar everage sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks & Spencer) and the loar everage sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks & Spencer) and the loar everage sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks & Spencer) and the loar everage sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks & Spencer) and the loar everage sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks & Spencer) and the loar everage sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks & Spencer) and the loar everage sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks & Spencer) and the loar everage sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks & Spencer) and the loar everage sales performance of superators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks & Spencer) and the loar everage sales performance of superators (

TABLE 12: SANDWELL MBC AREA: DISTRICT & LOCAL CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£91.2	£93.7	£96.3	£98.7	£100
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£91.2	93.1	95.0	96.9	98.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.6	£1.2	£1.8	£2.
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£3.6	£3.7	£3.8	£3.
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£3.0	-£2.4	-£1.9	-£1.
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	£12.500	£12.765	£13.022	£13.285	£13.
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500				
(ii) Net Floorspace Capacity (sq m):	£12,500	-238	-187	-146	-41
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:		-238 70%	-187 70%	-146 70%	-1 1
(ii) Net Floorspace Capacity (sq m):		-238	-187	-146	70' -16
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:		-238 70%	-187 70%	-146 70%	-1 1
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		-238 70%	-187 70%	-146 70%	-1 1
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	-	-238 70% -340	-187 70% -268	-146 70% -208 £7,439	-1 70 -10 £7,5
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Floors Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	-238 70% -340 £7,148	-187 70% -268 £7,292	-146 70% -208 £7,439	-1 70 -1 £7,

ses:

STEP 1: The (survey-derived) current (or potential) turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. *benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6 8.7: The 'net' residual expenditure is converted into a netigors floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 8, Spencery) and the loar average sales performance of superstore dependiture is converted into a netigors floors. (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 8, Spencery) and the loar average sales performance of superstore dependiture is converted into a netigors.

TABLE 13: SANDWELL MBC AREA: OUT-OF-CENTRE LOCATIONS - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£190.1	£195.3	£200.6	£205.8	£210.0
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£190.1	194.1	198.0	202.0	205.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.2	£2.6	£3.8	£4.8
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	•	£0.6	£0.6	£0.6	£0.6
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.6	£2.0	£3.2	£4.2
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,4
(ii) Net Floorspace Capacity (sq m):		47	153	241	309
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	709
(iv) Gross Floorspace Capacity (sq m):		68	219	344	44:
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,148	£7,292	£7,439	£7,5
(ii) Net Floorspace Capacity (sq m):	·-	85	274	430	55:
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	709

The (survey-derived) current (or 'potential') tumovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (is. benchmark' tumovers are equivalent to the survey-derived current tumover levels). The growth in the base year (is. benchmark' bumover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.

The forecast residual expenditure capacity (pire commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

The tumover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The harf residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
STEPS 6.7: The harf residual expenditure is converted into a nettyrosis florapace capacity estimated based on the assumed higher average sales performance of supernitore (e. Tesco, Asida, Sainsburys, Waltrose, Morrisons and Marks 6.8 pencer) and the lower average sales performance of supernitore (e. Add. Lil, Host, Co-Cyb, Bolgens, etc.).

TABLE 14: SANDWELL MBC AREA: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M)
Assume Equilibrium at Base Year and Constant Market Shares

CENTRE TYPE		STORE FORMAT							
		Foodstore Format (sqm net)			Local Supermarket/ Deep Discounter Format (sqm net)				
		2024	2029	2034	2038	2024	2029	2034	2038
esidual Expenditure (after Commitments) (£m)		-£16.8	-£11.8	-£7.6	-£4.1	-£16.8	-£11.8	-£7.6	-£4.1
Strategic Centre	West Bromwich	-984	-936	-897	-866	-1,757	-1,672	-1,601	-1,546
Town Centre	Blackheath	24	52	75	93	43	93	134	166
	Cradley Heath	0	32	59	80	-1	57	105	142
	Great Bridge	8	55	94	125	14	99	169	223
	Oldbury	-235	-206	-182	-163	-420	-368	-325	-292
	Wednesbury	17	35	51	63	30	63	91	113
	Cape Hill	28	60	87	108	50	108	155	193
	Bearwood	15	32	46	58	27	58	83	103
District & Local Centres		-238	-187	-146	-113	-425	-335	-260	-201
Out-of-Centre		47	153	241	309	85	274	430	552
SANDWELL MBC AREA		-1,318	-909	-572	-307	-2,353	-1,622	-1,021	-547



Appendix 5D: Convenience Goods Capacity: Walsall Council



TABLE 1: REVISED FORECAST CONVENIENCE GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2019	2024	2029	2034	2038
Walsall								
	Strategic Centre	Walsall	0%	£97.9	£100.6	£103.3	£106.0	£108.2
	Town Centre	Bloxwich	0%	£41.8	£42.9	£44.1	£45.3	£46.2
		Brownhills	0%	£61.1	£62.7	£64.4	£66.1	£67.5
		Aldridge	0%	£58.4	£60.0	£61.6	£63.2	£64.5
		Willenhall	0%	£59.3	£61.0	£62.6	£64.3	£65.6
		Darlaston	0%	£41.2	£42.3	£43.5	£44.6	£45.5
	District & Local Centr	es es	0%	£34.6	£35.6	£36.5	£37.5	£38.2
	Out-of-Centre		0%	£110.6	£113.7	£116.8	£119.8	£122.
Valsall MBC A	rea			£504.9	£518.8	£532.9	£546.7	£558.

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE

CENTRE	PLANNING REF	SCHEME	Gross Net Floorspace Floorspace (sq m) (sq m)	Floorspace	Floorspace	Sales Density 2019 (£ per sqm)	Turnover (£m)			
						2019	2024	2029	2034	2038
Willenhall TownCentre-In- Centre	18/0438	Proposed demolition of existing class A1 retail (Budgens) store. Erection of new class A1 retail store (Aldi) with associated amendments to access, car parking, servicing, landscaping. Improvement works to the existing small retail	1,831	195	11,000	£2.1	£2.2	£2.2	£2.3	£2.3
TOTAL			1.831	195		£2.1	£2.2	£2.2	£2.3	£2.3

[1]

The net additional floorspace proposed is 278sqm gross (Existing: 1,553 sqm and proposed 1,831 sqm); the applied gross to net ratio of 70% and that all of this space is for convenience

TABLE 3: WALSALL MBC AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£504.9	£518.8	£532.9	£546.7	£558
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£504.9	515.6	526.0	536.6	545
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£3.2	£6.9	£10.1	£12
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£2.2	£2.2	£2.3	£2
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£1.0	£4.7	£7.8	£1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13
	(ii) Net Floorspace Capacity (sq m):		76	357	589	7
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70
	(iv) Gross Floorspace Capacity (sq m):		108	510	841	1,
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,148	£7,292	£7,439	£7
	(ii) Net Floorspace Capacity (sq m):	-	135	638	1,052	1,
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	7
	(iv) Gross Floorspace Capacity (sq m):		193	911	1.502	1,

The (survey-derived) current (or 'potential') burnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. benchmark burnovers are equivalent to the survey-derived' current' turnover levels). The growth in the base year (i.e. brown down the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. benchmark' burnovers are equivalent to the survey-derived' current' turnover levels). The growth in the base year (i.e. brown down the law of the purpose of this assessment that all commitments at this stage.

The burnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

The 'residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Sep 4).

The 'ref' residual expenditure is convented in an englicus forespace capacity makered based on the assumed higher average sales performance of supernative is convented in an englicus forespace capacity enterined based on the assumed higher average sales performance of supernative is convented in an englicus forespace capacity enterined based on the assumed higher average sales performance of supernative is convented in an englicus forespace capacity enterined based on the assumed higher average sales performance of supernative is convented in an englicus forespace capacity enterined based on the assumed higher average sales performance of supernative is convented in an englicus forespace capacity enterined based on the assumed higher average sales performance of supernative is convented in a neglicus forespace capacity enterined based on the assumed higher average sales performance of supernative is convented in the supernat STEP 1: STEP 2: STEP 3: STEP 4: STEP 5: STEPS 6 & 7:



TABLE 4: WALSALL MBC AREA STRATEGIC CENTRE: WALSALL - CONVENIENCE GOODS CAPACITY ASSESSMENT

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£97.9	£100.6	£103.3	£106.0	£108.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£97.9	100.0	102.0	104.1	105.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.6	£1.3	£2.0	£2.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.6	£1.3	£2.0	£2.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,498
	(ii) Net Floorspace Capacity (sq m):	-	48	102	147	183
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		68	146	211	261
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,148	£7,292	£7,439	£7,559
	(ii) Net Floorspace Capacity (sq m):	-	86	183	263	326
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		122	261	376	466

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's convenience retain market is in 'equilibrium' at the base year (i.e. benchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth research evidence.

The forecast residual expenditure capacity (pre commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 3: STEP 4: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'net' residual expenditure is converted into a netigrous stoorspace capacity estimated based on the assumed higher average sales performance of superators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka's Spencery and the lower everage seles performance of superantixet and discount operators (e.g. Add. Lid. Netto, Co-Op, Budgens, etc.). STEP 5: STEPS 6 & 7:

TABLE 5: WALSALL MBC AREA: TOWN CENTRE: BLOXWICH - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£41.8	£42.9	£44.1	£45.3	£46.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£41.8	42.7	43.5	44.4	45.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.6	£0.8	£1.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.3	£0.6	8.0£	£1.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,498
	(ii) Net Floorspace Capacity (sq m):		20	44	63	78
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		29	62	90	111
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,148	£7,292	£7,439	£7,559
1	(ii) Net Floorspace Capacity (sq m):	-	37	78	112	139
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		52	112	161	199

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research redistore. If the blader year that experience we have a second or the blader year that the part of th STEP 3: STEP 4: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'net' residual expenditure is converted into a netigrous Scorapace capacity estimated based on the assumed higher average sales performance of superatore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencery and the lower eveney easies performance of superatored and court operators (e.g. Add., LIX, Netto, Co-Op, Budgens, etc.). STEP 5: STEPS 6 & 7:

TABLE 6: WALSALL MBC AREA: TOWN CENTRE:BROWNHILLS - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Fauilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£61.1	£62.7	£64.4	£66.1	£67.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£61.1	62.4	63.6	64.9	65.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	•	£0.4	£0.8	£1.2	£1.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.4	£0.8	£1.2	£1.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,49
	(ii) Net Floorspace Capacity (sq m):	-	30	64	92	114
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		43	91	131	163
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,148	£7,292	£7,439	£7,55
	(ii) Net Floorspace Capacity (sq m):		53	114	164	204
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70% 235	709 291
	(iv) Gross Floorspace Capacity (sq m):		76	163		

The (survey-derived) current (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. benchmark' turnovers are equivalent to the survey-derived' current' furnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived from turnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived furnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived from the furnover levels). The growth in the purpose of the purpose of this assessment that all commitments will be opened and will have reached mature' trading conditions by 2024. STEP 3: STEP 4: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'net' residual expenditure is converted into a netigrous floorapace capacity estimated based on the assumed higher average sales performance of superatore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencery and the lower average assets performance of superantex and dated out operators (e.g. Add, LLI, Martio, Co-Cp, Budgens, etc.). STEP 5: STEPS 6 & 7:

TABLE 6: WALSALL MBC AREA: TOWN CENTRE: ALDRIDGE - CONVENIENCE GOODS CAPACITY ASSESSMENT

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£58.4	£60.0	£61.6	£63.2	£64.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£58.4	59.6	60.8	62.0	63.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£0.8	£1.2	£1.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.4	8.0£	£1.2	£1.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,498
	(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	•	29 70%	70%	70%	70%
	(iii) Assumed net / ordes Floorspace Radio. (iv) Gross Floorspace Capacity (sq m):		41	87	126	156
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,148	£7,292	£7,439	£7,559
	(ii) Net Floorspace Capacity (sq m):	-	51	109	157	195
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		73	156	224	278

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's convenience retain market is in 'equilibrium' at the base year (i.e. benchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth research evidence.

The forecast residual expenditure capacity (pre commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 3: STEP 4: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'net' residual expenditure is converted into a netigrous stoorspace capacity estimated based on the assumed higher average sales performance of superators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka's Spencery and the lower everage seles performance of superantixet and discount operators (e.g. Add. Lid. Netto, Co-Op, Budgens, etc.). STEP 5: STEPS 6 & 7:

TABLE 7: WALSALL MBC AREA: TOWN CENTRE: WILLENHALL- CONVENIENCE GOODS CAPACITY ASSESSMENT

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£59.3	£61.0	£62.6	£64.3	£65.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£59.3	60.6	61.8	63.1	64.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£0.8	£1.2	£1.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£2.2	£2.2	£2.3	£2.3
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£1.8	-£1.4	-£1.1	-£0.8
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,498
	(ii) Net Floorspace Capacity (sq m):	-	-142	-109	-82	-60
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-203	-156	-117	-86
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,148	£7,292	£7,439	£7,559
	(ii) Net Floorspace Capacity (sq m):	-	-254	-195	-146	-108
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%

Notes: STEP 1: STEP 2: (iv) Gross Floorspace Capacity (sq m): The (survey-derived) current (or potential) humovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. benchmark tumovers are equivalent to the survey-derived current furnover levels). The growth in the base year (i.e. benchmark tumovers have equivalent to the survey-derived current furnover levels). The growth in the base year (i.e. benchmark tumovers are equivalent to the survey-derived tumover has been constrained over the forecast period assuming average annual productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.

The forecast residence dependence capacity (pre-commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 3: STEP 4: The 'net' residual expenditure capacity makes an allowance for the forecast tumover of all commitments (Sep 4).

The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and discount operators (e.g. Aldi, Lidt, Netto, Co-Op, Budgens, etc.).

TABLE 8: WALSALL MBC AREA: TOWN CENTRE: DARLASTON CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Fmillibrium at Base Year and Constant Martins Channel

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£41.2	£42.3	£43.5	£44.6	£45.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£41.2	42.1	42.9	43.8	44.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.6	£0.8	£1.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.3	£0.6	£0.8	£1.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,498
	(ii) Net Floorspace Capacity (sq m):		20	43	62	77
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		29	62	89	110
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
SIEP 6:	FURECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMALT FLOURSPACE: (i) Estimated Average Sales Density of New Floorspace (E. per sq m):	£7.000	£7.148	£7.292	£7.439	£7.559
1	(i) Estimated Average Sales Density of New Proorspace (E. per sq m): (ii) Net Floorspace Capacity (sq m):	£7,000	36	£1,292	111	137
1	(II) Net Floorspace Capacity (sq m): (III) Assumed Net / Gross Floorspace Ratio:	•	70%	70%	70%	70%
			70% 51	110	158	196
	(iv) Gross Floorspace Capacity (sq m):		31	110		

The (survey-derived) current (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. benchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived by the istention of the purpose of the survey-derived provides and the survey-derived provides are survey-derived provides and the survey-derived provides are survey-derived provides assuming average annual 'productivity' growths rates informed by the istenti Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.

The forecast residual expenditure capacity (pre commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 3: STEP 4: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'net' residual expenditure is converted into a netigrous floorspace capacity estimated based on the assumed higher average sales performance of superatore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka & Spencer, and the lower average assets performance of superatore discount operators (e.g. Add. Lid. Netto, Co-Op, Budgens, etc.).



TABLE 9: WALSALL MBC AREA: DISTRICT & LOCAL CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£34.6	£35.6	£36.5	£37.5	£38.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£34.6	35.3	36.1	36.8	37.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.5	£0.7	£0.9
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.2	£0.5	£0.7	£0.9
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,765	£13,022	£13,285	£13,498
	(ii) Net Floorspace Capacity (sq m):	-	17	36	52	65
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		24	52	74	92
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7.000	£7.148	£7.292	£7.439	£7.559
1	(ii) Net Floorspace Capacity (sq m):	-	30	65	93	115
1	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
1	(iv) Gross Floorspace Capacity (sq m):		43	92	133	165

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's convenience retain market is in 'equilibrium' at the base year (i.e. benchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth research evidence.

The forecast residual expenditure capacity (pre commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 3: STEP 4: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'net' residual expenditure is converted into a netigrous Scorapace capacity estimated based on the assumed higher average sales performance of superatore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka & Spencery and the lower evenage sales performance of superantixet and discourt operators (e.g. Add. LIX, Netto, Co-Cp., Budgers, etc.). STEP 5: STEPS 6 & 7:

TABLE 10: WALSALL MBC AREA: OUT-OF-CENTRE LOCATIONS - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£110.6	£113.7	£116.8	£119.8	£122.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£110.6	113.0	115.2	117.6	119.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.7	£1.5	£2.2	£2.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.7	£1.5	£2.2	£2.8
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sg m):	£12.500	£12.765	£13.022	£13.285	£13.498
	(ii) Net Floorspace Capacity (so m):	-	54	116	167	206
	(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		70% 77	70% 165	70% 238	70% 295
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7.000	£7.148	£7.292	£7.439	£7.559
	(i) Estimated Average Sales Density or New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£7,000	97	£1,292 207	297	369
	(iii) Assumed Net/ Gross Floorspace Ratio:		70%	70%	70%	70%

The (survey-derived) current (or potential) humovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPAs convenience retail market is in "equilibrium" at the basey year (i.e. becoming the purpose of the survey-derived) unnover has been constrained over the forecast period assuming average annual productivity growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.

The forecast residual expenditure capacity (pre commitments) has been derived from Slops 1 and 2. No account is taken of commitments at this stage.

The furnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 3: STEP 4: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'net' residual expenditure is converted into a netigrous Scorapace capacity estimated based on the assumed higher average sales performance of superatore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencery and the lower eveney easies performance of superatored and court operators (e.g. Add., LIX, Netto, Co-Op, Budgens, etc.). STEP 5: STEPS 6 & 7:

TABLE 9: WALSALL MBC AREA: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M) Assume Foulibrium at Rase Year and Constant Market Shares

CENTRE TYPE	ial Expenditure (after Commitments) (£m) Strategic Centre Walsall				STORE FO	RMAT				
		Fo	Foodstore Format (sqm net)				Local Supermarket/ Deep Discour Format (sqm net)			
		2024	2029	2034	2038	2024	2029	2034	2038	
Residual Expenditure (after Commitments)	(£m)	£1.0	£4.7	£7.8	£10.4	£1.0	£4.7	£7.8	£10.4	
Strategic Centre	Walsall	48	102	147	183	86	183	263	326	
Town Centre	Bloxwich Brownhills Aldridge Willenhall Darlaston	20 30 29 -142 20	44 64 61 -109 43	63 92 88 -82 62	78 114 109 -60 77	37 53 51 -254 36	78 114 109 -195 77	112 164 157 -146 111	139 204 195 -108 137	
District & Local Centres		17	36	52	65	30	65	93	115	
Out-of-Centre		54	116	167	206	97	207	297	369	
WALSALL MBC AREA		76	357	589	771	135	638	1,052	1,377	



Appendix 6: Population and Expenditure: Comparison Goods

2018	TABLE 1: EXPERIAN BUSINESS STRATEGIES - BAS	SE YEAR (201	9) POPULAT	ION & PRO	JECTIONS (to 2038)		H 2019 to	
20ne 74,963 78,416 81,293 83,937 86,163 84,66 60% 14,9% 20ne 2 134,440 139,039 143,617 147,866 143,440 139,039 143,617 147,866 143,440 139,039 143,617 147,866 143,440 139,039 143,617 147,866 144,645 147,646 1	ZONE:	2019	2024	2029	2034	2038	2019-	2029-	2019-
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Zane 16 31,896 33,028 34,308 35,535 36,479 8.2% 6.3% 15,1% Zane 17 32,812 34,091 35,182 36,152 36,152 36,162 37,284 39, 12,5% Zane 18 57,596 58,714 59,859 60,953 61,690 3.9% 3.1% 7.1% Zane 19 34,575 35,256 36,021 36,676 37,536 4.2% 4.5% 8.8% Zane 20 70,130 71,266 72,269 73,160 37,636 4.2% 4.5% 8.8% Zane 21 36,325 37,129 37,843 38,737 39,473 4.2% 4.3% 8.7% Zane 22 35,743 36,242 36,686 36,942 37,139 2.6% 12% 3.9% 2.2% 35,743 36,242 36,686 36,942 37,139 2.6% 12% 3.9% 2.2% 3.9									
Zone 17 32,812 34,091 35,182 36,152 36,008 7,2% 4,9% 12,5% Zone 18 57,596 58,714 59,859 60,953 61,690 3,9% 3,1% 7,1% Zone 19 34,575 35,256 36,021 36,876 37,635 4,2% 4,5% 8,8% Zone 20 70,130 71,266 72,269 73,160 73,862 3,1% 2,2% 5,3% Zone 21 36,325 37,129 37,843 38,73 39,473 4,2% 4,3% 8,7% Zone 22 35,743 36,242 36,686 36,942 37,139 2,6% 1,2% 3,9% Zone 23 466,972 48,930 50,753 52,615 54,157 64,167 6,0% 6,7% 15,3% Zone 24 44,696 45,547 46,395 47,412 48,226 3,8% 3,9% 7,9% Zone 25 29,312 29,672 29,967 30,115 30,217 2,2% 0,8% 3,1% Zone 26 8,391 8,473 8,552 8,553 8,592 1,7% 0,7% 2,4% Zone 27 52,215 52,815 53,389 53,838 54,139 2,2% 1,4% 3,7% Zone 28 31,629 32,243 32,243 32,643 33,602 3,6% 2,6% 6,2% Zone 30 28,204 29,366 30,576 31,850 32,926 8,4% 7,7% 16,7% Zone 31 42,212 43,878 45,920 46,950 48,326 7,5% 6,5% 14,5% Zone 33 46,222 55,248 52,269 54,197 56,054 57,608 7,9% 6,3% 14,6% Zone 34 46,387 47,308 48,117 48,843 49,423 3,7% 2,7% Zone 34 46,387 47,308 48,117 48,843 49,423 3,7% 2,7% 6,5% Zone 34 46,387 47,308 48,117 48,843 49,423 3,7% 2,7% 6,5% Zone 34 46,387 47,308 48,117 48,843 49,423 3,7% 2,7% 6,5% Zone 36 18,016 18,448 18,788 19,095 19,343 4,3% 3,0% 2,3% 5,4% Zone 37 22,160 22,840 23,440 23,944 24,341 55,6% 3,7% 6,5% 2,6% 2,0% 2,0% 3,0% 2,6% 6,5% 2,0% 3,0% 2,6% 6,5% 2,0% 3,0% 2,6% 6,5% 2,0% 3,0% 2,6% 6,5% 2,0% 3,0% 2,6% 6,5% 2,0% 3,0% 2,6% 6,5% 2,0% 3,0% 2,6% 6,5% 2,0% 3,0% 2,6% 6,5% 2,0% 3,0% 2,6% 6,5% 2,0% 3,0% 2,6% 6,5% 2,0% 3,0% 2,6% 6,5% 2,0% 3,0% 2,6% 6,5% 2,0% 3,0% 2,6% 6,5% 2,0% 3,0% 2,6% 6,5% 2,0% 3,0% 2,6% 6,									
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Zone 23 46,972 48,930 50,753 52,615 54,157 8.0% 6,7% 15,3% Zone 24 44,696 45,547 46,395 47,412 48,226 3.8% 3,9% 7,9% Zone 25 29,312 29,672 29,967 30,115 30,217 2.2% 0.8% 3,1% Zone 26 8,391 8,473 8,532 8,583 8,592 1,7% 0,7% 2,4% Zone 27 52,215 52,815 53,389 53,388 54,139 2,2% 1,4% 3,7% Zone 28 31,629 32,243 32,764 33,223 33,602 3,6% 2,6% 6,2% Zone 29 15,615 15,879 16,103 16,250 16,329 3,1% 1,4% 4,6% 2,0 Zone 30 28,204 29,366 30,576 3,185 32,226 8,4% 7,7% 6,5% 14,5% Zone 31 42,212 43,878 45,362 46,950 48,326 <td< th=""><td>Zone 21</td><td>36,325</td><td>37,129</td><td>37,843</td><td>38,737</td><td>39,473</td><td>4.2%</td><td>4.3%</td><td>8.7%</td></td<>	Zone 21	36,325	37,129	37,843	38,737	39,473	4.2%	4.3%	8.7%
Zone 24 44,696 45,547 46,395 47,412 48,226 3.8% 3.9% 7.9% Zone 26 8,391 8,473 8,532 8,553 8,592 1.7% 0.7% 2.4% Zone 27 52,215 52,815 53,389 53,838 54,139 2.2% 1.4% 3.7% Zone 28 31,629 32,243 32,764 33,223 33,602 3.6% 2.6% 6.2% Zone 29 15,615 15,879 16,103 16,250 16,329 3.1% 1.4% 4.0% Zone 30 28,204 29,366 30,576 31,850 32,926 8.4% 7.7% 16,7% Zone 31 42,212 43,878 45,362 46,950 48,326 7.5% 6.5% 14,5% Zone 33 81,936 83,274 84,419 85,519 86,363 3.0% 2.3% 5,4% Zone 34 46,387 47,308 48,117 48,843 49,423 3.7% 2.7% <	Zone 22								
Zone 25 29.312 29.672 29.967 30.115 30.217 2.2% 0.8% 3.1% Zone 26 8,391 6,473 6,532 6,583 8,592 1.7% 0.7% 2.4% Zone 27 52,215 52,815 53,389 53,838 54,139 2.2% 1.4% 3.7% Zone 28 31,629 32,243 32,764 33,223 33,602 3.6% 2.6% 6.2% Zone 30 28,204 29,366 30,576 31,850 32,926 8.4% 7.7% 16,7% Zone 31 42,212 43,878 45,362 46,950 48,326 7.5% 6.5% 14,5% Zone 33 81,936 83,274 84,419 85,519 86,363 3.0% 2.3% 5.4% Zone 34 46,387 47,308 48,117 48,843 49,423 3.7% 2.7% 6.5% Zone 35 53,902 55,323 56,606 57,742 56,881 5.0% 3.7% <									
Zone 26 8,391 8,473 8,532 8,583 8,592 1,7% 0,7% 2,4% Zone 27 52,215 52,815 53,389 53,838 54,139 2,2% 1,4% 3,7% Zone 28 31,629 32,243 32,743 33,262 33,602 2,6% 6,2% Zone 29 15,615 15,879 16,103 16,250 16,329 3,1% 1,4% 4,8% Zone 30 28,204 29,366 30,576 31,850 32,926 8,4% 7,7% 16,7% Zone 31 42,212 43,878 45,362 46,950 48,326 7,5% 6,5% 14,5% Zone 32 50,248 52,289 54,197 56,054 57,608 7,9% 6,3% 14,6% Zone 33 81,936 81,936 82,141 8,841 9,551 86,363 3,0% 2,3% 5,4% Zone 34 46,387 47,308 48,117 48,843 49,423 3,7% 2,7%	Zone 24	44,696	45,547	46,395	47,412	48,226	3.8%	3.9%	7.9%
Zone 27 52,215 52,815 53,389 53,838 54,139 2.2% 1.4% 3.7% Zone 28 31,629 32,243 32,764 33,223 33,602 3.6% 2.6% 6.2% Zone 29 15,615 15,879 16,103 16,329 3.1% 1.4% 4.6% Zone 30 28,204 29,366 30,576 31,850 32,926 8.4% 7.7% 16,7% Zone 31 42,212 43,878 45,362 46,950 48,326 7.5% 6.5% 14,6% Zone 33 81,936 83,274 84,419 85,519 86,363 3.0% 2.3% 5.4% Zone 34 46,387 47,308 48,117 48,843 49,423 3.7% 2.7% 6.5% Zone 35 53,902 55,323 56,665 57,742 58,681 5.0% 3.7% 2.7% 6.5% Zone 36 18,016 18,448 18,788 19,095 19,343 4.3% 3.0%	Zone 25	29,312	29,672	29,967	30,115	30,217	2.2%	0.8%	3.1%
Zone 28 31,629 32,243 32,764 33,223 33,602 3.6% 2.6% 6.2% Zone 29 15,615 15,879 16,103 16,250 16,329 3.1% 1.4% 4.6% Zone 30 28,204 29,366 30,576 31,850 32,926 8.4% 7.7% 16,7% Zone 31 42,212 43,878 45,362 46,950 48,326 7.5% 6.5% 14,5% Zone 32 50,248 52,289 54,197 56,054 57,608 7.9% 6.3% 14,6% Zone 33 81,936 83,274 84,419 85,519 86,363 3.0% 2.3% 5,4% Zone 34 46,387 47,308 48,117 48,843 49,423 3.7% 2.7% 6.5% Zone 36 18,016 18,448 18,788 19,995 19,343 4,3% 3.0% 3.7% 8.9% Zone 37 22,160 22,840 23,440 23,984 24,381 5.8%	Zone 26	8,391	8,473	8,532	8,583	8,592	1.7%	0.7%	2.4%
Zone 29 15,615 15,879 16,103 16,250 16,329 3.1% 1.4% 4.6% Zone 30 28,204 29,366 30,576 31,850 32,926 8.4% 7.7% 16,7% Zone 31 42,212 43,878 45,362 46,950 48,326 7.5% 6.5% 14,5% Zone 32 50,248 52,289 54,197 56,054 57,608 7.9% 6.3% 14,6% Zone 33 81,936 83,274 84,419 85,519 86,363 3.0% 2.3% 5.4% Zone 34 46,387 47,308 48,117 48,843 49,423 3.7% 2.7% 6,5% Zone 35 53,902 55,323 56,606 57,742 58,681 5.0% 3.7% 8.9% Zone 36 18,016 18,448 18,788 19,095 19,343 4.3% 3.0% 7.4% Zone 37 22,160 22,840 23,440 23,944 24,381 5.8% 4.0%	Zone 27	52,215	52,815	53,389	53,838	54,139	2.2%	1.4%	3.7%
Zone 30 28,204 29,366 30,576 31,850 32,926 8.4% 7.7% 16.7% Zone 31 42,212 43,878 45,362 46,950 48,326 7.5% 6.5% 14.5% Zone 32 50,248 52,289 54,197 56,054 57,608 7.9% 6.3% 14.6% Zone 33 81,936 63,274 84,419 85,519 86,363 3.0% 2.3% 5.4% Zone 34 46,387 47,308 48,117 48,843 49,423 3.7% 2.7% 6.5% Zone 36 18,016 18,448 18,788 19,995 19,343 4.3% 3.0% 2.9% 6.3% Zone 37 22,160 22,840 23,440 23,984 24,381 5.8% 4.0% 10.0% Zone 39 30,899 31,567 32,114 32,586 33,020 3.9% 2.8% 6.9% Zone 40 16,849 17,7569 18,161 18,795 19,441 19,940	Zone 28	31,629	32,243	32,764	33,223	33,602	3.6%	2.6%	6.2%
Zone 31 42,212 43,878 45,362 46,950 48,326 7.5% 6.5% 14.5% Zone 32 50,248 52,289 54,197 56,054 57,608 7.9% 6.3% 14.6% Zone 33 81,936 83,274 48,419 85,519 86,363 3.0% 2.3% 5.4% Zone 34 46,387 47,308 48,117 48,843 49,423 3.7% 2.7% 6.5% Zone 35 53,902 55,323 56,606 57,742 58,681 5.0% 3.7% 8.9% Zone 36 18,016 18,448 18,788 19,095 19,343 4.3% 3.0% 7.4% Zone 37 22,160 22,840 23,440 23,984 24,381 5.8% 4.0% 10.0% Zone 38 18,953 19,259 19,568 19,901 20,140 3.2% 2.9% 6.3% Zone 40 16,849 17,212 17,600 17,913 18,155 4.5% 3.2%	Zone 29	15,615	15,879	16,103	16,250		3.1%	1.4%	4.6%
Zone 32 50,248 52,289 54,197 56,054 57,608 7.9% 6.3% 14.6% Zone 33 81,936 83,274 84,419 85,519 86,363 3.0% 2.3% 5.4% Zone 34 46,387 47,308 48,117 48,843 49,423 3.7% 2.7% 6.5% Zone 35 53,902 55,323 56,606 57,742 58,681 5.0% 3.7% 8.9% Zone 36 18,016 18,448 18,788 19,095 19,343 4.3% 3.0% 7.4% Zone 37 22,160 22,840 23,440 23,984 24,381 5.8% 4.0% 10.0% Zone 39 30,899 31,567 32,114 32,586 33,020 3.9% 2.8% 6.9% Zone 40 16,849 17,212 17,600 17,913 18,155 4.5% 3.2% 7.8% Zone 41 27,573 27,990 28,388 28,762 29,043 3.0% 2.3%	Zone 30	28,204	29,366	30,576	31,850	32,926	8.4%	7.7%	16.7%
Zone 33 81,936 83,274 84,419 85,519 86,363 3.0% 2.3% 5.4% Zone 34 46,387 47,308 48,117 48,843 49,423 3.7% 2.7% 6.5% Zone 36 18,016 18,448 18,788 19,095 19,343 4.3% 3.0% 7.4% Zone 37 22,160 22,840 23,440 23,984 24,381 5.8% 4.0% 10.0% Zone 38 18,953 19,259 19,568 19,901 20,140 3.2% 2.9% 6.3% Zone 39 30,899 31,567 32,114 32,586 33,020 3.9% 2.8% 6.9% Zone 40 16,849 17,212 17,600 17,913 18,155 4.5% 3.2% 7.8% Zone 41 27,573 27,990 28,388 28,762 29,043 3.0% 2.3% 5.3% Zone 42 17,569 18,161 18,795 19,441 19,940 7.0% 6.1%	Zone 31	42,212	43,878	45,362	46,950	48,326	7.5%	6.5%	14.5%
Zone 34 46,387 47,308 48,117 48,843 49,423 3.7% 2.7% 6.5% Zone 35 53,902 55,323 56,606 57,742 58,681 5.0% 3.7% 8.9% Zone 36 18,016 18,448 18,788 19,095 19,343 4.3% 3.0% 7.4% Zone 37 22,160 22,840 23,940 23,984 24,381 5.8% 4.0% 10.0% Zone 38 18,953 19,259 19,568 19,901 20,140 3.2% 2.9% 6.3% Zone 39 30,899 31,567 32,114 32,586 33,020 3.9% 2.8% 6.9% Zone 40 16,849 17,212 17,600 17,913 18,155 4.5% 3.2% 7.8% Zone 41 27,573 27,990 28,388 28,762 29,043 3.0% 2.3% 5.3% Zone 42 17,569 18,161 18,795 19,441 19,940 7.0% 6.1%	Zone 32	50,248	52,289	54,197	56,054	57,608	7.9%	6.3%	14.6%
Zone 35 53,902 55,323 56,606 57,742 58,681 5.0% 3.7% 8.9% Zone 36 18,016 18,448 18,788 19,095 19,343 4.3% 3.0% 7.4% Zone 37 22,160 22,840 23,440 23,984 24,381 5.8% 4.0% 10.0% Zone 38 18,953 19,259 19,568 19,901 20,140 3.2% 2.9% 6.3% Zone 39 30,899 31,567 32,114 32,586 33,020 3.9% 2.8% 6.9% Zone 40 16,849 17,212 17,600 17,913 18,155 4.5% 3.2% 7.8% Zone 41 27,573 27,990 28,388 28,762 29,043 3.0% 2.3% 5.3% Zone 42 17,569 18,161 18,795 19,441 19,940 7.0% 6.1% 13,5% Zone 43 62,665 64,560 66,472 68,338 69,968 6.1% 53,5%	Zone 33	81,936	83,274	84,419	85,519	86,363	3.0%	2.3%	5.4%
Zone 36 18,016 18,448 18,788 19,095 19,343 4.3% 3.0% 7.4% Zone 37 22,160 22,840 23,440 23,984 24,381 5.8% 4.0% 10.0% Zone 38 18,953 19,259 19,568 19,901 20,140 3.2% 2.9% 6.3% Zone 39 30,899 31,567 32,114 32,586 33,020 3.9% 2.8% 6.9% Zone 40 16,849 17,212 17,600 17,913 18,155 4.5% 3.2% 7.8% Zone 41 27,573 27,990 28,388 28,762 29,043 3.0% 2.3% 5.3% Zone 42 17,569 18,161 18,795 19,441 19,940 7.0% 6.1% 13.5% Zone 43 62,665 64,560 66,472 68,338 69,968 6.1% 5.3% 11.7% Zone 44 36,714 37,436 38,160 38,845 39,331 3.9% 3.1%	Zone 34	46,387	47,308	48,117	48,843	49,423	3.7%	2.7%	6.5%
Zone 37 22,160 22,840 23,440 23,984 24,381 5.8% 4.0% 10.0% Zone 38 18,953 19,259 19,568 19,901 20,140 3.2% 2.9% 6.3% Zone 40 16,849 17,212 17,600 17,913 18,155 4.5% 3.2% 7.8% Zone 41 27,573 27,990 28,388 28,762 29,043 3.0% 2.3% 5.3% Zone 42 17,569 18,161 18,795 19,441 19,940 7.0% 6.1% 5.3% Zone 43 62,665 64,560 66,472 68,338 69,968 6.1% 5.3% 11,7% Zone 43 62,665 64,560 66,472 68,338 69,968 6.1% 5.3% 11,7% Zone 44 36,714 37,436 38,160 38,845 39,331 3.9% 3.1% 7.1% Zone 45 22,636 23,429 24,145 24,843 25,423 6.7% 5.5%	Zone 35	53,902	55,323	56,606	57,742	58,681	5.0%	3.7%	8.9%
Zone 38 18,953 19,259 19,568 19,901 20,140 3.2% 2.9% 6.3% Zone 39 30,899 31,567 32,114 32,586 33,020 3.9% 2.8% 6.9% Zone 40 16,849 17,212 17,600 17,913 18,155 4.5% 3.2% 7.8% Zone 41 27,573 27,990 28,388 28,762 29,043 3.0% 2.3% 5.3% Zone 42 17,569 18,161 18,795 19,441 19,940 7.0% 6.1% 13,5% Zone 43 62,665 64,560 66,475 19,441 19,940 7.0% 6.1% 13,5% Zone 44 36,714 37,436 38,160 38,845 39,331 3,9% 3,1% 7,1% Zone 45 26,653 27,402 28,122 28,688 29,215 5.5% 3,9% 9,6% Zone 47 50,231 51,431 52,632 53,757 54,727 4,8% 4,0%	Zone 36	18,016	18,448	18,788	19,095	19,343	4.3%	3.0%	7.4%
Zone 39 30,899 31,567 32,114 32,586 33,020 3.9% 2.8% 6.9% Zone 40 16,849 17,212 17,600 17,913 18,155 4.5% 3.2% 7.8% Zone 41 27,573 27,990 28,388 28,762 29,043 3.0% 2.3% 5.3% Zone 42 17,569 18,161 18,795 19,441 19,940 7.0% 6.1% 13,5% Zone 43 62,665 64,560 66,472 68,338 69,968 6.1% 5.3% 11,7% Zone 44 36,714 37,436 38,160 38,845 39,331 3.9% 3,1% 7,1% Zone 45 26,653 27,402 28,122 28,688 29,215 5.5% 3.9% 9,6% Zone 46 22,636 23,429 24,145 24,843 25,423 6.7% 5,3% 12,3% Zone 47 50,231 51,431 52,632 53,757 54,727 4.8% 4.0%	Zone 37	22,160	22,840	23,440	23,984	24,381	5.8%	4.0%	10.0%
Zone 40 16,849 17,212 17,600 17,913 18,155 4.5% 3.2% 7.8% Zone 41 27,573 27,990 28,388 28,762 29,043 3.0% 2.3% 5.3% Zone 42 17,569 18,161 18,795 19,441 19,940 7.0% 6.1% 13.5% Zone 43 62,665 64,560 66,472 68,338 69,968 6.1% 5.3% 11.7% Zone 44 36,714 37,436 38,160 38,845 39,331 3.9% 3.1% 7.1% Zone 45 26,653 27,402 28,122 28,688 29,215 5.5% 3.9% 9.6% Zone 46 22,636 23,429 24,145 24,843 25,423 6.7% 5.3% 12.3% Zone 47 50,231 51,431 52,632 53,757 54,727 4.8% 4.0% 9.0% Zone 48 10,910 11,153 11,352 11,496 11,580 4.1% 2.0%	Zone 38	18,953	19,259	19,568	19,901	20,140	3.2%	2.9%	6.3%
Zone 41 27,573 27,990 28,388 28,762 29,043 3.0% 2.3% 5.3% Zone 42 17,569 18,161 18,795 19,441 19,940 7.0% 6.1% 13.5% Zone 43 62,665 64,560 66,472 68,338 69,968 6.1% 5.3% 11.7% Zone 44 36,714 37,436 38,160 38,845 39,331 3.9% 3.1% 7.1% Zone 45 26,653 27,402 28,122 28,688 29,215 5.5% 3.9% 9.6% Zone 46 22,636 23,429 24,145 24,843 25,423 6.7% 5.3% 12.3% Zone 47 50,231 51,431 52,632 53,757 54,727 4.8% 4.0% 9.0% Zone 48 10,910 11,153 11,352 11,496 11,580 4.1% 2.0% 6.1% Zone 50 64,204 65,679 67,215 68,605 69,619 4.7% 3.6%	Zone 39	30,899	31,567	32,114	32,586	33,020	3.9%	2.8%	6.9%
Zone 42 17,569 18,161 18,795 19,441 19,940 7.0% 6.1% 13.5% Zone 43 62,665 64,560 66,472 68,338 69,968 6.1% 5.3% 11.7% Zone 44 36,714 37,436 38,160 38,845 39,331 3.9% 3.1% 7.1% Zone 45 26,653 27,402 28,122 28,688 29,215 5.5% 3.9% 9.6% Zone 46 22,636 23,429 24,145 24,843 25,423 6.7% 5.3% 12.3% Zone 47 50,231 51,431 52,632 53,757 54,727 4.8% 4.0% 9.0% Zone 48 10,910 11,153 11,352 11,496 11,580 4.1% 2.0% 6.1% Zone 49 18,044 18,684 19,313 19,968 20,477 7.0% 6.0% 13.5% Zone 50 64,204 65,679 67,215 68,605 69,619 4.7% 3.6%	Zone 40	16,849	17,212	17,600	17,913	18,155	4.5%	3.2%	7.8%
Zone 42 17,569 18,161 18,795 19,441 19,940 7.0% 6.1% 13.5% Zone 43 62,665 64,560 66,472 68,338 69,968 6.1% 5.3% 11.7% Zone 44 36,714 37,436 38,160 38,845 39,331 3.9% 3.1% 7.1% Zone 45 26,653 27,402 28,122 28,688 29,215 5.5% 3.9% 9.6% Zone 46 22,636 23,429 24,145 24,843 25,423 6.7% 5.3% 12.3% Zone 47 50,231 51,431 52,632 53,757 54,727 4.8% 4.0% 9.0% Zone 48 10,910 11,153 11,352 11,496 11,580 4.1% 2.0% 6.1% Zone 49 18,044 18,684 19,313 19,968 20,477 7.0% 6.0% 13.5% Zone 50 64,204 65,679 67,215 68,605 69,619 4.7% 3.6%	Zone 41	27,573	27,990	28,388	28,762	29,043	3.0%	2.3%	5.3%
Zone 44 36,714 37,436 38,160 38,845 39,331 3.9% 3.1% 7.1% Zone 45 26,653 27,402 28,122 28,688 29,215 5.5% 3.9% 9.6% Zone 46 22,636 23,429 24,145 24,843 25,423 6.7% 5.3% 12.3% Zone 47 50,231 51,431 52,632 53,757 54,727 4.8% 4.0% 9.0% Zone 48 10,910 11,153 11,352 11,496 11,580 4.1% 2.0% 6.1% Zone 50 64,204 65,679 67,215 68,605 69,619 4.7% 3.6% 8.4% Zone 51 35,524 36,490 37,192 37,885 38,521 4.7% 3.6% 8.4% Zone 52 16,357 16,555 16,777 16,973 17,103 2.6% 1.9% 4.6% Zone 54 30,805 31,375 31,919 32,340 32,652 3.6% 2.3%	Zone 42	17,569	18,161		19,441	19,940	7.0%	6.1%	13.5%
Zone 45 26,653 27,402 28,122 28,688 29,215 5.5% 3.9% 9.6% Zone 46 22,636 23,429 24,145 24,843 25,423 6.7% 5.3% 12.3% Zone 47 50,231 51,431 52,632 53,757 54,727 4.8% 4.0% 9.0% Zone 48 10,910 11,153 11,352 11,496 11,580 4.1% 2.0% 6.1% Zone 49 18,044 18,684 19,313 19,968 20,477 7.0% 6.0% 13,5% Zone 50 64,204 65,679 67,215 68,605 69,619 4.7% 3.6% 8.4% Zone 51 35,524 36,490 37,192 37,885 38,521 4.7% 3.6% 8.4% Zone 52 16,357 16,555 16,777 16,973 17,103 2.6% 1.9% 4.6% Zone 54 30,805 31,375 31,919 32,340 32,662 3.6% 2.3%	Zone 43	62,665	64,560	66,472	68,338	69,968	6.1%	5.3%	
Zone 46 22,636 23,429 24,145 24,843 25,423 6.7% 5.3% 12.3% Zone 47 50,231 51,431 52,632 53,757 54,727 4.8% 4.0% 9.0% Zone 48 10,910 11,153 11,352 11,496 11,580 4.1% 2.0% 6.1% Zone 49 18,044 18,684 19,313 19,968 20,477 7.0% 6.0% 13,5% Zone 50 64,204 65,679 67,215 68,605 69,619 4.7% 3.6% 8.4% Zone 51 35,524 36,490 37,192 37,885 38,521 4.7% 3.6% 8.4% Zone 52 16,357 16,555 16,777 16,973 17,103 2.6% 1.9% 4.6% Zone 53 18,219 18,656 19,060 19,401 19,717 4.6% 3.4% 8.2% Zone 54 30,805 31,375 31,919 32,340 32,652 3.6% 2.3%	Zone 44	36,714	37,436	38,160	38,845	39,331	3.9%	3.1%	7.1%
Zone 46 22,636 23,429 24,145 24,843 25,423 6.7% 5.3% 12.3% Zone 47 50,231 51,431 52,632 53,757 54,727 4.8% 4.0% 9.0% Zone 48 10,910 11,153 11,352 11,496 11,580 4.1% 2.0% 6.1% Zone 49 18,044 18,684 19,313 19,968 20,477 7.0% 6.0% 13,5% Zone 50 64,204 65,679 67,215 68,605 69,619 4.7% 3.6% 8.4% Zone 51 35,524 36,490 37,192 37,885 38,521 4.7% 3.6% 8.4% Zone 52 16,357 16,555 16,777 16,973 17,103 2.6% 1.9% 4.6% Zone 53 18,219 18,656 19,060 19,401 19,717 4.6% 3.4% 8.2% Zone 54 30,805 31,375 31,919 32,340 32,652 3.6% 2.3%	Zone 45	26,653	27,402	28,122	28,688	29,215	5.5%	3.9%	9.6%
Zone 48 10,910 11,153 11,352 11,496 11,580 4.1% 2.0% 6.1% Zone 49 18,044 18,684 19,313 19,968 20,477 7.0% 6.0% 13.5% Zone 50 64,204 65,679 67,215 68,605 69,619 4.7% 3.6% 8.4% Zone 51 35,524 36,490 37,192 37,885 38,521 4.7% 3.6% 8.4% Zone 52 16,357 16,555 16,777 16,973 17,103 2.6% 1.9% 4.6% Zone 53 18,219 18,656 19,060 19,401 19,717 4.6% 3.4% 8.2% Zone 54 30,805 31,375 31,919 32,340 32,652 3.6% 2.3% 6.0% Zone 55 27,997 28,635 29,063 29,334 29,530 3.8% 1.6% 5.5%	Zone 46	22,636	23,429	24,145	24,843	25,423	6.7%	5.3%	12.3%
Zone 48 10,910 11,153 11,352 11,496 11,580 4.1% 2.0% 6.1% Zone 49 18,044 18,684 19,313 19,968 20,477 7.0% 6.0% 13.5% Zone 50 64,204 65,679 67,215 68,605 69,619 4.7% 3.6% 8.4% Zone 51 35,524 36,490 37,192 37,885 38,521 4.7% 3.6% 8.4% Zone 52 16,357 16,555 16,777 16,973 17,103 2.6% 1.9% 4.6% Zone 53 18,219 18,656 19,060 19,401 19,717 4.6% 3.4% 8.2% Zone 54 30,805 31,375 31,919 32,340 32,652 3.6% 2.3% 6.0% Zone 55 27,997 28,635 29,063 29,334 29,530 3.8% 1.6% 5.5%	Zone 47	50,231	51,431	52,632	53,757	54,727	4.8%	4.0%	9.0%
Zone 49 18,044 18,684 19,313 19,968 20,477 7.0% 6.0% 13.5% Zone 50 64,204 65,679 67,215 68,605 69,619 4.7% 3.6% 8.4% Zone 51 35,524 36,490 37,192 37,885 36,521 4.7% 3.6% 8.4% Zone 52 16,357 16,555 16,777 16,973 17,103 2.6% 1.9% 4.6% Zone 53 18,219 18,656 19,060 19,401 19,717 4.6% 3.4% 8.2% Zone 54 30,805 31,375 31,919 32,340 32,652 3.6% 2.3% 6.0% Zone 55 27,997 28,635 29,063 29,334 29,530 3.8% 1.6% 5.5%	Zone 48	10,910	11,153	11,352	11,496	11,580	4.1%	2.0%	6.1%
Zone 50 64,204 65,679 67,215 68,605 69,619 4.7% 3.6% 8.4% Zone 51 35,524 36,490 37,192 37,885 38,521 4.7% 3.6% 8.4% Zone 52 16,357 16,555 16,777 16,973 17,103 2.6% 1.9% 4.6% Zone 53 18,219 18,656 19,060 19,401 19,717 4.6% 3.4% 8.2% Zone 54 30,805 31,375 31,919 32,340 32,652 3.6% 2.3% 6.0% Zone 55 27,997 28,635 29,063 29,334 29,530 3.8% 1.6% 5.5%	Zone 49	18,044	18,684	19,313	19,968		7.0%	6.0%	13.5%
Zone 51 35,524 36,490 37,192 37,885 38,521 4.7% 3.6% 8.4% Zone 52 16,357 16,555 16,777 16,973 17,103 2.6% 1.9% 4.6% Zone 53 18,219 18,656 19,060 19,401 19,717 4.6% 3.4% 8.2% Zone 54 30,805 31,375 31,919 32,340 32,652 3.6% 2.3% 6.0% Zone 55 27,997 28,635 29,063 29,334 29,530 3.8% 1.6% 5.5%	Zone 50	64,204	65,679	67,215	68,605	69,619	4.7%	3.6%	8.4%
Zone 52 16,357 16,555 16,777 16,973 17,103 2.6% 1.9% 4.6% Zone 53 18,219 18,656 19,060 19,401 19,717 4.6% 3.4% 8.2% Zone 54 30,805 31,375 31,919 32,340 32,652 3.6% 2.3% 6.0% Zone 55 27,997 28,635 29,063 29,334 29,530 3.8% 1.6% 5.5%	Zone 51						4.7%	3.6%	8.4%
Zone 53 18,219 18,656 19,060 19,401 19,717 4.6% 3.4% 8.2% Zone 54 30,805 31,375 31,919 32,340 32,652 3.6% 2.3% 6.0% Zone 55 27,997 28,635 29,063 29,334 29,530 3.8% 1.6% 5.5%									
Zone 54 30,805 31,375 31,919 32,340 32,652 3.6% 2.3% 6.0% Zone 55 27,997 28,635 29,063 29,334 29,530 3.8% 1.6% 5.5%									
Zone 55 27,997 28,635 29,063 29,334 29,530 3.8% 1.6% 5.5%									
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Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2019) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) MMG3 Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc. The 2038 population figure is based on growth trends between 2019 and 2037.

TABLE 2: REVISED COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

TABLE 2: REVISED COMPARISON (
	2019	2019	2024 LUDING SPE	2029	2034	2038
EXPERIAN - SPECIAL FORMS OF TR	(incl SFT)	17.9%	20.4%	21.4%	21.6%	21.8%
REVISED SPECIAL FORMS OF TRAIL	NADING (%):	17.9%	20.4%	23.2%	23.4%	23.6%
Zone 1	£3,089	£2,490	£2,817	£3,255	£3,799	£4,297
Zone 2	£2,810	£2,490	£2,563	£2,961	£3,456	£3,909
Zone 3	£3,418	£2,755	£3,117	£3,601	£4,204	£4,755
Zone 4	£3,115	£2,733 £2,511	£2,840	£3,281	£3,830	£4,733
Zone 5	£3,113 £2,746	£2,311	£2,5040	£2,894	£3,378	£4,332 £3,820
Zone 6	£3,663	£2,214 £2,953	£3,340	£3,860	£4,505	£5,020
Zone 7	£3,647	£2,933 £2,940	£3,340	£3,842	£4,305 £4,485	£5,090
	£4,035	£3,252	£3,679	£4,251		£5,612
Zone 8 Zone 9	£3,875	£3,252 £3,124	£3,579	£4,251 £4,083	£4,962 £4,766	£5,812 £5,391
Zone 10	£3,441	£3,124 £2,773	£3,137	£3,625	£4,700	£4,786
Zone 10 Zone 11	£2,862	£2,773 £2,307	£2,610	£3,025	£3,520	£3,981
Zone 12	£2,882	£2,307 £2,323	£2,610	£3,016	£3,520	£4,009
		£2,323 £2,032		£2,656	£3,100	
Zone 13	£2,521		£2,299			£3,507
Zone 14 Zone 15	£2,846 £2,831	£2,294 £2,282	£2,595	£2,998 £2,983	£3,500 £3,482	£3,959 £3,938
	£2,831 £2,473		£2,581	£2,983 £2,606	£3,482 £3,041	£3,938 £3,440
Zone 16 Zone 17	£2,473 £2,710	£1,993 £2,185	£2,255 £2,471	£2,856	£3,041 £3,333	£3,440 £3,770
Zone 18 Zone 19	£4,629 £2,963	£3,731 £2,389	£4,221 £2,702	£4,877 £3,122	£5,693 £3,644	£6,439 £4,122
Zone 20	£3,633	£2,928	£3,312	£3,827	£4,467	£5,053
Zone 21	£2,654	£2,140	£2,421	£2,797 £3,751	£3,265	£3,692
Zone 22	£3,560	£2,870	£3,246		£4,378	£4,952
Zone 23 Zone 24	£2,657 £3,051	£2,142	£2,423 £2,783	£2,800 £3,215	£3,268 £3,753	£3,696 £4,245
		£2,460				
Zone 25	£4,120	£3,321	£3,756	£4,340	£5,066	£5,730
Zone 26	£4,787	£3,859	£4,365	£5,043	£5,887	£6,658
Zone 27	£3,682	£2,968	£3,358	£3,880	£4,529	£5,122
Zone 28	£3,915	£3,156	£3,570	£4,125	£4,815	£5,446
Zone 29	£4,301	£3,467	£3,922	£4,532	£5,290	£5,983
Zone 30	£2,954	£2,381	£2,694	£3,113	£3,633	£4,110
Zone 31	£2,510	£2,023	£2,288	£2,644	£3,086	£3,491
Zone 32	£2,542	£2,049	£2,318	£2,678	£3,126	£3,536
Zone 33	£3,515	£2,833	£3,205	£3,703	£4,323	£4,889
Zone 34	£4,145	£3,341	£3,780	£4,367	£5,098	£5,766
Zone 35	£2,844	£2,292	£2,593	£2,996	£3,498	£3,956
Zone 36	£3,470	£2,797	£3,164	£3,656	£4,268	£4,827
Zone 37	£3,635	£2,930	£3,315	£3,830	£4,471	£5,056
Zone 38	£3,517	£2,835	£3,207	£3,705	£4,325	£4,892
Zone 39	£3,614	£2,913	£3,295	£3,807	£4,444	£5,027
Zone 40	£3,245	£2,616	£2,959	£3,419	£3,991	£4,514
Zone 41	£3,869	£3,119	£3,528	£4,076	£4,758	£5,382
Zone 42	£2,569	£2,071	£2,343	£2,707	£3,159	£3,573
Zone 43	£2,709	£2,184	£2,470	£2,854	£3,331	£3,768
Zone 44	£3,138	£2,530	£2,861	£3,306	£3,859	£4,365
Zone 45	£3,252	£2,621	£2,965	£3,426	£3,999	£4,524
Zone 46	£2,695	£2,172	£2,457	£2,839	£3,314	£3,749
Zone 47	£2,737	£2,206	£2,496	£2,884	£3,366	£3,808
Zone 48	£4,761	£3,837	£4,341	£5,016	£5,855	£6,622
Zone 49	£2,382	£1,920	£2,172	£2,509	£2,929	£3,313
Zone 50	£3,418	£2,755	£3,117	£3,601	£4,203	£4,754
Zone 51	£3,473	£2,799	£3,167	£3,659	£4,271	£4,831
Zone 52	£4,157	£3,351	£3,791	£4,380	£5,112	£5,782
Zone 53	£4,108	£3,311	£3,746	£4,328	£5,052	£5,714
Zone 54	£3,803	£3,065	£3,468	£4,006	£4,677	£5,290
Zone 55	£4,279	£3,449	£3,902	£4,509	£5,263	£5,953
STUDY AREA AVERAGE:	£3,350	£2,700	£3,055	£3,530	£4,120	£4,660

Average spend per capita estimates (2017 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 16 published by Experian Business Strategies (December 2018).

An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Intermet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 16 (December 2018).

Zone 54

one 5

STUDY AREA

TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, BASE YEAR (2019) TO 2038 (£m) GROWTH 2019 to 2038 (%) 2038 2019 2029 2038 2038 UDING SF 220.9 AL FOR 264.6 OF TR. 318.9 ncl SFT 231.6 41.7% 39.9% Zone 1 186.7 370.3 98.3% 377.5 304.3 356.3 511.1 591.6 39.7% 39.1% 94.4% Zone 2 425.2 260.8 210.3 244.7 292.5 350.3 403.1 39.1% 37.8% 91.7% Zone 3 Zone 4 287.5 231.7 270.2 321.3 385.1 444.2 38.6% 38.3% 91.7% 112.7 90.9 106.0 151.0 174.5 38.7% 38.4% 92.0% Zone 5 126.1 140.4 113.2 131.5 156.6 187.1 215.6 38.3% 37.7% 90.5% Zone 6 Zone 7 111.1 89.5 103.8 122.7 146.0 167.6 37.0% 36.6% 87.2% 209.8 249.6 223.0 299.9 38.9% Zone 8 Zone 9 96.5 77.8 89.1 103.9 122.4 139.7 33.6% 34.4% 79.5% Zone 10 129.9 104.7 119.7 139.7 164.6 188.2 33.5% 34.7% 79.8% 48.3 57.5 68.8 38.8% 38.0% 91.6% Zone 1 51.3 41.4 79.3 Zone 12 72.0 58.0 67.7 80.6 96.6 111.7 38.8% 38.6% 92.4% Zone 13 Zone 14 62.8 183.6 50.6 148.0 60.2 173.1 73.1 205.5 89.4 105.0 44.4% 43.7% 107.4% 285.3 38.9% Zone 15 88.6 71.4 84.3 101.3 122.4 142.4 41.8% 40.5% 99.3% 74.5 125.5 41.5% Zone 16 78.4 63.2 89.4 108.1 40.4% 98.6% 84.3 40.1% 88.9 71.7 100.5 120.5 139.1 38.5% 94.1% Zone 17 Zone 18 266.6 214.9 247.8 291.9 347.0 397.2 35.8% 36.1% 84.8% 112.5 134.4 Zone 19 102.5 82.6 95.3 155.1 36.2% 37.9% 87.8% 34.7% 236.1 89.9 276.6 105.8 34.9% 37.7% 81.7% 87.5% 205.4 326.8 Zone 20 254.8 373.2 145.8 Zone 21 126.5 102.6 117.6 137.6 161.7 183.9 34.2% 33.7% 79.3% Zone 22 127.2 41.2% 100.6 118.6 142.1 171.9 200.2 40.9% 99.0% Zone 23 124.8 35.7% 37.2% Zone 24 136.4 109.9 126.7 149.2 177.9 204.7 86.2% 111.5 152.6 173.2 33.1% 77.9% 120.8 33.6% 97.3 130.1 Zone 25 40.2 43.0 32.9% 76.7% Zone 26 32.4 37.0 50.5 32.9% Zone 27 192.3 155.0 177.3 207.1 243.8 277.3 33.6% 33.9% 78.9% 99.8 115.1 135.2 160.0 183.0 35.4% 35.4% 123.8 83.3% Zone 28 Zone 29 67.2 54.1 62.3 73.0 86.0 97.7 34.8% 33.9% 80.5% 95.2 119.9 41.7% 40.5% 42.2% 40.7% Zone 30 83.3 67.2 79.1 115.7 135.3 101.5% 100.4 144.9 168.7 97.6% 105.9 85.4 Zone 31 Zone 32 127.7 121.2 145.2 175.3 203.7 41.0% 40.3% 97.8% Zone 33 Zone 34 288.0 192.3 232.2 155.0 266.9 178.8 312.6 210.1 422.3 285.0 34.7% 35.6% 35.1% 35.6% 369.7 81.9% 249.0 Zone 35 153.3 123.6 143.5 169.6 202.0 232.1 37.3% 36.9% 87.9% Zone 36 62.5 50.4 58.4 68.7 81.5 93.4 36.3% 35.9% 85.3% 80.6 64.9 75.7 89.8 107.2 123.3 38.3% 37.3% 89.9% Zone 37 Zone 38 66.7 53.7 61.8 72.5 86.1 98.5 34.9% 35.9% 83.4% 122.3 35.8% Zone 39 111.7 90.0 104.0 144.8 166.0 35.8% 84.4% 71.5 50.9 60.2 81.9 36.5% 36.2% 85.9% Zone 40 Zone 41 106.7 86.0 98.8 136.9 156.3 71.3 34.6% 81.8% 42.5 39.8% 61.4 40.1% 95.9% 50.9 Zone 42 45.1 36.4 169.8 136.8 159.5 189.7 227.7 38.6% 39.0% 92.7% Zone 43 263.6 Zone 44 115.2 92.9 107.1 126.2 149.9 171.7 35.9% 36.1% 84.9% 81.3 114.7 132.2 37.9% 37.2% 89.1% Zone 45 86.7 69.9 96.4 49.2 57.6 68.6 151.8 95.3 39.4% Zone 46 61.0 137.5 181.0 37.0% Zone 47 110.8 128.4 208.4 37.3% 88.0% 67.3 76.7 36.0% 51.9 41.9 48.4 56.9 83.2% Zone 48 Zone 49 43.0 34.6 40.6 48.5 58.5 67.8 39.9% 40.0% 95.8% 176.9 Zone 50 219.4 204.7 242.0 288.4 331.0 36.8% 36.7% 87.1% 123.4 161.8 186.1 36.8% Zone 51 Zone 52 68.0 54.8 62.8 86.8 98.9 34.1% 34.6% 80.4% 36.7% 60.3 69.9 82.5 98.0 112.7 74.8 36.6% 86.8% Zone 53

94.4

5,735.8

119.8

7,115.6

108.8

6,657.8

127.9

7,877.6

151.2

9,395.7

172.7

10,808.7

35.4%

37.3%

35.1%

37.2%

82.9%

88.4%



Appendix 7: Comparison Goods Market Shares (including SFT)



TABLE 1: ALL COMPARISON GOODS - 2019 MARKET SHARE ANALYSIS (%) Including Internet Shooping and other Special Forms of Trading

LOCAL BLANNING AUTHORI	TY CENTRE TYPE		Toron 1	Terre 2 2				Town 7	Term 1	Toronto To	10 7	Al Toron Co	Tenn 12 2		. 12 Jane 1	7 Jan. 17	Years 44 2	nes de Ten	20 Zene	24 - 20-00 22	Years 22 .	Comp. 24 - Ton		7 June 27	Zone 25 Zone	20 Tons 1	0 Tem 21 3	22 Ye	11 Taxan	24 Ton 25	Tens 10 2		11 Zana 22	Torre 40 To		42 Jane 41	Town 44 1		. 15 Jan. 1	Tona II	Term 65 7	tone to Ton		F2 - Toma F2	Town St. 7	Communication of the learning	DV AREA		Dudley Sa	
EUGAE PEANNING AUTHORI	IT CENTRE ITPE		Zone 1	zone z z	me 3 Zone	e 4 Zone	15 ZDRe 6	9 Zone/	Zone e	Zone 9 Zo	one to Zoni	11 Zone 12	2016 13 2	One 14 200	8 15 Zone 1	6 Zone 1/	Zone 1e Z	Dre 19 200	20 Zone.	21 20mm 22	20me 23 .	tone 24 200	10 20 2000 2	0 Zone 2/	Zone ze Zon	29 20ne 3	U 20me 31 2	cone 32 20	ine 33 Zone	34 Zone 35	20ne 36 2	me 3/ Zone :	38 Zone 33	2016 40 Z	me 41 Zone	42 Zone 43	2000 44 2	one 45 Zon	6 46 Zone 4.	2008 40	2000 49 Z	cone su zor	16 51 2006	52 Zone 53	20no 54 2	000 00 010	ST COLOR	wentennanjoo	1 Dusiev Sa	West Wilder
Wokerhameton	Strategic Centre	Wolverhampton	0.6%	0.6% 0	.1% 0.09	% 0.3%	% 0.0%	0.9%	0.1%	0.3%	0.5% 0.1	% 0.1%	0.0%	0.4% 0.	1.7%	0.2%	0.0%	2.2% 0.3	% 0.4%	9.4%	0.7%	0.0% 1.	3% 0.9%	0.1%	0.0% 5.8	% 0.0%	1.0%	0.6% 0	1.2% 1.29	N 0.9%	0.2%	0.2% 0.9%	0.4%	0.7%	0.4% 32.2	% 41.8%	15.0%	12.1% 15.	2% 16.9%	1.6%	49.7%	44.4% 41	17% 13.8	N 27.0%	25.4%	1.1%	5.9%	34.7%	1.5%	8% 2.9%
	Town Centre	Bilaton Wednesfield	0.0%		10% 0.09						0.0% 0.0		0.3%	0.0% 0.	1% 0.1% 1% 0.0%			0.0% 0.0		0.4%	0.5%	0.0% 0.	.0% 0.0% .0% 0.0%	0.2%	0.9% 0.1	% 0.0% % 0.0%	2.3%	1.3% 0	0.0% 0.09	N 0.0% N 0.0%	0.0%	0.0% 0.0%	0.0%		0.0% 2.9° 0.0% 1.0°								3% 0.19		0.2%	0.0%	0.8%	5.3%		3% 0.6%
	District & Local Centres		0.0%	0.0% 0	1.0% 0.09	0.0%	% 0.2%	0.0%	0.3%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0%	0.0% 0.0	% 0.3%	1.0%	0.0%	0.0% 0.	0% 0.7%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0	0.0%	N 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.09	6 0.9%	1.2%	0.0% 0.0	0.0%	0.0%	5.5%	2.9% 3.	6% 11.3	N 0.0%	0.8%	0.0%	0.4%	1.9%	0.1%	.0% 0.0%
	Out-of-Centre	and deleted	0.4%	0.7% 0	0.35	% 13%	0.0%	0.3%	0.4%	0.0% 0	0.1% 0.0	% 0.0%	0.0%	0.2% 0.	0.7%	0.5%	0.0%	2.2% 0.0	6 0.25	5.3%	1.9%	0.1% 0.	6% 0.2%	0.1%	0.0% 0.8	% 0.0%	2.2%	0.5% 0	2.1% 0.09	5 3.7%	2.5%	1.1% 0.7%	0.0%	0.0%	0.3% 16.6	% 12.8%	25.2%	10.2% 8.5	9% 8.7%	0.2%	2.8%	7.8% 9.	7% 3.99	3.1%	11.6%	0.0%	2.4%	12.1%	2.8%	5% 32%
		and the same	1.074	1.374				1.2.4	0.07	0.3.0	0.0		0.3%	0.074 17		0.074	0.076	444 63		10.176	304	U.14 1.		0.4.4	0.00		3.3.4	2.1%	22/4 12/	4.1.4	2.176	1.0%	0.474	128		A 20.1A	40.2.0	222 20.	24 31.04	1.8%	10.2%	22.00			20.176		2.0.2	20.274	2.0.0	
Dudlev	Strategic Centre	Briefey Hill- Traditional High Street Briefey Hill- Merry Hill	0.0% 5.1%	0.0% 0	1.0% 0.0%	9% 0.0% 9% 17.99	% 0.0% % 1.2%	0.0%	0.1%	0.1% 0	0.3% 0.2	% 0.0% 1% 30.0%	0.0%	0.9% 0. 9.2% 25	% 0.1% 7% 5.3%	3.9%	0.0%	0.1% 0.0	% 0.1% 5% 42.45	0.6% N 39.1%	0.9%	7.2% 2. 57.7% 51	.5% 1.3% 1.4% 32.4%	0.2% 49.1%	0.4% 0.0 43.0% 0.0	% 0.0% % 1.3%	0.0% 2.1%	0.0% 0	0.0% 0.09 0.5% 0.39	N 0.0% N 0.8%	0.0%	0.0% 0.0% 1.5% 0.4%			0.0% 0.0° 0.4% 3.8°		0.0%				0.0%				0.0%		0.3%	0.0% 5.9%	1.4% 0 44.7% 1	.3% 0.0% 2.2% 1.3%
	Town Centre	Dudley Stourbridge	0.0%	0.0% 0	10% 0.05	% 0.3% % 0.2%	% 0.0% % 0.0%	0.0%	0.0%	1.1% 0	0.8% 0.6	% 0.0%	0.0%	0.5% 3.5	200 200	0.0%	0.0%	21.2% 0.4 0.6% 0.2	% 0.4%	N 6.3%	0.0%	13% 2	456 8 156	0.1%	17.3% 0.0	% 0.0%	0.0%	0.0% 0	0.0% 0.00	N 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.09	6 0.0%	0.0%	0.1% 0.0	240 0 240	0.0%	0.0%	0.1% 0.	2% 0.95 0% 0.45	0.0%	0.0%	0.1%	1.0%	0.0%	5.8% 0	.3% 0.0% .0% 0.0%
		Halesowen										% 0.9%													0.6% 0.0												0.0%					0.0% 0.			0.0%		0.8%			.5% 0.0%
	District & Local Centres				13% 0.09		% 0.0%				0.0% 0.0			0.0% 0.				0.7% 0.0							1.7% 0.0					0.0%		0.0% 0.0%			0.0% 0.15		0.8%				0.0%			0.5%		0.0%	0.6%			.1% 0.1%
	Out-of-Centre	subtotal			4% 0.95 5% 5.95		5 145	0.5%	12.3%	48.7% 6	3.3% 3.1 98.8% 52.3	5 25% 5% 36.0%	3.1%	13.5% 32	D 5.9%	4.1%	0.4%	65.0% 11.	5 285 15 63.25	5 55.4%	21.1%	73.0% 70	0.5% 1.5% 45.5%	71.9%	2.5% 0.0 66.0% 0.0	5 1.9%	2.1%	7.2% 0	15% 0.85	N 0.8%	1.7%	15% 0.4%	1.3%	0.0%	2.4% 4.2	5 2.6%	2.4%		2% 0.1% 2% 16.2%							3.8%	16.2%	6.5%	2.5% 63.6% 1	0% 0.0% 1.4% 1.4%
Sandwell	Strategic Centre	West Bromwich	1.0%	7.4% 0	0.0%	0.6%	5 0.0%	9.1%	0.0%	3.4%	0.2% 0.1	% 5.7%	17.0%	8.1% 9.	1% 39.0%	34.3%	0.5%	0.1% 0.0	% 4.0%	0.0%	2.7%	0.0% 0.	.0% 0.0%	0.1%	0.0% 0.0	% 0.5%	0.1%	7.6% 0	0.0%	N 0.0%	0.3%	4.8% 0.0%	0.0%	0.2%	1.0% 0.65	6 0.0%	0.3%	0.0% 0.3	2% 0.9%	0.0%	0.5%	0.1% 0.	.0% 0.35	0.0%	0.0%	0.0%	2.5%	0.3%	0.7% 1	3.3% 0.7%
	Town Centre	Blackheath Cradley Heath Great Bridge	0.0%	0.0% 0	1.0% 0.05	0.0%	0.0%	0.0%	0.0%	0.4% 0	0.4% 1.8 0.5% 3.8 0.0% 0.0	% 0.7%	0.0%	0.7% 1: 0.0% 0: 0.0% 0:	% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.5%	0.0%	0.2% 0.0% 8.1%	0.6% 0.	0% 0.0% 0% 0.0%	0.1%	0.0% 0.0 0.3% 0.0	% 0.0%	0.0%	0.0% 0	0.0% 0.09 0.0% 0.09 0.0% 0.09	N 0.0%	0.0%	0.0% 0.0% 0.0% 0.0% 0.2% 0.0%	0.0%	0.0%	0.0% 0.0° 0.0% 0.0°	6 0.0%	0.0%	0.0% 0.0	20.0%	0.0%	0.0%	0.0% 0.	.0% 0.19 .0% 0.09 .3% 0.29	0.0%	0.0%	0.0%	0.4% 0.1% 0.3%	0.0%	0.3% 0	.2% 0.0% .3% 0.0%
		Oldbury Wednesbury	2.2%	1.5% 0	1.0% 0.35	155	56 0.0%	0.7%	0.2%	2.7% 0	0.8% 1.9	% 8.0%	4.8%	9.4% 20	4% 4.5%	2.7%	0.0%	1.4% 0.0	% 1.7%	0.4%		0.0% 0.	5% 0.0%	0.1%	0.0% 0.0	% 0.0%	0.0%	0.6% 0	1.4% 0.05	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0%		0.0% 0.0	0.5%	0.0%	0.0%	0.0% 0.	.0% 0.55	0.0%	0.0%	0.2%	1.1%	0.1%	0.7% 5	7% 0.0% .8% 0.3%
		Cape Hill Researced	1.4%	0.0% 0	1.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.2	% 0.0% % 0.0%	15.2%	2.2% 0: 4.8% 0.	156 0.0%	0.0%	0.0%	0.0% 0.0	66 0.0%	0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0	20.0%	0.0%	0.0%	0.0% 0.	0.01	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	.5% 0.0% .5% 0.0%
	District & Local Centres	DESPACES																							0.0% 0.0																						0.3%			.5% 0.1%
	Out-of-Centre																																														3.7%	3.1%	13% 1	196 886
		subtotal	9.7%	14.0% 0	8% 1.25	55 8.85	% 0.9%	26.8%	1.6%	17.5%	4.4% 9.2	% 30.9%	52.1%	35.2% 39.	1% 62.0%	55.3%	2.1%	4.6% 0.7	% 7.7%	2.6%	35.0%	2.4% 1.	8% 1.4%	1.0%	2.1% 0.4 2.4% 0.6	% 7.4%	12.1%	42.2% 3	3.2% 0.79	1.6%	6.8%	3.6% 2.8%	1.4%	2.4%	5.9% 4.95	6 3.3%	6.7%	10.7% 8.6	5% 6.9%	0.9%	0.9%	3.3% 2	.0% 2.75	0.1%	2.4%	0.3%	9.4%	4.1%	4.3% 3	.0% 10.0%
Walsell	Strategic Centre	Walnut	0.4%	1.8% 0	1.6% 0.19	1% 0.2%	% 0.0%	5.1%	0.6%	0.2%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0.0%	1.6%	0.8%	0.1% 0.5	% 0.1%	0.0%	1.2%	0.0% 0.	.0% 0.0%	0.1%	0.0% 0.0	% 33.7%	42.7%	6.5% 4	4.1% 0.35	N 30.8%	29.0%	6.2% 7.1%	1.3%	17.2%	4.4% 2.45	6 0.3%	4.3%	16.1% 13.	2% 2.1%	0.0%	0.2%	0.5% 0.	.0% 0.25	0.0%	0.0%	0.0%	3.8%	1.2%	0.0%	.7% 26.0%
	Town Centre	Slowich Brownhills		0.0% 0	0.01			0.0%	0.0%	0.0% 0	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	% 0.0% % 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	% 0.0% % 0.1%	1.7%	0.0% 0	0.0%	N 10.4% N 0.4%	0.8%	0.1% 1.0%	0.1%	0.2%	0.0% 0.25	6 0.0% 6 0.0%	0.0%	4.4% 0.0	20.0 20	0.0%	0.0%	0.0% 0.	0% 0.05	0.0%	0.0%		0.3%	0.0%	0.0% 0	0% 2.8%
		Aldridge	0.0%	0.1% 0	10% 0.0%	% 0.0%	6 0.0%	0.5%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.1	1% 0.0%	0.0%	1.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.7%	0.0% 0	0.0%	0.8%	8.7%	0.6% 0.0%	0.0%	0.7% 1	7.3% 0.05	6 0.0%	0.0%	0.1% 0.1	1% 0.1%	0.0%	0.0%	0.0% 0.	0% 0.05	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1% 3.4%
		Wilenhall Darlaston	0.0%	0.0% 0	10% 0.05	% 0.0% % 0.0%	5 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0%	0.0% 0.	.1% 0.0%	0.1%	0.0% 0.0	% 0.0% % 0.0%	1.5%	3.3% 0	0.0% 0.09	N 0.0% N 0.0%	0.0%	0.1% 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0%	7.9% 14. 0.8% 0.8	4% 0.0%	0.0%	1.0%	0.0% 0.	.0% 0.09 .0% 0.09	0.0%	0.0%	0.0%	0.3%	0.4%	0.0% 0	.1% 2.2% .4% 0.3%
	District & Local Centres		0.0%	0.0% 0	0.01	0.0%	% 0.0%	0.1%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	1.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0	% 0.2%	0.2%	0.0% 0	0.01	1.0%	1.5%	0.3% 0.2%	0.0%	1.2%	0.0% 0.35	6 0.0%	0.1%	2.1% 0.3	3% 0.1%	0.0%	0.0%	0.0% 0.	.0% 0.09	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	.0% 0.8%
	Out-of-Centre	- Added of	0.2%	0.8% 0	0.05	25 0.05	5 0.0%	3.3%	0.0%	0.2% 0	0.0% 0.5	5 0.2%	0.0%	1.0% 02	25 1.15	1.8%	1.0%	0.3% 0.0	5 0.25	0.3%	0.1%	0.0% 0.	0% 0.4%	0.0%	0.0% 0.4	5 47%	10.2%	2.6% 0	2.1% 0.09	5 2.9%	5.4%	1.6% 1.5%	0.1%	12%	3.2% 0.99	5 0.7%	1.4%	7.3% 5.0	0.9%	0.5%	0.5%	0.6% 0	2% 0.45	0.5%	1.2%	0.0%	1.0%		0.1%	2% 5.2%
		EMODES.	0.03	277	0.17		4 0.04	20.0	0.03	27.0	224 03		0.03	1000 00	CR 1.1.00	228	2.60	24.0		0.23	1.2.0	0.00	14 644	0.2.0	0.0.0	2 20.10	20.2.0	12.24		3 465.0	40.07	Q.18 1822		20.27	0.13 0.2	1.00	1.8.0	2000 20	44 214	0.24	12.8	1.1.00 0	4.0 0.00	0.2.0	14.0	0.0%	0.25	4.000		14 44.14
All Other Centres Outside	BCLA Area Birmingham		44.00	21.06	. 765 30.55	10. 20.41	n	16.7%	8.78	8.0%	42% 2.0		24.6%	10.2% 2.	% 8.5%	6.1%	16.6%	2.7% 4.6		0.00	# 7W	0.69	1% 2.3%	0.6%	4.1% 1.8	% 5.8%	5.1%	3.9% 4				2.4% 2.9%	3.6%	4.9% 1			2.9%	2.00			1.00		7% 2.85		3.5%		10.4%	3.2%	246	4% 6.2%
	Carnock			1.0% 0				0.0%	0.5%	0.1% 0	0.0% 0.0	% 0.2%	0.0%	0.0% 0.3	0.1%	0.0%	0.0%	0.2% 0.1	% 0.0%	0.1%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 18.5	% 2.5%	0.2%	0.1% 43	3.4% 1.29	6.7%	4.2%	12% 42.79	5 14.8%	13.7%	4.8% 0.35	6 4.1%	4.6%	2.8% 0.4	4% 0.1%	0.1%	0.1%	0.2% 0.	7% 0.19	0.2%	3.5%	0.0%	3.4%	1.6%	0.0%	.0% 3.8%
	Kidderminster		0.2%	0.0% 0	4% 0.45	95 0.1%	6 0.1%	0.0%	3.5%	1.5% 0	0.8% 0.5	% 0.2%	0.0%	0.0% 0.1	% 0.2%	0.1%	0.0%	1.7% 53.	2% 0.1%	0.4%	0.2%	0.5% 1.	6% 14.9%	2.2%	4.8% 0.2	% 0.0%	0.1%	0.0% 0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	6 0.2%	0.0%	0.0% 0.0	20.0%	0.0%	0.0%	0.3% 0.	4% 1.25	0.3%	0.0%	27.3%	2.9%	0.2%	1.6% 0	1% 0.0%
	Lichfield			1.0% 0							0.0% 0.0		0.0%	0.0% 0.				0.0% 0.0			0.0%				0.0% 0.0			0.0% 1	1.7% 32.5	86 1.7%	1.0%	0.0%			1.5% 0.05								0.01				1.5%	0.0%		.0% 2.1%
	Redditch Stafford		0.0%	0.1% 2	13% 4.45		% 15.7% K 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0%	0.0% 0.0	6 0.0%	6 0.0%	0.0%	0.0% 0.	200 200 200 200	0.0%	0.0% 0.0	% 0.0% 1% 1.0%	0.0%	0.0% 0	0.0% 0.09 0.0% 0.29	N 0.0% N 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0	0.4%	0.0%	0.0%		.0% 0.05 .1% 0.05		0.0%		1.0%	0.1%	0.0% 0	1% 0.2%
	Stafford Suiton Coldfield			8.5% 0			% 0.0% % 0.3%				0.0% 0.0	% 0.0%	0.0%	0.4% 02	% 0.0% % 0.0%	0.0%	25.9%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 233	n 1.0%	0.3%	0.4% 5	3.0% 0.25	n 0.0%	2.5%	0.0%	0.2%				0.0%						.1% 0.05	6 0.0%	0.7%	0.0%	1.8%	0.0%	0.0%	.2% 1.2%
	Telford		0.0%		2% 0.05		5 0.0%				0.1% 0.0			0.5% 0.				0.0% 0.0			0.0%				0.1% 123				2.5% 0.05			2% 3.5%			0.0% 0.85			0.1% 0.6							20.2%		1.7%			2% 0.6%
	All Other Centres and Stores Elsewhe							11.6%				% 2.1%		1.1% 13				1.2% 5.3							2.9% 8.8										5.9% 1.85		1.1%								10.6%		9.4%			4% 3.7%
		aubtotal	49.4%	50.6% 5	7.2% 56.9	9% 36.25	% 64.2%	39.4%	55.1%	11.7% 0	5.6% 16.1	1% 7.5%	25.8%	12.3% 4.	% 9.9%	10.4%	64.3%	5.7% 63.	2% 3.2%	5 2.4%	8.0%	3.8% 5.	.5% 27.1%	5.0%	11.9% 66.3	% 25.4%	7.4%	4.5% 63	2.0% 69.9	% 15.8%	21.6%	6.3% 58.69	N 62.8%	37.6% 2	0.1% 5.19	6 12.3%	10.7%	6.9% 4.5	5% 4.5%	77.7%	4.0%	8.7% 8.	3% 10.9	N 46.8%	38.5%	76.6% 2	32.6%	8.5%	6.0% 1	1.5% 17.8%
SPECIAL FORMS OF TRAC	DING/ INTERNET SHOPPING:																								18.9% 25.										2.9% 26.5										17.9%		25.9%			7.2% 21.7%
														-				_			-	_						-			-	-																		
	· · · · · · · · · · · · · · · · · · ·	GRAND TOTAL	100.0%	100.0% 10	0.0% 100.0	0% 100.0	2% 100.0%	6 100.0%	100.0%	100.0% 10	00.0% 100.	0% 100.0%	100.0% 1	100.0% 100	0% 100.09	100.0%	100.0%	100.0% 100	0% 100.0	% 100.0%	100.0%	100.0% 100	0.0% 100.0%	100.0%	100.0% 100.	0% 100.09	6 100.0%	100.0% 10	0.0% 100.0	2% 100.0%	100.0% 1	00.0% 100.09	% 100.0%	100.0% 1	0.0% 100.0	2% 100.0%	100.0%	100.0% 100	100.0%	100.0%	100.0% 1	100.0% 100	0.0% 100.0	% 100.0%	100.0% 1	100.0%	100.0%	100.0%	essues 10	J.0% 100.0%



TABLE 2: CLOTHING & FOOTWEAR - 2019 MARKET SHARE ANALYSIS (%) Including Internet Shapping and other Special Forms of Trading

LOCAL PLANNING AUTHOR	RITY CENTRE TYPE		Zone 1	Zone 2 Zon	e 3 Zone 4	Zone 5	Zone 6 Zo	one 7 Zone	ie 8 Zone 9	9 Zone 10	Zone 11 Z	one 12 Zone	e 13 Zone 1	4 Zone 15	Zone 16 Z	one 17 Zone	18 Zone 11	2 Zone 20	Zone 21 Zo	ne 22 Zone	23 Zone 24	Zone 25 Zo	one 26 Zone	e 27 Zone 28	Zone 29 Z	one 30 Zone :	31 Zone 32	Zone 33 Zo	one 34 Zone 3	35 Zone 36	Zone 37 Zo	one 35 Zone	39 Zone 40	Zone 41 Zo	ne 42 Zone 4	3 Zone 44 2	fone 45 Zon	e 46 Zone 4	Zone 48	Zone 49 Z	one 50 Zone	e 51 Zone 5	Zone 53	Zone 54 Zone	SS STUDY AR	REA Wolve		E ZONES odley Sandwe	il Walsel
Wolverhampton																																														\neg			
***ONTENNEMENTON	Strategic Centre	Wolverhampton	0.0%	0.0% 0.0	% 0.0%	0.6%	0.0% 2	2.1% 0.05	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	1.1%	2.4%	0.0	% 1.7%	0.0%	0.5% 5	.0% 1.09	0.0%	0.5%	13% 0.5	0.0%	10.7%	0.0% 1.9%	1.8%	0.7%	1.8% 2.6%	0.7%	0.6%	1.3% 0.05	0.0%	0.0% 3	6.7% 47.4%	16.7%	15.3% 25	8% 24.3%	0.7%	52.3%	38.6% 41.4	4% 14.6%	32.8%	23.9% 0.0	% 6.2%	3	6.2% 1	.4% 0.9%	4.3%
	Town Centre	Bilaton Washawilatri		0.0% 0.0				2.0% 0.09		0.0%	0.0%	0.0% 0.6	9% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%			6% 0.09	0.0%	0.0%	0.0% 0.0	% 1.6% % 0.0%	0.0%	0.0% 1.7%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	N 0.0%		11% 0.9%		0.0% 4.	1% 14.1%		4.2%	0.0% 2.0		0.0%	0.0% 0.0				3% 0.0%	
		Wednesfield	0.0%					2.0% 0.0*																														1% 0.8%						0.0% 0.0		11		0.0%	
	District & Local Centres		0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	2.0% 0.09	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.5%	.0% 0.09	0.0%	0.0%	0.0% 0.00	96 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.05	N 0.0%	0.0%	0.0%	0.0%	0.0% 0.	20.0 20%	0.0%	0.0%	0.0% 0.6	5% 2.0%	0.0%	0.0% 0.0	0.0%	1 0	0.1% 0	0.0%	0.0%
	Out-of-Centre	subtotal	0.0%	0.0% 0.0	% 0.0%	2.0%	0.0% 0	2.0% 0.09	95 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	2.0%	3.2%	0.0% 0.0	% 1.0% % 2.7%	0.0%	1.6% 1	6% 0.09 0.2% 1.09	0.0%	0.0% 0	13% 0.5	% 0.0% % 1.6%	0.8%	0.0% 0.9%	6 0.0% 6 1.8%	0.0% 0	0.0% 2.4%	1.1%	0.0%	0.0% 0.0%	% 0.0% % 1.2%	0.0% 1	1.1% 4.7% 2.0% 54.0%	28.5%	11.8% 10 27.8% 41	5% 2.4% 5% 41.6%	0.0%	5.8%	6.2% 2.7	7% 1.3% 6% 17.9%	2.6%	6.8% 0.0 30.7% 0.0	% 1.5% % 8.3%	4	8.0% 0	1.9% 0.2%	2.6%
Dueller																																														ヿ゠			
DOM:	Strategic Centre	Briefley Hill- Traditional High Street	at 0.0%	0.0% 0.0	% 0.0% % 11.0%	0.0%	0.0% 0.	2.0% 0.55	0.0%	0.0%	0.0%	0.0% 0.0	96 1.3%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	.0% 1.49	2.1%	3.6% 0	0.0% 0.0	% 0.0% 3% 60.6%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	3.4%	0.0% 0.0%	0.0%	0.0% 0	0.0%	0.0%	0.0% 0.	20.0	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 1.5 4.1% 5.0	6 0.2% 6 17.8%			0.4%	
		Briefey Hill- Merry Hill																																												11		3.5% 18.8%	
	Town Centre	Dudley Stourbridge	0.0%	0.0% 0.0	% 0.0%	0.0%		0.0%	0.0%	0.5%	0.0%	1.1% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	% 0.6%	0.0%	0.0%	.0% 0.09	0.0%	1.5% 4	4.9% 11.5	% 0.0% 9% 10.2%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%		0.0%		20.0%	0.0%		0.0% 0.0	1.3%		0.0% 0.0	% 0.5% % 0.5%		0.3% 2 0.0% 3	1.9% 0.9%	0.0%
		Halesowen	1.2%	0.0% 0.0	% 0.0%	2.4%	0.0% 0.	2.0% 0.05	9.7%	11.8%	3.5%	0.6% 0.0	0.5%	0.6%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	.0% 0.09	0.0%	0.0%	1.3% 0.0	96 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.05	N 0.0%	0.0%	0.0%	0.0%	0.0% 0.	20.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	0.5%		0.0% 2	1.1% 0.3%	0.0%
1	District & Local Centres		0.0%	0.0% 1.1	% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 1	.9% 0.09	1.5%	1.0%	0.0% 0.5	0.0%	0.0%	1.4% 0.0%	0.0%	0.0%	1.8% 0.0%	0.0%	0.0%	0.0% 1.85	N 0.0%	0.0%	0.0%	2.2%	0.0% 0.	0.0%	0.0%	0.0%	0.0% 0.6	5% 0.0%	0.0%	0.0% 0.0	% 0.3%		0.4% 0	0.0%	0.2%
	Out-of-Centre	withhold	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0	2.0% 0.0*	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0%	2% 0.09	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.05	5 0.0%	0.0%	0.0%	0.0%	0.0% 0	0.0%	0.0%		0.0% 0.0	0.0%	0.0%	0.0% 0.6 4.1% 7.5	N 0.0%	\perp	0.0% 0	3.4% 20.5%	0.0%
																																														7 I			
Sandwell	Strategic Centre	West Bromwich	2.2%	10.9% 0.0	0.0%	1.6%	0.0% 13	3.3% 0.09	3.6%	0.9%	0.0%	11.7% 25.1	0% 12.6%	14.5%	42.4%	1.9% 1.0	% 0.0%	0.0%	5.1%	.0% 16.85	6 0.0%	0.0%	0.0% 0.00	96 0.0%	0.0%	0.5% 0.0%	17.6%	0.0%	0.0%	0.7%	11.4%	0.0% 0.0%	0.0%	3.4%	1.1% 0.0%	1.1%	0.0% 0.	5% 2.9%	0.0%	0.6%	0.4% 0.0	1.2%	0.0%	0.0% 0.0	% 4.2%	1 9	0.8% 0	1956 19.5%	1.6%
	Town Centre	Blackheath Cradley Heath		0.0% 0.0				2.0% 0.09				1.5% 0.0				0.0% 0.0				.0% 0.09			0.0% 0.0			0.0% 0.0%			0.0% 0.0%			0.0% 0.0%			0.0%		0.0% 0.0%				0.0% 0.0			0.0% 0.0				1.6% 0.3%	
		Great Bridge	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	2.0% 0.05	% 0.0%	0.0%	0.0%	0.0% 0.0	9% 0.0%	0.0%	2.6%	0.0% 0.0	% 1.8%	0.0%	0.0%	.0% 8.49	0.0%	0.0%	0.0% 0.8	0.0%	0.0%	0.0% 0.0%	0.8%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.05	0.0%	0.0%	0.0%	0.0%	0.0% 0.	0.5%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	% 0.3%		0.1% 0	1.3%	0.0%
		Oldbury Wednesbury		2.3% 0.0				1.2% 0.05				6.2% 0.6 0.0% 0.0				0.0% 0.0					0.0%		0.0% 0.0			0.0% 0.0%			0.0% 0.0%			0.0% 0.0%			0.0% 0.0%		1.2% 0.				0.0% 0.0			0.0% 0.0				1.1% 2.2%	
		Cape Hill	1.6%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	2.0% 0.05	% 0.0%	0.0%	0.0%	0.0% 11.0	0% 1.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	.0% 0.09	0.0%	0.0%	0.0% 0.0	7% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.05	0.0%	0.0%	0.0%	0.0%	0.0% 0.	20.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	0.2%		0.0%	1.0% 1.2%	0.0%
		Bearwood																																		0.0%										11 '		0.1%	
	District & Local Centres		0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	2.0% 0.09	0.0%	0.0%	0.0%	0.0% 1.4	1.0%	0.0%	1.5%	0.0%	% 0.0%	0.0%	0.0%	.0% 1.79	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0%	0.0% 0	0.0%	0.0%	0.0%	0.0% 0.05	0.0%	0.0%	20% 20%	0.0%	0.0% 0.	20.0 20	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	0.1%		0.0% 0	1.0% 0.6%	0.0%
	Out-of-Centre	withful	5.0%	1.0% 0.0	% 0.0%	3.2%	0.0% 4.	87% 0.05	0.0%	0.0%	1.2%	1.1% 0.0	25 2.1% 6% 17.9%	30.0%	50.1%	3.0% 0.0	% 0.0%	0.0%	6.0%	.0% 2.39		0.0%	20% 0.0	% 0.0% % 0.0%	0.0%	2.7% 5.8%	11.3%	13% 0	0.0% 0.0%	0.0%	21.0%	1.1% 0.05	% 1.3% % 1.3%	3.4%	285.0 201	0.0%	2.5% 13	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	0.8%			11% 29.0%	
Materia	Strategic Centre	Websil			% 0.0%			77% 1.57	95 0.0%	0.0%	0.0%	0.0% 0.0			0.0%	17% 06	5 0.0%	0.0%	0.0%	.0% 3.59		0.0%	0.0% 0.07	PS 0.0%	0.0%	13.2% 45.19		67% 0		6 31.6%	18.3% 1	0.1% 2.29	s 25.2%		4% 0.8%	7.0%	21.9% 20	7% 18%	0.0%		0.0% 0.0			0.0% 0.0	0. 4.8%			10% 24%	
Walsall													JN 0.0%	0.0%																															- 1	11			- 1
	Town Centre	Bloswich Brownhills		0.0% 0.0			0.0% 0					0.0% 0.0				0.0% 0.0			0.0% 0				0.0% 0.0			0.0% 1.5%	6 0.0% 6 0.0%	0.0% 0	0.0% 4.1%	0.0%	0.0%	1.3% 0.05			2010 2010	0.0%	2.2% 0.				0.0% 0.0			0.0% 0.0				1.0% 0.0%	
		Aldridge	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	1.0% 0.05	% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	.0% 0.09	0.0%	0.0%	0.0% 0.0	96 0.0%	0.0%	0.0% 1.5%	0.0%	0.0% 0	0.0% 0.0%	1.4%	0.0%	0.0% 0.0%	N 0.0%	1.9%	0.0%	0.0%	0.0% 0.1	90.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	0.1%		0.0%	0.0%	0.6%
		Wilerhall Darlaston	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	2.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	.0% 0.05	0.0%	0.0%	0.0% 0.0	96 0.0%	0.0%	0.0% 0.5%	1.4%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.05	0.0%	0.0%	18% 0.0%	0.7%	0.0% 4.	2% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%		0.0% 0.0				10% 0.2%	
		Liarnation																																												11			
	District & Local Centres																																											0.0% 0.0				1.0% 0.0%	
	Out-of-Centre	subtotal	0.6%	3.2% 1.9	% 0.0%	0.0%	0.0% 4	1.8% 0.05	% 0.6% % 0.6%	0.0%	0.0%	0.0% 0.0	2% 1.7% 2% 1.7%	0.0%	2.9%	2.1% 1.1 3.8% 1.7	% 0.0% % 0.0%	0.0%	0.5% 0	8% 0.05 8% 3.55	0.0%	0.0% 0	0.7% 0.0	% 0.0% % 0.0%	1.6%	3.3% 6.9% 6.5% 57.09	5 14.6%	7.9% 0	0.0% 3.2%	5.9%	21.8% 1	3.1% 0.05	5 22% 5 35.1%	4.2% 0 25.2% 5	12% 2.2%	2.7%	10.0% 2- 34.8% 26	9% 2.5%	2.0%	2.4%	0.7% 0.6	5% 1.3% 5% 1.3%	0.0%	2.4% 0.0	% 1.1% % 6.5%	+		12% 1.5%	
All Other Centres Outside																																														7 I			\neg
All Other Centres Outside	BIOLA Area Binningham		46.8%	25.0% 31	7% 38.3%	28.7%	32.6% 23	3.6% 11.2	2% 10.9%	6.6%	2.8%	7.0% 35.2	2% 20.4%	5.1%	13 1%	9.0% 25.7	% 2.7%	8.1%	0.0%	.0% 7.69	0.0%	2.3%	3.6% 0.0	n. 57%	2.1%	9.6% 10.49	K 87%	9.1% 1	3.2% 6.9%	17.3%	20.7%	6.9% 6.45	s 93%	22.9% 2	15% 5.0%	2.4%	7.9% 3	1% 6.7%	1.3%	1.7%	8.1% 6.6	5% 3.0%	0.0%	57% 67	% 14.2%	. 1 1 -	5.6% 2	19% 14.1%	11.7%
1	Cannock		0.0%	0.5% 0.6	% 0.6%	0.0%	1.1% 0.	1.0% 1.35	9% 0.0%	0.0%	0.0%	0.6% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	.0% 0.09	0.0%	0.0%	0.0% 0.0	96 0.0%	2.5%	0.0%	0.0%	22.8% (0.0% 2.8%	3.4%	0.0% 2	3.8% 5.85	5 4.8%	0.0%	0.5%	1.8%	1.4% 0.0	20.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.6% 0.0	06 1.6%		0.3% 0	0.0%	1.3%
	Kidderminater		0.0%					1.0% 2.85			1.2%	0.6% 0.0		0.0%		0.0% 0.0	% 0.0%		0.0%	.0% 0.09	0.0%		5.6% 1.0		0.0%	0.0% 0.0%		0.0%	0.0% 0.0%	0.0%		0.0% 0.05			0.0%	0.0%					0.0% 0.0			0.0% 15.				1.5% 0.1%	
1	Lichfield Redditch		0.0%	2.0% 0.0 0.0% 4.2		0.0%	21.0% 0	0.0% 0.09 0.0% 17.3	9% 0.0% 3% 0.0%	0.0%	0.0%	0.0% 0.0	9% 0.0% 9% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0%	.0% 0.09	0.0%	0.0% 0	0.0% 0.0	ns 0.0% ns 0.0%	0.0%	5.6% 0.5% 0.0% 0.0%	0.0%	1.5% 1	17.8% 2.9% 0.0% 0.0%	2.5%	0.0%	1.8% 14.8	% 11.2% % 0.0%	2.3% 0	0.0% 0.0%		0.0% 0.0	20.0 %			0.0% 0.0			0.0% 0.0		11 3	0.2% 0	0.0% 0.0% 0.0% 0.0%	2.7%
1	Stafford			1.5% 0.0				10% 17.3		0.0%	0.0%	0.0% 0.0	2% 1.3%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	.0% 0.05	0.0%	0.0%	0.0% 0.0	% 0.0%	23.7%	2.3% 0.0%	0.8%	15.3%	0.0% 0.0%	0.7%	0.0%	2.0% 6.15	N 0.0%			0.7%					0.7% 0.0		0.0%	2.1% 0.0	% 1.3% % 1.2%		0.4% 0	1.1% 0.4%	0.4%
1	Sutton Coldfield				% 0.0%			1.5% 1.57				0.0% 0.0						0.0%	0.0%	.6% 0.09	0.0%	0.0%	0.0% 0.0	7% 0.0%	0.0%	0.5% 0.5%	0.0%	0.0%	0.5% 0.8%	5.3%	2.2%	0.0% 0.05				0.0%	0.0% 0.0	0.0%						0.0% 0.0			0.0%	1.1% 0.9%	2.0%
I	Telford		0.0%		% 0.0%			2.0% 0.05				1.9% 0.0				0.0		0.0%	0.0%	.0% 0.09	0.0%	0.0%	0.7% 0.0	0.0%	19.8%	0.0% 0.0%	0.0%	7.3% 0		1.3%		9.2% 0.65				2.9%		0.0%			5.3% 2.8			28.7% 9.1				1.0% 0.2%	
	All Other Centres and Stones Elsewho	na .	4.3%	15.8% 18.4	10.9%	3.4%	16.2% 6.	13% 212	2% 0.6%	1.4%	4.4%	1.9% 2.7	1.3%	0.0%	1.6%	6.2% 19.5	0.6%	8.2%	0.8%	.7% 3.19	3.4%	3.3% 5	5.6% 2.2	96 4.1%	2.5%	8.8% 1.7%	0.0%	5.6% 3	7.2% 1.3%	7.4%	3.6%	7.8% 28.7	% 15.5%	12.2%	1.6% 0.0%	1.8%	2.2% 1)	5% 0.5%	17.8%	2.4%	2.7% 1.8	5.0%	9.2%	6.0% 42:	3% 8.4%	11.	1.6% 2	11% 2.5%	5.4%
		waterial	51.1%	53.1% 55.	EN. 95.9%	32.6%	71.5% 38	8.4% 55.1	1% 12.6%	0.4%	8.4%	2.0% 371	9% 23.0%	5.1%	15.3%	64% 107	N 33%	47.1%	0.8%	3% 50.75	5 43%	5.5% 1	56% 32	ns 11.0%	50.6%	98.695 13.39	N 75%	615% 6	UR 7% 10 5%	6 37.9%	26.6% 5	11 556 82 5	N. 44.8%	45.5%	196 12.89	10.7%	10.9% 6	RN. 72%	70.0%	41%	16.8% 11:	2% 12.3%	78.6%	43.2% 73.	25 33.25	$\dashv \vdash$	17% 5	16% 18.2%	24.7%
																																														\neg			
SPECIAL FORMS OF TRAI	INIO INTERNET SHOPPING		14 04	27 2% 33.1	19 196	246.446	28 4% 28	83% 237	74. 17.0%	18 2%	16 6%	19 046 10	144. 40.094	20.8%	20 2%	15 0% 17 0	14.0%	24 7%	22.0% 2	DAL 28.19	E 14.24C	10 4% 2	14.8	16.6%	98.9%	77% 1829	N 94	281% 2	M 89L 24.7%	6 14.9%	26.7%	ma% 11.a	NL 17 8%	24.0% 2	4 8% 27 2%	74 1%	20.8% 17	294 22 144	36.3%	25.7%	NO 96. 21	44. 18.7%	21 8%	10.7% 10	24.8%	'	47% 16	N 04L 2K 04L	22.2%
		GRAND TOTAL	100.0%	100.0% 100.	0% 100.0%	100.0%	100.0% 100	00.0% 100.0	0% 100.0%	% 100.0%	100.0% 1	00.0% 100.	0% 100.0%	100.0%	100.0% 1	00.0% 100	0% 100.0%	100.0%	100.0% 10	0.0% 100.0	% 100.0%	100.0% 10	00.0% 100.0	0% 100.0%	100.0%	00.0% 100.0	% 100.0%	100.0% 10	00.0% 100.0%	% 100.0%	100.0% 1	00.0% 100.0	2% 100.0%	100.0% 10	100.0%	i 100.0%	100.0% 100	.0% 100.0%	100.0%	100.0% 1	100.0% 100.	.0% 100.0%	100.0%	100.0% 100	0% 100.0%		00.0% ##	HWW 100.0%	100.0%



TABLE 3: RECORDING MEDIA - 2019 MARKET SHARE ANALYSIS (%) Including Internet Shapping and other Special Forms of Trading

LOCAL PLANNING AUTHORI	CENTRE TYPE		Toron I	Terre 2 - Terr		. Years of	Toron C.	Town 7 2			10 Tens 11	Toron 12	Town 12 Town	a del Terre	II Tens II	Tana ST	Tona III To	10 Teas	70 Zene 2	2 Jan 22	Tenn 22 2	24 T	No. Sees No.	Tens 27 7	21 Tons	20 Torre 20	Zone 31 Z	22 Tan	- 22 Zees 2	4 Toron 24	Tenn Mr. Ten	. 17 Jan. 1	Years 24	Town 60 Ten	. 44 Tana 45	Tana 41	Town 44 To	. of Tone	48 Tana 12	7 Jane 48	Years 65	Toron 60	Town St. T.	12 7	52 Years	24 Years 1	er eminy as	ment was		ORE ZONES Dudley Sand	
OCAL PLANNING AUTHORI	IIT CENTRETIPE		Zone 1	2016 2 20F	10 3 2010 4	e Zone s	Zone e .	20ne / 20	cone e Zon	ne y Zone	8 10 Zone 11	Z000 12	2019 13 201	6 14 2016	15 Zone 16	2009 17 .	Zone 16 Zo1	ne 19 20ne.	20 Zone 2	1 2010 22	20me 23 22	ine 24 - 2016	25 Zone 26	20ne 2/ 2	one ze zone	29 20ne 30	J 2008 31 2	one 32 Zon	18 33 ZDT18 34	4 Zone 30	zone se i zor	16 37 ZONG 30	Zone 39 .	cone 40 zoni	41 2008 42	2008 43	2016 44 Z01	10 45 Z0110	46 2008 47	/ Zone 40	20ne 43	20 ne 50 .	2016 51 Z	one oz zon	ne sa Zoni	ne se Zone :	55 51001 A	100	remanpon I	DOSIEV SIMO	ANGE WA
Inkerhamnton	Strategic Centre	Wolverhampton	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0	1% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 1	.0% 0.0%	5 2.5%	4.1%	0.0%	0.0%	6 0.0%	0.0%	0.0% 3.55	0.0%	3.4%	1.0% 0.0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	3.1% 0.0	% 16.6%	31.8%	13.1% 23	7% 19.85	% 14.3%	0.0%	45.1%	24.0%	43.9%	7.7% 27.	7.2% 17.4	7.4% 0.0%	4.5%	. 11	26.1%	0.8% 0.1	1%
	Town Centre	Bilatro		0.0% 0.0				0.0%	0.0% 0.0	0% 0.0	1% 0.0%	0.0%	0.0% 0.	0% 0.0%	1.1%	0.0%	0.0% 0.	.0% 0.0%	6 0.0%			0.0%			0.0% 0.0%		4.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0			1.5% 0.		% 11.7%							0% 0.0%		11		0.0% 0.1	
	1 DWI CEPER	Wednesfield			0.0%																						0.0%																							0.0% 0.3	
	District & Local Centres		0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0	1% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.	10% 0.0%	6 0.0%	0.0%	0.0%	0.0%	6 3.5%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 0.09	% 0.0%	0.0%	0.0%	0.0%	0.0%	2.9% 0.1	0.0% 0.0	0% 0.0%	0.1%	. 11	0.0%	0.0% 0.0	0% 0.
	Out-of-Centre		0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0	95. 0.0%	0.0%	0.0%	0.00	0.0%	0.0%	0.0% 0	0.0%	. 0.0%	0.0%	26%	10% 0.05	6 0.0%	0.0%	0.0% 0.0%	. 0.0%	0.0%	0.0% 0.0	0.00	0.0%	0.0% 0	0.00	0.0%	0.0% 0.0	n 43%	4.6%	10.8% 3	4% 27%	5 0.0%	0.0%	2.7%	0.0%	0.0%	0.0% 0.1	0.0%	000 0.000	0.4%	.	2.7%	0.0% 0.3	3% 0
	Construence	subtotal	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	0.0	1% 0.0%	0.0%	0.0% 0.	0% 0.0%	1.1%	32%	0.0% 1	.0% 0.0%	2.5%	4.1%	2.6% 0	0.0% 0.09	5 3.5%	0.0%	0.0% 3.57	0.0%	7.4%	1.0% 0.1	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	3.1% 0.0	% 23.0%	36.4%	26.9% 27	.1% 23.57	% 27.6%	0.0%	54.1%	24.0%	43.9% 1	10.6% 27	7.2% 17.4	7.4% 0.0%	5.5%		31.9%	0.8% 0.9	2% 6
Dudley																																																			
	Strategic Centre	Briefley Hill- Traditional High Street Briefley Hill- Merry Hill			0.0%				0.0% 0.0					7% 0.0%	0.0%			0.0% 0.0% 5.7% 8.5%							1.3% 0.09			0.0% 0.0	0% 0.0%			0% 0.0% 9% 3.3%		0.0% 0.0			0.0% 0. 1.5% 0.									0% 3.5% 0% 1.1%				1.0% 0.5 34.6% 10.1	
																																																11			
	Town Centre	Dudley Stourbridge	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0	95 0.0%	0.0%	0.0% 0.0	0.0% 0.0%	0.0%	0.0%	0.0% 1.	.0% 0.0%	0.0%	0.0%	0.0% 0	0.0% 1.85	6 9.3%	8.3% 1	17.1% 0.05	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 0.0%	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0% 0.0	0% 0.0%	0.6%		0.0%	2.6% 0.2 3.6% 0.0	0% 0:
		Halesowen	0.0%	0.0% 0.0	0.0%	1.2%	0.0%	0.0% 0	0.0% 4.0	0% 10.5	5% 1.3%	1.2%	0.0% 1.	0.0%	0.0%	0.0%	0.0% 0.	1.0% 0.0%	0.0%	0.0%	0.0%	0.0%	6 0.0%	0.0%	0.0% 0.05	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0.05	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0	0.0%	N 0.3%		0.0%	1.5% 0.3	J% 0.1
	District & Local Centres		0.0%	1.1% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	0.0	0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0%	0.0% 0.	10% 0.0%	0.0%	2.2%	0.0%	0.0% 0.05	6 1.9%	0.0%	0.0% 0.05	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	1.5% 0.	0.01	% 0.0%	0.0%	0.0%	0.0%	1.3%	0.0% 0.1	0.0 40.0	0.0%	0.1%	. []	0.4%	0.2% 0.0	3% 0.1
	Out-of-Centre		0.0%	0.0% 0.0	0.0%	12%		0.0% 0	0.0% 0.0	0% 0.0	95 0.0%		0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.	0.0%	0.0%	1.2%	0.0%	2.0% 0.05	6 0.0%	0.0%	0.0% 0.09	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 0.09	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0% 0.0	0.0%	0.0%		0.0%	0.1% 0.0	0% 0.1
		subtotal	3.0%	5.1% 1.6	5% 0.8%	20.0%	0.0%	1.4% 5	9.6% 24.	.1% 41.4	4% 43.8%	27.1%	0.0% 11	8% 19.75	6 2.8%	1.0%	0.0% 46	5.4% 8.5%	40.9%	51.0%	11.3% 4	8.6% 39.3	% 41.5%	39.3%	58.4% 0.09	5.4%	5.2%	12.1% 0.0	0% 2.0%	0.0%	0.0% 1.	9% 3.3%	0.0%	0.0% 0.0	% 2.1%	1.7%	3.0% 0.	0% 1.05	% 11.5%	0.0%	0.0%	5.2%	4.8% 2	35% 0	0.0%	0% 4.6%	5 11.2%	_	4.7%	43.7% 11.5	9% 1.
Sandwell	Strategic Centre	West Bromwich	0.0%	3.0% 0.0	0.0%	0.0%	0.0%	4.1% 0	0.0% 4.2	2% 0.0	0.0%	0.0%	11.6% 3:	2% 5.5%	26.1%	19.9%	0.0% 0.	.0% 0.0%	3.4%	0.0%	3.5% 0	0.0% 0.05	6 0.0%	0.0%	0.0% 0.09	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	1.6% 0.	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0.09	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0	.0% 0.0%	1.1%	- 11	0.0%	0.7% 6.6	5% 0.1
	Town Centre	Blackheath	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0%	0.0% 1.5	5% 0.0	1% 0.0%	2.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.	10% 0.0%	6 0.0%	0.0%	0.0%	2.4% 0.05	6 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 0.09	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0% 0.0	0% 0.0%	0.1%	. 11	0.0%	0.4% 0.1	1% 0.0
		Cradley Heath	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	.0% 0.0	1% 3.5%	3.4%	0.0% 0.0	0% 1.0%	0.0%	0.0%	0.0% 0.	10% 0.0%	0.9%	0.0%	0.0% 0	0.0% 0.05	6 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0.05	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0% 0.0	0% 0.0%	0.1%		0.0%	0.1% 0.5	5% 0.0
		Great Bridge Oldbury		0.0% 0.0					0.0% 0.0	0.0 00				0% 0.0% 5% 5.5%				0.0% 0.0% 0.0% 0.0%		0.0%					0.0% 0.0%			0.0% 0.0				0% 0.0%		0.0% 0.0			0.0% 0.								0.0 % 0.0					0.0% 1.2	
		Wednesbury	3.5%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0	95 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	1.0%	0.0% 0.	10% 0.0%	0.0%	0.0%	1.5% 0	0.0% 0.05	6 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 1.0%	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0% 0.0	0% 0.0%	6 0.2%			0.0% 0.3	
		Cape Hill	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	0.0	1% 0.0%	0.0%	15.4% 1.0	0.0%	0.0%	0.0%	0.0% 0.	10% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.05	6 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	66 0.0%	0.0%	0.0% 0.	0.05	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0% 0.0	0% 0.0%	0.1%		0.0%	0.0% 1.0	0.0
		Bearwood			0.0%				0.0% 0.0			0.0%		0.0%											0.0% 0.09							0% 0.0%														0.0%		11		0.0% 0.2	
	District & Local Centres		0.0%	0.0% 0.0	0.0%	2.4%	0.0%	0.0% 0	0.0% 0.0	0.0	1% 0.0%	0.0%	4.2% 0.	0% 1.0%	0.0%	0.0%	0.0% 0.	1.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.05	6 0.0%	0.0%	0.0% 0.05	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0.09	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0 #0.0	0.0%	0.1%	1	0.0%	0.0% 0.3	J% 0.0
	Out-of-Centre	subtotal	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 1.5	5% 0.0	5 0.0%	2.3%	0.0% 0	0% 2.75	1.1%	0.0%	0.0% 0	0.05	0.0%	0.0%	4.7%	20% 0.05	5 0.0%	0.0%	0.0% 0.09	0.0%	2.0%	13.0% 0.0	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0% 1	7% 1.05	5 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	05 00	0% 0.0%	N 0.5% N 2.7%	$\dashv \vdash$		0.1% 2.9 1.3% 14.3	
		BUDSOON	3.5%	3.0% 0.0	276 0.0%	2.4%	0.0%	4.176	0.0% 7.3	3% 0.0	3.5%	13.5%	312% 63	on 15.81	34.1%	24.9%	U.U% 0.	0.0%	4.3%	0.0%	14.06	C4% 0.05	s 0.0%	0.0%	U.U% 0.05	0.0%	2.0%	14.0% 0.0	U7% 0.0%	0.0%	1.0% 0.	0.0%	0.0%	0.0% 0.0	n 0.0%	0.0%	0.0% 1.	/3- 1.95	n 5.0%	u.0%	0.0%	0.0%	0.0%	0.0% 0.1	1.0% 0.0	.0% 0.0%	2.7%	\vdash	0.0%	1.3% 14.3	176 O.
Walsell	Strategic Centre	Walted	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	0.0	1% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	2.8%	0.0% 0.	1.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.05	6 0.0%	0.0%	0.0% 0.05	11.7%	19.1%	5.9% 2.1	0.0%	18.3%	2.5% 7.	4% 1.8%	2.2%	5.8% 6.4	% 0.0%	0.0%	2.4% 7.	4% 9.89	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0	.0% 0.0%	1.6%	11	0.3%	0.0% 1.1	7% 11.3
	Town Centre	Blowich			0.0%				0.0% 0.0				0.0% 0.0	0.0%				.0% 0.0%		0.0%	0.0%	0.0% 0.05	6 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	20.9%	5.9% 0.	0% 0.0%		0.0% 0.0			0.0% 0.									0.0%				0.0% 0.0	
		Brownhills		0.0% 0.0			0.0%		0.0% 0.0			0.0%		0.0%						0.0%					0.0% 0.05							970.0					0.0% 0.									0% 0.0%				0.0% 0.0	
		Aldridge Wilenhall		0.0% 0.0	0.0%				0.0% 0.0				0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.	10% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	8.8% 0.	20.0 JP0	0.0%	0.0% 3.7	% 0.0% % 2.1%	0.0%	0.0% 0.	0% 0.05 2% 6.55	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0 200	0.0%	% 0.1% % 0.2%			0.0% 0.0	
		Darlaston										0.0%	0.0% 0.	0.0%		0.0%	0.0% 0.	0.0%	0.0%	0.0%	0.0%	0.0%	6 0.0%	0.0%	0.0% 0.0%	0.0%	8.0%	5.3% 0.0	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	2.4% 0.	0% 1.79	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0	0.0%	0.3%			0.0% 0.7	
	District & Local Centres		0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	0.0	1% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.	10% 0.0%	0.0%	0.0%	0.0%	0.0% 0.05	6 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0.01	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0 40.0	0.0%	0.0%	. 11	0.0%	0.0% 0.0	0.0
	Out-of-Centre		0.0%	0.0% 0.0	0.0%	0.0%	0.0%	14% 0	0.0% 0.0	0% 0.0	95. 0.0%	0.0%	0.0%	0.00	0.0%	0.0%	0.0% 0	0.0%	. 0.0%	0.0%	0.0%	10% 0.05	6 0.0%	0.0%	0.0% 0.0%	. 0.0%	6.9%	0.0% 0.0	0.00	2.0%	18% 2	1% 0.0%	0.0%	0.0% 0.0	n 0.0%	0.0%	0.0% 1	7% 0.0%	% no%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0%	000 000	N 0.2%	. 11	0.0%	0.0% 0.1	1% 1.0
		subtotal	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	1.4% 0	0.0% 0.0	0% 0.0	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	2.8%	0.0% 0.	0.0%	0.0%	0.0%	0.0%	1.0% 1.05	6 0.0%	0.0%	0.0% 0.09	11.7%	5.9% 34.0%	11.3% 2.6	5% 0.0%	41.1%	18.9% 2	5% 1.8%	4.4%	9.6% 10.	1% 2.1%	0.0%	4.8% 18	3% 18.09	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	10% 0.0	0% 0.0%	3.0%	=	0.7%	0.1% 2.0	2% 22.0
All Other Centres Outside	BCLA Area																																														1				
	Birmingham				5% 27.3%							4.0%	25.3% 6.	1% 3.4%	11.0%	7.4%		.7% 11.05	0.0%	0.0%	3.0% 0	0.0% 1.65	6 0.0%	1.4%	3.5% 0.05	4.1%	5.6%	0.0% 4.5	1% 1.2%	3.1%	7.5% 9.	7% 0.0%	2.2%	3.1% 17.0	9% 0.0%	0.0%	4.8% 0.	0% 3.19	% 0.9%	2.8%	0.0%			0.0% 0.1					1.1%	1.2% 6.8	8% 6.17
	Cannock				0.0%			0.0% 0	0.0% 0.0	0.0	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.	1.0% 0.0%	0.0%	0.0%	0.0% 0	0.0%	6 0.0%	0.0%	0.0% 2.05	6 1.7%	0.0%	0.0% 18.	9% 2.2%	1.8%	3.2% 0.	0% 25.7%	5.1%	0.0% 0.0	66 0.0%		3.9% 0.	0.05	% 0.0%	0.0%		0.0%			1.0% 2.7	7% 0.0%	1.4%		0.9%	0.0% 0.0	2% 0.8*
	Kidderminater Lichtwid		0.0%				0.0%		0.0% 0.0				0.0% 0.	0.0%				13.55	0.0%			0.0% 0.05			0.0% 0.0%			0.0% 0.0	0.0%			0% 0.0%		0.0% 0.0			0.0% 0.								0.0% 0.0					0.0% 0.0	
	Barkish			0.0% 3.8				0.0% 1					0.0% 0.	0% 0.0%	0.0%			10% 0.0%		0.0%	0.0%	100 0.00	5 0.0%		0.0% 0.05			0.0% 01	DA 11.4%	0.0%	0.0% 0.	0% 0.0%		0.0% 0.0			0.0% 0.					0.0%		0.0% 0.1						0.0% 0.0	
	Stafford		0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0		1% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0% 0.	10% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.05	6 0.0%	0.0%	0.0% 5.95	6 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 0.0%	% 0.0%	1.7%	0.0%	0.0%	0.0%		1.0% 0.0	0% 0.0%	6 0.1%	.	0.0%	0.0% 0.0	0% 0.0
	Sutton Coldfield		0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0		1% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	9.8% 0.	10% 0.0%	0.0%	0.0%	0.0% 0	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 1.4	% 0.0%	0.0%	0.0% 0.	0.05	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0% 0.0	.0% 0.0%	0.4%		0.0%	0.0% 0.0	0% 0.3
	Telford		0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0			0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.	10% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.05	6 0.0%	0.0%	0.0% 13.8	% 0.0%	0.0%	0.0% 0.0	0.0%	3.5%	0.0% 1.	7% 1.8%	1.2%	0.0% 0.0	66 0.0%	1.0%	1.5% 0.	0.05	% 0.0%				0.0%	1.4% 10.	0.4% 14.4	1.4% 1.1%	1.0%	. 1 1	0.4%	0.0% 0.0	a% 0.5
	All Other Centres and Stores Elsewher		6.0%	12.8% 8.6	5% 7.6%	0.0%	11.5%	15.3% 1	19.6% 0.0	0% 0.0	1% 3.7%	5.3%	2.4% 0.	0% 0.0%	0.0%	0.0%	9.0% 1	.0% 5.5%	1.5%	1.2%	0.0%	1.0% 1.85	6 0.0%	1.3%	0.0% 0.0%	4.7%	0.0%	0.0% 2.1	1% 11.4%	0.0%	0.0% 1	1% 0.0%	11.7%	5.4% 2.3	% 0.0%	0.0%	0.0% 0.	0% 1.59	% 0.0%	6.5%	0.0%	0.0%	2.3%	6.6% 12.	2.9% 3.9	9% 26.2%	5 4.9%	. 11	0.3%	0.8% 2.3	3% 1.
																								0.000			9.0%									0.000												11		1.9% 9.2	
		NUCTOR																																																	
SPECIAL FORMS OF TRAC	DING/ INTERNET SHOPPING:		69.3%	55.9% 76.	5% 56.9%	65.2%	62.2%	61.7% 4	45.5% 68.1	1.6% 56.5	9% 47.7%	50.2%	40.2% 75	.2% 61.15	6 51.1%	60.7%	69.7% 49	18.10	50.9%	43.8%	70.9% 4	8.9% 56.1	% 55.0%	58.0%	38.1% 74.8	% 68.8%	42.5% (61.1% 72.	2% 71.7%	50.5%	68.9% 76	1% 67.4%	69.0%	75.7% 68.1	72.9%	59.2%	55.1% 52	9% 51.05	55.0%	48.3%	45.9%	69.7%	49.0% 5	55.8% 49.	9.5% 56.7	5.7% 49.0%	% 60.2%	٠	59.4%	52.2% 61.4	4% 59.5
		GRAND TOTAL	100.0%	100.0% 100	nt. 100 nt.	. 100 OK	100.0%	100.0% 10	100 DW 100	0.000 1000	ON: 100 ON	100.0%	100.08 100	1 Mil. 100 0	N 100 0K	100.0%	100.0% 100	0.00/ 100.0	er soo oe	100.08	100.0%	00 00k 100 0	W 100 0W	100 OK 1	100 0K 100 0	W 100.0W	100.0% 1	00 0H 100	100 M	100.00	100 ON 100	nes records	100.0%	100.06 100	niki ton niki	100 OK	100.0% 10	100 n	ne: 100.08		100.0%	100.0%	100 ON 1	00.08/ 100	N 08 100	0.0% 100.00	2% 100.0%	_	200 ON .	esses 100.	0.086 100



TABLE 4: AUDIO VISUAL. PHOTOGRAPHIC & COMPUTER ITEMS - 2019 MARKET SHARE ANALYSIS (%) including internet Shopping and other Special Forms of Trading

																																										Wolverha	CORE 20 impton Dudle:	ONES by Sandwell Wala	A
LOCAL PLANNING AUTHORI	ITY CENTRE TYPE		Zone 1 Zon	e 2 Zone 3	Zone 4 Z	one 5 Zone	6 Zone 7	Zone 8 2	Zone 9 Zone	10 Zone 11	Zone 12 Zone	13 Zone 14	Zone 15 Zo	ne 16 Zone 17	Zone 18 Z	one 19 Zone	20 Zone 21	Zone 22 Zon	e 23 Zone 24	Zone 25 Zon	e 26 Zone 27	Zone 28 Zo	ne 29 Zone 3	Zone 31 Zo	ne 32 Zone 3	3 Zone 34 .	Zone 35 Zone	36 Zone 37	Zone 38 Zone	e 39 Zone 40	Zone 41 Zon	e 42 Zone 43	Zone 44 Zon	ne 45 Zone 4	6 Zone 47	Zone 48 Zone	49 Zone 50	Zone 51 Zon	te 52 Zone 53	Zone 54 Zone	55 STUDY ARE				1
Wolverhampton	Strategic Centre	Wolverhampton	1.1% 3.2	% 1.2%	0.0%	0.0% 0.0%	N 0.0%	1.0%	2.6% 1.29	6 0.0%	0.0% 0.0%	N 1.6%	0.0% 2	1% 0.0%	0.0%	4.8% 1.7%	6 1.7%	19.4% 1:	1% 0.0%	0.6% 0	0.0%	0.0% 7	.5% 0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0.05	% 0.0%	0.0% 0.0	9% 1.6%	0.0% 29	9% 46.3%	15.7% 4.	9% 8.2%	14.5%	6.2% 60.8	51.7%	49.9% 18	7% 23.5%	44.1% 6.2	% 7.1%	38.8	% 3.2%	6 0.7% 1.35	۵
	Town Centre	Silaton Wednesfield	0.0% 0.0			0.0% 0.0%			0.0% 0.0%		0.0% 0.0%	N 0.0% N 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 2	1% 0.0%	0.0% 0	0.0% 0.0%	0.0% 1	3% 0.0%	2.1% 2 0.0% 0	19% 0.0%	0.0%	0.0% 0.05	% 0.0% % 0.0%	0.0% 0.0	0.0% 0.0%	0.0% 0.	9% 0.6% 2% 1.3%		2% 3.7%		0.0% 2.9%				0.0% 0.0		4.35	6 0.0%	6 0.6% 0.5% 6 0.0% 0.0%	٠
	District & Local Centres		0.0% 0.0	% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.09	6 0.0%	0.0% 0.0%	N 0.0%	0.0% 0	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0%	0.0% 0	0.0%	0.0% 0	.0% 0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0.05	% 0.0%	0.0% 0.0	9% 0.0%	0.0% 0.	0.6%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.05	% 2.3%	1.4% 0.	8% 0.0%	0.0% 0.0	% 0.1%	0.95	6 0.0%	6 0.0% 0.09	٠
	Out-of-Centre		0.0% 0.0	0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.05	6 0.0%	0.0% 0.05	N 0.0%	0.0% 1	0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	2% 0.0%	0.0% 0	2% 0.0%	0.0% 0	0% 0.0%	0.0% 1	7% 0.0%	0.0%	4.6% 0.05	5 345	1.9% 0.0	95 0.0%	0.0% 13	1% 8.7%	16.6% 3	0% 6.4%	7.4%	0.0% 9.45	% 1.0%	0.7% 1.	4% 0.0%	3.5% 0.0	12%	6.75	6 0.0%	6 0.3% 2.15	6
		subtotal	1.1% 3.2	% 12%	0.0%	0.0% 0.0%	5 0.0%	1.0%	2.8% 1.25	5 0.0%	0.0% 0.09	5 1.5%	0.0% 3	1% 0.0%	0.0%	4.8% 1.75	5 1.7%	19.4% 3.	5% 0.0%	0.6% 0	2% 0.0%	0.0% 8	8% 0.0%	2.1% 4	1.6% 0.0%	0.0%	4.5% 0.05	5 3.45	1.9% 0.0	25 1,5%	0.0% 43	7% 57.6%	35.6% 11	.1% 18.8%	44.4%	6.2% 73.1	% 55.0%	54.4% 20	9% 23.5%	48.4% 6.2	5 2.1%	51.3	% 3.2%	6 1.0% 4.49	4
Dudlev	Strategic Centre	Briefey Hill-Traditional High Street Briefey Hill-Merry Hill	0.0% 0.0								0.0% 0.09			0% 0.0% 9% 2.2%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.	2% 4.1%	1.7% 0	0.0%	0.0% 0	0% 0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0.05		0.0% 0.0		0.0% 0.			0% 0.0%		0.0% 0.05				0.0% 2.2 0.0% 0.0		0.01		6 0.3% 0.05 % 11.5% 0.45	٤
	Town Centre	Dudley	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.09	6 0.7%	0.0% 0.0%	N 0.6%	0.0%	0% 0.0%	0.0%	8.4% 0.0%	6 9.8%	3.5% 0	2% 1.0%	0.0% 0	2% 0.6%	0.0% 0	0% 0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0.05	5 0.0%	0.0% 0.0	2% 0.0%	0.0% 0.	2% 0.0%	0.0% 0.	0% 0.0%	0.7%	0.0% 0.05	% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.0	0.4%	0.15	6 22%	6 0.1% 0.05	۸.
		Stourbridge Halesowen	0.0% 0.0								0.0% 0.0%			0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	2.6% 0: 0.0% 0:	0.6% 0.0%	1.8% 5 0.0% 0	5% 5.7% 5% 0.0%	14.3% 0 0.0% 0	.0% 0.0% .0% 0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0.05	% 0.0% % 0.0%	0.0% 0.0	9% 0.0% 9% 0.0%	0.0% 0.	0.0% 0.0%		.0% 0.0% .0% 0.0%	0.0%	0.0% 0.05				0.0% 0.0		0.01		6 0.0% 0.07 6 0.1% 0.09	i l
	District & Local Centres																																							0.0% 0.0		0.01		6 0.0% 0.09	٠
	Out-of-Centre	subtotal	5.0% 0.0	% 0.0% % 1.4%	1.8% 1	1.6% 0.0%	% 0.0% % 0.0%	10.6%	0.8% 0.75 35.1% 53.9°	5 0.0% % 50.2%	35.4% 0.05	N 0.0% N 9.3%	0.7% 0 29.2% 1	9% 22%	0.0%	0.0% 0.0%	5 1.2% 5 59.4%	2.3% 2 40.2% 10	7% 53.7% 7% 63.7%	0.0% 0 60.6% 44	5% 0.0% 5% 49.4%	0.0% 0 61.3% 0	0% 0.0%	1.7% 6	0.0% 0.0%	0.0%	0.0% 0.05	5 0.0%	0.0% 0.0	2% 0.0%	0.0% 0.	2% 0.0% 2% 1.2%	0.0% 0	0% 0.0%	12.3%	0.0% 0.0%		3.4% 35	5% 0.0% 5% 1.8%	0.0% 0.0	% 0.2% % 12.6%	3.6	6 0.7% 6 53.3%	5 0.4% 0.09 % 12.6% 0.49	5
Sandwell	Strategic Centre	West Bromwich	0.0% 4.5	N 0.0%	0.0%	0.0% 0.0%	N 40%	0.0%	3.7% 0.09	s 0.0%	0.0% 3.69	5 63%	5.1% 20	12% 24.8%	0.0%	1.2% 0.0%	5 38%	0.0% 2	1% 0.0%	0.0% 0	25. 0.0%	0.0% 0	.0% 0.0%	0.0% 0	0.0%	0.0%	0.0% 0.99	4 174	0.0% 0.0	96 0.0%	0.0% 0	256 0.056	0.0% 0	0% 0.6%	0.0%	0.0% 0.7%	% 0.0%	0.0% 0	0% 0.0%	0.0% 0.0	% 1.3%	0.00	6 07%	6 67% 0.35	П
	Town Centre	Blackheath	0.0% 0.0						4.0% 1.15		4.0% 0.09			0% 0.0%		0.0% 0.0%		0.0% 0			2% 0.0%			0.0% 0			0.0% 0.0	-	0.0% 0.0		0.0% 0.	2% 0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0%				0.0% 0.0		11		6 0.5% 0.07	. [
	I own Carera	Cradley Heath	0.0% 0.0	96 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	1.5% 0.75	6 1.3%	0.7% 0.05	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 1.2%	0.0% 0.	2% 0.0%	0.0% 0	0.0%	0.0% 0	.0% 0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0.05	% 0.0%	0.0% 0.0	0.0%	0.0% 0.	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.05	% 0.0%	0.0% 0.	0.0%	0.0% 0.0	% 0.1%	0.0	6 0.3%	6 0.1% 0.05	4
		Great Bridge Oldbury	0.0% 0.0			0.0% 0.0%	% 0.0% % 0.0%		0.0% 0.0%		0.0% 0.09 4.9% 1.45			9% 0.8%	0.0%	0.0% 0.0%	6 0.0% 6 0.0%	0.0% 2	7% 0.0% 5% 0.0%	0.0% 0	2% 0.0%	0.0% 0	0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0.05	% 0.0% % 0.0%	0.0% 0.0		0.0% 0.	0.0%	0.0% 0.	0.0%	3.1%	0.0% 0.0%			0% 0.0%			0.75		6 1.2% 0.09 6 3.7% 0.09	:1
		Wednesbury	0.0% 0.0	96 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.05	6 0.0%	0.0% 2.65	0.0%	2.4% 0	7% 1.6%	0.0%	0.0% 0.0%	6 0.0%	0.0% 1.	3% 0.0%	0.0% 0	0.0%	0.0% 0	.0% 0.0%	1.0% 1	.4% 1.6%	0.0%	0.7% 1.55	% 0.0%	1.7% 1.2	2% 0.0%	0.0% 4.	1.0%	1.5% 0.	.0% 0.0%	0.7%	0.0% 0.05	% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.0	% 0.4%	0.85	6 0.0%	6 1.0% 0.45	
		Cape Hill Bearwood	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.05	6 2.1%	0.0% 7.79	N 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.	0.0%	0.0% 0	0.0%	0.0% 0	0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0.05	50.0%	0.0% 0.0	0.0%	0.0% 0.	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.05	% 0.0%	0.0% 0.	0.0%	0.0% 0.0	% 0.1% % 0.6%	0.05	6 0.0%	6 0.5% 0.05 6 2.5% 0.05	
	District & Local Centres	DHIAWOOD																																						0.0% 0.0		0.25		6 0.8% 0.07	
	Out-of-Centre		0.0% 7.0		0.0%	0.0% 0.0%	5 34.8%	1.8%	0.8% 0.05	6 0.0%	2.0% 2.45	N 9.2%	6.0% 20	2.8% 30.2%	4.4%	2.2% 0.0%	6 0.0%	5.2% 25	7% 0.0%	0.0% 0	0.0%	1.9% 2	.1% 18.1%	34.4% 5	4.4% 5.7%	0.0%	22.5% 18.3	% 43.5%	6.0% 3.3	96 14.1%	23.1% 4.	2% 3.5%	22.1% 46	9% 28.6%	17.8%	0.0% 0.05	% 2.2%	1.3% 1.	4% 0.0%	6.0% 0.0	% 8.1%	7.65	6 1.0%	6 21.5% 28.1	%
Wahall	Strategic Centre	subtotal Watsall	0.0% 0.0			0.0% 0.0%			0.0% 0.09		0.0% 0.09			0% 0.8%	1.1%			0.0% 0		0.0% 0				25.9% 5							23.1% 9.	1% 4.5%	23.6% 46	3% 20.3%		0.0% 0.0%				0.0% 0.0		9.35		6 38.5% 28.8 6 0.8% 14.1	1
	Town Centre	Blorwich	0.0% 0.0						0.0% 0.05		0.0% 0.0%			0% 00%		0.0% 0.0%			2% 0.0%					0.0% 0			8.1% 2.55		1.0% 0.0		0.0% 0.		0.0% 3	2% 0.0%						0.0% 0.0	1	0.0		6 0.0% 2.29	Л
	I DWI CEREN	Brownhills	0.0% 0.0						0.0% 0.0%		0.0% 0.09			0% 0.0%		0.0% 0.0%			2% 0.0%					0.0% 0			0.0% 2.45		0.0% 0.0		0.8% 0.				0.0%					0.0% 0.0		0.0		6 0.0% 0.95	ان
		Aldridge	0.0% 0.0	AL 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0%	N 0.0%	0.0% 0	0.0%	0.7%	0.0% 0.0%	6 0.0%	0.0% 0	140 0 040	0.0% 0	246 0 0%	0.0% 0	096 0.0%	0.0% 0	10% 0.0%	0.0%	0.0% 1.85	46 n.n%	0.0% 0.0	96 10%	7.3% 0	246 0 0%	0.0% 0	0.044	0.0%	0.0% 0.0%	96 0 0%	0.0% 0	260 0 260	0.0% 0.0	% 0.2%	0.05	6 0.0%	6 0.0% 1.35	8
		Wilenhall	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.05	6 0.0%	0.0% 0.05	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.	0.0%	0.0% 0	2% 0.0%	0.0% 0	.0% 0.0%	2.1% 0	1.0% 0.0%	0.0%	0.0% 0.05	% 0.0%	0.0% 0.0	0.0%	0.0% 0.	0.0%	0.0% 0.	8% 5.4%	0.0%	0.0% 0.05	% 0.0%	0.0% 0.	0.0%	0.0% 0.0	% 0.1%	0.0		6 0.0% 0.85	
		Darlaston																																								11		6 0.1% 0.05	1
	District & Local Centres																																							0.0% 0.0		0.01		6 0.0% 0.29	1
	Out-of-Centre	- Added	0.0% 11	0.0%	0.0%	0.0% 0.0%	5 3.4%	0.0%	0.0% 0.05	5 0.0%	0.0% 0.09	N 0.0%	0.0% 0	0% 2.4%	1.1%	0.0% 0.0%	5 0.0%	0.0% 0	25 0.0%	0.0% 0	0.0%	0.0% 0	0% 6.3%	5.9% 0	0.0%	0.0%	0.0% 4.95	5 105	0.0% 0.0	25 1.0%	4.0% 0.	2% 1.8%	1.3% 3	8% 1.0%	0.0%	0.0% 0.05	5 0.0%	0.0% 0	055 0.0%	0.8% 0.0	0.6%	0.5	5 0.0%	6 0.6% 3.0° 6 1.6% 22.6	4
		Recount	0.0%		0.0.0	20.0		0.0%	0.01	0.03	0.04		0.0.0	334	2.0.4	2.7.00		0.0%	<i>-</i>	0.04	2.4 0.0.4	0.0%	21.0%	20.00		0.03	245/4 305	A 192A	2.10 2.	7.4 10.2.4	10.174 2.	1.0.0	13/4 13		0.0.0	0.0% 1.3.		0.0% 2.		0.0%	2.0	1	0.13	100 220	1
All Other Centres Outside	BCLA Area Birminsham		27.85	THE ATLENT	22.66	17.69			7.3% 0.09	6 18%	0.0% 25.9	% 9.5%	0.0% 5	5% 45%	7.1%	2.2% 3.3%	6 0.0%	1.4% 4.	2% 0.0%	1.0% 0	100		100 200	0.0% 0	18% 0.0%	3.0%	2.3% 1.85	5 425	2.1% 1.2	1.0%	5.8% 3.	2% 0.0%	2.7% 0.	.0% 3.2%	1.9%	0.0% 0.05	% 0.8%	400 3	201 0.001	0.0% 0.0	5 7.9%	1.65		6 5.4% 2.55	٠I.
	Cannock		0.0% 1.2	% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.05	6 0.0%	0.0% 0.0%	N 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%			9% 0.0%	0.0% 0	0.0%	0.0% 22	1.9% 3.6%	0.0% 0	1.0% 52.1%	0.0%	10.7% 2.75	5 0.0%	50.5% 27.0	8% 23.5%	5.8% 1.	1% 2.3%	4.3% 3.	6% 0.0%	0.0%	0.0% 0.05	% 0.0%	0.0% 0.	0% 0.0%	3.8% 0.0	% 4.1%	1.15	6 0.0%	6 0.0% 5.65	4
	Kidderminater		0.0% 0.0			0.0% 0.0%		4.9%	0.0% 0.05		0.7% 0.05			05 0.0%		0.7% 54.05		0.0% 0.		0.6% 25					1.0% 0.0%		0.0% 0.05		0.0% 0.0		0.0% 0.			0.0%		2.7% 0.05		0.0% 1.		0.0% 29.4		0.05		6 0.1% 0.05	
	Lichfield Reddich		0.0% 0.0						0.0% 0.0%		0.0% 0.0%			0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	2% 0.0%	0.0% 0			0% 3.0%	0.0% 0		8.4%	0.0% 0.05	% 0.0% % 0.0%	0.0% 10.0		1.2% 0. 0.0% 0.	0.0% 0.0%		.0% 0.0%		0.0% 0.05				0.0% 0.0		0.05	s 0.0%	6 0.0% 0.0% 6 0.0% 0.0%	41
	Stafford		0.0% 0.0	96 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.05	6 0.0%	0.0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0:	2% 0.0%	0.0% 0	0.0%	0.0% 18	1.5% 0.0%	0.0% 0	1.0% 0.5%	0.0%	0.0% 0.05	% 0.0%	0.0% 0.0	0.0%	0.0% 0.	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.05	% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.0	% 0.2%	0.05	6 0.0%	6 0.0% 0.0%	
	Sutton Coldfield Telford		0.0% 11.						0.0% 0.0%		0.0% 0.0%				34.3%				0.0% 0.0%					0.0% 0										0% 0.0%						0.0% 0.0 16.1% 3.2		0.05		6 1.8% 1.55 6 0.1% 0.55	á
	All Other Centres and Stores Elsewh	ere	3.4% 13.	2% 12.4%	15.8%	1.6% 38.4%	% 6.7%	14.0%	0.8% 0.79	5 7.4%	3.8% 2.25	N 0.6%	2.1% 1	.0% 5.7%	13.8%	0.0% 4.4%	6 42%	0.0% 0.	0.0%	0.0% 2	9% 1.0%	0.7% 3	.6% 12.1%	0.6% 0	1.8% 1.7%	29.8%	0.7% 2.65	% 3.7%	2.9% 14	4% 3.6%	7.2% 0.	9% 0.0%	0.0% 0.	.0% 1.8%	0.0%	5.6% 0.07	% 1.0%	0.0% 2.	4% 7.4%	1.7% 25.7	% 6.5%	0.35	6 0.7%	6 2.6% 3.29	۵
		aublotal	41.2% 37.	3% 56.7%	48.9% 4	10.5% 55.8%	% 29.1%	31.1%	8.2% 0.75	6 9.3%	4.5% 29.2	56 10.156	2.1% 6	6% 10.2%	55.2%	2.9% 61.75	5 425	1.4% 4.	2% 0.0%	1.7% 25	5% 3.8%	5.8% 51	.1% 22.7%	0.6% 1	17% 54.8%	45.7%	16.0% 8.85	5 7.8%	55.5% 53.	8% 32.5%	30.6% 7.	1% 4.1%	6.9% 3	6% 5.0%	1.9%	63.4% 0.05	% 1.8%	4.0% 8.	7% 31.0%	21.5% 58.9	25.1%	3.5	5 3.0%	6 10.0% 14.2	5
RPECIAL FORMS OF TRAI	DING/ INTERNET SHOPPING:		48.4% 44	W. 40.8%	40 9% 4	194% 434%	N. 25.0%	55.6%	42 7% 42 %	4 14 14	47.4% 30.1	4. 48.44	35.1% 36	194 26 34	37.4%	10.4% 10.4%	% 30.0%	33.8% 45	ME 34 ME	37 1% 24	69L 45.89L	31.0% 30	10% 36.1%	24.9% 24	17.4%	44.9%	26.8% 39.0	PL 28.8%	19 0% 10	75. 34.85.	30.9% 35	194 NO 094	12 8% 24	18% 20 MA	18.6%	30.4% 22.2	146 17 246	34.4% 31	7% AN AN	23.3% 32.3	NL 1744	313	16 37.3%	% 94.8% 20.7	4
		GRAND TOTAL	100.0% 100	0% 100.0%	100.0% 1	00.0% 100.05	100.0%	100.0% 1	100.0% 100.0	100.0%	100.0% 100.0	2% 100.0%	100.0% 10	0.0% 100.0%	100.0% 1	00.0% 100.0	100.0%	100.0% 100	.0% 100.0%	100.0% 10	.0% 100.0%	100.0% 10	0.0% 100.0%	100.0% 10	0.0% 100.0%	100.0%	100.0% 100.0	100.0%	100.0% 100	.0% 100.0%	100.0% 100	.0% 100.0%	100.0% 100	0.0% 100.0%	6 100.0%	100.0% 100.0	0% 100.0%	100.0% 100	0.0% 100.0%	100.0% 100:	0% 100.0%	100.0	ON PARTIE	## 100.0% 100.0	258



TABLE 5: BOOKS, STATIONERY & DRAWING MATERIALS - 2019 MARKET SHARE ANALYSIS (%) Including Internet Shapeing and other Special Forms of Trading

Part																																												_	CORE	ZONES	_	
See	LOCAL PLANNING AUTHORIT	CENTRE TYPE		Zone 1	Zone 2 Zon	2 Zone 4	Zone 5 Zo	one 6 Zor	me 7 Zone 8	8 Zone 9	Zone 10 Zo	one 11 Zone 1	2 Zone 13	Zone 14 Zon	e 15 Zone 1	S Zone 17	Zone 18 Zone	19 Zone 2	Zone 21	Zone 22 Zon	e 23 Zone 2	Zone 25 Zo	one 26 Zone 2	27 Zone 28 3	Cone 29 Zon	30 Zone 31	Zone 32 Zone	e 33 Zone 34	Zone 35 Zon	ne 36 Zone 37	Zone 35 Z	one 39 Zone 4	Zone 41 Z	one 42 Zone 43	Zone 44 Z	one 45 Zone	46 Zone 47	Zone 48 Zone	e 49 Zone 50	Zone 51 Zon	ne 52 Zone 53	Zone 54 Zon	e SS STUDY AN	REA Wolver			Wabal	
	Wokerhamnton																																											. 11 .				
**************************************		* '											0.0%	0.0% 1.	7% 0.0%	0.0%			0.0%																													
Final Property Fina		Town Centre										0.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0% 0.0	0.0% 0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0.0	% 2.6%	1.1% 0.0	0.0% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	0.0%	3.7% 1.5% 1.6% 0.0%	9.0%								76 0.7% 2% 0.2%	j 51				
**************************************		District & Local Centres		0.0%	0.0% 0.0	% 0.0%	0.0% 0	0.0% 0.0	.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	3.4% 0.0	0.0%	0.0%	1.7% 0.0%	6 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.7%	2.1%	0.0% 0.0%	0.0%	0.0% 1.8	9% 0.9%	3.0% 13	1.6% 0.0%	0.8% 0.0	3% 0.4%	. 1	2% 0.4	AS 0.0%	0.0%	
**************************************		Out-of-Centre	- Market	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0% 0.0	.0% 1.8%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	1.1% 0.0	% 22%	2.1% 0.0	0.0%	0.0% 3	0% 0.0%	5.9%	0.0% 0.0%	0.0%	7.1% 6.7%	12.6%	7.1% 3.99	6.7%	0.0% 2.6	2.8%	2.9% 0	0% 0.0%	62% 0.0	2% 1.1%		7% 0.0	% 0.3%	1.6%	
**************************************	D-4		Recook	0.0%	1.5% 0.0		0.0.0	0.0%	0.00	1.4.4		104 004	0.0%	0.024 1.		0.0%	0.04 1.0		0.0.0	1122 0.		0.0.0			024 0		234 02	,	00% 3		7.5%				40.13	10.0	4434	1.4.4 12	10 100	32.5% 25	20.10	220%		7 –			400	
	Dudley	Strategic Centre																																														
Seminor Semino																																												11				
Set Like Control L		I own Cerese	Stourbridge	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0% 0	0.0% 0.0	.0% 0.0%	1.4%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.	2% 0.0%	0.0%	0.0% 0.8	0.0%	0.0%	0.0% 0.0	2% 3.2% 2% 3.3%	3.4% 1	7.8% 18.99	16.6%	0.0% 0.0	% 0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0% 0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	7% 0.5% 2% 0.5%	0.0% 0	0% 0.0%	0.0% 0.0	2% 1.1%		1% 6.2	350.0	0.0%	
Self-Care		District & Local Cardina	T LEADER WITH																																													
Selection will be shown will b																																																
Fig.			subtotal	2.0%	0.0% 1.3	% 2.3%	18.6% 0	0.0% 0.1	8% 5.4%	47.0%	68.1% 3	5.8% 34.0%	4.7%	9.5% 31.	7% 23%	0.8%	0.0% 70.	% 6.6%	60.3%	49.1% 21.	7% 53.4%	57.0% 40	8.3% 57.29	% 55.1%	0.0% 1.1	% 1.3%	6.4% 0.0	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0%	0.0%	2.6%	0.0%	0.0% 1.35	10.5%	0.0% 0.0	2% 4.1%	10.1% 24	5% 1.6%	1.7% 0.8	25 13.0%	-	.8% 57.	25 13.2%	0.3%	
CAMPATINISS SET OF SET	Sandwell	Strategic Centre	West Bromwich	0.0%	7.1% 0.0	% 0.0%	0.0% 0	0.0% 12.	28% 0.0%	2.4%	0.0% 0	3.0% 5.1%	8.7%	8.4% 7.	32.3%	31.8%	0.7% 0.0	% 0.0%	1.9%	0.0% 6.0	9% 0.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.0	% 0.0%	6.1% 0.0	0.0%	0.0% 0	.0% 4.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.5	0.0%	0.0% 0	.0% 0.0%	0.0% 0.0	JN 2.0%		1% 0.4	% 11.6%	0.4%	
Fig. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.		Town Centre												0.0% 0.0	9% 0.0%	0.0%	0.0% 0.0	0.0%						6 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	0.0%		0.0%	0.0%	0.0% 0.0%	0.0%	0.0%														
Pulse Proper Service S			Great Bridge	0.0%	0.0% 0.0	% 0.0%	0.0% 0	0.0% 0.0	2.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	7.5%	0.0%	0.0% 1.5	% 0.0%	0.0%	0.0% 9.6	0.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.0	% 0.0%	3.2% 0.0	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	6 3.7%	0.0% 0.0	0.0%	0.0% 0	0.0%	0.0% 0.0	0% 0.4%	N 0.1	.6% 0.1	1% 2.2%	0.0%	
Designed 1.1. 1.1. 1.1. 1.1. 1.1. 1.1. 1.1. 1.				0.0%	0.0% 0.0	% 0.0%	0.0% 0	0.0% 0.0	0.0%	6 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.1	2% 1.5%	0.8%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	9% 0.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.0	% 0.0%	5.9% 0.0	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	0.0%	0.0% 0	0% 0.0%	0.0% 0.0	05 0.1%	S 0.1	.0% 0.0	2% 0.9%	0.0%	
Deat Also of Comp. Deat Also of Comp. Deat Als				0.0%	0.0% 0.0	% 0.0%	0.0% 0	0.0% 0.0	.0% 0.0%	0.0%	0.0% 0	3.0% 0.0%	23.2%	9.3% 0.	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0%	0.0% 0.0	/% 0.4%					
### PARTIS NAME 15 15 15 15 15 15 15 15 15 15 15 15 15		District #1 and Contras	DESPROOD																																													
## StatesCeles StatesCeles StatesCeles StatesCeles StatesCeles StatesCeles StatesCeles StatesCeles States StatesCeles Stat																																																
Ten Custon Part Pa			subtotal	0.7%	8.9% 0.0	% 0.0%	2.5% 0	0.0% 14.	5% 0.0%	11.6%	0.0% 6	3.1% 33.0%	40.9%	30.2% 22	7% 51.4%	33.4%	0.7% 1.5	% 0.0%	3.9%	0.0% 21.	8% 2.2%	0.0% 0	0.0%	6 0.0%	0.0% 1.3	% 0.0%	19.2% 0.0	0.0%	1.6% 0	.0% 4.7%	2.5%	0.0% 0.0%	2.2%	0.0%	1.9%	0.0% 0.0%	6.1%	0.0% 0.5	2% 0.0%	0.0% 0	0% 0.0%	0.0% 0.0	7% 4.5%	4 =	.3% 1.3	% 26.6%	1.3%	
Browless 10 10 10 10 10 10 10	Walsell	Strategic Centre	Walnut	0.0%	1.8% 0.0	% 0.0%	0.0% 0	0.0% 5.5	.5% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	0.0%	8.0%	1.7% 1.3	0.0%	0.0%	0.0% 1.3	2% 0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 41.	1% 52.8%	11.8% 1.0	0.0%	33.1% 25	12% 41.6%	5.3%	1.2% 17.0%	9.7%	2.8% 0.0%	1.7% 1	17.9% 6.89	3.2%	0.0% 0.5	0.0%	0.0% 0	.0% 0.0%	0.0% 0.0	JN 3.8%		.9% 0.1	% 3.0%	28.0%	
Acting 10% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%		Town Centre													0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	95 0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	0.0%	18.1% 1	.1% 0.0%	0.9%	0.0% 1.0%	0.0%	0.0%	0.0%								7% 0.5% 0% 0.4%	: :				
Desired Learner Control Contro			Aldridge	0.0%	0.0% 0.0	% 0.0%	0.0% 0	0.0% 0.0	2.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.1	0.0%	0.0%	1.0% 0.0	% 0.0%	0.0%	0.0% 0.0	950.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.0	% 0.8%	0.0% 0.0	0.0%	1.0% 12	2.4% 1.9%	0.0%	0.0% 1.0%	30.3%	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	0.0%	0.0% 0	0% 0.0%	0.0% 0.0	0% 0.7%	s 0.1	.0% 0.0	250.0	6.2%	
## Common Control Section 1.00 1.																																																
## Colors Office And Services And Services And Services And Services And Services And		District & Local Centres		0.0%	0.0% 0.0	% 0.0%	0.0% 0	0.0% 0.0	10% 0.0%	0.0%	0.0% (0.0% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.7% 0.0	0.0%	0.0%	0.0% 0.0	0.0%	0.0% (0.0% 0.0%	6 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	0.0%	0.0% 3	.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	1.1%	2.7% 0.09	0.0%	0.0% 0.0	0.0%	0.0% 0	.0% 0.0%	0.0% 0.0	0.1%		.1% 0.0	1% 0.0%	0.6%	
HAT CHARGE SCHALES AND MAN STATE STA		Out-of-Centre		0.0%	0.0% 0.0	% 0.0%	0.0% 0	0.0% 0.1	18% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.0	5 0.05	0.0%	0.0% 0.0	9% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 3.6	% 8.2%	0.0% 0.0	0.0%	0.0% 3	9% 0.7%	0.9%	0.0% 0.0%	2.2%	3.7% 0.0%	0.0%	6.7% 6.59	0.0%	0.0% 0.0	0.0%	0.0% 0	0% 0.0%	0.0% 0.0	0% 0.4%		2% 0.0	rS 0.1%	3.3%	
Berrylam 5 25% 24.6 27% 18.6 25% 18.6 27% 18.6 25% 18.6 27% 18.6 2			subtotal	0.0%	1.8% 0.0	% 0.0%	0.0% 0	0.0% 6.4	4% 0.0%	0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0.	0.0%	8.0%	3.4% 1.3	% 0.0%	0.0%	0.0% 1.3	2% 0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 44.	P% 68.6%	13.7% 1.0	0.0%	53.2% 55	3.1% 45.0%	7.1%	2.5% 42.8%	42.2%	1.0% 0.0%	3.8% 4	10.1% 30.29	5.0%	0.0% 2.6	0.0%	1.4% 0	0% 0.0%	0.0% 0.0	N 6.2%		.2% 0.1	5 3.4%	47.8%	
Management Single	All Other Centres Outside B			39.9%	24.4% 27.3	% 24.6%	35.2% 1	8.0% 14.	4.4% 5.7%	5.6%	1.8%	1.5% 0.0%	25.4%	6.1% 1.	5% 7.2%	5.0%	3.0% 4.5	5 1.8%	0.0%	0.0% 8.1	1% 0.0%	0.0%	0.0% 1.2%	6 2.3%	0.0% 1.8	% 0.0%	1.3% 1.9	25 4.4%	5.0% 10	19% 11.7%	0.0%	0.0% 0.0%	3.5%	3.7% 3.7%	3.4%	0.0% 2.5%	6 1.1%	1.4% 0.0	2% 0.0%	4.2% 0	0% 0.0%	1.5% 2.1	9% 8.0%	6 2	.1% 1.6	25 6.65	4.0%	
Landard SDN 00% 00% 00% 00% 00% 00% 00% 00% 00% 00		Cannock		0.0%	0.0% 0.0	% 0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	250.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	12.2% 0.0	% 0.0%	0.0% 46.7	7% 0.0%	6.9% 1	.1% 0.0%	30.4%	7.8% 2.6%	0.0%	0.0% 2.0%	2.7%	1.8% 0.05	6 0.0%	0.0% 0.0	0.0%	0.0% 0	200 200	0.0% 0.0	0% 2.7%	N 0.1	8% 0.0	0.0%	1.8%	
### 10% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0																																										0.0% 21.	2% 2.4%					
Substitution Subs											0.0% 0	0.0% 0.0%		0.0% 0.0	250.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	0.0%		0.0%	0.0%	0.0% 0.0%	0.0%	0.0%										. 0	.0% 0.0			
Teter 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0													0.0%	0.0% 0.1	250.0 250	0.0%	43.3% 0.0	% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0% 0	0.0% 0.0%	6 0.0%	24.6% 1.0	% 0.0%	1.1% 0.0	2% 0.0% 2% 0.7%	0.0% 0	200 200	0.0%	1.9% 0.0%	0.0%	0.0% 1.2%	0.0%	0.0% 0.0%	40.0 J	3.3% 0.0	2% 0.0% 2% 0.0%	0.0% 0	20.0 20.0	0.0% 0.0	AL 0.4%	. 8	2% 0.0	5 0.1% PL 1.2%	0.1%	
488																				0.0% 0.0	0.0%	0.0% 0	0.0%	6 0.0%	9.3% 0.0	% 0.0%	0.0% 0.6																					
		All Other Centres and Stores Elsewhe	ne .	2.0%	16.9% 21.1	% 16.7%	1.7% 13	13.7% 19.	£1% 39.4%	6 0.9%	0.0% 1	18.7% 0.0%	1.5%	0.0% 0.	0.8%	3.1%	6.6% 0.8	% 1.2%	2.5%	0.8% 2.0	0.0%	0.7%	3.7% 0.0%	6 0.0%	12.2% 0.0	% 2.6%	0.0% 2.9	9% 4.6%	1.0% 6	9% 2.0%	6.7%	0.8% 1.6%	1.6%	0.0%	0.0%	3.7% 2.09	1.3%	21.4% 1.7	1% 0.9%	0.0% 6	7% 17.3%	9.1% 38.	4% 7.2%		5% 0.5	/% 4.0%	2.2%	
			subtotal	41.9%	52.5% 51.3	% 48.9%	36.8% 5	1.4% 44.	4.1% 67.3%	6 6.5%	3.1% 2	22.6% 0.0%	25.9%	8.0% 1.	5% 7.9%	8.1%	52.8% 5.3	% 53.0%	2.5%	0.8% 10.	1% 0.0%	0.7% (1.5% 1.2%	6 5.4%	58.3% 18.	2% 3.4%	2.4% 55.7	7% 51.9%	13.9% 18	19% 13.7%	41.2% 4	9.7% 17.5%	12.8%	3.7% 9.5%	6.1%	5.5% 4.69	6 2.4%	65.5% 1.7	r% 3.6%	4.2% 7	.6% 35.0%	30.9% 64.	9% 28.2%	<u>5</u>	.9% 2.6	% 12.5%	11.9%	
	SPECIAL FORMS OF TRADI	ING/ INTERNET SHOPPING:		55.4%	34.8% 47.0	1% 48.9%	42.0% 41	18.6% 34.	4.2% 25.5%	6 33.5%	28.8% 3	35.5% 33.09	27.4%	52.3% 42	4% 38.4%	49.8%	43.1% 20.0	1% 40.4%	33.3%	39.1% 44.	2% 44.4%	42.2% 4	3.5% 41.69	% 39.5%	35.5% 33.	2% 19.9%	54.4% 43.4	4% 48.1%	31.3% 22	1.0% 36.6%	41.9% 4	17.8% 38.1%	42.9%	2.0% 40.2%	48.1% 3	H.8% 44.95	N 26.5%	33.1% 21.	4% 50.6%	31.4% 41	.1% 35.2%	34.4% 34.	3% 40.2%	s 2	25% 36	8% 43.6%	33.8%	
																																												- 11				
PARTUR 105 105 105 105 105 105 105 105 105 105			GRAND TOTAL	100.0%	100.0% 100.	0% 100.0%	100.0% 10	00.0% 100	3.0% 100.0%	A 100.0%	100.0% 10	30.0% 100.09	100.0%	100.0% 100	100.0%	100.0%	100.0% 100.	0% 100.0%	100.0%	100.0% 100	.0% 100.0%	100.0% 10	00.0% 100.09	100.0%	100.0% 100	0% 100.0%	100.0% 100.	.0% 100.0%	100.0% 10	0.0% 100.0%	100.0% 1	00.0% 100.09	100.0% 1	00.0% 100.0%	100.0% 1	00.0% 100.0	% 100.0%	100.0% 100	.0% 100.0%	100.0% 10	0.0% 100.0%	100.0% 100	.0% 100.0%	5 10	0.0% ###	res 100.0%	100.0%	



Appendix 8: Comparison Goods Turnover (excluding SFT)



TABLE 1: ALL COMPARISON GOODS - 2019 MARKET SHARE ANALYSIS (%)

GRAND TOTAL

Town Centre 1.1% Bilaton Wednesfield District & Local Centres 0.5% Out-of-Centre Strategic Centre 0.4% Town Centre 0.8% District & Local Centres 1.0% Strategic Centre West Brownin 3.4% Town Centre Blackheath Cradlev Heath Great Bridge Oldburv Wednesburv Cape Hill Bearwood 0.0% 0.0% 0.0% 0.3% 0.0% 0.0% 0.5% 0.7% 0.0% 1.1% 0.0% 0.0% 16.2% 0.9% 0.0% 10.6% 0.0% 0.0% 0.0% 1.1% 0.0% 0.0% 0.0% 0.0% 5.8% 14.9% 0.2% 0.0% 19.7% 3.5% 6.5% 7.6% 1.4% 0.1% 0.8% 26.4% 0.5% 0.3% 0.2% 0.0% 0.0% 7.4% 5.5% 2.0% 0.0% 0.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.3% 1.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.0% 0.7% 0.0% 2.2% 0.0% 0.0% 0.0% 0.0% 0.5% 0.5% 0.0% 0.0% 0.5% 0.1% 0.5% 1.5% 0.6% 0.3% 0.4% 0.4% District & Local Centres Out-of-Centre 5.0% Walsall 5.1% 0.0% 0.4% 0.3% 0.6% 0.4% 0.2% Town Centre Bloxwich Brownhills Aldridge Willenhall District & Local Centres 0.2% 1.3% le BCLA Area Birmingham Camook Kidderminster Lichfield Redditch Stafford Sutton Coldfield Telford 14.0% 4.6% 3.9% 2.0% 1.3% 0.8% 2.5% 2.5% 6.5% 25.0% 23.9% 33.9% 8.3% 37.6% 15.0% 43.5% 22.9% 2.0% 17.4% 2.0% 2.0% 17.4% 2.0% 2.0% 17.4% 2.0% 2.0% 15.0% 33.9% 12.0% 33.9% 15.0% 33.9% 15.0% 33.9% 12.0% 33.9% 12.0% 33.9% 12.0% 33.9% 13.0 All Other Centres and Stores Elsewher 12.7% 721% 72.0% 90.4% 824% 50.0% 90.2% 12.0% 12.

100.0% 10



TABLE 2: 2019 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em) ALL COMPENENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding internet Shopping and other Special Forms of Trading

CAL PLANNING AUTHOR	WILL DESIGNE THOSE		Zone 1 Zone																					2					_										_						-
	GIT CENTRETTPE	· · · · · · · · · · · · · · · · · · ·	Zone 1 Zone	2 Zone 3	zone 4 z	zone 5 Zor	ne 6 Zone 7	/ Zone 8	Zone 9	cme 10 Zon	11 Zone 1	2 Zone 13	Zone 14 Z	one 15° Zone	i 16 Zone 1	/ 20he 18	20me 19 2	one 20 Zon	ie 21 Zone	22 Zone 23	Zone 24 Zo	one 25 Zone	20 Zone 27	Zone 28 Zo	te 29 Zone 3	e Zotte 31	Zone 32 Zon	is 35 Zone 34	20ne 35 2	one 36 Zoni	37 Zone 38	20ne 39 Z	ne ev Zone	41 Zone 42	20m 45	cons 44 Zoni	45 Zone 4	20ne 47	cone ed Zor	E 47 Zone :	ov 20ne 51	20me 52 Zo	ne 53 Zone 5	4 Zone so	100
olverhampton	Stratecic Centre	Wolverhamoton	1.7 2.4	0.4	0.0	0.4 0	0.0 1.1	0.2	0.3	0.6 0.	1 0.1	0.0	1.0	0.6 1.3	3 0.2	0.0	2.3	0.5 0	14 124	4 1.0	0.0	1.6 0.4	0.3	0.0	42 0.0	1.0	0.9	7 2.6	1.5	0.1 0.	0.6	0.6	0.4 0.4	16.0	75.1	18.4 10	4 9.6	22.6	0.8 2	21.3 107.3	3 52.4	9.7	20.3 29.2	1.4	-
	Town Centre	Bilaton Wednesfield	0.0 0.0			0.0 0	0.0 0.0	0.0	0.0	0.0 0.	0 0.0	0.2	0.0	0.0 0.0	1 0.1 0 0.1	0.0	0.0	0.0 0	1.2 0.5 1.0 0.0	5 0.7 0 0.0	0.0	0.0 0.0	0.3	1.1	0.0 0.0 0.0	2.3 0.0	2.0 0 0.4 0	0.0	0.0	0.0 0 0.2 0	0.0	0.0	0.0 0.0 0.4 0.0	1.4	1.5 1.3	0.4 0: 7.9 0:	3 2.3 5 0.3	34.3 0.6	0.0 2	2.4 0.6 0.0 1.0	6 4.1 0 0.0	0.1	0.0 0.3 0.3 0.2	0.0	
	District & Local Centres		0.0 0.0	0.0	0.0	0.0 0	0.4 0.0	0.9	0.0	0.0 0.	0.0	0.0	0.0	0.2 0.1	0.0	0.0	0.0	0.0 0	1.3 1.3	0.0	0.0	0.0 0.5	0.0	0.0	0.0	0.0	0.0	.0 0.0	0.0	0.0 0.	0.0	0.0	0.0 0.0	0.0	1.6	1.5 0	0.0	0.0	0.0	2.4 7.1	4.5	7.9	0.0 0.9	0.0	
	Out-of-Centre	subtotal	1.1 3.1 28 5.6	0.0	1.0	17 0	0 03	10	0.0	0.1 0	0 00	0.0	0.5	07 05	5 0.4	0.0	2.2	0.0	3 70			0.7 0.1 2.3 0.8	0.2		26 00	2.2	0.7	4 00	6.1	1.6 1	0.5	0.0	00 03	8.2		30.9 8 59.0 19	7 5.6	11.6	0.1	4.2 18.7	7 12.1	2.7	23 13.3	0.0	+
llev	Stratecic Centre	Brieflev Hill- Traditional High Street Brieflev Hill- Marry Hill		0.0	0.0	0.0 0 22.7 2	0.0 0.0	0.3	0.1	0.4 0. 54.6 24	1 0.0	0.0	2.2	0.1 0.	1 0.0		0.1	0.0 0	1.1 0.8 3.7 51.6	8 1.3	10.0	3.1 0.6 62.6 13.1	0.5	0.5	10 00	0.0	0.0		0.0	0.0 0.	0.0	0.0	00 00	0.0	0.0	0.0 0:		0.0	0.0		0.0	0.1		0.9	Т
	Town Centre	Dudley Stourbridge Halesowen	0.0 0.0 0.0 0.0 2.1 0.0	0.0	0.0	0.4 0 0.2 0 4.5 0	0.0	0.0	0.7	1.1 0. 0.9 0. 27.9 1.	0.0		0.0	3.6 0.2 0.0 0.1 0.3 0.1	0.0		0.6	0.6 0	6.5 8.3 1.4 0.4 1.2 0.0	4 0.0	1.7	1.4 0.1 3.0 3.4 0.4 0.1		21.3	0.0 0.0			0.0		0.1 0. 0.0 0. 0.0 0.	0.0	0.0	0.0 0.0	0.0		0.2 0. 0.0 0. 0.0 0.	0.0	1.2 0.0 0.0	0.0	0.1 0.4 0.0 0.2 0.0 0.0	2 0.0		0.0 0.3 0.0 0.0 0.0 0.0	0.1	1
	District & Local Centres		0.0 0.1	1.1	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0.	0.6	0.0	0.0	0.0 0.0	0.0	0.0	0.7	0.0 1	.3 10.9	9 0.4	3.0	12.4 1.5	3.9	2.1	0.0	0.1	0.0	.0 1.0	0.0	0.0 0.	0.0	1.5	0.0 0.0	0.0	0.0	1.0 0	0.0	0.2	0.0	3.0 0.3	3 0.4	1.3	0.4 0.0	0.0	
	Out-of-Centre	subtotal	3.0 1.2		3.4	3.6 0		0.6		4.5 1.		0.2		1.8 0.1					9 2.5		3.8	3.1 0.3 86.0 19.1			0.0			0.0	0.0	0.0 0	0.0		0.0 0.0		0.0	0.0 0	0.0	0.2		0.0 0.2		0.7	0.0 0.0		+
indwell	Stratecic Centre	West Bromwich	27 32			0.8 0	10 10.6		3.4	0.3 0.	1 4.4		19.1	9.0 30	3 33.1	1.6	0.1	0.0 4	1.1 0.0			0.0 0.0		0.0	0.0 0.5		11.2	.0 0.0		0.2 4.	0.0	0.0	0.1 1.1	0.3	0.0	0.4 0	0 0.2	1.2		0.2 0.3			0.0 0.0		Т
	Town Centre	Blackheath Cradky Heath Great Bridge Oldbury	0.0 0.0 0.0 0.0 0.0 0.6 6.2 6.6	0.0	1.2	0.7 0 0.0 0 0.0 0 1.8 0	0.0 0.4	0.0	2.7	0.5 1. 0.7 2. 0.0 0. 1.1 1.	0 0.0	2.9	0.0 22.1	1.0 0.1 0.1 0.1 0.4 4.1 18.8 3.5	7 3.0 5 2.6	0.0	1.0	0.0 0 0.0 0 0.0 0	1.0 0.0 1.7 0.5	0 11.7 5 4.7	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.5	0.0	00 00 00 00 12 00 10 00	0.0	0.8	0 00 0 00 0 00 2 00	0.0 0.0 0.0 0.0	0.1 0. 0.0 0. 0.0 0.	0.0	0.0	00 00 00 00 00 00	0.0	0.0	0.0 0: 0.0 0: 0.0 0:	0.0	0.0 0.0 1.5 0.7	0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0.0 0 0.3 0 0.0	0.1	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.2	
	District & Local Centres	Wednesbury Case Hill Bearwood	12 33 37 0.0 94 0.0	0.0	0.0	0.0 0 0.0 0 1.7 0	0.0 0.0	0.0	0.0	0.0 0. 0.0 0. 0.0 0.	0.0	10.0	5.2	0.3 1.3 0.2 0.1 0.1 0.1	0.0	0.0	0.0	0.0 0	1.0 0.0 1.0 0.0 1.0 0.0	0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0	10 0.1 10 0.0 10 0.0	0.0	0.0 0	3 0.0 0 0.0 0 0.0	0.0	0.1 0. 0.0 0. 0.0 0.	0.0	0.0	0.0 0.1 0.0 0.0 0.0 0.0	0.0	0.0	1.3 0: 0.0 0: 0.0 0:	0.0	0.0	0.0		0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	- 1
	Out-of-Centre		3.0 17: 26.7 60:		3.2	37 1	1.1 18.0	33	1.2	3.0 0	7 24	0.8	21.0	5.4 61	0 12.0	4.7	2.0	1.8 0	18 27	7 15.4	0.2	1.6 0.5	0.8	2.6	13 62	114	34.1	9 14	11.8	3.7 15	4 1.6	1.7	13 88	1.6	5.2	6.4 8:	3 5.0	53	0.5	02 67	7 20	0.9	0.1 2.7	0.1	
	Strategic Centre	subtotal Walsell	1.0 7.3			03 0	1.5 31.2	3.9	17.4	5.9 4.	9 24.0	32.1	83.2	36.1 48.	1 53.5	6.3	4.6	1.8 8	1.0 3.4	4 52.2		00 00	2.0	2.9	0.5 6.8	12.0	62.2 1	0.4 1.4		4.2 20	2 2.1	1.8	1.4 9.9	2.4	5.9	82 9	2 5.4	9.2	0.5	0.4 7.9		1.9	0.1 2.7	0.3	+
	Town Centre	Bloswich Brownhills Addridge Willenhall	0.0 0.0 0.0 0.0 0.0 0.4	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0 0.0 0 0.0 0	0.0 0.0	0.0	0.0	0.0 0. 0.0 0. 0.0 0.	0.0	0.0	0.0	0.0 0.1	0.0	3.0	0.0	0.0 0	0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.1 0.0	0.0	0.0	10 00 10 0.1 10 0.0 10 0.0	1.5	1.1	0 00 9 00 0 00 0 00	1.4	0.5 0. 1.3 0. 5.4 0. 0.0 0.	0.0	0.0	0.1 0.0 9.0 1.8 0.4 19:	3 0.0	0.0	0.0 3: 0.0 0: 0.0 0: 24 6:	1 0.1 B 9.1	0.1	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	
	District & Local Centres	Darlaston	0.0 0.0			0.0 0				0.0 0.		0.0		0.0 0.0		3.0		0.0 0	1.0 0.0			0.0 0.0		0.0	10 00			0.0	1.7	0.0 0.			0.0 0.0			0.0 0.	7 0.5 B 0.2			0.4 0.0	-	0.0	0.0 0.0		
	Out-of-Centre		0.6 3.5		0.0	0.0 0	0.0 3.8	0.0	0.2	0.0 0.	3 0.1	0.0	2.5	0.0 0.1				0.0 0	1.2 0.4			0.0 0.2	0.0		3 43			4 0.0		3.9 4.		0.1				1.7 6:			0.3 0	0.2 1.5		0.3	0.3 1.3		L
I Other Centres Outside	e BCLA Area	subtotal	1.5 11)	5 1.8	0.4	0.3 0	0.0 10.5	1.6	0.4	0.0 0.	3 0.1	0.0	2.5	0.0 0.1	9 3.4	11.9	0.4	2.3 0	1.2 0.4	4 1.8	0.0	0.1 0.2	0.4	0.0	35.4	58.3	19.6 1	5.8 0.7	76.2	29.9 28	3 73	3.1	20.6 41.	3 3.2	1.8	9.6 33	3 21.3	4.9	0.3 (7 2.7	0.3	0.4	0.3 1.3	0.0	Т
	Birmincham Camock Köderminster Lichfladd Redditch Stafford Stafford Coldfladd Telford		123.6 94.1 0.0 4.2 0.5 0.0 0.0 4.5 0.0 0.3 0.0 2.5 0.0 36.1	1.3 1.2 0.0 7.5 0.0 8 1.2	0.6 1.6 0.0 15.7 0.0 0.0	37.3 38 0.0 1 0.2 0 0.0 0 0.3 26 0.0 0 0.2 0 0.4 0	1.0 0.0 1.2 0.0 1.0 0.1 6.7 0.0 1.0 0.0 1.5 12.8	1.2 8.9 0.0 30.4 0.0 1.8	1.5 0.0 0.0 0.4 0.0	5.6 1. 0.0 0. 1.0 0. 0.0 0. 0.0 0. 0.0 0. 0.0 0.	3 02 0 00 0 00 0 00 0 00	15.1 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 1.0 0.0	2.7 61 0.2 0.1 0.0 0.1 0.0 0.1 0.0 0.1 0.0 0.1 0.0 0.1	1 0.0 2 0.1 0 0.2 0 0.0 0 0.0	50.5 0.0 0.0 1.5 0.0 0.0 78.7 0.0	1.7 0.0 0.0 0.0 0.0	0.0 0	1.0 0.2 1.1 0.5 1.0 0.1 1.0 0.0 1.0 0.0	2 0.0 5 0.3 1 0.0 0 0.0 0 0.0 2 0.0	0.8 0.0 0.0 0.0 0.0	2.5 1.0 0.0 0.0 1.9 6.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 4.4 0.0 0.0 0.0	0.0 1 5.9 1 0.0 1 0.0 1	13 53 38 23 3.1 0.0 10 8.0 10 0.0 73 0.9 12 0.3	0.1 0.2 0.0 0.3	0.1 14 0.0 0 0.0 5 0.0 6 0.6 1	5 69.1	0.0 2.8 0.0 0.0	5.0 10 2.6 0. 0.0 0. 0.6 0. 0.1 0. 1.5 0. 0.2 0.	31.2 0.0 0.4 0.0 0.0	19.6 0.0 20.4 0.0 3.0	28 123 7.8 53 0.0 0.0 4.3 1.7 0.0 0.0 0.0 0.0 0.5 6.3 0.4 0.0	0.1 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.8	3.6 2. 5.6 2. 0.0 0. 0.4 0. 0.0 0. 0.4 0. 1.8 0.	0.0	4.1 0.0 0.0 0.5 0.0 0.0	0.0 0 0.2 0 0.0 0	0.7 9.6 0.0 0.6 0.0 0.7 0.0 0.0 0.0 0.0 0.0 0.5 0.0 0.0	7 0.5 0 0.0 0 0.0 5 0.2	0.1 0.8 0.0 0.0	0.8 4.0 0.2 4.0 0.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0 17.7 23.2	0.0 32.2 0.0 0.1 0.0 0.0	
	All Other Centres and Stores Elsev	where	12.2 76.	1 59.5	78.5	7.6 42	2.6 13.5	78.1	1.7	2.1 7.	2 1.6	1.4	2.5	1.4 0.1	9 3.7	64.8	1.2	14.4 2	1.6 1.1	3.7	3.8	2.1 4.0	4.0	3.6	8.4 6.5	1.3	0.1 1	7.4 56.9	2.7	3.2 2	6.1	34.4	5.6 7.7	0.9	2.4	1.3 0	8 0.6	1.3	12.3	1.0 4.4	1.6	3.6	16.4 12.2	2 47.8	
		subtotal	136.4 219	2 190.1	204.8	46.0 10	9.0 45.9	141.2	11.5	8.8 8.	5 5.8	16.5	29.0	4.3 7.3	7 10.0	195.6	5.8	169.9 3	1.3 3.2	11.6	5.3	6.6 11.5	5 10.0	14.6 4	8.5 23.2	7.4	6.6 20	3.2 148.6	25.9	13.3 14	0 42.9	82.9	21.3 33.5	5 2.5	22.0	13.1 5:	2.8	6.0	40.0	.7 21.5	1 10.4	7.6	353 44.2	90.3	Ŧ
		GRAND TOTAL	186.7 304	3 210.3	231.7	90.9 11	13.2 89.5	179.7	77.8	104.7 41	.4 58.0	50.6	148.0	71.4 63.	2 71.7	214.9	82.6	205.4 7	7.7 102.	.6 100.6	109.9	97.3 32.4	155.0	99.8 5	4.1 67.2	85.4	103.0 23	2.2 155.0	123.6	50.4 64	9 53.7	90.0	44.1 86.1	0 36.4	136.8	92.9 69	9 49.2	110.8	41.9 2	4.6 176.5	3 22.4	54.8	60.3 94.4	96.6	1



TABLE 3: 2024 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES. SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding interest Shopping and other Social Forms of Trading

TOUGHTO INTERNAL CITODO	ing and other special Forms of Tradin	*																																							
CAL PLANNING AUTHOR	RITY CENTRE TYPE		Zone 1 Zone 2 Z	one 3 Zone 4	4 Zone 5 2	Zone 6 Zone 7	7 Zone 8	Zone 9 Zone	10 Zone 11	Zone 12 Z	one 13 Zone	14 Zone 15	Zone 16 Zo	ne 17 Zone	18 Zone 19	9 Zone 20 2	Zone 21 Zon	e 22 Zone 23	Zone 24 Zo	one 25 Zone	26 Zone 27	Zone 28 Zon	ne 29 Zone 30	Zone 31 Zo	ine 32 Zone 3	3 Zone 34 Z	one 35 Zone 3	6 Zone 37 .	Zone 38 Zone	39 Zone 40 .	cone 41 Zone	42 Zone 43	Zone 44 Zon	e 45 Zone 46	Zone 47 Zo	ne 48 Zone 4	49 Zone 50 Zo	cone 51 Zone 1	52 Zone 53 2	Cone 54 Zone	STUDY
Volverhamoton	Strategic Centre	Wolverhampton	2.0 2.8	0.5 0.0	0.5	0.0 1.3	0.3	0.4 0.7	7 0.1	0.1	0.0 1.1	0.8	1.6	0.2 0.0	0 28	0.5	0.5 1	4.2 1.1	0.0	1.8 0.5	0.3	0.0 4	1.9 0.0	1.2	1.1 0.8	3.0	1.8 0.1	0.2	0.7 0.6	0.4	0.5 18.	.7 87.5	21.2 12	2.1 11.2	26.1	1.0 25.0	å 124.2	60.9 11.1	1 23.5	33.6 1.6	50
	Town Centre	Bilaton Wednesfield	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0	0 0.0	0.0	0.2 0.0	0.1		0.2 0.0	0 0.1	0.0	0.2 0	0.6 0.8	0.0	0.0 0.0	0.4	1.3 0	0.1 0.0 0.0 0.0	2.7	2.3 0.0 0.5 0.0	0.0	0.0 0.0 0.0 0.3	0.0	0.0 0.0	0.0	0.0 1.7 0.0 0.6	7 1.8 6 1.5	0.4 0 9.1 0	0.3 2.6 0.6 0.4	39.7 0 0.7 0	0.0 2.8 0.0 0.0		4.8 0.1 0.0 0.0		0.3 0.0 0.2 0.0	
	District & Local Centres		0.0 0.0	0.0 0.0	0.0	0.4 0.0	1.0	0.0 0.0	0.0	0.0	0.0 0.0	0.2	0.0	0.0 0.0	0.0	0.0	0.4 1	.5 0.0	0.0	0.0 0.4	0.0	0.0 0	0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0	0 1.8	1.7 0	10 0.0	0.0	0.0 2.8	8.2	5.2 9.1	0.0	1.0 0.0	35
	Out-of-Centre		1.3 3.7 3.3 6.5	0.0 1.2	1.9	0.0 0.4	1.2	0.0 0.2	2 0.0	0.0	0.0 0.6	0.8	0.6	0.5 0.0	0 25	0.0	0.3 8	.1 3.3	0.2	0.8 0.1	0.2	0.0 0	0.0	2.6	0.9 0.5	0.0	7.1 1.8	1.1	0.0 0.0	0.0	0.4 9.6	6 26.8	35.6 10		13.4	0.1 4.9	21.7	14.1 3.1	2.7	15.3 0.0	216.
Dudlev	Strategic Centre	Subtotal Briefley Hill- Traditional High Street	00 00	0.0 0.0	0.0	0.0 0.0	0.4	0.1 0.4	4 0.1	0.0	0.0 2.6		0.1	0.0 0.0		0.0	0.1 0	1.9 1.5	11.6	35 0.6	0.6		10 00	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0		0.0 0.0	0 0.0	0.0 0		0.0	0.0 0.0	0.0	0.0 0.1		0.0 1.1	25.7
		Brieflev Hill- Merry Hill		13.5 20.2		2.3 0.5		32.7 62.4			1.9 25.4			4.4 1.2			50.5 5			71.7 15.3			1.0		11.5 1.8		1.6 1.1	1.5	0.3 0.0		0.6 2.2	-		1.6 2.2		0.2 1.7		14.3 24.7		2.3 3.8	
	Town Centre	Dudlev Stourbridge Hallesowen	0.0 0.0	0.8 0.0 0.0 0.0 0.4 0.5	0.2	0.0 0.1 0.0 0.0 0.0 0.0	0.0	1.3 1.2 0.8 1.0 15.4 31.9	0 0.0	0.0	0.1 1.3 0.0 0.0 0.0 3.7	0.0	0.0	0.3 0.0 0.0 0.0 0.0 0.0	0 0.7	0.7	19.1 9 0.5 0 0.3 0	0.5 7.4 0.5 0.0 0.0 0.0	2.0	1.6 0.2 3.5 3.9 0.4 0.2	42.8		0.0 0.0 0.0 0.0	0.0	1.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.1 0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0	0 0.0	0.2 0 0.0 0 0.0 0	0.1 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.1 0.0 0.0 0.0 0.0	0.2	0.3 0.7 0.0 0.3 0.0 0.0	3 0.0	0.4 0.0 0.0 0.1 0.0 0.0	88.3
	District & Local Centres		0.0 0.1	1.3 0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.7	0.0 0.0	0.0	0.0	0.0	0.9	0.0	1.5 1	2.4 0.4	3.5	14.2 1.2	4.5	2.4 0	3.0 0.6	0.1	0.0 0.0	1.2	0.0 0.0	0.0	0.0 1.3	0.0	0.0 0.0	0.0	1.1 0	0.0	0.2	0.0 0.0	0.4	0.5 1.5	0.5	0.0 0.0	53.8
	Out-of-Centre	subtotal		1.7 3.9 17.6 24.7	4.2 36.6	0.3 0.1 2.7 0.7	0.7 36.1	4.9 5.1 55.2 102.	1 1.9 2.1 32.3	2.2 32.6	0.3 4.2	2.1	0.1 5.4	00 00 4.7 1.2	0 18	0.1 35.5	3.3 2 75.2 8	1.8 2.5 5.3 36.1	116.6	3.6 0.3 98.5 22	3.0	3.5 0 93.6 0	0.0 0.0	2.5	0.0 0.0	0.0	0.0 0.0		0.0 0.0	0.0	0.0 0.2			0.0 0.0 1.7 2.2	0.2 f 25.1 f	0.0 0.1	0.3	0.2 0.8 15.2 28.0	0.0	0.0 0.2 2.6 5.2	84.2 1453.
Sandwell	Strategic Centre	West Bromwich	3.2 37.6	0.0 0.0	0.9	0.0 12.3	0.0	3.9 0.4	4 0.1	5.1	12.5 22.3	3 10.6	35.7	38.9 1.6	8 0.1	0.0	4.7 0	.0 16.5	0.0	0.0 0.0	0.2	0.0 0	0.0 0.5	0.2	13.2 0.0	0.0	0.0 0.2	4.7	0.0 0.0	0.1	12 0.3	3 0.0	0.5 0	10 0.2	1.4	0.0 0.2	0.3	0.0 0.3	. 0.0	0.0 0.0	226.7
	Town Centre	Blackheath Cradlev Heath Great Bridge	0.0 0.9	0.0 0.0 0.0 0.0 0.0 0.0		0.0 0.0 0.0 0.0 0.0 0.4	0.0 0.0	10.0 0.6 0.4 0.8 0.0 0.0	6 1.1 8 2.4 0 0.0	10.9 0.6 0.0	0.0 1.9 0.0 0.0 0.0 0.0		5.5	0.0 0.0 0.0 0.0 3.5 0.0		0.0	0.0 0	0.0 0.4 0.0 0.0 0.0 13.7	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.5	0.0 0 0.4 0 0.0 0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0 2.5 0.0	0.0	0.0 0.1 0.0 0.0 0.0 0.0	0.2	0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0 0.0	0.0 0 0.0 0	0.0 0.0 0.0 0.0		0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.1 0.0 0.0 0.4 0.1	0.0	0.0 0.0 0.0 0.0 0.0 0.0	7.0 31.1
		Oldburv Wednesburv Cape Hill	1.5 3.8	0.0 1.4 0.0 0.0 0.0 0.0	0.0	0.0 1.0 0.0 0.8 0.0 0.0		3.1 1.3 0.0 0.0 0.0 0.0	0 0.0	0.0	3.5 25.1 0.1 0.0 11.9 6.1	0.4	1.5	3.1 0.0 2.3 0.0 0.0 0.0	0.0	0.0	0.0 0	0.6 5.6 0.0 1.9 0.0 0.0	0.0	0.7 0.0	0.0	0.0 0	0.0 0.1 0.0 0.1 0.0 0.0	0.6	1.0 1.4 16.3 3.8 0.0 0.0	0.0	0.0 0.0 0.8 0.1 0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0 0.1 0.6 0.0 0.0	6 0.2		0.0 0.0 1.1 0.3 0.0 0.0	0.4	0.0 0.0	0.8	0.0 0.4 0.0 0.0 0.0 0.0	0.0	0.0 0.2 0.0 0.0 0.0 0.0	38.0 22.3
	District & Local Centres	Bearwood	11.1 0.0	0.0 0.0	1.9	0.4 0.2	0.0	0.4 0.0	0.0	0.0	3.9 13.	2 0.2	0.1	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0 0	0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0	0.0	0.0	0.0 0.0	0.0	0.0 0.0		0.0 0.0	
	Out-of-Centre			32 38	43	13 209	38	14 37	5 08	28	10 244	6 63	71 1	141 54	5 23	2.1	10 3	1 181	0.0	18 05	1.0	30 0	14 73	13.4	40.1 6.8	16	137 43	17.9	19 10	15	10.1 1.9	9 61	74 9	96 59	61	06 02	77	24 11	1 01	31 01	392
		subtotal	3.5 20.8 31.6 70.9	32 52	13.0	1.7 36.2	4.6	19.9 6.7	7 5.7	28.0	38.1 97.3	3 42.6	56.7 6	62.9 7.3	3 5.3	2.1	9.2 3	9 61.5	3.9	2.6 0.7	2.2	3.4 0	35 8.0	14.2	73.2 12.0	1.6	14.4 4.8	23.6	2.4 2.1	1.6	11.4 2.9	9 69	9.4 10	£7 6.3	10.6	08 05	9.1	2.9 2.1	0.1	3.1 0.4	-
Walsall	Strategic Centre	Walsall	1.1 9.0	2.1 0.4	0.3	0.0 6.8	1.8	0.3 0.0	0.0	0.0	0.0 0.0	0.0	0.0	1.8 2.8	8 0.1	2.6	0.1 0	.0 2.0	0.0	0.0 0.0	0.1	0.0 0	30 36.3	50.1	11.3 15.4	0.8	58.8 20.7	26.2	6.0 1.5	11.3	18.4 1.4	4 0.5	6.1 16	3.0 9.8	3.2	0.0 0.1	1.4	0.0 0.2		0.0 0.0	
	Town Centre	Bloswich Brownhills Aldridge	0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.7	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0	0.0 0.0 0.0 0.1 0.0 3.4	7 0.0	0.0	0.0 0	0.0	0.0	0.0 0.0	0.0	0.0 0	0.0	0.2	0.0 0.0 0.3 2.2 0.0 0.0	0.0	19.8 0.6 0.8 1.5 1.6 6.2	0.6	0.8 0.1 0.0 1.3 0.0 0.0	0.5	0.0 0.1 2.1 0.0 22.2 0.0	0.0	0.0 0	4.4 0.0 0.0 0.0 0.1 0.1	0.0 0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0	20.4
		Willenhall Darlaston		0.0 0.0		0.0 0.0		0.0 0.0			0.0 0.0			0.0 0.0			0.0 0	0.0		0.1 0.0		0.0 0	0.0		1.3 0.0 5.6 0.0		0.0 0.0		0.1 0.0		0.0 1.5			7.9 10.7 0.8 0.6		0.0 0.0		0.1 0.0		0.0 0.0	
	District & Local Centres		0.0 0.0	0.0 0.0	0.0	0.0 0.1	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 3.4	4 0.0	0.0	0.0	.0 0.0	0.0	0.0 0.0	0.0	0.0 0	0.0	0.3	0.0 0.0	0.0	2.0 1.1	0.3	0.2 0.0	0.8	0.7 0.2	2 0.0	0.2 2	:1 0.2	0.2	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0	12.3
	Out-of-Centre	subtotal	0.7 4.1 1.8 13.6	0.0 0.0 2.1 0.4	0.0	0.0 4.5	0.0	0.2 0.0 0.5 0.0	0 0.3	0.2	0.0 29	0.0	1.0	2.1 3.4 4.0 13.	4 0.4 .7 0.5	0.0 2.6	0.2 0	5 02	0.0	0.0 0.2	0.0	0.0 0	0.4 5.1 0.4 41.7	12.0	4.5 0.5 23.1 18.2	0.0	5.6 4.6 88.4 34.7	5.6 33.1	13 02 84 3.6	0.8 23.8	4.1 0.5 47.4 3.8	5 1.6 8 2.1	2.0 7 11.1 38	3 3.7 8.8 24.9	1.3	03 02	1.7	03 03	0.4	1.5 0.0 1.5 0.0	89.1 586.6
All Other Centres Outsid	Birmingham		146.3 110.9	138.0 126.3	43.5	44.2 22.5	24.0	9.0 6.4	4 1.2	4.0	18.0 28.2	2 3.2	7.8	7.0 58.	2 3.1	14.4	0.5 1	.2 89	0.9	2.9 1.1	1.4	5.8 1	15 62	6.0	6.7 15.2	18.7	6.4 5.8	12.4	2.4 5.5	32	14.4 1.3	3 4.6	4.1 3	3.1 1.8	4.7	0.9 0.8	11.1	69 22	2 0.9	4.6 4.4	
	Cannock Kidderminster		0.6 0.0	1.5 0.7 1.4 1.9	0.2	1.2 0.0 0.2 0.0	10.4	0.1 0.0 1.7 1.2	2 0.3		0.0 0.0	0.2	0.1	0.0 0.0	0 02	0.3 164.2	0.0 0		0.0	0.1 0.0 2.2 7.2	5.0	0.0 15 6.8 0	5.9 2.7 3.2 0.0		0.1 163.5 0.0 0.0	3.1 0.0	12.7 3.0 0.0 0.0	0.2	35.9 22. 0.0 0.0	0.0	6.1 0.2 0.0 0.0	2 8.5 0 0.4	6.5 2 0.0 0	.8 0.3 1.0 0.0	0.1 0	0.1 0.1	0.7	1.0 0.1 0.5 0.9	0.2	4.7 0.0 0.0 37.3	259.7
	Lichfield Redditch Stafford		0.0 0.4	0.0 0.0 8.7 18.3 0.0 0.0	0.4	0.0 0.1 31.1 0.0 0.0 0.0	35.5	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.2 1.8 0.0 0.0	0.0		0.0 0			0.0 0.0	0.0		0.0 9.5 0.0 0.0 9.9 1.1	0.0	0.0 6.4 0.0 0.0 0.7 19.0		3.2 0.7 0.0 0.0 0.0 0.1	0.0	0.5 23. 0.0 0.0 0.5 3.5	0.0	2.0 0.0 0.0 0.0 0.0 0.0	0.0		0.0	0.6	0.2 0.0 0.0 0.0 0.6 0.0		0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.1 1.0 0.0	86.7
	Stafford Sutton Coldfield Telford		0.0 43.1	0.0 0.0 1.4 0.0 0.9 0.0	0.2		2.1	0.4 0.0 0.0 0.0 0.0 0.1	0.0		0.0 1.2 0.0 0.0 0.0 1.5			0.0 0.0 0.0 90. 0.2 0.0			0.0 0 0.2 0	0.0		0.0 0.0		0.0 0			0.7 19.0 0.0 0.0 0.0 9.6		0.0 0.1 0.5 1.8 4.1 0.3	0.8	0.0 0.5 3.0 0.5		72 0.0 0.0 0.5			0.0 0.0 0.0 0.0 0.1 0.5		0.6 0.0 0.1 0.0 30.2 0.0		0.2 0.0 0.0 0.0 1.6 1.3	0.0	0.0 0.0 26.7 7.4	163.2
	All Other Centres and Stores Elsew	here	14.4 89.0	69.3 91.6	8.8	49.5 15.6	91.2	2.0 2.4	4 8.4	1.9	1.6 3.0	1.7	1.1	4.3 74.	8 1.4	16.6	3.0 1	3 4.4	4.3	2.5 4.6	4.6	4.1 7	7.4 7.6	1.5	0.1 20.0	65.6	3.2 3.7	2.4	7.0 39	6.5	8.8 1.0	0 2.7	1.5 0	19 0.7	1.5	14.2 1.1	5.1	1.8 4.1	19.0	14.0 55.3	843.
		subtotal	161.4 256.6	221.2 238.7	53.7	126.7 53.2	164.8	13.2 10./	.0 9.9	6.8	19.6 33.1	9 5.1	9.1	11.8 225	6.6 6.7	195.4	3.8 3	13.7	6.1	7.6 13.	11.4	16.9 55	5.7 27.4	8.7	7.7 233.6	171.4	30.1 15.4	16.3	49.3 95.	24.7	38.5 3.0	0 25.7	15.2 6	9 3.3	7.0	16.2 2.0	24.4	12.0 8.7	40.9	51.0 104.	2926
		GRAND TOTAL	220.9 356.3	244.7 270.2	106.0	131.5 103.8	8 209.8	89.1 119	7.7 48.3	67.7	60.2 173.	1 84.3	74.5 8	84.3 247	7.8 95.3	236.1	89.9 11	7.6 118.6	126.7 1	111.5 37.1	177.3	115.1 63	2.3 79.1	100.4 1	21.2 266.9	178.8	143.5 58.4	75.7	61.8 104	50.9	28.8 42.1	.5 159.5	107.1 81	1.3 57.6	128.4	48.4 40.5	6 204.7	115.6 62.7	8 69.9	108.8 111.	6657



TABLE 4: 2029 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
EXCluding history floroging and their Deposit Descript

Excluding Internet Shoppi	ng and other Special Forms of Tradir	0																																											
LOCAL PLANNING AUTHOR	UTY CENTRE TYPE		Zone 1 Zone 2	Zone 3 2	Zone 4 Zone	e 5 Zone 6	Zone 7 2	Zone 8 Zon	ne 9 Zone 10	0 Zone 11	Zone 12 Z	one 13 Zone	14 Zone 15	Zone 16	Zone 17 Zo	one 18 Zone	e 19 Zone 2	20 Zone 21	Zone 22 Z	one 23 Zone	24 Zone 21	Zone 26 1	Zone 27 Zor	e 28 Zone 29	Zone 30 Z	one 31 Zone :	32 Zone 33	Zone 34 Zon	e 35 Zone 3	6 Zone 37	Zone 38 Zon	e 39 Zone 40	Zone 41	Zone 42 Zo	ne 43 Zone	44 Zone 4	5 Zone 46	Zone 47 Zo	ne 48 Zone	49 Zone 5	50 Zone 51	Zone 52 Z	one 53 Zone	54 Zone 55	STUDY AR
Wolverhampton	Strategic Centre	Wolverhampton	24 3.4	0.6	0.0 0.6	6 0.0	1.5	0.3 C	0.4 0.8	0.1	0.1	0.0 1.4	. 0.9	1.9	0.2	0.0 3.	1 0.6	0.6	16.6	1.4 0.0	.0 2.1	0.5	0.4	1.0 5.7	0.0	1.4 1.3	1.0	3.6 2	1 0.2	0.2	0.9 0	7 05	0.6	22.3 1	104.2 25	.0 14.3	13.4	30.9	1.2 29	/8 146.9	9 71.7	13.0	27.7 39.	5 1.8	623.4
	Town Centre	Bilaton	0.0 0.0		0.0 0.0				0.0 0.0	0.0		0.2 0.0			0.2	0.0 0.	.1 0.0			1.0 0.0			0.4 1		0.0	3.3 2.8	0.0	0.0		0.0	0.0 0		0.0	2.0	2.1 0.5			46.9	0.0 3.4				0.0 0.4	4 0.0	83.1
	District & Local Centres	Wednesfield	0.0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.1	0.0 0.	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.0	0.0 0.6	0.0	0.0 0	0 03	0.0	0.0 0	0 05	0.0	0.7	1.8 10.	0.7	0.5	0.9	00 00	0 14	0.0	10.0	0.5 0.3	3 0.0	19.6
	Out-of-Centre		16 44	0.0	14 25	3 00	0.4	14 (00 02	0.0	0.1	0.0 0.1		0.7	0.6	0.0 3	0 00	0.3	9.4	39 00	2 10	0.1	03 0	0.0	0.0	31 11	0.6	00 8	4 21	1.4	07 0	0 00	0.4	115	31.8 41	0 121	7.8	15.9	02 5	9 258	188	3.7	3.2 18	0.0	255.7
		subtotal	4.0 7.8	0.6	1.4 2.5	9 0.5	1.9	29 0	1.0	0.1	0.2	0.2 2.	2.2	2.7	1.1	0.0 6.	2 0.6	1.7	28.5	6.2 0.2	2 3.1	1.0	1.1 1	.5 6.6	0.0	7.7 5.7	1.5	3.6 1	5 2.6	1.6	1.5 0	7 1.0	1.0	38.5 1	42.1 80.	2 27.5	24.7	94.6	1.3 42.	3 184.4	100.1	27.4	31.4 59.4	4 1.9	1023.4
Dudlev	Strategic Centre	Brieflev Hill- Traditional High Street Brieflev Hill- Merry Hill	0.0 0.0 20.1 8.5		0.0 0.0 24.1 31.			0.4 0. 41.7 38	0.1 0.5 38.1 72.9			0.0 3: 2.3 30:	0.2			0.0 0. 1.5 58			1.1 69.2	1.8 13.6 29.0 108.			0.6 C	1.7 0.0 1.8 0.0	0.0	0.0 0.0 2.9 13.7	0.0	0.0 0	0 0.0	0.0	0.0 0		0.0	0.0 2.6	0.0 0.0 6.4 2.4	0 0.0 4 1.9		0.0 27.5	0.0 0.0			0.1 28.9	0.0 0.0 1.8 2.7		30.5 1260.4
	Town Centre	Dudley Stoutbidge Halesowen	0.0 0.0 0.0 0.0 3.0 0.0	0.0	0.0 0.6 0.0 0.3 0.6 6.3				1.5 1.4 0.9 1.2 18.0 37.2			0.1 1.5 0.0 0.0 0.0 4.6				0.0 29 0.0 0. 0.0 0.				8.8 3.3 0.0 2.4 0.0 0.3				1.6 0.0 8.8 0.0 .1 0.0		0.0 1.2 0.0 0.0 0.0 0.0		0.0 0		0.0 0.0 0.0	0.0 0.0		0.0 0.0		0.0 0.2 0.0 0.0 0.0 0.0				0.0 0.1 0.0 0.0 0.0 0.0			0.8 0.3 0.0	0.0 0.4 0.0 0.0 0.0 0.0		104.1 104.5 80.3
	District & Local Centres		0.0 0.1	1.6	0.0 0.0	0.0	0.0	0.0 0	3.0 0.0	0.0	0.8	0.0 0.0	0.0	0.0	0.0	0.0 1.	.0 0.0	1.8	14.6	0.5 4.1	1 16.5	1.4	5.2 2	.8 0.0	0.8	0.1 0.0	0.0	1.4 0	0.0	0.0	0.0 2	0.0	0.0	0.1	0.0 1.5	3 0.0	0.0	0.3	0.0 0.0	0 0.4	0.5	1.7	0.5 0.0	0.0	63.6
	Out-of-Centre	subtotal	4.2 1.7 27.3 10.3	2.0	4.7 5.0 29.3 43.	0 0.4 .5 3.2	0.1	0.8 5 42.9 6	j.8 6.0 34.3 119.2	2.2		0.3 5.1 2.8 44.		0.1 6.5			1 0.2		99.7	3.0 5.1 43.2 137.2	1 4.2 7.2 114.9	0.3 25.7	3.5 4 189.6 10	9.9 0.0	2.4	0.0 0.0 3.0 14.9	0.0	22 1			0.0 0				6.4 4.0								2.3 3.1		76.0 1719.3
Sandwell	Strategic Centre	West Bromwich	3.8 44.9	0.0	0.0 1.1	1 0.0	14.5	0.0 4	4.5 0.4	0.1	6.1	15.1 26.	5 12.7	42.8	46.4	22 0.	2 0.0	5.6	0.0	19.8 0.0	0.0	0.0	0.3 0	.0 0.0	0.6	0.2 15.8	0.0	0.0	.0 0.3	5.6	0.0 0	0 02	1.4	0.4	0.0 0.0	5 0.0	0.2	1.6	0.0 0.0	3 0.4	0.0	0.3	0.0 0.0	0.0	268.3
	Town Centre	Blackheath Cradky Heath Great Bridge Oldbury Wednesbury	0.0 0.0 0.0 0.0 0.0 1.1 87 9.2 1.7 4.6	0.0	0.0 0.0 0.0 0.0 0.0 0.0 1.7 2.6	0.0	0.5 1.2	0.0 0.	11.7 0.7 0.5 0.9 0.0 0.0 3.6 1.5 0.0 0.0	1.4	0.0 8.6	0.0 2: 0.0 0: 0.0 0: 4.2 30: 0.2 0:	0.6 7 26.7	6.7	4.2 3.7	0.0 0. 0.0 0. 0.0 1. 0.0 2.	A 0.0 0 0.0	0.0 2.4	0.0 0.0 0.7	0.5 3.1 0.0 1.1 16.5 0.0 6.7 0.0 2.3 0.0	0 0.0	0.0	0.0 0 0.3 0 0.8 0 0.3 0	14 0.0	0.0	0.0 0.0 0.0 0.0 0.0 3.0 0.0 1.2 0.7 19.6	0.0 1.6		0 0.0	0.3	0.0 0 0.0 0 0.0 0 0.0 0	0.0	0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 00	0.0	0.9	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.5	0.1	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0.0	37.2 8.2 38.8 120.9 45.0
	District & Local Centres	Cape Hill Bearwood	5.3 0.0 13.3 0.0	0.0	0.0 0.0	0 0.0	0.0	0.0 0.	0.0 0.0 0.5 0.0	0.2	0.0	14.4 7.1 4.7 15.	7 0.2	0.0	0.0	00 0	0.0	0.0	0.0	0.0 0.0	.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	00 0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	.0 0.0	0.0	0.0	0.0 0.0	.0 0.0	0.0	0.0	0.0 0.0	0.0	28.4 33.6 32.4
			0.8 0.0			-			0.9 0.3											6.2 0.0	-	0.2		-					-	0.8					2.0		0.0	0.3			0.2	0.2	0.0 0.0		32.4
	Out-of-Centre	subtotal	4.2 24.9 37.9 84.6	3.8	6.2 15	1 1.6 4 2.1	42.7	5.4 23	1.6 4.1 23.2 7.9	6.7	33.3	1.2 29 46.3 115	2 7.6 6 51.2	8.6 68.1	75.0	6.4 2 8.6 6	7 25 3 25	10.8	3.6 4.6	73.7 4.5	3 21 5 30	0.8	2.6 3	19 0.6	9.6	16.0 48.1 16.9 87.6	14.0	19 1 19 1	12 5.1 7.1 5.7	27.9	22 2 28 2	2 1.7 5 1.9	13.4	3.4	72 87 82 11	1 12.7	7.5	7.2 12.6	07 05	5 10.8	2.8 3 3.4	25	0.1 3.7	7 0.2	1001.9
Walsall	Strategic Centre	Walsall	1.4 10.7	2.6	0.5 0.4	4 0.0	8.1	2.2 0	3.3 0.0	0.0	0.0	0.0 0.0	0.0	0.0	2.1	3.3 0.	2 3.1	0.1	0.0	2.4 0.0	0.0	0.0	0.2	0.0	43.7	59.9 13.6	18.1	1.0 6	1.5 24.4	31.0	7.0 2	3 13.3	21.5	1.7	0.6 7.5	2 19.0	11.6	3.8	0.0 0.1	.1 1.7	0.0	0.2	0.0 0.0	0.0	400.8
	Town Centre	Blaswich Brownhills Aldridge Willenhall Darlaston	0.0 0.0 0.0 0.0 0.0 0.6 0.0 0.0	0.0	10 0.0 10 0.0 10 0.0 10 0.0	0.0	0.0 0.9 0.0	0.0 0. 0.0 0.	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0	0.0	0.0 0. 0.8 0. 4.1 0. 0.0 0. 0.0 0.	0.0 0 0.0 0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0	00 0 00 0 00 0 03 0	0.0	0.0	2.3 0.0 0.3 0.3 1.0 0.0 2.1 1.6 1.7 6.8	2.6 0.0 0.0	0.0 0	9 1.8 9 7.3 0 0.0	0.7	1.0 0 0.0 1 0.0 0 0.1 0 0.0 0	6 12.2 0 0.6 0 0.0	0.0 2.4 26.0 0.0 0.0	0.1 0.0 1.8	0.0 0.0 0.0 0.0 0.0 0.0 0.0 3.3 0.0 0.1	0 0.0 0 0.1 3 9.3	0.0 0.1 12.7	0.0 0.1 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 00	0.0 0.0 0.1	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0.0 0 0.0 0 0.0	34.4 24.2 45.8 33.3 12.0
	District & Local Centres		0.0 0.0	0.0	0.0 0.0	0.0	0.2	0.0 0	3.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	4.0 0.	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.3	0.3 0.0	0.0	0.0 2	3 1.3	0.3	0.2 0	0.0	0.9	0.2	0.0 0.5	2 2.5	0.2	0.2	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	14.6
	Out-of-Centre		0.8 4.9 2.2 16.2					0.0 0.				0.0 3.4					4 0.0		0.5		0.0		0.0 0																				0.5 1.8		105.4 670.4
All Other Centres Outsid	Birminoham	SLOSSE	175.2 132.4	164.9	150.2 51.	8 52.6	26.6	28.6 1	105 7.4	1.5	4.8	21.8 33	5 3.8	93	83 (68.6 3.	7 16.8	0.6	1.4	10.7 1.1	1 3.4	1.3	1.6 6	18 1.7	7.5	7.2 8.1	17.8	22.0 7	6 68	14.7	28 6	4 3.8	16.9	1.5	5.5 4/	9 3.7	2.2	5.6	1.0 17	0 13.2	8.1	2.6	1.1 5.4	4 5.2	1100.6
	Camnock Kidderminster Lichfield Redditch Stafford Stafford Stafford Telford		0.0 5.9 0.8 0.0 0.0 6.3 0.0 0.4 0.0 3.4 0.0 51.4 0.0 0.1	1.7 0.0 10.4 0.0 1.7	0.8 0.6 2.2 0.2 0.0 0.6 21.7 0.5 0.0 0.6 0.0 0.2 0.0 0.6	2 0.3 0 0.0 5 37.0 0 0.0 2 0.7	0.1 0.0 0.0 17.2	0.0 0. 42.3 0. 0.0 0. 2.5 0.	0.1 0.0 2.0 1.4 0.0 0.0 0.0 0.0 0.5 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 1.4 0.0 0.1	0.0	0.0 0.0 0.0	0.0	0.0 0. 0.0 2. 2.1 0. 0.0 0. 0.0 0. 106.9 0.	0 0.0 0 0.0 0 0.0	0.0 0.0 0.0	0.2 0.0 0.0 0.3	0.0 0.0 0.4 1.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0.0	0.0 0.0 0.0	0.0 0 5.9 8 0.0 0 0.0 0 0.0 0 0.0 0	10 00 10 00 10 23.4 10 02	0.4	0.3 0.2 0.1 0.0 0.3 0.0 0.0 0.0 0.4 0.8 0.3 0.0 0.0 0.0	0.0 22.3 0.0	3.6 1: 0.0 0 93.7 3 0.0 0 0.6 0 4.5 0		1.0	42.2 28 0.0 0 0.6 22 0.0 0 0.6 4 0.0 0 3.5 0	8 58 0 00 1 00 3 07	7.1 0.0 2.3 0.0 0.0 8.4 0.0	0.0 0.0 0.0	10.1 7.7 0.4 0.0 0.0 0.6 0.0 0.0 1.1 0.5 0.0 0.0 10.2 2.4	0 0.0 5 0.0 0 0.0	0.0	0.7 0.0 0.0	0.1 0.1 0.0 0.0 0.2 0.0 0.0 0.0 0.7 0.0 0.1 0.0 35.5 0.0	0 00 0 00 0 07 0 00	0.0 0.0 0.3 0.0		0.2 5.5 0.3 0.0 0.0 0.0 0.0 0.0 0.0 1.1 0.0 0.0 24.2 31.4	0 43.7 0 0.0 0 0.1 1 0.0 0 0.0	361.6 307.3 161.1 102.5 62.8 193.1 175.6
	All Other Centres and Stores Elses	there	17.3 106.3	82.8	108.9 10.	5 58.9	18.4 1	108.5 2.	2.3 2.8	10.0	2.3	2.0 3.5	2.1	1.3	5.2	88.1 1.	6 19.4	3.5	1.5	5.3 5.1	1 2.9	5.4	5.3 4	8.7	9.2	1.8 0.2	23.4	77.1 3	7 4.4	2.8	8.2 46	1.8 7.7	10.3	1.3	3.3 1.5	6 1.1	0.9	1.8	16.7 1.4	4 6.0	2.1	4.9	22.4 16.5	.5 64.9	998.1
		latotdus	193.3 306.3	264.4	283.9 63.	8 150.8	62.9	196.1 15	5.4 11.7	11.8	8.1	23.8 40.	3 6.1	10.9	14.1 2	265.7 7.	9 228.9	4.4	4.3	16.4 7.2	2 89	15.3	13.3 1	9.8 65.3	32.9	10.3 9.3	273.6	201.4 3	18.2	19.3	57.9 11	2.6 29.1	45.1	3.5	30.5 17	9 82	4.0	8.3	54.4 27	4 28.9	14.2	10.2	48.2 59.5	9 122.6	3462.7
		GRAND TOTAL	264.6 425.2	292.5	321.3 126	1.1 156.6	122.7	249.6 10	03.9 139.7	57.5	80.6	73.1 205	.5 101.3	89.4	100.5 2	291.9 11:	2.5 276.6	105.8	137.6	142.1 149	1.2 130.1	43.0	207.1 13	5.2 73.0	95.2	119.9 145.2	2 312.6	210.1 16	9.6 68.7	89.8	72.5 12	2.3 60.2	115.7	50.9 1	89.7 126	1.2 96.4	68.6	151.8	56.9 48	5 242.0	J 136.1	73.5	82.5 127	9 131.0	7877.6



TABLE 5: 2034 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOOGS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
EXCluding history floroging and their Deposit Descript

Excluding Internet Shapping	g and other Special Forms of Trading																																											
LOCAL PLANNING AUTHORS	CENTRE TYPE		Zone 1 Zon	ne 2 Zone 3	Zone 4 2	ione 5 Zoni	6 Zone 7	Zone 8 Z	lone 9 Zone	10 Zone 11	Zone 12 Z	ine 13 Zone	14 Zone 15	Zone 16 2	Cone 17 Zon	ne 18 Zone	19 Zone 20	Zone 21 Z	one 22 Zone	23 Zone 24	Zone 25 Zo	ne 26 Zone	27 Zone 28	Zone 29 Zon	e 30 Zone 31	Zone 32	Zone 33 Zone	34 Zone 35	Zone 36 Zo	ine 37 Zone	38 Zone 39	Zone 40 Zo	ne 41 Zone	42 Zone 43	Zone 44 Z	one 45 Zon	e 46 Zone	47 Zone 48	Zone 49	Zone 50 Zon	e 51 Zone 5	2 Zone 53	Zone 54 Zone	55 STUDY ARE
Wolverhampton	Stratecic Centre	Wolverhamoton	28 4	.1 0.7	0.0	0.7 0.0	1.8	0.4	0.5 1.0	0.1	0.2	0.0 1.6	1.1	2.3	0.3	3.0 3.7	0.7	0.7	19.5 1.6	3 0.0	2.5	0.6 0.5	0.0	6.7 0	.0 1.7	1.5	1.1 4.2	2.5	0.2	0.2 1.0	0.9	0.6	0.7 26.5	125.0	29.7	17.1 16	6.0 36.8	3 1.4	36.0	175.0 85	5.3 15.3	33.0	46.7 2.2	743.5
	Town Centre	Bilaton Wednesfield	0.0 0			0.0 0.0			0.0 0.0			0.3 0.0	0.1			0.1			0.9 1.2 0.0 0.0			0.0 0.5		0.2 0			0.0 0.0			0.0 0.0	0.0	0.0	0.0 2.4			0.4 3: 0.9 0.	3.8 55.9 0.5 1.0			0.9 6. 1.7 0.			0.4 0.0 0.3 0.0	99.1 23.3
	District & Local Centres		0.0 0	.0 0.0	0.0	0.0 0.6	0.0	1.4	0.0 0.0	0.0	0.0	0.0 0.0	0.3	0.0	0.0	0.0	0.0	0.6	2.1 0.0	0.0	0.0	0.5 0.0	0.0	0.0 0	.0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	2.6	2.4	0.0 0	2.0 0.1	0.0	4.0	11.6 7	(3 12.5	0.0	1.4 0.0	49.6
	Out-of-Centre	subtotal	19 5 48 9	3 00	1.7	28 00	0.5	1.7	00 02	- 0.0	0.1	0.0 0.9	1.1	0.9	0.7	20 36	0.0	0.4	11.1 48	0.2	1.2	0.1 0.3	0.0	09 0	0 38	1.3	0.7 0.0	10.0	2.5	1.6 0.8	0.0	0.0	05 135	38.2	49.9	14.4 9	4 18.9	0.2	7.1	30.5 15	28 43	3.8	21.3 0.1 70.2 2.2	305.0
Dudlev	Strategic Centre	Briefey Hill-Traditional High Street	0.0 0	.0 0.0	0.0	0.0 0.0	0.0	0.5	0.1 0.6	0.2	0.0	0.0 3.7	0.2	0.1	0.0	3.0 0.2	0.0	0.1	1.3 2.2	2 16.2	4.8	0.9 0.6	0.9	0.0 0	.0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0	0.0 0.	3.0 0.1	0.0	0.0 1.5	36.3
		Brieflev Hill- Merry Hill	24.2 10	19.3	28.8	37.7 3.5	0.7	50.0	44.9 85.8	8 40.6	38.7	2.9 36.2	40.7	7.0	6.3 1	1.7 69.5	3 45.6	71.0	81.3 35.1	1 129.3	98.1	21.5 152	5 84.9	0.0 2	.0 3.5	16.6	2.6 1.0	2.3	1.5	2.1 0.5	0.0	0.0	0.8 3.2	7.7	2.9	2.3 3.	3.2 32.8	8 0.3	2.4	15.1 20	0.1 34.2	2.1	3.2 5.2	
	Town Centre	Dudley Stourbridge Halesowen	0.0 0 0.0 0 3.6 0	0.0		0.7 0.0 0.3 0.0 7.5 0.0			1.7 1.7 1.1 1.4 21.2 43.8			0.1 1.8 0.0 0.0 0.0 5.2				30 35.0 30 0.9 30 0.0	1.0		13.1 10.1 0.6 0.0 0.0 0.0		4.7	0.2 0.4 5.4 58. 0.2 0.5		0.0 0 0.0 0			0.0 0.0			0.0 0.0 0.0 0.0			0.0 0.0 0.0 0.0 0.0 0.0				0.0 1.9 0.0 0.0 0.0 0.0				0.4 1.0 0.0 0.4 0.0 0.0	0.0	0.5 0.1 0.0 0.2 0.0 0.0	124.6
	District & Local Centres		0.0 0	.1 1.9	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	1.0	0.0 0.0	0.0	0.0	0.0	1.0 1.2	0.0	2.1	17:1 0.6	4.9	19.4	1.6 6.2	3.3	0.0 0	9 0.1	0.0	0.0 1.7	0.0	0.0	0.0 0.0	2.4	0.0	0.0 0.1	0.0	1.6	0.0 0	.0 0.4	0.0	0.0	0.5 0	.7 2.1	0.6	0.0 0.0	75.9
	Out-of-Centre	subtotal	5.1 2 32.9 12			59 0.5 52.1 3.8	0.1		6.8 7.0 75.8 140.		3.2 46.5	0.4 6.0 3.4 53.0	3.0			0.0 2.5 1.7 109.	0.2 .3 49.1		3.9 3.7 117.2 52.3			0.4 4.1		0.0 0		0.0 18.0	0.0 0.0 2.6 2.6			2.1 0.5		0.0	0.0 0.2				0.0 0.3 3.2 35.3			0.4 0. 17.0 21			0.0 0.3 3.6 7.2	
Sandwell	Strategic Centre	West Bromwich	4.8 54	1.0 0.0	0.0	13 0.0	17.2	0.0	5.3 0.5	0.1	7.3	18.5 31.6	15.4	51.8	55.7	2.6 0.2	0.0	6.6	0.0 24:	3 0.0	0.0	0.0 0.5	0.0	0.0 0	8 0.2	19.1	0.0 0.0	0.0	0.3	6.7 0.0	0.0	0.2	1.7 0.5	0.0	0.6	0.0 0	J.3 1.9	0.0	0.3	0.4 0	.0 0.4	0.0	0.0 0.0	319.9
	Town Centre	Blackheath Cradley Heath Great Bridge Oldburv Wednesburv Cape Hill	0.0 0 0.0 0 0.0 1 10.5 11 2.1 5 6.4 0	0 0.0 3 0.0 1.0 0.0 5 0.0	0.0 0.0 2.0 0.0	1.1 0.0 0.0 0.0 0.0 0.0 3.1 0.0 0.0 0.0	0.0 0.6 1.4	0.0 1.0 0.0	13.8 0.8 0.6 1.1 0.0 0.0 4.2 1.7 0.0 0.0 0.0 0.0	0.0 1.6 0.0	0.0 10.3 0.0	0.0 2.6 0.0 0.0 0.0 0.0 5.2 36.8 0.2 0.0 17.6 8.7	0.7 32.3 0.6	0.0 8.0 5.9 2.2	0.0 0 5.0 0 4.4 0	0.0 0.0 0.0 0.0 0.0 1.7 0.0 2.4 0.0 0.0 0.0 0.0	0.0	0.9 0.0 2.8 0.0	0.0 0.6 0.0 0.0 0.0 19.1 0.8 8.1 0.0 2.8 0.0 0.0	0 1.4 9 0.0 1 0.0 8 0.0	0.0 0.0 1.0 0.0	0.0 0.0 0.0 0.4 0.0 0.3 0.0 0.3 0.0 0.6	0.0	0.0 0 0.0 0 0.2 0 0.0 0 0.0 0	1 0.0	3.7 1.4 23.6	0.0 0.0 0.0 0.0 0.0 0.0 1.9 0.0 5.2 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.2	0.0 0.0 0.0 0.0 0.3 0.0 0.0 0.0 0.0 0.2 0.0 0.0	0.0 0.0 0.3	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.1 0.9 0.0 0.0	0.0 0.0 0.3	0.0 0.0 2.1	0.0 0. 0.0 0. 1.5 0.	0.0 0.0 0.0 0.0 0.0 2.4 0.0 1.1 0.4 0.6 0.0 0.0	0.0	0.0	0.0 0. 0.0 0. 1.1 0.	10 0.1 10 0.0 16 0.2 10 0.6 10 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.3 0.0 0.0	9.8 44.0 144.2 53.6
	District & Local Centres	Bearwood	16.0 0		0.0	28 0.6 42 0.6	0.3	0.0	0.6 0.0 1.0 0.3	0.0	0.0	5.8 18.8 7.9 4.9	0.2	0.1	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0 5 0.0	0.0	0.0 0.0	0.0	0.0 0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.0	0.0		10 00 12 02	0.0	0.0 0.0	40.0
	Out-of-Centre		5.1 21	9 46	5.4	6.1 1.5	29.3	5.5	1.9 4.8	1.2	4.0	1.4 35.0	9.2	10.3	20.2	7.6 3.3	2.9	1.4	4.2 26.1	3 0.3	2.5	0.7 1.5	4.2	0.5 10	2.7 19.3	58.0	9.4 2.3	19.2	6.0	25.4 2.6	2.7	2.1	14.0 2.8	8.7	10.4	13.6 8	8.4 8.6	0.8	0.3	10.9 3.	13 15	0.1	4.3 0:	468.9
Wale all	Strategic Centre	subtotal Walsulf	45.7 10 1.7 12	1.7 4.6	7.4	18.5 2.5 0.5 0.0	50.9	8.5	273 9.3	8.1	39.9	56.6 138.	8 61.8	82.3	89.9 1	0.2 7.5	2.9	13.0	5.4 89.1	1 5.4	3.5	1.0 3.1	4.7	0.7 11	1.7 20.4	105.8	16.6 2.3	20.3	6.7	33.4 3.3	2.9	2.2	15.8 4.1	9.9	13.2	15.1 9.	0.0 15.0	0.0	0.7	12.8 4.	1 29		4.3 0.5	
	Town Centre	Bloowich Brownhills Addrigs Wilsenhall Dadiester	0.0 0 0.0 0	0 0.0 0 0.0 7 0.0 0 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	1.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0	0.0 4	00 00 00 00 00 00 00 00	0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.2	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.4	0.0	0.0 0	1 0.3 0 1.2 0 2.6	0.4	0.0 0.0 3.1 0.0 0.0 0.0 0.0 0.0	1.1 2.2 0.0	2.1 8.7 0.0	0.2 1.2 0.3 0.0 0.8 0.0 0.0 0.2	1.9 0.0 0.0	14.5 0.7 0.0	0.0 0.1 2.9 0.1 30.8 0.0 0.0 2.2	0.0	0.0	0.2 0. 11.1 15	0.0	0.0	0.0	0.0 0.	10 00 10 00 10 00 11 00	0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	41.0 28.8 54.6 39.7
	District & Local Centres		0.0 0	.0 0.0	0.0	0.0 0.0	0.2	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	48 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0	3 0.4	0.0	0.0 0.0	2.8	1.5	0.4 0.3	0.0	1.1	1.0 0.3	0.0	0.3	3.0 0	1.3 0.3	0.0	0.0	0.0 0	10 0.0	0.0	0.0 0.0	17.4
	Out-of-Centre			9 0.0			6.3		0.3 0.0			0.0 4.1			3.0 4			0.3		2 0.0							0.7 0.0									10.3 5.				2.4 0.				
All Other Centres Outside	Birmincham Camnock Kidderminster Lieffeld Redditch Stafford Stafford Stafford Telford	subtotali	211.2 15 0.0 7 0.9 0 0.0 7 0.0 0 0.0 4 0.0 6 0.0 0	9.1 197.5 1 22 0 21 6 00 5 12.5 1 0.0 1.8 2.0 2 1.3	180.0 1.0 2.7 0.0 26.1 0.0 0.0	82.0 62: 0.0 1.3 0.3 0.3 0.0 0.0 0.6 44: 0.0 0.0 0.3 0.8 0.7 0.0	9 31.7 0.0 0.0 0.0 0.2 2 0.0 0.0 2 0.5	34.3 1.9 14.9 0.0 50.8 0.0 3.0 0.3	12.4 8.7 0.1 0.0 2.4 1.8 0.0 0.0 0.0 0.0 0.8 0.0 0.0 0.0 0.0 0.0	1.7 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	5.7 0.2 0.3 0.0 0.0 0.0	0.0 4.1 26.7 40.2 0.0 0.0 0.0 0.0 0	4.6 0.3 0.0 0.0 0.0 0.0	11.3 0.1 0.3 0.0 0.0 0.0 0.0	10.0 8 0.0 0 0.2 0 0.3 2 0.0 0 0.0 12 0.3 0	11.5 4.4 1.0 0.3 1.0 2.8 2.5 0.0 1.0 0.0 2.0 0.0 2.7.1 0.0	19.9 0.4 227.2 0.0 0.0 0.0 0.0	0.7 0.0 0.2 0.0 0.0 0.0 0.0	1.6 12.1 0.3 0.0 0.8 0.5 0.2 0.0 0.0 0.0 0.0 0.0 0.4 0.0 0.0 0.0	9 1.3 0 0.0 5 1.2 0 0.0 0 0.0 0 0.0 0 0.0	4.0 0.1 3.0 0.0 0.0 0.0 0.0	1.5 1.5 0.0 0.0 9.9 6.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	8.0 0.0 9.5 0.0 0.0 0.0 0.0	2.0 9 21.9 3 0.2 0 0.0 13 0.0 0 27.5 1 0.2 0 14.8 0	1 8.7 9 0.4 0 0.1 19 0.3 0 0.0 8 0.4 5 0.4 0 0.0	9.8 0.2 0.0 0.0 0.0 1.0 0.0	21.1 26.1 226.4 4.3 0.0 0.0 8.8 111. 0.0 0.0 26.3 0.7 0.0 5.3 13.2 0.0	9.1 17.9 0.0 4.5 0.0 0.0 0.0 0.8 5.8	8.0 4.2 0.0 1.0 0.0 0.2 2.5 0.4	17.6 3.4 0.2 50.1 0.1 0.0 0.2 0.7 0.0 0.0 0.2 0.7 1.2 0.0 0.2 4.2	7.6 31.5 0.0 32.9 0.0 4.9 0.4 0.8	4.5 12.6 0.0 6.9 0.0 0.0 0.0	20.0 1.8 8.4 0.2 0.0 0.0 2.7 0.0 0.0 0.0 0.0 0.0 10.0 0.0	6.6 12.2 0.5 0.0 0.0 1.3 0.0	5.8 9.1 0.0 0.7 0.0 0.6 0.0	4.4 2: 3.9 0: 0.0 0: 0.0 0: 0.0 0: 0.0 0:	2.6 6.7	1.2 0.1 0.0 0.0 0.0 0.0 0.0 0.0	1.2 0.1 0.0 0.0 0.0 0.0	15.7 9. 0.9 1. 1.1 0. 0.0 0. 0.0 0. 0.8 0.	3.6 3.1 1.4 0.2 1.7 1.3 1.0 0.0 1.0 0.0 1.3 0.0 1.0 0.0	1.3 0.3 0.3 0.0 0.0 0.0 0.0 28.8	2.1 0.0 6.4 6.1 6.5 0.0 0.0 51: 0.0 0.0 1.3 0.0 0.0 0.0 37.1 10:	1312.7 431.3 5 388.5 1 192.2 122.3 75.0 290.3 2 209.4
	All Other Centres and Stores Elsewh		20.8 12			12.6 70		130.4	2.7 3.3		2.7	2.4 4.2	2.5			34.7 2.0	22.9	4.2	1.8 6.4	-		63 63		10.2 11			27.7 91.4			3.3 9.7	55.4	9.1	12.2 1.5	3.9	2.1	1.3 1.	.0 2.1	19.8	1.6	7.2 2.	5 5.7		19.5 76:	
		subtotal																																									70.9 144	
		GRAND TOTAL	318.9 51	1.1 350.3	385.1	151.0 187	1 146.0	299.9	122.4 164.	.6 68.8	96.6	89.4 246.1	122.4	108.1	120.5 34	¥7.0 134.	4 326.8	126.5	161.7 171	.9 177.9	152.6	50.5 243	8 160.0	86.0 11	5.7 144.9	175.3	369.7 249.	0 202.0	81.5 1	07.2 86.	144.8	71.5 1	36.9 61.4	227.7	149.9	114.7 82	2.3 181/	å 67.3	58.5	288.4 16	.1.8 86.8	98.0	151.2 154	4 9395.7



TABLE 6: 2038 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

Accounty manner chopping	g and other Special Forms of Trading																																															
OCAL PLANNING AUTHORI	ITY CENTRE TYPE		Zone 1 Zo	ne 2 Zone :	3 Zone 4	Zone 5	Zone 6	Zone 7 Z	one 8 Zor	ne 9 Zone	10 Zone 1	1 Zone 12	Zone 13	Zone 14 2	one 15 Zo	ne 16 Zon	e 17 Zone	18 Zone 1	19 Zone 20	Zone 21	Zone 22 Zo	ine 23 Zone	24 Zone 2	5 Zone 26 .	Zone 27 Zon	e 28 Zone 2	20 Zone 30	Zone 31 Zo	ine 32 Zone	33 Zone 34	Zone 35	čone 36 Zon	37 Zone 3	Zone 39	Zone 40 Zo	ne 41 Zone	42 Zone 43	Zone 44	Zone 45 Zo	ne 46 Zone	47 Zone 4	3 Zone 49	Zone 50 Z	lone 51 Zone	52 Zone 53	3 Zone 54	Zone 55 S	UDY AREA
/olverhampton																																																,
	Strategic Centre	Wolverhamoton	3.3 4	7 0.8	0.0	0.8	0.0	2.0	0.5 0	1.6 1.1	1 0.1	0.2	0.0	1.9	1.3	2.6 0	3 0.0	4.3	0.8	0.8	22.1	1.9 0.0	2.8	0.7	0.5	1.0 7.7	0.1	1.9	1.8 1.	3 4.8	2.9	0.2 0.	1.2	1.0	0.7	31.	3 144.7	34.0	19.7	8.6 42	4 1.6	41.7	200.8	98.1 17	5 37.9	53.4	2.5	855.3
	Town Centre	Bilaton Wednesfield	0.0 0	0.0	0.0	0.0			0.0 0	0.0		0.0	0.3		0.1 0.0	0.2 0 0.0 0	3 0.0			0.3		1.3 0.0 0.0 0.0	0.0	0.0	8.0	0.0 0.0	0.0		3.9 0. 0.8 0.	0.0	0.0	0.0 0. 0.4 0.				0.0 2.8 0.0 1.0		0.7 14.6	0.5 1.0	1.4 64. 1.6 1.2				7.7 0.0			0.0	114.0 26.9
	District & Local Centres		0.0 0	0.0	0.0	0.0	0.7	0.0	1.6 0	0.0	0.0	0.0	0.0	0.0	0.4	0.0 0.	.0 0.0	0.0	0.0	0.7	2.4	0.0 0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	3.0	2.8	0.0	0.0 0.1	1 0.0	4.6	13.3	8.4 14	3 0.0	1.6	0.0	57.1
	Out-of-Centre	subtotal	22 6 55 1	1 0.0	2.0	3.2	0.0	0.6	20 0	0 0	2 00	0.1	0.0	1.0	1.3	10 0	9 00	4.1	0.0	0.5	12.6	55 0	13	0.1	0.3	0 10	0.0	4.4	15 0:	0.0	11.5	29 1 36 2	0.9	0.0	0.0	16 16	1 44.2	57.1	16.5	0.8 21	8 02	8.2 59.2	35.0	22.7 45	9 428	24.4 80.2	0.1	350.9 1404.1
udlev	Strategic Centre	Brieflev Hill- Traditional High Street Brieflev Hill- Marry Hill		.0 0.0 1.8 22.2		0.0	0.0		0.6 0	1.2 0.1		0.0	0.0		0.3	0.1 0.82 7.		0.3		0.2		2.6 18. 40.9 148		1.0	0.9	0 00	0.0	0.0	0.0 0:		0.0	0.0 0.		0.0	0.0	0.0		0.0	0.0	0.0 0.0		0.0	0.0	0.0 0:	1 0.0		1.7	41.8 1729.3
	Town Centre	Dudley Stourbridge Halesowen	0.0 0 0.0 0 4.2 0	.0 0.0	0.0 0.0 0.8	0.8 0.4 8.7			0.0 2 0.0 1 0.0 24	1.0 1.5 1.2 1.6 4.2 50.		2.8 0.0 1.4	0.2 0.0 0.0			0.4 0. 0.0 0. 0.2 0.				31.0 0.8 0.4		12.4 4.6 0.0 3.2				18 00 90 00 5 00	0.0		1.7 0/ 0.0 0/ 0.0 0/		0.0	0.2 0. 0.0 0. 0.0 0.		0.4 0.0 0.0		0.0 0.0		0.3 0.0 0.0		0.0 2.2				0.4 1. 0.0 0.5 0.0 0.5		0.0	0.2	142.8 143.4 110.2
	District & Local Centres		0.0		0.0	0.0	0.0	0.0	0.0 0			1.1	0.0	0.0	0.0	0.0 0.	.0 0.0	1.4		2.4		0.7 5.1				18 0.0	1.1		0.0 0.		0.0	0.0 0.	0.0	2.7	0.0	0.0 0.1	0.0	1.8	0.0	0.0 0.4	4 0.0	0.0	0.6	0.8 2	3 0.7			87.3
	Out-of-Centre	aubtotal		4.4 29.0												02 0								0.4 34.2				0.0 4.2			0.0	0.0 0.	0.0				0.0			0.0 0.5						0.0 4.2	0.3	104.3
andwell	Strategic Centre	West Bromwich	5.3 6		0.0	1.5			0.0 6	1.1 0.6	6 0.1	8.5	21.7	36.8	17.9	30.1 64	13 3.0	0.2	0.0	7.6	0.0	27.9 0.0	0.0	0.0	0.3		0.9	0.3	22.2 0	0.0	0.0	0.4 7.	0.0	0.0	0.2	2.0 0.6	0.0	0.7	0.0	1.3 2.2	2 0.0	0.4		0.0 0.				368.1
	Town Centre	Blackheath Cradley Heath Great Bridge	0.0 0	0.0		1.3 0.0 0.0	0.0	0.0	0.0 0	5.7 0.5 1.6 1.3	3 3.9	18.1 1.0 0.0	0.0		0.2	0.0 0 0.0 0 9.3 5	.0 0.0	0.0		1.4 1.1 0.0	0.0	0.7 4.1 0.0 1.1 23.2 0.1	0.0	0.0		10 00 16 00		0.0	0.0 0/ 0.0 0/ 4.3 0/	0.0	0.0	0.2 0. 0.0 0. 0.0 0.	0.0	0.0	0.0	0.0 0.0	0.0		0.0	0.0 0.0	0.0			0.0 0:		0.0	0.0	51.1 11.3 50.6
		Oldburv Wednesburv Case Hill Bearwood	12.2 1: 2.4 6 7.4 0 18.6 0	2.8 0.0 .4 0.0 .0 0.0	2.3 0.0 0.0	3.5 0.0 0.0	0.0	1.6 1.4 0.0	1.2 4 0.0 0 0.0 0	1.8 2.0 1.0 0.0 1.0 0.0	0 1.9 0 0.0 0 0.2	11.9 0.0 0.0	6.1 0.2 20.7	42.6 0.0 10.1	37.5 0.7 0.4	9.5 5 6.9 5 2.5 3 0.0 0 0.1 0	.1 0.0 .7 0.0 .0 0.0	2.7 0.0 0.0	0.0 0.0 0.0	3.2 0.0 0.0 0.0	1.0 0.0 0.0	9.4 0.1 3.3 0.1 0.0 0.1	1.1 0 0.0 0 0.0	0.0 0.0	0.4 0 0.0 0	0.0	0.1	0.0 1.0 0.0	1.6 2: 27.5 6: 0.0 0:	2 0.0 0 0.0 0 0.0	0.0	0.0 0. 0.2 0. 0.0 0.	0.0	0.0 0.3 0.0	0.0	0.0 0.0 0.1 1.0 0.0 0.0	0.0 0.4 0.0	0.0	0.0 1.8 0.0	0.0 1.3 0.4 0.6 0.0 0.0	3 0.0 6 0.0 0 0.0	0.0	0.0 1.3 0.0	0.0 0.1	0.0	0.0 0.0 0.0	0.4 0.0 0.0	165.8 61.7 36.2 46.1
	District & Local Centres		1.1 0	.0 0.0	0.0	4.8	0.0	0.9	0.0 1	.2 0.3	3 0.0	2.1	9.2	5.6	1.4	4.5 1.	s 0.0	0.0	0.0	0.0	0.3	8.8 0.1	0.0	0.3	0.0	.0 0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0 1.	0.6	0.0	0.0	0.0	1.1	0.0	0.0	0.0 0.4	4 0.0	0.0	0.4	0.2 0.	2 0.0	0.0	0.0	44.4
	Out-of-Centre	subtotal	59 3 530 11	4.6 5.2	6.2	7.0	2.2	33.7	6.4 2	1.1 5.5	5 13 6 93	4.7	1.7	40.5	10.7	12.0 23	3 83	38	3.3	1.6	4.8	30.6 0.4	2.9	0.8	15	7 08	12.5	22.5	67.5 10 23.0 19	8 28	22.1	6.9 25	2 30	3.0	2.4	60 32	10.0	11.9	15.6	7 95	9 09	0.4	12.5	38 13 47 3	7 0.1	5.0	0.2	539.4 1374.6
/alsall	Strategic Centre	Wadsall	1.9 1-		0.7	0.6	0.0	11.0	3.1 0	1.4 0.0	0.0	0.0	0.0	0.0	0.0	0.0 3	.0 4.5	0.2	4.2	0.1	0.0	3.4 0.1	0.0	0.0	0.2 0	10 0.0	62.1	84.2	19.1 24	4 13	95.1	33.1 42		3.1	18.1 2	9.1 2.3	0.9	9.7	26.1 1	62 52	2 0.0	0.2	2.3	0.0 0:	3 0.0			549.9
	Town Centre	Bloswich Brownhills Abfridge Willenhall Darlaston	0.0 0 0.0 0 0.0 0	0.0 0.0 0.0	0.0	0.0	0.0	1.2	0.0 0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0	0.0	0.0 0 0.0 0 0.0 0 0.0 0	.0 1.1 .0 5.5 .0 0.0	0.0	0.0	0.0	0.0	0.0 0.1 0.0 0.1 0.0 0.1 0.0 0.1	0.0	0.0	0.0 0 0.0 0	10 00 10 00 10 00 10 00	0.0	1.4	0.0 0.0 0.5 3: 0.0 0.0 2.2 0.0	5 0.0 0 0.0 0 0.0	2.6	0.9 0. 2.4 0. 10.0 1. 0.0 0.	0.0	0.0	0.8	0.0 0.1 3.3 0.1 5.1 0.0 0.0 2.6	0.0	0.0 4.5	0.0 0.2 12.8	0.0 0.0 0.0 0.0 0.1 0.2 7.8 0.1	0 0.0 2 0.0 1 0.0	0.0	0.0	0.0 0.1 0.0 0.1 0.1 0.1	0.0	0.0 0.0 0.0	0.0	47.2 33.2 62.8 45.7 16.4
	District & Local Centres		0.0 0	0.0	0.0	0.0	0.0	0.2	0.0 0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0	.0 5.5	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0 0.	0.0	3.2	1.8 0.	0.3	0.0	1.3	1.1 0.3	0.0	0.3	3.5	0.3 0.5	3 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	20.0
	Out-of-Centre	aubtotal	1.1 6	9 0.0	0.0	0.0	0.0	7.2	0.0 0	1.3 0.0	0.5	0.3	0.0	4.7	0.0	1.7 3	4 55	0.6	0.0	0.3		0.3 0.0	0.0		0.0 0			20.1	7.6 0.			7.3 9. 55.5 53	2.0	0.3	1.3	3.5 0.9	2.6	3.2	11.9	8.1 2.2	2 0.5	0.4	2.7	0.4 0.5	5 0.6	2.4	0.0	144.6
JI Other Centres Outside	Birminchum Cannock Kidderminister Lieffletd Redditch Stafford Stafford Stafford Telford		245.2 18 0.0 8 1.1 0 0.0 0 0.0 4 0.0 7 0.0 0	12 25 10 24 18 0.0 16 14.4 8 0.0 15 23 12 1.5	1.1 3.1 0.0 30.1 0.0 0.0	0.8	0.4 0.0 50.9 0.0 0.9	0.0 0.2 0.0 0.0 23.6 0.6	0.0 0 58.7 0 0.0 0 3.5 0 0.3 0	1.7 1.8 1.0 0.6 1.0 0.6 1.6 0.6 1.0 0.6	8 0.5 0 0.0 0 0.0 0 0.0 0 0.0 2 0.0	0.8	31.3 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 2.0 0.0 2.5	0.0 0.0 0.0 0.0	13.1 11 0.1 0.0 0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	2 0.0 3 25 0 0.0 0 0.0 0 145 3 0.0	0.0 0.0 0.0 5 0.0 5 0.0	22.7 0.5 259.5 0.0 0.0 0.0 0.0	0.0	1.8 0.3 0.9 0.2 0.0 0.0 0.4	15.1 1.5 0.0 0.1 0.5 1.4 0.0 0.1 0.0 0.1 0.0 0.1 0.0 0.1	5 4.5 0 0.1 1 3.4 0 0.0 0 0.0 0 0.0 0 0.0	1.7 0.0 11.2 0.0 0.0	2.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	12 23 1.0 249 0.8 0.3 1.0 0.0 1.0 0.0 1.0 0.3 1.0 0.3 1.0 0.3	10.8 4.8 0.0 16.2 0.0 1.8 0.5	10.1 0.5 0.1 0.4 0.0 0.5 0.4	11.3 24 0.2 258 0.0 0. 0.0 10 0.0 0. 1.2 30 0.0 0. 1.5 30 0.0 15	1 29.8 16 49 0 0.0 1 127.1 0 0.0 1 0.8 0 6.1 1 0.0	10.4 20.5 0.0 5.2 0.0 0.0 0.7	9.2 26 4.8 0. 0.0 0. 1.2 0. 0.0 0. 0.2 0. 2.8 1. 0.4 0.	2 39 5 573 2 0.0 2 0.8 0 0.0 2 0.8 3 0.0	8.7 36.1 0.0 37.7 0.0 5.6 0.4	5.2 14.5 0.0 7.9 0.0 0.0 1.0	28 2.1 98 0.3 10 0.6 3.1 0.0 0.0 0.0 1.4 0.6 0.0 0.8	0.6 0.0 0.0 1.5 0.0	6.6 10.4 0.0 0.8 0.0 0.7 0.0	0.0 0.0 0.0 0.0	1.2 9.3 8.0 7.3 9.5 0.2 9.0 0.0 9.0 1.0 9.0 0.0 9.0 0.0	0 0.0 0 0.3 0 0.0 0 1.0 0 0.1	0.0	0.9	11.1 33 18 02 08 13 00 01 03 02 00 01 25 2:	0.0	7.4 0.0 0.0 0.0 1.5 0.0 42.4	6.9 0.0 58.7 0.0 0.1 0.0 0.0 11.6	1510.1 498.1 421.8 221.1 140.7 88.2 284.9 240.9
	All Other Centres and Stores Elsewh		24.2 14				81.0		150.7 3				2.9	4.9		1.8 7.				4.9	2.0	7.5 7.1		7.1		15 11.6		2.5	0.2 31		5.1	6.0 3.	11.1	63.5		4.0 1.8	4.5	2.4	1.5	1.2 2.4	4 22.5	1.9	8.3	2.9 6.5	5 30.6			1389.5
		subtotal	270.5 42																																													4751.1
		GRAND TOTAL	370.3 59	1.6 403.1	444.2	174.5	215.6	167.6 3	146.7 13	19.7 188	2 79.3	111.7	105.0	285.3	142.4 1	25.5 13:	9.1 397	.2 155.1	1 373.2	145.8	183.9 2	00.2 204	.7 173.2	57.2	277.3 11	3.0 97.7	135.3	168.7 2	03.7 422	.3 285.0	232.1	93.4 12	.3 98.5	166.0	81.9 1	56.3 71.	3 263.6	171.7	132.2 1	5.3 208	1.4 76.7	67.8	331.0	186.1 98.	9 112.7	172.7	175.8	10808.7



Appendix 9A: Comparison Goods Capacity:

City of Wolverhampton



TABLE 1: REVISED FORECAST COMPARISON GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2019	2024	2029	2034	2038
Wolverhampton	Strategic Centre	Wolverhampton	5%	£477.8	£554.6	£656.2	£782.7	£900.4
	Town Centre	Bilston Wednesfield	0% 0%	£60.5 £14.3	£70.2 £16.5	£83.1 £19.6	£99.1 £23.3	£114.0 £26.9
	District & Local Centres		0%	£30.3	£35.2	£41.6	£49.6	£57.1
	Out-of-Centre		0%	£186.2	£216.1	£255.7	£305.0	£350.9
City of Wolverha	ampton Council Area			£769.0	£892.6	£1,056.2	£1,259.7	£1,449.1

TABLE 2: COMMITTED COMPARISON FLOORSPACE

	CENTRE PLANNING REF		NING REF SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2019 (£ per sqm)	Turnover (£m)					
							2019	2024	2029	2034	2038	
	olverhampton - y Centre	17/01102/OUT	Westside Leisure - Outline application for leisure (Class D2), food and drink (Class A3), hotel (Class C1), retail (Class A1), drinking establishments (Class A4), multi-storey car park and public realm Land At Salop Street/Peel Street/Pitt Street/School Street And Ring Road St Marks Wolverhampton	14,392	651	4,000	£2.6	£3.0	£3.6	£4.3	£4.9	
	ntre (Dudley	18/00132/FUL	Community Centre: Proposed part change of use from Industrial building to form 4 Retail units.	314	110	2,000	£0.2	£0.3	£0.3	£0.4	£0.4	
Wo OT		19/00349/FUL	Installation of 697sqm mezzanine and elevational changes to Unit F. St Johns Retail Park Church Street City Centre Wolverhampton West Midlands WV2 4SJ	697	488	3,000	£1.5	£1.7	£2.0	£2.4	£2.7	
OT 4]		13/00871/FUL	Pountney Street, unit shops - Proposed change of use of the existing basement area to create a mixed use development comprising retail units, bar, restaurant, creche and indoor parking Basement Of Former J W Braithwaite Pountney Street Wolverhampton West Midlands WV2 4HX	1,098	384	3,000	£1.2	£1.3	£1.6	£1.9	£2.2	
OT OT		16/00678/FUL	Aldi Portobello: Land Between New Street South Street Portobello Wolverhampton West Midlands. Proposed new Food Retail Store (Use Class A1), with associated car parking, servicing and landscaping (amended proposal following earlier approval).	1,505	176	4,000	£0.7	£0.8	£1.0	£1.1	£1.3	
тс	TAL			18.006	1.809		£6.1	£7.1	£8.4	£10.0	£11.5	

- [1] [2] [3]
- Assumed that of the maximum amount of A1 Class space permitted is 1.860sqm gross. Of this the the convenience /comparison split will be 50% / 50% and the gross to net ratio applied is 70%.

 Assumed that the B97sqm is a gross figure therefore netted down by 70%.

 Assumed that the B97sqm is a gross figure therefore netted down by 70%.

 Assumed that of the total permitted floorspace of 1,098 sqm the convenience /comparison split will be 50% / 50%. It is also assumed that 1,098 sqm represents a gross figure and therefore netted down using a gross to net factor of 70%. [4]
- Assumed up to 1,254sqm convenience; 251sqm max sales area for comparison goods. Assumed this is gross and on this basis netted down by 70%.

TABLE 3: CITY OF WOLVERHAMPTON COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m): £1,056.2 £1,259. £1,449.1 STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1). £769.0 893.2 1057 8 1256.3 1441.6 STEP 3: -£0.6 -£1.6 £3.4 £7.5 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m): STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m) £7.1 £8.4 £10.0 £11.5 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: -£7.7 -£10.1 -£6.6 -£4.0 STEP 5: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:

(i) Estimated Average Sales Density of New Floorspace (£ per sq m):

(ii) Net Floorspace Capacity (sq m):

(iii) Assumed Net / Gross Floorspace Ratio:

(iv) Gross Floorspace Capacity (sq m): STEP 6: £6,000 £8,253 -1,218 70% -1,740 70% -508 70% -1,580 -965

The (survey-derived) 'current' (or 'potential') humovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels).
The growth in the base year (use-wy-derived) burnower has been constrained over the forecast period assuming average annual productivity growths rates informed by the latest Experien Retail Pleaner Briefling Note 16
(Constructive 2th') gain and growth or the survey-derived (use of the survey-derived) burnower and the survey-derived (use of the survey-derived) productive and the survey of the survey-derived (use of the survey-derived) pro

STEP 3: STEP 4:

The herf residual expenditure capacity makes an allowance for the forecast tumover of all commitments (Step 4).

The herf residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailest tradia of different average assiles reteined and retail retails and the second that th

TABLE 4: CITY OF WOLVERHAMPTON COUNCIL: STRATEGIC CENTRE: WOLVERHAMPTON - COMPARISON GOODS CAPACITY ASSESSMENT

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£477.8	£554.6	£656.2	£782.7	£900.4
STEP 2:	TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£477.8	555.0	657.2	780.5	895.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.4	-£1.0	£2.1	£4.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£3.0	£3.6	£4.3	£4.9
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£3.4	-£4.6	-£2.1	-£0.2
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,969	£8,253	£9,802	£11,248
	(ii) Net Floorspace Capacity (sq m):	-	-485	-555	-218	-19
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-693	-792	-311	-27

STEP 1: The (survey-derived) 'current' (or 'potentian') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' burnovers are equivalent to the survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is staten of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'tresidual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 6: The 'tresidual expenditure is converted into a net/poss floorspace capacity estimate based on the assumed average sepertormance of new (prime) retail floorspace. It should be noted that different comparison goods retails rated at different exprease size should be noted that different comparison goods retails make and the will need to be taken into account when assessing the relative ments and need for different types of retail floorspace.

TABLE 5:CITY OF WOLVERHAMPTON COUNCIL: TOWN CENTRE: BILSTON - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£60.5	£70.2	£83.1	£99.1	£114.0
STEP 2:	TOTAL FORECAST BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£60.5	70.2	83.2	98.8	113.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	£0.3	£0.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	-£0.1	£0.3	£0.6
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,969	£8,253	£9,802	£11,248
	(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%
	(iii) Assurined wet / Gross Floorspace Raio: (iiv) Gross Floorspace Capacity (so m):		70% -9	-22	39	70%
	(IV) Gross Fiborspace Calpably (sq III).		-9	-22	39	75

ESTEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Table 2. It is assumed for the purpose of this is assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

TABLE 6:CITY OF WOLVERHAMPTON COUNCIL: TOWN CENTRE: WEDNESFIELD - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£14.3	£16.5	£19.6	£23.3	£26.9
STEP 2:	TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£14.3	16.6	19.6	23.3	26.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.1	£0.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.1	£0.1
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,969	£8,253	£9,802	£11,248
	(ii) Net Floorspace Capacity (sq m):	-	-2	-4	6	12
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-2	-5	9	18

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: The growth in the base year (us-'benchmark' turnovers are equivalent to the survey-derived) turnover has been constrained over the forecast period assuming average annual productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence constrained over the forecast period assuming average annual productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence capacity (pice commitments) has been derived from Staps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The furnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 6: The hard residual expenditure is converted into a netigores Scorospace capacity estimate based on the assumed average sales performance of new (prime) retail Bioospace. It should be noted that different comparison goods retails material and the commitment of the derivent period of retail florospace.



TABLE 7:CITY OF WOLVERHAMPTON COUNCIL: DISTRICT & LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£30.3	£35.2	£41.6	£49.6	£57.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£30.3	35.2	41.7	49.5	56.8
l						
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	£0.1	£0.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.3	£0.3	£0.4	£0.4
STEP 5	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.3	-£0.4	-£0.2	-£0.1
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,969	£8,253	£9,802	£11,248
	(ii) Net Floorspace Capacity (sq m):	-	-40	-44	-23	-10
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-57	-63	-33	-15

The (survey-derived) 'current' (or 'potentiar') turnovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (Je. 'benchmark' turnovers are equivalent to the survey-derived current' turnover levels). The growth in the base year (Jenvey-derived) turnover has been constrained over the forecast period assuming allerstand 'productively' growth's rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.

The forecast residue appenditure capacity (pire commitments) has been derived from Stayle 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2: STEP 3: STEP 4: The 'net' residual expenditure capacity makes an allowance for the forecast tumover of all commitments (Step 4).

The 'net' residual expenditure is converted into a netigross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace.

It should be noted that different comparison goods retailess trade at different everage sales eviews and this will need to be taken into account when assessing the relative ments and need for different sprace self-eview and this will need to be taken into account when assessing the relative ments and need for different sprace self-eviews and this will need to be taken into account when assessing the relative ments and need for different sprace self-eview and the sufficiency of the sprace of the STEP 5: STEP 6:

TABLE 8:CITY OF WOLVERHAMPTON COUNCIL: OUT-OF-CENTRE LOCATIONS - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£186.2	£216.1	£255.7	£305.0	£350.9
STEP 2:	TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£186.2	216.3	256.1	304.2	349.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.4	£0.8	£1.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£3.9	£4.6	£5.4	£6.2
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£4.0	-£5.0	-£4.6	-£4.4
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£6,000	£6,969	£8,253	£9,802	£11,248 -391
	(iii) Assumed Net / Gross Floorsque Ratio:	•	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-819	-857	-670	-559

tes:	
STEP 1:	The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
STEP 2:	It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year (survey-derived tumover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefling Note 16 (December 2016) and other research evidence.
STEP 3:	The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
STEP 4:	The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.
STEP 5:	The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
STEP 6:	The first residual expenditure is converted into a net/gross floorappace capacity estimate based on the assumed average assise performance of new (prime) retail floorappac. It should be noted that different comparison goods retails from stage assise levels and this will need to be taken into account when assessing the relative ments and need for different types of retail floorappac.

TABLE 9: SUMMARY TABLE: CITY OF WOLVERHAMPTON COUNCIL:- COMPARISON GOODS CAPACITY (NET SQ M) Assuming Equilibrium at 2019 and Constant Market Shares

CENTRE TYPE		2024	2029	2034	2038
Residual Expenditure (after Commitments) (£n	1)	-£7.7	-£10.1	-£6.6	-£4.0
Strategic Centre	Wolverhampton	-485	-555	-218	-19
Town Centre	Bilston Wednesfield	-6 -2	-15 -4	27 6	53 12
District & Local Centres		-40	-44	-23	-10
Out-of-Centre		-573	-600	-469	-391
CITY OF WOLVERHAMPTON COUNCIL AREA		-1,106	-1,218	-676	-356



Appendix 9B: Comparison Goods Capacity:

Dudley MBC



TABLE 1: REVISED FORECAST COMPARISON GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE	Estimated 'Inflow' from Outside Study Area	2019	2024	2029	2034	2038
Dudley							
	Strategic Centre	0% 10%	£22.2 £1,019.6	£25.7 £1,183.6	£30.5 £1,400.4	£36.3 £1,670.3	£41.8 £1,921.5
	Town Centre	0% 0%	£75.8 £76.1	£88.0 £88.3	£104.1 £104.5	£124.2 £124.6	£142.8 £143.4
		0%	£58.5	£67.9	£80.3	£95.8	£110.2
	District & Local Centres	0%	£46.3	£53.8	£63.6	£75.9	£87.3
	Out-of-Centre	0%	£55.3	£64.2	£76.0	£90.6	£104.3
Oudley MI	BC Area		£1,353.8	£1,571.4	£1,859.4	£2,217.7	£2,551.2

TABLE 2: COMMITTED COMPARISON FLOORSPACE

CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2019 (£ per sqm)		Turnover (£m)				
						2019	2024	2029	2034	20	
Dudley - Town Centre	P18/0590	Demolition, remodelling and remediation; redevelopment to allow: retail, service and leisure accommodation (use classes A1, A2, A3, A4, A5, D2); student accommodation (Use Class C2); dwelling houses (C3); hotel	4,180	2,926	4,000	£11.7	£13.6	£16.1	£19.1	£2	
.ye-Out-of- Centre	P15/0845	Former Clarkson Place Unit, Thorns Road, Lye, DY5 2LD; Erection of retail	1,805	251	4,000	£1.0	£1.2	£1.4	£1.6	£	
Kingswinford- Out-of-Centre	P16/1461	Former lbstock Brick Ltd Stallings lane. Outline application for mixed use development comprising residential	7,205	2,522	4,000	£10.1	£11.7	£13.9	£16.5	£1	
TOTAL			13,190	5,699		£22.8	£26.5	£31.4	£37.2	£4	

- A1 shops (non-food); maximum 4,180 sqm gross netted down by a ratio of 70%.

 Planning Statement accompanying application provides 1805 sq m of gross A1 retail floorspace and some 1,254 sq m net. The net floorspace figure is broken down into 1,003 sqm net convenience goods and 251 sqm net for comparison goods.

 Indicated was resteplan accompanying application shows 7,205 sqm gross area proposed for retail. It is assumed that of the total permitted gross floorspace of 7,205 sqm the convenience (comparison split will be 50% / 50%. This is thereafter netted down using a gross to net factor of 70%. [3]

TABLE 3: DUDLEY MBC AREA - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1,353.8	£1,571.4	£1,859.4	£2,217.7	£2,551.2
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£1,353.8	1572.5	1862.2	2211.7	2538.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.0	-£2.8	£6.0	£13.2
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£26.5	£31.4	£37.2	£42.7
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£27.5	-£34.2	-£31.2	-£29.5
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)	-	-3,944	-4,141	-3,186	-2,623
(iii)		70%	70%	70%	70%
(iv)		-5,634	-5,915	-4,552	-3,746

- STEP 3: STEP 4:

- The (survey-derived) 'current' (or 'potential') humovers assume constant matest shares over the forecast period (derived from Table 1).

 It has been assumed for the purpose of this assessment that the LDN's comparison goods retail market is in 'squillorum' at the base year (se. 'benchmark' turnovers are equivalent to the tender of the purpose of this assessment that the LDN's comparison goods retail market is in 'bequillorum' at the base year (se. 'benchmark' turnovers are equivalent to the retail of the purpose of the purpose of the purpose are survey as a series of the purpose are survey as a series of the purpose are survey as a series of the purpose of this assessment that all commitments this tasge.

 The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

 The 'ter residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

 The 'ter residual expenditure is converted into a neglicos Sorospace capacity series based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative ments and need for different types of retail forespace.



TABLE 4: DUDLEY MBC AREA STRATEGIC CENTRE: BRIERLEY HILL (Incorporating Traditional High St+ Merry Hill) - COMPARISON GOODS CAPACITY ASSESSMENT

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1,041.8	£1,209.3	£1,430.9	£1,706.6	£1,963.2
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£1,041.8	1210.1	1433.0	1702.0	1953.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	•	-£0.8	-£2.2	£4.6	£10.2
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.8	-£2.2	£4.6	£10.2
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)		-111	-263	472	905
(iii)		70%	70%	70%	70%
(iv)		-159	-376	674	1,294

The (survey-derived) 'current' (or 'potential') humovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (ie. 'benchmark' turnovers are equivalent to the survey-derived current furnover levels). The growth in the base year (survey-derived current furnover levels). The growth in the base year (survey-derived current furnover levels). The growth in the base year (survey-derived current furnover levels). The growth in the base year (survey-derived current furnover levels). The special period assuming average annual 'productively 'growths' rates informed by the latest Experian Retail Plance Retelling by the 16 (December 2018) and other research evidence.

The forecast residual expenditure capacity procromationship has been derived from Stapes 1 and 2. No account is taken of commitments set stage.

The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

The 'terresticular expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'terresticular expenditure is convented into a net/gross forest turnover of all commitments (Step 4).

The 'terresticular expenditure is convented into a net/gross forestip compace capacity extension bears of the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different turnoves of retails forestip and the same of the same and th

TABLE 5: DUDLEY MBC AREA : TOWN CENTRE: DUDLEY - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£75.8	£88.0	£104.1	£124.2	£142.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£75.8	88.0	104.3	123.8	142.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.2	£0.3	£0.7
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£13.6	£16.1	£19.1	£21.9
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£13.7	-£16.3	-£18.8	-£21.2
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)		-1,959	-1,970	-1,916	-1,885
(iii)		70%	70%	70%	70%
(iv)		-2.798	-2.814	-2.738	-2,693

STEP 1: STEP 2:

The (survey-derived) current (or piotential) surveyers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that he LPA's companion goods retail market is in "equilibrium" at the base year (i.e. benchman's furnovers are equivalent to the survey-derived) current furnover levels. The growth in the base year (survey-derived) survey has been constrained over the forecast period assuming average annual productivity' growths rates informed by the least Experim fearly flammer findingly holds (6 (December 2016) and other research evidence.

The survey of the survey of the survey of the commitments have been derived from the survey of t

TABLE 6: DUDLEY MBC AREA : TOWN CENTRE: STOURBRIDGE - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£76.1	£88.3	£104.5	£124.6	£143.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£76.1	88.4	104.6	124.3	142.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.2	£0.3	£0.7
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.1	-£0.2	£0.3	£0.7
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)	-	-8	-19	34	66
(iii) (iv)		70% -12	70% -27	70% 49	70% 94

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') humovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' humovers are equivalent to the assumption of the purpose of the same production of the purpose of the pu

The 'net' residual expenditure is converted into a net'gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative ments and need for different twee of retail floorspace.

TABLE 7: DUDLEY MBC AREA: TOWN CENTRE: HALESOWEN - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£58.5	£67.9	£80.3	£95.8	£110.2
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£58.5	67.9	80.4	95.5	109.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	£0.3	£0.6
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	-£0.1	£0.3	£0.6
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)	-	-6	-15	26	51
(iii)		70%	70%	70%	70%
(iv)		-9	-21	38	73

- STEP 1: STEP 2:
- The (suney-derived) 'current' (o' 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
 It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (in. 'benchmark' turnovers are equivalent to the assumption of the purpose of this assessment than the LPA's comparison goods retail market is in 'equilibrium' at the base year (in. 'benchmark'). The grotant in the base year (sure-year-head) turnover has been constained one the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Beiding Note 16 (December 2018) and other research redefence.

 The forecast residual expenditure capacity por commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' tading conditions by 2020.

 The hard residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEP 3: STEP 4:
- The 'net' residual expenditure is converted into a net'gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative ments and need for different

TABLE 8: DUDLEY MBC AREA: DISTRICT & LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£46.3	£53.8	£63.6	£75.9	£87.3
STEP 2: TOTAL FORECAST BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£46.3	53.8	63.7	75.7	86.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	£0.2	£0.5
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	-£0.1	£0.2	£0.5
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(1)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)	-	-5	-12	21	40
(iii)		70%	70%	70%	70%
(iv)		-7	-17	30	58

- The (survey-derived) current' (or 'potential') humovers assume constant market shares over the forecast period (derived from Table 1).

 It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' humovers are equivalent to the survey-derived current furnover levels). The growth in the base year (survey-derived current furnover levels). The growth in the base year (survey-derived current furnover levels). The growth in the base year (survey-derived current furnover levels). The special planes flerified [Notes 16] (December 2018) and other research evidence.

 The forecast residual expenditure associately (per commitments) has been derived from Steps 1 and 2. No account is taken of commitments still be opened and will have reached 'mature' trading conditions by 2024.

 The 'tre residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

 The 'tre residual expenditure is converted into a negligous Sonspace capacity sentents beased on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative ments and need for different types of retail forespace.

TABLE 9: DUDLEY MBC AREA: OUT-OF-CENTRE LOCATIONS - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£55.3	£64.2	£76.0	£90.6	£104.3
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£55.3	64.3	76.1	90.4	103.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	£0.2	£0.5
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£12.9	£15.3	£18.1	£20.8
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£12.9	-£15.4	-£17.9	-£20.3
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)	•	-1,854	-1,862	-1,823	-1,800
(iii)		70%	70%	70%	70%
(iv)		-2,649	-2,661	-2,605	-2,572

- The (survey-derived) current (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

 It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. benchmark' turnovers are equivalent to the survey-derived current furnover levels). The growth in the base year (use the constrained over the forecast period assuming average annual productivity' growths reals intiment by the latest Experime Refresh Period resting (100 and other research evidence.

 The survey of all shows commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

 The 'ter residual expenditure capacity' makes an allowance for the forecast turnover of all commitments (Step 4).

 The 'ter residual expenditure is converted into a neightoss forespace capacity sensitive based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different everage sales levels and this will need to be taken into account when assessing the relative ments and need for different types of retail forespace.

TABLE 10: DUDLEY MBC AREA: SUMMARY TABLE - COMPARISON GOODS CAPACITY (NET SQ M) Assuming Equilibrium at 2019 and Constant Market Shares

CENTRE TYPE		2024	2029	2034	2038
Residual Expenditure (after	Commitments) (£m)	-£27.5	-£34.2	-£31.2	-£29.5
Strategic Centre	Brierley Hill (Traditonal High St +Merry Hill)	-111	-263	472	905
Town Centre	Dudley Stourbridge Halesowen	-1,959 -8 -6	-1,970 -19 -15	-1,916 34 26	-1,885 66 51
District & Local Ce	entres	-5	-12	21	40
Out-of-Centre		-1,854	-1,862	-1,823	-1,800
DUDLEY MBC AREA		-3,944	-4,141	-3,186	-2,623



Appendix 9C: Comparison Goods Capacity:

Sandwell MBC



TABLE 1: REVISED FORECAST COMPARISON GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE	Estimated 'Inflow' from Outside Study Area	2019	2024	2029	2034	2038
andwell							
	Strategic Centre	5%	£205.6	£238.6	£282.4	£336.8	£387.4
	Town Centre	0%	£27.1	£31.5	£37.2	£44.4	£51.1
		0%	£6.0	£7.0	£8.2	£9.8	£11.3
		0%	£26.8	£31.1	£36.8	£44.0	£50.6
		0%	£88.0	£102.2	£120.9	£144.2	£165.8
		0%	£32.7	£38.0	£45.0	£53.6	£61.7
		0%	£19.2	£22.3	£26.4	£31.5	£36.2
		0%	£24.4	£28.4	£33.6	£40.0	£46.1
	District & Local Centres	0%	£23.6	£27.4	£32.4	£38.6	£44.4
	Out-of-Centre	0%	£286.2	£332.3	£393.1	£468.9	£539.4
andwell	MBC Area		£739.7	£858.7	£1,016.0	£1,211.8	£1,394

TABLE 2: COMMITTED COMPARISON FLOORSPACE

CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2019 (£ per sqm)			Turnover (£m)		
/est romwich- dge-of- own Centre	DC/18/62210	Staples Limited Tildasley Street West Bromwich B70 9SJ. Proposed variation of condition 1 of planning permission DC11862210 (Proposed change of use to supermarket (Class A1), external alterations including new store access, loading bay extension, trolley bay canopy, and alterations to car park and	1,973	263	4,000	2019 £1.1	2024 £1.2	2029 £1.4	2034 £1.7	2038 £2.0
reat Bridge own Centre	DC/18/61411	Poundland Unit 1 Great Bridge Retail Park Great Bridge Street West Bromwich B70 0EN. Proposed	290	203	3,000	£0.6	£0.7	£0.8	£1.0	£1.1
ldbury own Centre- dge-of- own Centre	DC/07/48773	institution of new measuranine floor for Land Bounded by Bromford Road, West Bromwich Street, Fountain Lane, Oldbury Edge Of Centre, ecitor 73 application to vary conditions 4 and 21 of planning permission DC/08/440338 as amended by DC/06/46890 - Full permission for relamation and regeneration of former foundry,	12,077 sqm - open A1 comparison goods and	8,940	4,000	£35.8	£41.5	£49.2	£58.4	£67.
			15,276, restricted A1 comparison goods	10,693	3,000	£32.1	£37.3	£44.1	£52.4	£60.
OTAL			2.263	20.099		£69.5	£80.7	£95.6	£113.5	£130

[1]

[2] [3]

Aldi application, as per planning and retail statement net sales area of 1,315. It is assumed that of this 80% of all the floorspace is for convenience good and that remainder 20% is for comparison goods. The gross floorspace is 290 sqm to which a gross to net ratio of 70% has been applied.

Permission for 1,858sqm (health & fitness): 12,077 sqm –open A1 comparison goods and 15,276, restricted A1 comparison goods. A gross to net ratio of 70% as been applied.

TABLE 3: SANDWELL MBC AREA - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

2024 £858.7 859.2 -£0.6	£1,016.0 1017.5 -£1.5	£1,211.8 1208.5 £3.3	2038 £1,394.0 1386.8 £7.2
-£0.6	-£1.5	£3.3	£7.2
£80.7	£95.6	£113.5	£130.3
-£81.3	-£97.1	-£110.3	-£123.1
£6,969	£8,253	£9,802	£11,248
-11,662	-11,770	-11,248	-10,940
	70%	70%	70%
70%		-16.069	-15,629
	-11,662 70%	-11,662 -11,770	-11,662 -11,770 -11,248 70% 70% 70%

- STEP 1: The (survey-derived) 'current' (or 'potential') turrovers assume constant market shares over the forecast period (derived from Table 1).

 STEP 2: If has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turrovers are equivalent to the survey-derived jument under elevels). The good in the base year (i.e. 'benchmark' turrovers are equivalent to the survey-derived jument under all of the process period assuming average annual productivity' growths

 STEP 3: The forecast residual expenditure capacity (or commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

 STEP 4: The forecast residual expenditure capacity (or commitments) has been derived from Steps 1 and 2. No account is taken of the market of the stage of the stag

TABLE 4: SANDWELL MBC AREA STRATEGIC CENTRE: WEST BROMWICH - COMPARISON GOODS CAPACITY ASSESSMENT

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£205.6	£238.6	£282.4	£336.8	£387.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£205.6	238.8	282.8	335.9	385.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.4	£0.9	£2.0
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£1.2	£1.4	£1.7	£2.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£1.4	-£1.9	-£0.8	£0.0
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)		-197	-227	-82	3
(iii)		70%	70%	70%	70%
(iv)		-282	-325	-118	5

The (survey-derived) 'current' (or' potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (ie. 'benchmark' turnovers are equivalent to the assumped-ined current furnover fewels). This growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productively' growths rates informed by the latest Experian Retail Planne Bristing Note 16 (December 2016) and other research evidence.

The forecast residual expenditure acquarkly prior commitments) has been derived from Steps 1 and 2. No account is taken of commitments set stage.

The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' tradition conditions by 2024.

The 'ther residual expenditure acquarity makes an allowance for the forecast turnover of all commitments (Stop 4).

The 'ther residual expenditure acquarity makes an allowance for the forecast turnover of all commitments (Stop 4).

The 'ther residual expenditure acquarity makes an allowance for the forecast turnover of all commitments (Stop 4).

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The 'ther residual expenditure accommend into a net/gross forecast turnover of all commitments (Stop 4).

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The 'ther residual expenditure accommend into a net/gross forecast turnover of all commitments (Stop 4).

The 'ther residual expenditure accommend into a net/g

TABLE 5: SANDWELL MBC AREA: TOWN CENTRE: BLACKHEATH - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£27.1	£31.5	£37.2	£44.4	£51.1
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£27.1	31.5	37.3	44.3	50.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	£0.1	£0.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	-£0.1	£0.1	£0.3
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,24
(ii)	-	-3	-7	12	24
(iii)		70%	70%	70%	70%
(iv)		-4	-10	18	34

Notes: STEP 1: STEP 2:

The (survey-derived) current (or piotential) sumovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's companion goods retail market is in "equilibrium" at the base year (i.e. benchman's furnovers are equivalent to the survey-derived) current furnover levels). The growth in the base year (i.e. very-derived) sumover has been constrained over the forecast period assuming average annual productivity' growths rates informed by the lasted Experim Rental Parmers friently puth of (Decorative 201) and other research evidence.

The survey of the state of the

TABLE 6: SANDWELL MBC AREA: TOWN CENTRE: CRADLEY HEATH - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£6.0	£7.0	£8.2	£9.8	£11.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (*):	£6.0	7.0	8.2	9.8	11.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.0	£0.1
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)		-1	-2	3	5
(iii)		70%	70%	70%	70%
(iv)		-1	-2	4	7

The (survey-derived) current (or 'potential') tumovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (a. 'benchmark' tumovers are equivalent to the survey-derived current furnover levels). The growth in the base year (invery-derived) tumover has been constrained over the forecast period assuming average manual productivity' growth reas informed by the latest Experim Read Planner Briefing (blue 16 (Docember 2015) and other research oxidions.

The tumover of all snown commitments have been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

The 'the' residual expenditure capacity makes an allowance for the forecast tumover of all commitments (Step 4).

The 'the' residual expenditure capacity makes an allowance for the forecast tumover of all commitments (Step 4).

The 'the' residual expenditure capacity makes an allowance for the forecast tumover of all commitments (Step 4).

The 'the' residual expenditure is commended into a net/gross foreoprace capacity sensions based on the assumed average sales performance of new (prime) retail floorspace.

It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative ments and need for different types of retails foreoppace.



TABLE 7: SANDWELL MBC AREA: TOWN CENTRE: GREAT BRIDGE - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£26.8	£31.1	£36.8	£44.0	£50.6
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£26.8	31.2	36.9	43.8	50.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	£0.1	£0.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.7	£0.8	£1.0	£1.1
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.7	-£0.9	-£0.9	-£0.9
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)		-104	-108	-89	-78
(iii)		70%	70%	70%	70%
(iv)		-149	-155	-128	-112

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. benchmark' turnovers are equivalent to the survey-derived current furnover fewels). The growth in the base year (survey-derived current furnover fewels). The growth in the base year (survey-derived current furnover fewels) are period to the process the priod assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefling Note 16 (December 2018) and other research evidence.
The forecast residual expenditure capacity for commitments) has been derived from Steps 1 and 2. No account is taken of commitments that stage.
The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' tradition conditions by 2024.

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEP 1: STEP 2:

STEP 3: STEP 4:

The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative ments and need for different

TABLE 8: SANDWELL MBC AREA: TOWN CENTRE: OLDBURY - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£88.0	£102.2	£120.9	£144.2	£165.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£88.0	102.2	121.1	143.8	165.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.2	£0.4	£0.9
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£78.8	£93.3	£110.8	£127.2
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£78.9	-£93.5	-£110.4	-£126.3
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)		-11,316	-11,329	-11,267	-11,230
(iii)		70%	70%	70%	70%
(iv)		-16,165	-16,184	-16,095	-16,043

The (survey-derived) 'current' (or 'potential') humovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in equilibrium at the base year (ie. 'benchmark' turnovers are equivalent to the survey-derived current furnover levels). The growth in the base year (survey-derived current current reviews). The growth in the base year (survey-derived current current reviews). The growth in the base year (survey-derived current current reviews) as a survey derived current furnover (sevel). The growth in the base year (survey-derived current reviews) as a survey derived to the purpose of the survey of

TABLE 9: SANDWELL MBC AREA: TOWN CENTRE: WEDNESBURY - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£32.7	£38.0	£45.0	£53.6	£61.7
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE $(\mathfrak{L}_m)^{(1)}$:	£32.7	38.0	45.0	53.5	61.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	£0.1	£0.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	-£0.1	£0.1	£0.3
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)	-	-4	-8	15	28
(iii)		70%	70%	70%	70%
(iv)		-5	-12	21	41

The (survey-derived) current (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnover sare equivalent to the survey-derived current furnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.

The forecast residual appenditure appear by the commitments has been derived from Replay at an 42. No account is taken of commitments at this stage.

The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

The 'ther residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Stop 4).

The 'ther residual expenditure accommended to a net/goos to foreign accepacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative ments and need for different players of retails forespace. STEP 1: STEP 2:

TABLE 10: SANDWELL MBC AREA: TOWN CENTRE: CAPE HILL - COMPARISON GOODS CAPACITY ASSESSMENT

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£19.2	£22.3	£26.4	£31.5	£36.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£19.2	22.3	26.4	31.4	36.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.1	£0.2
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.1	£0.2
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)	-	-2	-5	9	17
(iii)		70%	70%	70%	70%
(iv)		-3	-7	12	24

The (survey-derived) 'current' (or' potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (ie. 'benchmark' turnovers are equivalent to the assumped-ined current furnover fewels). This growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productively' growths rates informed by the latest Experian Retail Planne Bristing Note 16 (December 2016) and other research evidence.

The forecast residual expenditure acquarkly prior commitments) has been derived from Steps 1 and 2. No account is taken of commitments set stage.

The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' tradition conditions by 2024.

The 'ther residual expenditure acquarity makes an allowance for the forecast turnover of all commitments (Stop 4).

The 'ther residual expenditure acquarity makes an allowance for the forecast turnover of all commitments (Stop 4).

The 'ther residual expenditure acquarity makes an allowance for the forecast turnover of all commitments (Stop 4).

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The 'ther residual expenditure accommend into a net/gross forecast turnover of all commitments (Stop 4).

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TABLE 11: SANDWELL MBC AREA: TOWN CENTRE: BEARWOOD - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£24.4	£28.4	£33.6	£40.0	£46.1
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£24.4	28.4	33.6	39.9	45.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	£0.1	£0.2
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	-£0.1	£0.1	£0.2
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:	£6.000	£6.969	£8.253	£9.802	£11.248
(I)	£0,000	£0,909	£0,253	11	21
(iii)		70%	70%	70%	70%
(iv)		-4	-9	16	30

STEP 1: STEP 2: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived current furnover fewels). The growth in the base year (survey-derived current furnover fewels). The growth in the base year (survey-derived current furnover fewels) are presented for the present fewel fewer fewer fewels assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner flerifling Note 16 (December 2018) and other research evidence.
The forecast rectained expenditure capacity for commitments) has been derived from Steps 1 and 2. No account is taken of commitments that stage.
The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' tradition conditions by 2024.

The 'ner' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The net residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative ments and need for different types of retail fororspace.

TABLE 12: SANDWELL MBC AREA: DISTRICT & LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£23.6	£27.4	£32.4	£38.6	£44.4
STEP 2: TOTAL FORECAST BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£23.6	27.4	32.4	38.5	44.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.1	£0.2
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.1	£0.2
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(I) (II)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)	•	70%	70%	70%	70%
(iv)		-4	-8	15	29

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. -benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming awareage annual 'productivey' growths rates instituted by the latest Experient feather Parenter Selling's policy 16 (because 2016) and other research evidence.

The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2004.

The 'fer residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Slap 4).

The 'fer residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Slap 4).

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The 'fer residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Slap 4).

The 'fer residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Slap 4).

STEP 3: STEP 4:

TABLE 13: SANDWELL MBC AREA: OUT-OF-CENTRE LOCATIONS - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2010	2024			0000
OTED 4 TOTAL FOREGASTICHERENTITHENSYED OF ALL FLOORSDAGE (C.)	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£286.2	£332.3	£393.1	£468.9	£539.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£286.2	332.5	393.7	467.6	536.6
TOTAL TOTAL ON BENOTIMENT TOTAL OF THE TEODY OF THE LEGISLATION .	2200.2	002.0	000.1	407.0	000.
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.6	£1.3	£2.8
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	•	£0.0	£0.0	£0.0	£0.0
STEP 5. NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.2	-£0.6	£1.3	£2.8
OTEL O. HET RESIDENCE AND ENDITORE AND TELEVISION INTERFECT		20.2	20.0	21.0	
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,2
(ii)	-	-31	-72	130	249
(iii)		70%	70%	70%	709
(iv)		-44	-103	185	35

- ses:

 STEP 1: The (suney-derived) 'current' (or 'notential') humovers assume constant market shares over the forecast period (derived from Table 1).

 STEP 2:

 If he been assumed for the purpose of this assessment that the LPA's comparison goods retain market is in 'keyillbrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constanted over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experient Retain [Pather Belleng Note 16] (December 2018) and other research evidence or commitments are survey derived turnover of all known commitments) has been derived from Steps 1 and 2. No account is taken or commitments will be opened and will have resched 'mature' trading conditions by 2024.

 STEP 3: The forecast residual expenditure capacity makes an allowance for the forecast turnover of all commitments will be opened and will have resched 'mature' trading conditions by 2024.

 STEP 5: The fire residual expenditure is converted into a netigross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

TABLE 14: SANDWELL MBC AREA: SUMMARY TABLE - COMPARISON GOODS CAPACITY (NET SQ M) Assuming Equilibrium at 2019 and Constant Market Shares

CENTRE TYPE		2024	2029	2034	2038
Residual Expenditure (after C	Commitments) (£m)	-£81.3	-£97.1	-£110.3	-£123.1
Strategic Centre	West Bromwich	-197	-227	-82	3
Town Centre	Blackheath	-3	-7	12	24
	Cradley Heath	-1	-2	3	5
	Great Bridge	-104	-108	-89	-78
	Oldbury	-11,316	-11,329	-11,267	-11,230
	Wednesbury	-4	-8	15	28
	Cape Hill	-2	-5	9	17
	Bearwood	-3	-6	11	21
District & Local Cer	ntres	-3	-6	11	20
Out-of-Centre		-31	-72	130	249
SANDWELL MBC AREA	NDWELL MBC AREA		-11,770	-11,248	-10,940



Appendix 9D: Comparison Goods Capacity:

Walsall Council



TABLE 1: REVISED FORECAST COMPARISON GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE	Estimated 'Inflow' from Outside Study Area	2019	2024	2029	2034	2038
Valsall	•	1					
	Strategic Centre	5%	£307.2	£356.5	£421.9	£503.2	£578.8
	Town Centre	0%	£25.0	£29.1	£34.4	£41.0	£47.2
		0%	£17.6	£20.4	£24.2	£28.8	£33.2
		0%	£33.4	£38.7	£45.8	£54.6	£62.8
		0%	£24.2	£28.1	£33.3	£39.7	£45.7
		0%	£8.7	£10.1	£12.0	£14.3	£16.4
	District & Local Centres	0%	£10.6	£12.3	£14.6	£17.4	£20.0
	Out-of-Centre	0%	£76.7	£89.1	£105.4	£125.7	£144.6
Valsali Mi	BC Area		£503.5	£584.4	£691.5	£824.7	£948.8

TABLE 2: COMMITTED COMPARISON FLOORSPACE

CENTRE	PLANNING REF		SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2019 (£ per sqm)			Turnover (£m)	
							2019	2024	2029	2034	2038
None	None	None		-	-	-	-	-	-	-	-
None	None	None		-	-	-	-	-	-	-	-
TOTAL				0	0		£0.0	£0.0	£0.0	£0.0	£0.0

TABLE 3: WALSALL MBC AREA - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£503.5	£584.4	£691.5	£824.7	£948.8
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE $(\mathfrak{L}m)^{(1)}$:	£503.5	584.8	692.5	822.5	943.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.4	-£1.0	£2.2	£4.9
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.4	-£1.0	£2.2	£4.9
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)		-54	-127	228	438
(iii)		70%	70%	70%	70%
(iv)		-77	-181	326	625

- STEP 3: STEP 4:

- The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

 It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived current furnover levels. The growth in this base year (survey-derived) turnover has been constrained over the forecast period assuming swenge annual productivity growths rates informed by the latest periating feater planer (blengthe pict of (bl. Chember 20' 10) and other research of editors. In the story of the same period of the same

TABLE 4: WALSALL MBC AREA STRATEGIC CENTRE: WALSALL - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£307.2	£356.5	£421.9	£503.2	£578.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£307.2	356.8	422.5	501.8	575.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.6	£1.4	£3.0
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.2	-£0.6	£1.4	£3.0
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,24
(ii)	-	-33	-78	139	267
(iii)		70%	70%	70%	70%
(iv)		-47	-111	199	381

- STEP 1: STEP 2: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

 It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived turnover have been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experient Retail Planner Briefleing Note 16 (December 2018) and other research evidence.

 The transcrated expenditure capacity price commitments lab base here derived from Steps 1 and 2. As occurrent staken of commitments at this stage.

 The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

 The 'text' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEP 5: STEP 6:
- The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative ments and need for different types of retail

TABLE 5: WALSALL MBC AREA: TOWN CENTRE: BLOXWICH - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

2019	2024	2029	2034	2038
£25.0	£29.1	£34.4	£41.0	£47.2
£25.0	29.1	34.4	40.9	47.0
-	£0.0	-£0.1	£0.1	£0.2
-	£0.0	£0.0	£0.0	£0.0
	£0.0	-£0.1	£0.1	£0.2
£6,000	£6,969	£8,253	£9,802	£11,248
	-3	-6	11	22
	70%	70%	70%	70%
	-4	-9	16	31
	£25.0 £25.0 -	£25.0 £29.1 £25.0 29.1 - £0.0 - £0.0 £6,000 £6,969 3 70%	£25.0 £29.1 £34.4 £25.0 29.1 34.4 - £0.0 £0.0 - £0.0 £0.0 £0.0 -£0.1 £6,000 £6,969 £8,253 3 -6 70% 70%	\$25.0 \$29.1 \$24.4 \$41.0 \$25.0 \$29.1 \$34.4 \$40.9 \$ - \$60.0 \$-60.1 \$60.0

- STEP 3: STEP 4:
- The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

 It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived by the latest Experient Datas Planner Briefling Note 16 (December 2016) and other research extensions.

 The forecast recitional expenditure appearing programmer of the properties of the propert

TABLE 6: WALSALL MBC AREA: TOWN CENTRE:BROWNHILLS - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£17.6	£20.4	£24.2	£28.8	£33.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£17.6	20.5	24.2	28.8	33.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.1	£0.2
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	•	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.1	£0.2
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)		-2	-4	8	15
(iii)		70%	70%	70%	70%
(iv)		-3	-6	11	22

- The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
 It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived. Unrent furnovers the forecast period assuming average annual productivity growths rates become the forecast period assuming average annual productivity growths rates.

 The terrosest residual expenditure capacity (price commitments) has been derived from Steps 1 and 2. No account is taken of commitments are the stage.

 The turnover of all known commitments have been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

 The 'ret residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

 The 'ret residual expenditure capacity makes are allowance for the forecast turnover of all commitments (Step 4).

 The 'ret residual expenditure is convended into an eclipsor short-groupscope capacity setting bear on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative ments and need for different types of retail floorspace.
- STEP 3: STEP 4:

TABLE 6: WALSALL MBC AREA: TOWN CENTRE: ALDRIDGE - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£33.4	£38.7	£45.8	£54.6	£62.8
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) $^{(1)}$:	£33.4	38.7	45.9	54.5	62.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	£0.1	£0.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	-£0.1	£0.1	£0.3
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,24
(ii)	-	-4	-8	15	29
(iii)		70%	70%	70%	70%
(iv)		-5	-12	22	41

STEP 1: STEP 2: The (survey-derived) 'current' (or 'potential') tumovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' tumovers are equivalent to the survey-derived tumover lawner or the process of the survey-derived tumover have been contained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2018) and other research evidence.

The forecast residual expenditure capacity price commitments has base hed review from Steps 1 and 2. As occurunt is taken of commitments at this stage.

The tumover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

The 'net' residual expenditure capacity makes an allowance for the forecast tumover of all commitments (Step 4).

STEP 5: STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail

TABLE 7: WALSALL MBC AREA: TOWN CENTRE: WILLENHALL- COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2019	2024	2029	2034	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£24.2	£28.1	£33.3	£39.7	£45.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£24.2	28.1	33.3	39.6	45.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	£0.1	£0.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	-£0.1	£0.1	£0.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
l .	(i)	£6,000	£6,969	£8,253	£9,802	£11,248
	(ii)	-	-3	-6	11	21
l '	(iii)		70%	70%	70%	70%
	(iv)		-4	-9	16	30
Materi						

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's comparison goods resid market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Brieflet [Note 16 (December 2018) and other research evidence.

The traves of all known commitments has been derived from Slages 1 and 2. No account is tasken of commitments at this stage.

The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

The 'ter residual expenditure capacity makes an allowance for the forecast turnover of all commitments [Slap 4).

The 'ter residual expenditure acquainter into a necessary forecase capacity makes have from the survey of all commitments (Slap 4).

STEP 3: STEP 4:

STEP 5:

The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail

TABLE 8: WALSALL MBC AREA: TOWN CENTRE: DARLASTON COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£8.7	£10.1	£12.0	£14.3	£16.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£8.7	10.1	12.0	14.3	16.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.0	£0.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,24
(ii)		-1	-2	4	8
(iii)		70%	70%	70%	70%
(iv)		-1	-3	6	11

STEP 3: STEP 4:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived current furnover levels). The growth in the base year (survey-derived) turnover has been constanted over the forecast period assuming average annual productively growths rates and some of the properties of the properties of the survey-derived current furnover of all some commitments have been derived by the state of the properties of of the prop



TABLE 9: WALSALL MBC AREA: DISTRICT & LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£10.6	£12.3	£14.6	£17.4	£20.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£10.6	12.3	14.6	17.4	19.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	0.03	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.0	£0.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)		-1	-3	5	9
(iii)		70%	70%	70%	70%
(iv)		-2	-4	7	13

- STEP 1: STEP 2: The (survey-derived) 'current' (or 'potential') tumovers assume constant market shares over the forecast period (derived from Table 1).

 It has been assumed for the purpose of this assessment that the LPA's comparison poods relating that is in 'equilibratin' at the base year (iii - benchmark' tumovers are equivalent to the survey-derived tumover levels). The growth in the base year (servey-derived) tumover have been constrained over the forecast period assuming average annual 'productively' growths rates informed by the latest Experian Retail Planner Briefieling Note 16 (December 2018) and other research evidence.

 The truncer of all known commitments has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

 The tumover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

 The 'ter residual expenditure capacity makes an allowance for the forecast tumover of all commitments (Step 4).

 The 'ter residual expenditure converted into a net/gross forespace capacity makes an allowance for the forecast tumover of all commitments (Step 4).

 The 'ter residual expenditure is converted into a net/gross forespace capacity waskestable soal on the assumed average sales performance of new (prime) retail floorspace.

 It should be noted that different oxyganism opcods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

- STEP 5: STEP 6:

TABLE 10: WALSALL MBC AREA: OUT-OF-CENTRE LOCATIONS - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2019	2024	2029	2034	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£76.7	£89.1	£105.4	£125.7	£144.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£76.7	89.1	105.6	125.4	143.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.2	£0.3	£0.8
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.1	-£0.2	£0.3	£0.8
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(1)	£6,000	£6,969	£8,253	£9,802	£11,248
(ii)		-8	-19	35	67
(iii)		70%	70%	70%	70%
(iv)		-12	-28	50	95

- STEP 1: STEP 2:

- The (survey-derived) 'current' (or 'potential') tumovers assume constant market shares over the forecast period (derived from Table 1).

 It has been assumed for the purpose of this assessment that the LPAs comparison poods relating that is in 'equilibratin' at the base year (iii a 'benchmark' tumovers are equivalent to the survey-derived tumover levels). The growth in the base year (se 'report hin the second year (se 'report hin the year (se

TABLE 9: WALSALL MBC AREA: SUMMARY TABLE - COMPARISON GOODS CAPACITY (NET SQ M) Assuming Equilibrium at 2019 and Constant Market Shares

CENTRE TYPE	2024	2029	2034	2038
Residual Expenditure (after Commitments) (£m)	-£0.4	-£1.0	£2.2	£4.9
Strategic Centre Walsall	-33	-78	139	267
Town Centre Bloxwich Brownhills Aldridge Willenhall Darlaston	-3 -2 -4 -3 -1	-6 -4 -8 -6 -2	11 8 15 11 4	22 15 29 21 8
District & Local Centres	-1	-3	5	9
Out-of-Centre	-8	-19	35	67
WALSALL MBC AREA	-54	-127	228	438

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