

BLACK COUNTRY CENTRES STUDY - 2021 UPDATE



for:

The Black Country Authorities

Comprising:

City of Wolverhampton Council Dudley Metropolitan Borough Council Sandwell Metropolitan Borough Council Walsall Council

> Volume 3: Quantitative Modelling

> > August 2021

lsh.co.uk



Volume 3: Quantitative Modelling

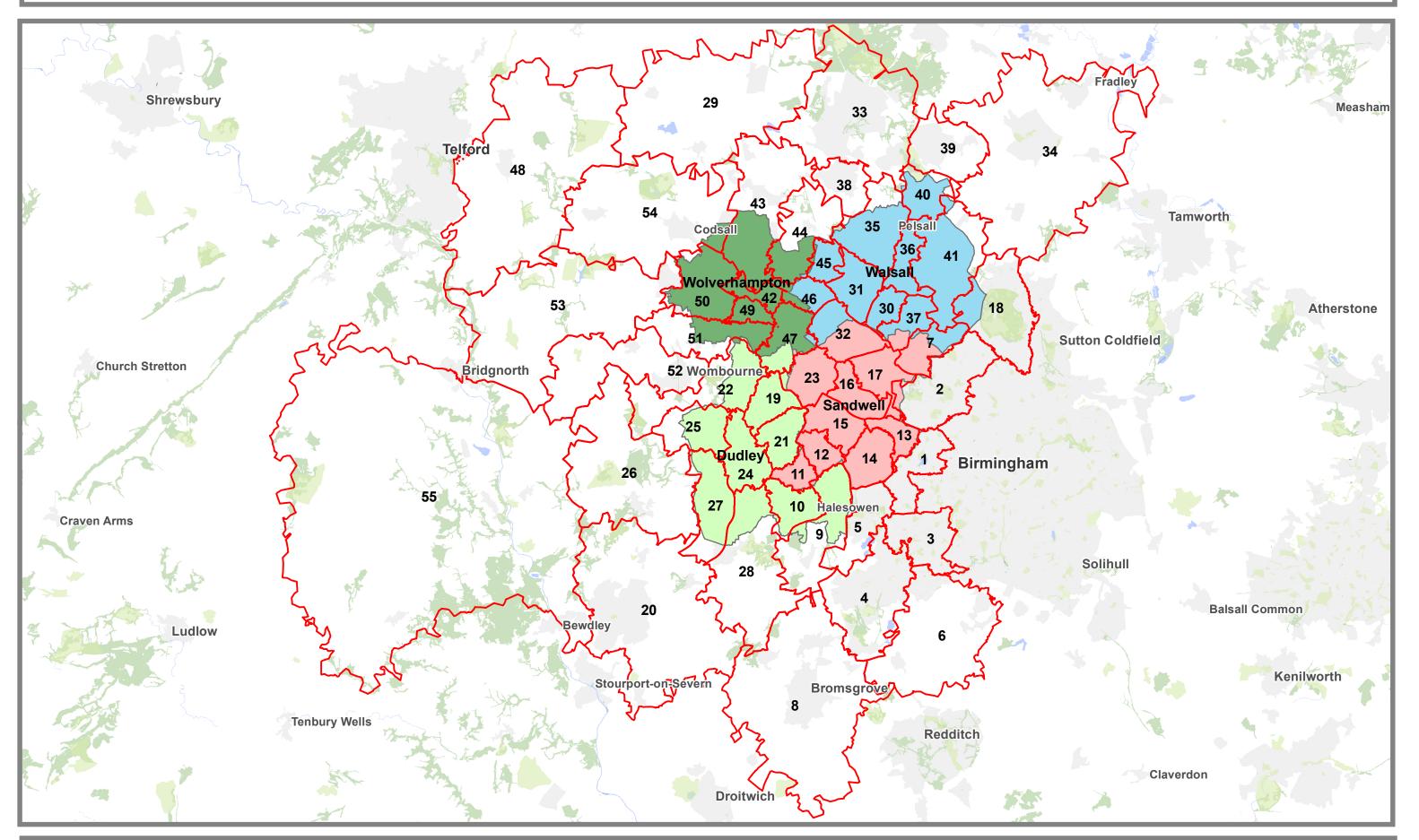
Appendix 1	Study Area
Appendix 2	Population and Expenditure: Convenience Goods
Appendix 3	Convenience Goods Market Shares (including SFT)
Appendix 4	Convenience Goods Turnover (excluding SFT)
Appendix 5A	Convenience Goods Capacity: City of Wolverhampton
Appendix 5B	Convenience Goods Capacity: Dudley MBC
Appendix 5C	Convenience Goods Capacity: Sandwell MBC
Appendix 5D	Convenience Goods Capacity: Walsall Council
Appendix 6	Population and Expenditure: Comparison Goods
Appendix 7	Comparison Goods Market Shares (including SFT)
Appendix 8	Comparison Goods Turnover (excluding SFT)
Appendix 9A	Comparison Goods Capacity: City of Wolverhampton
Appendix 9B	Comparison Goods Capacity: Dudley MBC
Appendix 9C	Comparison Goods Capacity: Sandwell MBC
Appendix 9D	Comparison Goods Capacity: Walsall Council



Appendix 1: Study Area (from 2020 Centres Study)

Black Country Zone Map







Appendix 2: Population and Expenditure: Convenience Goods

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BAS	SE YEAR (202	1) POPULAT	ION & PRO	JECTIONS (to 2039)	GROW	ΓH 2021to 2	2039 (%)
ZONE:	2021	2024	2029	2034	2039	2021- 2029	2029- 2039	2021- 2039
Zone 1	73,916	75,037	76,560	78,014	79,625	3.6%	4.0%	7.7%
Zone 2	130,525	132,152	134,522	137,052	139,536	3.1%	3.7%	6.9%
Zone 3	76,268	76,945	78,454	79,629	80,451	2.9%	2.5%	5.5%
Zone 4	91,750	92,761	94,422	96,020	97,674	2.9%	3.4%	6.5%
Zone 5	40,343	40,717	41,304	41,935	42,611	2.4%	3.2%	5.6%
Zone 6	38,188	38,756	39,746	40,497	41,220	4.1%	3.7%	7.9%
Zone 7	29,964	30,299	30,810	31,307	31,762	2.8%	3.1%	6.0%
Zone 8	55,988	57,665	60,113	62,440	64,780	7.4%	7.8%	15.7%
Zone 9	24,974 37,548	25,224 37,876	25,615 38,456	25,940 38,995	26,375 39,820	2.6%	3.0%	5.6% 6.1%
Zone 10 Zone 11	18,253	18,488	18,839	19,225	19,614	3.2%	4.1%	7.5%
Zone 12	24,955	25,252	25,804	26,290	26,799	3.4%	3.9%	7.4%
Zone 13	25,441	26,030	26,881	27,734	28,758	5.7%	7.0%	13.0%
Zone 14	63,107	64,012	65,116	66,291	67,525	3.2%	3.7%	7.0%
Zone 15	30,947	31,540	32,305	33,076	34,006	4.4%	5.3%	9.9%
Zone 16	32,531	33,033	33,779	34,489	35,253	3.8%	4.4%	8.4%
Zone 17	32,188	32,645	33,234	33,763	34,405	3.2%	3.5%	6.9%
Zone 18	56,669	56,971	57,473	58,145	58,654	1.4%	2.1%	3.5%
Zone 19	34,944	35,527	36,435	37,516	38,698	4.3%	6.2%	10.7%
Zone 20	70,414	71,621	73,414	75,045	76,736	4.3%	4.5%	9.0%
Zone 21	36,590	37,246	38,153	39,224	40,385	4.3%	5.9%	10.4%
Zone 22	35,525	35,889	36,426	36,790	37,181	2.5%	2.1%	4.7%
Zone 23	46,386	47,139	48,300	49,591	50,958	4.1%	5.5%	9.9%
Zone 24	44,276	45,040	46,078	47,230	48,680	4.1%	5.6%	9.9%
Zone 25	29,531	29,768	30,244	30,605	30,897	2.4%	2.2%	4.6%
Zone 26	8,213	8,266	8,301	8,346	8,372	1.1%	0.9%	1.9%
Zone 27	52,174	52,724	53,411	54,208	55,003	2.4%	3.0%	5.4%
Zone 28	31,969	32,442	33,211	33,839	34,430	3.9%	3.7%	7.7%
Zone 29	15,866	16,034	16,237	16,431	16,652	2.3%	2.6%	5.0%
Zone 30	28,400	29,113	30,289	31,544	32,834	6.7%	8.4%	15.6%
Zone 31	42,241	43,300	44,927	46,523	48,237	6.4%	7.4%	14.2%
Zone 32	50,204 83,385	51,234 85,044	52,687 87,544	54,183 89,975	55,781 92,499	4.9% 5.0%	5.9% 5.7%	11.1% 10.9%
Zone 33 Zone 34	47,710	48,279	49,112	49,981	50,976	2.9%	3.8%	6.8%
Zone 35	54,115	55,028	56,241	57,444	58,718	3.9%	4.4%	8.5%
Zone 36	18,081	18,391	18,828	19,174	19,519	4.1%	3.7%	8.0%
Zone 37	21,927	22,261	22,745	23,150	23,590	3.7%	3.7%	7.6%
Zone 38	18,457	18,634	18,933	19,282	19,710	2.6%	4.1%	6.8%
Zone 39	30,400	30,752	31,233	31,691	32,282	2.7%	3.4%	6.2%
Zone 40	16,937	17,199	17,645	17,991	18,368	4.2%	4.1%	8.4%
Zone 41	27,508	27,771	28,116	28,494	28,939	2.2%	2.9%	5.2%
Zone 42	17,330	17,671	18,172	18,683	19,241	4.9%	5.9%	11.0%
Zone 43	62,849	63,984	65,547	67,223	69,105	4.3%	5.4%	10.0%
Zone 44	36,514	36,978	37,663	38,294	38,794	3.1%	3.0%	6.2%
Zone 45	26,407	26,870	27,558	28,192	28,856	4.4%	4.7%	9.3%
Zone 46	22,628	23,110	23,831	24,518	25,202	5.3%	5.8%	11.4%
Zone 47	50,679	51,478	52,696	53,813	55,042	4.0%	4.5%	8.6%
Zone 48	12,315	12,646	13,110	13,560	13,928	6.5%	6.2%	13.1%
Zone 49	18,468	18,853	19,434	19,959	20,570	5.2%	5.8%	11.4%
Zone 50	63,967	64,937	66,394	67,573	68,626	3.8%	3.4%	7.3%
Zone 51	35,069	35,647	36,341	37,012	37,671	3.6%	3.7%	7.4%
Zone 52	16,029	16,102	16,284	16,439	16,629	1.6%	2.1%	3.7%
Zone 53	17,805	18,108	18,588	19,029	19,470	4.4%	4.7%	9.4%
Zone 54	30,746	31,155	31,789	32,274	32,744	3.4%	3.0%	6.5%
Zone 55	28,252	29,036	30,142	31,004	31,753	6.7%	5.3%	12.4%
Study Area	2,167,866	2,200,680	2,249,492	2,296,672	2,345,944	3.8%	4.3%	8.2%

EXPERIAN BUSINESS STRATEGIES Source:

The base year (2021) 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.

Notes:

TABLE 2: DEVISED CONVENIENCE GOODS EXPENDITURE DED CARTA FORECASTS (excluding SET)

TABLE 2: REVISED CONVENIENC	E GOODS EXPEN	IDITURE PER 2021	2024	RECASTS (6 2029	excluding SF 2034	-T) 2039
	(incl SFT)		2024 LUDING SPE			
EXPERIAN - SPECIAL FORMS OF T		5.4%	6.0%	6.7%	7.1%	7.3%
REVISED SPECIAL FORMS OF TRA		2.3%	2.6%	2.9%	3.0%	3.1%
Zone 1	£2,136	£2,087	£2,085	£2,083	£2,090	£2,099
Zone 2	£1,922	£1,877	£1,876	£1,874	£1,880	£1,888
Zone 3	£1,960	£1,915	£1,914	£1,912	£1,918	£1,926
Zone 4	£2,223	£2,171	£2,170	£2,167	£2,174	£2,183
Zone 5	£2,168	£2,118	£2,116	£2,114	£2,121	£2,129
Zone 6	£2,311	£2,258	£2,256	£2,254	£2,261	£2,270
Zone 7	£2,195	£2,144	£2,143	£2,141	£2,148	£2,156
Zone 8	£2,351	£2,296	£2,295	£2,292	£2,300	£2,309
Zone 9	£2,261	£2,209	£2,208	£2,205	£2,212	£2,221
Zone 10	£2,219	£2,167	£2,166	£2,163	£2,170	£2,179
Zone 11	£2,082	£2,034	£2,033	£2,031	£2,037	£2,046
Zone 12	£2,099	£2,050	£2,049	£2,046	£2,053	£2,062
Zone 13	£1,706	£1,667	£1,666	£1,664	£1,669	£1,676
Zone 14	£2,004	£1,958	£1,956	£1,954	£1,961	£1,969
Zone 15	£2,022	£1,976	£1,974	£1,972	£1,978	£1,987
Zone 16	£1,802	£1,760	£1,759	£1,757	£1,763	£1,770
Zone 17	£2,038	£1,990	£1,989	£1,987	£1,993	£2,002
Zone 18	£2,429	£2,373	£2,371	£2,369	£2,376	£2,386
Zone 19	£2,086	£2,038	£2,037	£2,035	£2,041	£2,050
Zone 20	£2,287	£2,234	£2,232	£2,230	£2,237	£2,246
Zone 21	£1,952	£1,907	£1,906	£1,904	£1,910	£1,918
Zone 22	£2,205	£2,154	£2,153	£2,151	£2,158	£2,166
Zone 23	£1,964	£1,919	£1,918	£1,916	£1,922	£1,930
Zone 24	£2,087	£2,039	£2,038	£2,036	£2,042	£2,051
Zone 25	£2,249	£2,197	£2,196	£2,193	£2,200	£2,209
Zone 26	£2,571	£2,512	£2,510	£2,508	£2,516	£2,526
Zone 27	£2,308	£2,255	£2,253	£2,251	£2,258	£2,267
Zone 28	£2,314	£2,261	£2,259	£2,257	£2,264	£2,273
Zone 29	£2,370	£2,315	£2,314	£2,311	£2,319	£2,328
Zone 30	£1,841	£1,799	£1,798	£1,796	£1,801	£1,809
Zone 31	£1,884	£1,840	£1,839	£1,837	£1,843	£1,851
Zone 32	£1,951	£1,906	£1,905	£1,903	£1,909	£1,917
Zone 33	£2,190	£2,139	£2,138	£2,136	£2,143	£2,151
Zone 34	£2,321	£2,268	£2,266	£2,264	£2,271	£2,280
Zone 35	£2,041	£1,993	£1,992	£1,990	£1,996	£2,005
Zone 36	£2,195	£2,144	£2,143	£2,141	£2,148	£2,156
Zone 37	£2,111	£2,062	£2,061	£2,058	£2,065	£2,074 £2,110
Zone 38 Zone 39	£2,148 £2,204	£2,099 £2,153	£2,097 £2,152	£2,095 £2,150	£2,102 £2,157	£2,110 £2,165
Zone 40	£2,136	£2,133	£2,085	£2,130	£2,137	£2,103
Zone 40 Zone 41	£2,130	£2,067 £2,195	£2,065	£2,003	£2,090 £2,198	£2,099
Zone 41 Zone 42	£1,992	£2,193 £1,946	£1,944	£1,942	£1,949	£1,957
Zone 42 Zone 43	£1,992 £2,037	£1,946 £1,989	£1,944 £1,988	£1,942 £1,986	£1,949 £1,992	£1,957 £2,001
Zone 43 Zone 44	£2,037 £2,133	£1,989 £2,084	£1,988 £2,082	£1,980 £2,080	£1,992 £2,087	£2,001 £2,096
Zone 44 Zone 45	£2,133	£2,064 £2.049	£2,062 £2,048	£2,060 £2.045	£2,052	£2,090
Zone 46	£1,995	£2,049 £1,949	£1,947	£2,045 £1,945	£1,952	£1,960
Zone 47	£2,047	£1,949	£1,998	£1,943 £1,996	£2,002	£2,011
Zone 48	£2,467	£2,410	£2,408	£2,405	£2,413	£2,423
Zone 49	£1,841	£1,799	£1,798	£1,796	£1,801	£1,809
Zone 50	£2,148	£2,099	£2,097	£2,095	£2,102	£2,110
Zone 51	£2,133	£2,084	£2,082	£2,080	£2,087	£2,110
Zone 51 Zone 52	£2,357	£2,302	£2,301	£2,298	£2,306	£2,315
Zone 53	£2,378	£2,323	£2,322	£2,319	£2,327	£2,336
Zone 54	£2,282	£2,229	£2,227	£2,225	£2,232	£2,241
		~=,==0				
Zone 55	£2,381	£2,326	£2,325	£2,322	£2,330	£2,339

Average spend per capita estimates (2019 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 18 published by Experian Business Strategies (October 2020).

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 18 (October 2020).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2021) TO 2039 (£m)

TABLE 3: TOTAL AVAILAB	BLE CONVENIENCE GOOD	S EXPENDIT	URE, BASE	YEAR (2021) TO 2039 (£	Em)	GROWT	ΓH 2021 to	2039 (%)
	2021	2021	2024	2029	2034	2039	2021- 2029	2029- 2039	2021- 2039
	(incl SFT)	EXC	LUDING SPE	CIAL FORM	S OF TRAD	ING			
Zone 1	157.9	154.2	156.5	159.5	163.0	167.1	3.4%	4.8%	8.3%
Zone 2	250.8	245.0	247.9	252.1	257.7	263.4	2.9%	4.5%	7.5%
Zone 3	149.5	146.0	147.3	150.0	152.7	154.9	2.7%	3.3%	6.1%
Zone 4	203.9	199.2	201.3	204.7	208.8	213.3	2.7%	4.2%	7.1%
Zone 5	87.5	85.4	86.2	87.3	88.9	90.7	2.2%	3.9%	6.2%
Zone 6	88.3	86.2	87.4	89.6	91.6	93.6	3.9%	4.5%	8.5%
Zone 7	65.8	64.3	64.9	66.0	67.2	68.5	2.6%	3.8%	6.6%
Zone 8	131.6	128.6	132.3	137.8	143.6	149.6	7.2%	8.6%	16.4%
Zone 9	56.5	55.2	55.7	56.5	57.4	58.6	2.4%	3.7%	6.2%
Zone 10	83.3	81.4	82.0	83.2	84.6	86.8	2.2%	4.3%	6.6%
Zone 11	38.0	37.1	37.6	38.3	39.2	40.1	3.0%	4.9%	8.1%
Zone 12	52.4	51.2	51.7	52.8	54.0	55.2	3.2%	4.6%	8.0%
Zone 13	43.4	42.4	43.4	44.7	46.3	48.2	5.5%	7.8%	13.7%
Zone 14	126.5	123.5	125.2	127.3	130.0	132.9	3.0%	4.5%	7.6%
Zone 15	62.6	61.1	62.3	63.7	65.4	67.6	4.2%	6.0%	10.5%
Zone 16	58.6	57.3	58.1	59.3	60.8	62.4	3.7%	5.1%	9.0%
Zone 17	65.6	64.1	64.9	66.0	67.3	68.9	3.1%	4.3%	7.5%
Zone 18	137.7	134.5	135.1	136.1	138.2	140.0	1.2%	2.8%	4.1%
Zone 19	72.9	71.2	72.4	74.1	76.6	79.3	4.1%	7.0%	11.4%
Zone 20	161.0	157.3	159.9	163.7	167.9	172.4	4.1%	5.3%	9.6%
Zone 21	71.4	69.8	71.0	72.6	74.9	77.4	4.1%	6.6%	11.0%
Zone 22	78.3	76.5	77.3	78.3	79.4	80.6	2.4%	2.8%	5.3%
Zone 23	91.1	89.0	90.4	92.5	95.3	98.3	3.9%	6.3%	10.5%
Zone 24	92.4	90.3	91.8	93.8	96.5	99.8	3.9%	6.4%	10.6%
Zone 25	66.4	64.9	65.4	66.3	67.3	68.3	2.2%	2.9%	5.2%
Zone 26	21.1	20.6	20.7	20.8	21.0	21.1	0.9%	1.6%	2.5%
Zone 27	120.4	117.6	118.8	120.2	122.4	124.7	2.2%	3.7%	6.0%
Zone 28	74.0	72.3	73.3	74.9	76.6	78.3	3.7%	4.4%	8.3%
Zone 29	37.6	36.7	37.1	37.5	38.1	38.8	2.2%	3.3%	5.5%
Zone 30	52.3	51.1	52.3	54.4	56.8	59.4	6.5%	9.2%	16.3%
Zone 31	79.6	77.7	79.6	82.5	85.8	89.3	6.2%	8.2%	14.8%
Zone 32	98.0	95.7	97.6	100.2	103.4	106.9	4.8%	6.7%	11.7%
Zone 33	182.6	178.4	181.8	187.0	192.8	199.0	4.8%	6.4%	11.6%
Zone 34	110.8	108.2	109.4	111.2	113.5	116.2	2.8%	4.6%	7.4%
Zone 35	110.4	107.9	109.6	111.9	114.7	117.7	3.7%	5.2%	9.1%
Zone 36	39.7	38.8	39.4	40.3	41.2	42.1	4.0%	4.4%	8.6%
Zone 37	46.3	45.2	45.9	46.8	47.8	48.9	3.6%	4.5%	8.2%
Zone 38 Zone 39	39.7	38.7	39.1 66.2	39.7	40.5	41.6 69.9	2.4%	4.9%	7.4% 6.8%
	67.0	65.5		67.1	68.3				
Zone 40 Zone 41	36.2 61.8	35.3 60.4	35.9 60.9	36.8 61.6	37.6 62.6	38.5 63.9	4.0% 2.0%	4.9% 3.7%	9.1% 5.8%
Zone 42	34.5	33.7	34.4	35.3	36.4	37.6	4.7%	6.7%	11.7%
Zone 42 Zone 43	128.0	125.0	127.2	130.2	133.9	138.3	4.7%	6.2%	10.6%
Zone 44	77.9	76.1	77.0	78.3	79.9	81.3	3.0%	3.8%	6.8%
Zone 45	55.4	54.1	55.0	56.4	57.9	59.5	4.2%	5.5%	9.9%
Zone 45 Zone 46	45.1	44.1	45.0	46.4	47.9	49.4	5.1%	6.5%	12.0%
Zone 47	103.7	101.3	102.9	105.2	107.8	110.7	3.8%	5.2%	9.2%
Zone 48	30.4	29.7	30.5	31.5	32.7	33.7	6.3%	7.0%	13.7%
Zone 49	34.0	33.2	33.9	34.9	36.0	37.2	5.0%	6.6%	12.0%
Zone 50	137.4	134.2	136.2	139.1	142.0	144.8	3.6%	4.1%	7.9%
Zone 51	74.8	73.1	74.2	75.6	77.2	78.9	3.4%	4.1%	8.0%
Zone 52	37.8	36.9	37.0	37.4	37.9	38.5	1.4%	2.9%	4.3%
Zone 53	42.3	41.4	42.0	43.1	44.3	45.5	4.2%	5.5%	10.0%
Zone 54	70.2	68.5	69.4	70.7	72.0	73.4	3.2%	3.8%	7.1%
Zone 55	67.3	65.7	67.5	70.7	72.2	74.3	6.5%	6.1%	13.0%
STUDY AREA:	4,609.7	4,502.9	4,567.7	4,663.4	4,775.8	4,897.3	3.6%	5.0%	8.8%



Appendix 3: Convenience Goods Market Shares (including SFT)



TABLE 1: ALL CONVENIENCE GOODS - 2021 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

Based on 2019 Household Sur	vey																																													CORE 70	COLUMN TO SERVICE STATE OF THE	-
LOCAL PLANNING AUTHO	ORITY CENTRE TYPE		Zone 1 Zo	ne 2 Zone 3	Zone 4 2	Cone 5 Zone	6 Zone 7	Zone 8 Z	one 9 Zone	e 10 Zone 1	1 Zone 12	Zone 13 Zo	ne 14 Zone	15 Zone 16	Zone 17 Zo	one 18 Zon	19 Zone 21	Zone 21	Zone 22 Zon	ne 23 Zone 2	24 Zone 25	Zone 26 Zoe	ne 27 Zone 2	Zone 29	one 30 Zone	II Zone 32	Zone 33 Zo	one 34 Zone 3	5 Zone 36	Zone 37 Zone	35 Zone 39	Zone 40 Zo	ne 41 Zone 4	2 Zone 43	Zone 44 Zo	one 45 Zone	46 Zone 47	Zone 45	Zone 49 Zon	e 50 Zone 9	1 Zone 52	Zone 53 Zo	ine 54 Zone 5	55 STUDY AREA	Wolverh		y Sandwell Wats	4
Wolverhampton	Strategic Centre	Wolverhampton	0.0%	3% 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0% 0	0.0% 0.09	0% 0.0%	0.2%	0.0% 0	.0% 0.09	6 0.7%	0.1% 0	0.0% 0.3	% 0.0%	0.0%	3.8% 1.5	5% 0.0%	0.6%	0.1% 0.1	10% 0.0%	1.6%	0.3% 0.79	0.2%	0.0%	0.4% 0.0%	0.0%	0.0% 0.2	n 0.0%	0.0%	10% 16.29	19.4%	46%	2.3% 1.69	% 28%	0.0%	33.1% 34	18% 28.45	5 10%	97% 5	9.4% 0.0%	5 3.1%	20.0	0% 0.55	6 0.3% 0.5*	
	Town Centre	Bilaton	0.0%	0.0%	0.0%	0.6% 0.05	96 0.0%	0.0% 0	0.0% 0.09	0% 0.0%	0.0%	0.3% 0	.0% 0.09	0.0%	0.1% 0	0.0% 1.4	% 0.0%	0.3%	3.6% 1.1	.1% 0.0%	0.1%	0.0% 0.0	1.1%	0.0%	0.0% 0.59	0.6%	0.0%	0.2% 0.0%	0.0%	0.0% 1.3	% 0.0%	0.0%	1.0% 7.9%	0.3%		1.9% 5.89		0.0%	16.3% 1.6	6% 9.2%	0.8%	0.0% 0.	0.0% 0.0%	N 1.6%	10.4	4% 0.7%	0.3% 0.89	5%
		Wednesfield				0.0% 0.05																	1.0% 0.0%																0.0% 0.0				0.0% 0.0%		0.8		0.0% 0.0%	- 1
	District & Local Centres			0.0%					0.3% 0.09						0.5% 0							0.0% 0.0			0.0% 0.09					0.3% 0.0			1.0% 8.6%			3.3% 0.49						8.1% 2			17.8			6
	Out-of-Centre	aubtotal	0.0% 0	4% 0.0% 7% 0.0%	0.1%	0.6% 0.05	ns 0.0% ns 0.0%	0.0% (0.7% 0.35	3% 0.0%	0.4%	0.9% 0	2% 0.05	2.2%	0.0% 0	0.3% 1.7	% 0.0%	1.0%	17.0% 2	9% 0.5% 9% 0.5%	2.1%	1.1% 0	5% 0.0%	8.1%	0.9% 2.45 1.2% 3.65	1.4%	0.5%	2.0% 0.3%	0.0%	0.0% 3.1	% 0.2%	0.0%	1.0% S4.09 1.0% 67.59	77.8%	52.4% 1 69.6% 2	8.2% 9.85 5.8% 17.8	% 2.7% % 51.9%	0.4%	33.3% 213 89.6% 85	5% 83.99	13.7%	36.7% 43 54.5% 57	7.9% 5.3%	S 5.1% N 12.6%	75.0	1% 0.7% 0% 2.8%	0.2% 3.3	å
Dudlev	Strategic Centre	Briefley Hill- Traditional High Street Briefley Hill- Marry Hill	e 0.9% c			0.0% 0.0%			0.0% 0.19						0.0% 0								13% 2.5%		0.0% 0.09					0.0% 0.0						0.0% 0.09			0.0% 0.0				0.0% 0.0%		0.0		L 0.2% 0.0°	
	Town Centre	Dudley	0.0%	0% 0.0%	0.0%	0.1% 0.05	0.0%	0.0% 0	0.0% 0.09	0% 0.0%	0.5%	0.1% 0	.0% 2.19	6 0.0%	0.2% 0	0.0% 16.	2% 0.0%	12.0%	1.1% 0.5	5% 0.9%	2.1%	0.0% 0.0	10% 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% 0.09	6 0.7%	0.0%	0.0% 0.0	0% 0.1%	6 0.0%	0.0% 0	0.0% 0.0%	0.6%	0.1	1% 3.3%	0.3% 0.0%	2%
		Stourbridge Halesowen	0.0% 0	0% 0.0% 1% 0.0%	0.0%	0.0% 0.05 4.5% 0.05	% 0.0% % 0.0%	0.0% 1	1.1% 0.79 16.7% 36.9	% 0.5% .9% 4.5%	1.6%	0.0% 0	.0% 0.09 :0% 1.09	0.0%	0.0% 0	0.0% 0.0	% 2.7% % 0.0%	0.0%	0.0% 0.0	0% 5.9% .0% 0.1%	0.0%	17.8% 38. 0.0% 0.	.7% 45.2% .4% 2.8%	0.0%	0.0% 0.09	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%	0.0%	0.0% 0	0.0% 0.09	5 0.0%	0.0%	0.0% 0.0	2% 0.9% 2% 0.0%	0.0%	0.0% 0	1.0% 0.1% 3.0% 0.0%	% 2.2% % 1.2%	0.0	% 12.6% % 6.0%	N 0.0% 0.0° L 0.8% 0.0°	n.
	District & Local Centres						96 0.0%																																						1.8		% 0.5% 0.05	- 1
	Out-of-Centre	aubtolal	2.9% 1	5% 0.5% 5% 1.3%	1.1%	7.5% 0.05 13.3% 0.05	ns 0.0%	0.0% 1	8.6% 31.9° 40.4% 72.8	9% 18.4% 8% 28.2%	7.6%	0.5% 2	.8% 16.4° .9% 21.3°	5 1.0% 5 1.9%	0.0% 0	0.0% 44. 0.0% 76.	% 0.0% % 2.9%	48.5% 67.9%	21.9% 14 67.6% 17	7% 35.4% 7% 84.47	38.9%	8.3% 17 59.2% 92	.0% 15.4% (2% 81.8%	0.0%	0.0% 0.05	1.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	ns 0.0% ns 0.0%	0.0%	0.0% 0.8%	0.0%	0.0% 0	0.0% 0.05	5 7.2% 5 13.1%	1.3%	0.9% 0.5 2.4% 2	1% 2.0% 0% 6.8%	19.7%	0.0% 0 1.1% 0	0.2% 0.0%	S 5.1% S 14.7%	1.7 3.9	5 29.6% % 76.67	% 5.6% 0.0° % 7.8% 0.0°	ă.
Sandwell	Strategic Centre	West Bromwich	0.0% 2	3% 0.1%	0.0%	0.0% 0.05	% 8.2%	0.0% 1	0.0% 0.0*	3% 0.4%	1.2%	6.2%	.0% 2.45	46.1%	40.0% r	0.6% 1.1	% 0.0%	1.1%	0.0% 1.	.1% 0.0%	0.1%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.09	1.0%	0.0%	0.0%	0.9%	4.7% 0.8	% 0.0%	0.4%	0.0%	0.0%	0.0%	0.0% 0.55	5 0.1%	0.0%	0.5% 0.0	3% 0.0%	0.0%	0.0% 0.	0.0% 0.0%	N 1.8%	0.1	% 0.2%	10.1% 0.5	%
	Town Centre	Blackheath Cradley Heath Great Bridge	0.0%	0% 0.0% 0% 0.0% 1% 0.0%	0.0%	3.1% 0.05 0.5% 0.05 0.0% 0.05	% 0.0%	0.8% 1		3% 51.8%	6 7.3%	0.0% 0	.0% 0.65	0.0%	0.0% 0 0.2% 0 12.2% 0	0.0% 0.3	% 0.0%	13.1%		0.0% 0.0% 0.0%	0.0%	0.0% 0.0 0.4% 1.1 0.0% 0.1	10% 0.1% 1.7% 3.3% 1.2% 0.9%	0.0%	0.0% 0.0%		0.1% 0	0.0% 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%	0.0% 0.0%	6 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%	5 1.3%	0.0	2% 4.4%	1 3.7% 0.0° 1 3.5% 0.0° 1 9.5% 0.3°	2%
		Oldbury Wednesbury	3.5% 0	8% 0.0%	0.0%	0.9% 0.05	96 0.0%	0.0% 0	0.3% 0.09	0% 0.9%	6.5%	7.1% 7		5.7%	4.2% 0		% 0.0%	1.2%	0.3% 1.8	8% 0.0% .9% 0.0%	0.0%	0.0% 0.0	1.0% 0.0%	0.0%	0.0% 0.09	1.1%	0.0%	0.0% 0.0%	0.0%	0.6% 0.0	96 0.0%	0.0%	1.0% 0.0%	0.5%	0.0%	0.0% 0.0%	0.8%	0.0%	0.1% 0.0	.0% 0.0%	0.3%	0.0% 0.	0.0% 0.0%	5 1.1%	0.3	3% 0.2%	5 5.6% 0.0°	2%
		Cape Hill Bearwood	6.7% 1	4% 0.0%	0.0%	0.0% 0.05	ni 0.0%	0.0% 0	0.0% 0.09	0% 0.0%	0.0%	54.4% 14	1.6% 0.95	0.5%	0.0% 0	0.0% 0.0	66 0.0%	0.0%	0.0% 0.3	2% 0.0%	0.0%	0.0% 0.0	1.0% 0.0%	0.0%	0.0% 0.09	0.3%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	96 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.	0.0% 0.0%	1.3%	0.0	0.0%	6.2% 0.09	2%
	District & Local Centres						n 8.6%																																						0.2		6 6.1% 0.19	
	Out-of-Centre	withhold	2.6% 1	4% 0.5%	0.0%	11.7% 0.05	% 0.4% % 17.8%	0.8%	12.5% 0.2"	2% 0.5%	18.4%	2.0% 3	15% 34.9	5 10.7%	16.2%	0.0% 2.4	5 0.05	0.3%	14% 17	15 9.95	0.0%	0.0% 0	0% 0.7%	0.0%	0.3% 0.05	35.2%	0.0%	0.0% 0.0%	0.3%	2.3% 0.7	% 0.0%	0.0%	0% 0.3%	0.0%	1.5% 5	0.0% 0.03	5 6.2%	0.0%	0.7% 0.3	2% 0.0%	1.5%	25% 0	0.0% 0.0%	N 4.0%	- 4		6 20.5% 0.3°	
	Strategic Centre	Walsali					% 17.0%																																						0.1		6 0.8% 16.1	
Wasan	Town Centre	Bloseich	0.0%			0.0% 0.05			0.0% 0.09					6 0.0%		0.0% 0.0				.0% 0.0%			10% 0.0%		0.0% 2.79					0.2% 3.4						0.0% 0.35				0% 0.0%			0.0% 0.0%		0.7		6 0.0% 7.2°	- 1
	TORIL CRIES	Brownhills Aldridge	0.0% 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	0.01	0.0%	0.3% 0	0.2% 0.0 4.5% 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	1.0% 0.0%	0.0%	0.4% 2.75	0.0%	1.0% 0	0.0% 9.2%	15.4%	5.1% 0.4 1.2% 0.2	% 2.4%	62.4% 1 5.6% 4	8.7% 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%	0.0%	0.0% 0.	0.0% 0.0%	% 1.3% % 1.2%	0.0	0.0%	0.0% 10.5 0.2% 8.6°	5%
		Witenhall Darlaston	0.0% 0	0% 0.0%	0.0%	0.0% 0.05	% 0.0% % 0.0%	0.0% 0	0.0% 0.09	J% 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%	0.0% 0.7	10% 0.0% 10% 0.0%	0.3%	0.0% 0.5	1.5% 0.0%	0.0%	0.5% 5.65	0.2%	0.0% 0	0.0% 3.1%	0.0%	0.0% 0.5	76 0.0% 76 0.0%	0.0% 0	1.0% 10.4% 1.0% 0.3%	0.0%	9.1% Z 3.3% 1	3.6% 46.4° 1.5% 7.79	% 1.5% % 4.6%	0.0%	0.7% 0.4	4% 0.0% 0% 0.0%	0.0%	0.0% 0.	0.0% 0.0%	1.3%	2.4 1.3	.6 0.2% /% 0.0%	i 0.0% 8.0° i 2.9% 2.3°	% 1%
	District & Local Centres		0.0%	0% 0.0%	0.0%	0.0% 0.05	% 0.2%	0.0%	0.0% 0.0	0% 0.3%	0.0%	0.0% (.6% 0.09	0.0%	0.0%	0.5% 0.0	% 0.0%	0.0%	0.0% 0.	.4% 0.0%	0.0%	0.0% 0.	.0% 0.0%	0.0%	1.9% 6.79	0.4%	0.0%	0.0% 9.8%	6.9%	5.3% 0.1	% 0.0%	0.2%	1.9% 2.0%	0.0%	0.3% 7	7.1% 1.29	% 0.4%	0.0%	0.0% 0/	0% 0.0%	0.0%	0.0% 0	0.0%	N 0.7%	0.2	.% 0.0%	0.2% 5.7	%
	Out-of-Centre	withinful	0.0%	9% 1.1%	0.0%	0.0% 0.05	% 3.6% % 6.7%	0.0%	0.0% 0.0*	2% 0.0%	0.0%	0.0%	05 025	0.0%	1.7%	03% 00	5 0.0%	0.0%	0.6% 0	4% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	22.2% 29.6	5.3%	0.3%	0.0% 8.3%	21.4%	31.2% 1.4	% 0.0%	3.0%	15 5.4%	0.0%	2.5% 19	6.7% 15.9	0 100	0.0%	0.0% 0/	2% 0.1%	0.0%	0.0% 0	20% 0.0%	5 2.3% 5 10.7%	- 0.7	5 0.15	1.3% 16.6	25
All Other Centres Outsid	te RCI & Area	ALCOUR.		20 1.10		00%								0.43				0.03		10 000			24			40.0	120			1200 12	200	72.27	1.4.0		1122	227 720			210				20 000					٦
All Culti Cultina Cultin	Birmingham Cannock		0.0% 1	5% 0.4%	0.0%	0.4% 1.55		0.0% 0	0.0% 0.0%	0% 0.0%	0.0%	0.0% 0	.0% 0.09	0.0%	0.1% 0	0.0% 0.0	66 0.0%	0.0%	0.0% 0.0	1.0% 0.0%	0.0%	0.0% 0.0	1.0% 0.0%	26.7%	2.6% 1.25	0.1%	66.7% (0.0% 8.2%	2.3%	1.6% 65.	1% 6.0%	8.8%	1.5% 2.5%	6.9%	4.7% 4	4.8% 0.05	6 0.4%	0.0%	0.0% 0.0	.0% 0.0%	0.0%	0.0% 3.	3.8% 0.0%	4.5%	1.5	3% 0.0%	23% 0.5° 0.0% 3.9°	3%
	Kidderminater Lichfield		0.0% 0	0% 0.3%	0.0%	0.0% 0.05	96 0.0%	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	% 0.0%	0.0%	0.3% 0.0	0.4%	0.1%	12.1% 0.0	10% 2.3%	0.0%	0.0% 0.0%	0.0%	1.0% 8	0.0% 0.0%	0.0%	0.0% 0.0	n 0.0%	3.1%	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% 25.0%	5 2.5%	0.0	2% 0.0%	0.0% 0.0%	4%
	Redditch Stafford			0% 1.6%						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% 0.09	% 0.0%	0.0%	0.0% 0.0	30.0%			0.0% 0.0%		1.0		6 0.0% 0.0°	
	Sutton Coldfield Telford		6.3% 1 0.9% 0	.0% 13.2%	2.9%	10.2% 2.55	% 7.3% % 0.0%	2.5% 0	0.5% 0.09	0% 0.0%	0.2%	1.4% 0	7% 0.05	0.0%	0.0% 63	57.0% 0.0	66 0.0%	0.0%	0.0% 0.0	10% 0.0%	0.0%	0.0% 0.3	13% 1.2%	0.0%	0.3% 0.05	0.0%	0.0%	1.7% 0.4%	0.3%	2.2% 0.0	96 0.0%	0.2% 2	1.9% 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%	3.9%	0.0	2% 0.2%	6 0.9% 0.7° 6 0.1% 0.0°	7%
	All Other Centres and Stores Elses	Mere					2% 54.1%								1.8% 15									28.8%						7.3% 15.						0.0% 0.09						27.8% 27			2.5		5.9% 3.1	- 1
		aubtotal	65.9% 8	0% 86,3%	89.1%	42.5% 86.2	2% 67.4%	84.6%	5.0% 4.5	5% 2.6%	1.2%	10.9%	9% 2.29	2.1%	2.4% ?	35.5% 6.4	% 90,9%	4.6%	9.3% 0	9% 1.49	6.8%	36.1% 2	2% 7,5%	85.3%	26.4% 3.19	0.9%	92.6% 9	H.2% 11.4%	6.9%	12.8% 81.	95. 93.6%	21.0% 1	1.4% 6.4%	15.4%	6.7% 5	5.2% 0.09	5 6.7%	94.6%	2.7% 4	5% 4.0%	55.2%	34.7% 3	85.5% 83.97	5 40.4%	7.7	/S 5.17	9.3% 10.5	2%
SPECIAL FORMS OF TR	ADING/ INTERNET SHOPPING:						5% 8.1%																																						5.0	3.6%	5.5% 7.2	%
-		GRAND TOTAL	100.0% 10	10% 100.0%	100.0% 1	00.0% 100.0	0% 100.0%	100.0% 1	00.0% 100.	2.0% 100.09	6 100.0%	100.0% 1/	0.0% 100.0	% 100.0%	100.0% 1	00.0% 100	0% 100.0%	100.0%	100.0% 10	0.0% 100.0	N 100.0%	100.0% 10	0.0% 100.09	100.0%	100.0% 100.0	6 100.0%	100.0% 10	00.0% 100.0%	N 100.0%	100.0% 100	0% 100.0%	100.0% 10	100.0%	6 100.0%	100.0% 10	00.0% 100.0	2% 100.0%	100.0%	100.0% 100	3.0% 100.0	% 100.0%	100.0% 10	00.0% 100.0*	/% 100.0%	100	.0% 100.0	% 100.0% 100.0	0%
												_																																				_



TABLE 2: MAIN FOOD PURCHASES - 2021 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

23.3% 0.6% 0.3% 0.3 Strategic Centre 10.8% 0.8% 0.0% 0.5% 0.5% 0.0% 0.0% 0.0% 10.6% 0.9% 0.2% 0.2% Design (Fig. 1987) 0.8% 4.6% 0.3% 0.0% 5.1% 0.1% 0.0% 0.4% 2.2% 1.4% 2.5% 0.3% 0.0% 13.2% 0.0% 0.0% 7.0% 1.0% 0.0% Dudley Stourbridge Halesowen 16% 111% 03% 00% District & Local Centres 2.2% Out-of-Centre 6.6% 31.6% 5.9% 0.0% 75.1% 7.9% 0.0% subtotal Strategic Centre West Bromwich 1.7% 0.0% 0.3% 10.1% 0.5% 2.8% 3.6% 0.0% 5.2% 3.7% 0.0% 1.3% 11.5% 0.4% 0.1% 0.1% 0.1% 0.0% 2.2% 0.9% 0.0% 7.6% 0.0% 0.1% 2.4% 0.0% Town Centre Blackheath Cradley Heath Great Bridge Oldbury Wednesbury Cape Hill Bearwood District & Local Centre 0.0% 0.5% 2.1% 0.0% Out-of-Centre 1.5% 21.6% 0.2% 11.9% 71.0% 2.1% Stratonic Contra Websel 0.0% 0.0% 0.7% 15.4% 0.4% 0.0% 0.0% 8.2% 0.0% 0.0% 0.0% 11.5% 0.0% 0.0% 0.2% 9.3% 2.5% 0.3% 0.0% 8.3% 1.5% 0.0% 3.7% 2.7% Town Centre 0.0% 0.0% 0.0% 1.3% Out-of-Centre 2.2% 0.9% 0.1% 1.1% 16.2% 5.3% 0.4% 5.8% 72.8% Birningham Cannock Kidderminater Lichfield Redditch Stafford Sutton Coldfield Telford | 1878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | 2878 | | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 6.7% 4.5% 3.6% 2.6% 0.7% 0.4% 4.0% 0.8% 2.19 2.69 87.09 18.79 18.79 48.00 15.8% 2.0% 3.4% 6.2% 3.0% 30.1% 5.2% 8.5% 10.6% PECIAL FORMS OF TRADING/INTERNET SHOPPING: 7.8% 6.9% 4.6% 6.2% 9.2%



TABLE 3: OTHER ("SECONDARY") MAIN FOOD PURCHASES - 2021 MARKET SHARE ANALYSIS (%) Including Internet Shooping and other Special Forms of Trading Based on 2019 household Savey.

																																													CORE ZONE	
LOCAL PLANNING AUTHORI	TY CENTRE TYPE		Zone 1 Zo	ne 2 Zon	e 3 Zone 4	Zone 5	Zone 6 Zo	Sone 7 Zone	e 8 Zone 9	Zone 10 2	one 11 Zone	12 Zone 13	Zone 14 Zon	e 15 Zone 16	Zone 17 Zo	ne 18 Zone 1	19 Zone 20	Zone 21 Zo	ne 22 Zone 2	3 Zone 24	Zone 25 Zone	26 Zone 27	Zone 28 Zon	e 29 Zone 3	0 Zone 31 Z	lone 32 Zone	33 Zone 34 Zo	one 35 Zone	36 Zone 37 Z	one 35 Zone	39 Zone 40	Zone 41 Zone	42 Zone 43	Zone 44 Zon	e 45 Zone 4	16 Zone 47	Zone 45 Zo	one 49 Zone	e 50 Zone 5	1 Zone 52	Zone 53 Zo	one 54 Zone	55 STUDY AREA	Wolverhan	mpton Dudley S	
Wolverhampton	Strategic Centre	Wolverhampton	0.0%		n n=	0.0%	0.0% 0	0.0% 0.0%	n 0.0%	0.0%	0.0% 0.0%	s 0.0%	0.0% 0	0% 20%	0.895 0	0.0%	0.00	0.0%	1% 0.0%	0.0%	0.0% 0.0	P6 0.0%	0.0%	3% 0.0%	3.0%	0.0% 0.09	s 0.0%	0.0% 0.0%	6 0.0%	0.00	0.00	0.0% 17.4	n 21.20	56% 61	5% 0.0%	3.0%	0.0%	22.66 21	08 77 78		7.0%	21.3% 0.0%	5 3.2%	20.70	s 0.1%	0.786 1.18
	Town Centre	Bilaton Wednesfield	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%	N 0.0% N 0.0%	0.0% 0	0% 0.0%	0.0% 0	10% 5.7%	0.0%	0.0% 2	0% 2.4%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0% 0	0.0%	0.9%	2.4% 0.0%	N 1.6% I	0.0% 0.0%	6 0.0%	4.4% 0.05	6 0.0%	0.0% 14.4	% 0.0% % 1.0%	2.6% 0.	2% 6.6%	37.3%	0.0% 1	19.1% 1.05	% 8.6% % 0.0%	2.8%	0.0% 0.	0.0% 0.0%	% 1.7% % 0.1%	9.8%	0.8%	0.6% 1.0%
		wechested	0.0%	1.0% 0.0	ns 0.0%	0.0%	0.0% 0	0.0% 0.0%	n 0.0%	0.0%	0.0%	n 0.0%	0.0% 0	056 0.056	0.0% 0	.0% 0.0%	0.0%	0.0%	U% U.U%	0.0%	0.0% 0.0	176 0.076	0.0% 0	U.U%	0.0%	0.0%	6 0.0%	0.0% 0.0	6 0.0%	0.0%	6 0.0%	0.0% 0.0	1.0%	2.6% 0.	0.0%	0.0%	0.0%	3.0% 0.0%	n 0.0%	0.0%	0.0% 0.	3.0% 0.0%	0.1%	0.6%	0.0%	10% 0.0%
	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%	N 0.8%	0.0% 0	20.0%	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%	0.0%	0.0% 1.95	N 0.0% I	0.0% 0.05	6 0.0%	0.0% 0.05	0.0%	0.0% 2.67	% 7.5%	4.0% 0.0	0% 1.5%	2.4%	0.0% 2	21.8% 24.1	1% 34.2%	6 2.0%	10.9% 3	3.4% 2.5%	% 2.2%	13.99	3 0.4%	0.0% 0.1%
	Out-of-Centre		0.0%	6% 0.0	46 n.n46	0.0%	0.0% 0	0.0% 0.0%	N 22%	1.9%	0.0% 0.09	5 21%	13% 0	0% 3.2%	0.0% 0	0.0%	0.0%	0.0%	2% 0.0%	0.0%	28% 18	PG 0.0%	0.0%	3% 0.0%	0.9%	0.7% 0.09	N 28%	10% 009	6 0.0%	21% 185	. 0.0%	0.0% 30.8	N. 512%	57.8% 13	9% 49%	3.6%	0.0% 5	18.5% 30	45 975	17.0%	10.5% 4	44.3% 0.07	5.7%	30.55	s 0.9%	0.7% 2.2%
		subtotal	0.0% 2	6% 0.0	% 0.0%	0.0%	0.0% 0	0.0% 0.05	% 2.2%	1.9%	0.0% 0.05	5 2.9%	1.3% 0	0% 5.1%	0.8% 0	0% 5.7%	0.0%	0.0% 5	2% 2.4%	0.0%	2.6% 1.8	55 0.0%	0.0% 11	6% 0.0%	4.8%	3.1% 1.99	5 4.4%	1.0% 0.05	6 0.0%	6.5% 1.65	0.0%	0.0% 65.2	% 81.0%	69.9% 23	7% 13.1%	46.3%	0.0% 2	42.0% 85.7	5% 86.2%	25.7%	38.3% 6	35.9% 2.57	5 12.9%	75.15		1.7% 4.5%
0																																														
Dudiev	Strategic Centre	Briefley Hill-Traditional High Street	0.0% 0	.0% 0.0	% 0.0%	0.0%	0.0% 0	0.0% 0.05	% 0.0%	0.6%	0.8% 0.05	N 0.0%	0.0% 0	0% 0.0%	0.0% 0	0.9%	0.0%	1.3%	0% 0.0%	20.2%	6.8% 4.8	% 6.7%	0.8% 0	0.0%	0.0%	0.0% 0.05	N 0.0%	0.0% 0.05	6 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	2.0 40.0	0.0%	0.0%	0.0% r	0.0% 0.0*	0.8%	0.0%	4.8%	0.0% 0.0%
	* '	Briefley Hill- Merry Hill	0.0% 0	.0% 0.0	56 0.0%	0.0%	0.0% 0	0.0% 0.05	% 0.8%	3.2%	2.6% 0.05	N 0.0%	0.0% 0	8% 1.0%	0.0% 0	1.9%	0.0%	0.0% 3	3% 1.3%	11.1%	7.0% 18.3	7% 7.9%	12.8% 0	0.8%	0.0%	0.0% 0.05	N 0.0% I	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%	0.0%	0.0% 0	0.0% 0.05	0.0%	1.0%	1.9% 0	0.0% 0.0%	1.1%	0.0%	5.7%	0.5% 0.1%
	Town Centre	Dudley	0.0%		46 0.0%	0.0%	0.0% 0	0.0% 0.0%	AL 0.0%	0.0%	0.0% 0.09	s 0.0%	0.0% 3	1% 0.0%		ON 21.76	6 0.0%	9.70	18. 0.00	0.08	0.0% 0.0		0.00	0.0%	0.0%	0.0% 0.09	N 0.0%	0.0% 0.09	6 0.0%	0.00	0.00	0.0% 0.07	s 0.0%	0.0%	046 0.046	0.8%	0.0%	0.0% 0.0%	n n46	0.0%	0.0% 0	0.0% 0.0%	N 0.6%	0.1%	1.76	0.4% 0.0%
	Tomi Carre	Stourbridge	0.0% 0	10% 0.0	66 0.0%	0.0%	0.0% 0	0.0% 0.05	% 1.3%	3.4%	0.0% 0.05	0.0%	0.0% 0	0% 0.0%	0.0% 0	1.0% 0.0%	2.8%	0.0%	0% 0.0%	12.0%	3.7% 15.7	7% 37.1%	45.7% 0	0.0%	0.0%	0.0% 0.05	N 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%	0.0%	0.0% 0	0.0% 0.05	250.0%	0.0%	0.0% 0.	0.0% 0.0%	% 2.3%	0.0%	13.5%	0.0% 0.0%
		Halesowen	0.8% 0	1.8% 0.0	% 0.8%	4.2%	0.0% 0	0.0% 0.05	% 16.2%	21.7%	11.2% 1.45	N 0.0%	0.0% 0	0.0%	0.0% 0	1.0% 0.0%	0.0%	2.2%	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% I	0.0% 0.05	6 0.0%	0.0% 0.05	0.0%	0.0% 0.07	% 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%	N 0.9%	0.0%	4.0%	0.7% 0.0%
l	District & Local Centres		0.0% 0	10% 2.2	% 0.0%	0.0%	0.0% 0	0.0% 0.05	% 2.1%	0.0%	1.4% 0.79	N 0.0%	0.0% 1	5% 0.0%	0.0% 0	10% 13.59	6 0.0%	3.5% 4	1.8% 1.3%	9.6%	35.9% 18.3	3% 18.9%	5.0% 0	0.0%	0.0%	0.0% 0.05	N 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%	4.3%	0.0% 1	1.0% 3.55	% 2.4%	9.5%	0.0%	0.0% 0.0%	N 2.9%	1.9%	15.0%	0.4% 0.0%
l																																														
	Out-of-Centre	aubtotal	0.8% 0	18% 5.2	5 0.8%	7.8%	0.0% 0	0.0% 0.05	% 20.5% % 40.6%	69.1%	42.5% 9.95	5 12% 5 12%	7.3% 25	2% 5.5%	1.5% 0	10% 40.45 10% 78.05	6 2.8%	64.1% 7	1.9% 20.3%	87.6%	85.6% 65.1	05 21.4% 9% 92.1%	82.8% 0	2% 0.8%	0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	6 0.0%	0.0% 0.05	6 0.0%	0.0% 0.0	S 0.0%	0.0% 0.	0% 0.0%	6.5%	0.0% 4	4.3% 4.5	5 3.35	42.0%	1.9%	1.0% 0.05	S 15.1%	2.9%	5 31.0% 5 77.1%	7.9% 0.0%
Sandwell	Strategic Centre	West Bromwich	0.0% 6	5% 0.8	% 0.0%	0.0%	0.0% 10	10.0% 0.01	% 0.0%	0.0%	0.0% 0.05	N 8.1%	1.6% 2	8% 42.2%	43.7% 1	.7% 0.0%	0.0%	0.0%	0% 2.5%	0.0%	0.8% 0.0	P% 0.0%	0.0% 0	0.0%	0.0%	0.0% 0.05	N 0.0% I	0.0% 0.05	6 3.8%	0.0% 0.05	6 0.0%	0.0% 0.07	% 0.0%	0.0% 0.	0% 3.0%	0.8%	0.0% 0	0.0% 0.05	0.0%	0.0%	0.0% 0	0.0% 0.0%	N 2.0%	0.1%	0.1%	2.9% 0.6%
l	Town Centre	Blackheath	0.0% 0	.0% 0.0	% 0.0%	3.0%	0.0% 0	0.0% 2.55	% 28.2%	6.8%	10.5% 28.7	% 0.0%	3.0% 6	5% 0.0%	0.0% 0	.0% 0.0%	0.0%	2.2% 0	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.8% 0	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 2.35	6 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% 0.05	0.0%	0.0%	0.0% 0.	0.0% 0.0%	5 1.2%	0.0%	3.3%	3.8% 0.2%
		Cradley Heath	0.0% 0	.0% 0.0	66 0.0%	0.8%	0.0% 0	0.0% 0.0%	% 0.8%	9.0%	42.2% 12.8	56 0.0%	0.0% 0	0% 0.0%	0.0% 0	1.7%	0.0%	11.9% 0	0% 1.3%	7.0%	0.0% 0.0	P% 0.7%	5.5% 0	0.0%	0.0%	0.0% 0.05	N 0.0%	0.0% 0.05	6 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% 0.05	0.0%	0.0%		0.0% 0.0%	1.2%	0.0%	4.1%	3.4% 0.0%
		Great Bridge Oldbury	0.0% 0	10% 0.0			0.0% 0	0.0% 0.0%	% 0.0%	0.0%	0.0% 2.0%		0.0% 6	9% 17.8% 5% 8.7%	4.7% 0	10% 4.0%	0.0%	4.0% 6	1% 23.2%	0.0%	0.0% 0.0	% 1.2% % 0.0%	2.2% 0 0.0% 0	0.0%	0.0%	3.6% 0.05	N 0.0% I	0.0% 0.0%	6 2.8% 6 0.0%	0.0% 0.05	6 0.0%	0.0% 0.0	% 0.0% % 1.0%	0.0% 0.0%	0% 0.0%	2.3%	0.0% 0	0.0% 0.05	0.0%	1.8%		0.0% 0.0%		0.4%	2.2%	6.2% 0.2% 4.6% 0.0%
		Wednesbury		10% 0.0				0.0% 0.05			0.0% 0.05			0% 2.8%				0.0%			0.0% 0.0		0.0% 0	0.0%		27.2% 0.0			6 0.9%			0.9% 0.0			0% 3.4%			0.0% 0.05				0.0% 0.0%		2.1%	0.0%	5.3% 1.5%
		Cape Hill	6.0% 0				0.0% 0	0.0% 0.05															0.0% 0				N 0.0%										0.0% 0					0.0% 0.0%	0.8%	0.2%	0.0%	3.7% 0.0%
		Bearwood	3.8% 0	.0% 0.0	% 0.0%	3.4%	0.0% 0	0.0% 0.05	% 0.0%	0.0%	0.0% 0.09	16.1%	9.6% 0	0% 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0% 1.3%	0.0%	0.0% 0.0	96 0.0%	0.0% 0	0.0%	0.0%	0.0% 0.05	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%	0.0%	0.0% 0	0.0% 0.05	0.0%	0.0%	0.0% 0.	0.0% 0.0%	0.6%	0.0%	0.0%	2.9% 0.0%
	District & Local Centres		2.8% 0	8% 0.0	66 0.0%	13.3%	0.0% 9	9.2% 0.05	% 8.0%	4.2%	0.8% 12.0	% 12.7%	6.6% 3	1% 2.6%	0.8% 0	9% 0.9%	0.0%	0.0%	0% 10.0%	0.0%	0.0% 1.1	% 0.0%	0.0% 0	0.0%	0.0%	2.1% 0.05	N 0.0% I	0.0% 0.05	6 0.0%	0.0% 0.05	0.0%	0.0% 0.07	0.0%	0.0% 0.0	0.0%	2.7%	0.0% 1	1.8% 0.05	0.0%	0.0%	0.0% 0	0.0% 0.0%	1.6%	0.6%	1.2%	5.9% 0.0%
	Out-of-Centre		0.79	en 00	65 0.085	10.10	0.00		ec 12.16		0.09/ 22.2		20.20	en 12 en	11.895 0	ON 176	0.0%	2.26	886 TO 886	0.00	0.0%		0.00	n n	0.095	34 SW 0.00	s 0.0%	0.000 3.30		100 000	0.00	0.0%	v 0.00	7.5%	ON O ON	2.79	0.0%	0.00	n n	2.76	0.000	0.0%	5 4.4%	1.1%	1.76	21.7% 0.6%
		aubtotal	20.0% 8	9% 0.8	% 0.0%	36.3%	0.0% 20	20.8% 2.55	% 49.2%	21.1%	53.5% 83.4	% 76.4%	73.9% 72	5% 86.6%	68.5% 2	5% 8.4%	0.0%	22.5% 7	9% 65.5%	9.3%	0.8% 1.1	% 1.9%	8.4% 0	0.0%	6.4% 6	59.3% 0.0	N 0.0%	0.0% 4.65	5 11.8%	1.0% 0.09	6 0.0%	0.9% 0.0	% 1.0%	3.5% 1/	0% 6.4%	18.3%	0.0% 1	1.8% 1.5	% 3.0%	4.5%	0.0%	0.0% 0.0*	N 15.3%		12.8%	
Matan	Strategic Centre	Walsali					0.0% 2	2.4% 2.05	n 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0% 0	0% 0%	2.3% 0	0.0%	0.0%	0.0%	000 000	0.0%	0.0% 0.0	n 0.0%	0.0% 0	10. 10.00		32% 00			% 36.7%					1.4% 81		0.0%	0.0% 0					0.0% 0.0%	5 2.8%	0.2%		0.9% 20.9%
Wasan	Serandic Carren	Walson	0.0%	2% 0.0	os 0,0%	0.0%	0.0% 2	24% 295	ns 0.0%	0.0%	0.05	n 0.0%	0.0% 0	0.0%	2.3% 0	.0% 0.0%	0.0%	0.0%	U76 U.U76	0.0%	0.0% 0.0	176 01.076	0.0% 0	276 20.3776	30.9%	32% 0.0	. 0.0%	20.3% 22.1	76 30.7%	2.1% 0.05	1.2%	0.3% 0.0	% U.U%	1.4% 6.0	UN 7.3%	0.0%	0.0%	3.0% 0.0%	n 0.0%	0.0%	0.0%	10% 0.0%	2.0%	0.2%	0.0%	13% 20.9%
	Town Centre	Blowich	0.0% 0					0.0% 0.0%			0.0% 0.05			0% 0.0%		1.0% 0.0%			0% 0.0%		0.0% 0.0			0.0%		0.0% 0.05			6 1.4%			0.9% 0.0			4% 0.0%		0.0% 0					0.0% 0.0%		0.1%		0.0% 4.7%
		Brownhills Aldridge	0.0% 0	5% 0.0				0.0% 0.0%		0.0%	0.0% 0.0%			0% 0.0%	0.0% 1	.5% 0.0% .9% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0	7% 0.0% 7% 0.0%	0.0% 0	2.9% 2% 0.0%	1.8%	0.0% 1.95	N 0.0% 1	18.1% 20.7	% 1.4% % 0.9%	0.0% 6.25	62.4%	15.3% 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%	0.0% 12.1% 0.2% 6.8%
		Wilenhall	0.0%					0.0% 0.05				N 0.0%	0.0% 0	0% 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0% 0.0%	0.0%	0.0% 0.0	Ph 0.0%	0.0% 0	0.0%	3.7%	0.0% 0.0	N 0.0%	1.5% 21.5	6 0.0%	0.0% 0.05	6 0.0%	0.0% 17.4	% 1.0%	9.8% 25	.1% 42.2%	2.7%	0.0% 0	0.0% 0.05	7% 0.0%			1.7% 0.0%		3.0%	0.0%	0.0% 7.1%
		Darlaston	0.0%	.0% 0.0	66 0.0%	0.0%	0.0% 0	0.0% 0.05	% 0.0%	0.0%	0.0% 0.05	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	0.0%	7.5%	11.1% 0.05	N 0.0%	0.0% 0.0%	6 0.0%	0.0% 0.05	0.0%	0.0% 0.0	0.0%	1.7% 2.0	6% 7.1%	6.5%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0% 0.0%	N 0.6%	1.4%		1.5% 2.0%
	District & Local Centres		0.0%	0% 0.0	46 n.n46	0.0%	0.0% 0	0.0% 0.0%	AL 0.0%	0.0%	2.1% 0.09	s 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	PG 0.0%	0.0%	0.0%	3.5%	24% 0.05	N 0.0%	3.1% 0.09	6 0.9%	0.0% 0.0%	. 0.0%	29% 42	s 0.0%	0.0% 51	4% 26%	0.0%	0.0%	0.0% 0.0	n n46	0.0%	0.0%	0.0% 0.07	0.4%	0.2%	0.0%	0.4% 2.4%
	Out-of-Centre	and deleted	0.0%	8% 0.0	% 0.0%	0.0%	0.0% 6	6.9% 0.01	% 0.0%	0.0%	0.0% 0.09	N 0.0%	0.0% 0	0% 0.0%	4.4% 0	10% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0	PS 0.0%	0.0% 0	2% 19.7%	30.1%	4.6% 0.0	N 0.0% 1	12.5% 19.7	% 24.2%	1.7% 0.05	0.0%	3.4% 6.8	S 0.0%	3.8% 13	7% 17.7%	2.7%	0.0% 0	70% 0.0	% 0.9% % 0.9%	0.0%	0.0% 0	0.0% 0.0%	S 2.7% S 10.9%	1.5%	6 0.0%	1.7% 16.7%
					_ 0.0.4			2.5		2.374			0	1.0/4		0.0.4	200		0.0%	2.00		0.0%		01.5%				04.0		0.2.		20.4	1.074		11.85			0.0	0.5%	-2.0		0.00	10.3%	0.4.6	200	14.176
All Other Centres Outside																																											1			
l	Birmingham Cannock			3.2% 45.0 .5% 2.7			48.9% 7 0.0% 0	7.1% 4.45		5.0%	0.0% 1.35			0% 0.0%	2.2% 1	.5% 2.6%	2.4%	0.8% 1	8% 0.0%	1.5%	0.0% 2.0	% 1.3% % 0.0%	0.0% 0	0.8% 2% 0.0%	0.0%	0.0% 0.0%	N 2.8% 1	1.5% 0.05	6 4.4% 6 3.8%	0.0% 0.05	6 7.0%	28% 0.0	% 0.0% % 9.6%	0.0% 0.	0% 0.0%	9.5%	0.0% 1	1.8% 0.05				0.0% 0.0%		2.1%	1.7%	3.0% 0.8% 0.1% 5.0%
l	Kidderminater		0.0% 0	1.0% 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	0% 0.0%	0.0% 0	10% 2.7%	86.9%	0.0%	0% 0.0%	0.0%	0.8% 7.3	0.0%	5.2% 0	0.0%	0.0%	0.0% 0.05	N 0.0%	0.0% 0.05	6 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% 0.05	0.0%	0.0%	0.0% 0.	0.0% 40.55	% 3.8%	0.0%	0.9%	0.0% 0.0%
	Lichfield			.0% 0.0	66 0.0%	0.0%	0.0% 0	0.0% 0.05	% 0.0%	0.0%	0.0% 0.05	0.0%	0.0% 0	0.0%	0.0% 2	4% 0.0%	0.0%	0.0%	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	18.7%	0.0%	0.0% 0.95	N 88.6%	0.0% 0.05	6 0.0%	1.9% 12.1	% 8.0%	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%	5 2.7%	0.0%	0.0%	0.0% 2.4%
	Redditch Stafford			1.5% 1.5		0.0%	9.2% 0	0.0% 12.19	% 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%	0.0%	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%	N 0.0%	0.0% 0.0%	6 0.0% 6 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%	N 0.6% N 0.4%	0.0%	0.0%	0.0% 0.0%
l	Sutton Coldfield		5.4% 1		% 7.5%	16.4%	1.6% 10	15.2% 0.01	% 0.8%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0% 65	5.5% 0.0%	0.0%	0.0%	0% 0.0%	0.0%	0.0% 0.0	96 0.0%	0.8% 0	2.0%	0.0%	0.0% 0.05	6 0.9%	0.0% 2.35	6 1.7%	0.0% 0.05	6 1.2%	7.8% 0.0	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.0% 0.05	90.0%	0.0%		0.0% 0.0%	6 4.1%	0.0%	0.1%	1.4% 1.5%
l	Telford			.0% 0.0	% 0.0%	0.0%	2.5% 0	0.0% 0.05	% 0.0%	0.0%	0.0% 0.05	N 0.0%	2.2% 0	0% 0.0%	0.0% 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%	0.0% 0.09	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%	0.0%	60.8% 0	0.0% 0.05	0.0%	0.0%		3.7% 2.5%		0.0%	0.0%	0.4% 0.0%
l	All Other Centres and Stones Elsewh		12.4% &	14% 193	nc name	13.6%	20.4% 44	14 9% 72 #	296	1.2%	0.8% 0.09	5 33%	0.0% 0	0% 1.0%	2.7% 1/	5 946 n n46	4.9%	7.6%	3% 2.5%	0.0%	8.9% 18.3	296 0.796	1.6% 13	8% 11.3%	0.9%	0.0% 21.9	% 3.3%	27% 669	6 9 1%	10.7% 70.7	S. 13.1%	90% 00	46%	0.0%	046 0.046	0.8%	36.3%	20 400	AL 18%	25.1%	27.4% 1	13.6% 53.5	% 15.5%	1.6%	2.0%	5.1% 5.1%
		aubtotal	72.7% 7	18% 78.3	93.6%	47.7%	91.7% 63	7.2% 88.9	5.3%	5.2%	0.8% 1.39	5 14.9%	9.5% 0	0% 1.0%	4.9% 80	5.3% 5.3%	93.5%	8.2% 8	1% 2.5%	1.5%	9.7% 27.5	5% 2.1%	7.5% 80	8% 32.7%	0.9%	0.7% 93.0	% 95.6% 1	18.6% 11.4	% 19.0%	83.2% 91.2	5 29.4%	19.5% 3.3	5 14.2%	7.7% 6.	1% 0.0%	10.3%	97.2% 1	8% 0.9*	% 2.8%	25.1%	42.5% 24	4.6% 95.6*	% 40.9%	6.8%	5.6%	0.0% 14.89
SPECIAL FORMS OF TRAD	NO INTERNET SHOPPING		65% 6	3% 55.7	PG 58%	8.1%	8.3% 1	17% 585	N. 28%	1.7%	12% 549	444	8.0% 2	3% 0.0%	17.5% 6	0% 2.6%	3.7%	5.2%	0% 9.3%	1.5%	14% 37	46 3 346	13% 7	196 5.0%	3.0%	56% 329	s 0.0%	7.8% 0.05	6 37%	17% 109	1.2%	77% 3.9	4 27%	14% 61	9% 2.6%	6.7%	28% 0	0.0% 67	106	28%	17.3%	3.8% 0.97	50%	41%	2.7%	62% 48%
																																											1			
		GRAND TOTAL	100.0% 10	0.0% 100	0% 100.0%	100.0%	100.0% 10	00.0% 100.0	0% 100.0%	100.0%	100.0% 100.0	296 100 096	100.0% 10	0% 100.0%	100.0% 10	0.0% 100.0	% 100.0%	100.0% 10	0.0% 100.09	6 100.0%	100.0% 100	0% 100.0%	100.0% 10	0% 100.0%	£ 100.0% 1	100.0% 100.0	256 100 056 1	00.0% 100.0	% 100.0% 1	100.0% 100.0	PL 100.0%	100.0% 100.0	2% 100.0%	100.0% 100	10% 100.05	L 100.0%	100.0% 10	00.0% 100	0% 100 0%	S 100.0%	100.0% 10	00.0% 100.0	2% 100.0%	100.05	% 100.0%	00.0% 100.07
·								100.0	190.074		100.0			100.0%												1001		1000		100.0					790.0											



TABLE 4: TOP UP FOOD PURCHASES - 2021 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading Based on 2019 Household Survey

2.1% 12.6% 0.7% 0.3% 0.6 Town Centre Bilaton Wednesfield 1.4% 9.1% 0.5% 0.4% 1.2% 1.0% 0.0% 0.0% 0.0% 39.3% 0.6% 0.1% 0.95 0.0% 3.2% 0.1% 0.0% 0.0% 0.2% 0.0% Strategic Centre | Participation | Participatio Town Centre 1.0% 1.9% 1.0% 0.4% 5.3% 0.5% 0.0% 0.0% 11.2% 0.0% 0.0% 0.0% 5.4% 0.6% 0.0% 3.0% 30.0% 1.1% 0.0% Out-of-Centre 2.0% 3.3% 0.0% 2.4% 3.2% 0.0% 0.5% 3.5% 0.1% 0.6% 4.5% 0.0% 0.0% 4.1% 0.5% 0.0% 4.9% 0.0% 0.0% 3.2% 0.0% Blackheath Cradley Heath Great Bridge Oldbury Wednesbury Cape Hill Bearwood 0.2% 3.7% 17.8% 0.1% Out-of-Centre Walsoli 0.0% 0.8% 15.0% 0.0% 0.0% 0.0% 7.0% 0.0% 0.0% 0.0% 7.5% 0.0% 0.0% 0.1% 8.3% 1.1% 0.0% 0.0% 7.0% 0.8% 0.0% 2.2% 2.3% Town Centre Blorwich Brownhills Aldridge Willenhall Darlaston 0.7% 0.0% 0.9% 19.6% Other Centres Outside BCLA Area Birmingham Cannook Kidderminater Lichfield Redditch Stafford Sutton Coldfield Telford 0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 9.5% 3.8% 3.3% 2.2% 0.2% 0.2% 3.6% 0.4% 0.0% 6.1% 0.0% 0.0% 0.0% 0.0% 5.3% 19.8% 2.9% 5.6% 1.7% All Other Centres and Stores Elsewhere



TABLE 5: OTHER TOP UP FOOD PURCHASES - 2021 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	y																																															CORE 7	CALER	_
LOCAL PLANNING AUTHORI	ITY CENTRE TYPE		Zone 1	Zone 2 Zon	ne 3 Zone 4	Zone 5	Zone 6	Zone 7 Zo	one 8 Zon	ne 9 Zone 1	10 Zone 11	Zone 12	Zone 13 Zo	ne 14 Zone	15 Zone 1	E Zone 17	Zone 18	Zone 19 Zo	ne 20 Zon	21 Zone 2	Zone 23	Zone 24 Zo	ie 25 Zone 2	E Zone 27	Zone 28 Zon	e 29 Zone :	10 Zone 31	Zone 32 Zo	ine 33 Zone	34 Zone 35	Zone 36 Z	ine 37 Zone	35 Zone 39	Zone 40 Z	one 41 Zone	42 Zone 43	Zone 44 Z	one 45 Zone	46 Zone 47	Zone 45 2	cone 49 Zon	e 50 Zone 51	Zone 52	Zone 53 Zo	ne 54 Zone 5	S STUDY AREA	Wolverhan		y Sandwell W	Walsal
Wolverhampton	Strategic Centre	Wolverhampton	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0%	0.0% 0.09	5 3.5%	0.0%	0.0%	0.0%	0.0% 0.0	n 20%	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%	1.0% 3.39	6 0.0%	0.0%	0.0% 9.4	N 0.0%	3.1%	0.0% 6.25	5 9.2%	0.0%	21.3% 17	10% 24.4%	7.1%	0.0% 8	.0% 0.0%	1.8%	11.07	0.25	6 0.3% (0.5%
	Town Centre	Bilaton	0.0%						0.0% 0.0					0.0%	% 0.0%	0.0%	0.0%	0.0%	.0% 0.0	% 3.3%	4.2%	0.0% 0	0% 0.0%	0.0%	7.1% 0	0.0%	0.0%	2.0% 0	0.0%	0.0%	0.0%	2.0% 6.79	6 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	8.0% 5.05	16 49.8%	0.0%	13.6% 4.	5% 0.0%	0.0%	0.0%	1.0% 0.0%	1.9%	10.6%	1.19	0.8%	1.3%
	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.				10% 0.0%			2.0% 0.0%			0.0% 0.0							16% 59.3%					2.0%		6 0.4%	
	Out-of-Centre		0.0%	0.0% 0.0	25 0.05	0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0%	0.0% 0.09	5 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	n 5.7%	0.0%	0.0% 5	8% 0.0%	0.0%	0.0% 5/	25 0.05	0.0%	12% 0	0.0%	0.0%	0.0%	0.0% 0.09	6 0.0%	0.0%	0.0% 26.5	% 27.9%	37.6%	2.5% 6.25	5 0.0%	0.0%	28.8% 17.	2% 13.6%	9.5%	29.6% 1	3.8% 0.0%	3.5%	19.9%	1.25	6 0.2% 0	0.8%
Dudley		subtotal	0.0%	0.0% 0.0	25 0.0%	0.0%	0.0%	0.0% 0	0.0% 3.4	4% 0.0%	0.0%	0.0%	0.0%	0.0% 0.09	5 3.6%	4.5%	2.6%	0.0%	0.0%	% 21.25	4.2%	0.0% 5	8% 0.0%	0.0%	7.1% 5/	0.0%	0.0%	32% 0	0.0% 0.0%	0.0%	0.0%	2.7% 10.05	5 0.0%	0.0%	0.0% 35.5	% 86.3%	75.6% 2	22% 193	% 66.5%	0.0%	83.7% 76.	19% 97.3%	23.8%	29.6% 3	2.4% 10.5%	12.6%	77.5%	3.95	1.7%	4.2%
	Strategic Centre	Brierley Hill-Traditional High Street Brierley Hill-Merry 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	0.0% 0.0%	% 0.0% % 3.6%	0.0%	0.0%	0.0% 0	10% 3.0	% 0.0% % 0.0%	0.0%	7.2% 6 5.8% 0	2% 2.8% 0% 1.7%	0.0%	7.2% 0.	0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.09 0.0% 0.09	6 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%		10% 0.0%		0.0%	1.95	0.0% 0	0.0%
	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%	0.0% 0.0%	0.0%	0.0%	0.0%	32.4% 0	10% 143	9% 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% 0.09	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.09	5 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0%	10% 0.0%	0.8%	0.0%	5.2%	6 0.0% 0 N 0.3% 0	0.0%
		Halesowen	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 25.3	3% 18.49	5 3.4%	2.3%	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%	0.0%	0.0% 0	0.0% 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%	0.0% 0	.0% 0.0%	0.7%	0.0%	4.19	0.4% 0	0.0%
	District & Local Centres																																									9% 0.0%					0.9%		N 1.0% 0	
	Out-of-Centre	subtotal																																								1% 2.7%							N 7.1% 0	
Sandwell	Strategic Centre	West Bromwich			0.0%									0.0% 0.05				0.0%					0% 0.0%		0.0% 0.				0.0%		0.0%	2.7% 0.09	6 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.05	% 0.0%		0.0% 0.0				1.0% 0.0%		0.0%		8.8%	
	Town Centre	Blackheath Cradley Heath	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 23.4 0.0% 2.1 0.0% 0.0	1% 0.0%	38.0%	7.6%	0.0% 0	0.0% 0.05	% 0.0%	1.6%	0.0%	0.0%	1.0% 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% 0.09 0.0% 0.09 0.0% 0.09	0.0%	0.0%	0.0% 0.09 0.0% 0.09	6 0.0%	0.0%	0.0% 0.07	0.0%	0.0%	0.0% 0.05	% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	1.0% 0.0%	1.0%	0.0%	3.4%	L 4.2% 0 L 2.8% 0 L 8.1% 0	0.0%
		Great Bridge Oldbury Warfnesbury	0.0%	6.5% 0.0 0.0% 0.0		0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	11.4%	10.8% 1	0.3% 19.2	% 6.6%	2.6%	0.0%	0.0% 0	1.0% 1.8	1% 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% 0.09	6 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.05	% 0.0% % 2.5%	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%	1.0%	0.3% 0.4% 2.1%	0.25	6 82% 0 6 42%	0.0%
		Cape Hill Bearwood	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0%	43.2% 3	1.3% 0.05	5 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%	6 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%	0.5%	0.0%	0.05	1 3.3% 0 1 4.3% 0	0.0%
	District & Local Centres		3.2%	5.5% 0.0	0.0%	22.7%	0.0%	19.8%	0.0% 15.0	8% 21.09	0.0%	26.3%	9.8% 1	5.5% 17.3	n. 0.0%	10.4%	0.0%	0.0%	0.0%	0.0%	18.6%	0.0% 0	0% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	5.4% 0	0.0%	0.0%	0.0%	3.0% 3.39	6 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.09	% 2.5%	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0%	10% 0.0%	3.5%	0.4%	3.7%	12.9%	0.3%
	Out-of-Centre	subtotal	3.2%	0.0% 0.0	0.0%	16.0%	0.0%	0.0% 0														15.9% 0			7.1% 0.0							0.0% 0.09	6 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.00	% 2.5% % 14.9%	0.0%	0.0% 0	2% 0.0%	0.0%		0.0%	3.1%	0.4%		5 15.7% 0 N 70.4% 2	2.6%
Walsall	Strategic Centre	Wahadi	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	3.0% 0						.0% 0.0*											0.0% 0.							7.0% 3.79	6 0.0%	0.0%	5.5% 0.0	N 0.0%	0.0%	0.0% 1.95	% 0.0%	0.0%	4.2% 0.	.0% 0.0%	0.0%			2.0%	0.2%		1.1% 1	
	Town Centre	Blorwich 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%	
		Aldridge Willenhall	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%	0.0% 0.09	% 0.0%	0.0%	1.6%	0.0%	0.0% 0.0	96 0.0%	0.0%	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%	1.7% 0.09	6 0.0%	14.7%	6.8% 0.0	0.0%	0.0%	0.0% 0.05	% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	10% 0.0%	1.1%	0.0%	0.0%	6 0.0% 1	7.9%
		Darlaston																																								0.0%					0.7%		1.3%	
	District & Local Centres		0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0%	0.0%	0.0% 0.05	% 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%	14.6%	0.0% 0	0.0% 0.0%	30.9%	40.1%	3.2% 0.09	0.0%	0.0%	12.5% 6.2	0.0%	0.0% 1	9.7% 1.95	% 2.5%	0.0%	0.0% 0.0	.0% 0.0%	0.0%	0.0%	1.0% 0.0%	2.0%	0.8%	0.0%	0.5% 1	15.9%
	Out-of-Centre	subtotal	0.0%	3.6% 2.5	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%	5 0.0% 5 0.0%	4.3% 6.9%	2.5% 4.3%	0.0%	0.0% 0.0	7% 0.0% 7% 0.0%	4.2%	0.0% 0	0% 0.0%	0.0%	0.0% 0.	2% 11.45 2% 49.15	38.5%	10.9% C	0.0% 0.0%	4.1%	21.8% 3 92.2% 8	3.5% 2.19	6 0.0% % 2.5%	7.8% 82.6% 1	7.3% 0.09	% 0.0% % 0.0%	16.2% 6	2.5% 27.2 19.4% 71.8	% 0.0%	0.0%	0.0% 0.0 4.2% 0.0	0% 0.0%	0.0%	0.0% 0	10% 0.0%	2.6%	4.8%	0.05	2.2% 1 5.5% 7	18.5% 78.8%
All Other Centres Outside	BCLA Area																																														ĺ			П
	Birmingham 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	2.5% 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.	5.3%	0.0%	0.0% 7	5.9% 0.0%		7.8%	1.7% 0.09 0.0% 34.05	% 8.1%	15.1%	0.0% 3.4	6 4.4%	5.0%	4.5% 0.05	50.0%	0.0%		.0% 0.0%	0.0%	0.0%	1.0% 3.1%	4.2%	2.0% 1.6%	0.0%	6 4.7% 0 6 0.0% 4	4.3%
	Kidderminater Lichfield		0.0%	0.0% 0.0	250.0 250	0.0%	0.0%	0.0% 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%	0.0%	0.0% 8	0.0%	0.0%	0.0%	0.0% 0	0% 1.7%	0.0%	0.0% 0.0	15.49	0.0%	0.0% 6	0.0% 0.0% 0.3% 85.7%	6 0.0%	0.0%	0.0% 0.09 0.0% 0.09	6 12.6%	0.0%	0.0% 0.0° 2.0% 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%		2.7%	0.0%	0.0%	0.0%	1.8%
	Redditch Stafford		0.0%	0.0% 0.0					7.7% 0.0 0.0% 0.0					0.0% 0.05				0.0% 0					0.0%		0.0% 0.0%	7% 0.0% 7% 0.0%			0.0% 0.0%			0.0% 0.0%			0.0% 0.00				% 0.0% % 0.0%			0.0%		0.0% 0	1.0% 0.0%		0.0%		0.0% 0	
	Sutton Coldfield Telford				2% 0.0% 2% 0.0%																				0.0% 0.							0.0% 0.09 0.0% 0.09		0.0%								.0% 0.0% .0% 0.0%			.0% 0.0% 1.8% 0.0%		0.0%		6 0.7% 0 6 0.0% 0	
	All Other Centres and Stones Elsewhe	ire	16.7%	39.7% 27.	8% 45.9%	17.7%	40.7%	31.6% 7.	3.3% 2.1	1% 0.0%	0.0%	6.5%	3.2%	1.3% 2.55	% 3.6%	5.6%	25.9%	3.6%	0.0%	% 3.3%	0.0%	0.0% 6	2% 31.4%	3.3%	7.1% 60	3% 6.2%	3.9%	0.0% 1	7.8% 9.09	0.0%	0.0%	5.7% 41.05	% 72.7%	2.3%	3.7% 9.4	% 6.8%	3.1%	0.0% 0.09	% 1.5%	85.0%	9.8% 7.	7% 0.0%	47.7%	70.4% 6	0.1% 65.4%	18.2%	5.1%	2.8%	5.3%	2.3%
		subtotal	80.2%	75.2% 90.	4% 100.0%	49.5%	100.0%	52.3% 9	0.4% 2.1	1% 10.39	N 0.0%	6.5%	9.1% 1	5.6% 5.15	5 13.25	7.2%	93.1%	3.6% 9	0.4% 1.8	% 33%	0.0%	0.0% 6	2% 33.2%	33%	9.6% 95	0% 31.39	3.9%	2.0% 10	0.0% 100.0	% 11.5%	7.8%	0.3% 75.05	% 97.5%	17.4%	5.7% 23.5	% 11.2%	8.1%	4.5% 0.05	5 435	98.0%	12.2% 12	7% 0.0%	47.7%	70.4% 6	3.8% 89.5%	43.7%	93%	4.45	11.3%	9.9%
SPECIAL FORMS OF TRAC	DING/INTERNET SHOPPING		55 9%	0.0% 7.0	n n45	4 196	0.0%	0.0%	K #% 0.0	ne. 4 m.	0.0%	81 MML	1.6%	n= 4#	n n44	21 1%	0.0%	n ms 1	196 11	NAC 0.040	# A%	0.0%	n46 n n46	3.7%	0.0%	10.69	0.0%	2.0%	0.0%	7.8%	0.0%	10% 0.0%	0.0%	0.0%	3.7% 0.09	n n44	0.0%	4 0% 0 09	N. 0.0%	2.0%	0.0%	2% n.ms	0.0%	n n%	896 0.096	27%	1 2%	2.3%	4146	4 146
		GRAND TOTAL	100.0%	00.0% 300	0% 100.0%	100.0%	100.0%	100.0% 10	00.0% 100	0% 100.09	% 100.0%	100.0%	100.0% 10	0.0% 100.0	n46 100.03	5 100.0%	100.0%	100.0% 10	00.0% 100	0% 100.09	100.0%	100.0% 10	10% 100.09	s 100.0%	100.0% 100	0% 100.05	N 100 0%	100.0% 10	00.0% 100.0	% 300.0%	100.0% 1	00.0% 100.0	PL 100.0%	100.0% 1	00.0% 100.0	100.0%	100.0% 1	00.0% 300.0	100.0%	100.0%	100.0% 100	0.0% 100.0%	100.0%	100.0% 10	0.0% 100.0%	100.0%	100.0	. 100 O	% 100.0% 10	100.0%



Appendix 4: Convenience Goods Turnover (excluding SFT)



TABLE 1: ALL CONVENIENCE GOODS - 2021 MARKET SHARE ANALYSIS (%) Excluding Internet Shopping and other Special Forms of Trading

LOCAL PLANNING AUTHORIT	TY CENTRE TYPE		Zone 1	ione 2 Zor	ne 3 Zor	ne 4 Zone	5 Zone 6	Zone 7	Zone 8 2	Zone 9 Zo	re 10 Zone	11 Zone 12	Zone 13	Zone 14	ione 15 Z	ne 16 Zor	ne 17 Zon	18 Zone	19 Zone 20	Zone 21	Zone 22	Zone 23 Zo	ne 24 Zoni	25 Zone 2	Zone 27	Zone 28 Z	one 29 Zon	ne 30 Zone	31 Zone 32	Zone 33	Zone 34 Zon	ne 35 Zone	e 36 Zone 37	Zone 38	Zone 39 Zon	te 40 Zone	41 Zone 4	42 Zone 43	Zone 44	Zone 45 Z	one 46 Zo	ne 47 Zoni	e 48 Zone	49 Zone S	50 Zone 51	Zone 52	Zone 53 Z	one 54 Zone	e 55 STUD	Y AREA
Wolverhampton																																																		
	Stratecic Centre	Wolverhamoton	0.0%	0.3% 0.1	0.0 00	0.0%	0.0%	0.0%	0.0%	0.0% 0	0.01	0.2%	0.0%	0.0%	0.0%	0.7% 0.	.1% 0.0	% 0.49	0.0%	0.0%	3.9%	1.6%	3.0% 0.7	% 0.1%	0.0%	0.0%	1.7% 0.3	.3% 0.79	6 0.2%	0.0%	0.4% 0.	0.0	0.0%	0.3%	0.0% 0.1	0% 0.0	% 16.9%	6 20.4%	4.8%	2.4%	1.6%	3.0% 0.0	1% 33.4	% 38.9%	27.6%	3.8%	10.4% 1	19% 0.0	7% 3.	3.2%
	Town Centre	Bilaton Wednesfield	0.0%			0.6% 0.0%																											96 0.0%																	1.7%
	District & Local Centres		0.0%	0.0% 0.1	0% 0.1	1% 0.0%	0.0%	0.0%	0.0%	0.4% 0	0% 0.03	0.0%	0.2%	0.0%	0.0%	1.1% 0.	5% 0.3	% 0.09	0.0%	0.0%	6.3%	0.0%	0.0% 0.3	% 0.0%	0.0%	0.8%	0.0% 0.0	.0% 0.05	6 0.4%	0.6%	0.0% 0.	0.0	1% 0.3%	0.0%	0.0% 0.	0% 0.0	% 9.0%	15.8%	6.8%	3.5%	0.4%	5.9% 0.0	27.2	% 28.6%	% 35.9%	2.8%	8.8%	2.7% 6.0	0% 2	1.9%
	Out-of-Centre	subtotal	0.0%	0.4% 0.1	0% 0.0	2% 0.0%	0.0%	0.0%	0.0%	0.4% 0	3% 0.03	0.2%	0.3%	0.2%	0.0%	2.5% 0.	8% 0.0	% 0.09 % 1.89	0.0%	0.8%	3.4%	0.3%	2.5% 1.0 2.5% 2.1	% 1.0% % 1.1%	0.5%	1.9%	8.9% 0.1 8.7% 1.2	9% 2.5° 3% 3.8°	6 0.2%	0.0%	1.5% 0. 2.1% 0.	3% 0.0	1% 0.0%	1.5%	0.2% 0	0% 0.0	% 35.4% % 70.2%	6 44.9% 6 81.9%	55.0% 73.0%	19.3%	10.0%	2.9% 0.4 5.2% 0.4	4% 13.4 4% 90.4	% 22.8%	14.4% N 87.6%	7.0%	39.6% 4 58.8% 6	80% 00	3% 5 0% 1°	3.4%
Dudlev	Strategic Centre	Brieflev Hill- Traditional High Street Brieflev Hill- Merry Hill																															9% 0.0% 9% 0.0%																	0.8% 0.9%
	Town Centre	Dudley	0.0%																														96 0.0%																	1.6%
		Stourbridge Halesgwen																															1% 0.0%																	1.3%
	District & Local Centres	Pasesowen	1.0%																														1% 0.0%																- 1	1.3%
	Out-of-Centre		0.0%	0.9% 0.5																													1% 0.0%																006	- 600
	OHOPORINE	subtotal	3.2%	1.6% 1.	4% 1.6	3% 13.83	6 0.0%	0.0%	0.0%	42.7% 74	.0% 29.79	10.5%	0.6%	5.2%	21.8%	2.0% 1.	.0% 0.0	% 80.8	6 3.1%	73.0%	68.3%	19.2% 8	7.7% 90.3	% 60.9%	94.8%	85.1%	0.0% 0.1	.1% 0.09	6 1.1%	0.0%	0.0% 0.	0% 0.0	1% 0.0%	0.0%	0.0% 0.	0% 0.0	% 0.8%	0.3%	0.3%	0.0%	0.0% 1	3.9% 1.4	4% 2.59	5 2.1%	7.1%	25.8%	1.1%	0.2% 0.1	.1% 15	17%
Sandwell	Strategic Centre	West Bromwich	0.0%	2.4% 0.	1% 0.0	0.0%	0.0%	8.9%	0.0%	0.0% 0	0% 0.4%	1.2%	6.2%	4.2%	2.5%	7.0% 46	1.8% 0.6	% 1.29	0.0%	1.2%	0.0%	1.2%	0.0% 0.1	% 0.0%	0.0%	0.0%	0.0% 0.0	.0% 0.09	6 1.0%	0.0%	0.0% 0.	0% 0.9	1% 4.9%	0.9%	0.0% 0	4% 0.0	% 0.0%	0.0%	0.0%	0.0%	0.5%	0.1% 0.0	0% 0.51	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	.0% 1	1.9%
	Town Centre	Blackheath	0.3%			3% 3.2%																											96 0.0%									0.0			6 0.0%			0.0% 0.0		1.1%
		Cradley Heath Great Bridge	0.0%			3% 0.5% 3% 0.0%		0.0%			4% 54.65 0% 0.03													% 0.4%			0.0% 0.1				0.0% 0.		1% 0.0%		0.0% 0							3.0% 0.0			6 0.6%			0.0% 0.0		1.3%
		Oldbury	3.8%			0.9%		0.0%						8.1%									0.0	% 0.0%	0.0%		0.0% 0.0				0.0% 0.				0.0% 0.							0.0							.0% 1.	1.2%
		Wednesbury Cape Hill	7.4%			0.0% 0.0%	0.0%	0.5%	0.0%	0.0% 0	0% 0.0%	0.0%	54.9%	15.4%	0.0%	1.6% 2.	2% 0.0	% 0.09 % 0.09	0.0%	0.0%	0.0%	0.2%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	.0% 4.65	6 18.9%	0.0%	0.0% 0.	0.0 %0	1% 0.5%	0.0%	0.0% 0.	0% 0.4	% 2.1% % 0.0%	0.0%	0.0%	0.2%	0.0%	3.9% 0.0	0.75	6 0.1% 6 0.2%	6 0.5%	0.0%		0.0% 0.0	0% 7	1.8%
		Bearwood																															96 0.0%																	1.7%
	District & Local Centres		3.6%	3.4% 0.1	0% 0.8	3% 24.09	0.0%	9.4%	0.0%	7.2% 6	7% 2.99	15.1%	5.9%	8.1%	5.2%	2.0% 2.	9% 0.1	% 0.29	0.0%	1.0%	0.0%	10.6%	0.0% 0.2	% 0.4%	0.0%	0.0%	0.0% 0.0	.0% 0.05	6 1.6%	0.0%	0.0% 0.	0% 0.3	1% 0.3%	1.9%	0.0% 0	0% 0.0	% 0.0%	0.0%	0.0%	0.0%	0.3%	0.0	0% 0.35	0.1%	0.0%	0.0%	0.0%	0.0% 0.0	D% 2	1.1%
	Out-of-Centre	subtotal	2.8%	1.5% 0.5	5% 0.0	2% 12.19 2% 41.79	0.0%	0.4%	0.9%	13.2% 0	2% 0.6%	19.1%	2.0%	36.2%	35.8%	0.9% 19	13% 0.0	% 2.59 % 10.25	0.0%	0.4%	14%	18.6%	0.0% 0.0	% 0.0%	2.0%	0.7%	0.0% 0.	3% 0.05	5 36.4% 6 85.9%	0.0%	0.0% 0.	0% 03	1% 2.4% 1% 10.3%	0.7%	0.0% 0	0% 0.0	% 0.3% % 3.0%	0.0%	1.5%	0.0%	0.0%	52% 0.0	0% 0.79	0.3%	0.0%	1.6%	2.7%	0.0% 0.0	0% 4	3%
	Strategic Centre	Wabuil				256 0.056																																											\neg	1.2%
Waisaii	Strategic Centre Town Centre		0.0%			3% 0.0%		1.4%			0% 0.09												0.0 %0.0										6% 30.5%						0.2%						6 0.0%			0.0% 0.0		
	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%	4% 0.2	% 0.09 % 0.09	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.5	5% 2.89	6 0.0%	1.1%	0.0% 11	.0% 15.3	% 0.2% 7% 5.3%	0.4%	2.5% 66	.6% 20.1	% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0.01	0.0%	6 0.0%	0.0%	0.0% (0.0% 0.0	.0% 1.	1.4%
		Aldridge	0.0%					1.8%			0% 0.09				0.0%	3.3% 0.	.0% 4.1	r% 0.09	0.0%	0.0%	0.0%	0.0%	0.0 %0.0	% 0.0%	0.0%								4% 1.2%						0.0%				0.01						.0% 1.	1.3%
		Willenhall Darlaston	0.0%					0.0%															0.0% 0.0 0.0% 0.0										1% 0.0%														0.0% 0			1.3%
	District & Local Centres		0.0%					0.2%																									% 5.6%														0.0%		- 1	1.8%
																																	8% 32.5%																	
	Out-of-Centre	subtotal																															1% 76.1%																.0% Z	3%
All Other Centres Outside																																																	\neg	\neg
All Other Centres Outside	BCLA Area Birmingham		57.2%	20.6% 45	5% 20	0% 22.29	54.4%	6.1%	6.7%	2.8% 3	0% 0.9%	0.2%	8.6%	5.0%	17%	16% 0	6% 15	% 0.49	1.1%	1.7%	0.9%	0.0%	12% 0.0	96 0.4%	0.4%	0.0%	0.0% 3.4	5% 0.05	0.4%	0.2%	0.8% 0.	3% 0.0	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	0.0%	0.0% 0	0% 0.0	% 0.9%	0.1%	0.0%	0.0%	0.0%	5.8% 0.0	0% 0.51	0.0%	6 15%	0.0%	0.0%	0.0% 0.7	7% /	1.2%
	Cannock		0.0%	1.7% 0.5	5% 0.0	3% 0.4%	1.7%	0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1% 0.0	% 0.09	0.0%	0.0%	0.0%	0.0%	0.0	% 0.0%	0.0%	0.0% 2	8.5% 2.1	.8% 1.35	6 0.1%	70.5%	0.0% 9.	8% 2.4	1.6%	69.0%	6.2% 9.	4% 2.7	% 2.6%	7.3%	4.9%	5.1%	0.0%	0.0	0.05	0.0%			0.0%	3.9% 0.0	.0% 4.	1.7%
	Kidderminster Lichfield		0.0%		3% 0.0 0% 0.0			0.0%			6% 0.0% 0% 0.0%		0.0%		0.0%			% 3.29 % 0.09						% 12.5% % 0.0%		2.4%		.0% 0.09 1.0% 0.49			0.0% 0. 88.9% 1.				9.1% 3				0.0%	0.0%			0.01		6 0.0%			0.0% 28.0		1.8%
	Redditch		0.0%					0.0%			0% 0.03				0.0%			% 0.09				0.0%					0.0% 0.0				0.0% 0.				0.0% 0					0.0%			0.01					0.0% 0.0		0.6%
	Stafford		0.0%			3% 0.4%		0.4%			0% 0.03			0.0%	0.0%	3.0% 0.	0% 0.5	% 0.09	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.2% 2	16.7% 0.0	.0% 0.09	6 0.4%	0.3%	0.0% 0.	0.0	96 0.0%	0.0%	0.7% 0.	0% 0.0	% 0.0%	4.1%	0.1%	0.0%	0.0%	0.0% 0.4	4% 0.05	6 0.7%	6 0.0%	0.0%	0.0%	0.3% 0.0	.0% C	0.4%
1	Sutton Coldfield Telford		1.0%	10.5% 14. 0.0% 1.				7.9%			0% 0.0%				0.0%			3% 0.09 % 0.09				0.0%					0.0% 0.1 5.3% 0.1				1.8% 0.		1% 2.2%		0.0% 0.				20.0% 20.00%			0.0% 0.0			6 0.0%		7.4%			1.2%
	All Other Centres and Stores Elsewhe	re	8.5%	51.5% 32	.1% 61.	4% 10.49	26.6%	58.9%	79.1%	3.1% 0	9% 1.4%	0.8%	0.9%	1.1%	0.6%	1.1% 2.	1% 16.	3.29	3.6%	3.2%	8.1%	0.9%	28% 68	% 24.2%	1.5%	3.9%	10.8% 3.1	.9% 1.65	6 0.0%	25.8%	6.3% 2.	0% 4.3	7.6%	15.8%	81.2% 93	5% 5.1	% 1.3%	4.7%	1.4%	0.0%	0.0%	3.9% 48.6	6% 2.25	3.1%	2.6%	57.9%	30.0% 2	29.2% 61.7	3% 17	7.6%
		subtotal	73.6%	34.2% 96.	7% 96.	2% 43.99	99.6%	73.4%	97.3%	6.4% 4	6% 2.7%	1.2%	11.0%	7.2%	2.3%	2.1% 2.	8% 92.	1% 6.89	98.9%	5.0%	9.4%	0.9%	1.4% 7.0	% 37.1%	2.2%	7.8% 1	1.3% 28.	1.5% 3.29	6 0.9%	97.9%	97.9% 13	7% 7.0	% 13.3%	85.4%	97.1% 22	4% 12.2	% 6.7%	16.3%	7.0%	5.5%	0.0%	72% 983	2% 2.79	4.8%	4.1%	57.9%	37.4%	8.2% 937	9% 4	1.0%
		GRAND TOTAL	100.0%	00.0% 100	0.0% 100	.0% 100.0	% 100.0%	100.0%	100.0% 1	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%	100.0%	100.0% 1	00.0% 100.	0% 100.0%	100.0%	100.0% 1	00.0% 100	0.0% 100.0	% 100.0%	100.0%	100.0% 100	0.0% 100.	.0% 100.0%	100.0%	100.0% 100	0.0% 100.	0% 100.01	% 100.0%	100.0%	100.0% 1	100.0% 1	00.0% 100.	.0% 100.0	2% 100.0%	% 100.0%	100.0%	100.0% 1	00.0% 100	0.0% 10	0.0%
-				100	100	100.0					100.0						100	100.0					100.	100.03				1000				100.	100.076			190.	100.0					100	100.0	190.01				100		



TABLE 2: 2021 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMMENIENCE GOOGS EXPENDITURE ALLOCATED TO EXISTING CENTRES. SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding internet Shopping and enter Special Forms of Trading

Excluding Internet Shappin	ng and other Special Forms of Trading																																												
LOCAL PLANNING AUTHOR	CENTRE TYPE		Zone 1 Zo	ne 2 Zone 3	Zone 4	Zone 5 Zo	one 6 Zone	7 Zone 8	Zone 9	Zone 10 Zo	ne 11 Zone	12 Zone 13	Zone 14 2	one 15 Zon	e 16 Zone 1	7 Zone 18	Zone 19	Zone 20 Zo	ne 21 Zone	22 Zone 23	Zone 24 Z	one 25 Zone	26 Zone 27	Zone 28 Zon	te 29 Zone 30	Zone 31 Z	one 32 Zon	e 33 Zone 34	Zone 35 Zo	ne 36 Zone	37 Zone 38	Zone 39 Zon	ne 40 Zone	41 Zone 42	Zone 43 Z	one 44 Zon	e 45 Zone 46	S Zone 47	Zone 48 Zon	e 49 Zone 5	50 Zone 51	Zone 52 Zo	one 53 Zone	s 54 Zone 55 S	STUDY AREA
Wolverhamoton	Strategic Centre	Wolverhamoton	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	0.3	0.0	0.0 3.0	0 15	0.0	0.4 0.0	0.0	0.0 0	16 02	0.6	0.2 0	.0 0.4	0.0	0.0 0.0	0.1	0.0	0.0 0.0	5.7	25.5	3.6 1	3 0.7	3.0	0.0 1	1.1 52.2	2 202	1.4	4.3 6.7		146.2
	Town Centre	Bilaton	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	1.1		0.2 2.8	B 1.1	0.0	0.1 0.0		0.8 0	0.0	0.4	0.5 0	.0 0.3	0.0	0.0 0.0	0.5	0.0	0.0 0.0	2.8	0.5	1.2 1.	.1 2.6	44.0	0.0 5	i.5 2.3	7.0		0.0 0.0		76.6
	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	6 03	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0	0.0 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	19.7	52 10	0 0.1	6.0	0.0 0.	0.0 0.0	4 282	10	3.6 1.9	9 3.9	4.7
	Out-of-Centre		00 .	0 00	0.0	00 1	00 00	0.0	0.2	0.0	00 01	0.1	0.0	00 0		0.0	0.0	0.0	0.0 2.0		0.0	0.0	0.0	0.0 0		1.0	0.7	0 10	0.0	00 00	0.0	0.0	00 00	110	60.2	410 1/		20	01	44 307	7 106	10	10.4 20	0 00	242.4
	Ostor-Centre	subtotal	0.0	.8 0.0	0.3	0.5	0.0 0.0	0.0	0.4	0.2	0.0 0.2	0.4	0.3	0.0 1	3 0.5	0.4	1.3	0.0	0.8 13.	2 28	0.4	1.4 0.2	8.0	1.4 3	12 0.6	2.9	1.4 1	0 23	0.3	0.0 0.1	1.2	0.2	0.0 0.0	23.7	102.5	55.5 14	8 8.1	56.0	0.1 3	0.0 123.6	5 64.0	5.3	243 41/	5 3.9	601.8
Dudlev	Stratecic Centre	Brierlev Hill- Traditional High Street Brierlev Hill- Merry Hill	1.5 0				0.0 0.0	0.0	0.0	0.1	0.2 0.0 0.9 0.2	0.0		0.0 0 0.1 0		0.0	0.6 0.5		1.2 0.5 0.7 1.1	5 1.3 1 0.2	15.7 11.3	2.6 0.3 2.7 0.8		1.9 0 6.5 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 0.1 0.0		34.9 40.8
	Town Centre	Dudlev Stourbridge Halesowen	0.0 0.0 1.3	.0 0.0	0.0 0.0 0.3	0.1 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 0.6 9.8	0.0 0.6 30.6	0.0 0.3 0.2 0.0 1.8 0.9	0.1 0.0 0.0	0.0 0.0 2.6	1.3 0. 0.0 0. 0.7 0.	0 0.2 0 0.0 0 0.0	0.0 0.0 0.0	12.3 0.5 0.0	0.0 4.6 0.0	9.0 0.9 0.0 0.0 0.2 0.0	0.5 0 0.0 0 0.0	0.9 5.6 0.1	1.4 0.0 3.3 3.8 0.0 0.0	0.0 46.8 0.4	0.0 0 34.0 0 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 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	0.7 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.1 0.7 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0 0.1	27.8 103.6 56.7
	District & Local Centres		1.5	.4 1.3	0.0	0.8	0.0 0.0	0.0	2.1	2.0	0.8 0.1	0.0	0.0	0.9 0	2 0.2	0.0	9.9	0.3	3.4 32:	9 0.9	12.5	22.6 5.9	24.8	5.4 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	0.2	0.3	0.2 0.7	0.0	5.4	0.4 0	1.5	2.8	1.6	0.3 0.0	0.0	148.0
	Out-of-Centre	subtotal	5.0	8 2.1	3.2	11.8	0.0 0.0	0.0	10.9 23.6	26.4 60.3 1	7.2 4.0 11.0 5.4	0.2	3.6 6.4	10.3 0 13.3 1	6 0.0 1 0.6	0.0	33.8 57.6	4.9	98.4 16.1 90.9 52.	9 14.2 3 17.1	33.2 79.2	26.0 1.8 58.6 12.6	20.6 111.5	11.6 0 61.5 0	1.0 0.0	0.0	0.7 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	7.8	0.0 0	3 0.7 18 2.8	1.6 5.2	7.6 9.5	0.0 0.1 0.5 0.1	0.0	293.6 705.4
Sandwell	Strategic Centre	West Bromwich	0.0	9 0.2	0.0	0.0	0.0 5.7	0.0	0.0	0.0	0.2 0.6	2.6	5.2	1.5 26	9 30.0	0.9	0.8	0.0	0.8 0.0	0 1.1	0.0	0.1 0.0	0.0	0.0 0	0.0	0.0	1.0 0	.0 0.0	0.0	0.3 2.2	0.3	0.0	0.2 0.0	0.0	0.0	0.0 0.	0 0.2	0.1	0.0 0	12 0.0	0.0	0.0	0.0 0.0	0.0	85.9
	Town Centre	Blackheath Cradlev Heath 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	14.6 1.1 0.0 0.2	0.0	2.6 18.8 20.3 3.9 0.0 0.7 0.4 3.5	0.0	0.3	1.7 0 0.4 0 2.9 14 14.1 3	6 9.1	0.0	0.6 0.2 3.6 0.2	0.0	0.5 0.0 9.8 0.0 1.7 2.1 0.9 0.3	1 36.1	0.3	0.0 0.0 0.0 0.1 0.0 0.0 0.0 0.0	0.2	0.1 0 2.5 0 0.7 0		0.0	0.0 0 0.0 0 6.2 0 1.1 0		0.0	0.1 0.0 0.0 0.0 0.0 0.7 0.0 0.3	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 0.7	3.1	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 0.0 0.0 0.0	0 0.0	50.6 60.1 86.3 53.0
		Wednesburv Case Hill Bearwood	0.0 0 11.4 3 7.9 0	7 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 23.3	19.0	0.0 0 0.6 0 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 1.8	0.0	0.0 0.0	0.0	0.0 0	0.0	3.5 0.0	18.1 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	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.7	0.0	0.0 0.1	1 1.5	3.9	0.0 0.0		0.3	0.0	0.0 0.6 0.0 0.0 0.0 0.0	6 0.0	34.7 60.2 32.0
	District & Local Centres		5.6 8	4 0.0	1.7	20.5	0.0 6.0	0.0	4.0	5.4	1.1 7.7	2.5	10.0	3.2 1	2 1.8	0.2	0.1	0.0	0.7 0.0	9.4	0.0	0.1 0.1	0.0	0.0 0	0.0	0.0	1.6 0	.0 0.0	0.0	0.1 0.1	0.7	0.0	0.0 0.0	0.0	0.0	0.0 0.	.0 0.1	0.7	0.0 0	J.1 0.2	0.0	0.0	0.0 0.0	0.0	94.4
	Out-of-Centre		43			10.3	0.0 0.3	1.1			0.2 9.8			21.9 6			1.8	0.0	0.2 1.1		0.0	0.0 0.0	0.0	0.5 0	1.0 0.1		34.9 0	.0 0.0	0.0	0.1 1.1		0.0	0.0 0.0	0.1	0.0	1.2 0.0	0.0	6.7	0.0 0.0	0.2 0.4	0.0	0.6	1.1 0.0	3 0.0	192.8 749.8
Walsali	Strategic Centre	subtotal Watsall	0.0		0.0	0.0 0	0.0 12.4	0.7	0.0	0.0	0.2 0.0	0.0	0.0	46.3 53 0.0 0	1 1.3	1.3	0.0	0.0	14.6 3.5 0.0 0.0	0.0	9.3	0.0 0.0	0.0	0.0 0	10 21.6	23.6	3.0 0	.0 0.0	14.9	6.8 13.6		0.0	02 02	0.0	0.0	0.2 2	5 1.0	0.5	0.0 0	3.1 0.0	0.0	0.0	0.0 0.0	0 0.0	98.9
	Town Centre	Bloswich Brownhills Aldridge Willenhall Darlington	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0	0.0 0.0 0.0 0.0 0.3 1.2 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 0.2 2 0.0 0 0.0	0.3 6.6	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 0.2 0.0	0.0	0.0 0	10 02 10 02 10 03	2.2 0.0 4.5	0.0 0 0.0 2 0.0 0 0.2 0	0 0.0	11.9 3.8 4.0	0.6 0.1 6.1 2.4 10.6 0.6 0.0 0.0 0.0 0.3	0.2 0.1 0.2	1.7 2 0.1 0.0	0.2 0.1 13.5 12.1 2.1 30.0 0.0 0.0	0.0	0.0	1.5 5.1 0.0 0.0 0.0 0.0 7.3 13.	0.0 0 0.1 3.5 21.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0	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 2 0.0	42.8 61.7 58.1 60.3 42.3
	District & Local Centres	Danisa	0.0		0.0	00 1	00 01	0.0	0.0	0.0	01 00	0.0	0.0	00 0	0 00	0.7	0.0	0.0	0.0		0.0	00 00	0.0	0.0 0	10 10	6.2	04 0	0 00	12.7	27 26	0.0	0.0	0.5 0.0	0.7	0.0	02 4	0 00	0.4	00 0	0.0		0.0	0.0 0.0	0 00	35.0
	Out-of-Centre		00 :	2 18	0.0	00 0	0.0 25	0.0	0.0	0.0	00 00	0.0	0.0	01 0	0 13	0.4	0.0	0.0	0.0 0.5	5 04	0.0	00 00	0.0	0.0 0	10 123	23.7	52 0	5 00	10.7	85 147	0.0	0.0	11 28	10	0.0	20 9	6 72	11	00 (00 00	0.0	0.0	0.0 0.0	0 00	1112
	ODG-CELE	subtotal	0.0	4 1.8	0.0	0.0	0.3 4.7	0.7	0.0	0.0	0.4 0.0	0.0	0.8	0.1 0	2 3.1	9.2	0.3	0.0	0.0 0.5	5 0.8	0.0	0.2 0.0	8.0	0.0 0	10 35.6	68.8	29.4 2	5 0.0	92.8	35.3 34.4	3.0	1.7 2	7.3 52.8	8.5	1.3	13.8 36	2 33.5	8.5	0.0 0	.7 0.5	0.1	0.0	0.0 0.2	2 0.0	510.3
All Other Centres Outside	Birmincham Cannock Kidderminster Lichfield		0.0	0 0.5	0.0		46.9 3.9 1.5 0.0 0.0 0.0 0.0 0.0	0.4	1.6 0.0 0.0 0.0	2.5 0.0 0.5 0.0	0.3 0.1 0.0 0.0 0.0 0.0 0.0 0.0	3.7 0.0 0.0 0.0	0.0	1.0 0 0.0 0 0.0 0		2.4 0.0 0.2 2.1	0.3 0.0 2.3 0.0	144.9	1.2 0.7 0.0 0.0 0.0 0.0	7 0.0 0 0.0 0 0.0 3 0.0	0.2 0.0 0.3 0.0	0.0 0.1 0.0 0.0 0.1 2.6 0.0 0.0	0.5 0.0 0.0	1.7 0	10 18 05 14 10 00	0.0 1.0 0.0 0.3	0.4 0 0.1 12 0.0 0 0.0 1	.4 0.9 5.7 0.0 .0 0.0 .9 98.2	0.3 10.6 0.0 1.3	0.0 0.6 0.9 0.7 0.0 0.0 0.0 0.3		0.0 4.0 0.0	0.0 0.0 3.3 1.6 0.0 0.0 1.2 0.8		0.1 9.1 0.0 0.0	0.0 0/ 3.7 2: 0.0 0. 0.0 0	0 0.0 8 0.0 0 0.0 12 0.0	5.9 0.5 0.0	0.0 0 0.0 0 0.0 0	.2 1.2 10 0.0 10 0.0 0.0 0.0	1.1 0.0 0.0	0.0	0.0 0.0 0.0 2.7 0.0 0.0 0.0 0.0	7 0.0 0 18.4 0 0.0	368.4 213.3 171.3 122.1
	Redditch Stafford Sutton Coldfield Telford		0.0 0 10.6 2 1.5 0	.0 2.5	0.0 6.3 0.0	0.3 0 9.0 2 0.0 0	11.7 0.0 0.0 0.2 2.5 5.1 0.4 0.0	3.7	0.3	0.0	0.0 0.0 0.0 0.0 0.0 0.1 0.1 0.0	0.6	1.0	0.0 0 0.0 0 0.0 0	0.0	95.9	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 0.2 9 0.9 0 0.0 2	18 0.0	0.0	0.0 0 0.3 0 0.0 0	0 2.0	0.0	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 0.0 0.1 1.9 0.0 0.0	0.0	0.0 5.1 0.0 0.1	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 0.0 0.0	0.0	0.0	0.0 0.0 0.0 0.2 0.0 0.0 3.1 3.3	2 0.0 0 0.0 3 2.6	28.5 18.8 187.8 31.5
	All Other Centres and Stores Elsewh		13.0 12			8.9 2				0.8	0.5 0.4	0.4		0.4 0	6 1.3	22.7	2.3	5.6	2.2 6.2	-	0.7	4.4 5.0		2.9 1		1.2	0.0 46	6.1 6.9	2.1	1.7 3.5	6.1	53.1	3.4 3.1	0.4	5.9	1.1 0.7	0.0	0.9	14.4 0	.7 4.2	1.9	21.4		.0 40.3	794.0
		subtotal	113.5 20	63 1412	191.7	37.5 8	85.9 47.1	125.1	3.5	3.8	1.0 0.6	4.7	8.9	1.4 1.	2 1.8	123.8	4.8	152.4	3.5 7.2	2 0.8	1.3	4.5 7.7	2.6	5.6 3:	3.5 14.6	2.5	0.9 17	4.6 105.9	14.8	2.7 6.0	33.1	63.6	7.9 7.4	2.3	20.3	5.3 3.0	5 0.0	7.3	29.1 0	9 6.4	3.0	21.4	15.5 28.7	.2 61.7	1935.7
		GRAND TOTAL	154.2 24	5.0 146.0	199.2	85.4 8	16.2 64.3	128.6	55.2	81.4 2	7.1 51.2	42.4	123.5	61.1 57	.3 64.1	134.5	71.2	157.3	9.8 76.	.5 89.0	90.3	64.9 20.	117.6	72.3 31	6.7 51.1	77.7	95.7 17	8.4 108.2	107.9	38.8 45.2	38.7	65.5 3	5.3 60.4	4 33.7	125.0	76.1 54	.1 44.1	101.3	29.7 3	3.2 134.2	2 73.1	36.9	41.4 68.7	.5 65.7	4502.9



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

Excluding Internet Shappi	ing and other Special Forms of Tradin	g .																																														
LOCAL PLANNING AUTHO	RITY CENTRE TYPE		Zone 1	Zone 2 Zon	ne 3 Zor	ne 4 Zone	5 Zone 6	Zone 7	Zone 8 Z	one 9 Zone	10 Zone 11	Zone 12	Zone 13 Zon	e 14 Zone 1	15 Zone 16	Zone 17	čone 18 Zo	ne 19 Zone	20 Zone 2	1 Zone 22	Zone 23	Zone 24 Zo	ne 25 Zone	26 Zone 27	Zone 28 Z	one 29 Zone	e 30 Zone 3	1 Zone 32	Zone 33 Zo	ne 34 Zone	35 Zone 36	Zone 37 Z	one 38 Zone	39 Zone 40	Zone 41	Zone 42 Zo	one 43 Zone	e 44 Zone 4	45 Zone 46	Zone 47	Zone 48 Zo	ne 49 Zone	e 50 Zone 5	1 Zone 52	Zone 53 Z	one 54 Zone	e 55 STUDY AF	ÆΑ
Wolverhampton																																																
	Strategic Centre	Wolverhamoton	0.0	0.8 0	.0 0	10 0.0	0.0	0.0	0.0	0.0 0.0	3 0.0	0.1	0.0 0	0.0	0.4	0.1	0.0	0.3 0.0	0.0	3.0	1.5	0.0	3.4 0.0	0.0	0.0	0.6 0.	2 0.6	0.2	0.0	0.4 0.0	0.0	0.0	0.1 0.1	0.0	0.0	5.8	25.9 3.1	.7 1.3	0.7	3.1	0.0 1	11.3 53	3.0 20.5	1.4	4.4	6.8 0.0	.0 148.3	
	Town Centre	Bilation Wednesfield	0.0	0.0 0	10 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	0.1	0.0	1.1 0.0	0.2	2.8 0.0		0.0	0.1 0.0 0.0 0.0	0.0	0.8	0.0 0.	0 0.4	0.6	0.0	0.0 0.0	0.0	0.0	0.5 0.1	0.0	0.0	2.8 0.3	0.5 1.2 0.6 3.7	1.2 1.1 8.7 0.0	2.7 0.1	44.7 0.0	0.0	5.6 2.5 0.0 0.0	2.3 7.2 0.0 0.0	0.3	0.0	0.0 0.0		
	District & Local Centres		0.0	0.0 0	.0 0	33 0.0	0.0	0.0	0.0	0.2 0.0	0.0	0.0	0.1 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	0.6	0.0 0.	0.0	0.4	1.1	0.0	0.0	0.1	0.0 0.0	0.0	0.0	3.1	20.1 5.	.3 2.0	0.2	6.1	0.0	9.2 39	9.0 26.7	1.0	3.7	1.9 42	.0 132.7	
	Out-of-Centre		0.0	1.0 0	.0 0	00 00	0.0	0.0	0.0	0.2 0.2	2 0.0	0.1	0.1 0	3 0.0	0.3	0.0	0.0	0.0 0.0	0.6	2.6	0.3	0.4	0.7 0.2	0.6	0.0	26 0.	5 2.0	0.2	0.0	1.6 0.3	0.0	0.0	0.6 0.	0.0	0.0	12.2	57.1 42	23 10.6	4.5	3.0	0.1	4.5 31	1.1 10.7	2.6	16.7	33.3 0	0 247.0	
		subtotal	0.0	1.9 0	.0 0	.3 0.5	0.0	0.0	0.0	0.4 0.2	(0.0	0.2	0.4 0	3 0.0	13	0.5	0.4	1.3 0.0	0.8	13.3	2.8	0.4	1.4 0.2	8.0	1.4	3.2 0.	7 3.0	1.4	1.1	2.3 0.3	0.0	0.1	1.3 0.3	0.0	0.0	24.1 1	104.2 56.	2 15.0	8.2	56.8	0.1 3	10.6 125	25.4 65.0	5.3	24.7	42.0 4.0	0 610.4	_
Dudlev	Strategic Centre	Brieflev Hill-Traditional High Street Brieflev Hill-Merry Hill		0.0 0		0.6 0.0 0.0 0.3				0.0 0.1 0.3 0.6		0.0	0.0 0	1 0.0				0.6 0.0					2.6 0.3 2.7 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	0.0 0.0		0.0 0.1	0.0 0.0		
	Town Centre	Dudlev Stourbridge	0.0	0.0 0	.0 0	0.0 0.1	0.0	0.0	0.0	0.0 0.0	0 0.0	0.3	0.1 0	0 1.4	0.0	0.2	0.0	12.5 0.6 0.5 4.1	9.2	0.9	0.5	0.9 5.7	1.4 0.0 3.3 3.8	0.0 47.3	0.0 34.4	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	0.7	0.0	0.0 0.0	0.0 0.1	0.0	0.0	0.0 0.0	0 28.2	. 1
		Halesowen	1.3	0.3 0	10 0	0.3 4.0	0.0	0.0	0.0	9.8 30.8	1.8 1.8	0.9	0.0 2	7 0.7	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	0.0 0.0	0 57.5	
	District & Local Centres		1.6	1.4 1	.3 0	0.0 0.8	0.0	0.0	0.0	2.1 2.0	0 0.8	0.1	0.0 0	0 0.9	0.2	0.2	0.0	10.1 0.5	3 3.5	33.3	1.0	12.7 2	22.8 5.9	25.1	5.5	0.0 0.	0.0	0.3	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.2	0.3 0.2	2 0.0	0.0	5.5	0.4	0.5 1.5	5 28	1.6	0.3	0.0 0.0	- 1	
	Out-of-Centre	subtotal	5.0	3.9 2	1.1 3	33 11.9	2 0.0	0.0	0.0	23.8 60	7 11.2	5.5	0.3 6	5 13.6	å 1.1	0.6	0.0	8.5 5.0	51.8	52.8	17.4	80.5	.9.0 12.F	8 112.6	62.4	0.0 0.	.1 0.0	1.0	0.0	0.0	0.0	0.0	0.0 0.1	0.0	0.0	0.3	0.3 0.	2 0.0	0.0	14.3	0.4	0.8 2	18 52	9.6	0.5	0.1 0.1	.0 297.8 .1 715.5	_
Sandwell	Strategic Centre	West Bromwich	0.0	6.0 0	.2 0	0.0	0.0	5.8	0.0	0.0 0.0	0 0.2	0.6	2.7 5	3 1.5	27.3	30.4	0.9	0.0 8.0	0.9	0.0	1.1	0.0	0.1 0.0	0.0	0.0	0.0 0.	0.0	1.0	0.0	0.0	0.3	2.3	0.3 0.1	0.2	0.0	0.0	0.0 0.	.0 0.0	0.2	0.1	0.0	0.2 0.	1.0 0.0	0.0	0.0	0.0 0.0	0 87.1	J
	Town Centre	Blackheath		0.0 0		0.0 2.8		0.0	0.6	14.7 3.9	3 2.7	19.0	0.0 3	1 1.7	0.0	0.0	0.0	0.0 0.0	0.5	0.0	0.0	0.0	0.0 0.0	0.0	0.1	0.0 0.	0.0	0.0	0.0	0.0	0.1	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	1.0 0.0	0.0		0.0 0.0		
		Cradlev Heath Great Bridge	0.0	2.9 0	.0 0	0.0 0.4				1.1 7.7		3.9 0.7	0.0 0			9.3		0.2 0.0		2.1	36.6		0.0 0.1	0.2		0.0 0.		6.3		0.0 0.0		0.8	0.0 0.1		0.0		0.0 0.0					0.0 0.0				0.0 0.0	0 87.5	
		Oldbury Wednesbury		2.0 0		0.0 0.0				0.2 0.0		3.5	3.1 10					0.0 0.0					0.0 0.0	0.0		0.0 0.		1.1		0.0 0.0			0.0 0.1		0.0		0.6 0.0					0.0 0.0				0.0 0.0		
		Cape Hill	11.6	3.7 0	.0 0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	.0 0.0	0.0	23.8 19	3 0.6	0.3	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	0.3	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	0.0	0.0	0.0 0.2	0.2 0.0	0.0	0.0	0.0 0.0	.0 61.0	
	District & Local Centres	Bearwood	8.1 5.7	85 0		2.4 1.0 1.7 20.6		0.1	0.0	0.5 0.0	0 0.0	7.8	4.9 15	1 0.0	0.0	1.0	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	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	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.0	- 1	
	Out-of-Centre		4.4	3.7 0	18 0	0.0 10.4	4 0.0	0.3	1.1	7.4 0.1	1 0.2	9.9	0.9 45	4 22.3	3 63	12.6	0.0	1.8 0.0	0.3	1.1	16.8	0.0	00 00	0.0	0.5	0.0 0.	1 0.0	35.6	0.0	0.0	0.1	1.1	0.3 0.1	0.0	0.0	0.1	0.0 1	2 0.0	0.0	6.8	0.0	0.2 0	3.4 0.0	0.6	1.1	0.0 0	0 195.6	
		subtotal	36.3	26.9 1	.0 4	.1 35.9	9 0.0	12.6	29 2	27.9 17.3	3 25.0	45.4	37.9 10	3.7 47.1	54.2	58.8	1.1	7.4 0.0	14.9	3.5	68.5	9.5	0.2 0.2	23	3.8	0.0 0.	1 3.6	64.3	0.3	0.0	0.7	4.7	1.4 0.1	0.2	0.2	1.0	0.6 1.2	2 0.1	2.6	15.7	0.0	0.8 1.0	1.0 0.8	0.7		0.6 0.0	.0 760.6	-
Walsall	Strategic Centre	Wabsall	0.0	1.6 0	.0 0	0.0 0.0	0.0	0.9	0.7	0.0 0.0	J 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	20 0.0	0.0	0.0	0.0 22	1.1 24.2	3.1	0.0	0.0 15.2	6.9	14.0	0.6 0.0	0.2	4.7	0.0	0.0 0.1	2 2.5	1.0	0.5	0.0	0.1 0.0	.0 0.0	0.0	0.0	0.0 0.0	.0 100.3	
	Town Centre	Blowwich Brownhills	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 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.	0 2.2 2 2.2	0.0	2.0	0.0 34.9 0.0 12.1		0.1 2.4	1.4 0.1 0.2 1.1	0.2	0.1 12.2	0.2	0.0 1.5	1.5 5.8 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 43.4	
		Aldridge	0.0	2.6 0	.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	6.6	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 3.9	10.8	0.6	0.1 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 59.0	
		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			0.0 0.		0.2 21.0		0.0 4.0			0.0 0.1		0.0		1.3 7.4 0.0 2.1	1.4 13.7 1.7 0.9				0.3 0.5	0.5 0.0	0.0		0.0 0.0		
	District & Local Centres		0.0	0.0 0	.0 0	0.0	0.0	0.2	0.0	0.0 0.0	0 0.1	0.0	0.0 0	8 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	0.0 1.	.1 5.5	0.4	0.0	0.0 12.9	2.8	2.6	0.1 0.1	0.1	3.2	0.7	0.0 0.	2 4.1	0.6	0.4	0.0	0.0 0.1	1.0 0.0	0.0	0.0	0.0 0.0	0 35.5	
	Out-of-Centre	latotdua	0.0	23 1	.8 0	20 00	0.0	2.5	0.0	0.0 0.0	0.0	0.0	0.0 0	0 0.1	0.0	13	0.4	0.0 0.0	0.0	0.5	0.4	0.0	00 00	0.0	0.0	0.0 12	6 243	5.3	0.5	0.0 10.9	8.6	14.9	0.6 0.0	1.1	2.7 53.2	1.9	0.0 2	10 98	7.4	1.1	0.0	00 0	10 0.1	0.0	0.0	0.0 0.	0 1128	_
		SUDIDIE	0.0	0.5	.0 0	-0 0.0	0.3	4.7	0.7	0.0 0.0	0.4	0.0	0.0 0	8 0.1	- 02	3.2	9.2	0.3 0.0	0.0	0.5	0.0	0.0	12 0.0	0.0	0.0	0.0 36	15 70.4	29.9	2.5	0.0 94.3	35.9	34.9	3.1 1.	21.1	53.2	0.0	1.3 14.	.0 30.9	34.2	- 0.7	0.0	0.7 0.5	5 0.1	0.0	0.0	0.2 0.0	517.6	_
All Other Centres Outsid	Se BCLA Area Birmingham		89.6	51.0 67	70 50	583 191	1 476	4.0	8.9	16 27	5 03	0.1	37 6	3 11	0.3	0.4	24	03 18	1 12	0.7	0.0	0.2	00 01	0.5	0.0	00 1	9 00	0.4	0.4	00 00	0.0	0.6	00 01		0.0	0.3	01 0			6.0	0.0	02 1	13 11	0.0	0.0	0.0 0.5	5 373.7	,
	Cannock Kidderminster		0.0	4.2 0	1.7 0	0.0 0.4		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	10.6 1.		0.1	128.1	0.0 10.7	0.9		27.0 4:	3.4	1.6		9.2 3.8	.8 2.8	0.0	0.5	0.0	0.0	.0 0.0	0.0	0.0	2.7 0.0	.0 216.4	
	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	0.0	2.1	0.0 0.0	0.0	0.3	0.0	0.0	0.0 0.0	0.0	0.0	0.0 9.	4 0.3	0.0	1.9 \$	7.3 1.3	0.0	0.3	0.3 6.1	1.2	0.8	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	.0 123.8	
	Redditch Stafford			0.0 2		5.4 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			99 0		0.0	0.0	0.0	0.0		0.0 0.0		0.0		52 0.0	0.0				0.0 0.0				0.0 0.0	0 28.9	
1	Sutton Coldfield		10.8	26.0 21	1.8 6	6.4 9.1	2.5	5.2	3.8	0.3 0.0	0.0	0.1	0.6 1	0.0	0.0	0.0	96.4	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.4	0.9	0.0 0.	2 0.0	0.0	0.0	2.0 0.5	0.1	1.0	0.0 0.1	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	.0 190.5	
	Telford			0.0 2	.5 0	0.0 0.0	0.4	0.0	0.0	0.0 0.0	.0 0.1	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	2.0 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	15.0	0.0 0.0	0.0 0.0	0.0	3.1	3.3 2.1		
	All Other Centres and Stores Elsew	here	13.2			23.5 9.0	23.2	38.3	104.7	1.7 0.8		0.4	0.4 1		-			2.3 5.7	7 2.3			0.8	4.5 5.0	1.8	2.9	11.4 2.	0 1.3	0.0	47.0	8.9 2.1	1.7	3.5	6.2 53	7 3.4	3.1	0.4	6.0 1.1	.1 0.0	0.0	0.9	14.8	0.7 4.5	.3 1.9			20.2 41.		
		subtotal	115.2	208.7 14	2.4 19	3.6 37.8	87.1	47.6	128.7	3.6 3.8	s 1.0	0.6	4.8 9	1 1.4	1.2	1.8	124.4	4.9 154	9 3.5	7.2	0.8	1.3	4.5 7.7	2.7	5.7	33.9 14	1.9 2.6	0.9	178.0 1	07.1 15.0	2.8	6.1	33.4 64	3 8.0	7.4	2.3	20.7 5	4 3.0	0.0	7.4	29.9	0.9 6.5	5 3.1	21.5	15.7	26.5 63	1963.6	_
		GRAND TOTAL	156.5	247.9 14	7.3 20	o1.3 86.2	2 87.4	64.9	132.3	55.7 82	.0 37.6	51.7	43.4 12	5.2 62.3	5 58.1	64.9	135.1	2.4 159	9 71.0	77.3	90.4	91.8	s5.4 20.°	7 118.8	73.3	37.1 52	.3 79.6	97.6	181.8 1	09.4 109.	39.4	45.9	39.1 66	2 35.9	60.9	34.4 1	127.2 77	/.0 55.0	45.0	102.9	30.5	33.9 13/	s6.2 74.2	37.0	42.0	69.4 67	7.5 4567.7	
																																																_



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

	NEW ACTION NAME																																					
LOCAL PLANNING AUTHOR	CENTRE TYPE		Zone 1 Zone 2	Zone 3 Zon	ne 4 Zone 5	Zone 6 Zo	one 7 Zone 8	Zone 9 Zo	one 10 Zone 1	1 Zone 12 2	Zone 13 Zone 1	4 Zone 15 Z	one 16 Zone 1	7 Zone 18 .	one 19 Zone 2	Zone 21 Zo	ne 22 Zone 23	Zone 24 Zor	ne 25 Zone 26	Zone 27 Zon	e 28 Zone 29	Zone 30 Zone	31 Zone 32	Zone 33 Zone 3	4 Zone 35 2	one 36 Zone 37	Zone 38 Zon	e 39 Zone 40	Zone 41 Zone	12 Zone 43 .	Cone 44 Zone 4	5 Zone 46 .	one 47 Zone 4	d Zone 49 Zo	one 50 Zone 51	Zone 52 Zone	53 Zone 54 Zo	No 55 STUDY AREA
Wolverhampton	Stratecic Centre	Wolverhamoton	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	0.3 0.0	0.0	3.0 1.5	0.0	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 6.0	26.6	3.8 1.4	0.7	3.1 0.0	11.7	54.1 20.9	14 4	5 7.0	0.0 151.4
	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	0.0	0.1 0.0 0.0 0.0	0.0	0.0 0.1 0.0 0.0	0.0	1.1 0.0 0.0 0.0	0.2	2.8 1.1 0.0 0.0	0.0 0	0.1 0.0	0.0 0	9 00	0.0 0.4	0.6	0.0 0.3 0.0 0.0	0.0	0.0 0.0	0.5 0	0.0	0.0 2.9 0.0 0.3	0.5	1.2 1.2 3.8 0.0	2.8 0.1	45.7 0.0 0.0 0.0	5.7	2.4 7.3 0.0 0.0	0.3 0.0		0.0 79.3 0.0 4.9
	District & Local Centres		0.0 0.0	0.0 0	13 0.0	0.0	0.0 0.0	0.2	0.0 0.0	0.0	0.1 0.0	0.0	0.6 0.3	0.4	0.0 0.0	0.0	5.0 0.0	0.0	1.2 0.0	0.0 0	6 0.0	0.0 0.0	0.4	1.1 0.0	0.0	0.0 0.1	0.0	0.0	0.0 3.2	20.5	5.4 2.0	0.2	6.3 0.0	9.5	39.8 27.2	1.0 3.	8 1.9	4.2 135.5
	Out-of-Centre	subtotal	0.0 1.0	0.0 0	10 00	0.0	00 00	0.2	0.2 0.0	0.1	0.1 0.3 0.4 0.3	0.0	03 00 13 05	0.0	0.0 0.0	0.6	26 03 35 29	0.5 C	17 02 14 02	0.6 0	0 26 5 33	0.5 2.1	0.2	0.0 1.7 1.1 2.3	0.3	0.0 0.0	0.6 C	2 00	0.0 12.5	58.5 106.7	43.1 10.9 57.2 15.4	4.7 8.5	3.0 0.1 58.1 0.1	4.7 31.6	31.8 10.9 128.0 66.2	2.6 17 5.4 25	1 33.9 3 42.8	0.0 252.1 4.2 623.2
Dudlev	Strategic Centre	Brierlev Hill- Traditional High Street Brierlev Hill- Mem Hill	1.6 0.0 0.6 0.0	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 0.0 0.3 0.2		0.6 0.0 0.5 0.0		0.5 1.3 1.1 0.2	16.4 1 11.7 1	2.7 0.3 2.8 0.8	7.8 2 11.5 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 38.2 0.0 42.2
	Town Centre	Dudlev Stourbridge Halesowen	0.0 0.0 0.0 0.0 1.4 0.3	0.0 0 0.0 0	0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.6	0.0 0.0 0.6 0.2 31.3 1.8	0.0	0.1 0.0 0.0 0.0 0.0 2.7	0.0	0.0 0.2 0.0 0.0 0.0 0.0	0.0	12.8 0.0 0.5 4.8 0.0 0.0	0.0	0.9 0.5 0.0 0.0 0.0 0.0		1.4 0.0 3.3 3.8 3.0 0.0	0.0 0 47.8 35 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 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		0.7 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.1 0.0 0.7 0.0 0.0	0.0 0.0	0.0	0.0 28.8 0.1 107.3 0.0 58.7
	District & Local Centres		1.6 1.5	1.4 0	.0 0.8	0.0	0.0 0.0	2.1	2.0 0.8	0.1	0.0 0.0	0.9	0.2	0.0	10.3 0.3	3.6 5	3.7 1.0	13.0 2	3.1 5.9	25.4 5	s 0.0	0.0 0.0	0.4	0.0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.2	0.3	0.2 0.0	0.0	5.6 0.4	0.6	1.6 2.9	1.6 0.	4 0.0	0.0 153.3
	Out-of-Centre	subtotal	0.0 2.2 5.1 3.9	0.8 2	4 67	0.0	0.0 0.0	11.1	27.0 7.4	4.2	0.2 3.7		0.6 0.0	0.0	35.2 0.0 59.9 5.1	37.9 1 53.0 5	7.3 14.8 3.5 17.8	34.5 2 82.3 5	6.5 1.8 0.9 12.7	21.0 1	2.0 0.0	0.0 0.0	0.7	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	8.1 0.0	0.3	0.7 1.6	7.7 0.0	0.1	0.0 304.1
Sandwell	Strategic Centre	West Bromwich	0.0 6.1	0.2 0	.0 0.0	0.0	59 0.0	0.0	0.0 0.2	0.7	2.8 5.4	1.6	27.9 30.9	0.9	0.9 0.0	0.9	0.0 1.1	0.0 0	0.1 0.0	0.0 0	0.0	0.0 0.0	1.0	0.0 0.0	0.0	0.4 2.3	0.3 0	0 02	0.0 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 88.9
	Town Centre	Blackheath Cradley Heath Great Bridge	0.6 0.0 0.0 0.0 0.0 3.0	0.0 0 0.0 0	0.4	0.0	0.0 0.6 0.0 1.3 0.0 0.0	1.1	4.0 2.7 7.9 20.9 0.0 0.0		0.0 3.1 0.0 0.0 0.0 0.4		0.0 0.0 0.0 0.1 15.1 9.4		0.6 0.0 0.2 0.0 3.7 0.0	10.2	0.0 0.0 0.0 0.4 2.2 37.5	0.0 0 9.4 0 0.3 0		0.0 0 22 2 0.2 0	6 0.0	0.0 0.0	0.0	0.0 0.0 0.3 0.0 0.0 0.0		0.1 0.0 0.0 0.0 0.0 0.8	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 3.2 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.5	0.0 0.0	0.0	0.0 52.4 0.0 62.3 0.0 89.4
		Oldbury Wednesbury Case Hill Bearwood	6.1 2.0 0.0 0.0	0.0 0	10 0.8 10 0.0	0.0	0.0 0.0 0.3 0.0 0.0 0.0 0.1 0.0	0.2 0.0 0.0	0.0 0.4 0.0 0.0 0.0 0.0 0.0 0.0	3.6 0.0 0.0	3.2 10.2 0.0 0.0 24.6 19.6 5.1 15.4	14.7 0.0 0.6	35 32 10 15 03 00 00 00	0.0	02 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	22 375 03 18 00 19 00 02 00 02	0.0 C		0.0 0	0 00 0 00 0 00 0 00	0.0 0.0 0.0 0.0 0.0 0.0	1.1 19.0 0.3	0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.3 0.0 0.2 0.0 0.0 0.0 0.0	0.0 0.0	0.0	0.0 0.0 0.2 0.7 0.0 0.0 0.0 0.0	0.6 0.0 0.0	0.0 0.0 0.0 0.1 0.0 0.0 0.0 0.0	0.0 1.5 0.0	0.9 0.0 4.1 0.0 0.0 0.0 0.0 0.0	0.0 0.2 0.0	0.0 0.0 0.2 0.4 0.2 0.0 0.0 0.0	0.1 0.0 0.0 0.0 0.0 0.0	0.0	0.0 54.8 0.0 35.9 0.0 62.3 0.0 33.1
	District & Local Centres		5.8 8.7	0.0 1	.7 20.9	0.0	6.2 0.0	4.1	5.6 1.1	8.0	2.6 10.3	3.3	1.2 1.9	0.2	0.1 0.0	0.7	0.0 9.8	0.0 0	0.1	0.0 0	.0 0.0	0.0 0.0	1.6	0.0 0.0	0.0	0.1 0.1	0.8	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 0.	0.0	0.0 97.7
	Out-of-Centre	subtotal	4.5 3.8 37.0 27.4	0.8 0	0 105	0.0	03 12	7.5	0.1 0.2	10.1	0.9 46.1	22.8	6.4 12.8 55.4 50.8	0.0	19 0.0	0.3	1.1 17.2	97 6	10 00	00 0	8 00	02 00	36.5	00 00	0.0	0.1 1.1	03 0	0 00	0.0 0.1	0.0	12 00	0.0	7.0 0.0	0.2	0.4 0.0	0.6 13	2 0.0	0.0 199.6 0.0 776.6
Walsall	Strategic Centre	Walsall	0.0 1.7	0.0 0	.0 0.0	0.0	0.9 0.7	0.0	0.0 0.2	0.0	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	23.0 25	0 3.2	0.0 0.0	15.5	7.1 14.3	0.8 0	0 02	4.8 0.0	0.0	0.2 2.6	1.0	0.6 0.0	0.1	0.0 0.0	0.0 0.	0.0	0.0 102.4
	Town Centre	Bloswich Brownhills Addridge Willenhall Darlasten	0.0 0.0 0.0 0.0 0.0 2.7 0.0 0.0	0.0 0 0.0 0 0.0 0 0.0 0	10 0.0 10 0.0	0.0 0.3 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	00 00 00 02 02 00 00 00	6.7	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 00	0.0 2.3 0.3 2.3 0.3 0.6 0.3 4.8	0.0	0.0 0.0 2.1 0.0 0.0 0.0 0.0 0.0	12:3 3:9 4:1	0.6 0.1 6.3 2.5 11.1 0.6 0.0 0.0 0.0 0.3	1.4 0 0.2 1 0.1 0 0.2 0	7 24.5 1 2.2 0 0.0	0.1 0.2 12.4 0.0 30.6 0.0 0.0 3.8 0.0 0.1	0.0 0.0 1.4	1.6 6.0 0.0 0.0 0.0 0.0 7.5 14.1 2.7 0.9	0.1 22.1	0.0 0.0 0.0 0.0 0.0 0.0 1.6 0.0 5.1 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 44.3 0.0 63.8 0.0 60.2 0.0 62.4 0.0 43.8
	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	0.0 0.4	0.0	0.0	0.0 0	.0 0.0	1.1 5.3	0.4	0.0 0.0	13.1	2.9 2.6	0.1 0	0 0.1	3.3 0.7	0.0	0.2 4.2	0.6	0.5 0.0	0.0	0.0 0.0	0.0 0.	0.0	0.0 36.3
	Out-of-Centre	subtotal	0.0 2.3		0.0		26 00		0.0 0.0		0.0 0.0																										0.0	0.0 115.2
All Other Centres Outsid	e BCLA Area Birmincham Cannock Kidderminete Lichfald Redditch Stafford Stafford Telford	NADOSEE	91.3 51.9 0.0 4.3 0.0 0.0 0.0 0.0 0.0 0.0 11.0 26.4 1.6 0.0	68.2 51 0.7 0	9.3 19.4 10 0.4 10 0.0 10 0.0 15 0.0 15 0.0 15 9.2	48.8 1.5 0.0 0.0 12.2 0.0 2.6	48 0.7 4.0 9.3 0.0 0.0 0.0 0.4 0.0 0.0 0.0 11.5 0.2 0.0 52 3.9 0.0 0.0	1.6 0.0 0.0 0.0 0.0 0.0 0.0	2.5 0.4 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	0.1 0.0 0.0 0.0 0.0 0.0 0.0	3.9 6.4 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	1.1 0.0 0.0 0.0 0.0 0.0	0.4 0.4 0.0 0.1 0.2 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 0.2 2.1 0.0 0.5 97.1	03 1.9 0.0 0.0 24 150.9 0.0 0.0 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	0.7 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	0.2 0 0.0 0 0.3 0 0.0 0 0.0 0	0.0 0.1	0.5 0 0.0 0 0.0 1 0.0 0	0 0.0 0 10.7 8 0.0 0 0.0 0 0.0 2 10.0 9 0.0	19 0.0 15 1.0 0.0 0.0 98 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0.4 0 0.1 0 0.0 8 0.0 0 0.0 0 0.4 0 0.0	0.4 0.9 131.8 0.0 0.0 0.0 2.0 98.8 0.0 0.0 0.6 0.0 0.0 2.0 0.0 0.0	0.3 11.0 0.0 1.4 0.0 0.0	0.0 0.6 1.0 0.8 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 27.4 4 0.0 0 0.3 6 0.0 0	0 0.0 2 3.5 0 0.0 1 12 0 0.0 4 0.0 0 0.1	0.0 0.3 1.7 0.9 0.0 0.3 0.8 0.0 0.0 0.0 0.0 0.0 1.9 0.0 0.0 0.4	0.1 9.5 0.0 0.0 0.0 5.3	0.0 0.0 3.8 2.9 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	8.1 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	0.2 0.0 0.0 0.0 0.0 0.0	1.3 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 0.0 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 0.2 0 0.0	0.5 381.8 0.0 220.9 19.6 177.4 0.0 126.4 0.0 125. 0.0 19.5 0.0 19.5 0.0 19.5 0.0 19.5 0.0 29.5
	All Other Centres and Stores Elsewh								0.8 0.5																	1.7 3.6											9 20.6	
		subtotal	117.4 212.3																																			
		GRAND TOTAL	159.5 252.1	150.0 20	4.7 87.3	89.6	66.0 137.8	56.5	83.2 38.3	52.8	44.7 127.3	63.7	59.3 66.0	136.1	74.1 163.7	72.6 7	8.3 92.5	93.8 6	6.3 20.8	120.2 74	1.9 37.5	54.4 82.	5 100.2	187.0 111.2	111.9	40.3 46.8	39.7 6	.1 38.8	61.6 35.3	130.2	78.3 56.4	46.4	105.2 31.5	34.9	139.1 75.6	37.4 43	1 70.7	0.0 4663.4



TABLE 5: 2034 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 CENTRETYPE		Zone 1 Zon	e 2 Zone 3	Zone 4 2	one 5 Zone	e 6 Zone 7	Zone 8	Zone 9 Zo	ne 10 Zone	11 Zone 12	Zone 13 Z	one 14 Zon	e 15 Zone	15 Zone 17	Zone 18 2	Cone 19 Zon	re 20 Zone	21 Zone 22	Zone 23 Z	one 24 Zone	e 25 Zone 2	Zone 27	one 28 Zone	29 Zone 30	Zone 31 Zo	ne 32 Zone :	33 Zone 34 .	one 35 Zor	e 36 Zone S	Zone 38 Z	me 39 Zone	60 Zone 41	Zone 42 Zon	ne 43 Zone -	44 Zone 45	Zone 46 Z	one 47 Zone	43 Zone 49	Zone 50 Zo	one 51 Zone	52 Zone 53	Zone 54 Zone	55 STUDY AR
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 0.4	0.1	0.0	0.3 0	1.0 0.0	3.1	1.6	0.0 0.	4 0.0	0.0	0.0 0.	0.2	0.6	0.2 0.0	0.4	0.0	.0 0.0	0.1	0.0 0.0	0.0	6.1 2	7.3 3.8	1.4	0.8	3.2 0.0	0 12.0	55.2	21.3 1.4	4.6	7.1 0.0	.0 155.1
	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	0.1	0.0 0	0.0	0.1	0.0	1.1 0	1.0 0.2 1.0 0.0	2.9 0.0	1.1	0.0 0.1	.1 0.0	0.0	0.9 0.0	0.0	0.4	0.6 0.0 0.0 0.0	0.3	0.0	10 0.0	8.0 0.0	0.0 0.0	0.0	3.0 0 0.3 0	0.5 1.2 0.7 3.9	1.2	2.9 0.1	46.8 0.0 0.0 0.0	0 5.9 0 0.0	2.4 0.0	7.4 0.3 0.0 0.0		0.0 0.0	
	District & Local Centres		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	0.4	0.4	0.0 0	0.0	5.0	0.0	0.0 0.2	2 0.0	0.0	0.6 0.1	0.0	0.0	0.5 1.1	0.0	0.0	.0 0.1	0.0	0.0 0.0	0.0	3.3 2	1.1 5.5	2.1	0.2	6.4 0.0	0 9.8	40.6	27.7 1.1	1 3.9	2.0 4.5	3 138.7
	Out-of-Centre	subtotal	0.0 1	1 00	0.0	00 00	0.0	0.0	0.2	03 00	0.1	0.2	03 0	0 03	0.0	0.0	00 0	0.0	2.7	0.3	0.5 0.7	7 02	0.6	0.0 21	0.5	2.1	02 00	1.7	0.4	0 00	0.6	02 00	0.0	12.9 6	0.2 439	112	4.8	3.1 0.1 59.5 0.1	1 48	32.4	11.1 26	6 17.5	34.6 0.0 43.6 4.3	0 258.2
Dudlev	Strategic Centre	Briefley Hill-Traditional High Street	16 0.	0 00	0.6					0.1 0.2			0.1 0					1.0 1.3		1.4					-		0.0 0.0			10 00		0.0 0.0			0.0 0.0						0.0 0.0		0.0 0.0	
		Brieflev Hill- Merry Hill	0.6 0.	0.0		0.3 0.0	0.0	0.0		0.6 0.9	0.2		0.0 0		0.3		0.5 0	0.8	1.1	0.2	12.0 2.6	8 0.9	11.7	6.9 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	0.2 0.0	0.0	0.6	0.0 0.3	3 0.1	0.0 0.0	.0 43.2
	Town Centre	Dudlev Stourbridge Halesowen	0.0 0. 0.0 0. 1.4 0.	0.0	0.0	0.1 0.0 0.0 0.0 4.2 0.0	0.0	0.0	0.6	0.0 0.0 0.6 0.3 31.8 1.9	0.0	0.0		.4 0.0 10 0.0 17 0.0	0.0	0.0	0.5 4	1.0 9.7 1.9 0.0 1.0 0.3	0.0	0.0	0.9 1.4 6.0 3.4 0.1 0.0	4 3.8	48.7	0.0 0.0 36.0 0.0 2.2 0.0	0.0	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		0.1	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	0.1 0.0 0.8 0.0 0.0 0.0	0.0	0.0 0.0	1 109.9
	District & Local Centres		1.6 1.	5 1.4	0.0	0.0 0.0	0.0	0.0	2.2	2.1 0.8	0.1	0.0	0.0 1	.0 0.3	0.2	0.0	10.7 0	1.3 3.7	34.2	1.0	13.3 23.	8.5 6.0	25.8	5.8 0.1	0.0	0.0	0.4 0.0	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	5.8 0.4	4 0.6	1.6	2.9 1.6	s 0.4	0.0 0.0	.0 157.0
	Out-of-Centre	latotdus	0.0 2			69 0.0			113 2												35.5 26:					0.0			0.0				0.0		0.0 0.0			83 0.0					0.1 0.0	
Sandwell	Strategic Centre	West Bromwich	0.0 6			0.0 0.0		0.0	0.0	00 02	0.7	2.0	55 1	6 28 F		0.0	0.0 0	10 09	00	12	00 0	1 00	0.0	00 01	0.1	0.0	10 00	0.0		14 23		00 00	0.0	0.0	0.0	0.0	0.0	0.1 0.0	0 02		00 00		0.0 0.0	
	Town Centre	Blackheath	0.6 0.	0 0.0		28 0.0	0.0		15.2	4.0 2.8	19.8	0.0	3.2 1	.8 0.0	0.0	0.0	0.7 0	1.0 0.5		0.0	0.0 0.0	. 0.0	0.0	0.1 0.1			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 00		00 00	0.0	0.0 0.0	0 53.7
		Cradley Heath Great Bridge	0.0 0.	0 0.0	0.0	0.4 0.0	0.0			8.0 21.4	0.7		0.0 0	14 0.0	9.6	0.0	3.9 0	1.0 10.6	2.2	38.6	9.6 0.0		0.2	2.6 0.1 0.7 0.1	0.0	0.0	0.0 0.3 8.7 0.0	0.0		0.0	0.0	0.0 0.0		0.2	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 63.8
		Oldbury Wednesbury	6.2 2 0.0 0	0.0	0.0	0.8 0.0	0.4	0.0	0.0	0.0 0.4	0.0	0.0	0.0 0	5.1 3.5 LO 1.0	1.5	0.0	0.0 0	0.9	0.0	2.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	3.9 1	1.2 0.0 9.6 0.0	0.0	0.0	0.3 0.0	0.0	0.0 0.0	0.2	0.8	0.6 0.0			1.0 0.0 4.2 0.0	0 0.2		0.0 0.1 0.4 0.0	0.0	0.0 0.0	.0 36.8
		Cape Hill Bearwood	12.1 3. 8.4 0.			1.0 0.0				0.0 0.0			20.0 0 15.7 0	16 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	
	District & Local Centres		5.9 8	9 0.0	1.7	21.3 0.0	6.3	0.0	4.2	5.7 1.2	8.1	2.7	10.5 3	1.4 1.2	1.9	0.2	0.1 0	1.0 0.7	0.0	10.1	0.0 0.	.1 0.1	0.0	0.0 0.0	0.0	0.0	1.7 0.0	0.0	0.0	.1 0.1	0.8	0.0 0.0	0.0	0.0	0.0	0.0	0.2	0.8 0.0	0 0.1	0.2	0.0 0.0	J 0.0	0.0 0.0	.0 100.1
	Out-of-Centre		4.6 3 37.8 28	9 08	0.0	10.7 0.0	0.3	12	7.6 28.8	0.1 0.2	10.3	0.9	47.1 2	3.4 6.6	13.0	0.0	19 0	0 03	1.1	17.7	0.0 0.0	0 00	0.0	0.6 0.0	0.2	0.0 2	7.7 0.0	0.0	0.0	1 11	0.3	00 00	0.0	0.1	0.0 1.2	0.0	0.0	7.2 0.0	0 02	0.4	00 06	1 12	0.0 0.0	0 204.5
Walsall	Strategic Centre	listotdus BasksW	0.0 1.	7 0.0	0.0	0.0 0.0	0.9	0.7	0.0	0.0 0.2	0.0	0.0	0.0 0	10 0.1	1.4	1.3	0.0 0	1.0 0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0 0.1	24.0	26.0	3.3 0.0	0.0	15.9 7	2 14.6	0.6	0.0 0.2	4.9	0.0	0.0 0.2	2.7	1.1	0.6 0.0	0 0.2	0.0	0.0 0.0	0 0.0	0.0 0.0	
	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		16 0.1	1.5	0.0 0.2	0.1		0.0 1.6	6.1		0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0.0	
		Brownhills Aldridge Willenhall	0.0 0. 0.0 2. 0.0 0.	7 0.0	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	0.0	0.0	0.0 0	0.0 0.0 0.0 0.0	0.0	6.8	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	0.3	0.0	0.0 2.1 0.0 0.0 0.2 0.0	0.0	4.0 1	1.5 2.5 1.3 0.6 1.0 0.0	0.1	1.7 25.0 0.1 2.2 0.0 0.0	31.1	0.0	0.0 0.0 0.0 0.0 1.4 7.6	0.0	0.1	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 0.0 0.2 0.0	.0 61.7
		Darlaston	0.0 0.			0.0 0.0				0.0 0.0				10 0.0				1.0 0.0			0.0 0.0		0.0	0.0 0.1			2.2 0.0			0.0		0.0 0.0			0.0 2.8			5.2 0.0		0.0	0.0 0.0		0.0 0.0	
	District & Local Centres		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	0.7	0.0	0.0	0.0	0.4	0.0 0.0	.0 0.0	0.0	0.0 0.0	1.2	5.9	0.4 0.0	0.0	13.5 2	9 2.7	0.1	0.0 0.1	3.3	0.8	0.0 0.2	4.3	0.6	0.5 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0.0	.0 37.2
	Out-of-Centre	subtotal	0.0 2 0.0 6		0.0	00 00	2.6		0.0		0.0						0.0 0			0.5							5.6 0.5 11.7 2.7						2.7 54.7								0.1 0.0		0.0 0.0	0 118.0 0 541.2
All Other Centres Outside	Birminoham		93.3 53		60.5	19.7 49.1		9.6	1.6	2.6 0.4	0.1		6.5 1	.1 0.4		2.5	0.3 1	.9 1.3	0.7	0.0	0.2 0.	.0 0.1	0.5	0.0 0.0	2.0	0.0	0.5 0.5	0.9	0.3	10 0.6	0.0	0.0 0.0	0.0	0.3	0.2 0.0	0.0	0.0	6.3 0.0	0 02	1.3	12 01	0.0	0.0 0.5	
	Cannock Kidderminster Lichfield		0.0 4. 0.0 0. 0.0 0.	0 0.5	0.0	0.4 1.6 0.0 0.0 0.0 0.0	0.0	0.4	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	0.2	2.4 15	1.0 0.0 14.7 0.0	0.0	0.0	0.0 0.0	.1 2.6	0.0	0.0 10 1.8 0.1 0.0 0.1	0.0	0.0	0.1 135.5 0.0 0.0 0.0 2.0	0.0	0.0	.0 0.8 10 0.0 10 0.3	0.0	42 35 00 00	0.0	0.3 0	9.7 3.9 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	2.8 0.0 0.0 20 0.0 0.0	0.2 181.7
1	Redditch		0.0 0.	0 2.8	5.6	0.0 12	4 0.0	12.0	0.0	0.0 0.0	0.0	0.0	0.0 0	.0 0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	.0 0.0	0.0	6.2 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 30.2
	Stafford Sutton Coldfield Telford		0.0 0. 11.2 27 1.6 0.	.0 22.6	6.6	0.3 0.0 9.4 2.7 0.0 0.4	7 5.3	4.1	0.3	0.0 0.0 0.0 0.0 0.0 0.1	0.1	0.6		0.0 0.0 0.0	0.0	98.6	0.0 0	1.0 0.0 1.0 0.0	0.0	0.0	0.0 0.0	.0 0.0	0.4	0.2 10 0.9 0.1 0.0 2.1	0.2	0.0	0.4 0.6 0.0 0.0 0.0 0.0	2.1	0.5	LO 0.0 L1 1.1 LO 0.0	0.0	0.5 0.0 0.0 0.1 0.0 0.0	1.9	0.0	5.5 0.1 0.0 0.0 0.2 0.5	0.0	0.0	0.0 0.1 0.0 0.0 0.0 16.1	.0 0.0	0.0	0.0 0.0	0.0	0.2 0.0 0.0 0.0 3.5 2.8	.0 199.2
	All Other Centres and Stores Elsewhe	ire	13.8 13:						1.8								2.4 6				0.8 4.6					1.4					6.4			0.5		0.0							21.0 44	
		subtotal	120.0 21	3.9 147.6	200.9	39.0 91.2	2 49.3	139.7	3.7	3.9 1.1	0.6	5.1	9.4 1	.5 1.3	1.9	127.2	5.2 16	2.6 3.7	7.4	0.9	1.4 4	7 7.8	2.7	5.9 34	8 16.2	2.8	1.0 188.3	7 111.1	15.7 2	9 6.4	34.6	66.4 8.4	7.7	2.4 2	1.8 5.6	3.2	0.0	7.7 32	1 1.0	6.8	3.2 22	0 16.6	27.5 67.	18 2053.0
		GRAND TOTAL	163.0 25	7.7 152.7	208.8	88.9 91.1	6 67.2	143.6	57.4	84.6 39.2	54.0	46.3	130.0 61	5.4 60.8	67.3	138.2	76.6 16	7.9 74.1	72.4	95.3	96.5 67	1.3 21.0	122.4	76.6 38.	1 56.8	85.8 1	13.4 192.8	3 113.5	114.7 4	1.2 47.8	40.5	68.3 37.6	62.6	36.4 13	33.9 79.9	57.9	47.9	107.8 32	7 36.0	142.0	77.2 37	9 443	72.0 72.	2.2 4775.8



TABLE 6: 2039 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	Zone 4 Zone	5 Zone 6	Zone 7 Zon	ne 8 Zone 9	Zone 10 Zon	ne 11 Zone 12	Zone 13 Zo	ne 14 Zone 15	Zone 16 Zon	ne 17 Zone 1	8 Zone 19 Z	one 20 Zone	21 Zone 22	Zone 23 Zone	e 24 Zone 25	Zone 26 Zo	ine 27 Zone 2	8 Zone 29 Z	one 30 Zone 3	1 Zone 32 Z	čone 33 Zone 34	Zone 35 Z	one 36 Zone 31	Zone 38 Zo	ine 39 Zone 40	D Zone 41 Zon	te 42 Zone 4	3 Zone 44 Zo	ne 45 Zone 4	8 Zone 47 Z	ne 43 Zone 41	9 Zone 50 Z	tone 51 Zone 5	2 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	0.4	0.1 0.0	0.3	0.0 0.0	3.1	1.6 0.	.0 0.5	0.0	0.0 0.0	0.7	0.2 0.7	0.2	0.0 0.4	0.0	0.0 0.0	0.1	0.0 0.0	0.0	3.3 28.2	3.9	1.4 0.8	3.3	0.0 12.4	56.3	21.8 1.5	4.7	7.2 0.0 15	0.0
	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	0.2	0.0	0.0	0.1 0.0 0.0 0.0	1.2	0.0 0.2	2.9 0.0	1.2 0.	0 0.1	0.0	0.0 0.9	0.0	0.0 0.4 0.0 0.0	0.6	0.0 0.3 0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0	3.1 0.5 3.3 0.7	1.2	1.2 3.0 0.0 0.1	48.0 0.0	0.0 6.1 0.0 0.0	2.5	7.6 0.3 0.0 0.0		0.0 0.0 85 0.0 0.0 5	
	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	0.1	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 0.6	0.0	0.0 0.0	0.5	1.2 0.0	0.0	0.0 0.1	0.0	0.0 0.0	0.0	3.4 21.8	5.6	2.1 0.2	6.6	0.0 10.1	41.4	28.4 1.1	4.0	2.0 4.4 14	23
	Out-of-Centre	subtotal	0.0 1.1 0.0 2.0	0.0	0.0 0.0	0.0	0.0 0	0 02	0.3	0.0 0.1	0.2	3 00	0.3 1	0.0 0.0	1.5	0.0 0.6	2.7	03 0 3.1 0	5 0.7	0.2	06 00 06 1.5	2.7 3.4	0.5 2.2 0.7 3.3	0.3	0.0 1.7 1.2 2.5	0.4	0.0 0.0	0.6 1.3	02 00	0.0 1	33 62.1 6.4 113.3	44.7 59.3	11.5 5.0 16.3 9.0	3.2 61.1	0.1 5.0 0.1 33.6	33.1	11.4 2.7 69.1 5.5	18.0	95.2 0.0 26 94.4 4.4 65	4.8
Dudlev	Strategic Centre	Brierlev Hill- Traditional High Street Brierlev Hill- Merry Hill	1.7 0.0 0.6 0.0		0.6 0.0 0.0 0.3		0.0 0.			0.2 0.0	0.0	0.1 0.0 0.0 0.2		0.0 0.0		0.0 1.3 0.0 0.8			7.4 2.7 1.4 2.9		8.0 2.1 11.9 7.1		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 38	
	Town Centre	Dudlev Stourbridge Halesowen	0.0 0.0 0.0 0.0 1.4 0.3	0.0	0.0 0.1 0.0 0.0 0.3 4.3	0.0	0.0 0. 0.0 0.		0.6	0.0 0.3 0.3 0.0 1.9 0.9	0.1 0.0 0.0		0.0	0.2 0.0 0.0 0.0 0.0 0.0	0.5	0.0 10.0 5.0 0.0 0.0 0.3	0.0	0.5 1. 0.0 6. 0.0 0.	2 3.4	3.9	00 00 49.6 36.8 05 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 0.0 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	0.1 0.0 0.8 0.0 0.0 0.0	0.0	0.0 0.0 36 0.0 0.1 11: 0.0 0.0 61	2.7
	District & Local Centres		1.7 1.5	1.4	0.0 0.9	0.0	0.0 0.	0 2.2	2.1	0.8 0.1	0.0	0.0 1.0	0.3	0.2 0.0	11.0	0.4 3.8	34.7	1.0 13	8.8 23.8	6.0	263 5.9	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	0.4	0.3	0.0 0.0	5.9	0.5 0.6	1.6	3.0 1.7	0.4	0.0 0.0 16	.0.9
	Out-of-Centre	subtotal	0.0 2.3 5.4 4.1	0.8	2.6 7.0	0.0	0.0 0.	0 11.5	28.1 7	1.8 4.4	0.2	3.9 11.4	0.6	0.0 0.0	37.7	5.4 56	4 17.8	15.7 36	8.7 27.3 16 61.6	1.8	21.8 12.6	0.0	0.0 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	0.0	0.0 0.0		0.0 0.3		1.7 8.0	0.0	0.1 0.0 31:	0.3
Sandwell	Strategic Centre	West Bromwich	0.0 6.4	0.2	0.0 0.0	0.0	6.1 0.	.0 0.0	0.0	0.7	3.0	5.6 1.7	29.3 3	22 0.9	0.9	0.0 0.9	0.0	1.2 0.	.0 0.1	0.0	0.0 0.0	0.0	0.0 0.0	1.1	0.0 0.0	0.0	0.4 2.4	0.4	0.0 0.2	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 95	3.4
	Town Centre	Blackheath Cradley Heath Great Bridge	0.6 0.0 0.0 0.0 0.0 3.1	0.0	0.0 2.9 0.0 0.4 0.0 0.0	0.0	0.0 0. 0.0 1. 0.0 0.	A 1.1 0 0.0	8.2 2	1.8 20.3 1.9 4.2 1.0 0.7	0.0	3.3 1.9 0.0 0.4 0.4 3.2	15.9	0.0 0.0 0.1 0.0 9.8 0.0	0.2 4.0	0.0 0.5 0.0 10.1 0.0 1.8	0.0	0.0 0. 0.4 10 39.9 0.	0.0	0.1	0.0 0.1 2.2 2.7 0.2 0.7	0.0	0.0 0.0 0.0 0.0 0.0 0.0	6.9	0.0 0.0 0.3 0.0 0.0 0.0	0.0	0.1 0.0 0.0 0.0 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 0.0 0.2 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.8	3.3	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 0.0 55 0.0 0.0 65 0.0 0.0 93	5.4
		Oldbury Wednesbury Cape Hill Bearwood	6.4 2.1 0.0 0.0 12.4 4.0 8.6 0.0	0.0	0.0 0.8 0.0 0.0 0.0 0.0 2.6 1.0	0.0	0.0 0. 0.4 0. 0.0 0. 0.1 0.	0.0	0.0	0.4 3.8 0.0 0.0 0.0 0.0 0.0 0.0	0.0 26.5	0.7 15.6 0.0 0.0 0.4 0.6 6.1 0.0	0.3	3.4 0.0 1.5 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	1.9 0: 2.0 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 4.1 0.0 0.0 0.0 0.0	20.2 0.3	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.3 0.0 0.2 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 0.7 0.8 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.1 1.6 0.0 0.0 0.0 0.0	4.3 0.0	0.0 0.1 0.0 0.3 0.0 0.0 0.0 0.0	0.2	0.0 0.1 0.4 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0 57 0.6 0.0 37 0.0 0.0 65 0.0 0.0 34	7.7 5.4
	District & Local Centres		6.1 9.1	0.0	1.8 21.7	0.0	6.4 0.	0 4.2	5.8	1.2 8.3	2.8	0.7 3.5	1.3	2.0 0.2	0.1	0.0 0.8	0.0	10.4 0	.0 0.1	0.1	0.0 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	0.8	0.0 0.1	0.2	0.0 0.0	0.0	0.0 0.0 10	2.6
	Out-of-Centre	subtotal	4.7 4.0 38.8 28.6	0.8	0.0 10.9 4.3 37.8	0.0	0.3 1. 13.2 3.	3 7.8	0.1 0 18.3 2	0.2 10.5 6.7 48.5	1.0	8.2 24.2 15.3 51.1	6.8 1 58.2 6	33 00	2.0 8.1	0.0 0.3	1.2	18.2 0. 74.5 10	0 00	0.0	0.0 0.6	0.0	02 0.0	39.0 70.5	0.0 0.0	0.0	0.1 1.2 0.8 5.0	0.3	0.0 0.0	0.0	0.1 0.0	1.3	0.0 0.0	7.3 16.9	00 03	0.4	0.0 0.6	12	0.0 0.0 20	9.7
Walsall	Strategic Centre	Walsall	0.0 1.7	0.0	0.0 0.0	0.0	0.9 0.	8 0.0	0.0	0.0	0.0	0.0	0.1	1.5 1.3	0.0	0.0 0.0	0.0	0.0 0.	.0 0.0	0.0	0.0 0.0	0.0	25.1 27.1	3.4	0.0 0.0	16.3	7.4 14.9	8.0	0.0 0.2	5.0	0.0	0.2	2.7 1.1	0.6	0.0 0.2	0.0	0.0 0.0	0.0	0.0 0.0 10	17.5
	Town Centre	Bloxwich Brownhills Addridge Willenhall Darlasten	0.0 0.0 0.0 0.0 0.0 2.8 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 0.4 0.0	0.0 0. 0.0 0. 1.3 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	10 0.0 10 0.0 10 0.0 10 0.0	0.0 0 0.2 0	0.0 0.0 0.3 0.3 0.0 6.8 0.0 0.0 0.3 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 0 0.2	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 2.5 0.3 2.5 0.3 0.0 0.3 5.2 0.0 8.4	0.0 0.0 0.2	0.0 0.0 2.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0	12:9 4:1 4:3	0.6 0.1 6.6 2.6 11.5 0.6 0.0 0.0 0.0 0.3	0.2 0.1 0.2	0.0 0.2 1.8 25.7 0.1 2.3 0.0 0.0 0.0 0.0	12.8 31.8 0.0	0.0 0.0 0.0 0.0 0.0 4.1 1.4 0.1	0.0 0.0 7.8	6.3 0.2 0.0 0.0 0.0 0.1 14.8 23.6 1.0 3.9	0.0 0.0 1.7	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.3 0.0 0.3	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 46 0.0 0.0 63 0.0 0.0 63 0.2 0.0 65 0.0 0.0 46	7.1 3.2 5.5
	District & Local Centres		0.0 0.0	0.0	0.0 0.0	0.0	0.2 0.	0.0	0.0	0.1 0.0	0.0	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	1.2 6.1	0.4	0.0 0.0	13.8	3.0 2.7	0.1	0.0 0.1	3.4	0.0	0.2	4.4 0.6	0.5	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0 38	8.1
	Out-of-Centre		0.0 2.4				2.6 0.				0.0																										0.1 0.0		0.0 0.0 12 0.2 0.0 56	21.0
All Other Centres Outsid	Birmincham Cannock Kidderminster Lichfield	subtotal	95.6 54.2 0.0 4.4 0.0 0.0 0.0 0.0	70.5 0.7 0.5 0.0	61.8 20.1 0.0 0.4 0.0 0.0 0.0 0.0	50.9 1.6 0.0 0.0	4.2 10 0.0 0. 0.0 0. 0.0 0.	0.0 1.7 0 0.0 4 0.0 0 0.0	2.6 0 0.0 0 0.6 0	0.4 0.1 0.0 0.0 0.0 0.0 0.0 0.0	4.2 0.0 0.0 0.0	1.7 1.2 1.0 0.0 1.0 0.0	0.4 0 0.0 0 0.2 0	0.4 2.5 0.1 0.0 0.0 0.2 0.0 2.2	0.3 0.0 2.5 0.0	2.0 1.3 0.0 0.0 158.8 0.0 0.0 0.0	0.7 0.0 0.0 0.3	0.0 0. 0.0 0. 0.0 0.	2 0.0 0 0.0 4 0.1 0 0.0	0.1 0.0 2.6 0.0	05 00 00 00 00 19 00 00	0.0 11.1 0.0 0.0	2.1 0.0 1.7 1.1 0.0 0.0 10.7 0.4	0.5 0.1 0.0 0.0	0.5 1.0 140.2 0.0 0.0 0.0 2.1 103.4	0.3 11.5 0.0 1.4	0.0 0.6 1.0 0.8 0.0 0.0 0.0 0.3	0.0 28.7 0.0 0.3	0.0 0.0 4.3 3.8 0.0 0.0 6.3 1.3	0.0 1.7 0.0	0.3 0.2 1.0 10.0 0.3 0.0 0.0 0.0	0.0 4.0 0.0 0.0	0.0 0.0 3.0 0.0 0.0 0.0 0.2 0.0	6.5 0.5 0.0	0.0 0.2 0.0 0.0 0.0 0.0 0.0 0.0	1.3 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 0.5 40 2.9 0.0 23 0.0 20.8 18 0.0 0.0 13	00.7 32.0 96.3 32.8
	Redditch Stafford Sutton Coldfield Telford		0.0 0.0 0.0 0.0 11.5 27.8 1.7 0.0	23.0	5.8 0.0 0.0 0.3 6.8 9.6 0.0 0.0	2.7	0.0 12 0.3 0. 5.4 4. 0.0 0.	0 0.0 3 0.3	0.0 0	0.0 0.0 0.0 0.0 0.0 0.1 0.1 0.0	0.0	0.0 0.0 0.0 0.0 1.0 0.0 0.5 0.0	0.0	0.0 0.0 0.0 0.5 0.0 99.8 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 0.0 0.2 0.4 0.9 0.0 0.0	10.3	0.0 0.0 0.0 0.0 0.2 0.0 0.0 0.0	0.4	0.0 0.0 0.6 0.0 0.0 2.1 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.1 1.1 0.0 0.0	0.0	0.0 0.0 0.5 0.0 0.0 0.1 0.0 0.0	2.0	0.0 0.0 0.0 5.6 0.0 0.0 0.4 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 0.1 0.0 0.0 0.0 16.6 0.0	1.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0 31 0.2 0.0 26 0.0 0.0 20 3.5 2.9 34	0.4
	All Other Centres and Stores Elsewh	nere	14.1 135.6	49.7	130.9 9.4	24.8	40.4 111	8.3 1.8	0.8	0.6 0.4	0.5	1.4 0.4	0.7	1.4 23.7	2.5	6.2 2.5	6.5	0.9 0.	8 4.7	5.1	1.9 3.1	11.9	2.3 1.4	0.0	51.4 7.4	2.3	1.8 3.7	6.6	56.7 3.7	3.2	0.5 6.5	1.1	0.0 0.0	1.0	16.4 0.8	4.5	2.1 22.3	13.6	21.4 45.5 86	3.5
		subtotal	123.0 221.8	149.8	205.2 39.8	93.2	50.3 145	5.5 3.7	4.0	1.1 0.7	5.3	2.6 1.6	1.3	1.9 128.5	5.4	167.0 3.8	7.5	0.9 1.	4 4.7	7.9	2.8 6.1	35.4	17.0 2.9	1.0	194.8 113.8	16.1	3.0 6.5	35.5	67.9 8.6	7.8	2.5 22.5	5.7	33 0.0	7.9	33.1 1.0	6.9	33 223	17.0	28.0 69.7 210	J5.2
		GRAND TOTAL	167.1 263.4	154.9	213.3 90.7	93.6	68.5 145	9.6 58.6	86.8 4	0.1 55.2	48.2 1	2.9 67.6	62.4 6	8.9 140.0	79.3	172.4 77.	4 80.6	98.3 99	8.8 68.3	21.1	24.7 78.3	38.8	59.4 89.3	106.9	199.0 116.2	117.7	42.1 48.9	41.6	69.9 38.5	63.9 3	7.6 138.3	81.3	39.5 49.4	110.7	33.7 37.2	144.8	78.9 38.5	45.5	73.4 74.3 485	37.3



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	2021	2024	2029	2034	2039
Wolverhampto	n Strategic Centre	Wolverh	0%	£146.2	£148.3	£151.4	£155.1	£159.0
	Town Centre	Bilston Wednes	0% 0%	£76.6 £4.7	£77.7 £4.8	£79.3 £4.9	£81.3 £5.0	£83.3 £5.1
	District & Local Centre	ıs	0%	£130.8	£132.7	£135.5	£138.7	£142.3
	Out-of-Centre		0%	£243.4	£247.0	£252.1	£258.2	£264.8
City of Wolverh	nampton Council Ar	ea		£601.8	£610.4	£623.2	£638.2	£654.5

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2021 (£ per sqm)		Τι	ırnover (£m)		
Wolverhampton - Edge-of-City Centre	16/00598/PAOTH	Interchange: Railway Station - Wolverhampton Railway Station Railway Drive City Centre Wolverhampton West Midlands WV1 1LE	825	193	10,000	2021 £1.9	2024 £2.0	2029 £2.0	2034 £2.0	2039 £2.0
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	Pountiney Street, unit shops - Proposed change of use of the existing basement area to create a mixed use development comprising retail units, but residuarant, oreche and indoor parking I Sasement Of Former J W Bratthwate Pountiney Street Wolverhampton West Midlands WV2 4HX	1,098	384	5,000	£1.9	£1.9	£2.0	£2.0	£2.0
Wolverhampton - Out-of-Centre	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	1,064	11,000	£11.7	£11.9	£12.0	£12.2	£12.4
Parkfield Local Centre	19/01048/FUL	Aldi, Parkfield	421	320	11,000	£3.5	£3.6	£3.6	£3.7	£3.7
TOTAL			4.163	2.071		£19.3	£19.5	£19.8	£20.1	£20.4

- Notes: [1] Under construction in two stages, which will provide 6 units. Assume 33% A1 convenience and gross to net ratio of 70%
- [3]
- [4]
- Buill-out, unoccupied. Assumed that of the total floorspace 314 sqm permitted the convenience /comparison split will be 50% / 50% and the gross to net ratio applied is 70%.

 One 120sqm unit built out, previously occupied by a comparison operator and now vacant. Assumed that of the total permitted floorspace of 1,098 sgm the convenience /comparison split will be 50% / 50% and netted down using a gross to net factor of 70%.

 Buill-out, occupied. Assumed of the 1,254sqm sales area 190sqm max sales area for comparison goods, remaining 1,064sqm is coonvenience sales area.

 Construction about to commence. Aldi Goldthorn Hill Wolverhampton, WV2 3HP. Extension of existing food retail store (Class A1) with associated laterations to existing car parking, access, servicing & landscaping, Assumed net increase of 320 sqm is for convenience goods. [5]

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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£601.8	£610.4	£623.2	£638.2	£654.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£601.8	609.6	618.8	628.2	637.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.8	£4.4	£10.1	£16.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£19.5	£19.8	£20.1	£20.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£18.7	-£15.4	-£10.1	-£3.6
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	£12,663	£12,854	£13,048	£13,24
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-2,114	-1,717	-1,102	-389
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,41
	(ii) Net Floorspace Capacity (sq m):	-	-2,642	-2,146	-1,378	-486
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-3.775	-3.066	-1 968	-695

STEP 3: STEP 4:

STEP 5: STEPS 6 & 7:

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 (aurey-derived current formover levels). The growth in the base year (aurey-derived current for purpose of the torocast period assuming average annual productively. The forecast residual expenditure aquacity (ore 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.

The 'Irreduced expenditure is converted into a retigious florespice capacity estimated based on the assumed higher average sales performance of superstons operators (i.e. The 'Irreduced expenditure capacity) grows and the purpose of superstons operators (i.e. The 'Irreduced expenditure approximation and fathors a Speciety and the trade of the purpose of the purpose of superstons operators (i.e. 240, LM, Mettic C>Op. Augens, etc.).



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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£146.2	£148.3	£151.4	£155.1	£159.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£146.2	148.1	150.3	152.6	154.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£1.1	£2.4	£4.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£2.0	£2.0	£2.0	£2.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£1.8	-£0.9	£0.4	£2.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
	(ii) Net Floorspace Capacity (sq m):	-	-139	-71	33	154
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-198	-102	47	221
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
1	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,417
	(ii) Net Floorspace Capacity (sq m):	-	-248	-127	59	276
1	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-354	-182	85	394

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

		2021	0004	0000	2034	0000
OTED 4	TOTAL SOCIOLOGICAL STRUCTURE OF THE SUCCESSION O		2024	2029	£81.3	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£76.6	£77.7	£79.3	£81.3	£83.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£76.6	77.6	78.8	80.0	81.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.6	£1.3	£2.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.6	£1.3	£2.1
STEP 6	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
0121 0.	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,2
	(ii) Net Floorspace Capacity (sq m):		8	44	98	162
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		12	62	140	231
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
STEP 6:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,4
	(ii) Net Floorspace Capacity (sq m):	•	15	78	176	289
			70%	70%	70%	70%
	(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		1070	1070	251	413

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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£4.7	£4.8	£4.9	£5.0	£5.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£4.7	4.8	4.8	4.9	5.0
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 SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
	(ii) Net Floorspace Capacity (sq m):	-	1	3	6	10
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70% 4	70% 9	70% 14
	(iv) Gross Floorspace Capacity (sq m):		1	•		
STEP 6:	(iv) Gross Floorspace Lapachy (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:		'	,	Ü	
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,417
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	1	£7,198	£7,307	18
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000 -	£7,091 1 70%	£7,198	£7,307	

(i) SetImated Average Sales Density of New Floorspace (£ per sq m): £7,000 £7,091 £7,198

(ii) Net Floorspace Capacity (sq m): - 1 5

(iii) Assumed Net / Gross Floorspace Ratio: 70%

(iv) Gross Floorspace Ratio: 70%

Notes: TEP 1: 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 LPN's convenience retail market is in 'squilibrum' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived) 'current turnover levels been year (survey-derived) turnover has been constrained over the constrained over the survey-derived productively growths rates informed by the latest Experient Retail Planner Briefing Note 18 (Clotber 2020) and other research evidence.

STEP 3: 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.

The 'her 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, Asta, Sanabury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstrate and discount operators (e.e. Adia, Lid, Netto, Co-Op. Budgers, etc.).



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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£130.8	£132.7	£135.5	£138.7	£142.
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£130.8	132.5	134.5	136.5	138.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£1.0	£2.2	£3.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£3.8	£3.8	£3.9	£4.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£3.6	-£2.9	-£1.7	-£0.3
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,2
	(ii) Net Floorspace Capacity (sq m):	•	-285	-225	-131	-23
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	709
	(iv) Gross Floorspace Capacity (sq m):		-408	-321	-188	-33
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,091	£7,198	£7,307	£7,4
	(ii) Net Floorspace Capacity (sq m):		-509	-402	-235	-41
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-728	-574	-335	-58

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 current furnover levels). The growth in the base year (survey-derived current furnovers levels). The growth in the base year (survey-derived current furnovers levels) are survey as the property of the p 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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£243.4	£247.0	£252.1	£258.2	£264.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£243.4	246.6	250.3	254.1	258.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£1.8	£4.1	£6.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£13.8	£14.0	£14.2	£14.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£13.5	-£12.2	-£10.1	-£7.6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,24
	(ii) Net Floorspace Capacity (sq m):	•	-1,064	-952	-778	-576
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,520	-1,360	-1,111	-822
STEP 6	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
		£7.000	£7.091	£7.198	£7.307	£7.41
SIEF 0.	 Estimated Average Sales Density of New Floorspace (£ per sq m): 					
31EF 0.	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£7,000	-1.900	-1.700	-1.389	-1.02
SIEF 0.	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	,			-1,389 70%	-1,02 70%

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) in the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (October 2020) 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			
		·	oodstore Form	at (sqm net)		Local Supe	rmarket/ De (sqm		er Format
		2024	2029	2034	2039	2024	2029	2034	2039
Residual Expenditure (after Commitme	nts) (£m)	-£18.7	-£15.4	-£10.1	-£3.6	-£18.7	-£15.4	-£10.1	-£3.6
Strategic Centre	Wolverhampton	-139	-71	33	154	-248	-127	59	276
Town Centre	Bilston Wednesfield	8 1	44 3	98 6	162 10	15 1	78 5	176 11	289 18
District & Local Centres		-285	-225	-131	-23	-509	-402	-235	-41
Out-of-Centre		-1,064	-952	-778	-576	-1,900	-1,700	-1,389	-1,028
CITY OF WOLVERHAMPTON COUNCIL	AREA	-1,480	-1,202	-771	-272	-2,642	-2,146	-1,378	-486



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	2021	2024	2029	2034	2039
Dudley	-							
,	Strategic Centre	Brierlev Hill- Traditional High Street	0%	£34.9	£35.4	£36.2	£37.0	£38.0
		Brierley Hill- Merry Hill	0%	£40.8	£41.3	£42.2	£43.2	£44.3
	Town Centre	Dudley	0%	£27.8	£28.2	£28.8	£29.4	£30.2
		Stourbridge	0%	£103.6	£105.1	£107.3	£109.9	£112.7
		Halesowen	0%	£56.7	£57.5	£58.7	£60.2	£61.7
	District & Local Centres		0%	£148.0	£150.1	£153.3	£157.0	£160.9
	Out-of-Centre		0%	£293.6	£297.8	£304.1	£311.4	£319.3
Dudley MB	C Area			£705.4	£715.5	£730.5	£748.1	£767.1

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

	CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2021 (£ per sqm)			Turnover (£m)		
						11 11	2021	2024	2029	2034	2039
[1]	Dudley-Town Centre	P18/0590	Demoition, 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 accommodation (C1); offices (B1a); non-residential institution uses (D1); car showroom (sei generis)* lata rank; public space; highways, access and pedestrian connectivity works; car parking; landscaping; associated works (outline, all matters reserved)	2,322	1,625	8,000	£13.0	£13.2	£13.4	£13.6	£13.8
[2]	Lye-Out-of- Centre	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	£11.2	£11.3	£11.5	£11.7
	Kingswinford- Out-of-Centre	P16/1461	Former Ibstock Brick Ltd Stallings Iane. 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	£25.5	£25.9	£26.3	£26.7
	TOTAL			11,332	5,150		£49.3	£49.9	£50.6	£51.4	£52.2

- - Indicative masterplan 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%.

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£705.4	£715.5	£730.5	£748.1	£767.1
STEP 2: TOTAL FORECAST BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£705.4	714.6	725.4	736.3	747.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.9	£5.1	£11.8	£19.7
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£49.9	£50.6	£51.4	£52.2
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£48.9	045.5	000.0	
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£40.9	-£45.5	-£39.6	-£32.5
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,24
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 -	£12,663	£12,854 -3,540	£13,048 -3,035	£13,24
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,24
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 Ratio:	£12,500	£12,663 -3,865 70%	£12,854 -3,540 70%	£13,048 -3,035 70%	£13,24 -2,45 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: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12.500	£12,663 -3,865 70% -5,522 £7,091	£12,854 -3,540 70% -5,057 £7,198	£13,048 -3,035 70% -4,336 £7,307	£13,2 -2,45 70% -3,50
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 Railo: (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):	-	£12,663 -3,865 70% -5,522 £7,091 -6,902	£12,854 -3,540 70% -5,057 £7,198 -6,321	£13,048 -3,035 70% -4,336 £7,307 -5,420	£13,2 -2,45 709 -3,50 £7,4
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): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£12,663 -3,865 70% -5,522 £7,091	£12,854 -3,540 70% -5,057 £7,198	£13,048 -3,035 70% -4,336 £7,307	£13,; -2,4 70° -3,5

- ses:

 STEP 1: The (sun-ey-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 purpose of this bases were the purpose of this assessment when 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 this assessment that a base of the survey-derived 'current' turnover levels).

 STEP 3: The forecast residual expenditure capacity (ore 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 tumover of all commitments (Step 4).

 STEPS 6 8.7: The 'net' residual expenditure is converted into a netigorus floorapace capacity estimated based on the assumed higher average sales performance of superstarte operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks & Spencial and the lower average sales performance of superstarted and discount operators (g. Apd. Ltd., Netto, Co-Op. Budgers, etc.).



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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£75.7	£76.8	£78.4	£80.2	£82.3
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£75.7	76.7	77.8	79.0	80.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.6	£1.3	£2.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.6	£1.3	£2.1
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	£12,663	£12,854	£13,048	£13,245
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	8	43	97	160
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663 8 70%			
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	8	43	97	160
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed NG Gross Floorspace Ratio:	£12,500	8 70%	43 70%	97 70%	160 70%
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Not Floors Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 - £7,000	8 70%	43 70%	97 70%	160 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:	-	8 70% 11	43 70% 61	97 70% 139	160 70% 228
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Not 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	70% 11 £7,091	43 70% 61 £7,198	97 70% 139 £7,307	160 70% 228 £7,417

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 (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 18' (October 2020) and other research evidence.

The forecast residual expenditure capacity (piez 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, Sainsburys, Watrose, Morrisons and Marks & Spencing 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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£27.8	£28.2	£28.8	£29.4	£30.
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1).	£27.8	28.1	28.6	29.0	29.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.2	£0.5	£0.8
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£13.2	£13.4	£13.6	£13
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£13.1	-£13.2	-£13.1	-£13
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,2
(ii) Net Floorspace Capacity (sq m):		-1,037	-1,024	-1,005	-98
			70%	70%	70
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%		70
(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		70% -1,482	-1,464	-1,435	-1,4
(iv) Gross Floorspace Capacity (sq m):	£7,000				
(iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	£7,000	-1,482	-1,464	-1,435	-1,4
(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	-1,482 £7,091	-1,464 £7,198	-1,435 £7,307	-1,4 £7,4

ses:

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

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

The (specific potential) the survey-derived (surrent' tumores levels) the survey-derived (surrent' tumores levels).

The (specific potential) the base assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (is. 'benchmark' tumores are equivalent to the survey-derived 'current' tumores levels).

The specific potential is the survey-derived (survey-derived) tumores has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experien Retail Planner Briefling Note 18.

(October 2000) and other research evidence.

STEP 3. The forecast residual expendity (reproductive capacity (price 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 Familibrium at Base Vasc and Constant Market Shapes

	2021	2024	2029	2034	2039
TEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£103.6	£105.1	£107.3	£109.9	£112.
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£103.6	105.0	106.6	108.2	109.
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.8	£1.7	£2.9
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.8	£1.7	£2.
		£0.1	1.0.0	£1.7	LZ.
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,2
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:	£12,500	£12,663	£12,854	£13,048	£13,2
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	£12,663	£12,854	£13,048	£13,2
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:	£12,500	£12,663 11 70%	£12,854 59 70%	£13,048 133 70%	£13,3
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/IDISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663 11 70%	£12,854 59 70% 84 £7,198	£13,048 133 70% 190 £7,307	£13, 21 70 31
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (1) Estimated Average Sales Density of New Floorspace (£ per sq m): (10) Net Floorspace Capacity (sq m): (11) Assumed Net 7 (fores Floorspace Ratio: (12) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	-	£12,663 11 70% 16	£12,854 59 70% 84	£13,048 133 70% 190	£13, 21 70 31

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 (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growth's rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence.

The forecast residual expenditure cognetion (ying 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, 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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£56.7	£57.5	£58.7	£60.2	£61.7
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£56.7	57.5	58.3	59.2	60.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.4	£0.9	£1.6
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.4	£0.9	£1.6
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12.500	£12.663	£12.854	£13.048	£13.245
(ii) Net Floorspace Capacity (sq m):	-	6	32	73	120
(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		70% 9	70% 46	70% 104	70% 171
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,417
(ii) Net Floorspace Capacity (sq m):		11	58	130	214
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		15	82	186	306

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 bases year (uney-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Expertan Retail Planner Briefing Note 18
(October 2020) and other research evidence.

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

The turnover of all mount 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 'her fresidual expenditure is converted into a netigross floorapace capacity estimated based on the assumed higher everage sales performance of superastore operators (i.e. Tesco, Asda, Sainsburys, Waltrosse, Morrisons and Marka & Spence) and the lower average sales performance of superastore operators (i.e. Tesco, Asda, Sainsburys, Waltrosse, Morrisons and Marka & Spence) and the lower average sales performance of superastore (e.g. Add. Liul. Netto, Co-Op. Budgens, etc.).

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£148.0	£150.1	£153.3	£157.0	£160.9
STEP 2: TOTAL FORECAST BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£148.0	149.9	152.2	154.5	156.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£1.1	£2.5	£4.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.2	£1.1	£2.5	£4.1
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	16	84	190	313
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500 -				£13,24 313 70% 447
(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:	-	16 70% 22	84 70% 120	190 70% 271	313 70% 447
(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	16 70% 22 £7,091	84 70% 120 £7,198	190 70% 271 £7,307	313 70% 447 £7,41
(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): (iii) Not Floorspace Capacity (sq m):	-	16 70% 22 £7,091 28	84 70% 120 £7,198	190 70% 271 £7,307 339	313 709 447 £7,4
(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):	-	16 70% 22 £7,091	84 70% 120 £7,198	190 70% 271 £7,307	313 709 447 £7,4

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 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 18 (October 2020) and other research evidence.

The forecast residuel appenditure capacity (pric 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 1: STEP 2:

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 Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
TEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£293.6	£297.8	£304.1	£311.4	£319
TEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£293.6	297.4	301.9	306.5	311
TEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£2.1	£4.9	£8.
TEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£36.7	£37.3	£37.8	£38
TEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£36.3	-£35.1	-£32.9	-£30
TEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,
(ii) Net Floorspace Capacity (sq m):	-		-2.733		
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	·	70% -4,098	70% -3,905	70% -3,605	70° -3,2
(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): ETEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:		70% -4,098	70% -3,905	70% -3,605	70° -3,2
(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): TEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	- £7,000	70% -4,098 £7,091	70% -3,905 £7,198	70% -3,605 £7,307	70' -3,2 £7,4
(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): ITEP 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):		70% -4,098 £7,091 -5,123	70% -3,905 £7,198 -4,881	70% -3,605 £7,307 -4,506	70' -3,2 £7,4 -4,0
(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):		70% -4,098 £7,091	70% -3,905 £7,198	70% -3,605 £7,307	70 -3,2 £7,4

SETEP 1: The (survey-derived) 'current' (or 'potential') turmovers 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 past (ia. * been past to be survey-derived 'current' furmover levels).

The growth in the base year (ia. * been past to be survey-derived 'current' furmover levels).

The growth in the base year (ia. * been past to be survey-derived 'current' furmover levels).

STEP 3: The survey of the survey-derived 'current' furmover levels (ia. * been past to be survey-derived 'current' furmover levels).

STEP 3: The survey of t

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

The first residual expenditure is converted into a netigross floorapace capacity estimated based on the assumed higher average sales performance of supernistore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka's Spence) and the lower wanceps sales performance of supernistore (ep. Add, Liuf, Neto, Co-Op, Budgens, etc.).

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			
		Fo	odstore For	nat (sqm ne	t)	Local St	permarket Format (:		ounter
		2024	2029	2034	2039	2024	2029	2034	2039
Residual Expenditure (after Commitments) (£m)			-£45.5	-£39.6	-£32.5	-£48.9	-£45.5	-£39.6	-£32.5
Strategic Centre	Brierley Hill (Traditonal High St +Merry Hill)	8	43	97	160	14	77	173	285
Town Centre	Dudley Stourbridge Halesowen	-1,037 11 6	-1,024 59 32	-1,005 133 73	-982 219 120	-1,852 20 11	-1,829 105 58	-1,794 237 130	-1,753 391 214
District & Local Centres		16	84	190	313	28	150	339	558
Out-of-Centre		-2,869	-2,733	-2,523	-2,280	-5,123	-4,881	-4,506	-4,071
DUDLEY MBC AREA		-3,865	-3,540	-3,035	-2,450	-6,902	-6,321	-5,420	-4,375



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	2021	2024	2029	2034	2039
Sandwell	•							
	Strategic Centre	West Bromwich	0%	£85.9	£87.1	£88.9	£91.1	£93.4
	Town Centre	Blackheath	0%	£50.6	£51.3	£52.4	£53.7	£55.0
		Cradley Heath	0%	£60.1	£61.0	£62.3	£63.8	£65.4
		Great Bridge	0%	£86.3	£87.5	£89.4	£91.5	£93.8
		Oldbury	0%	£53.0	£53.7	£54.8	£56.2	£57.6
		Wednesbury	0%	£34.7	£35.2	£35.9	£36.8	£37.7
		Cape Hill	0%	£60.2	£61.0	£62.3	£63.8	£65.4
		Bearwood	0%	£32.0	£32.5	£33.1	£33.9	£34.8
	District & Local Centre	s	0%	£94.4	£95.7	£97.7	£100.1	£102.6
	Out-of-Centre		0%	£192.8	£195.6	£199.6	£204.5	£209.7
Sandwell M	IBC Area			£749.8	£760.6	£776.6	£795.3	£815.5

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

				Net Floorspace (sq m)	Sales Density 2021 (£ per sqm)	2021	2024	Turnover (£m)	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 9S.J. Proposed variation of condition 1 of planning permission DC18862210 (Proposed change of use to supermarket (Class A1), setmeal alterations including new store access, loading bay extension, tolley 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	£11.7	£11.9	£12.1	£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 Centre	DC/17/61306	Oldbury Green Retail Park Oldbury Ringway Oldbury B69 3DD. Proposed installation of mezzanine floor.	465	326	10,000	£3.3	£3.3	£3.3	£3.4	£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 balcomies 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	£2.0	£2.1	£2.1	£2
Smethwick Local Centre - Town Centre	DC/20/64854	15 Tollhouse Way; Smethwick; B66 1HJ. Proposed demolition of derelict garage and erection of 3 storey building to create 3 No. commercial ground floor units and 6 No. apartments above.	182	64	5,000	£0.3	£0.3	£0.3	£0.3	£0
Wednesbury Town Centre	DC/20/64006	41 Lower High Street; Wednesbury; WS10 7AJ. Proposed change of use of the former Barclays Bank into a shop (Class A1) at ground floor and self- contained flats (Class C3) on first and second floors with external alterations to windows and doors.	207	145	4,000	£0.6	£0.6	£0.6	£0.6	£0
Out-of- Centre: Goose Farm Road	DC/19/63758	The Red Admiral; 52 Gorse Farm Road; Great Barr; B43 5LR. Proposed demolition of existing public house and erection of 1 No. single storey retail building (Class A1) with associated car parking and plant area.	366	256	4,000	£1.0	£1.0	£1.1	£1.1	£1
	DC/19/63355	Unit 12 - 16; Unity Walk; Tipton; DY4 8QL. Proposed change of use to shops (Class A1).	425	149	4,000	£0.6	£0.6	£0.6	£0.6	£0
Oldbury Town Centre	DC/19/63208	Former Perrott Arms; 2 Birmingham Road;Oldbury; B69 4ED. Proposed change of use and two storey rear extension to create 3 No. shops at ground floor and 2 No. one bedroom flats above.	205	72	4,000	£0.3	£0.3	£0.3	£0.3	£0
TOTAL			5,703	3,276		£23.8	£24.1	£24.4	£24.8	£2:

Notes [1] [2] [3]

- 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.

 Ald application, aper 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.

- [4] [5] [6] [7] [8] [9] [10] [11] [12] [13] [14] [15]
- and that remainder 20% is for comparison goods.

 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.

 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.

 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.

 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 of the net additional floorspace is for convenience goods and that 50% is for comparison goods.

 Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods and that 50% is for comparison goods.

 Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods and that 50% is for comparison goods.

 Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods.

 Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods.

 Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods.



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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£749.8	£760.6	£776.6	£795.3	£815.
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£749.8	759.6	771.1	782.7	794.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.0	£5.5	£12.6	£21.0
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£24.1	£24.4	£24.8	£25.
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£23.1	-£19.0	-£12.3	-£4.
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,2
(ii) Net Floorspace Capacity (sq m):	-	-1,822	-1,475	-939	-31
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	709
(III) Assumed Net / Gloss Floorspace Natio.		70%	1070		
(iv) Gross Floorspace Capacity (sq m):		70% -2,602	-2,108	-1,342	-45
(iv) Gross Floorspace Capacity (sq m):	£7,000				
(iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	£7,000 -	-2,602	-2,108 £7,198 -2,635	£7,307	£7,4
(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):	,	-2,602 £7,091	-2,108 £7,198	-1,342 £7,307	-4: £7,4

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) furnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence.
The forecast residual expenditure capacity (are 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 heft residual expenditure is converted into a net/gross for the forecast turnover of all commitments (Step 4).

STEP 5. 8.7: The heft residual expenditure is converted into a net/gross for the forecast turnover of all commitments (Step 4).

STEP 5.6.8.7: The heft residual expenditure is converted into a net/gross forospace 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, Lidi, Netto, Co-Op, Budgens, etc.).

TABLE 4: SANDWELL MBC AREA STRATEGIC CENTRE: WEST BROMWICH - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2001	2222	2021	
	2021	2024	2029	2034	203
TEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£85.9	£87.1	£88.9	£91.1	£93
STEP 2: TOTAL FORECAST BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£85.9	87.0	88.3	89.7	91
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	•	£0.1	£0.6	£1.4	£2
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	•	£13.0	£13.2	£13.4	£1
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£12.9	-£12.6	-£11.9	-£
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13
(ii) Net Floorspace Capacity (sq m):	•	-1,017	-977	-916	-8
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	7
(iv) Gross Floorspace Capacity (sq m):		-1,453	-1,396	-1,308	-1,
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:		£7.091	£7,198	£7,307	£7.
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000				
· · · · · · · · · · · · · · · · · · ·	£7,000	-1,816	-1,745	-1,635	-4
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):			-1,745 70%	-1,635 70%	-1 7

ses:
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 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 18 (October 2020) 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 87: The 'net' residual expenditure is converted into a net/pross 80:orspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks 8, Spencer) and the longer average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks 8, Spencer) and the longer average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks 8, Spencer) and the longer average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks 8, Spencer) and the longer average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks 8, Spencer) and the longer average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks 8, Spencer) and the longer average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks 8, Spencer) and the longer average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks 8, Spencer) and the longer average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks 8, Spencer) and the longer average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks 8, Spencer) and the longer average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks 8, Spencer) and the longer average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks 8, Spencer) and the longer average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks 8, Spencer) a

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£50.6	£51.3	£52.4	£53.7	£55.
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£50.6	51.3	52.0	52.8	53.
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		£0.1	£0.4	£0.8	£1.
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.4	£0.8	£1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12.500	£12.663	£12.854	£13.048	£13.
	£12,500	212,000			
(ii) Net Floorspace Capacity (sq m):	-	5	29	65	1
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	-	5 70%	29 70%	65 70%	70
(ii) Net Floorspace Capacity (sq m):	-	5	29	65	1
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	-	5 70%	29 70%	65 70%	70
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£7,000	5 70%	29 70%	65 70%	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:	-	5 70% 8	70% 41	65 70% 93	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: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	5 70% 8	29 70% 41 £7,198	65 70% 93 £7,307	1: 70 1:

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

STEP 1: If he 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 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 18 (October 2020) 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.

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 8.7 The 'net' residual expenditure is converted into a net/gross floorage capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Mortsons and Maria 8, Spencer) and the lower average sales performance of superstore periators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Mortsons and Maria 8, Spencer) and the lower average sales performance of superstore (e.g. Add. I, I) (Noth, C-C-)p, Budgens, etc.).

TABLE 6: SANDWELL MBC AREA: TOWN CENTRE: CRADLEY HEATH - CONVENIENCE GOODS CAPACITY ASSESSMENT

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£60.1	£61.0	£62.3	£63.8	£65.4
STEP 2: TOTAL FORECAST BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£60.1	60.9	61.8	62.8	63.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.4	£1.0	£1.7
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.4	£0.4	£0.4	£0.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.3	£0.1	£0.6	£1.3
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12.500	£12.663	£12.854	£13.048	£13.245
	£12,000	£12,003	£12,004	£13,040	
		22		40	
(ii) Net Floorspace Capacity (sq m):	•	-22 70%	5 70%	49 70%	98
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Forse Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		-22 70% -32	5 70% 8	49 70% 69	
(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:		70% -32	70% 8	70% 69	98 70% 141
(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/IDISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	70%	70%	70% 69 £7,307	98 70% 141 £7,417
(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):		70% -32 £7,091 -40	70% 8 £7,198	70% 69 £7,307	98 70% 141 £7,41 176
(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	70% -32 £7,091	70% 8 £7,198	70% 69 £7,307	98 70% 141 £7,41

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 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 (ine. 'benchmark' turnover have been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) 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 7: SANDWELL MBC AREA: TOWN CENTRE: GREAT BRIDGE - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£86.3	£87.5	£89.4	£91.5	£93.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£86.3	87.4	88.7	90.1	91.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.6	£1.4	£2.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.4	£0.4	£0.4	£0.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.3	£0.2	£1.0	£2.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,24
	(ii) Net Floorspace Capacity (sq m):	-	-24	15	77	149
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-35	22	110	212
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,41
	(ii) Net Floorspace Capacity (sq m):	-	-44	28	138	265
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-62	39	197	379

SETEP 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 'squilibrum' 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 18 (October 2020) 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 long everage sales performance of superstore capacity. (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6, Spencer) and the long everage sales performance of superstore capacity. (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6, Spencer) and the long everage sales performance of superstore capacity. (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6, Spencer) and the long everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6, Spencer) and the long everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6, Spencer) and the long everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6, Spencer) and the long everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6, Spencer) and the long everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6, Spencer) and the long everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6, Spencer) and the long everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6, Spencer) and the long everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6, Spencer) and the long everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6, Spencer) and the long everage sales performance of

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£53.0	£53.7	£54.8	£56.2	£57.
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£53.0	53.6	54.5	55.3	56.
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.4	£0.9	£1.
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£3.6	£3.6	£3.7	£3
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£3.5	-£3.3	-£2.8	-£2
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	-278	-253	-215	-17
(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	-278 70%	-253 70%	-215 70%	-1
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500 -	-278	-253	-215	£13, -17 70 -24
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Gapacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	£12,500	-278 70%	-253 70%	-215 70%	-1
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Flores Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500	-278 70%	-253 70%	-215 70%	-11 70 -24
(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:	-	-278 70% -397	-253 70% -362	-215 70% -308	-1' 70 -24
(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	-278 70% -397	-253 70% -362 £7,198	-215 70% -308	-1

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

STEP 1: If he 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 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 18 (October 2020) and other research reddence.

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.

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

STEP 56: The 'inst' residual expenditure is converted into a net/pross 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 superstore dependiture is converted into a net/pross floorspace capacity. It is the converted into a net of the same state of the sam

TABLE 9: SANDWELL MBC AREA: TOWN CENTRE: WEDNESBURY - CONVENIENCE GOODS CAPACITY ASSESSMENT

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£34.7	£35.2	£35.9	£36.8	£37.7
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£34.7	35.1	35.7	36.2	36.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.3	£0.6	£1.0
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.6	£0.6	£0.6	£0.6
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.5	-£0.3	£0.0	£0.4
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
(ii) Net Floorspace Capacity (sq m):		-43	-27	-2	27
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-61	-38	-3	38
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	£7,091	£7,198	£7,307	£7,417
	£7,000	£7,091 -76	£7,198 -48	£7,307	£7,417 48
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):					

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 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 neigross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marks 6, Spencer) and the lover average sales performance of superstore performance of superstore and Marks 6, Spencer) and the lover average sales performance of superstore performance of superstore performance of superstore and Marks 6, Spencer) and the lover average sales performance of superstore performance

TABLE 10: SANDWELL MBC AREA: TOWN CENTRE: CAPE HILL - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£60.2	£61.0	£62.3	£63.8	£65.4
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£60.2	60.9	61.9	62.8	63.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.4	£1.0	£1.7
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
		£0.1	£0.4	£1.0	£1.7
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		20.1	£0.4	£1.0	L1.1
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (E per sq m):	£12,500	£12,663	£12,854	£13,048	
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:	£12,500				£13,245
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (E per sq m):			£12,854	£13,048	£13,245
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):		£12,663	£12,854	£13,048	£13,245
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:		£12,663	£12,854 34 70%	£13,048 77 70%	£13,245 127 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):		£12,663	£12,854 34 70%	£13,048 77 70%	£13,245 127 70%
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 7 (rose Floorspace Railo: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	-	£12,663 6 70% 9	£12,854 34 70% 49	£13,048 77 70% 110	£13,24 127 70% 182
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	£12,663 6 70% 9	£12.854 34 70% 49 £7,198	£13,048 77 70% 110	£13,24 127 70% 182 £7,417

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' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research violence.

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 converted into a net/gross floorspace capacity. (I.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8, Spencer) and the loar average sakes performance of superstore and converted into a network of the superstore and the superstore an

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£32.0	£32.5	£33.1	£33.9	£34.
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£32.0	32.4	32.9	33.4	33.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	•	£0.0	£0.2	£0.5	£0.
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.2	£0.5	£0.
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12.500	£12.663	£12.854	£13.048	£13.
(i) Estimated Average Sales Density of New Proofspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	£12,003	18	£13,046	£13,
(iii) Assumed Net/ Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		70% 5	70% 26	70% 59	70° 97
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,4
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£7,000 -	6	32	73	12
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):		£7,091 6 70%			

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 (jurney-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence.

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 commitments at the stage.

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 loner 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 loner average sales performance of superstore dependiture is converted into a netigors floor and the same of the sa



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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£94.4	£95.7	£97.7	£100.1	£102.6
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£94.4	95.6	97.1	98.5	100.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.7	£1.6	£2.6
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£4.5	£4.6	£4.6	£4.7
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£4.4	-£3.9	-£3.1	-£2.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
(ii) Net Floorspace Capacity (sq m):		-346	-302	-235	-156
(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	-156 70%
					-156
(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	-156 70%
(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	£7.000	70%	70%	70%	-156 70%
(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		70% -494	70% -432	70% -335	-156 70% -224
(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	70% -494 £7,091	70% -432 £7,198	70% -335 £7,307	-156 70% -224 £7,417

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 (ine. 'benchmark' turnover have been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) 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 13: SANDWELL MBC AREA: OUT-OF-CENTRE LOCATIONS - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£192.8	£195.6	£199.6	£204.5	£209.7
STEP 2: TOTAL FORECAST BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£192.8	195.3	198.2	201.2	204.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£1.4	£3.2	£5.4
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£1.6	£1.6	£1.7	£1.7
CTCC C NET PEOPLE STORY OF ACTUAL PROPERTY.		-£1.4	-£0.2	£1.6	£3.7
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		21.4	20.2	21.0	LU.I
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	£12,663	£12,854	£13,048	£13,245
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	£12,663 -107	£12,854	£13,048	£13,245
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:	£12,500	£12,663 -107 70%	£12,854 -18 70%	£13,048 120 70%	£13,245 280 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):	£12.500	£12,663 -107	£12,854	£13,048	£13,245
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:	-	£12,663 -107 70%	£12,854 -18 70% -26	£13,048 120 70% 171	£13,245 280 70% 400
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sg 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	£12,663 -107 70%	£12,854 -18 70% -26	£13.048 120 70% 171 £7,307	£13,245 280 70% 400 £7,417
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:	-	£12,663 -107 70% -153	£12,854 -18 70% -26	£13,048 120 70% 171	£13,245 280 70% 400
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sg 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	£12,663 -107 70% -153	£12,854 -18 70% -26	£13.048 120 70% 171 £7,307	£13.245 280 70% 400

Notes:

STEP 1: The (survey-derived) current (or 'potential') turnovers assure 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 furnover levels). The growth in the base year (given-yed-reved) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) 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, 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 converted into a net/gross floorspace capacity. (I.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Maris 8, Spencer) and the loar average sakes performance of superstore and converted into a network of the superstore and the superstore an

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 FO	RMAT			
		'	Foodstore Format (sqm net)					eep Discount 1 net)	er Format
		2024	2029	2034	2039	2024	2029	2034	2039
Residual Expenditure (after Commitments) (£m)	ture (after Commitments) (£m)						-£19.0	-£12.3	-£4.2
Strategic Centre	West Bromwich	-1,017	-977	-916	-845	-1,816	-1,745	-1,635	-1,508
Town Centre	Blackheath Cradley Heath Great Bridge Oldbury Wednesbury Cape Hill Bearwood	5 -22 -24 -278 -43 6 3	29 5 15 -253 -27 34 18	65 49 77 -215 -2 77 41	107 98 149 -171 27 127 68	10 -40 -44 -496 -76 11	51 10 28 -452 -48 61 32	116 87 138 -385 -3 138 73	191 176 265 -306 48 227 121
District & Local Centres		-346	-302	-235	-156	-618	-540	-419	-279
Out-of-Centre		-107	-18	120	280	-191	-32	214	500
SANDWELL MBC AREA		-1,822	-1,475	-939	-317	-3,253	-2,635	-1,677	-566



Appendix 5D: Convenience Goods Capacity: Walsall Council



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

Walsall Strategic Co Town Centr		0%	£98.9	£100.3			
_		0%	£96.9			£104.8	£107.5
Town Centr					£102.4	£104.8	£107.5
		0%	£42.8	£43.4	£44.3	£45.4	£46.5
	Brownhills	0%	£61.7	£62.5	£63.8	£65.4	£67.1
	Aldridge	0%	£58.1	£59.0	£60.2	£61.7	£63.2
	Willenhall	0%	£60.3	£61.1	£62.4	£63.9	£65.5
ĺ	Darlaston	0%	£42.3	£42.9	£43.8	£44.9	£46.0
District & Lo	ocal Centres	0%	£35.0	£35.5	£36.3	£37.2	£38.1
Out-of-Cent	re	0%	£111.2	£112.8	£115.2	£118.0	£121.0
Walsall MBC Area			£510.3	£517.6	£528.5	£541.2	£555.0

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2021 (£ per sqm)			Furnover (£m)		
					1	2021	2024	2029	2034	2039
Willenhall Town Centre-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	1,831	195	11,000	£2.1	£2.2	£2.2	£2.2	£2.3
Birchills Local Centre	18/0460	15 Old Birchills, Walsall, WS2 8QH. Change of Use from A4 to A1 (Costcutter) with external installation of plant and machinery to accommodate internal refrigeration.	292	204	11,000	£2.2	£2.3	£2.3	£2.3	£2.4
Brownhills Town Centre	17/1629	Land Between 75-85 High Street, Brownhills. New 2.5 storey development of 3 commercial units and 3 x 1 bed flats	171	60	11,000	£0.7	£0.7	£0.7	£0.7	£0.7
TOTAL			2,294	459		£5.0	£5.1	£5.2	£5.3	£5.3

- Notes:

 [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 goods.

 [2] Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods.

 [3] Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods.

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

•						
		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£510.3	£517.6	£528.5	£541.2	£555.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£510.3	516.9	524.7	532.6	540.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	=	£0.7	£3.7	£8.5	£14.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£5.1	£5.2	£5.3	£5.3
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£4.4	-£1.5	£3.3	£8.9
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
	(ii) Net Floorspace Capacity (sq m):	<u> </u>	-349	-114	251	674
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-499	-163	359	963
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,417
	(ii) Net Floorspace Capacity (sq m):	-	-624	-203	449	1,204
l	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
í	(iv) Gross Floorspace Capacity (sq m):		-891	-290	641	1,720

STEP 1:	The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
CTED O	It has been assumed for the purpose of this assessment that the LDA's commissions rated market is in 'aquilibrium' at the base year (i.e. 'hond

Into sucreys centreary contract for potentiary jurnovers assume constant market shares over the forecast period defended from Table 1). It has been assumed that the LPAs comentioner certail market is in requisitional of the purpose of this assessment that the LPAs commentioner certail market is in requisitional of the purpose of the seasons of the purpose of the s

STEP 3: STEP 4:

STEP 5: STEPS 6 & 7:



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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£98.9	£100.3	£102.4	£104.8	£107.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£98.9	100.1	101.7	103.2	104.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.7	£1.7	£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:		£0.1	£0.7	£1.7	£2.8
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
	(ii) Net Floorspace Capacity (sq m):	-	11	56	127	209
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		15	80	181	298
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,417
	(ii) Net Floorspace Capacity (sq m):	-	19	100	227	373
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		27	143	324	533

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 18 (October 2020) 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 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 decount 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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£42.8	£43.4	£44.3	£45.4	£46.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£42.8	43.3	44.0	44.6	45.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.3	£0.7	£1.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.3	£0.7	£1.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12.500	£12.663	£12.854	£13.048	£13.2
	(ii) Net Floorspace Capacity (sq m):	-	5	24	55	90
	(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		70% 6	70% 35	70% 78	70% 129
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,41
	(ii) Net Floorspace Capacity (sq m):	-	8	43	98	161
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		12	62	140	231

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 'current' turnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived turnover levels). The growth research evidence.

The forecast residual expenditure capacity (ore commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments at this expenditure capacity (ore commitments) and 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 (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 Marks & Spencers and the lower everage sales performance of superantixet and discount operators (e.g. Add, LLIK, Netto, Co-Cp, 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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£61.7	£62.5	£63.8	£65.4	£67.
J1L1 1.	TOTAL FOREGOOD CONNENT FORMOVER OF ALL FLOORING ALL (ZIII).	201.7	202.5	200.0	200.4	LUI.
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£61.7	62.5	63.4	64.4	65.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.5	£1.0	£1.
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.7	£0.7	£0.7	£0.
31EF 4.	TORNOVER OF ALL COMMITTED PLOORSFACE (EIII)	-	£0.7	2.0.7	20.7	£0.
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.6	-£0.2	£0.3	£1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,
	(ii) Net Floorspace Capacity (sq m):	-	-46	-17	27	78
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70
	(iv) Gross Floorspace Capacity (sq m):		-66	-25	38	11
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,
			-82	-31	48	13
	(ii) Net Floorspace Capacity (sq m):	•				
	(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	<u> </u>	70%	70%	70%	70

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 requilibrium' at the base year (i.e. benchmark 'turnovers are equivalent to the survey-derived) current furnover levels). The growther than the base year (i.e. benchmark 'turnovers are equivalent to 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 18 (October 2020) 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 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 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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£58.1	£59.0	£60.2	£61.7	£63.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£58.1	58.9	59.8	60.7	61.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.4	£1.0	£1.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.4	£1.0	£1.6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
	(ii) Net Floorspace Capacity (sq m):	-	6	33	75	123
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		9	47	107	175
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,417
	(ii) Net Floorspace Capacity (sq m):	-	11	59	133	219
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
1	(iv) Gross Floorspace Capacity (sg m):		16	84	190	313

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 18 (October 2020) 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 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 decount 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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£60.3	£61.1	£62.4	£63.9	£65.
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£60.3	61.0	62.0	62.9	63.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.4	£1.0	£1.
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£2.2	£2.2	£2.2	£2.
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£2.1	-£1.8	-£1.2	-£0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12.500	£12.663	£12.854	£13.048	£13.
	(ii) Net Floorspace Capacity (sq m):	£12,000	-165	-137	-94	£10
	(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		70% -235	70% -196	70% -134	70 -6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,
	(ii) Net Floorspace Capacity (sq m):	<u> </u>	-294	-245	-168	-7
			70%	70%	70%	70
	(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		-421	-350	-240	-1

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 (ive. benchmark' turnovers are equivalent to the survey-derived current turnover levels). The growth research evidence.

The forecast residual expenditure capacity (or 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 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 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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£42.3	£42.9	£43.8	£44.9	£46.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£42.3	42.9	43.5	44.2	44.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.3	£0.7	£1.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.3	£0.7	£1.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
	(ii) Net Floorspace Capacity (sq m):	<u> </u>	4	24	54	89
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		6	34	78	128
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	£7,091	£7,198	£7,307	£7,417
STEP 6:		£7,000	£7,091	£7,198	£7,307	£7,417
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000 -				

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) unnover has been constrained over the forecast period assuming average annual "productivity" growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) 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 awarage sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spence) and the lower everage sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spence) and the lower everage sales performance of supermarket and docum operators (e.g. Add. Ltf.). Netto, Co-Op. Budgens, etc.).

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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£35.0	£35.5	£36.3	£37.2	£38.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£35.0	35.5	36.0	36.6	37.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.3	£0.6	£1.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£2.3	£2.3	£2.3	£2.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£2.2	-£2.1	-£1.8	-£1.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
	(ii) Net Floorspace Capacity (sq m):	-	-176	-160	-135	-106
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-252	-229	-193	-151
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	 Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,091	£7,198	£7,307	£7,417
	(ii) Net Floorspace Capacity (sq m):	-	-315	-286	-241	-189
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-449	-408	-344	-270

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 18 (October 2020) 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 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 eveney seales performance of superatored and count operators (e.g. Add., Scientification). 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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£111.2	£112.8	£115.2	£118.0	£121.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£111.2	112.7	114.4	116.1	117.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.8	£1.9	£3.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	8.03	£1.9	£3.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
	(ii) Net Floorspace Capacity (sq m):	<u> </u>	12	63	143	235
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		17	90	204	336
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,417
	(ii) Net Floorspace Capacity (sq m):	-	21	113	255	420
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		30	161	364	600

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 'current' turnover levels). The growth in the base year (i.e. benchmark' turnovers are equivalent to the survey-derived turnover levels). The growth research evidence.

The forecast residual expenditure capacity (ore commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments at this expenditure capacity (ore commitments) and 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 Foulthfulm at Rase Year and Constant Market Shares

CENTRE TYPE				,	STORE FO	RMAT			
		Fo	odstore Forr	nat (sqm ne	t)	Local Su	permarket		scounter
							Format (sqm net)	
		2024	2029	2034	2039	2024	2029	2034	2039
Residual Expenditure (after Commitments)	(£m)	-£4.4	-£1.5	£3.3	£8.9	-£4.4	-£1.5	£3.3	£8.9
Strategic Centre	Walsall	11	56	127	209	19	100	227	373
Town Centre	Bloxwich	5	24	55	90	8	43	98	161
	Brownhills Aldridge	-46 6	-17 33	27 75	78 123	-82 11	-31 59	48 133	139 219
	Willenhall	-165	-137	-94	-44	-294	-245	-168	-78
	Darlaston	4	24	54	89	8	43	97	160
District & Local Centres		-176	-160	-135	-106	-315	-286	-241	-189
Out-of-Centre		12	63	143	235	21	113	255	420
WALSALL MBC AREA		-349	-114	251	674	-624	-203	449	1,204



Appendix 6: Population and Expenditure: Comparison Goods

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BAS	SE YEAR (202	1) POPULAT	ION & PRO	JECTIONS (to 2039)		H 2021 to	
ZONE:	2021	2024	2029	2034	2039	2021-	2029-	2021-
7 4	73,916	75,037	76,560	78,014	79,625	2029	2039 4.0%	2039
Zone 1						3.6%		7.7%
Zone 2	130,525	132,152 76,945	134,522	137,052 79,629	139,536 80,451	3.1% 2.9%	3.7%	6.9%
Zone 3 Zone 4	76,268 91,750	92,761	78,454 94,422	96,020	97,674	2.9%	2.5% 3.4%	5.5% 6.5%
Zone 5	40,343	40,717	41,304	41,935	42,611	2.4%	3.4%	5.6%
Zone 6	38,188	38,756	39,746	40,497	41,220	4.1%	3.7%	7.9%
	29,964		30,810	31,307	31,762	2.8%	3.1%	6.0%
Zone 7		30,299				7.4%		
Zone 8	55,988	57,665	60,113	62,440	64,780	2.6%	7.8%	15.7%
Zone 9	24,974 37,548	25,224 37,876	25,615 38,456	25,940 38,995	26,375 39,820	2.6%	3.0%	5.6% 6.1%
Zone 10 Zone 11			18,839		19,614	3.2%	3.5% 4.1%	7.5%
Zone 12	18,253	18,488 25,252	25,804	19,225 26,290	26,799	3.4%	3.9%	7.5%
Zone 12 Zone 13	24,955 25,441	26,030		27,734	28,758	5.7%	7.0%	13.0%
	63,107		26,881 65,116	66,291				7.0%
Zone 14		64,012			67,525	3.2%	3.7%	
Zone 15	30,947	31,540	32,305	33,076	34,006	4.4%	5.3%	9.9%
Zone 16	32,531	33,033	33,779 33,234	34,489	35,253	3.8%	4.4%	8.4% 6.9%
Zone 17 Zone 18	32,188 56,669	32,645 56,971	57,473	33,763 58,145	34,405 58,654	1.4%	3.5% 2.1%	3.5%
						4.3%		10.7%
Zone 19	34,944	35,527	36,435	37,516	38,698		6.2%	
Zone 20	70,414	71,621	73,414	75,045	76,736	4.3%	4.5%	9.0%
Zone 21	36,590	37,246	38,153	39,224	40,385	4.3%	5.9%	10.4%
Zone 22	35,525	35,889	36,426	36,790	37,181	2.5%	2.1%	4.7%
Zone 23	46,386	47,139	48,300	49,591	50,958	4.1%	5.5%	9.9%
Zone 24	44,276	45,040	46,078	47,230	48,680	4.1%	5.6%	9.9%
Zone 25	29,531	29,768	30,244	30,605	30,897	2.4%	2.2%	4.6%
Zone 26	8,213	8,266	8,301	8,346	8,372	1.1%	0.9%	1.9%
Zone 27	52,174	52,724	53,411	54,208	55,003	2.4%	3.0%	5.4%
Zone 28	31,969	32,442	33,211	33,839	34,430	3.9%	3.7%	7.7%
Zone 29	15,866	16,034	16,237	16,431	16,652	2.3%	2.6%	5.0%
Zone 30	28,400	29,113	30,289	31,544	32,834	6.7%	8.4%	15.6%
Zone 31	42,241	43,300	44,927	46,523	48,237	6.4%	7.4%	14.2%
Zone 32	50,204	51,234	52,687	54,183	55,781	4.9%	5.9%	11.1%
Zone 33	83,385	85,044	87,544	89,975	92,499	5.0%	5.7%	10.9%
Zone 34	47,710	48,279	49,112	49,981	50,976	2.9%	3.8%	6.8%
Zone 35	54,115	55,028	56,241	57,444	58,718	3.9%	4.4%	8.5%
Zone 36	18,081	18,391	18,828	19,174	19,519	4.1%	3.7%	8.0%
Zone 37	21,927	22,261	22,745	23,150	23,590	3.7%	3.7%	7.6%
Zone 38	18,457	18,634	18,933	19,282	19,710	2.6%	4.1%	6.8%
Zone 39	30,400	30,752	31,233	31,691	32,282	2.7%	3.4%	6.2%
Zone 40	16,937	17,199	17,645	17,991	18,368	4.2%	4.1%	8.4%
Zone 41	27,508	27,771	28,116	28,494	28,939	2.2%	2.9%	5.2%
Zone 42	17,330	17,671	18,172	18,683	19,241	4.9%	5.9%	11.0%
Zone 43	62,849	63,984	65,547	67,223	69,105	4.3%	5.4%	10.0%
Zone 44	36,514	36,978	37,663	38,294	38,794	3.1%	3.0%	6.2%
Zone 45	26,407	26,870	27,558	28,192	28,856	4.4%	4.7%	9.3%
Zone 46	22,628	23,110	23,831	24,518	25,202	5.3%	5.8%	11.4%
Zone 47	50,679	51,478	52,696	53,813	55,042	4.0%	4.5%	8.6%
Zone 48	12,315	12,646	13,110	13,560	13,928	6.5%	6.2%	13.1%
Zone 49	18,468	18,853	19,434	19,959	20,570	5.2%	5.8%	11.4%
Zone 50	63,967	64,937	66,394	67,573	68,626	3.8%	3.4%	7.3%
Zone 51	35,069	35,647	36,341	37,012	37,671	3.6%	3.7%	7.4%
Zone 52	16,029	16,102	16,284	16,439	16,629	1.6%	2.1%	3.7%
Zone 53	17,805	18,108	18,588	19,029	19,470	4.4%	4.7%	9.4%
Zone 54	30,746	31,155	31,789	32,274	32,744	3.4%	3.0%	6.5%
Zone 55	28,252	29,036	30,142	31,004	31,753	6.7%	5.3%	12.4%
Zone oo							0.070	

Source: EXPERIAN BUSINESS STRATEGIES

Notes:

The base year (2021) 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.

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

TABLE 2: REVISED COMPARISON G	2021	2021	2024	2029	2034	2039
	(incl SFT)		LUDING SPE			
EXPERIAN - SPECIAL FORMS OF TR	ADING (%):	21.8%	24.0%	26.6%	27.9%	28.6%
REVISED SPECIAL FORMS OF TRAD	ING (%):	24.9%	27.4%	30.4%	31.9%	32.7%
Zone 1	£3,191	£2,397	£2,551	£2,831	£3,196	£3,644
Zone 2	£2,616	£1,965	£2,091	£2,321	£2,620	£2,987
Zone 3	£3,021	£2,269	£2,415	£2,679	£3,025	£3,449
Zone 4	£3,223	£2,420	£2,576	£2,858	£3,227	£3,679
Zone 5	£2,956	£2,220	£2,362	£2,622	£2,960	£3,375
Zone 6	£3,388	£2,544	£2,708	£3,005	£3,393	£3,869
Zone 7	£3,302	£2,479	£2,639	£2,928	£3,306	£3,769
Zone 8	£3,763	£2,826	£3,008	£3,338	£3,769	£4,297
Zone 9	£3,463	£2,601	£2,768	£3,072	£3,468	£3,954
Zone 10	£3,240	£2,433	£2,590	£2,874	£3,245	£3,699
Zone 11	£2,757	£2,070	£2,204	£2,445	£2,761	£3,148
Zone 12	£2,854	£2,143	£2,281	£2,532	£2,858	£3,259
Zone 13	£1,933	£1,452	£1,545	£1,715	£1,936	£2,207
Zone 14	£2,744	£2,061	£2,193	£2,434	£2,748	£3,133
Zone 15	£2,714	£2,038	£2,169	£2,407	£2,718	£3,099
Zone 16	£2,157	£1,619	£1,724	£1,913	£2,160	£2,462
Zone 17	£2,663	£2,000	£2,129	£2,362	£2,667	£3,041
Zone 18	£4,215	£3,165	£3,369	£3,738	£4,221	£4,812
Zone 19	£2,878	£2,161	£2,300	£2,552	£2,882	£3,286
Zone 20	£3,402	£2,555	£2,719	£3,017	£3,407	£3,884
Zone 21	£2,583	£1,940	£2,065	£2,291	£2,587	£2,950
Zone 22	£3,286	£2,468	£2,626	£2,915	£3,291	£3,752
Zone 23	£2,558	£1,921	£2,045	£2,269	£2,562	£2,921
Zone 24	£2,897	£2,176	£2,316	£2,570	£2,901	£3,308
Zone 25	£3,517	£2,641	£2,811	£3,119	£3,522	£4,015
Zone 26	£4,432	£3,328	£3,542	£3,931	£4,438	£5,060
Zone 27	£3,583	£2,691	£2,864	£3,178	£3,588	£4,091
Zone 28	£3,696	£2,776	£2,954	£3,278	£3,701	£4,220
Zone 29	£3,816	£2,866	£3,050	£3,385	£3,821	£4,357
Zone 30	£2,335	£1,753	£1,866	£2,071	£2,338	£2,666
Zone 31	£2,323	£1,745	£1,857	£2,061	£2,326	£2,652
Zone 32	£2,546	£1,912	£2,035	£2,258	£2,550	£2,907
Zone 33	£3,267	£2,454	£2,612	£2,898	£3,272	£3,731
Zone 34	£3,791	£2,847	£3,030	£3,362	£3,796	£4,328
Zone 35	£2,732	£2,052	£2,184	£2,424	£2,736	£3,120
Zone 36	£3,244	£2,436	£2,593	£2,877	£3,249	£3,704
Zone 37	£3,248	£2,439	£2,596	£2,881	£3,253	£3,708
Zone 38	£3,264	£2,451	£2,609	£2,895	£3,268	£3,726
Zone 39	£3,434	£2,579	£2,745	£3,046	£3,439	£3,921
Zone 40	£3,141	£2,359	£2,510	£2,786	£3,145	£3,586
Zone 41	£3,474	£2,609	£2,777	£3,081	£3,479	£3,966
Zone 42	£2,591	£1,946	£2,071	£2,298	£2,595	£2,958
Zone 43	£2,717	£2,040	£2,172	£2,410	£2,721	£3,102
Zone 44	£3,020	£2,268	£2,414	£2,679	£3,024	£3,448
Zone 45	£3,061	£2,299	£2,447	£2,715	£3,065	£3,495
Zone 46	£2,702	£2,029	£2,160	£2,397	£2,706	£3,085
Zone 47	£2,744	£2,061	£2,193	£2,434	£2,748	£3,133
Zone 48	£4,015	£3,015	£3,209	£3,561	£4,021	£4,584
Zone 49	£2,243	£1,685	£1,793	£1,990	£2,246	£2,561
Zone 50	£3,242	£2,435	£2,591	£2,876	£3,247	£3,702
Zone 51	£3,264	£2,451	£2,609	£2,895	£3,268	£3,726
Zone 52	£3,715	£2,790	£2,969	£3,295	£3,720	£4,241
Zone 53	£3,796	£2,850	£3,034	£3,367	£3,801	£4,334
Zone 54	£3,507	£2,634	£2,803	£3,111	£3,512	£4,004
Zone 55	£3,684	£2,766	£2,944	£3,267	£3,689	£4,206
STUDY AREA AVERAGE:	£3,126	£2,348	£2,499	£2,773	£3,131	£3,569

Source:

Average spend per capita estimates (2019 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 18 published by Experian Business Strategies (October 2020).

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 18 (October 2020).

TABLE 3: TOTAL AVAILABLE	COMPARISON GOODS	SEXPENDITU	RE, BASE Y	'EAR (2021)	TO 2039 (£	m)	GROWT	H 2021 to	2039 (%)
	2021	2021	2024	2029	2034	2039	2021- 2029	2029- 2039	2021- 2039
	(incl SFT)	EXCI	UDING SPE	CIAL FORM	S OF TRAD	ING			
Zone 1	235.9	177.2	191.4	216.7	249.3	290.1	22.3%	33.9%	63.8%
Zone 2	341.5	256.5	276.4	312.2	359.1	416.8	21.7%	33.5%	62.5%
Zone 3	230.4	173.0	185.8	210.2	240.9	277.5	21.5%	32.0%	60.4%
Zone 4	295.7	222.0	238.9	269.9	309.9	359.4	21.5%	33.2%	61.9%
Zone 5	119.2	89.5	96.2	108.3	124.1	143.8	20.9%	32.8%	60.6%
Zone 6	129.4	97.2	105.0	119.4	137.4	159.5	22.9%	33.5%	64.1%
Zone 7	98.9	74.3	80.0	90.2	103.5	119.7	21.4%	32.7%	61.2%
Zone 8	210.7	158.2	173.5	200.7	235.3	278.4	26.8%	38.7%	75.9%
Zone 9	86.5	65.0	69.8	78.7	90.0	104.3	21.1%	32.5%	60.6%
Zone 10	121.7	91.4	98.1	110.5	126.5	147.3	21.0%	33.3%	61.2%
Zone 11	50.3	37.8	40.7	46.1	53.1	61.7	21.9%	34.0%	63.4%
Zone 12	71.2	53.5	57.6	65.3	75.1	87.3	22.1%	33.7%	63.3%
Zone 13	49.2	36.9	40.2	46.1	53.7	63.5	24.8%	37.7%	71.9%
Zone 14	173.2	130.0	140.4	158.5	182.2	211.6	21.9%	33.5%	62.7%
Zone 15	84.0	63.1	68.4	77.8	89.9	105.4	23.3%	35.5%	67.1%
Zone 16	70.2	52.7	56.9	64.6	74.5	86.8	22.6%	34.3%	64.8%
Zone 17	85.7	64.4	69.5	78.5	90.0	104.6	21.9%	33.3%	62.5%
Zone 18	238.8	179.4	191.9	214.8	245.4	282.2	19.8%	31.4%	57.4%
Zone 19	100.6	75.5	81.7	93.0	108.1	127.1	23.1%	36.7%	68.4%
Zone 20	239.5	179.9	194.7	221.5	255.7	298.0	23.1%	34.5%	65.7%
Zone 21	94.5	71.0	76.9	87.4	101.5	119.1	23.2%	36.3%	67.8%
Zone 22	116.7	87.7	94.3	106.2	121.1	139.5	21.1%	31.4%	59.1%
Zone 23	118.7	89.1	96.4	109.6	127.0	148.8	23.0%	35.8%	67.0%
Zone 24	128.3	96.3	104.3	118.4	137.0	161.0	22.9%	36.0%	67.2%
Zone 25	103.9	78.0	83.7	94.3	107.8	124.1	21.0%	31.5%	59.1%
Zone 26	36.4	27.3	29.3	32.6	37.0	42.4	19.4%	29.8%	55.0%
Zone 27	186.9	140.4	151.0	169.7	194.5	225.0	20.9%	32.6%	60.3%
Zone 28	118.2	88.7	95.8	108.9	125.3	145.3	22.7%	33.4%	63.7%
Zone 29	60.5	45.5	48.9	55.0	62.8	72.6	20.9%	32.0%	59.6%
Zone 30	66.3	49.8	54.3	62.7	73.8	87.5	26.0%	39.5%	75.8%
Zone 31	98.1	73.7	80.4	92.6	108.2	127.9	25.6%	38.2%	73.6%
Zone 32	127.8	96.0	104.3	119.0	138.2	162.2	24.0%	36.3%	68.9%
Zone 33	272.5	204.6	222.1	253.7	294.4	345.1	24.0%	36.0%	68.7%
Zone 34	180.9	135.8	146.3	165.1	189.7	220.6	21.6%	33.6%	62.4%
Zone 35	147.9	111.0	120.2	136.3	157.2	183.2	22.8%	34.4%	65.0%
Zone 36	58.7	44.0	47.7	54.2	62.3	72.3	23.0%	33.4%	64.1%
Zone 37	71.2	53.5	57.8	65.5	75.3	87.5	22.5%	33.5%	63.6%
Zone 38	60.2	45.2	48.6	54.8	63.0	73.4	21.2%	34.0%	62.4%
Zone 39	104.4	78.4	84.4	95.1	109.0	126.6	21.3%	33.0%	61.4%
Zone 40	53.2	39.9	43.2	49.2	56.6	65.9	23.0%	34.0%	64.9%
Zone 41	95.6	71.8	77.1	86.6	99.1	114.8	20.7%	32.5%	59.9%
Zone 42	44.9	33.7	36.6	41.8	48.5	56.9	23.8%	36.3%	68.8%
Zone 43	170.8	128.2	138.9	158.0	182.9	214.4	23.2%	35.7%	67.2%
Zone 44	110.3	82.8	89.3	100.9	115.8	133.8	21.8%	32.6%	61.5%
Zone 45	80.8	60.7	65.7	74.8	86.4	100.8	23.3%	34.8%	66.1%
Zone 46	61.1	45.9	49.9	57.1	66.3	77.8	24.4%	36.1%	69.3%
Zone 47	139.1	104.4	112.9	128.3	147.9	172.5	22.8%	34.5%	65.1%
Zone 48	49.4	37.1	40.6	46.7	54.5	63.8	25.7%	36.8%	71.9%
Zone 49	41.4	31.1	33.8	38.7	44.8	52.7	24.3%	36.2%	69.3%
Zone 50	207.4	155.7	168.3	190.9	219.4	254.0	22.6%	33.1%	63.1%
Zone 51	114.4	85.9	93.0	105.2	121.0	140.4	22.4%	33.4%	63.3%
Zone 52	59.5	44.7	47.8	53.7	61.2	70.5	20.0%	31.5%	57.7%
Zone 53	67.6	50.8	54.9	62.6	72.3	84.4	23.3%	34.8%	66.3%
Zone 54	107.8	81.0	87.3	98.9	113.4	131.1	22.1%	32.6%	61.9%
Zone 55	104.1	78.2	85.5	98.5	114.4	133.5	26.0%	35.6%	70.9%
STUDY AREA:	6,692.1	5,025.5	5,428.7	6,155.9	7,093.2	8,256.4	22.5%	34.1%	64.3%



Appendix 7: Comparison Goods Market Shares (including SFT)



TABLE 1: ALL COMPARISON GOODS - 2021 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading Based on 2019 Household Survey

																																														CORE 2		
LOCAL PLANNING AUTHOR	RITY CENTRE TYPE		Zone 1 Zo	ne 2 Zone :	3 Zone 4	Zone 5 Zo	one 6 Zon	ne 7 Zone 8	Zone 9	Zone 10 Zo	ne 11 Zone	12 Zone 13	Zone 14 Zon	ne 15 Zone 1	6 Zone 17	Zone 15 Zo	ne 19 Zone :	20 Zone 21	Zone 22 Z	one 23 Zone	a 24 Zone 25	Zone 26 Zo	Zone 27 Zone 2	28 Zone 29	Zone 30 Zon	e 31 Zone 32	Zone 33 2	fone 34 Zone	35 Zone 36	Zone 37 Zon	e 35 Zone 3	Zone 40 Z	ne 41 Zone 4	2 Zone 43	Zone 44 Zone	45 Zone 4	6 Zone 47	cone 48 Zone	e 49 Zone 5	30 Zone 51	Zone 52 Zo	one 53 Zone	ie 54 Zone 5	SS STUDY AREA	Walvert	hampton Dudle	ev Sandwell	1 Walself
Wolverhammton																																												1				
WINDOW SHIP OF THE PROPERTY OF	Strategic Centre	Wolverhampton	0.5% 0	6% 0.1%	0.0%	0.3% 0	0.0% 0.9	9% 0.1%	0.3%	0.4% 0	1.2% 0.1%	0.0%	0.4% 0	6% 1.7%	0.1%	0.0% 2	2% 0.2%	0.5%	9.6%	0.6% 0.0	0% 1.4%	0.9%	0.1% 0.0%	5.6%	0.0% 0.	9% 0.5%	0.2%	1.3% 0.85	% 0.2%	0.1% 0.1	9% 0.4%	0.8%	0.3% 31.89	41.3%	14.5% 12.	1% 14.3%	16.3%	1.6% 49-	.4% 44.9%	ú 42.1%	13.5% 2	26.9% 247	4.9% 1.2%	5.9%	34.	4% 1.5%	% 0.5%	2.9%
	Town Centre	Bilaton Wednesfield		0% 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	1.0% 0.0%	0.2%	0.0% 0	.1% 0.1% .0% 0.0%	0.1%	0.0% 0	1% 0.0%	0.1%	0.4%	0.4% 0.0	0% 0.0%	0.0%	0.1% 0.8%	6 0.1%	0.0% 2.	4% 1.3% 0% 0.3%	0.0%	0.0% 0.0%	% 0.0% % 0.3%	0.0% 0.0	0% 0.0%	0.0%	0.0% 3.0% 0.0% 1.0%	0.9%	0.3% 0.4 6.8% 0.6	% 3.5% % 0.5%	25.8%	0.0% 5.8	8% 0.2% 0% 0.5%	6 3.4% 6 0.0%	0.1% 0	0.0% 0.2	12% 0.0%	0.8%	5.5		1% 0.3% 1% 0.1%	
	District & Local Centres		0.0%	0% 0.0%		0.0% 0					1.0% 0.0%			1% 0.0%			.0% 0.0%						0.0% 0.0%		0.0% 0.			0.0% 0.05		0.0% 0.0			0.0% 0.0%		1.3% 0.0			0.0% 6.3			11.8%			0.4%	11		% 0.0%	
	Out-of-Centre		0.3% 0	9% 0.0%	0.3%	1.3% 0	0.0% 0.2	2% 0.5%	0.0%	0.1% 0	1.0% 0.1%	0.0%	0.3% 0	6% 0.7%	0.5%	0.0% 2	2% 0.0%	0.3%	5.6%	2.1% 0.1	1% 0.7%	0.2%	0.1% 0.0%	6 0.8%	0.0% 2	5% 0.5%	0.2%	0.0% 3.65	% 2.5%	1.2% 0.7	7% 0.0%	0.0%	0.2% 17.39	13.8%	25.7% 10.0	2% 8.8%	9.2%	0.2% 10	10% 7.6%	9.8%	4.0%	3.2% 12	23% 0.0%	2.5%	12.	5% 1.0*	1% 0.6%	3.2%
		subtotal	0.8% 1	.5% 0.1%	0.3%	1.6% 0	1.2% 1.1	1% 1.0%	0.3%	0.4% 0	12% 0.2%	0.2%	0.6% 1	4% 2.4%	0.9%	0.0% 4	.5% 0.2%	1.1%	16.7%	3.2% 0.1	% 2.1%	1.9%	0.4% 0.8%	6.6%	0.0% 5.	8% 2.7%	0.3%	1.3% 4.41	% 3.0%	1.3% 1.3	7% 0.4%	1.4%	0.5% 53.19	57.6%	48.5% 23.	1% 27.1%	51.8%	1.8% 71.5	5% 55.3%	59.2%	29.5% 2	30.4% 38.7	3% 1.2%	9.9%	55	8% 2.8%	£ 1.4%	7.0%
Durtley																																												1				
	Strategic Centre	Briefey Hill- Traditional High Street Briefey Hill- Merry Hill		0% 0.0% 4% 3.2%	4.5%	16.8% 0	0.0% 0.0 0.9% 0.3	0% 0.1% 3% 11.2%	0.1%	0.2% 0 39.8% 4	1.3% 0.0% 4.2% 29.05	0.0%	0.9% 0 8.4% 24	.1% 0.1% 15% 4.7%	3.5%	0.0% 0	11% 0.0% 0.7% 9.9%	0.1%	37.7%	0.9% 7.7 13.4% 55.1	% 2.4% .1% 49.9%	1.2% I 32.1% 4	0.2% 0.4% 47.3% 42.09	6 0.0% % 0.0%	0.0% 0. 1.1% 2.	0% 0.0%	0.0%	0.0% 0.0%	% 0.0% % 1.3%	1.4% 0.4		0.0%											1.0% 0.8%				% 0.3% 3% 11.8%	
	Town Centre	Dudley	0.0%					1% 0.0%		0.7% 0	1.5% 1.5%	0.1%	0.4% 3	8% 0.2%	0.2%	0.0% 21	1.3% 0.4%		6.2%				0.1% 0.3%		0.0% 0.		0.0%	0.0% 0.05	% 0.1%	0.0% 0.0	0% 0.1%	0.0%	0.0% 0.0%		0.1% 0.1		0.9%	0.0% 0.2	2% 0.2%	6 0.2%	0.9%	0.0% 0.2	2% 0.0%	1.0%	II	2% 4.7%	% 1.2%	
	Town Cerese	Stourbridge Halescean	0.0%	0% 0.0%	0.0%	0.1% 0	0.0	0% 0.0%	0.7%	0.8% 0	1.1% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0	6% 0.2%	0.5%	0.3%	0.0% 1.4	4% 2.5%	8.4% 1	19.7% 18.2%	% 0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.05	% 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%	6 0.0%	0.3%	0.0% 0.0	1.0% 0.1%	1.0%	0.0	0% 6.2%	% 0.0% % 0.5%	0.0%
	District & Local Centres																						1.8% 1.7%																						1 1		1% 0.1%	
	Out-of-Centre	aubtotal	6.6%	3% 0.5% 8% 4.2%	5.7%	24.0% 1	1.1% 0.5	5% 0.3% 5% 11.5%	48.4%	67.9% 5	0.5% 35.15	5.0%	12.9% 30	126 5.3%	3.7%	0.3% 65	5.1% 10.65	6 62.5%	55.4% 2	1.0% 3.0	4% 69.8%	45.3% 7	1.4% 2.7% 70.8% 66.09	% 0.0%	1.5% 2	1% 6.8%	0.5%	0.0% 0.75	5 0.0% 5 1.5%	1.4% 0.	4% 0.0% 4% 1.2%	0.0%	2.0% 0.3% 2.4% 3.7%	2.4%	2.1% 1.6	% 0.0% % 2.8%	16.0%	0.3% 3/	0% 4.1%	9.8%	34.1%	2.0% 1/	2% 0.1% 8% 3.6%	15.9%	83	1% 2.6% 2% 65.29	2% 15.1%	1.3%
0	Strategic Centre	West Bromwich			0.0%								749 0				18 0.06			91% 00			0.1% 0.0%		0.4% 0			0.000		44% 0	0.00		nei nei		0.396 0.0			0.0% 0.4					10% 0.0%				% 12.7%	
Sandwell												1200	1.24	5% 39.3%	22.070	0.0%		40.0							0.4%		0.074	0.0%		44.0	0.0.4	0.2%		0.0%	0.5%		0.7.0	0.0%										
	Town Centre	Blackheath Cradley Heath	0.0% 0	0% 0.0%	0.0%	0.6% 0	0.0	0.0%	9.3%	0.6% 1	L7% 12.95 L4% 0.9%	0.0%	0.7% 1	0% 0.0% 1% 0.0%	0.0%	0.0% 0	10% 0.0%	0.7%	0.0%	0.3% 1.8	8% 0.0% 6% 0.0%	0.0%	0.0% 0.0%	6 0.0% 6 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	J% 0.0%	0.0%	0.1% 0		10% 0.0%		0.0	5 1.19	% 1.3% % 0.3%	0.0%
		Great Bridge	0.0% 0	2% 0.0%		0.0% 0		3% 0.0%	0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0	5% 6.8%	3.4%	0.0% 1	.0% 0.0%	0.0%	0.0%	8.2% 0.0	0.0%	0.0%	0.2% 0.0%	6 0.2%	0.0% 0.	0% 1.6%	0.0%	0.0% 0.05	% 0.0%	0.2% 0.0	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	1.3%	0.0% 0.0	0.0%	6 0.3%	0.1%	0.0% 0.0	1.0% 0.0%	0.4%	0.3	3% 0.1%	% 2.2%	0.0%
		Oldbury	2.2% 1	3% 0.0%	0.2%	1.4% 0	0.0% 0.8	8% 0.3%	3.1%	0.9% 2	.1% 8.2%	6.0%	10.5% 21	5% 4.7%	3.1%	0.0% 1	.6% 0.0%	1.9%	0.5%	3.6% 0.0	0% 0.7%	0.0%	0.1% 0.0%	6 0.0%	0.1% 0.	0% 0.6%	0.3%	0.0% 0.05	% 0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.6%	0.0% 0.0	0.0%	0.0%	0.4%	0.0% 0.0	1.0% 0.1%	1.2%	0.1	1% 0.8%	5.2%	0.0%
		Wednesbury Cape Hill		7% 0.0% 0% 0.0%	0.0%	0.0% 0		6% 0.0% 0% 0.0%			1.0% 0.0%	0.2%	0.0% 0 2.3% 0	3% 1.7%	1.8%		0.0%		0.0%		0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.1% 0.	5% 9.9%	1.1%	0.0% 0.35	% 0.2% % 0.0%			0.0%			1.0% 0.5			0.0% 0.0					10% 0.0%	0.4%	0.2		95 1.95 95 1.45	
		Bearwood		0% 0.0%		1.2% 0					1.0% 0.0%			2% 0.1%			10% 0.0%		0.0%				0.0% 0.0%		0.0% 0.			0.0% 0.05		0.0% 0.1			0.0% 0.0%		0.0% 0.0			0.0% 0.0					10% 0.0%				15 1.2%	
	District & Local Centres		0.1%		0.0%						1.0% 1.5%		1.1% 0				.0% 0.0%				0% 0.0%				0.0% 0.			0.0% 0.05		0.8% 0.1			0.0% 0.0%		0.0% 0.0			0.0% 0.0					10% 0.0%		1 1		% 1.6%	
	Out-of-Centre																																												2.0			
	US-G-Central	subtotal	9.1% 1	1.2% 0.6%	1.0%	8.4% 0	1.7% 26.1	156 1.4%	18.3%	3.8% 9	1.6% 31.73	5 25.5%	35.5% 40	10% 63.35	54.8%	1.9% 4	5% 0.5%	8.1%	2.4%	6.0% 2.5	5% 1.7%	13%	0.3% 1.9% 0.9% 2.2%	6 0.7%	7.8% 12	.0% 41.6%	3.0%	0.5% 7.25	5 5.9%	21.9% 2.	7% 1.2%	2.5%	1.2% 4.4%	3.0%	6.5% 11.	2% 8.4%	5.8%	0.8% 0.4	8% 3.0%	1.7%	2.5%	0.1% 2.1	1% 0.2%	9.2%		95 425	5 39.0%	2.7%
Welsell	Strategic Centre	Walnut	0.4% 1		0.1%						1.0% 0.0%			.0% 0.0%			.1% 0.8%			1.0% 0.0			0.1% 0.0%		34.2% 42			0.3% 30.6		26.9% 7.			4.6% 2.3%		4.3% 15.0			0.0% 0.2					1.0% 0.0%	3.7%	1.3	3% 0.0*	1.7%	25.8%
	Town Centre	Blowich	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%	6 0.0%	0.0% 1.	7% 0.0%	0.0%	0.0% 11.3	1.0%	0.2% 1.0	0% 0.1%	0.3%	0.0% 0.2%	0.0%	0.0% 4.5	n. 0.0%	0.0%	0.0% 0.0					1.0% 0.0%				1% 0.0%	
		Brownhills Aldridge			0.0%			5% 0.0%			1.0% 0.0%		0.0% 0			0.2% 0 1.0% 0							0.0% 0.0%			2% 0.2%				0.2% 01								0.0% 0.0	0% 0.0%				10% 0.0%		0.0		7% 0.0% 1% 0.1%	
		Aldridge Wilenhall	0.0% 0	.1% 0.0%	0.0%	0.0% 0	0.5	5% 0.0%	0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0	0.0%	0.0%	1.0% 0	10% 0.0%	0.0%	0.0%	0.0% 0.0	7% 0.0% 00 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.	6% 0.0%	0.0%	0.0% 0.95	% 8.9% N 0.0%	0.7% 0.1	0.0%	0.7%	7.5% 0.0%	0.0%	0.0% 0.1	% 0.1%	0.1%	0.0% 0.0	J% 0.0%	0.0%	0.0%	0.0% 0.0	10% 0.0%	0.4%			1% 0.1%	
		Darlaston	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%	0.1%	0.0% 0	.0% 0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 1.	4% 3.6%	0.0%	0.0% 0.05	% 0.0%	0.1% 0.0	0.0%	0.0%	0.0% 0.0%	0.0%	0.1% 0.5	0.9%	0.6%	0.0% 0.1	9% 0.0%	0.0%	0.0%	0.0% 0.0	10% 0.0%	0.1%		2% 0.0%	1% 0.5%	0.4%
	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	1.0% 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	2% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.2% 0.	2% 0.0%	0.0%	0.0% 1.15	% 1.5%	0.2% 0.2	2% 0.0%	1.3%	0.6% 0.4%	0.0%	0.1% 2.3	% 0.2%	0.1%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0% 0.0	.0% 0.0%	0.1%	0.1	1% 0.0%	0.0%	0.9%
	Out-of-Centre		0.2% 0	9% 0.0%	0.0%	0.0% 0	3.0% 3.0	0% 0.0%	0.1%	0.0% 0	1.6% 0.1%	0.0%	0.9% 0	0% 0.9%	1.6%	1.0% 0	4% 0.0%	0.1%	0.3%	0.1% 0.0	2% 0.0%	0.3%	0.0% 0.0%	6 0.4%	4.8% 10	6% 2.8%	0.1%	0.0% 2.95	5.1%	6.1% 1.2	3% 0.1%	1.1%	3.1% 0.9%	0.7%	1.3% 7.3	% 5.4%	0.8%	0.5% 0.4	4% 0.5%	0.2%	0.3%	0.4% 1/	0% 0.0%	1.0%	0.3	7% 0.1%	% 1.1%	5.3%
		subtotal	0.6% 2	6% 0.5%	0.1%	0.3% 0	1.0% 8.8	8% 0.6%	0.3%	0.0% 0	1.6% 0.1%	0.0%	0.9% 0	.0% 0.9%	3.2%	4.1% 0	15% 0.8%	0.2%	0.3%	1.1% 0.0	A 0.1%	0.3%	0.2% 0.0%	6 0.4%	39.4% 58	.8% 13.7%	4.7%	0.3% 47.3	5 48.4%	34.4% 9.5	9% 2.3%	35.8%	7.6% 6.5%	0.9%	7.9% 35.1	55 34.4%	3.8%	0.5% 1.5	2% 1.1%	0.2%	0.6%	0.4% 1.0	0% 0.0%	6.3%	2.5	6% 0.2%	5 3.5%	42.8%
All Other Centres Outside	lo BCI A Area																																											1				
	Birmingham							7% 8.0%			.9% 4.1%			8% 7.9%			5% 4.5%		0.7%			2.0%	0.6% 3.7%			5% 3.6%		6.9% 3.25					0.7% 2.1%		2.9% 2.6				7% 3.6%				12% 3.1%				% 7.5%	
	Cannock				0.1%			0% 0.4%	0.1%	0.0% 0	1.0% 0.1%	0.0%	0.0% 0	2% 0.1%	0.0%	0.0% 0	12% 0.1%	0.0%	0.1%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	6 18.2%	2.7% 0.	2% 0.1%	44.2%	1.1% 6.65	% 3.8%	0.1% 42.		13.4%		4.0%	4.3% 2.6	% 0.4%	0.1%	0.1% 0.1	1% 0.2%	0.5%		0.2% 3.3	1.3% 0.0%	3.4%	1.6	J% 0.0*	0.0%	
	Kidderminater				0.3%					0.6% 0	1.5% 0.2%	0.0%	0.0% 0	0% 0.1%	0.1%	0.0% 1	.7% 54.09	6 0.1%	0.3%	0.2% 0.6	6% 1.7% 0% 0.0%	14.8%	2.3% 4.7% 0.0% 0.0%	6 0.1%	0.0% 0. 9.4% 0.	1% 0.0%	0.0%	0.0% 0.05	% 0.0%	0.1% 0.1	0.0%	0.0%			0.0% 0.0	% 0.0%		0.0% 0.0	0% 0.2%	6 0.3%	0.0%	0.0% 0.0	10% 27.5%	1.5%	0.1	1% 1.6%	1% 0.1%	0.0%
	Lichfield Redditch				4.4%			1% 0.0% 0% 12.3%			1.0% 0.0%			0% 0.0%					0.1%				0.0% 0.0%		9.4% 0.			0.0% 0.05				7.3%			0.0% 0.0			0.3% 0.0					10% 0.0%				1% 0.0%	
I	Redditch Stafford				0.0%					0.0% 0	1.0% 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%	0.0%	0.0% 0.0%	6 U.D%	0.0% 0.	0.0%	4.4%	0.0% 0.05	% 0.0% % 0.2%	0.0% 0.1	UN 0.0% 1% 2.1%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%		1.0% 0.0	7% 0.0% 0% 0.2%	6 0.2%	0.0% 0		15% 0.1%		0.1		1% 0.0%	
1	Sutton Coldfield		0.0% 8	4% 0.3%	0.0%	0.1% 0	33% 11.4	4% 0.6%	0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	27.3% 0	10% 0.0%	0.0%	0.2%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0%	6 0.2%	0.3% 0.	2% 0.0%	0.0%	1.6% 0.21	% 2.3%	0.7% 0.0	0% 0.2%	0.8%	5.4% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.1% 0.5	0.0%	0.0%	0.0%	0.0% 0.0	.0% 0.0%	1.8%	0.0		1.2%	
1	Telford		0.0%	0% 0.2%	0.0%	0.4% 0	0.0% 0.3	3% 0.1%	0.0%	0.1% 0	1.0% 0.5%	0.0%	0.7% 0	0.0%	0.1%	0.0% 0	10% 0.0%	0.2%	0.0%	0.0% 0.0	J% 0.0%	0.4%	0.2% 0.1%	6 12.3%	0.0% 0.	0.0%	2.2%	0.0% 2.15	% 0.3%	0.2% 3.2	2% 0.4%	0.5%	0.0% 0.7%	3.9%	1.3% 0.1	% 0.5%	0.0%	51.1% 0.0	.0% 2.0%	0.9%	1.6% 2	22.7% 19.	9.9% 5.2%	1.6%	1.6	6% 0.1%	% 0.2%	0.6%
	All Other Centres and Stores Elsewhere		4.5% 1	1,9% 17.7%	22.6%	6.0% 2	4.5% 12.3	3% 31.9%	1.8%	1.4% 14	4.0% 2.1%	2.2%	1.1% 1	6% 1.0%	3.5%	20.4% 1	.3% 5.1%	2.6%	0.8%	2.5% 2.8	3% 1.6%	9.6%	2.1% 2.8%	9.6%	6.6% 1.	1% 0.1%	5.1%	25.5% 1.61	% 5.0%	2.2% 8.	1% 25.8%	9.4%	5.7% 1.6%	1.5%	1.0% 0.7	% 1.0%	1.0%	24.2% 27	4% 1.8%	1.3%	5.2%	22.4% 11.	1.1% 40.4%	9.3%	1.4	4% 1.9%	1% 3.4%	3.4%
		aubtotal	49.5% 4	9% 57.4%	57.1%	36.3% 63	3.7% 39.9	9% 56.7%	10.5%	6.0% 10	6.4% 7.1%	23.8%	11.4% 4	4% 9.2%	9.8%	63.8% 5	7% 63.79	6 3.3%	2.2%	7.6% 3.9	2% 5.3%	26.8%	5.2% 11.49	% 65.7%	24.6% 6.	6% 4.1%	61.4%	69.0% 15.4	% 19.8%	15.4% 57.	4% 61.9%	35.9%	9.0% 4.8%	11.8%	10.1% 6.1	% 4.2%	43%	78.2% 4.1	1% 8.0%	7.8%	10.5%	46.5% 38	8.2% 76.3N	32.0%	8.0	0% 5.8%	% 12.6%	16.7%
																																													1 —			
SPECIAL FORMS OF TRA	ADING/ INTERNET SHOPPING:		33.3% 3	1.1% 37.2%	35.8%	29.4% 34	4.3% 23.1	17% 28.8%	22.1%	21.9% 2	2.7% 25.79	17.6%	38.7% 23	19.09	27.6%	29.9% 19	9.6% 24.29	6 24.8%	23.1% 3	11.8% 21.	.1% 21.1%	24.4% 2	22.5% 19.79	% 25.7%	26.7% 14	.8% 31.1%	30.1%	28.2% 25.0	1% 20.5%	25.6% 27.	9% 33.0%	24.3%	94.0% 27.69	24.2%	25.0% 193	2% 23.1%	17.3%	18.5% 19.0	0% 27.5%	21.3%	22.9% 2	20.5% 18.5	8.5% 18.7%	25.7%	23.	5% 21.85	% 28.3%	22.5%
																																													I			



TABLE 2: CLOTHING & FOOTWEAR - 2021 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading Based on 2019 Household Survey

	~																																																CORE ZON	AES .	_
LOCAL PLANNING AUTHOR	RITY CENTRE TYPE		Zone 1	Zone 2 Zon	3 Zone 4	Zone 5	tone 6 Zo	ne 7 Zone	8 Zone 9	Zone 10	Zone 11 Zon	ne 12 Zone	13 Zone 14	Zone 15 Z	one 16 Zon	e 17 Zone 1	5 Zone 19	Zone 20 2	čene 21 Zen	e 22 Zone :	23 Zone 24	Zone 25 Z	one 26 Zon	e 27 Zone 2	5 Zone 29	Zone 30 Z	one 31 Zone	32 Zone 3	3 Zone 34	Zone 35 Z	Zone 36 Zon	9 37 Zone 38	Zone 39	Zone 40 Zon	e 41 Zone 4	2 Zone 43	Zone 44 Z	one 45 Zon	te 46 Zone 4	7 Zone 48	Zone 42	Zone 50 Zo	ne 51 Zone	52 Zone 53	Zone 54	Zone 55 STU	UDY AREA	Wolverham	pton Dudley	Sandwell Wall	
Wolverhamoton	Strategic Centre	Wolverhampton	0.0%	0.0% 0.0	N 0.0%	0.6%	0.0% 2	1% 0.0%	0.0%	0.0%	0.0% 0.	016 0.09	6 0.0%	1.1%	2.4% 0.1	9% 0.0%	1.7%	0.0%	0.5% 9.1	0% 1.0%	0.0%	0.5%	1.3% 0	5% 0.0%	10.7%	0.0%	1.9% 1.8	% 0.7%	1.8%	2.6%	0.7% 0.	13%	0.0%	0.0% 0.	% 38.7%	47.4%	16.7% 1	15.3% 25	.8% 24.3%	0.7%	52.3%	38.6% 4	1.4% 14.6	5% 32.8%	23.9%	0.0%	6.3%	36.1%	1.4%	0.9% 4.5	2%
	Town Centre	Bilaton Wednesfield	0.0%	0.0% 0.0	N 0.0% N 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.	0% 0.69	0.0%	0.0%	0.0% 0.0	0.0% 0.0%	0.0%	0.0%	0.5% 0.1	6% 0.0% 0% 0.0%	0.0%	0.0%	0.0% 0	0% 1.6% 0% 0.0%	0.0%	0.0%	1.7% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.	1% 0.0% 1% 0.0%	0.0%	0.0% 0.1	96 3.1% 96 1.1%	0.9%	0.0%	0.0% 4.	1% 14.1%	0.0%	4.2%	0.0% 2	2.0% 0.0	% 0.0% % 0.0%	0.0%	0.0%	0.5%	3.3%		0.0% 0.6'	
	District & Local Centres		0.0%	0.0% 0.0	N 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%	0.0%	0.5% 0.1	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%	0.6% 2.0	% 0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0% 0.0	AL.
	Out-of-Centre		0.0%	0.0% 0.0	5 0.0%	2.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0	0% 0.09	6 0.0%	0.9%	0.9% 0.1	2% 0.0%	1.0%	0.0%	0.0% 0.1	6% 0.0%	0.0%	0.0%	0.0% 0.	0% 0.0%	0.8%	0.0%	0.9% 0.0	% 0.0%	0.0%	2.4%	1.1% 0.	1% 0.0%	0.0%	0.0% 0.	25 11.15	4.7%	28.5%	11.8% 10	8% 2.4%	0.0%	5.8%	6.2% 2	2.7% 1.2	% 2.6%	6.8%	0.0%	1.5%	7.9%	0.2%	0.2% 2.7	56
		subtotal	0.0%	0.0% 0.0	5 0.0%	2.6%	0.0% 2	1% 0.0%	0.0%	0.0%	0.0% 0	0% 0.89	6 0.0%	2.0%	3.2% 0.5	5% 0.0%	2.7%	0.0%	1.6% 10.	2% 1.0%	0.0%	0.5%	13% 05	5% 1.6%	11,5%	0.0%	4.6% 1.8	5 0.7%	1.8%	5.0%	3.1% 0.	5. 1.35.	0.0%	12% 0	52.0%	54.0%	46.6%	27.8% 41.	5% 41.6%	0.7%	62.3%	45.1% 4	8.6% 17.1	25.4%	30.7%	0.0%	8.5%	48.1%	1.9%	1.1% 8.2	4
Dudlev	Strategic Centre	Briefey Hill- Traditional High Stree Briefey Hill- Merry Hill	net 0.0% 7.2%	0.0% 0.0	N 0.0% N 11.0%	0.0%	0.0% 0.	0% 0.5% 7% 19.2%	0.0%	0.0% 57.7%	0.0% 0. 70.3% 42	.0% 0.09 2.9% 3.99	6 1.3% 6 15.1%	0.0%	0.0% 0.0 8.3% 7.0	0.0%	0.0%	0.0%	0.0% 0.1	0% 1.4% 5% 26.19	2.1%	3.6% 77.4%	0.0% 0.1 44.6% 67	.0% 0.0% r.3% 60.6%	0.0%	0.0%	0.0% 0.0 3.1% 11.2	% 0.0%	0.0%	0.0%	0.0% 0. 3.4% 3.	% 0.0% % 1.2%	0.0%	0.0% 0.0%	% 0.0% % 7.7%	0.0%	0.0%	0.0% 0.0	0% 0.0% 0% 22.8%	0.0%	0.0%	0.0% C 5.8% 1	0.0% 0.0 8.9% 46.4	% 0.0% 1% 4.3%	0.0%	1.9%	0.2% 18.2%	0.0%		0.4% 0.0° 19.7% 2.0°	
	Town Centre	Dudley Stourbridge	0.0%	0.0% 0.0	N 0.0% N 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.5%	0.0% 0.	0% 0.0%	0.5%	0.0%	0.0% 0.0	0.0%	0.6%	0.0%	0.0% 0.1	0.0%	0.0%	1.5%	4.9% 11.	.0% 0.0% 1.9% 10.2%	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%	250.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.4% 0	0.0% 1.3	56 0.0%	0.0%	0.0%	0.6%	0.3%	3.5%	0.9% 0.0	2%
		Halesowen																						.0% 0.0%																							0.5%	0.0%		0.4% 0.0	- 1
	District & Local Centres																							.5% 0.0%													2.2%							10.0%			0.3%	0.4%		0.0% 0.1	- 1
	Out-of-Centre	subtotal	8.3%	0.0% 0.0 1.9% 8.8	S 0.0%	35.3%	0.0% 0	0% 0.0% 7% 19.6%	0.0% 6 80.4%	71.5%	73.7% 44	0% 0.0%	6 0.0% 6 17.3%	41.2%	8.3% 7.1	2% 0.0% 5% 0.0%	76.3%	28.2%	0.0% 23 62.0% 65	2% 0.0% .0% 31.55	0.0%	83.5%	0.0% 0.0 50.8% 79	0% 0.0% 2.7% 70.8%	0.0%	3.9%	0.0% 0.0° 3.1% 12.5	% 0.0% % 0.5%	2.7%	2.3%	3.4% 3.	% 0.0% % 1.2%	1.8%	0.0% 0	% 0.0% % 7.7%	2.8%	6.4%	3.2% 6	0% 0.0% 0% 23.2%	1.1%	6.9%	6.2% 2	0.1% 48.4	% 0.0% 1% 4.3%	4.1%	7.5%	20.4%	10.5%	73.4%	0.0% 0.0° 21.4% 2.7°	%
Sandwell	Strategic Centre	West Bromwich	2.2%	10.9% 0.0	N 0.0%	1.6%	0.0% 12	1.3% 0.0%	3.6%	0.9%	0.0% 11	1.7% 25.09	% 12.6%	14.5%	42.4% 41.	9% 1.0%	0.0%	0.0%	5.1% 0.1	0% 16.89	0.0%	0.0%	0.0% 0.1	.0% 0.0%	0.0%	0.5%	0.0% 17.6	9% 0.0%	0.0%	0.0%	0.7% 11	4% 0.0%	0.0%	0.0% 3	1.1%	0.0%	1.1%	0.0% 0.	5% 2.9%	0.0%	0.6%	0.4%	1.0% 1.2	% 0.0%	0.0%	0.0%	3.9%	0.8%	0.9%	19.1% 1.7	%
	Town Centre	Blackheath Cradley Heath	0.0%	0.0% 0.0	N 0.0% N 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% 0.1	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.	1% 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%	0.1%	0.0%		0.3% 0.0	
		Great Bridge Oldbury	0.0%	2.3% 0.0	N 0.0% N 0.0%	0.6%	0.0% 1.	2% 0.0%	1.0%	0.0%	0.0% 6.	2% 0.69	6 0.0%	14.7%	2.6% 0.0	0.0%	0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0%	0.0% 0.0	8% 0.0%	0.0%	0.0%	0.0% 0.0	% 1.3%	0.0%	0.0%	0.0% 0.	1% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	% 0.0%	0.0%	0.0%	0.3%	0.1%	0.1%	1.4% 0.0	2%
		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%	0.0%	0.0%	1.0% 1.3	7% 0.0%	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% 3.1	% 0.0%	0.0%	0.0%	0.0% 0.	1% 0.0%	0.0%	0.0% 0.0	250.0%	0.0%	0.7%	1.2% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	66 0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.8% 0.1	196
		Bearwood	1.2%	0.0% 0.0	0.0%	1.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.	0% 0.69	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%	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	0.0%	0.0%	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	
	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% 1.49	1.0%	0.0%	1.5% 0.0	0.0%	0.0%	0.0%	0.0% 0.1	0% 1.7%	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%	0.0%	0.0%	0.0%	% 0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.6% 0.0	%
	Out-of-Centre	- Make		1.0% 0.0	N 0.0%	0.0%	0.0% 4	3% 0.0%	0.0%	0.0%	0.0% 1.	1% 0.09	2.1%	0.0%	0.0% 3.0	0.0%	0.0%	0.0%	0.0% 1.1	0% 2.3%	0.0%	0.0%	2.0% 0.0	8% 0.0%	0.0%	2.7%	5.8% 11.2	0.0%	0.0%	0.0%	0.0% 9.	55 1.156	0.0%	13% 0	% 0.0%	0.8%	0.0%	1.2% 1	0% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	% 0.0%	0.0%	0.0%	0.8%	0.2%	0.1%	3.0% 2.3	
Welsell	Strategic Centre	Walsell			N 0.0%							0% 0.09				r% 0.6%				0% 3.5%				0% 0.0%			45.1% 8.5				31.6% 18			25.2% 17			7.0% 2					0.0%		% 0.0%			4.6%			2.5% 29.9	
	Town Centre	Blowich			0.0%							0% 0.09			0.0% 0.0									.0% 0.0%			1.5% 0.0															0.0%					0.2%			0.0% 1.3	
		Brownhills Aldridos	0.0%	0.0% 0.0	N 0.0% N 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% 0.1	0% 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	1.5% 0.0	% 0.0%	0.0%	0.0%	1.4% 0.	1% 0.0%	0.0%	0.0% 1.5	% 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%	0.2%	0.0%	0.0%	0.0% 0.9	5
		Witenhall													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%	0.5% 1.4	% 0.0%	0.0%	0.0%	0.0% 0.	1% 0.0%	0.0%	0.0% 0.1	% 2.8%	0.0%	0.7%	0.0% 43	2% 0.0%	0.0%	0.0%				0.0%		0.1%	0.2%	0.0%	0.2% 0.4*	
		Densition																																				0.7% 0.													- 1
	District & Local Centres		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	- 1
	Out-of-Centre	subtotal	0.6%	3.2% 1.9	N 0.0%	0.0%	0.0% 4	1% 0.0%	0.6%	0.0%	0.0% 0	0% 0.09	6 1.7%	0.0%	2.9% 2.1	1% 1.1%	0.0%	0.0%	0.5% 0.1	6% 0.0% 6% 3.5%	0.0%	0.0%	0.7% 0.7	0% 0.0%	1.6%	30.5% 5	57.0% 14.6	% 0.5% 7.9%	0.0%	47.4%	6.9% 3. 40.6% 21	5% 3.1% 5% 14.5%	4.4%	35.1% 25	2% 5.2%	2.2%	10.4%	10.0% 2-	9% 2.5%	2.0%	2.4%	0.7% 0	0.6% 1.3 0.6% 1.3	% 0.0%	2.4%	0.0%	6.2%	2.9%	0.2%	1.5% 4.8° 4.5% 38.1	1%
All Other Centres Outside	- POL 4 4																																																		7
All Other Centres Outside	Birmingham		46.8%						6 10.9%	6.6%	2.8% 7.	0% 35.25	5 20.4%	5.1%	13.1% 9.0	25.7%	2.7%	8.1%	0.0% 0.1	0% 7.6%	0.9%	2.3%	3.6% 0	.0% 5.7%	2.1%	9.6% 1	10.4% 6.7	% 9.1%	13.2%	6.9%	17.3% 20	7% 6.9%	6.4%	9.3% 22	9% 2.5%	5.0%	2.4%	7.3% 3.	1% 6.7%	1.3%	1.7%	8.1% 6	3.6% 3.0	66 0.0%	5.7%	6.7%	14.2%	5.6%	2.9%	13.3% 11.8	
	Carnock Kidderminater			0.5% 0.6		0.0%		0% 1.3% 0% 2.8%				6% 0.09 6% 0.09		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%	5.6% 0.0	.0% 0.0%	2.5%	0.8%	0.0% 0.0	% 22.8%	0.0%	2.8%	3.4% 0.	% 23.8% % 0.0%	5.8%	4.8% 0.0%			1.8%	1.4% 0.0				0.0% 0	0.0% 0.0				1.6%	0.3%	0.0%	0.0% 1.4*	
	Lichfield		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%	6 0.0%	0.0%	0.0% 0.0	950.0%	0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0%	0.0% 0.0	.0% 0.0%	0.0%	6.6%	0.5% 0.0	% 1.5%	17.8%	2.9%	2.5% 0.	1.8%	14.8%	11.2% 2.3	% 0.0%	0.0%	1.2%	0.0% 0.1	0% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	66 0.0%	0.0%	0.0%	1.2%	0.2%	0.0%	0.1% 2.67	5%
	Redditch Stafford			15% 0.0				0% 17.3%				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		2.1%		1.4%	0.0%		0.0% 0.09	
	Sutton Coldfield Telford		0.0%		0.0%	0.0%	0.6% 8.	5% 1.5%	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	2% 13.0%	0.0%	0.0%	0.0% 0.1	6% 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.5%	0.5% 0.0	% 0.0%	0.5%	0.8%	5.3% 2.	95 0.0%	0.0%	2.8% 8.	1% 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%	1.4%	0.0%	0.1%	0.9% 2.19	156
	All Other Centres and Stones Elsewh	nere			% 10.9%																			2% 4.1%													1.8%							5 9.25			8.4%	1.6%		2.5% 5.3	
		subtotal	51.1%	53.1% 56.4	% 56.9%	32.6%	71.5% 38	14% 55.1%	6 12.6%	9.4%	8.4% 12	2.0% 37.95	% 23.0%	5.1%	15.3% 16.	4% 59.6%	3.3%	47.1%	0.8% 2.	3% 10.79	4.3%	5.5%	15.6% 3	2% 11.09	50.6%	28.6% 1	13.3% 7.5	% 61.5%	68.7%	19.5%	37.9% 26	5% 51.5%	62.5%	44.8% 45	5% 9.1%	12.8%	10.7% 1	10.9% 63	8% 7.2%	70.0%	4.1%	16.8% 1	1.2% 12.3	5% 38.6%	43.2%	73.2%	33.2%	11.7%	5.6%	17.4% 24.8	5%
SPECIAL FORMS OF TRA	IONO INTERNET SHOPPING																							18.4%																							24.6%			27.0% 22.1	_
		CRAND TOTAL								****				*****				***						0.0% 100.0%		****						*** ***	100.00								100.00	****		*** ***	102.00		***			100.0% 100.0	
		GRAND FOTAL	100.0%	100.0% 100.	n 100.0%	100.0%	00.0% 10	U.U% 100.05	% 100.0%	100.0%	100.0% 10	U.U% 100.0	100.0%	100.0%	100.0% 100	100.01	100.0%	100.0%	100.0% 100	100.0	100.0%	100.0%	30.0% 100	.un= 100.0%	100.0%	100.0% 9	100.0% 100.0	U% 100.0%	100.0%	100.0% 1	100.0% 100	un 100.0%	100.0%	100.0% 100	un 100.0%	100.0%	100.0% 1	00.0% 100	.un 100.05	100.0%	100.0%	100.0% 10	JULUN 100.	UN 100.0%	100.0%	100.0%	100.0%	100.0%		100.0% 100.0	276



TABLE 3: RECORDING MEDIA - 2021 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading Based on 2019 Household Survey

Part Control	9% 7.7% 27.2% 17.4% 0.0% 4.5% 22 0% 0.0% 0.0% 0.0% 0.0% 0.4% 2 0% 0.0% 0.0% 0.0% 0.0% 0.1% 0	25.6% 0.8% 0.1% 5
Manufal Manufa	2% 0.0% 0.0% 0.0% 0.0% 0.4% 2 2% 0.0% 0.0% 0.0% 0.0% 0.1% 0	25.6% 0.8% 0.1% 5
Tentine was also also also also also also also al	2% 0.0% 0.0% 0.0% 0.0% 0.4% 2 2% 0.0% 0.0% 0.0% 0.0% 0.1% 0	25.6% 0.8% 0.1% 5
Marked 50 50 50 50 50 50 50 50 50 50 50 50 50	0% 0.0% 0.0% 0.0% 0.0% 0.1% 0	
DATE 1968 19		2.7% 0.0% 0.1% 0
Column C		0.5% 0.0% 0.3% 0
Colf Service S	2% 2.9% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0
Color State Color	2% 0.0% 0.0% 0.0% 0.0% 0.5% 2	2.8% 0.0% 0.3% 0
Part Curies Ching		31.5% 0.5% 0.9% 6.
See Mark Melegrids 1 190 190 190 190 190 190 190 190 190 1		
Procedure Design Service Procedure Design Service	2% 0.0% 0.0% 0.0% 3.5% 0.3% 0	0.0% 1.0% 0.5% 0
Part	5% 24.0% 0.0% 0.0% 1.1% 9.4% 4	4.4% 34.7% 11.0% 1
Part	25 145 0.05 0.05 0.05 0.05	0.0% 2.8% 0.2% 0
Dated Lioux Curren Date Conference Co	2% 0.0% 0.0% 0.0% 0.0% 0.6% 0	0.0% 3.6% 0.0% 0 0.0% 1.5% 0.4% 0
Configure 1	N 0.0% 0.0% 0.0% 0.0% 0.3% 0	0.0% 1.5% 0.4% 0.
Servined Tours Curies State St	3% 0.0% 0.0% 0.0% 0.0% 0.2% 0	0.4% 0.2% 0.0% 0
Servined Tours Curies State St	2% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.1% 0.0% 0
Tension	5% 25.5% 0.0% 0.0% 4.6% 11.3% 4	4.8% 44.0% 12.2% 1
Tension	2% 0.0% 0.0% 0.0% 0.0% 1.3% 0	0.0% 0.7% 6.4% 0
Configuration 1.00 0.00 0.00 0.00 0.00 0.00 0.00 0.0		
Confedence Confe		0.0% 0.4% 0.2% 0.
Maintainery 25th 50th	0% 0.0% 0.0% 0.0% 0.0% 0.3% 0	0.9% 0.0% 1.2% 0.
Capital Strate Control	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% 0.2% 0	0.0% 0.0% 1.8% 0
Part	25 0.05 0.05 0.05 0.05 0.05 0.15	0.0% 0.0% 0.9% 0
Order Control	0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.2% 0
## Maid Diss Column Colu	2% 0.0% 0.0% 0.0% 0.0% 0.1% 0	0.0% 0.0% 0.3% 0
## Maid Diss Column Colu		0.0% 0.1% 3.0% 0
Tent Curities Besselds - 0.0%	2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.	0.0% 0.1% 3.0% 0 0.9% 1.3% 14.6% 0
Tent Custe Description Cart C		
## Demonstrate	2% 0.0% 0.0% 0.0% 0.0% 1.6% 0	0.3% 0.0% 1.2% 11
Animpt 00% 00% 00% 00% 00% 00% 00% 00% 00% 00	0% 0.0% 0.0% 0.0% 0.0% 0.5% 0	0.0% 0.0% 0.0% 4
Withheld 00% 00% 00% 00% 00% 00% 00% 00% 00% 00	5% 0.5% 0.5% 0.5% 0.5% 0.1% 0 5% 0.5% 0.5% 0.5% 0.5% 0.1% 0	0.0% 0.0% 0.0% 0
Definition 20% 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	0.1% 0.1% 0.0% 1.
Out-Cebe 02% 02% 02% 02% 02% 02% 02% 02% 02% 02%	2% 0.0% 0.0% 0.0% 0.0% 0.3% 0	0.3% 0.0% 0.8% 1
Out-Cebe 02% 02% 02% 02% 02% 02% 02% 02% 02% 02%	25 0.05 0.05 0.05 0.05 0.05	0.0% 0.0% 0.0% 0
Oxford Control 10% 67% 67% 67% 67% 67% 67% 67% 67% 67% 67		
	2% 0.0% 0.0% 0.0% 0.0% 0.2% 0 2% 0.0% 0.0% 0.0% 0.0% 3.1% 0	0.0% 0.0% 0.1% 1
## Colorar Customic Outside SCELA Mass 13.75 22.75 22.75 22.75 12.85 12.9	25 0.05 0.05 4.05 0.05 7.25 1	1.1% 1.2% 6.4% 5
CHESTER DESCRIPTION OF DESCRIPTION O		0.9% 0.0% 0.0% 0
Kiddeminater 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	2% 0.0% 0.0% 0.0% 19.1% 0.8% 0	0.0% 0.0% 0.0% 0
Lechael 00% 00% 00% 00% 00% 00% 00% 00% 00% 00		0.0% 0.0% 0.1% 0.
Residench	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
Al Other Centre and Stress Elementers 62% 122% 65% 72% 05% 112% 152% 162% 05% 05% 17% 52% 125% 05% 05% 05% 05% 05% 05% 05% 05% 05% 0	2% 6.6% 12.9% 3.9% 26.2% 4.6% 0	0.3% 0.8% 2.0% 1
Natheral 24.3% 26.1% 21.9% 42.9% 12.4% 37.8% 31.4% 45.9% 0.0% 17% 5.0% 23.9% 28.9% 61.9% 3.2% 21.9% 12	3% 8.1% 23.3% 25.9% 46.4% 16.8% 2	2.7% 1.9% 8.5% 10
SPECIAL FORMS OF TRANSION INTERNET SHOPPING: 6235 5275 1275 5275 5275 5275 5275 5275 527	0% 55,8% 49,5% 56,7% 49,0% 60,3% 50	59.2% 51.9% 61.8% 56
GPART TOTAL 1002%	PH 100 PH 100 PH 100 PH 100 PH 100 PH 100 PH Y	100.0% ##### 100.0% 10
## 15 15 15 15 15 15 15 15		



TABLE 4: AUDIO VISUAL. PHOTOGRAPHIC & COMPUTER ITEMS - 2021 MARKET SHARE ANALYSIS I'M Including Internet Shopping and other Special Forms of Trading Based on 2019 Incusariol Survey.

																																														V	olverhampton	Dudley Sar	dwell Wat
LOCAL PLANNING AUTHORITY	CENTRE TYPE		Zone 1 Z	ne 2 Zon	3 Zone 4	Zone 5	Zone 6 Z	one 7 Zone	e 8 Zone 1	9 Zone 10	Zone 11 Zo	ne 12 Zone	13 Zone 14	Zone 15 Z	one 16 Zon	e 17 Zone 1	15 Zone 19	Zone 20 2	čene 21 Zen	22 Zone 21	Zone 24	Zone 25 Zon	e 26 Zone 2	27 Zone 28 2	Cone 29 Zon	e 30 Zone 3	1 Zone 32	Zone 33 Zo	ne 34 Zone 3	5 Zone 36	Zone 37 Zon	e 38 Zone 3	2 Zone 40	Zone 41 Zon	te 42 Zone 4	3 Zone 44 :	Zone 45 Zon	te 46 Zone 4	Zone 48	Zone 49 Z	one 50 Zon	e 51 Zone 1	52 Zone 53	Zone 54 Zo	one 55 STUDY	AREA			
Wolverhamoton	Strategic Centre	Wolverhampton			s 0.0%			0.0% 1.0%	M. 28%	12%		20% 0.0%	18%	0.0%	21% 01	944 D D94	48%	17%						0.0%	7.5% 01	046 0.046	0.0%		094 0.094	0.0%	0.0% 0.0	296 0.096	16%	0.0% 29										44.1% 6.	62% 7.1		38.2%	3.2% 0	
	Town Centre	Riston		10% 0.0			0.0%					10% 0.05			0.0% 0.0					% 2.1%									0% 0.0%		0.0% 0.1			0.0% 0.				7% 22.4%					6 0.0%		0.0% 0.8	11		0.0% 0	
	TOWN CHIEF	Wednesfield	0.0%			0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	2.0% 0.09	0.0%	0.0%	0.0% 0.0	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% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	0% 1.3%	2.3%	0.0% 0.	6% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.8% 0.	0.0% 0.1	1%	0.6%	0.0%	.0% 0.1
	District & Local Centres		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%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	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%	2.3% 1.4	4% 0.8%	0.0%	0.0% 0.	0.0% 0.1	1%	0.9%	0.0% 0	.0% 0.0
	Out-of-Centre		0.0%	0% 0.0	5 0.0%	0.0%	0.0%	0.0% 0.0*	0.0%	0.0%	0.0%	20% 0.09	0.0%	0.0%	10% 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%	1.7%	0.0% 0	0% 4.6%	0.0%	3.4% 11	0.0%	0.0%	0.0% 13	1% 8.7%	15.6%	3.0% 6	4% 7.4%	0.0%	2.4%	1.0% 0.1	7% 1.4%	0.0%	3.5% 5	0.0% 12	2%	51.0%	0.0% 0 3.2% 1	
Dudley		Ascool	1.12	- 14			0.0%	1.0		144	0.00	200 00	1.0.0		214 0	24 0.04	740	1.1.00	1.7.00	202					0.00	2.10	422	00%	24 424		244		1.000			2200	11.174	44.4		1218	222						2122		
Dudley	Strategic Centre	Briefley Hill- Traditional High Street Briefley Hill- Merry Hill	4.3%	.0% 0.0 .2% 1.4	N 0.0% N 1.8%	9.3%	0.0% 0	0.0% 0.09	9% 0.8% 6% 30.5%	0.0%	0.7% I 47.6% 3	0.0% 0.09 6.4% 1.49	1.6%	0.0%	0.0% 0.0 1.9% 2.2	0.0% 0.0%	0.0% 47.5%	0.0%	0.0% 0.0 47.2% 30	% 0.0% 1% 7.9%	4.1%	1.7% 0.0 49.3% 33	1% 0.0% 1% 43.1%	0.0%	0.0% 0.0%	0% 0.0% 5% 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% 0.0% 8% 1.2%	0.0%	0.0% 0.	0% 0.0%	0.0%	2.7%	0.0% 0.0 2.5% 3	0% 0.0% 4% 33.49	0.0% N 1.8%	0.0% 2 0.0% 0	2.2% 0.2 0.0% 10.5	1.2%	0.0% 3.5%	0.7% 0 44.3% 1	3% 0.0
	Town Centre	Dudley	0.0%	10% 0.0	N 0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%		0.7%				0.0% 0.0	2% 0.0%			28% 35	% 0.0%	1.0%	0.0% 0.0	1% 0.6%	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% 0.7%		0.0%			6 0.0%	0.0% 0.	0.0% 0.4	4%	0.1%	22%	.1% 0.0
		Stourbridge Halesowen			N 0.0% N 0.0%			0.0% 0.0%			0.7%				0.0% 0.0		0.0%	0.0%	0.6% 2.6	% 0.0%	0.6%	0.0% 0.0	% 5.7% % 0.0%	14.3%	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% 0.6	1.8%		3.3% 0	
	District & Local Centres		0.0%	.0% 0.0	N 0.0%	0.0%	0.0%	0.0% 0.09	0.0%	0.0%	0.0%	2.0% 0.09	0.0%	0.0%	0.0% 0.0	0.0%	0.7%	0.0%	0.6% 1.4	% 0.0%	1.6%	7.9% 5.6	1% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	8% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0%	0.0% 0.0	0% 2.2%	6 0.0%	0.0% 0.	0.0% 0.3	3%	0.0%	1.2% 0	3.0 200
	Out-of-Centre		0.0%	.0% 0.0	5 0.0%	1.6%	0.0%	0.0% 0.0*	0.8%	0.7%	0.0%	2.0% 0.09	0.0%	0.7%	0.0% 0.0	2% 0.0%	0.0%	0.0%	12% 23	% 2.7%	1.7%	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% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	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%	0.0%	0.7% 0	4% 0.0
		subtotal																																													3.6%		
Sandwell	Strategic Centre	West Bromwich			0.0%			4.0% 0.0				2.0% 3.65		5.1%					3.6% 0.0			0.0% 0.0				0.0%		0.0% 0			1.7% 0.1			0.0% 0.			0.0% 0.				0.0% 0.0			0.0% 0.	- 1	11	0.0%		
	Town Centre	Blackheath Cradley Heath	0.0%	1.0% 0.0		0.0%		0.0% 0.05	2% 1.5%	0.7%	1.3%	1.0% 0.09 1.7% 0.09	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	1% 0.0%		0.0% 0.0	20.0%	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%	6 0.0%		0.0% 0.1	12%	0.0%	0.7% 0	0.05
		Great Bridge Oldbury	0.0% 0	10% 0.0				0.0% 0.05		0.0%	0.0%	0.0% 0.09 8.9% 1.45	6 6.5%	2.1%	7.9% 0.1 4.8% 0.1	9% 0.0%	0.0%	0.0%	0.0% 0.0	% 2.7% % 1.8%	0.0%	0.0% 0.0	96 0.0% 96 1.0%	0.0%	0.0% 0.0	20.0 AC	0.0%	0.0% 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% 3.1%	0.0%		0.0% 1.3					12%		0.0% 1	
		Wednesbury Cape Hill	0.0% 0		N 0.0% N 0.0%		0.0%					2.0% 2.65			0.7% 1.0				0.0% 0.0					0.0%		0% 1.0%		1.6% 0				1.2%		0.0% 4.		1.5%					0.0% 0.0					14%		0.0% 1	
		Bearwood	6.3%	10% 0.0	N 0.0%	3.9%	0.8% 1	1.4% 0.0	0.8%	0.0%	0.0%	10% 13.9	% 8.6%	1.5%	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% 2	
	District & Local Centres		0.0%	.0% 0.0	0.0%	0.0%	0.0% 1	1.4% 0.05	0.0%	0.0%	0.0%	2.0% 7.79	0.0%	0.0%	1.8% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	% 0.6%	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% 12%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0% 0.1	1%	0.2%	0.0% 0	.7% 0.0
	Out-of-Centre	whitele	0.0%	.6% 0.0	N 0.0%	0.0%	0.0% 3	94.8% 1.8°	0.8%	0.0%	0.0%	2.0% 2.45	5 9.2%	53.6%	20.8% 30.	2% 4.4%	2.2%	0.0%	0.0% 53	% 25.7% % 35.8%	0.0%	0.0% 0.0	95 0.0%	1.9%	2.1% 18	1% 34.4%	54.4%	5.7% 0	0% 22.5%	18.3%	43.5% 6.0	2% 3.3% 2% 4.6%	14.1%	23.1% 4.	2% 3.5%	22.1%	45.9% 28 45.9% 20	8% 17.8% 3% 22.8%	0.0%	0.0%	2.2% 1.7	3% 1.4%	0.0%	6.0% 0	0.0% 8.2	17%	7.9%	1.1% 2	
Walsall	Strategic Centre	Walsell			N 0.0%							2.0% 0.09			0.0% 0.1							0.0% 0.0				2% 25.9%					11.3% 1.0			4.0% 2							1.4% 0.0			0.0% 0.		.0%	0.5%		
	Town Centre	Blorwich	0.0%	.0% 0.0	N 0.0%	0.0%	0.0%	0.0% 0.0*	0.0%	0.0%	0.0%	2.0% 0.09	6 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	1% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	.0% 8.1%	2.5%	0.0% 1.0	2% 0.0%	0.0%	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%	6 0.0%	0.0% 0.	0.0% 0.3	3%	0.0%	0.0% 0	.0% 2.7
		Brownhills Aldridge	0.0% 0				0.0% 0	0.0% 0.09		0.0%		2.0% 0.09	0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.7%	0.0%		0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	9% 0.0% 1% 0.0%	0.0%	0.0% 0.0%	0% 0.0%	0.0%	0.5% 0	0% 0.0%	2.4%	2.0% 0.0	0.0% 0.0%	5.8%	0.8% 0. 7.3% 0.	0.0%	0.0%	0.0% 0.	200 200	0.0%	0.0%	0.0% 0.0			0.0% 0.		1%		0.0% 0	
		Witerhall	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%	0.0% 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% 2.1%	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%	0.8% 5.	4% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	6 0.0%	0.0% 0.	0.0% 0.1	196	0.0%	0.0% 0	3.0% 0.8
		Darlaston	0.0%	1.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.05	0.0%	0.0%	0.0%	2.0% 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	1% 0.0%	0.0%	0.0% 0.0	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%	0.0%	0.0% 0.	0.0%	0.0%	1.3%	0.0% 0.0	0.0%	. 0.0%	0.0% 0.	0.0% 0.0	3%	0.1%	0.0% 0	.1% 0.0
	District & Local Centres		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%	0.0% 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%	1.0%	0.0% 0.	0% 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% 0.3
	Out-of-Centre	withful	0.0%	9% 0.0	N 0.0%	0.0%	0.0% 2	3.4% 0.05	0.0%	0.0%	0.0%	0.0% 0.09	6 0.0%	0.0%	0.0% 2	1.1%	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0% 0.0	95 0.0%	0.0%	0.0% 6:	3% 6.9%	0.0%	0.0% 0	0% 0.0%	4.9%	1.0% 0.0	95 0.0%	1.0%	4.0% 0.	0% 1.8%	1.3%	3.8% 1	0% 0.0% 4% 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	2 250	0.0% 0.5	15%	1.1%	0.0% 0	
All Other Centres Outside BC																																														<u> </u>			
All Other Centres Outside BC	CLA Area Birmingham		37.8% 1	1.7% 43.6	% 31.4%	39.0%	13.6% 6	6.8% 6.4*	7.3%		1.8%	1.0% 25.9	5 9.5%	0.0%	5.5% 4.5	2% 7.1%	2.2%	3.3%	0.0% 1.4	% 4.2%	0.0%	1.0% 0.0	1.1%	1.1%	2.1% 3:	9% 0.0%	0.8%	0.0% 3	0% 2.3%	1.8%	4.2% 2.1	1% 1.2%	1.0%	5.8% 3.	3% 0.0%	2.7%	0.0% 3.	2% 1.9%	0.0%	0.0%	0.8% 4.0	0% 3.3%	6 0.0%	0.0% 0.	0.0% 8.0	.0%	1.6%	14% 0	2% 27
	Carnock Kidderminater		0.0%					0.0% 0.0%		0.0%	0.0%	0.0% 0.09 0.7% 0.09	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% 7% 1.6%	0.0%	22.9% 3/	5% 0.0% 0% 0.0%	0.0%	52.1% 0	0% 10.7%	2.7%	0.0% 50.	5% 27.8%	23.5%	5.8% 1.			3.6% 0.	0.0%	0.0%		0.0% 0.0			3.8% 0.	0.0% 4.3		1.2%	0.0% 0	0.0% 5.7° 0.1% 0.0°
	Lichfield		0.0% 0	10% 0.0				0.0% 0.0%				2.0% 0.05			0.0% 01					% 0.0%			156 0.0%			0% 0.0%		0.5% 8				2% 10.4%		1.2% 0.				0% 0.0%			0.0% 0.0				0.0% 0.5			0.0% 0	
	Redditch		0.0%	8.0 1/01	5 1.7%	0.0%	3.1% 0	0.0% 5.19	% 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	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%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	6 0.0%	0.0% 0.	0.7% 0.3	1.3%	0.0%	0.0% 0	0.0% 0.0
	Stafford		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	1% 0.0%			0.0%		0.5% 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
	Sutton Coldfield Telford		0.0% 1	1.4% 0.0	N 0.0%	0.0%	0.8% 5	0.0% 0.05 0.8% 0.05	9% 0.0%	0.0%	0.0%	0.0% 0.09 0.0% 0.09	6 0.0%	0.0%	0.0% 0.0	2% 34.3% 2% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	3.9% 0.	20.0 20% 20.0 20%	0.0%	0.0% 4	.5% 0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0% 2	0% 0.0% 1% 1.8%	0.0%	0.0% 0.	20.0 20% 20.0 20%	55.1%	0.0%	0.0% 0.0	0% 0.0% 0% 1.6%	£ 21.9%	0.0% 0. 16.1% 3.	0.0% 2.3 3.2% 1.1			0.0% 1	
	All Other Centres and Stores Elsewhe	re.	3.4% 1	3.0% 12.4	% 15.8%	1.6%	38.4% 6	6.7% 14.6	6% 0.8%	0.7%	7.4%	3.8% 2.25	0.6%	2.1%	1.0% 5.7	13.8%	0.0%	4.4%	4.2% 0.0	% 0.0%	0.0%	0.0% 2.5	1.0%	0.7%	3.6% 12	1% 0.6%	0.8%	1.7% 25	2.8% 0.7%	2.6%	3.7% 2.1	2% 14.4%	3.6%	7.2% 0.	8% 0.0%	0.0%	0.0% 1.	8% 0.0%	5.6%	0.0%	1.0% 0.0	0% 2.4%	7.4%	1.7% 25	25.7% 6.4	4%	0.3%	0.8% 2	.6% 3.1
		subtotal	41.2% 3	7.3% 56.7	5 48.95	40.5%	55.8% 2	9.1% 31.1	15 8.25	0.7%	2.3%	15% 29.2	5 10.1%	2.1%	6.6% 10.	2% 55.2%	2.9%	61.7%	425 14	5 425	0.0%	1.7% 29	5% 3.8%	5.8%	51.1% 22	7% 0.6%	1.7%	54.8% 40	15.0%	8.8%	7.8% 55	5% 53.8%	32.5%	30.6% 7.	0% 4.1%	6.9%	3.6% 5.	0% 1.9%	63.4%	0.0%	1.8% 4/	0% 8.7%	31.0%	21.5% 5	58.9% 26.1	1%	3.5%	3.0%	7% 14/
SPECIAL FORMS OF TRADIN	NO INTERNET CHORDING			170 40.0	si en 161	42.4%	11 M 2		es es es	42.6%	24.20	T 480 30.0		20.15	20 20 20	27.69	20.66	27.48	20.0% 22		24.000	27.50		5 31.0%	28.055 30	100 700 700	70.00	27.4%	200 2000	20.00	20.00	nii 20 711	24.00	20.20	20.00	33.6%	24 885 20		20.48	22.28	27.26 24	es: 31.70		22.28	12.7% 17.4		31.1%	27.70	e nic - 20
					_ 20.00											020				- 2000												4074														· 1			>0.0
		GRAND TOTAL	100.0% 1	0.0% 100.	2% 100.0%	100.0%	100.0% 10	00.0% 100.0	0% 100.0%	N 100.0%	100.0% 1	00.0% 100.0	% 100.0%	100.0% 1	100.0%	0% 100.05	N 100.0%	100.0%	100.0% 100	0% 100.0%	100.0%	100.0% 100	0% 100.05	% 100.0%	100.0% 100	0.0% 100.0%	100.0%	100.0% 10	0.0% 100.0%	100.0%	100.0% 100	0% 100.09	100.0%	100.0% 100	100.0%	100.0%	100.0% 100	0.0% 100.0%	100.0%	100.0% 1	100.0% 100	0.0% 100.0	% 100.0%	100.0% 10	100.0% 100.	3.0%	100.0%	PARTIES 7	0.0% 100



TABLE 5: BOOKS, STATIONERY & DRAWING MATERIALS - 2621 MARKET SHARE ANALYSIS (%) finulating internet Shooping and other Special Forms of Trading Based on 2019 Household Survey.

																																														CORE 20	NES	
LOCAL PLANNING AUTHOR	CENTRE TYPE		Zone 1 2	ne 2 Zon	e 3 Zone 4	Zone 5	Zone 6 Zo	one 7 Zone	8 Zone 9	Zone 10 Zo	ne 11 Zone	12 Zone 13	Zone 14 Zo	ne 15 Zone	16 Zone 17	Zone 18	Cone 19 Zon	e 20 Zone	21 Zone 22	Zone 23 2	Cone 24 Zon	ne 25 Zone 26	Zone 27 Z	lone 28 Zone	29 Zone 30	Zone 31 Zo	ne 32 Zone :	33 Zone 34	Zone 35 Zon	ne 36 Zone 37	Zone 38 Z	one 39 Zone -	00 Zone 41	Zone 42 Zone	43 Zone 44	Zone 45 Zo	one 46 Zone	47 Zone 48	Zone 49	Zone 50 Zon	ne 51 Zone 52	Zone 53 Z	one 54 Zone 5	S STUDY AREA	Wolverham	mpton Dudley	Sandwell Wals	ı
Wokerhamoton																																												1 1				
	Strategic Centre	Wolverhampton	0.0%	.9% 0.0	0.0%	0.0%	0.0% 0.	1.0% 0.0%	1.4%	0.0% 0	1.0% 0.0%	0.0%	0.0% 1	.7% 0.05	6 0.0%	0.0%	1.7% 0.	0% 0.01	5 7.8%	0.7%	0.0% 0.0	.0% 0.0%	0.0%	0.0% 5.19	0.0%	2.1% 0	7% 0.0%	6 0.0%	0.0% 0.	.0% 0.0%	1.4%	0.0% 1.6%	0.0%	39.2% 38.7	% 15.3%	11.5% 1	1.4% 16.1	% 1.4%	57.9%	38.0% 43	13.2%	28.1%	26.1% 0.0%	5.5%	33.5%	1.1%	0.3% 2.59	4
	Town Centre	Bilaton Wednesfield	0.0%	10% 0.0	% 0.0% % 0.0%	0.0%	0.0% 0.	10% 0.0%	0.0%	0.0% 0	J.0% 0.0% 0.0% 0.01	0.0%	0.0% 0	.0% 0.09 .0% 0.09	6 0.0% 6 0.0%	0.0%	0.0% 0.	0% 0.09	6 0.0% 6 0.0%	0.0%	0.0% 0.0	0.0% 0.0%	0.0%	0.0% 0.09	N 0.0% N 0.0%	2.6% 0 0.0% 1	.0% 0.0%	6 0.0% 6 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	% 1.1% % 9.0%	0.0%	3.7% 26.6° 0.0% 0.09	% 0.0% % 0.0%	0.0%	0.0% 4. 0.0% 0.	0.0%	0.0%	0.0% 0.0%		5.9% 1.2%	0.0%	0.0% 0.6%	i N
	District & Local Centres		0.0%	.0% 0.0	0.0%	0.0%	0.0% 0.	1.0% 0.0%	0.0%	0.0%	3.0% 0.09	0.0%	0.0% 0	.0% 0.09	6 0.0%	0.0%	0.0% 0.	0% 0.09	5 3.4%	0.0%	0.0% 0.	.0% 1.7%	0.0%	0.0% 0.09	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% 0.7	% 2.1%	0.0%	0.0% 0.09	% 0.0%	1.8%	0.9% 3.	.0% 13.6%	0.0%	0.8% 0.0%	0.4%	12%	0.4%	0.0% 0.0%	,ie
	Out-of-Centre	withful	0.0%	0.0	% 0.0%	0.0%	0.0% 0.	1.0% 1.8%	0.0%	0.0% r	2.0% 0.09	0.0%	0.0% 0	7% 0.05	6 0.0%	0.0%	0.0% 0.	0% 0.09	6 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 1.19	N 0.0%	22% 2	1% 0.0%	6 0.0%	0.0% 3.	0% 0.0%	5.9%	0.0% 0.0%	0.0%	7.1% 6.7	% 12.6% % 40.1%	7.1%	3.9% 6.79	0.0%	2.6%	2.8% 2	9% 0.0%	0.0%	6.2% 0.0% 33.0% 0.0%	1.1%	5.6%	0.0%	0.3% 1.6% 0.7% 4.7%	٥
																																												1	1			٠
Dudley	Strategic Centre	Briefley Hill- Traditional High Street Briefley Hill- Merry Hill		10% 0.0						0.0% 0 28.7% 28												.5% 0.0% 1.0% 30.5%										0.0% 0.0%		0.0% 0.0			0.0% 0.09						0.0% 0.0%		0.0% 4.4%		0.0% 0.0% 9.2% 0.4%	
	Town Centre	Duckey	0.0%			0.0%	0.0% 0.	1.0% 0.0%	1,6%	0.0% 0	0.0% 2.21	0.0%	0.7% 9	8% 0.09	6 0.0%	0.0%	20.3% 0.	0% 17.9	% 6.8%	4.8%	3.7% 0.	.0% 0.0%	0.0%	0.0% 0.0	N 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% 0.09	5 0.0%	0.0%				0.0% 0.8%	1.0%	0.1%	4.5%	1.8% 0.0%	%
		Stourbridge Halesowen		10% 0.0	% 0.0% % 0.8%	4.1%	0.0% 0.	10% 0.0%	6 1.4% 6 21.0%	0.0% 0 39.3% 9	1.0% 0.0% 2.8% 4.49	0.0%	4.4% 0	.0% 0.09	6 0.0%	0.0%	0.8% 0.	0% 0.01	6 0.0%	0.0%	0.0% 0	.4% 17.8% .0% 0.0%	2.1%	16.6% 0.07	N 0.0% N 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% 0.09	% 0.0% % 0.0%	0.0%				0.0% 0.0%		0.1%	6.5%	1.8% 0.0%	
	District & Local Centres		0.0%	.0% 0.0	% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0%	3.0% 0.09	0.0%	0.0% 0	.0% 0.09	6 0.0%	0.0%	0.0% 0.	0% 0.79	6 8.6%	0.0%	0.0% 6.	1% 0.0%	0.6%	0.0% 0.09	N 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% 0.09	% 0.0%	0.0%	0.0% 0.	8% 0.0%	1.6%	0.0% 0.0%	0.3%	0.1%	1.7%	0.0% 0.0%	ú
	Out-of-Centre	subtotal	0.0%	0% 0.0	% 0.0%	0.0%	0.0% 0	10% 0.0%	0.0%	0.0%	20% 0.09	0.0%	0.0% 0	9% 0.05	5 0.0%	0.0%	3.0% 0.	0% 4.79	5 0.8%	3.6%	30% 0	.0% 0.0% F.0% 48.3%	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	N 0.0%	0.0%	0.0% 0.09	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0%	0.2%	0.0%	1.1%	0.5% 0.0%	5
0	Strategic Centre	West Bromwich		.1% 0.0						0.0% 0												10% 40.3%		0.0% 0.0		0.0% 0				0% 4.0%		0.0% 0.0%		0.8% 0.0			0.0% 0.0%	0.0%		0.0% 0			0.0% 0.0%		0.1%		11.5% 0.4%	_
Sanoweii																																						. 0.0%						1 1	l I			
	Town Centre	Blackheath Cradley Heath		1.0% 0.0	% 0.0%	0.0%	0.0% 0.		0.0%	0.0% 4		0.0%	0.0% 0	0.01	6 0.0%	0.0%	0.0% 0.	0% 1.45	6 0.0%	0.0%	0.0% 0.1	20% 20%	0.0%	0.0% 0.09	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% 0.09	% 0.0%	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0%	0.1%	0.0%	0.1%	1.3% 0.0% 0.3% 0.0%	%
		Great Bridge Oldbury		.6% 0.0						0.0% 0				1.0% 7.59 2.5% 3.39	6 0.0%	0.0%	1.5% 0. 0.0% 0.	0% 0.05	6 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0.05	5 1.7%	0.0% 3	.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% 3.75				0% 0.0%		0.0% 0.0%	0.5%	0.6%	0.0%	2.8% 0.0%	
		Wednesbury	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	1.55	6 0.8%	0.0%	0.0% 0.	0.01	6 0.0%	0.0%	0.0% 0.0	20% 0.0%	0.0%	0.0% 0.05	0.0%	0.0% 5	.9% 0.0%	6 0.0%	0.0% 0.	200.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	56 0.0%	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0%	0.1%	0.0%	0.0%	1.0% 0.0%	%
		Cape Hill Bearwood	0.0%	10% 0.0	n 0.0%	0.0%	0.0% 0.	10% 0.0%	6 0.0%	0.0% C	0.0% 0.0%	1.7%	9.3% 0 6.0% 0	.0% 0.01	6 0.0%	0.0%	0.0% 0.	0% 0.01	6 0.0%	0.0%	0.0% 0	0.0%	0.0%	0.0% 0.0	N 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%	5 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0%	0.4%	0.0%		3.0% 0.0% 1.2% 0.0%	
	District & Local Centres		0.0%	.0% 0.0	% 0.0%	0.0%	0.0% 1.	7% 0.0%	1.4%	0.0%	3.0% 0.09	6.4%	0.0% 0	.0% 2.85	6 0.0%	0.0%	0.0% 0.	0% 0.01	6 0.0%	2.2%	0.0% 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%	2.5%	0.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 1.29	0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.0%	0.2%	0.2%	0.1%	1.0% 0.0%	ń
	Out-of-Centre	subtotal	0.0%	0.0	% 0.0%	0.8%	0.0% 0	10% 0.0%	0.0%	0.0%	10% 229	0.0%	2.2% 3	1% 3.95	6 0.8%	0.0%	0.0% 0.	0% 0.03	5 0.0%	3.1%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 3	9% 0.0%	6 0.0%	1.6% 0.	0% 0.7%	0.0%	0.0% 0.0%	2.2%	0.0% 0.0	5 1.9%	0.0%	0.0% 1.25	5 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	0.4%	0.4%	0.0%	2.1% 0.7% 20.5% 1.3%	5
																																												$\overline{}$				÷
Walsall	Strategic Centre	Websell		.8% 0.0						0.0% 0									6 0.0%							52.8% 1																	0.0% 0.0%		l I		3.1% 28.51	
	Town Centre	Blowich Brownhills	0.0%	1.0% 0.0						0.0% 0				0.05 0.05	6 0.0%	0.0%	0.0% 0.	0.01	6 0.0% 6 0.0%	0.0%	0.0% 0.0%	20.0 20%	0.0%	0.0% 0.09	N 0.0% N 0.0%	2.6% 0	.0% 0.0%	6 0.0%	18.1% 1.	.1% 0.0% 6% 0.7%	0.9%	0.0% 1.0% 1.3% 23.95	0.0%	0.0% 0.0	% 0.0% % 0.0%	7.1% 0	0.0% 0.09	% 0.0% % 0.0%			0.0%		0.0% 0.0%		0.0%	0.0%	0.0% 4.5%	*
		Aldridge	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% 0.09	6 0.0%	1.0%	0.0% 0.	0% 0.03	6 0.0%	0.0%	0.0% 0.1	.0% 0.0%	0.0%	0.0% 0.05	0.0%	0.8% 0	.0% 0.0%	6 0.0%	1.0% 12	1.9%	0.0%	0.0% 1.0%	30.3%	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% 0.0%	0.7%	0.0%	0.0%	0.0% 5.9%	S.
		Wilenhall Darlaston	0.0%	1.0% 0.0	ns 0.0%	0.0%	0.0% 0.	10% 0.0%	6 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% 0.01	6 0.0%	0.0%	0.0% 0	200 200	0.0%	0.0% 0.0	N 0.0%	0.8% 1	.0% 0.0% .8% 0.0%	6 0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 1.1% % 0.0%	1.0%	5.4% 0.75 1.4% 1.15	% 0.0% % 0.0%	1.7%	0.0% 0.	4% 0.0% 0% 0.0%	0.0%	0.0% 0.0%	0.3%	0.7%	0.0%	0.0% 2.1% 0.3%	ŕ
	District & Local Centres		0.0%	.0% 0.0	% 0.0%	0.0%	0.0% 0.	1.0% 0.0%	0.0%	0.0%	0.0% 0.07	0.0%	0.0% 0	.0% 0.09	6 0.0%	0.7%	0.0% 0.	0% 0.09	6 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%	6 0.0%	0.0% 3.	.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	5 1.1%	2.7%	0.0% 0.09	% 0.0%	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0%	0.1%	0.1%	0.0%	0.0% 0.5%	ń
	Out-of-Centre		0.0%	.0% 0.0	% 0.0%	0.0%	0.0% 0	18% 0.0%	0.0%	0.0%	0.0% 0.07	0.0%	0.0% 0	.0% 0.09	6 0.0%	0.0%	0.0% 0.	0% 0.03	5 0.0%	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0	N 3.5%	8.2% 0	0% 0.0%	6 0.0%	0.0% 3.	9% 0.7%	0.9%	0.0% 0.0%	2.2%	3.7% 0.0	N 0.0%	6.7%	5.5% 0.05	% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0%	0.4%	0.2%	0.0%	0.1% 3.3%	s
		sublotal	0.0%	.8% 0.0	% 0.0%	0.0%	0.0% 6	14% 0.0%	0.0%	0.0%	.0% 0.0%	0.0%	0.0% 0	.0% 0.05	5 8.0%	3.4%	13% 0.	0% 0.05	6 0.0%	1.2%	0.0% 0.	10% 0.0%	0.0%	0.0% 0.0	44.7%	68.6% 1	1.0%	6 0.0%	53.2% 55	15 45.0%	7.1%	25% 42.85	42.2%	11.0% 0.0	5 3.8%	40.1% 3	0.2% 5.05	5. 0.0%	2.5%	0.0% 1	4% 0.0%	0.0%	0.0% 0.0%	1 62%	2.1%	0.1%	3.4% 48.15	å
All Other Centres Outside	BCLA Area Birminsham		20.00		24 694	20.20	10.00			1.8% 1		78.4%	6.1% 1	.5% 7.29	5.0%	3.0%	4.5% 1.	8% 0.01	6 0.0%	8.1%	0.0% 0	.0% 0.0%	1.2%	2.3% 0.0		0.0% 1	100		F 081 - 10		0.0%	0.0% 0.0%	7.6%	3.7% 3.7	5 3.4%	0.0%	2.5% 1.19	5 146	0.0%	0.00	281 0.081	0.0%	1.5% 2.9%	8.0%	2.1%	1.00	6.6% 4.1%	
	Cannock		0.0%	1.0% 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%	6 0.0%	0.0%	0.0% 0.	0% 0.05	6 0.0%	0.0%	0.0% 0.1	056 0.0%	0.0%	0.0% 12.2	% 0.0%	0.0% 0	.0% 46.75	% 0.0%	6.9% 1.	1% 0.0%	30.4%	7.8% 2.6%	0.0%	0.0% 2.0	5 2.7%	1.8% 0	0.0% 0.05	% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.0%	2.7%	0.7%	0.0%	0.0% 1.8%	%
	Kidderminater Lichfield			10% 0.0		0.0%	0.0% 0.	1.5%	0.0%	1.3% 2	2.3% 0.0%	0.0%	0.0% 0	0% 0.09	6 0.0%	0.0%	0.0% 50	.0% 0.05 0% 0.05	6 0.0% 6 0.0%	0.0%	0.0% 0.			3.1% 0.0	N 0.0%	0.0% 0	.0% 0.0%	6 0.0%	0.0% 0. 1.0% 0.	0% 0.0%	1.8%	0.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.09	% 0.0% % 0.0%					0.0% 21.9% 0.0%		0.0%	0.5%	0.1% 0.0%	÷
	Baddish			13% 3.2						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	N 10.0%	0.0% 0	.0% 0.0%	6 0.0%	0.0% 0.	0% 0.0%		0.0% 0.0%		0.0% 0.0	N 0.0%		0.0% 0.05						0.0% 0.0%		0.0%	0.0%	0.0% 0.0%	
l	Stafford		0.0%	10% 0.0	% 0.0%	0.0%	0.0% 0.	1.0% 0.0%	6 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% 0.05	6 0.0%	0.0%	0.0% 0.0	.0% 0.0%	0.0%	0.0% 24.6	% 1.0%	0.0% 1	.1% 0.0%	6 0.0%	0.0% 0.	0% 0.0%	0.0%	1.9% 0.0%	0.0%	0.0% 1.2	0.0%	0.0%	0.0% 0.0%	% 3.3%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0%	0.4%	0.2%	0.0%	0.1% 0.1%	%
	Sutton Coldfield Telford															43.3%	0.0% 0.	0.01	6 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0.05	0.0%	0.8% 0	.0% 0.0%	6 0.7%	0.0% 0.	200.0	0.0%	0.0% 2.6%	6.5%	0.0% 0.0	0.0%	0.0% 0									1.3%	0.0%	1.1% 1.2% 0.4% 0.0%	
	All Other Centres and Stones Elsewhe	re .								0.0% 11				.0% 0.89		6.6%	0.8% 1.					7% 3.7%	0.0%	0.0% 12.2	% 0.0%		.0% 2.9%	4.0%		9% 2.0%		10.8% 1.6%		0.0% 0.0			2.0% 1.35		1.7%	0.9% 0.			9.1% 38.4%	1 1	0.5%		3.9% 2.2%	
		subtotal	41.9% 5	2.5% 51.3	r% 48.9%	36.8%	51.4% 44	4.1% 67.35	% 6.5%	3.1% 2	22.6% 0.0*	25.9%	8.0% 1	.5% 7.95	6 8.1%	52.8%	5.3% 53	0% 2.55	6 0.8%	10.1%	0.0% 0.	17% 6.5%	1.2%	5.4% 58.3	% 18.6%	3.4% 2	4% 55.73	% 51.9%	13.9% 18	19% 13.7%	41.2%	49.7% 17.55	12.8%	3.7% 9.5	% 6.1%	5.5%	4.6% 2.45	% 65.5%	1.7%	3.6% 4.	2% 7.6%	35.0%	30.9% 64.9%	6 28.1%	4.9%	2.6%	12.3% 11.95	ŝ
SPECIAL FORMS OF TRAI	DING/ INTERNET SHOPPING:		55.4%	4.8% 47.0	2% 48.9%	42.0%	48.6% 34	4.2% 25.5%	% 33.5%	28.8% 2	D.5% 33.0°	N 27.4%	52.3% 4	2.4% 38.4	% 49.8%	43.1%	20.0% 40	4% 33.3	% 39.1%	44.5%	44.4% 42	2.2% 43.5%	41.6%	39.5% 35.5	% 33.9%	19.9% 5	1.4% 43.49	% 48.1%	31.3% 23	10% 36.6%	41.9%	47.8% 38.19	42.9%	32.0% 40.2	% 48.1%	34.8% 4	4.9% 26.5	% 23.1%	21.4%	50.6% 31	.4% 41.1%	35.2%	34.4% 34.3%	6 40.2%	39.4%	36.79	43.7% 33.61	36
		GRAND TOTAL																				0.0% 100.0%																						\bot	ı			_
		GROND TOTAL	100.0% 1	N.U% 100.	U7s 100.0%	100.0%	100.0% 10	U.U% 100.0°	7% 100.0%	100.0% 10	60.0° 100.0°	% 100.0%	100.0% 10	u.u% 100.0	n 100.0%	100.0%	100.0% 100	J. U76 100.0	7% 100.0%	100.0%	100.0% 100	U7s 100.0%	100.0%	100.0% 100.0	7% 100.0%	100.0% 10	U.U% 100.0	100.0%	100.0% 100	0.0% 100.0%	100.0% 1	UU U% 100.0*	100.0%	100.0% 100.	100.0%	100.0% 10	UU.U% 100.0	276 100.0%	100.0%	100.0% 100	U.U% 100.0%	100.0% 1	100.05	100.0%	100.0%		100.0% 100.0	4



Appendix 8: Comparison Goods Turnover (excluding SFT)



TABLE 1: ALL COMPARISON GOODS - 2021 MARKET SHARE ANALYSIS (%)

GRAND TOTAL

Town Centre 1.1% Bilaton Wednesfield District & Local Centres 0.6% Out-of-Centre Strategic Centre 0.4% Town Centre 1.3% 1.4% 1.1% 0.8% District & Local Centre 1.1% Strategic Centre West Brownin 3.3% Town Centre Blackheath Cradlev Heath Great Bridge Oldburv Wednesburv Cape Hill Bearwood 0.0% 0.0% 0.0% 0.4% 0.0% 0.0% 12.0% 0.5% 0.0% 3.9% 0.0% 0.0% 0.5% 0.5% 0.8% 0.0% 1.1% 0.0% 0.0% 2.2% 5.7% 0.0% 2.7% 0.0% 0.3% 0.0% 17.4% 1.2% 0.0% 11.0% 0.0% 0.0% 0.0% 0.0% 1.1% 1.3% 0.0% 0.0% 0.0% 0.0% 0.2% 0.0% 0.0% 0.7% 8.4% 7.3% 17.1% 28.1% 5.9% 0.2% 0.0% 0.5% 2.1% 0.2% 0.2% 0.0% 7.7% 8.1% 0.2% 0.0% 7.7% 8.1% 0.2% 0.1% 0.0% 0.0% 4.7% 4.3% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.3% 2.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.0% 0.8% 0.0% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.7% 0.0% 0.0% 0.5% 0.1% 0.5% 1.7% 0.6% 0.3% 0.5% 0.4% District & Local Centres Out-of-Centre 4.8% Walsall 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% 0.5% 0.5% 0.6% 0.5% 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 13.8% 4.6% 3.9% 2.1% 1.3% 0.7% 2.4% 2.2% All Other Centres and Stores Elsewher 12.6%

74.5% 72.4% 91.5% 82.0% 51.5% 97.0% 52.3% 72.7% 13.4% 76% 21.2% 9.6% 22.0% 12.0% 12.0% 13.4% 7.6% 21.2% 9.6% 22.0% 12.0% 12.0% 13.0%

100.0% 10



TABLE 2: 2021 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

Excluding Internet Shopping	ng and other Special Forms of Trading	1																																					
LOCAL PLANNING AUTHOR	CENTRE TYPE		Zone 1 Zone	2 Zone 3	Zone 4 Zon	e 5 Zone 6	Zone 7 Zon	ne 8 Zone 9	Zone 10 Zon	e 11 Zone 12	Zone 13 Zone	14 Zone 15	Zone 16 Zon	ie 17 Zone 18	Zone 19 Zo	ne 20 Zone 21	Zone 22 Zo	e 23 Zone 24	Zone 25 Zor	e 26 Zone 27	Zone 28 Zone	29 Zone 30	Zone 31 Zone :	32 Zone 33 Zo	ne 34 Zone 35	Zone 16 Zone	37 Zone 38 Z	one 39 Zone 40	Zone 41 Zo	ne 42 Zone 43	Zone 44 Zon	ne 45 Zone 46	Zone 47 Zo	ne 48 Zone 49	2 Zone 50 Zon	ne 51 Zone 52	Zone 53 Zone	e 54 Zone 55 S1	TUDY AREA
Wolverhampton	Strategic Centre	Wolverhamoton	1.4 2.4	0.4	0.0 0.0	3 0.0	0.9 0	12 0.3	0.4 0	11 0.1	0.0 0.0	0.5	1.1 0.	1.1 0.0	2.1	0.4 0.4	10.9	.8 0.0	1.4 6	3 0.2	0.0 35	5 0.0	0.8 0.7	0.5	25 12	0.1 0.1	0.6	0.5 0.4	0.3	14.8 69.9	16.0 1	1.1 8.6	20.5	0.7 19.0	96.5 4	46.0 7.8	17.2 24.	.8 1.1	404.7
	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	0.1 0.0	0.0	0.1 0. 0.0 0.	I.1 0.0 I.1 0.0	0.0	0.0 0.1 0.0 0.0	0.4	6 0.0	0.0 0	0 0.2	0.8 0.0	1 0.0	2.1 1.9 0.0 0.4		0.0 0.0	0.0 0.0		0.0 0.0	0.0	1.4 1.5 0.5 1.3		0.3 2.1 0.5 0.3	32.6 0.6	0.0 2.2 0.0 0.0		3.7 0.1 0.0 0.0	0.0 0.1 0.2 0.1		56.7 13.5
	District & Local Centres		0.0 0.0	0.0	0.0 0.0	.0 0.2	0.0 0	.9 0.0	0.0 0	.0 0.0	0.0 0.0	0.1	0.0 0.0	0.0	0.0	0.0 0.3	1.3	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 1.6	1.4	0.0	0.0	0.0 2.4	6.6	4.2 6.9	0.0 0.	7 0.0	27.9
	Out-of-Centre	subtotal	0.9 3.3 2.2 5.7	0.0	1.0 1.1	7 00	0.2 1J	0 0.0	0.1 0 0.5 C	0 00	0.0 0.1	0.5	0.4 0 1.6 0	18 0.0	2.1 4.2	0.0 0.3	6.4 19.0	8 0.1 2 0.1	2.1 0	7 07	0.0 0.0	5 0.0	2.1 0.8 5.0 3.8	1.0	0.0 5.4 2.5 6.5	1.7 0.5	0.5 1.0	0.0 0.0	0.2	8.1 23.3 24.7 97.5	28.3 T	7.5 5.2 7.3 16.2	11.6 65.4	0.1 3.8 0.8 27.5	16.3 1 121.0 f	10.7 2.3 64.6 17.1	2.0 12 19.4 38	1.2 0.0	173.3 676.0
Dudlev	Strategic Centre	Brieflev Hill-Traditional High Street Brieflev Hill-Menv Hill	0.0 0.0 12.6 5.1		0.0 0.1 15.6 21		0.0 0: 0.3 24	3.3 0.1 4.8 23.1	0.2 0. 46.6 21		0.0 1.1 1.0 17		0.0 0 3.0 3	1.0 0.0		0.0 0.1 23.5 38.6	0.9 43.0 1	2 9.4 7.5 68.4		4 0.4 1.6 85.7	0.5 0.1 46.4 0.1		0.0 0.0 1.7 8.7	0.0	0.0 0.0 0.5 1.1	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0 1.5 4.1	0.0	0.0 0.0	0.0	0.0 0.0		0.0 0.1 10.1 17.5		0 0.8 6 2.4	19.7 784.6
	Town Centre	Dudley Stourbridge Halesowen	0.0 0.0 0.0 0.0 1.9 0.0	0.0	0.0 0.0 0.0 0.0 0.5 4.0	2 0.0		0.6	0.9 0. 0.9 0. 26.6 1.		0.1 0.1 0.0 0.1 0.0 3.1	0.0	0.1 0. 0.0 0. 0.1 0.			0.9 15.4 0.5 0.5 0.3 0.2	7.1 0.4 0.0	0 1.7	1.1 0 2.5 3 0.4 0	.1 0.2 .0 35.8 .1 0.3	0.3 0.1 20.1 0.1 0.7 0.1		0.0 0.8 0.0 0.0 0.0 0.0		0.0 0.0 0.0 0.0 0.0 0.0	0.1 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	0.1 0 0.0 0	0.1 0.0 0.0 0.0 0.0 0.0		0.0 0.1 0.0 0.0 0.0 0.0		02 05 00 02 00 00		0 0.1	67.1 71.6 55.4
	District & Local Centres		0.0 0.2		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	0.6	0.0 1.3	9.5		10.5	9 33	1.9 0.1	0 0.3	0.1 0.0	0.0	0.8 0.0	0.0 0.0	0.0	1.2 0.0	0.0	0.0 0.0	0.8	0.0	0.2	0.0	0.2	0.4 0.9	0.3 0/	0.0	39.9
	Out-of-Centre	subtotal	3.2 1.3 17.6 6.6				0.0 0.0				0.2 3.1 1.3 27.	3 1.8 4 25.4			1.6 61.1					2 2.5 3.4 128.3			0.0 0.0 1.8 9.5		0.0 0.0 1.4 1.1			1.4 0.0		0.2 0.0 1.7 4.1	2.3	0.0 0.0	20.2			0.2 0.5 10.8 19.8		0 0.1 8 3.5	54.2 1092.6
Sandwell	Strategic Centre	West Bromwich	2.1 26.2	0.0	0.0 0.3	7 0.0	9.2 0	.0 2.9	0.3 0	.1 3.8	6.7 15.	8 7.8	25.5 30	0.1 1.4	0.1	0.0 3.8	0.0 1	1.9 0.0	0.0	0 02	0.0 0.0	0 0.3	0.1 9.5	0.0	0.0 0.0	0.2 3.2	0.0	0.0 0.1	0.8	0.2 0.0	0.3	0.0 0.1	0.9	0.0 0.2	0.2 0	0.0 0.2	0.0 0.0	0.0	163.6
	Town Centre	Blackheath Cradley Heath Great Bridge Oldbury	0.0 0.0 0.0 0.0 0.0 0.8 5.9 4.8	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.1 0.0 0.1 0.3 0.1	0.0	0.4 0. 0.7 2. 0.0 0.	0.0	0.0 1.4 0.0 0.1 0.0 0.1 2.7 22	0.4	0.0 0 0.0 0 4.4 3		1.0	0.0 0.7 0.0 0.6 0.0 0.0		0.7	0.0 0	0 0.3	0.0 0.1 0.3 0.1 0.0 0.1	2 0.0	0.0 0.0 0.0 0.0 0.0 2.3	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.1 0.0 0.0 0.0 0.0 0.1	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	1.6	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.1 0.0 0.0 0.3 0.1	0.0 0.0 0.0 0.0 0.0 0.0	0 0.0	25.5 6.2 25.5
		Gldburv Wednesburv Cape Hill Bearwood	59 4.8 1.1 2.7 3.1 0.0 9.2 0.0	0.0	0.8 1.0 0.0 0.0 0.0 0.1 0.0 1.1	0.0	0.5 0.0	18 2.6 10 0.0 10 0.0 10 0.3	0.0 0.	0.0	2.7 22 0.1 0.1 7.9 4.1 2.9 10	0.3	3.1 2 1.1 1 0.0 0 0.0 0	.6 0.0 0.0	0.0	0.0 1.8 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 0.1	0.0 0.8 0.5 13.7 0.0 0.0 0.0 0.0	3.1	0.0 0.5 0.0 0.0 0.0 0.0	0.0 0.0 0.1 0.0 0.0 0.0	0.1	0.0 0.0 0.0 0.0 0.0 0.0	0.1	0.0 0.0 0.4 0.2 0.0 0.0 0.0 0.0	1.1	10 0.0 17 0.2 10 0.0	0.4	0.0 0.0 0.0 0.0 0.0 0.0	0.5 0	00 00 00 00 00 00	0.0 0.0	0 0.0	83.3 30.0 16.0 22.9
	District & Local Centres		0.4 0.0	0.0	0.0 2.1	8 0.0	0.4 0.1	.0 0.5	0.1 0	.0 1.1	3.9 2.	0.7	2.0 0	.8 0.0	0.0	0.0 0.0	0.1	1 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 0.5	0.3	0.0 0.0	0.0	0.0 0.6	0.0	0.0	0.2	0.0 0.0	0.2	0.1 0.1	0.0 0.0	0.0	21.6
	Out-of-Centre	subtotal	25 145 242 491	1.7	26 21	9 08	13.9 2 25.4 3	5 08	19 9	5 21	0.6 17 24.9 75	9 4.8	50 10	0.4 3.5	18	13 08	20 1	36 0.1	1.0 0	3 06	2.1 0:		9.7 31.7		10 10.1	3.4 11. 3.8 15	13	13 12	72	14 43	5.7	7 4.7	4.7	03 02	54 1	14 07	0.1 2	1 0.1	238.9
Walsall	Strategic Centre	Waterill	1.0 5.8		0.4 0.5	3 0.0	5.0 1	.2 0.1	0.0 0	.0 0.0	0.0 0.0	0.0	0.0 1	4 2.1	0.1	1.8 0.1	0.0	3 0.0	0.0	.0 0.1	0.0 0.1	0 23.3	38.9 9.0	11.8	0.5 45.3	15.9 19.	4.6	1.5 8.6	13.8	1.1 0.4	4.7 1	1.7 7.5	2.7	0.0 0.1	1.2	0.0 0.1	0.0 0.0		251.8
	Town Centre	Bioxwich Brownhills Addridge Willenhall Darlisston	0.0 0.0 0.0 0.0 0.0 0.3 0.0 0.0	0.0 0.0	0.0 0.1 0.0 0.1 0.0 0.1	0.0 10 0.0	0.5 0.1	10 0.0 10 0.0 10 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 0.0 0 0.0 0	10 24	0.0	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 0.0 0.0 0.0 0.0	0.0	1.5 0.0 0.2 0.3 0.5 0.0 1.3 1.0 1.2 5.0	0.0	0.0 16.8 0.0 0.6 0.0 1.4 0.0 0.0 0.0 0.0	0.6 0.1 1.2 0.2 4.9 0.5 0.0 0.0	0.0	0.1 0.1 1.0 8.6 0.0 0.4 0.0 0.0 0.0 0.0	16.5	0.1 0.0 0.0 0.0 0.0 0.0 1.2 0.0 0.0 0.0		8.4 0.0 0.0 0.0 0.1 0.1 8.1 9.0 0.7 0.5	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 00	24.2 16.3 28.7 22.6 8.9
	District & Local Centres		0.0 0.0	0.0	0.0 0.0	.0 0.0	0.1 0	1.0 0.0	0.0 0	10 0.0	0.0 0.0	0.0	0.0 0.	.0 2.8	0.0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.0 0.0	0 0.1	0.2 0.0	0.0	0.0 1.6	0.9 0.2	0.1	0.0 0.7	0.6	0.2 0.0	0.2	.7 0.1	0.2	0.0 0.0	0.0	0.0 0.0	0.0 0	0.0	9.9
	Out-of-Centre		0.4 3.5		0.0 0.0				0.0 0.		0.0 1.1						0.4				0.0 0:			0.3		3.4 4.4									1.1 0				66.5
All Other Centres Outside	Birmincham Camnock Kidderminsker Lichfeld Reddilch Stafford Stafford Telford Telford	subbotali	15 9.6 1193 78.9 0.0 3.7 0.4 0.0 0.0 3.0 0.0 1.6 0.0 31.4 0.0 0.1	99.4 1.0 1.0 0.0 6.3 0.0 0.9	0.4 0.5 102.6 37. 0.5 0.1 1.2 0.7 0.0 0.1 15.1 0.3 0.0 0.2 0.0 0.2	7.4 32.9 1.0 0.8 1.1 0.1 1.0 0.0 1.3 23.8 1.0 0.0 1.2 0.4 1.5 0.0	0.0 7/ 0.1 0.1 0.0 27/ 0.0 0.1 11.1 1/ 0.3 0:	7.9 8.0 1.0 0.1 7.4 0.9 0.0 0.0 7.4 0.0 1.0 0.3 1.4 0.0	4.5 0. 0.0 0. 0.7 0. 0.0 0. 0.0 0. 0.0 0. 0.1 0.	3.0 0.0 0.1 1.2 0.2 0.0 0.0 0.0 0.0 0.0 0.0	9.7 19 0.0 0.1 0.0 0.1 0.0 0.1 0.0 0.1 0.0 0.1	8 22 0 0.1 0 0.0 0 0.0 0 0.0 0 0.0	52 5 0.0 0 0.1 0 0.0 0 0.0 0 0.0 0	13 39.8 1.0 0.0 1.1 0.0 1.1 1.4 1.0 0.0 1.0 0.0 1.0 69.9 1.1 0.0	2.4 0.2 1.8 0.0 0.0 0.0 0.0	1.8 0.2 10.8 0.4 0.2 0.0 28.0 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	0.8 0.1 0.4 0.1 0.0	14 0.6 10 0.0 13 0.7 10 0.0	1.8 0 0.0 0 1.7 5 0.0 0	7 1.1 0 0.0 3 4.2 0 0.0	4.1 0.5 0.0 11. 5.2 0. 0.0 0.0 0.0 0.0 0.0 14 0.0 0.5 0.0 0.5	9 3.4 3 19 1 0.0 0 6.4 0 0.0 7 0.5 2 0.2	3.9 5.0 0.2 0.1 0.1 0.0 0.0 0.0 0.3 0.5 0.1 0.0 0.0 0.0	10.8 129.3 0.0 5.3 0.0 12.7	0.5 70.1 13.1 4.7 2.0 9.8 0.0 0.0 63.7 2.5 0.0 0.0 0.4 0.0 3.0 0.3 0.0 3.1	28.8 24. 4.1 8.5 2.1 0.1 0.0 0.1 0.5 0.1 0.0 0.0 0.1 0.1 1.3 0.5 0.2 0.2	1.6 26.7 0.0 0.3 0.0 0.3 0.0	3.9 24 16.9 7.0 0.0 0.0 18.3 3.9 0.0 0.0 2.4 0.0 0.2 0.4 0.5 0.3	10.1 4.4 0.0 1.5 0.0 0.0 5.1	3.0 1.5 1.0 3.3 0.1 6.8 0.0 0.2 0.0 0.0 0.0 0.7 0.0 0.7 0.0 0.0 0.3 6.5	3.2 2 4.8 2 0.0 0 0.3 0 0.0 0	9.2 20.5 1.0 1.4 1.0 0.2 1.0 0.0 1.0 0.0	3.6 0.1 0.0 0.0 0.4 0.0	0.8 0.8 0.0 0.0 0.0 0.0 0.1 0.0 0.0 0.0 0.1 0.0 0.1 0.0 0.1 0.0 0.1 0.0 0.1 0.0	7.6 5 0.4 0 0.5 0 0.0 0 0.0 0	5.1 1.5 0.8 0.1 0.3 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	0.6 32 0.1 33 0.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0 145 19	3 0.0 0 28.4 0 0.0 0 0.1 8 0.0 0 0.0 1.8 5.0	691.4 231.4 198.6 104.6 67.6 38.5 122.3 108.6
	All Other Centres and Stores Elsewh		11.9 66.7		78.2 7.1	6 36.2	12.0 70	.9 1.5	1.6 6.	a 1.5	1.0 2.	1.3	0.7 3	.1 52.3	1.2	12.1 2.5	1.0	2 3.4	1.6 2	.5 3.7	3.1 5.1	9 45	1.0 0.1	15.0	48.2 2.4	2.7 1.6	5.1	30.2 5.0	6.3	0.8 2.5	1.1 0	0.6	1.3 1	1.0 0.9	3.9 1	1.4 3.0			635.6
		subtotal																																				1.0 73.3	
		GRAND TOTAL	177.2 256.	5 173.0	222.0 89.	.5 97.2	74.3 158	8.2 65.0	91.4 37	.8 53.5	36.9 130	.0 63.1	52.7 64	4.4 179.4	75.5 1	79.9 71.0	87.7 8	96.3	78.0 2	7.3 140.4	88.7 45	.5 49.8	73.7 96.0	204.6	35.8 111.0	44.0 53.	45.2	78.4 39.9	71.8	33.7 128.2	82.6 6	0.7 45.9	104.4	17.1 31.1	155.7 8	15.9 44.7	50.8 81	.0 78.2	5025.5



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 Shopains and other Social Forms of Tradino

LOCAL PLANNING AUTHORIT	TY I CENTRE TYPE		Zone 1 Zon	a 2 Zona 3	Zone 4 Zo	one 5 Zone	6 Zone 7	Zone 8 2	Zone 9 Zon	e 10 Zone 1	Zone 12	Zone 13 Z	ne 14 Zon	15 Zone	16. Zone 17.	Zone 18	Zone 19 Zo	one 20 Zone	21 Zone 2	2 Zone 23	Zone 24 - 2	one 25 Zon	26 Zone 2	Zone 28 7	ne 24 Zone	e 30 Zone 31	Zone 32	Zone 33 Zo	ne 34 Zone	15 Zone 16	Zone S7 Z	ne St. Zone	38 Zone 40	Zone 41 Z	one 42 Zon	AS Zone A	4 Zone 45	Zone 46 - 7:	one 47 Zon	43 Zone 43	Zone St.	Zone St. Zon	sa 52 Zona 5	53 Zone 54 Zo	Zona AS ST	INV.ARE
			200			2011	- Aller		200	- Loine I				25116												- Lone 5			2016						2011	- Long 4										
Wolverhampton	Strategic Centre	Wolverhampton	1.5 2	6 0.4	0.0	0.4 0.0	0.9	0.2	0.3 0	5 0.1	0.1	0.0	0.8 0.	5 1.2	0.1	0.0	2.2	0.5 0.5	5 11.7	0.9	0.0	1.5 0.5	0.2	0.0	3.7 0.	0.9	0.8	0.6	2.6 1.3	0.1	0.1	0.6 0.5	0.4	0.3	16.1 75	.8 17.3	9.8	9.3	22.2 0.0	5 20.6	104.3	49.8 8	1.4 18.6	26.7	1.2	437.2
	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	0.1	0.0 0.	1 0.1	0.1	0.0	0.1	0.0 0.1	1 0.5	0.6	0.0	0.0 0.0	0.2	0.9	0.1 0.	0 2.3	2.0 0.5	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	1.5 1 0.5 1	6 0.3 4 8.1	0.3 0.5	2.3 0.3	35.3 0.0 0.7 0.0	0 2.4	0.6	4.0 0. 0.0 0.	0.1 0.0 0.0 0.2	0.2		61.2 14.6
	District & Local Centres		0.0 0.	0.0	0.0	0.0 0.3	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 0.3	3 1.4	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	0.0	0.0	0.0 1	7 1.5	0.0	0.0	0.0 0.	0 2.6	7.2	4.5 7.	13 0.0	0.8	0.0	30.1
	Out-of-Centre	subtodal	0.9 3	5 0.0	1.1	1.8 0.0	0.2		0.0 0				0.6 0.				2.3		3 6.9	3.0		0.7 0.1		0.0		0 2.3			0.0 5.8			05 0.0			8.7 25 26.8 10				12.5 0.1	1 4.2	17.7	11.6 2	15 2.2	13.1	0.0	187.2
Duellou																																														
	Strategic Centre	Brieflev Hill-Traditional High Street Brieflev Hill-Menv Hill	0.0 0. 13.6 5.	0 0.0 5 9.4	16.8	0.0 0.0 22.9 1.4	0.0		0.1 0 24.8 50	3 0.1 1.0 23.3	0.0 22.5		2.1 0. 19.2 21		0.0 3.4	0.0	0.1 I 41.4 2	0.0 0.1 25.4 41	1 1.0 1.8 46.2	1.3 18.9	10.1 74.1	2.5 0.5 52.9 12	0.5 92.2	0.5 50.1	0.0 0.	0 0.0 8 1.9	9.5	0.0 1.5	0.0 0.0 0.6 1.2	0.0	1.1	0.0 0.0 0.3 0.0	0.0	0.0	0.0 0 1.7 4	0 0.0 5 1.5	0.0 1.2	0.0 1.8	0.0 0.0 20.3 0.1	J 0.0 1 1.1	0.0 8.5	0.0 0. 10.9 18	.1 0.0 8.7 1.1	0.0 1.8	0.9 2.7	21.3 847.6
	Town Centre	Dudlev Stourbridge	0.0 0.		0.0	0.4 0.0	0.1	0.0	0.7 0 0.6 1	9 0.2	1.1	0.1	1.0 3.	4 0.1	0.2	0.0	21.7	0.9 16.	7.6	5.8	2.3	1.2 0.1 2.7 3.5	0.2	0.3	0.0 0.	0.0	0.9	0.0	0.0 0.0		0.0	0.0 0.2			0.0 0	0 0.1	0.1	0.0	1.2 0.0	0 0.1	0.4	0.2 0.	0.6 0.0	0.2	0.0	72.5 77.3
		Halesowen	2.0 0.	0 0.3		5.2 0.0			12.9 28	1.6 1.1	0.8	0.0	3.3 0.	3 0.1	0.0	0.0	0.0	0.4 0.3	.3 0.0	0.0	0.2	0.4 0.1	0.3	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	59.8
	District & Local Centres		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						11.2 0.9	3.6	2.1	0.0 0.	3 0.1	0.0	0.0	0.9 0.0	0.0	0.0	0.0 1.3	0.0	0.0	0.0 0	0 0.8	0.0	0.0	0.2 0.0	0.0		0.4 1.	.0 0.3	0.0	0.0	43.1
	Out-of-Centre	subtotal	3.4 1 19.0 7	4 1.4 1 12.4	21.0 3	4.1 0.3 32.8 1.7	0.0	0.6 28.1	4.2 4 43.4 85	5 1.8 i.2 26.6	27.2	1.4	4.1 1 29.6 27	9 0.1 '.5 3.7	3.5	0.0	1.7 66.1 2	0.1 3.2 27.4 64)		2.3 28.7		3.0 0.2 74.0 17	2.7 3 138.0	3.2 78.7	0.0 0.	0 0.0	10.3	1.5	00 00 15 12	0.0	1.1	0.0 0.0	0.0	0.0	0.2 0 1.9 4	0 0.0 5 2.5	1.3	1.8	0.2 0.f 21.8 0.	0.1		0.2 0. 11.6 21	8 0.0 1.2 1.4	2.0	3.8	58.6 1180.2
Sandwell	Strategic Centre	West Bromwich	2.3 28	2 0.0	0.0	0.8 0.0	9.9	0.0	3.2 0	3 0.1	4.1	7.3	17.1 8.	5 27.6	32.5	1.5	0.1	0.0 4.	1 0.0	12.9	0.0	0.0 0.	0.2	0.0	0.0 0.	3 0.1	10.3	0.0	0.0 0.0	0.2	3.4	0.0 0.0	0.1	0.9	0.2 0	0 0.3	0.0	0.1	1.0 0.	0 0.2	0.2	0.0 0	0.2 0.0	0.0	0.0	176.8
	Town Centre	Blackheath Cradley Heath	0.0 0			0.0 0.0	0.0	0.0	8.4 0	5 0.9	10.0	0.0	1.6 0.	9 0.0	0.0	0.0		0.0 0.6		0.4	2.4	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.	0.1 0.0			27.6 6.7
		Cradlev Heath Great Bridge Oldbury	0.0 0. 0.0 0. 6.4 5.	8 0.0	0.0	00 00 00 00 20 00	0.3	0.0	0.0 0	8 2.3 0 0.0 1 11	0.7 0.0 6.3	0.0	0.0 0. 0.0 0. 24.0 15	5 4.8	3.3	0.0	1.0	0.0 0.0	.0 0.0	11.6	0.0	0.0 0.0	0.4	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	1.8 0.0	0.0	0.0	0.4 0.	0.0 0.1 0.3 0.0	0.0	0.0	6.7 27.6 90.0
		Wednesbury Cape Hill	12 2 33 0	9 0.0		0.0 0.0	0.6	0.0		0 0.0	0.0	0.1	0.0 0.	3 12	1.7	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.	.1 0.5	14.9	3.4	0.0 0.5	0.1	0.0	0.1 0.2	0.0	0.1	0.5 0	2 1.2	0.8	0.2	0.4 0.0	0.0	0.6	0.0 0.	0.0 0.0		0.0	32.4 17.3
		Bearwood	9.9 0.	0.0	0.0	1.7 0.3	0.2	0.0	0.4 0	0.0	0.0	3.1	11.4 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 0.0	0.0	0.0	0.0 0.0	0.0		0.0 0				0.0 0.0	0.0	0.0	0.0 0.		0.0	0.0	24.7
	District & Local Centres		0.4 0.	0.0	0.0	30 0.0	0.5	0.0	0.5 0	2 0.0	1.2	4.3	2.5 0.	7 22	0.9	0.0	0.0	0.0 0.0	0.1	4.4	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	0.6	0.4 0.0	0.0	0.0	0.0 0	6 0.0	0.0	0.0	0.2 0.0	0.0	0.3	0.1 0.	(1 0.0	0.0	0.0	23.3
	Out-of-Centre	subtotal	27 15 28.2 52	7 1.9 :8 1.9	3.7	32 09 11.4 1.1	27.3	3.4	16.4 4	8 5.1	24.6	27.1	19.4 5 81.2 35	2 5.4 8 44.5	52.6	53	4.7	1.4 8.	2 29	50.9	3.4	1.8 0.5	1.8	2.7	0.5 5.	3 10.6 8 11.3	62.9	9.7	1.1 11.5	4.1	17.0	13 14 18 18	1.5	8.6	22 5	5 7.7	9.1	5.5	93 0	0.3	6.9	20 1	5 0.1	2.3	0.2	684.4
Walsall	Strategic Centre	Walsell	1.1 6.	2 1.4	0.5	0.4 0.0	5.4	1.4	0.2 0	0.0	0.0	0.0	0.0 0.	0.0	1.5	2.3	0.1	2.0 0.	1 0.0	1.4	0.0	0.0 0/	0.1	0.0	0.0 25	i.4 40.2	9.8	12.8	0.5 49.1	17.2	20.9	5.0 1.6	9.3	14.8	1.2 0	4 5.1	12.7	8.2	3.0 0/	J 0.1	1.3	0.0 0.	0.1 0.0	0.0	0.0	271.9
	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 1.6	0.0	0.0	0.0 18.2			0.6 0.1 0.0 1.1	0.1 9.2	0.0	0.1 0		3.6	0.0	0.0 0.0	0.0		0.0 0.	0.0 0.0			26.2 17.6
		Aldridge Willenhall	0.0 0.	3 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	2.6	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.	0.5	0.0		0.0 1.5	5.3	0.5	0.0 0.0	0.4	17.8	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	31.0
		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 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 1.3	5.5	0.0	0.0 0.0	0.0	0.1	0.0 0.0	0.0	0.0	0.0 0	0 0.1	0.7	0.6	0.8 0.0	0 0.4	0.0	0.0 0.	0.0 0.0	0.0	0.0	9.6
	District & Local Centres		0.0 0.	0.0			0.1		0.0 0	.0 0.0		0.0				3.0		0.0 0.0				0.0 0.0				1 0.2		0.0				0.1 0.0		8.0		0 0.2	1.9	0.1		0.0		0.0 0.		0.0	0.0	10.7
	Out-of-Centre	subtotal	0.5 3 1.6 10	3 1.4	0.5	0.0 0.0	3.1 9.2	1.4	0.1 0	0 03	0.1	0.0	20 0	3.0 0 3.0 0	3.1	11.2	0.5	2.0 0.1	2 0.4	1.6	0.0	0.0 0.1	0.0	0.0	03 3	8 10.0 12 55.5	20.7	15.0	0.0 4.7 0.5 75.8	3.6	26.7	09 0.1 6.7 2.9	20.4	38.1	3.3 1	2 1.5 6 9.4	31.6	22.3	52 0	2 0.2	2.6	0.2 0.	2 03 J3 03	1.1	0.0	71.8 463.2
All Other Centres Outside I	BCLA Area Birmingham		128.9 85	.1 106.7	110.4	402 355	16.5	19.6				10.5	21.4 2	3 56	5.7	42.6	28 1	117 0.4	4 08	7.0		20 05	1.2	44		7 42	54	117	141 51	44	9.2	17 42	25	10.9		5 34		16			83	55 1	1.6 0.6	3.4	3.2	746.9
	Carnock Kidderminster		0.0 4	0 1.0	0.5	0.0 0.9 0.1 0.1	0.0	1.1		0 0.0 8 0.2	0.1	0.0	0.0 0.	1 0.1	0.0	0.0	0.2	0.2 0.0	0 0.1	0.0		0.0 0.0	0.0	0.0	12.1 2. 0.1 0.	0 0.2	0.1	140.3	2.2 10.6	2.3	0.1	28.6 18.	7.6	4.7	0.2 7	4 5.1	2.1	0.2	0.1 0.1		0.5	0.6 0.	0.1 0.1 0.7 0.2	3.5	0.0	249.9 212.4
	Lichfield Redditch		0.0 3	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	0.1	1.5	0.0	0.0 0.0	0 0.1	0.0		00 00	0.0		0.0 7.			5.7	68.6 2.7	0.6	0.1	0.3 19.	4.2	1.6	0.0 0	0 0.4	0.0	0.0	0.0 0.1	1 0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0	113.0
	Stafford Sutton Coldfield		0.0 1.	7 0.0	0.0	0.0 0.0	0.0	0.0	0.3 0	0 0.0	0.0	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	0.0	0.0	15.8 0.	5 0.3	0.6	13.8	0.5 0.0	0.1	0.1	03 26	0.0	0.0	0.0 0	8 0.3		0.0	0.0 0.5	5 0.0		0.2 0.	0.0 0.0	0.7	0.0	39.4 132.1
	Telford		0.0 0.	1 0.7	0.0	0.5 0.0				1 0.0	0.4		1.5 0.			0.0		0.0 0.2				0.0 0.2		0.2	82 0.		0.0		0.0 3.4			22 0.5			0.4 7		0.1	0.3	0.0 25				1.0 15.7		5.5	117.3
	All Other Centres and Stores Elsewhe		12.9 71		84.2	8.2 39.1	12.9	77.7	1.6 1	8 7.4	1.7	1.1	2.5 1.	4 0.7	3.3	55.9	1.3 1	13.1 2.7	r 1.0	3.5	3.7	1.7 3.7	4.0	3.3	6.4 4.	9 1.0	0.1	16.3	52.0 2.6	3.0	1.7	5.5 32.5	5.4	6.8	0.8 2	7 1.2	0.6	0.6	1.4 12	1 1.0	4.2	1.5 3	.2 15.5			686.5
		subtotal		0.1 169.7																																								40.9	-	
		GRAND TOTAL	191.4 27	3.4 185.8	238.9 1	96.2 105.0	0.08	173.5	69.8 98	.1 40.7	57.6	40.2	40.4 68	14 56.5	69.5	191.9	81.7 1	94.7 76.	.9 94.3	96.4	104.3	83.7 29.	151.0	95.8	48.9 54	3 80.4	104.3	222.1 1	46.3 120.	2 47.7	57.8	48.6 84.	43.2	77.1	36.6 13	3.9 89.3	65.7	49.9	112.9 40	£ 33.8	168.3	93.0 47	7.8 54.9	87.3	85.5	5428.7



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

	ing and other Special Forms of Trading	*																																										
CAL PLANNING AUTHO	RITY CENTRE TYPE		Zone 1 Zone	e 2 Zone 3	Zone 4 Zo	one 5 Zone	6 Zone 7	Zone 8 Zo	one 9 Zone	10 Zone 11	Zone 12 Zo	ne 13 Zone 1	Zone 15	Zone 16 Zon	e 17 Zone 1	18 Zone 19	Zone 20 Z	one 21 Zone	22 Zone 23	Zone 24 Z	one 25 Zone	26 Zone 21	Zone 28 Z	one 29 Zone	30 Zone 31	Zone 32 Z	čone 33 Zone	e 34 Zone 35	Zone 36 2	one 37 Zone	38 Zone 33	Zone 40 Z	one 41 Zon	e 42 Zone 43	Zone 44 1	one 45 Zor	ne 46 Zone	47 Zone 48	Zone 49	Zone 50 Zone	ne 51 Zone 5	2 Zone 53 2	Zone 54 Zone	SS STUDY A
olverhampton	Strategic Centre	Wolverhamoton	1.7 2.9	0.5	0.0	0.4 0.0	1.1	0.3	0.3 0.5	0.1	0.1	0.0 0.9	0.6	1.3 0	2 0.0	2.6	0.5	0.5 13.	1.2 1.0	0.0	1.7 0.	4 0.3	0.0	4.2 0.0	1.0	0.9	0.7 3.0	0 1.4	0.1	0.1 0.	0.6	0.5	0.3 18	13 86.2	19.5	11.2 1	0.7 25.	2 0.9	23.6	118.3 5	56.3 9.4	21.2	30.3 1.4	4 495
	Town Centre	Bilaton Wednesfield	0.0 0.0			0.0 0.0			0.0 0.0		0.0	0.1 0.0	0.1	0.1 0.	.1 0.0 2 0.0	0.1		0.2 0.5			0.0 0.0		1.0	0.1 0.0			0.0 0.0	0.0		0.0 0			0.0 1 0.0 0	7 1.8 6 1.6			2.6 40.1 0.4 0.8			0.6 4. 1.2 0.	4.5 0.1 0.0 0.0	0.0	0.3 0.0 0.2 0.0	0 69.4
	District & Local Centres		0.0 0.0	0.0	0.0	0.0 0.3	0.0	1.1	0.0 0.0	0.0	0.0	0.0 0.0	0.1	0.0 0	.0 0.0	0.0	0.0	0.3 1.5	.5 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 1.9	1.7	0.0 0	0.0 0.0	0.0	3.0	8.1 5	5.1 8.2	0.0	0.9 0.0	0 34.1
	Out-of-Centre	subtotal	10 4.0 27 6.9	0.0	1.3	20 00	0.2	13	0.0 0.1	0.0	0.0	0.0 0.7	0.6	05 0	5 00	2.6 5.2	0.0	0.3 7.3	7 3.4	0.2	0.8 0 2.5 0	1 03	1.0	06 00 49 00	2.7	0.9 4.7	0.5 0.0	0 66	1.7	1.0 0.	0.0	0.0	0.3 10	0 28.7 16 120.2	34.5 65.3	92 6 214 2	8.5 14.3 10.1 80.4	2 0.1	4.8	20.0 17 148.4 7	13.1 28 79.1 20.5	2.5	14.9 0.0 46.5 1.5	0 2123
ıdlev	Strategic Centre	Briefev Hill-Traditional High Street Briefev Hill-Merry Hill	0.0 0.0 15.4 6.2			0.0 0.0			0.1 0.3 28.0 56.3		0.0 25.5	0.0 23 1.3 21.7		0.1 0 3.7 3				0.1 1.1 47.5 52	.1 1.4 2.1 21.5		2.9 0.5 59.7 13		0.6	0.0 0.0			0.0 0.0			0.0 0.		0.0	0.0 0 0.4 1	0 00		0.0 0	0.0 0.0			0.0 0. 9.6 12	0.0 0.1 12.3 21.0		0.0 1.0 2.0 3.1	
	Town Centre	Dudley Stourbridge Halesowen	0.0 0.0 0.0 0.0 2.3 0.0	0.0		0.4 0.0 0.2 0.0 5.8 0.0	0.0		0.8 1.1 0.7 1.1 14.5 32.2		1.3 0.0 0.9	0.1 1.1 0.0 0.0 0.0 3.8		0.2 0 0.0 0 0.1 0	.0 0.0		0.6	18.9 8.6 0.6 0.4 0.3 0.0		2.1	1.3 0.1 3.0 3.1 0.5 0.1			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 1.4 0.0 0.0			0.5 0. 0.2 0. 0.0 0.	02 08 00 02 00 00		0.3 0.0 0.0 0.1 0.0 0.0	1 87.7
	District & Local Centres		0.0 0.2	1.0	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	0.8	0.0	1.6 11.	1.6 0.4	3.4	12.7 1.0	0 4.0	2.4	0.0 0.4	0.1	0.0	0.0 1.0	0.0	0.0	0.0 0	1.5	0.0	0.0 0	0.0	0.9	0.0	0.0 0.2	2 0.0	0.0	0.3 0	0.4 1.1	0.4	0.0 0.0	0 48.9
	Out-of-Centre	listordus	3.9 1.5 21.6 8.0	1.6		4.6 0.3		0.7	4.8 5.0 48.9 98.0			0.3 4.6 1.7 33.5	2.2	0.1 0.	0.0	1.9	0.1	3.7 2.1	.7 2.6 5.5 32.6	4.5	3.4 0.3	3 3.1	3.6	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 0.2	0.0	0.1	0.3 0	0.2 0.6	0.0	0.0 0.2	2 66.4 4 1338.
andwell	Strategic Centre	West Bromwich	26 318			0.9 0.0		0.0	3.6 0.3	0.1	4.7	1.7 33.5 8.4 19.3	9.7	31.3 36	37 1.7	0.1	0.0	4.6 0.0	.0 14.7	0.0	0.0 0	0 0.3	0.0	0.0 0.4	0.2	11.7	0.0 0.0	0 0.0	0.2	3.9 0	0.0	0.1	1.0 0	3 0.0	0.4	0.0 0	0.2 1.2	2 0.0			0.0 0.2		0.0 0.0	
	Town Centre	Blackheath Cradley Heath Great Bridse Oldburv Wednesburv Case Hill	0.0 0.0 0.0 0.0 0.0 0.9 7.2 5.9 1.4 3.3 3.8 0.0	0.0	0.0 0.0 1.0 0.0	1.0 0.0 0.0 0.0 0.0 0.0 2.2 0.0 0.0 0.0 0.0 0.0	0.0 0.4 1.0 0.7	0.0 0.0 0.8 0.0	9.4 0.5 0.4 0.9 0.0 0.0 3.1 1.3 0.0 0.0 0.0 0.0	0.0 1.2 0.0	0.0 7.2 0.0	0.0 1.8 0.0 0.0 0.0 0.0 3.4 27.1 0.1 0.0 0.9 5.9	0.5 21.9 0.4	0.0 0.0 0.0 0.54 3.38 3.13 2.00 0.0	0 00 7 00 4 00 0 00	1.2 1.9 0.0	0.0	0.9 0.0 0.7 0.0 0.0 0.0 2.2 0.1 0.0 0.0	0 13.2 7 5.9 0 2.0	0.0	0.0 0.1 0.0 0.1 0.0 0.1 0.8 0.1 0.0 0.1	0 0.4	0.0	0.0 0.0 0.0 0.0 0.2 0.0 0.0 0.0 0.0 0.1	0.0	2.8 1.0 17.0	0.0 0.0 0.0 0.0 0.0 0.0 1.1 0.0 3.9 0.0	0.0	0.0 0.0 0.1	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 0.1 0	0 00 0 00 0 00 0 00 5 02 0 00	0.0 0.0 1.4	0.0 0	0.0 0.0 0.0 0.0 0.0 2.0 0.0 0.9 0.3 0.5	0 0.0 9 0.0 5 0.0	0.0 0.0 0.0	0.0 0. 0.0 0. 0.6 0.	0.0 0.1 0.0 0.0 0.4 0.1 0.0 0.3 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.2 0.0 0.0	0 7.6 0 31.3 2 102.1
	District & Local Centres	Bearwood	11.2 0.0	0.0	0.0	19 03	0.2	0.0	0.4 0.0	0.0	0.0	3.6 12.9	0.2	0.1 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				00 00		0.0 0.0	0 28.0
	Out-of-Centre		3.0 17.7	7 2.1	3.1	3.6 1.0	16.9	3.1	1.0 2.3	0.6	2.5	0.8 21.9	5.9	6.1 12	27 42	22	1.6	1.0 2.4	4 16.7	0.2	1.2 0.4	4 0.7	2.6	0.3 6.1	12.2	39.3	6.0 1.2	2 12.4		14.6 1.	1.6	1.5	8.7 1	7 53	6.9	95 5	5.8 5.8	8 0.4	0.2	66 1	1.7 0.9	0.1	25 0.1	1 292.6
nie all	Strategic Centre	subtotal Walsali	1.2 7.0		4.2 1	128 1.3	30.8	3.9	18.5 5.4	5.7	27.9	11.1 91.7	40.7	50.5 56	7 26	5.4	1.6	9.4 3.1	3 57.8	3.8	20 01	0 01	3.0	0.5 6.7	13.0	71.8	11.0 12	2 13.0	4.7	19.3 2.	1.8	1.7	9.7 2	5 62	8.7	10.4 6	5.2 10.1	4 00	0.4	7.8 2	23 17	0.1	2.5 0.3	3 776.
	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	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	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	00 0 00 0 00 0	0 0.7 0 2.9 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 0.1	0 0.0	0.0	0.0 0.0 0.0 0.1 0.0 0.0	0.6	1.2	0.0 0.0 2.1 0.0 0.0 0.0	0 0.8 0 1.7 0 0.0	6.0	0.1 0. 0.2 0. 0.6 0. 0.0 0.	0.0	0.4	20.0 0 0.0 1	1 0.0 0 0.0 0 0.0 5 0.0	0.0 2.8	0.1 0 7.5 1	0.0 0.0 0.0 0.0 0.1 0.1 11.2 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 29.7 0 19.9 0 35.2 0 27.7
	District & Local Centres	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	0.0	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	00 00	1.5	6.2	0.0 0.0	0 0.0	1.0	0.1 0.	0.0	0.0	0.0 0	0 0.0	0.1	21 0	0.7 0.9	. 0.0	0.4	0.0 0.	00 00	0.0	0.0 0.0	
	Out-of-Centre		0.5 4.3	0.0	0.0	0.0 0.0		0.0			0.1	0.0 2.2		0.7 1			0.0																								02 02		1.2 0.0	0 81.4
		listotdus	1.8 11.6	6 1.6	0.5	0.4 0.0	10.4	1.6	0.3 0.0	0.3	0.1	0.0 2.2	0.0	0.7 3	5 12.5	0.5	2.3	0.2 0.4	4 1.8	0.0	0.1 0.	1 0.4	0.0	0.3 33.	7 63.9	23.6	17.2 0.6	6 86.0	32.9	30.2 7	3.2	23.3	42.8 3	.7 1.8	10.6	36.0 2	5.5 5.9	0.3	0.7	29 0.	13 0.4	0.3	1.2 0.0	0 525.2
Other Centres Outsid	Se BCL A Area Birmincham Cannocik Kidderminster Lichflald Redditch Stafford Stafford Stafford Stafford		146.0 98:1 0.0 4.6 0.4 0.0 0.0 3.6 0.0 0.3 0.0 1.9 0.0 38:1 0.0 0.1	1.2 1.2 0.0 3 7.6 0.0 3 1.1	0.6 1.5 0.0 18.3 0.0 0.0	45.2 40.4 0.0 1.0 0.2 0.2 0.0 0.0 0.4 29.3 0.0 0.0 0.2 0.5 0.6 0.0	0.0 0.1 0.0 0.0 0.0	9.4 0.0 34.8 0.0 1.7	7.2 5.4 0.1 0.0 1.1 0.9 0.0 0.0 0.0 0.0 0.3 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0	0.2 0.0 0.0 0.0	2.1 24.2 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		63 6 0.1 0 0.0 0 0.0 0 0.0 0 0.0 0	0 0.0 .1 0.0 2 1.6 .0 0.0 .0 0.0 .0 83.7	0.2 2.0 0.0 0.0 0.0	0.2 157.7 0.0 0.0 0.0 0.0	0.4 0.1 0.0 0.1 0.1 0.4 0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	11 0.0 14 0.3 11 0.0 10 0.0 10 0.0 12 0.0	0.0 0.9 0.0 0.0 0.0	2.2 0.1 0.0 0.1 2.1 6, 0.0 0.1 0.0 0.1 0.0 0.1 0.0 0.1	0 0.0 4 5.1 0 0.0 0 0.0 0 0.0	6.4 0.0 0.0 0.0	1.1 42 13.6 2.4 0.1 0.0 0.0 8.0 0.0 0.0 17.8 0.6 0.2 0.2 9.2 0.0	0.0 0.3 0.2	0.1 0.0 0.0 0.0 0.6 0.0	13.4 15. 160.3 2.5 0.0 0.6 6.5 77. 0.0 0.6 15.8 0.5 0.0 3.6 8.0 0.6	5 12.0 0 0.0 5 3.0 0 0.0 5 0.0 6 0.4	2.6 0.0 0.6 0.0 0.1 1.6	10.4 1: 0.1 32 0.1 0: 0.1 0: 0.0 0: 0.1 0. 0.6 0: 0.2 2:	3 20.5 0 0.0 1 22.2 0 0.0 1 3.0 0 0.3	0.0 4.7 0.0 0.0 0.5	0.0 0 1.8 0 0.0 0 0.0 0 6.2 0	2 4.0 2 8.4 0 0.3 0 0.0 0 0.0 0 0.0 0 0.0 4 8.0	0.0 0.4 0.0 0.4 0.0	00 0	1.8 4.4 0.3 0.1 0.0 0.0 0.0 0.5 0.0 0.5 0.0 0.0 0.0 0.0	1 0.1 0 0.0 0 0.2 5 0.0 0 0.8 0 0.1	0.0 0.0 0.0 0.0	0.0 0.	62 18 0.7 0.1 0.4 0.7 0.0 0.0 0.0 0.0 0.0 0.0 0.2 0.0 0.0 0.0 1.2 1.1	0.2 0.0 0.0 0.0 0.0	3.9 3.7 4.0 0.0 0.0 33. 0.0 0.0 0.0 0.1 0.8 0.0 0.0 0.0 24.2 6.3	0 283.4 3 240.8 0 128.1 1 82.8 0 44.7 0 149.8
	All Other Centres and Stones Elsewi	here	14.6 81.2		95.1	9.2 44.5		89.9	1.8 2.0			1.2 2.8	1.6	0.8 3			14.9	3.1 1.2		4.2	1.9 4.1			7.2 5.6			18.6 58.	7 2.9	3.4	1.9 6.	36.7	6.1	7.6 0	9 3.0	1.3	0.7 0	0.7 1.6	J 13.9	1.1	4.7 1	1.7 3.6		13.5 49.	
		listotdus	161.0 226.																																									
		GRAND TOTAL	216.7 312.	2 210.2	269.9 1	08.3 119.4	4 90.2	200.7	78.7 110.5	5 46.1	65.3	6.1 158.5	77.8	64.6 78	3.5 214.8	8 93.0	221.5	87.4 106	1.2 109.6	118.4	94.3 32	6 169.7	108.9	55.0 62.	7 92.6	119.0	253.7 165	5.1 136.3	54.2	65.5 54	8 95.1	49.2	86.6 41	8 158.0	100.9	74.8 5	7.1 128.	.3 46.7	38.7	190.9 10	35.2 53.7	62.6	93.9 98	5 6155



TABLE 5: 2034 SURVEY-DERIVED MARKET SHARE ANALYSIS (2m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

Excluding Internet Shoppi	ing and other Special Forms of Tradin	ng																																												
OCAL PLANNING AUTHOR	RITY CENTRE TYPE		Zone 1	one 2 Zone	3 Zone 4	Zone 5	Zone 8	Zone 7 Zo	ne 8 Zone	e 9 Zone 1	Zone 11	Zone 12 Z	one 13 Zon	e 14 Zone 1	15 Zone 16	Zone 17	čone 18 Zo	ne 19 Zone	20 Zone 21	Zone 22 Z	one 23 Zon	e 24 Zone 2	5 Zone 26	Zone 27 Zon	ne 28 Zone 2	2 Zone 30 2	one 31 Zone	32 Zone 33	Zone 34 Zo	ne 35 Zone	36 Zone 37	Zone 38 Zon	e 39 Zone 40	Zone 41	one 42 Zon	e 43 Zone -	14 Zone 45	Zone 46 Z	ne 47 Zone	48 Zone 49	9 Zone 50	Zone 51 Zone	e 52 Zone 53	Zone 54	Zone 55 ST	OY AREA
/olverhampton	Strategic Centre	Wolverhamoton	1.9	3.4 0.5	0.0	0.5	0.0	12 (33 0.4	4 0.6	0.1	0.2	0.0 1.	1 0.7	1.5	0.2	0.0	3.0 0.6	0.6	15.0	1.2 0.	.0 1.9	0.4	0.3	0.0 4.8	0.0	1.2 1.1	0.8	3.4	1.7 0.1	0.1	0.8	.7 0.6	0.4	21.3 96	1.8 22.4	12.9	12.4	29.1 1:	0 27.3	136.0	64.8 10	24.5	34.7	1.6	571.2
	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	0.1 0. 0.0 0.		0.1	0.1 0.2		0.1 0.0 0.0 0.0			0.8 0. 0.0 0.		0.0		1.2 0.1 0.0 0.0	0.0	3.1 2.7 0.0 0.6	0.0		0.0 0.0	0.0	0.0 0	0 0.0 0 0.5	0.0	2.0 2 0.7 1	.1 0.4 8 10.5	0.4		48.2 0.0 0.9 0.0	0 3.2	0.7	5.2 0. 0.0 0.0	0.0 0.0 0.3			80.0 19.1
	District & Local Centres		0.0	0.0 0.0	0.0	0.0	0.3	0.0 1	1.3 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	1.8	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 2	2 1.9	0.0	0.0	0.0 0.0	0 3.5	9.3	5.9 9	A 0.0	1.0	0.0	39.3
	Out-of-Centre	subtotal	1.2 3.1	4.6 0.0 7.9 0.5	1.5	2.8	0.0	0.3 1 1.5	15 0.0	0.1 4 0.7	0.0	0.1	0.0 0	8 0.7 8 1.6	2.2	1.1	0.0	3.0 0.0	1.5	8.8 26.2	4.0 0 5.9 0	2 28	0.1	0.9	0.0 0.7 1.2 5.6	0.0	3.1 1.1 7.3 5.5	0.6	3.4	7.6 2.0 9.2 2.3	1.3	1.4	0 00 .7 1.1	0.7	11.6 35 35.5 13	9.1 75.0	10.7	7.6 23.4	16.4 0.1 92.7 1	2 39.6	23.0 170.5	15.1 3; 91.0 23	2 2.9 3.4 27.7	17.0 53.3	0.1	244.5 954.2
Dudlev	Strategic Centre	Briefey Hill-Traditional High Street Briefey Hill-Merry Hill	et 0.0 17.7	0.0 0.0 7.2 12.1		0.0 29.6			0.4 0.1 8.9 32.0		0.2 30.4		0.0 2 1.5 24		0.1 4.3			0.2 0.0 54.7 33.4				33 33 73 68.2			0.7 0.0	0.0	0.0 0.0 2.5 12	0.0	0.0	0.0 0.0	0.0	0.0 0	0 00	0.0	0.0 0 2.2 5	0 0.0	0.0		0.0 0.0	0 0.0 2 1.5		0.0 0: 14.2 24	1.1 0.0 4.0 1.4			27.8 1107.4
	Town Centre	Dudley Stourbridge Helesowen	0.0 0.0 2.6	0.0 0.0	0.0	0.5 0.2 6.7	0.0	0.0	0.0 1.0 0.0 0.8 0.0 16.6		0.3 0.0 1.5		0.1 1. 0.0 0. 0.0 4.					18.7 1.2 0.8 0.6 0.0 0.5			7.6 3. 0.0 2. 0.0 0.	.1 1.5 .4 3.4 .3 0.5			0.4 0.0 18.3 0.0 1.1 0.0	0.0	0.0 1.2 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 00 0 00 0 00	0.0	0.0 0		0.1 0.0 0.0		1.6 0.0 0.0 0.0			0.2 0.1 0.0 0.1		0.0	0.1	94.8 101.1 78.2
	District & Local Centres		0.0	0.2 1.1	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	0.0	1.9	13.2	0.5 4.	.0 14.5	1.2	4.6	2.7 0.0	0.4	0.1 0.0	0.0	1.2	0.0 0.0	0.0	0.0 1	.7 0.0	0.0	0.1 0	0 1.1	0.0	0.0	0.2 0/	0.0	0.3	0.5 1	3 0.5	0.0	0.0	56.3
	Out-of-Centre	subtotal	4.4 24.8					0.1 0					0.3 5 1.9 38		0.1 4.8		0.0								4.2 0.0 02.9 0.0		0.0 0.0 2.6 13			0.0 0.0	0.0	0.0 0		0.0	0.2 0 2.5 5		1.7		0.2 0.0 28.6 0.2			0.2 0.1 15.1 27			0.2 5.1	76.5 1542.1
Sandwell	Strategic Centre	West Bromwich	2.9	36.6 0.0	0.0	1.0	0.0	12.9	3.0 4.1	1 0.3	0.1	5.4	9.8 22	2 11.2	36.1	42.1	1.9	0.2 0.0	5.4	0.0	17.0 0.	.0 0.0	0.0	0.3	0.0 0.0	0.4	0.2 13.	6 0.0	0.0	0.0 0.3	4.5	0.0	.0 0.2	1.1	0.3 0	.0 0.4	0.0	0.2	1.3 07	0 0.2	0.3	0.0 0:	12 0.0	0.0	0.0	231.0
	Town Centre	Blackheath Cradley Heath Great Bridge	0.0	0.0 0.0 0.0 0.0 1.1 0.0	0.0	1.1 0.0 0.0		0.0	0.0 10.8 0.0 0.5		1.2 3.0 0.0	0.9	0.0 2 0.0 0 0.0 0	0 1.2 0 0.2 0 0.6		0.0 0.0 4.2	0.0	0.0 0.0 0.0 0.0		0.0	0.5 3. 0.0 1. 15.3 0.		0.0	0.4	0.0 0.0 0.5 0.0 0.0 0.2	0.0	0.0 0.0 0.0 0.0 0.0 3.1	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	36.0 8.8 36.0
		Oldburv Wednesburv Case Hill Bearwood	8.3 1.6 4.3	6.8 0.0 3.7 0.0 0.0 0.0	1.2 0.0 0.0	2.5 0.0 0.0 2.2	0.0	1.1 0 0.8 0 0.0 0		5 1.4 0 0.0 0 0.0	1.4	8.3 0.0 0.0	3.9 31 0.1 0. 11.5 6. 4.1 14	.1 25.3 0 0.4 8 0.2	4.4 1.6 0.0	3.9 2.3 0.0	0.0	22 0.0 0.0 0.0 0.0 0.0	2.5 0.0 0.0	0.8 0.0 0.0	68 0. 23 0. 00 0. 00 0.	0.0	0.0 0.0	0.0 0 0.0 0	0.0 0.0	0.1 0.1 0.0	0.0 1.1 0.7 19. 0.0 0.0	1 1.3 8 4.5 0 0.0	0.0	0.0 0.0 0.7 0.2 0.0 0.0	0.0 0.0	0.0 0 0.2 0		0.0 0.1 0.0	0.0 0 0.6 0 0.0 0	0 0.0 3 1.6 0 0.0		0.0 0.3 0.0	1.1 0.0 0.5 0.0 0.0 0.0	0.0	0.0 0.7 0.0	0.0 0.0	13 0.0 10 0.0 10 0.0	0.0 0.0 0.0	0.2 0.0 0.0	117.6 42.3 22.6 32.3
	District & Local Centres		0.5			3.8		0.6	0.7	7 0.2	0.0	1.5	5.7 3.	3 1.0	2.8	1.1	0.0	0.0 0.0	0.0	0.2	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	0.8	0.5	0.0	0.0	0.0 0	8 0.0	0.0	0.0	0.3 0	0.0	0.3	0.2 0	2 0.0		- 1	30.4
	Out-of-Centre	subtotal	3.5	203 24	3.6	4.1	1.1	19.4	3.7 1.2	2 2.7	0.7	2.9	0.9 25	1 68	7.0	14.5	4.8	26 18	1.1	2.8	19.3 0	2 14	0.5	0.8	30 04	7.2	14.3 45.			14.3 4.6	16.8	17 1	8 18	2.2	20 6	2 80	11.0	6.7	67 0	5 02	7.6	20 1) 26 1	0 0.1	2.9	9.1	337.2
Walsall	Strategic Centre	Wahali	1.4		0.6	0.5	0.0	7.0	19 02	2 0.0	0.0	0.0	0.0 0.	0 0.0	0.0	1.9	2.9	0.1 2.6	0.1	0.0	1.9 0.	0 0.0	0.0	0.1	0.0 0.0	34.4	54.1 12.	9 17.0	0.7	34.2 22	27.2	6.4 2	0 12.2	19.1	1.6 0	5 6.6	16.7	10.9	3.9 0:	0.1	1.8	0.0 0	2 0.0			355.3
	Town Centre	Bloowich Brownhills Aldridge Willenhall	0.0	0.4 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	0.8 3.3 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 0.0 0.0 0.0 0.0 0.0	0.0	2.2 0.0 0.3 0.4 0.7 0.0 1.9 1.4	2.5 0.0 0.0	0.0 0.0	23.8 0.8 0.9 1.3 1.9 6.5 0.0 0.0	0.7	0.0 0	.1 0.2 4 12.1 0 0.5 0 0.0	22.8 0.0	0.1 0 0.1 0 0.0 0 1.7 0	0 0.0	0.1	0.0 0.1 13.0	0.0 0.0 0.0 0.0 0.1 0.0 0.0 0.0	0.0	0.0	0.0 01 0.0 01 0.0 01 0.1 01		0.0 0.0 0.0	0.0	34.2 23.0 40.5 31.9
	District & Local Centres	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	0.0	0.1	3.8	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 7.2	0.0	0.0	0.0 0.0	0.1	0.0 0	0 00	0.0	0.0 0	0 0.1	25	0.8	0.2 0.	0 0.5	0.0	00 0	3 0.0		- 1	12.5
	Out-of-Centre		0.6		0.0	0.0	0.0	4.0	0.0 0.2	2 0.0	0.4	0.1	0.0 2	6 0.0	0.8	2.0	3.4	0.5 0.0	0.2		0.2 0.	.0 0.0	0.1	0.0	0.0 0.3	4.9	13.5 5.5	0.5	0.0	6.1 4.8			2 0.8									0.2 0:			0.0	93.8
		subtotal	2.1	13.4 1.9	0.6	0.5	0.0	12.0	1.9 0.4	4 0.0	0.4	0.1	0.0 2	6 0.0	0.8	4.0	14.3	0.6 2.6	0.3	0.5	2.1 0.	0 0.2	0.1	0.5	0.0 0.3	39.6	74.7 27.	5 19.9	0.7	19.2 37.	34.8	8.7 3	.7 26.8	49.0	4.3 2	1 12.1	41.5	29.7	6.8 0.5	3 0.8	3.3	0.3 0.	4 0.4	1.4	0.0	305.2
All Other Centres Outsid	Se BCL A Area Birmincham Cannock Ködderminster Lictfliel Reddich Station-Coldfield Telford Telford		0.0 0.5 0.0 0.0 0.0	110.5 138. 5.2 1.3 0.0 1.4 4.2 0.0 0.4 8.7 2.2 0.0 44.0 1.3 0.1 1.0	0.7 1.7 0.0 21.0 0.0 0.0	51.9 0.0 0.2 0.0 0.4 0.0 0.2 0.6	1.2 0.2 0.0 33.7 0.0 0.5	0.0 1 0.0 1 0.2 0 0.0 4 0.0 0	8.6 8.3 1.5 0.1 1.0 1.3 1.0 0.0 0.8 0.0 1.0 0.4 2.0 0.0	1 0.0 3 1.0 0 0.0 0 0.0 4 0.0 0 0.0	1.3 0.0 0.3 0.0 0.0 0.0 0.0	0.1 0.2 0.0 0.0 0.0	14.1 27 0.0 0. 0.0 0. 0.0 0. 0.0 0. 0.0 1. 0.0 0.	0 0.2 0 0.0 0 0.0 0 0.0 0 0.0		0.0 0.1 0.2 0.0 0.0	0.0 1.9 0.0 0.0 0.0 95.6	3.4 15.3 0.3 0.3 2.3 182 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	0.5 0.1 0.0 0.0 0.2	9.2 0. 0.0 0. 0.4 1. 0.0 0. 0.0 0. 0.0 0. 0.0 0.	.0 0.1 .1 2.4 .0 0.0 .0 0.0 .0 0.0	7.2 0.0 0.0 0.0 0.0	0.0 0 5.8 0 0.0 0 0.0 0	5.8 1.3 0.0 15.8 7.4 0.1 0.0 0.0 0.0 0.0 0.0 20.3 0.0 0.2	5.0 2.8 0.0 9.5 0.0 0.7 0.3 0.0	5.7 7.2 0.3 0.1 0.2 0.0 0.0 0.0 0.4 0.8 0.2 0.0 0.0 0.0	0.0 7.6 0.0 18.3 0.0	2.8 0.0 89.0 0.0 0.6 4.2	6.6 5.8 13.8 3.0 0.0 0.0 3.5 0.3 0.0 0.0 0.0 0.1 0.4 1.8 4.5 0.2	0.1 0.1 0.0 0.2 0.7	0.0 0 0.4 2 0.0 0 0.4 3 0.0 0	3.4 10.0 .0 0.0 5.5 5.5 .0 0.0	14.0 6.1 0.0 2.0 0.0 0.0 7.1	1.4 4 0.2 9 0.0 0 0.0 0 0.0 0 0.0 1 0.0 0 0.5 9	3 0.0 0 0.5 0 0.0 0 0.4 0 0.0	2.8 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	5.1 0.5 0.1 0.1 0.0 0.6 0.0 0.2 0.6 0.6 0.0 0.3 0.0 0.1	0 0.0 2 0.0 0 0.0 7 0.0 1 0.0	0.7 0.0 0.0 0.5	7.1 21 0.8 0: 0.4 0: 0.0 0: 0.0 0: 0.3 0: 0.0 0: 1.4 1:	19 0.3 10 0.0 10 0.0	4.6 0.0 0.0 0.0 0.9 0.0	0.0 38.6 0.0 0.1 0.0 0.0	975.9 328.6 277.5 147.6 95.4 51.5 172.6 153.3
	All Other Centres and Stores Elsev	where	16.8	93.4 67.1	109.2	10.5	51.2	16.7 10	35.5 2.0	2.3	9.6	2.2	1.4 3.	2 1.8	0.9	4.3	71.5	1.7 17.2	3.6	1.3	4.6 4.	8 22	4.7	5.2	4.3 8.2	6.6	1.4 0.2	21.6	67.4	3.3 3.5	2.2	7.1 4	2.0 7.1	8.7	1.1 3	.5 1.5	0.8	0.8	1.8 16.	2 1.3	5.5	2.0 4.	.1 20.4	15.5	56.9	897.0
		subtotal																																								11.9 8.				
		GRAND TOTAL	249.3	359.1 240.	9 309.9	124.1	137.4	103.5 23	35.3 90.0	0 126.5	53.1	75.1	53.7 18	2.2 89.9	74.5	90.0	245.4 1	08.1 255.	7 101.5	121.1	127.0 13	7.0 107.8	37.0	194.5 13	25.3 62.8	73.8	108.2 138	2 294.4	189.7 1	57.2 62.	75.3	63.0 10	9.0 56.6	99.1	48.5 18	2.9 115.	86.4	66.3	47.9 54	5 44.8	219.4	121.0 61.	2 72.3	113.4	114.4	:093.2



TABLE 6: 2039 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em)
ALL COMVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
EXcluding internet Shopping and other Special Forms of Trading

*** *** *** *** *** *** *** *** *** **		ing and other Special Forms of Fradin																																																	
**************************************	CAL PLANNING AUTHO	RUTY CENTRE TYPE		Zone 1	Zone 2 Z	one 3 Z	one 4 Zor	one 5 Zor	one 6 Zor	ne 7 Zono	e 8 Zone	9 Zone 1	0 Zone 11	Zone 12	Zone 13 2	one 14 Zo	ne 15 Zon	e 16 Zone	17 Zone	18 Zone 1	9 Zone 20	Zone 21	Zone 22 1	one 23 Zor	ine 24 Zon	e 25 Zone	26 Zone 21	Zone 28	Zone 29 Z	one 30 Zon	31 Zone 3	2 Zone 33	Zone 34 Z	ine 35 Zon	e 36 Zone S	7 Zone 38	Zone 39	one 40 Zo	te 41 Zone	42 Zone 43	Zone 44	Zone 45 Z	one 46 Zor	e 47 Zone	48 Zone 49	9 Zone 50	Zone 51	Zone 52 Z	one 53 Zon	ne 54 Zone	55 STUDY
Fig. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.	olverhampton	Strategic Centre	Wolverhampton	2.2	3.9	0.6	0.0 0	0.5 0	0.0 1	1.4 07	4 0.4	0.7	0.1	0.2	0.0	1.2	0.8 1	8 0.2	. 0.0	3.5	0.7	0.7	17.3	1.4	0.0 2	2 0.5	0.4	0.0	5.5	0.0 1	4 1.3	0.9	4.0	1.9 0	2 0.2	1.0	0.8	0.7	14 251	0 116.9	25.9	15.1	14.5 3	3.9 1.2	2 32.1	157.4	75.2	12.4	28.6 4	40.1 1.	9 66-
**************************************			Bilaton	0.0	0.0				0.0 0				0.0		0.1	0.0	0.1 0	1 02	0.0	0.1			0.7					14				0.0				0.0					0.5				3.8		6.0		0.0 0.	0.3 0.0	0 93
Fig. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.		District & Local Cardina	Wednesheld	0.0	0.0	0.0	0.0 0	00 0	0.0 0	.0 0.0	6 00	0.0	0.0	0.0	0.0	0.0	0.0 0	0 02	. 0.0	0.0	0.0	0.0	2.0	00 0	0.0 0.	0 0.0	0.0	0.0	0.0	0.0 0	0 07	0.0	0.0	0.0 0	0.0	0.0	0.0	0.6	0.0	2.1	12.2	0.8	0.5 1	.1 0.0	0.0	1.7	88	10.8	0.4 0.	12 0	0 22
**************************************				1.4	5.3	0.0	17 2	27 0	00 0	13 1/	8 00	9.1	0.0	0.1	0.0	0.9	0.8 0	7 0.7		35	0.0	0.4	10.2	4.6	0.2 1	0 01	0.4	0.0	0.8	00 3	7 13	0.7	0.0	8.8 2	3 14	0.7	0.0	0.0	3 13/	6 38.9	45.8	12.5	89 1	R.1 0.2	. 65	26.7	17.5	3.7	3.4 1	19.7 0	1 284
Fig. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.			subtotal	3.6	9.2	0.6	1.7 3	32 0	0.4 1	.7 3.8	. 0.4	0.8	0.1	0.2	0.1	2.1	1.9 2	8 13	0.0	7.1	0.7	1.8	30.2	6.9	0.2 3.	3 1.0	1.1	1.4	6.5	0.0 8	7 6.4	1.6	4.0	10.8 2	7 1.5	1.7	0.8	1.2	18 41.	7 163.1	86.6	28.8	27.4 10	8.1 1.4	46.5	197.4	105.6	27.0	32.3 61	1.7 2.0	- 111
Fig. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.	adlev	Strategic Centre																																																	
Fig. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.		Town Centre													0.1														0.0				0.0	0.0	1 0.0		0.3	0.0						.9 0.0	J 0.1		0.3	0.8			
See Language See L																																																			
See 1. Se				0.0	0.3	1.3	0.0 0	0.0 0	0.0	.0 0.0	J 0.0	0.0	0.0	1.0	0.0	0.0	0.0 0	0.0	0.0	1.1	0.0	2.2	15.2	0.6 4	4.7 16	1.6	5.4	3.1	0.0	0.5 0	1 0.0	0.0	1.3	0.0 0	0.0	0.0	2.0	0.0	0.1	0.0	1.2	0.0	0.0	13 0.0	. 0.0	0.4	0.6	1.5	0.5 0	3.0 0.0	0 65
THE PROPER PROPE		Ost-ot-Cantre	subtotal			18.5	31.6 41						40.3		2.3	44.7	24 5				41.9														3 1.7		2.2							3.4 0.2	2 1.9						9 175
Control 10 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	andwell	Strategic Centre	West Bromwich	3.4	42.5	0.0	0.0 1	12 0	0.0 14	4.9 0.0	0 4.7	0.4	0.1	6.2	11.6	25.8	3.1 42	2.1 48.1	9 22	0.2	0.0	6.3	0.0	19.9	0.0 0.	.0 0.0	0.4	0.0	0.0	0.5 0	2 16.0	0.0	0.0	0.0 0	3 5.2	0.0	0.0	0.2	.3 0.4	0.0	0.5	0.0	0.2 1	.6 0.0	J 0.3	0.3	0.0	0.3	0.0 0	0.0 0/	0 268
Chief Mary 1 7 9 0 1 1 2 0 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0		Town Centre	Cradley Heath	0.0	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
Care High Sign Sign Sign Sign Sign Sign Sign Sign			Oldbury	9.7	7.9	0.0	1.4 2	29 0	0.0 1	1.3 1.1	1 4.1	1.7	1.6	9.6	4.7	36.2	9.6 5	.1 4.5	0.0	2.5	0.0	3.0	0.9	8.0 0	0.0 1.	0.0	0.3	0.0	0.0	0.1 0	0 1.3	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 1	2 0.0	0.0	0.0	0.0	0.4	0.0 0.	0.0 0.2	2 136
Properties 1. 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1			Cape Hill	5.0	0.0	0.0	0.0 0	0.0 0.0	0.0 0	0.0 0.0	0.0	0.0	0.2	0.0	13.6	7.9	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	0.0	10 0.0	0.0	0.0	0.0	0.0	0.0 0.	0.0 0.0	0 26
See		District & Local Centres		0.6	0.0	0.0	0.0 4	4.5 0	0.0 0	1.7 0.0	0 0.8	0.2	0.0	1.8	6.7	3.8	1.1 3	3 1.3	0.0	0.0	0.0	0.0	0.2	6.9	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 0.9	0.6	0.0	0.0	0.0	0.9	0.0	0.0	0.0	13 0.0	0.0	0.4	0.2	0.2	0.0 0	0.0 0/	0 35
**************************************		Out-of-Centre	subtotal	4.0	23.6 79.6	2.8	4.2 4 5.6 1	4.7 1	1.3 2	25 43 0.9 57	3 13 5 245	3.1	0.8 7.7	3.4 37.3	1.1	29.2 122.4	80 8	2 161	9 56	3.0 7.3	2.1	1.3	3.2	22.6 r	0.2 1 5.2 2	6 0.5	1.0	3.5	0.4	8.6 16 9.3 18	9 53.5 0 97.8	8.2 15.0	1.6	16.7 5 17.5 6	6 19.5 3 25.8	2.0	2.1	2.1	15 23 29 3.5	7.2	9.2	12.8	7.9 7 8.5 1	8 0£	0.3	8.8	23	1.1	0.1 3	3.4 0. 3.4 0.	3 10
Build Line Curies Configure 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	alsall	Strategic Centre		1.7	9.3	2.1	0.7 0	0.5 0	0.0 8	5.1 2.2	2 0.2	0.0	0.0	0.0	0.0	0.0	0.0 0	0 22	3.3	0.2	3.1	0.1	0.0	2.2	0.0 0.	.0 0.0	0.2	0.0	0.0	40.9 64	.0 15.2	19.9	0.8	74.8 26	.1 31.6	7.5	2.4	14.2 2	2.1 1.8	0.6	7.6	19.5	12.8 4	.5 0.0	0.1	2.0	0.0	0.2	0.0 0	0.0 0/	0 413
Weelers Control Contro		Town Centre	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	0.0 2 0.1 0	6 0.0 3 0.4	0.0 2.9	0.0	27.7 0 1.0 1	9 0.2	1.0	0.1 1.6	0.2 14.1	1.0 0.1 1.5 0.1	0.0	0.0	0.0	0.0 0	0.0					0.0 0.	0.0 0.0	0 26
Casifornia Grant Control of the Casifornia C			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	0.0	0.0 0	0.0 0.	2 0.0	0.4	0.0	0.0	0.0 2	2 1.6	0.0	0.0	0.0 0	0.0	0.1	0.0	0.0	0.0 2.0	0.0	3.7	10.1	15.3	10 01	0.0	0.0	0.1	0.0	0.0 0.	0.0 0.0	0 37
Anthone Carbon Collection Collect		District & Local Centres		0.0	0.0	0.0	0.0 0	0.0	0.0 0	12 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0	٥.0 م	4.4	0.0	0.0	0.0	0.0	0.0	0.0 0.	.0 0.0	0.0	0.0	0.0	0.2 0	3 0.0	0.0	0.0	2.6 1	4 0.3	0.2	0.0	1.1	1.9 0.3	0.0	0.3	2.9	0.2	13 0.0	J 0.0	0.0	0.0	0.0	0.0 0	0.0 0.1	0 16
The Curves Of Cu		Out-of-Centre				0.0	0.0 0	0.0 0.0	0.0 4	4.7 0.0	3 0.2	0.0	0.4	0.2	0.0	3.0	0.0 0	9 23	3.9	0.6	0.0	0.2	0.6	0.2	0.0 0.	0 0.2	0.0	0.0				0.6	0.0	7.2 5	5 7.2		0.2	1.0	.7 0.7	1.9	2.3	9.2	5.5 1	.7 0.4	0.3			0.3	0.4 1	1.6 0/	J 10
## Description 1985 123 1984 1894 1894 1894 1894 1894 1894 1894			subtotal	2.4	15.6	2.1	0.7 0	0.5 0	0.0 1	18 22	0.4	0.0	0.4	0.2	0.0	3.0	0.0 0	9 4.7	16.5	0.7	3.1	0.3	0.6	24 0	0.0 0.	2 0.2	8.0	0.0	0.4	47.0 88	3 32.2	23.4	0.8	15.6 43	9 40.4	10.1	4.3	31.2 5	8.7 5.1	2.5	14.0	48.5	34.8 7	.9 0.4	1.0	3.9	0.4	0.5	0.4 1.	.6 0.0	70-
General Configuration (a) 6.1 1.5 6.8 0.0 1.4 0.0 1.7 0.1 0.0	Other Centres Outsid			106.6	120.0	160.4	ee o e	201 6	540 2	u 7 91	4 00	7.2	16	40	100	99.9				40	170	0.6	12	10.7	10 2	0 11	1.0	4.7	16	60 0		18.2	21.2	77 6	7 190	20		20			61		24 6			12.6		2.2	10 (0 113
Liefsheld 0.0 4.4 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0		Cannock		0.0	6.1	1.5	0.8 0	0.0 1	1.4 0																							218.0	3.3	16.1 3	4 0.1									.1 0.1	0.1		0.9		0.2 5.	5.3 0.0	0 380
Sufficient 0 0 25 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0						1.6	1.9 0	0.0 0	0.0 0	.0 13/ 32 0/	0 1.5	1.2	0.4	0.3		0.0	0.0 0	2 0.1 0 0.2	0.0		212.1	0.1	0.6	0.5			6.7		0.1	11.2 0		8.9	103.5			0.0	0.0 29.6			0.4	0.0				2 0.0	0.8			0.3 0	J.0 45. 0.0 0:	0 17
### After Control 1: 0.0 51 1.4 0.0 0.5 0.6 172 2.4 0.0																																0.0	0.0																		
Fielder 0 0 2 1.1 60 68 10 0.5 63 0.0 62 00 68 00 23 0.0 60 0.0 62 00 0.0 62 00 0.0 62 00 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0		Stafford Sutton Coldfield			2.5 51.1	1.4	0.0 0	0.0 0	0.0 0	.0 0.0 7.9 2/			0.0			1.2	0.0 0	0.0	110	0.0		0.0	0.0			.0 0.0	0.0	0.0	23.5 0.2	08 0		21.5	4.9		2 0.2	0.5					0.5				1 0.0	0.6			0.0 1	0.0 0.0	0 60
MRMM 215 2014 2018 100 1017 626 2218 100 1017 626 2218 100 113 131 84 103 204 60 10 10 12 201 10 10 10 10 10 10 10 10 10 10 10 10 1		Telford				1.1	0.0 0	0.8 0	0.0				0.0	0.6				0 02	0.0			0.3	0.0	0.0 /		0 0.2	0.5					10.9			3 0.3	3.3				10.9	2.4				0.0	7.1				2.1 85	6 178
		All Other Centres and Stores Elsev	here														-		-	-																					1.7	0.9	1.0 2	.1 19.	ù 1.6						
GRAND TOTAL 200.1 416.2 277.5 200.4 416.2 277.5 200.4 416.2 277.5 200.4 416.2 277.5 200.4 416.2 277.5 278.4 404.3 417.5 61.7 87.5 61.7 87.5 61.8 61.7 87.5 61.8 61.8 61.8 61.8 61.8 61.8 61.8 61.8			subtotal	215.5	301.8	253.4 3	19.8 74	74.0 15	54.7 6	2.6 221	8 14.0	11.3	13.1	8.4	18.3	39.4	6.0 9	8 14.2	2 257.	0 9.1	250.3	5.2	3.9	16.6	8.0 8.	3 15.0	15.1	20.5	65.0	29.4 9	8 9.6	302.7	212.0	37.5 18	.0 18.1	58.4	116.9	31.2	3.8 3.8	33.5	17.9	7.6	4.3 E	19 61.	3 2.7	27.9	13.9	9.6	49.4 61	1.5 125	5.3 360
			GRAND TOTAL	290.1	416.8	277.5 3	159.4 14	43.8 15	59.5 11	9.7 278	s.4 104.7	3 147.3	61.7	87.3	63.5	211.6 1	05.4 81	3.8 104.	6 282.	2 127.1	298.0	119.1	139.5	148.8 1	61.0 12	4.1 42.4	225.0	145.3	72.6	87.5 12	r.9 162.2	345.1	220.6	83.2 72	.3 87.5	73.4	126.6	65.9 1	4.8 56.9	9 214.4	133.8	100.8	77.8 17	2.5 63.	8 52.7	254.0	140.4	70.5	84.4 13	31.1 132	.5 825



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	2021	2024	2029	2034	2039
Wolverhampton	Strategic Centre	Wolverhampton	5%	£426.0	£460.2	£521.8	£601.3	£699.9
	Town Centre	Bilston Wednesfield	0% 0%	£56.7 £13.5	£61.2 £14.6	£69.4 £16.6	£80.0 £19.1	£93.1 £22.2
	District & Local Centres		0%	£27.9	£30.1	£34.1	£39.3	£45.8
	Out-of-Centre		0%	£173.3	£187.2	£212.2	£244.5	£284.6
City of Wolverha	ampton Council Area			£697.3	£753.3	£854.2	£984.3	£1,145.7

TABLE 2: COMMITTED COMPARISON FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2021 (£ per sqm)			Turnover (£m)		
						2021	2024	2029	2034	2039
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	£0.3	£0.3	£0.4
Wolverhampton - OTC	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	600	3,000	£1.8	£2.0	£2.2	£2.6	£3.0
Wolverhampton - OTC	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	£1.4	£1.7	£1.9
Wolverhampton - OTC	16/00678/FUL	Aldi Portobello: Land Between New Street South Street Portobello Wolverhampton West Midlands. Proposed new Food Retail Store (Use Class Af), with associated car parking, servicing and landscaping (amended proposal following earlier approval).	1,505	190	4,000	£0.8	£0.8	£0.9	£1.1	£1.3
Wolverhampton - City Centre	14/00310/FUL	Mander Centre reconfiguration	8,360	3,855	4,000	£15.4	£16.8	£19.2	£22.1	£25.5
TOTAL			11.974	5.139		£19.4	£21.1	£24.1	£27.8	£32.

- Built-out, unoccupied. Assumed that of the total floorspace 314 sqm gross permitted the convenience /comparison split will be 50% / 50% and the gross to net ratio applied is 70%.

- gross to net ratio applied is 70%. Built-out, occupied. Permission provides for maximum 600sqm mezzanine net sales area
 One 120sqm unit built out, previously occupied by a comparison operator and now vacant. Assumed that of the total permitted floorspace of 1,098 sqm the convenience /comparison split will be 50% / 50% and netted down using a gross to net factor of 70%.
 Built-out, occupied. 190sqm max sales area for comparison goods
 Demolition of south western corner of Mander Centre fronting Bell Street, to be replaced by a new 8,360 sqm department store unit. Creation of larger retail units at ground floor, construction of a new retail linesh fronting Woolpack Alley and refurbishment of existing mall. Council provided an uplift of 5,507 sqm gross. Applied gross to net ratio of 70% representing a net increase of 3,855 sqm net.

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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£697.3	£753.3	£854.2	£984.3	£1,145.7
STEP 2:	TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£697.3	759.0	868.0	1001.4	1155.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£5.7	-£13.8	-£17.2	-£9.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£21.1	£24.1	£27.8	£32.1
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£26.8	-£37.9	-£44.9	-£41.7
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
	(ii) Net Floorspace Capacity (sq m):		-4,106	-5,079	-5,216	-4,194
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-5,865	-7,256	-7,452	-5,992

Notes: 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 fequilibrant' at the basey year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels).

The growth in the basey year (uney-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growthis rate informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence.

The forecast residue spenditure capacity (pre commitments) has been derived from Stale 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 netigross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailest stacks at different average sales to evide and this will need to be taken into account when assessing the relative ments and need for different spaces select select and the salt need to be taken into account when assessing the relative ments and need for different spaces select select and the salt needs and the salt needs and the salt needs and the salt needs are salt floorspace.



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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£426.0	£460.2	£521.8	£601.3	£699.9
STEP 2:	TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£426.0	463.7	530.3	611.8	705.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£3.5	-£8.5	-£10.5	-£5.9
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£16.8	£19.2	£22.1	£25.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£20.3	-£27.7	-£32.6	-£31.4
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
	(ii) Net Floorspace Capacity (sq m):	-	-3,108 70%	-3,702 70%	-3,786 70%	-3,162 70%
	(iii) Assumed Net / Gross Floorspace Ratio:					
	(iv) Gross Floorspace Capacity (sq m):		-4,440	-5,289	-5,409	-4,517

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 (juney-derived turnover save equivalent to the survey-derived 'current' turnover levels).
The growth in the base year (juney-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Expertain Retail Planner Briefing Note 18 (October Table care) and other research exidence.

The forecast residuel 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 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 retailant state and the committee of the co STEP 5: STEP 6:

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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£56.7	£61.2	£69.4	£80.0	£93.1
STEP 2:	TOTAL FORECAST BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£56.7	61.7	70.5	81.4	93.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.5	-£1.1	-£1.4	-£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:		-£0.5	-£1.1	-£1.4	-£0.8
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Ploorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
	(ii) Net Floorspace Capacity (sq m):	-	-72	-151	-162	-79
1	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-102	-215	-231	-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' 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 Expertian Retail Planner Briefing Note 18 (October 2020) and other research evidence.
The forecast residue dependiture 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 3: STEP 4: The 'nef residual expenditure capacity makes an allowance for the forecast tumover of all commitments (Step 4).

The 'nef 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 views and this will need to be taken into account when assessing the relative mentils and need for different types of retail floorspace.

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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£13.5	£14.6	£16.6	£19.1	£22.2
STEP 2:	TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1).	£13.5	14.7	16.9	19.4	22.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.3	-£0.3	-£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:		-£0.1	-£0.3	-£0.3	-£0.2
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
	(ii) Net Floorspace Capacity (sq m):	-	-17	-36	-39	-19
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-24	-51	-55	-27

es: 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' 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 (October 2002) and other research evidence.

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

The forecast residual expenditure tapacity (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. 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 retailed storage and the content average sales event and the same that the content of the co



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

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£27.9	£30.1	£34.1	£39.3	£45.8
STEP 2:	TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£27.9	30.3	34.7	40.0	46.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.6	-£0.7	-£0.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.2	£0.3	£0.3	£0.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.5	-£0.8	-£1.0	-£0.7
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6.000	£6.531	£7.469	£8.616	£9.940
		,	£0,531	£7,409 -111		£9,940 -75
	(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	•	70%	70%	-116 70%	70%
1						
	(iv) Gross Floorspace Capacity (sq m):		-103	-158	-166	-108

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 (juney-derived turnover save equivalent to the survey-derived 'current' turnover levels).
The growth in the base year (juney-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Expertain Retail Planner Briefing Note 18 (October Table care) and other research exidence.

The forecast residuel 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 1: STEP 2: STEP 3: STEP 4: STEP 5: STEP 6: 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 retailant state and the committee of the co

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

TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m): STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) $^{(1)}$:

1						
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.4	-£3.4	-£4.3	-£2.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£4.0	£4.6	£5.3	£6.2
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£5.5	-£8.1	-£9.6	-£8.5
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6.000	£6.531	£7.469	£8.616	£9.940
	(ii) Net Floorspace Capacity (sq m):	20,000	-837	-1.079	-1.113	-860
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,196	-1,542	-1,591	-1,228

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 (univery-derived) tumover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) 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 'her' 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 floorspace.

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

-£41.7 Residual Expenditure (after Commitments) (£m) -£26.8 -£37.9 £44.9 Bilston Wednesfield -162 -39 -79 -19 Town Centre District & Local Centres -72 -111 -116 -75 -837 -1,079 -1,113 -860 CITY OF WOLVERHAMPTON COUNCIL AREA -4,106 -5,079 -5,216 -4,194

3	of	3



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	2021	2024	2029	2034	2039
Dudley	-							
	Strategic Centre	Brierley Hill- Traditional High Street Brierley Hill- Merry Hill	0% 10%	£19.7 £871.8	£21.3 £941.7	£24.1 £1,067.9	£27.8 £1,230.5	£32.4 £1,432.3
	Town Centre	Dudley Stourbridge	0% 0%	£67.1 £71.6	£72.5 £77.3	£82.2 £87.7	£94.8 £101.1	£110.3 £117.6
		Halesowen	0%	£55.4	£59.8	£67.8	£78.2	£91.0
	District & Local Centres		0%	£39.9	£43.1	£48.9	£56.3	£65.6
	Out-of-Centre		0%	£54.2	£58.6	£66.4	£76.5	£89.1
Dudley MB	C Area			£1,179.7	£1,274.4	£1,445.1	£1,665.1	£1,938.2

TABLE 2: COMMITTED COMPARISON FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

	CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2021 (£ per sqm)					
						1	2021	2024	2029	2034	2039
[1]	Dudley - F Town Centre	P18/0590	Demolition, remodelling and remediation; redevelopment to allow: retail, service and leisure accommodation (use classes A.1, A.2, A.3, A.4, S.2); student accommodation (Use Class C.2); dwelling houses (C.3); hotel accommodation (C.1) offices (F.4); non-residential institution uses (D1); car showroom (sui generis) taxi rank; public space; highways, access and pedestrian connectivity works; car parking, landscaping; associated works (cultine, all matters reserved)	4,180	2,926	4,000	£11.7	£12.7	£14.6	£16.8	£19.4
[2]	Lye-Out-of- F Centre	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	251	4,000	£1.0	£1.1	£1.2	£1.4	£1.7
[3]	Kingswinford- F Out-of-Centre	P16/1461	Former lbstock 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	4,000	£10.1	£11.0	£12.6	£14.5	£16.7
	TOTAL			13,190	5,699		£22.8	£24.8	£28.4	£32.7	£37.8

- At 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.

 Indicative masterplan 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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1,179.7	£1,274.4	£1,445.1	£1,665.1	£1,938.2
STEP 2: TOTAL FORECAST BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£1,179.7	1284.1	1468.5	1694.1	1954.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£9.7	-£23.4	-£29.0	-£16.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£24.8	£28.4	£32.7	£37.8
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£34.5	-£51.8	-£61.8	-£54.
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,94
(ii) Net Floorspace Capacity (sq m):	-	-5,288	-6,935	-7,167	-5,438
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-7,555	-9,907	-10,239	-7,769

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

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

 The street is the been assumed for the purpose of this assessment that the LPA's comparison goods rotat market is in 'equilibrium' at the observation, and the bases yet (i.e. 'benchmark' turmovers are equivalent to the surrey-derived) turmover that be not constrained over the forecast period assuming average annual to the surrey development to the surrey-derived (turnover that the LPA's comparison goods rotat market is in 'equilibrium' at the bases yet (ii.e. 'benchmark' turmovers are equivalent to the surrey-development turnover reveals). The growth of the bases yet (ii.e. 'benchmark' turnovers are equivalent to the surrey-development turnover reveals). The contract the base yet (ii.e. 'benchmark' turnovers are equivalent to the surrey-development turnover reveals). The contract termore the surrey-development to the surrey-development turnover reveals.

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

 The 'het' residual expenditure is converted into a neigross floorspace capacity estimate based on the assumed awerage sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers tade at different energy sales levels and this will need to be taken into account when assessing the retail when ments and need for different types of retail floorspace.



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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£891.5	£963.0	£1,092.0	£1,258.3	£1,464.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£891.5	970.4	1109.7	1280.2	1476.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£7.3	-£17.7	-£21.9	-£12.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£7.3	-£17.7	1280.2 -£21.9 £0.0 -£21.9 £8,616 -2,545 70%	-£12.3
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-1,125	-2,370	-2,545	-1,239
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1,607	-3,385	-3,636	-1,769

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

STEP 1: It has been assumed for the purpose of this assessment that the LPAs comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived turnert' turnover levels). The growth in the bases year (universely-derived) turnover has been constrained over the forecast period assuming average annual productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence.

STEP 3: The forecast residual septenditure capacity (price 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 'ner' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 6: The 'ner' 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 total and 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 5: DUDLEY MBC AREA : TOWN CENTRE: DUDLEY - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£67.1	£72.5	£82.2	£94.8	£110.3
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE $(\mathfrak{L}_m)^{(1)}$:	£67.1	73.1	83.6	96.4	111.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.6	-£1.3	-£1.7	-£0.9
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£12.7	£14.6	£16.8	£19.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£13.3	-£15.9	-£18.5	-£20.3
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-2,035	-2,129	-2,142	-2,044
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,908	-3,042	-3,061	-2,920

tes:

STEP 1: The (survey-derived) current (or 'potential') numovers 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 '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 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 'ne' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
STEP 6: The 'ne' residual expenditure is converted into a netigous is conspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retail to trade of different surpage sales levels and this salt lines to be based in the salt conductive that assumed average sales performance of new (prime) retail floorspace.

It should be noted that different comparison goods retail to compare the salt of the salt in the salt of the salt

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£71.6	£77.3	£87.7	£101.1	£117.6
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£71.6	77.9	89.1	102.8	118.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.6	-£1.4	-£1.8	-£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:		-£0.6	-£1.4	-£1.8	-£1.0
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):		-90	-190	-204	-99
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-129	-272	-292	-142

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 comparison goods 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' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (October 2020) and offere careact in evidence.

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

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

STEP 6: The 'ner' residual expenditure is converted into a neityross foorspace capacity estimate based on the assumed werrage sales performance of new (prime) retail foorspace. It should be noted that different comparison goods retailers trade of different events as selectived and that will need to be taken into account when assessing the relative merits and need for different events as desired and that will need to be taken into account when assessing the relative merits and need for different events assessing the relative merits and need for different events assessing the relative merits and need for different events as the committee of t



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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£55.4	£59.8	£67.8	£78.2	£91.0
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£55.4	60.3	68.9	79.5	91.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.5	-£1.1	-£1.4	-£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:		-£0.5	-£1.1	-£1.4	-£0.8
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-70	-147	-158	-77
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-100	-210	-226	-110

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

 SITEP 1: It has been assumed for the purpose of this assessment that the IPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'bennchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The growth of the bases year (i.e. 'bennchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The growth of the bases year (i.e. 'bennchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The growth of the bases year (i.e. 'bennchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The survey-derived (i.e. 'bennchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The control of the survey-derived (i.e. 'bennchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The control of the survey-derived (i.e. 'bennchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The survey-derived (i.e. 'bennchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The survey-derived (i.e. 'bennchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The survey-derived (i.e. 'bennchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The survey-derived (i.e. 'bennchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The survey-derived (i.e. 'bennchmark' turnovers are equivalent to the su

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

 STEP 6: The 'nest residual expenditure is converted into a neityross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trad and different excepts as desired and that will need to be taken into account when assessing the relative ments and need for different excepts as desired with an interval of the committee of the second of the committee of the committ

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£39.9	£43.1	£48.9	£56.3	£65.6
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£39.9	43.4	49.7	57.3	66.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.3	-£0.8	-£1.0	-£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:		-£0.3	-£0.8	-£1.0	-£0.6
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,94
(ii) Net Floorspace Capacity (sq m):	-	-50	-106	-114	-55
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-72	-152	-163	-79

- 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 (anyey-derived) turnover has been constrained over the freezast period assuming average annual productivity' growths rates informed by the littlest Experian Retail Planner Briefing Note 18 (October 2020) and It has been assumed for the purpose of this usessands in the purpose of the survey of of the surv

- STEP 5: The 'ne't residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

 STEP 6: The 'ne'r 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 trad as different exerges 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 9: DUDLEY MBC AREA: OUT-OF-CENTRE LOCATIONS - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

2021	2024	2029	2034	2039
£54.2	£58.6	£66.4	£76.5	£89.1
£54.2	59.0	67.5	77.8	89.8
-	-£0.4	-£1.1	-£1.3	-£0.7
-	£12.1	£13.8	£15.9	£18.4
	-£12.5	-£14.9	-£17.3	-£19.1
£6,000	£6,531	£7,469	£8,616	£9,940
-	-1,917	-1,993	-2,003	-1,924
	70%	70%	70%	70%
	-2,738	-2,847	-2,862	-2,748
	£54.2 £54.2	£54.2 £58.6 £54.2 59.0 £0.4 - £12.1 -£12.5 £6.000 £6.531 	E54.2 E58.6 E66.4 E54.2 59.0 67.5	E54.2 E58.6 E66.4 E76.5 E54.2 59.0 67.5 77.8

- 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 average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) 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.

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

 The 'het' residual expenditure is converted into a netigross floorspace capacity estimate based on the assumed awayage sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers tude at different revenge sales levels and this will need to be taken into soccurs them assessing the relative ments and need for different types of retail floorspace.

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	2039
Residual Expenditure (after Commitments) (£	im)	-£34.5	-£51.8	-£61.8	-£54.1
Strategic Centre	Brierley Hill (Traditonal High St +Merry Hill)	-1,125	-2,370	-2,545	-1,239
Town Centre	Dudley Stourbridge Halesowen	-2,035 -90 -70	-2,129 -190 -147	-2,142 -204 -158	-2,044 -99 -77
District & Local Centres		-50	-106	-114	-55
Out-of-Centre		-1,917	-1,993	-2,003	-1,924
DUDLEY MBC AREA		-5,288	-6,935	-7,167	-5,438



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	2021	2024	2029	2034	2039
Sandwell	-							
	Strategic Centre	West Bromwich	5%	£172.2	£186.1	£211.0	£243.1	£283.0
	Town Centre	Blackheath	0%	£25.5	£27.6	£31.3	£36.0	£41.9
		Cradley Heath	0%	£6.2	£6.7	£7.6	£8.8	£10.3
		Great Bridge	0%	£25.5	£27.6	£31.3	£36.0	£41.9
		Oldbury	0%	£83.3	£90.0	£102.1	£117.6	£136.9
		Wednesbury	0%	£30.0	£32.4	£36.7	£42.3	£49.2
		Cape Hill	0%	£16.0	£17.3	£19.6	£22.6	£26.3
		Bearwood	0%	£22.9	£24.7	£28.0	£32.3	£37.6
	District & Local Centre	es	0%	£21.6	£23.3	£26.4	£30.4	£35.4
	Out-of-Centre		0%	£238.9	£258.1	£292.6	£337.2	£392.5
Sandwell N	/IBC Area			£642.2	£693.7	£786.7	£906.4	£1,055.1

TABLE 2: COMMITTED COMPARISON FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

	CENTRE	PLANNING REF	SCHEME	Floorspace Floo (sq m)	(sq m)	(£ per sqm)	Turnover (£m				
									2029	2034	2039
[1]	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 DC1/862201 (Proposed change of use to supermarket (Class A1), external alterations including new store access, loading bay extension, tofley by 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	263	4,000	£1.1	£1.1	£1.3	£1.5	£1.7
[2]	Great Bridge Town Centre	DC/18/61411	Poundland Unit 1 Great Bridge Retail Park Great Bridge Street West Bromwich B70 0EN. Proposed installation of new mezzanine floor for retail area (290m2 gross floor area).	290	203	3,000	£0.6	£0.7	8.03	£0.9	£1.0
[3]	Smethwick Local Centre - Town Centre	DC/20/64854	15 Tollhouse Way; Smethwick; B66 1HJ. Proposed demolition of derelict garage and erection of 3 storey building to create 3 No. commercial ground floor units and 6 No. apartments above.	182	64	3,000	£0.2	£0.2	£0.2	£0.3	£0.3
[4]	Oldbury Town Centre- Out-of-Centre	DC/20/64854	Former Toys R Us; Wolverhampton Road, Oldbury. Proposed demolition of existing entrance, sub-division of existing retail unit (Class A1) together with external alterations, new shop frontage and cladding, mezzanine floor in Unit 1, creation of ancillary external garden centre area for Unit 2, construction of	564	395	3,000	£1.2	£1.3	£1.5	£1.7	£2.0
[5]	Tipton Local Centre-In- Centre	DC/19/63355	Unit 12 - 16; Unity Walk; Tipton; DY4 8QL. Proposed change of use to shops (Class A1).	425	149	3,000	£0.4	£0.5	£0.6	£0.6	£0.7
[6]	Oldbury Town Centre	DC/19/63208	Former Perrott Arms; 2 Birmingham Road; Oldbury; B69 4ED. Proposed change of use and two storey rear extension to create 3 No. shops at ground floor and 2 No. one bedroom flats above.	205	72	3,000	£0.2	£0.2	£0.3	£0.3	£0.4
	TOTAL			3.639	1.145		£3.7	£4.0	£4.6	£5.3	£6.1

Notes: [1]

- Addi 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 200 sgm to which a gross to net ratio of 70% has been applied.

 Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods.

 The gross floorspace for the proposed garden centre is 564 sgm to which a gross to net ratio of 70% has been applied.

 Assumed gross to net ratio of 73% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods.

 Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods.

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

	2021	2024	2029	2034	2039
TEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£642.2	£693.7	£786.7	£906.4	£1,055.1
TEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£642.2	699.0	799.4	922.2	1063.9
TEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£5.3	-£12.7	-£15.8	-£8.9
TEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£4.0	£4.6	£5.3	£6.1
TEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£9.3	-£17.4	-£21.1	-£15.0
TEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):		-1,427	-2,323	-2,450	-1,509
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,038	-3,319	-3,500	-2,15

- STEP 1: The (survey-derived) 'current' (or 'potential') turmovers 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 (current' turnover levels). The growth in the bases year growth 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' turnover levels). The growth in the bases year (i.e. 'benchmark' turnovers are equivalent to the survey-derived (unrent' turnover levels). The survey-derived (unrent' turnover levels). The survey-derived (unrent' turnover levels). The constrained over the forecast period assuming average annual 'productively' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence.

 STEP 3: The forecast residual septenditure 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.

- 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 netgross floorspace capacity estimate based on the assumed awarge sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers tude at different exemps sales levels and this will need to be taken into account when assessing the relative ments and need for different types of retail floorspace.



TABLE 4: SANDWELL MBC AREA STRATEGIC CENTRE: WEST BROMWICH - COMPARISON GOODS CAPACITY ASSESSMENT Assume Fauilibrium at Rase Vacs and Constant Maries Chart

STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m): £172.2 STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1): 214.4 £172.2 187.5 247.4 285.4 STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m): -£1.4 -£3.4 -£4.2 -£2.4 STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m) £1.1 £1.3 £1.5 £1.7 STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: -£2.6 -£4.7 -£5.7 -£4.1 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):
(iii) Assumed Net (Forse Floorspace Ratio:
(iv) Gross Floorspace Capacity (sq m): £6,000 £6,531 70% -561 70% -953 70% -905 70% -592

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 (a. 'benchmark' turnovers are equivalent to the survey-derived (turnent' turnover levels). The growth in the base year (grunny-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence.

The forecast residual expenditure cognotively (fore 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 'het' residual expenditure is converted into a netgross 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 reserges askes levels and this will need to be taken into soccur within assessing the relative ments and need for different types of retail floorspace.

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£25.5	£27.6	£31.3	£36.0	£41.9
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£25.5	27.8	31.8	36.7	42.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.5	-£0.6	-£0.4
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.2	-£0.5	-£0.6	-£0.4
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-32	-68	-73	-35
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-46	-97	-104	-51

STEP 1: STEP 2: The business residual expenditure capacity (pre commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that he LPA's companion pools retail marker is in equilibrium if the base year (i.e. benchmark turnovers are equivalent to the survey-derived 'ournerf turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growthe rates informed by the latest Experian Retail Planner Briefing Note 16 (October 2020) and other research redefence.

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

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

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£6.2	£6.7	£7.6	£8.8	£10.3
STEP 2: TOTAL FORECAST BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£6.2	6.8	7.8	9.0	10.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.1	-£0.2	-£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:		-£0.1	-£0.1	-£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	£6.531	£7.469	£8.616	£9.940
(ii) Net Floorspace Capacity (sq m):	20,000	-8	-17	-18	-9
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-11	-24	-25	-12

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 (anyey-derived) turnover has been constrained over the freezast period assuming average annual productivity' growths rates informed by the littlest Experian Retail Planner Briefing Note 18 (October 2020) and

grown in a leader year to get represent justices in as seen consistent or we are forecast period assuming arrange annua procuring yours rates inclined by the faces. Expending receive the forecast residual expenditure capacity (pre-commitments) as been derived from Steps 1 and 2. No account is taken of commitments at this stage.

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.

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 estimate based on the assumed aways sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different wanges sales levels and this will need to be taken into account when assessing the retailers and need for different types of retail floorspace.

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£25.5	£27.6	£31.3	£36.0	£41.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£25.5	27.8	31.8	36.7	42.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	_	-£0.2	-£0.5	-£0.6	-£0.4
OTEL S. NET REGIDAL EXECUTION - EXCESSING ANY COMMITTIES (2011).		-20.2	-20.5	-20.0	-20.4
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.7	£0.8	£0.9	£1.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.9	-£1.3	-£1.5	-£1.4
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6.000	£6.531	£7.469	£8.616	£9.940
(ii) Net Floorspace Capacity (sq m):	-	-134	-169	-174	-137
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-191	-242	-249	-196

- ses:
 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 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 Experian Retail Planner Briefing Note 18 (October 2020) 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 'ner' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

 STEP 6: The 'ner' 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 trad and different excepts 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 8: SANDWELL MBC AREA: TOWN CENTRE: OLDBURY - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£83.3	£90.0	£102.1	£117.6	£136.9
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£83.3	90.7	103.7	119.7	138.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.7	-£1.7	-£2.1	-£1.2
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.2	£0.3	£0.3	£0.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.9	-£1.9	-£2.4	-£1.5
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-141	-257	-274	-152
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-202	-368	-391	-217

- 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 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 good in the bases year (i.e. 'benchmark' tumovers are equivalent to the survey-derived current fumover levels). The control in the bases year (i.e. 'benchmark' tumovers are equivalent to the survey-derived current fumover levels). The control in the bases year (i.e. 'benchmark' tumovers are equivalent to the survey-derived current fumover levels). The control in the bases year (i.e. 'benchmark' tumovers are equivalent to the survey-derived current fumover levels). The control in the bases year (i.e. 'benchmark' tumovers are equivalent to the survey-derived current fumover levels). The control in the bases year (i.e. 'benchmark' tumovers are equivalent to the survey-derived current fumover levels). The control in the bases year (i.e. 'benchmark' tumovers are equivalent to the survey-derived current fumover levels). The control in the bases year (i.e. 'benchmark' tumovers are equivalent to the survey-derived current fumover levels). The control in the bases year (i.e. 'benchmark' tumovers are equivalent to the survey-derived current fumover levels). The survey-derived current fumover levels. The survey-derived current fumove

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

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

	2021	2024	2029	2034	2039
TEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£30.0	£32.4	£36.7	£42.3	£49.2
TEP 2: TOTAL FORECAST BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1).	£30.0	32.6	37.3	43.0	49.6
TEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.6	-£0.7	-£0.4
TEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
TEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.2	-£0.6	-£0.7	-£0.4
TEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,94
(ii) Net Floorspace Capacity (sq m):	-	-38	-80	-86	-42
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-54	-114	-122	-59

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

 SITEP 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' turmovers are equivalent to the survey-derived 'current' turnover levels). The growth in the bases year (invery-derived) turnover has been constrained over the forecast period assuming average annual' productivity growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence.

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

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



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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£16.0	£17.3	£19.6	£22.6	£26.3
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£16.0	17.4	19.9	23.0	26.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.3	-£0.4	-£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:		-£0.1	-£0.3	-£0.4	-£0.2
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):		-20	-43	-46	-22
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-29	-61	-65	-32

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

STEP 1: It has been assumed for the purpose of this assessment that the LPAs comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived turnert' turnover levels). The growth in the bases year (universely-derived) turnover has been constrained over the forecast period assuming average annual productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence.

STEP 3: The forecast residual septenditure capacity (price 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 'ner' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 6: The 'ner' 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 total and 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 11: SANDWELL MBC AREA: TOWN CENTRE: BEARWOOD - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£22.9	£24.7	£28.0	£32.3	£37.6
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (Em) (1):	£22.9	24.9	28.5	32.9	37.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.5	-£0.6	-£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:		-£0.2	-£0.5	-£0.6	-£0.3
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):		-29	-61	-65	-32
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-41	-87	-93	-45

tes:

STEP 1: figurey-derived) current (or 'potential') turnoven 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 equilibrative 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 18 (October 2020) 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 'ner' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

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

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£21.6	£23.3	£26.4	£30.4	£35.4
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) (1):	£21.6	23.5	26.8	31.0	35.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.4	-£0.5	-£0.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.7	£0.8	£0.9	£1.1
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.9	-£1.2	-£1.4	-£1.4
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-133	-164	-168	-136
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-191	-234	-240	-195

Notes:

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 (ie. '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 18 (October 2020) 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 '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 retailers trad and different excepts aske levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£238.9	£258.1	£292.6	£337.2	£392.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£238.9	260.0	297.4	343.1	395.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£2.0	-£4.7	-£5.9	-£3.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£1.3	£1.5	£1.7	£2.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£3.3	-£6.2	-£7.6	-£5.3
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-499	-832	-879	-529
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-713	-1,189	-1,256	-756

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

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 comparison goods retail market is in 'squillbruim' 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' productively' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence.

STEP 3: The forecast resistual expenditure capacity (prior 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 (Stop 4). The 'net' residual expenditure is converted into a netgross floorapace capacity estimate based on the assumed awarage sale performance of new (prime) retail floorapace. It should be noted that different comparison goods retailers trade at different exerges sales levels and this will need to be taken into account when assessing the relative ments an offer of different types of retail floorapace.

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	2039
sidual Expenditure (after Commitments) (Em)	-£9.3	-£17.4	-£21.1	-£15.0
Strategic Centre	West Bromwich	-393	-633	-667	-415
Town Centre	Blackheath	-32	-68	-73	-35
	Cradley Heath	-8	-17	-18	-9
	Great Bridge	-134	-169	-174	-137
	Oldbury	-141	-257	-274	-152
	Wednesbury	-38	-80	-86	-42
	Cape Hill	-20	-43	-46	-22
	Bearwood	-29	-61	-65	-32
District & Local Centres		-133	-164	-168	-136
Out-of-Centre		-499	-832	-879	-529
ANDWELL MBC AREA		-1,427	-2.323	-2,450	-1,509



Appendix 9D: Comparison Goods Capacity:

Walsall Council



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

CENTRE TYPE	Estimated 'Inflow' from Outside Study Area	2021	2024	2029	2034	2039
Strategic Centre	5%	£265.0	£286.3	£324.6	£374.0	£435.4
Town Centre	0%	£24.2	£26.2	£29.7	£34.2	£39.8
	0%	£16.3	£17.6	£19.9	£23.0	£26.7
	0%	£28.7	£31.0	£35.2	£40.5	£47.2
	0%	£22.6	£24.4	£27.7	£31.9	£37.2
	0%	£8.9	£9.6	£10.9	£12.5	£14.6
District & Local Centres	0%	£9.9	£10.7	£12.1	£13.9	£16.2
Out-of-Centre	0%	£66.5	£71.8	£81.4	£93.8	£109.2
Area		£442.1	£477.5	£541.5	£623.9	£726.2
	Fown Centre District & Local Centres Dut-of-Centre	Fown Centre 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Fown Centre 0% £24.2 0% £16.3 0% £25.7 0% £22.6 0% £2.8 0% £2.9 0% £8.9 District & Local Centres 0% £9.9 Dut-of-Centre 0% £66.5	Town Centre 0% £24.2 £26.2 0% £16.3 £17.6 0% £28.7 £31.0 0% £22.6 £24.4 0% £8.9 £9.6 District & Local Centres 0% £9.9 £10.7 Dut-of-Centre 0% £66.5 £71.8	Fown Centre 0% £24.2 £26.2 £29.7 0% £16.3 £17.6 £19.9 0% £28.7 £31.0 £19.9 0% £28.7 £31.0 £27.7 0% £8.9 £9.6 £10.9 09.5 £10.7 £12.1 004-Centre 0% £66.5 £71.8 £81.4	Town Centre 0% £24.2 £26.2 £29.7 £34.2 0% £16.3 £17.6 £19.9 £23.0 0% £28.7 £31.0 £36.2 £40.5 0% £22.6 £24.4 £27.7 £31.9 0% £8.9 £9.6 £10.9 £12.5 Oistrict & Local Centres 0% £9.9 £10.7 £12.1 £13.9 Out-of-Centre 0% £66.5 £71.8 £81.4 £93.8

TABLE 2: COMMITTED COMPARISON FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Floorspace	Sales Density 2021 (£ per sqm)	Turnover (£m)				
						2021	2024	2029	2034	2039
Brownhills Town Centre	17/1629	Land Between 75-85 High Street, Brownhills. New 2.5 storey development of 3 commercial units and 3 x 1 bed flats	171	60	4,000	£0.2	£0.3	£0.3	£0.3	£0.4
TOTAL			171	60		£0.2	£0.3	£0.3	£0.3	£0.4

[1]

Notes:
[1] Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods.

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£442.1	£477.5	£541.5	£623.9	£726.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£442.1	481.2	550.3	634.8	732.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£3.6	-£8.8	-£10.9	-£6.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.3	£0.3	£0.3	£0.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£3.9	-£9.1	-£11.2	-£6.5
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,531	£7,469	£8,616	£9,940
(ii)	-	-598	-1,215	-1,302	-654
(iii)		70%	70%	70%	70%
(iv)		-854	-1,735	-1,860	-934

- 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 yeer (i.e. 'benchmark' turnover are equivalent to the survey-derived 'current' turnover levels). In growth in the base yeer (as-'pe-derived) turnover levels in the growth in the base yeer (as-'pe-derived) turnover levels in the potential properties of the propert
- STEP 3: STEP 4:



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

		2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAS	T 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£265.0	£286.3	£324.6	£374.0	£435.4
STEP 2: TOTAL FORECAS	T 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£265.0	288.4	329.9	380.6	439.0
STEP 3: NET RESIDUAL E	XPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£2.2	-£5.3	-£6.5	-£3.7
STEP 4: TURNOVER OF A	LL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL E	XPENDITURE AFTER COMMITMENTS:		-£2.2	-£5.3	-£6.5	-£3.
STEP 6: FORECAST CAPA	CITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i)	£6,000	£6,531	£7,469	£8,616	£9,94
	(ii)	-	-334	-704	-757	-36
	(iii)		70%	70%	70%	709
	(iv)		-478	-1.006	-1.081	-52

- 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 'equilibrant' at the base year (i.e. 'benchmark' tumovers are equivalent to the survey-derived current tumover tensel). The growth in the base year (survey-derived) tumover has been constrained over the forecast period assuming average annual 'productivity' growthe rates informed by the latest Expertise Retail Planner Briefling Note 16 (December 2018) and other research evidence.

 The Expectant Feature also expenditure capacity plan 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 contributes. STEP 1: STEP 2:

- Conditions by 2024.

 The 'net' 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 merits and need for different types of retail floorspace

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£24.2	£26.2	£29.7	£34.2	£39.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£24.2	26.4	30.1	34.8	40.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.5	-£0.6	-£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:		-£0.2	-£0.5	-£0.6	-£0.3
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,531	£7,469	£8,616	£9,940
(ii)	-	-31	-64	-69	-34
(iii)		70%	70%	70%	70%
(iv)		-44	-92	-99	-48

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

 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' turnovers are equivalent to the survey-derived lates Epprian Retail Planner Betefing Note 16 (December 2015) and other research evidence.

 It because Teachial Planner Betefing Note 16 (December 2015) and other research evidence.

 The forecast residual expenditure capacity prison normality has been derived from Steps 1 and 2. As occurred is baten 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 (Step 4).

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

 The 'ter residual expenditure is commended into a net/gross forecompace capacity swindle 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 floorspace.
- STEP 3: STEP 4:

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£16.3	£17.6	£19.9	£23.0	£26.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£16.3	17.7	20.3	23.4	27.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.3	-£0.4	-£0.2
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.3	£0.3	£0.3	£0.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.4	-£0.6	-£0.7	-£0.6
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
0	£6,000	£6,531	£7,469	£8,616	£9,940
(ii)		-60	-83	-86	-62
(iii)		70%	70%	70%	70%
(iv)		-86	-119	-123	-89

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

 It has been assumed for the purpose of this assessment that the LPXs comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' tumovers are equivalent to the survey-derived coarses are compared to the purpose of this assessment that the LPXs comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' tumovers are equivalent to the survey-derived coarses are retailed assuming average annual productivity' growther rates informed by the Table 1 of the properties of the productive appeals to the productive appeal to the productive appeals to the productive
- 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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£28.7	£31.0	£35.2	£40.5	£47.2
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) $^{(1)}$:	£28.7	31.3	35.7	41.2	47.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.6	-£0.7	-£0.4
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	0.03	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.2	-£0.6	-£0.7	-£0.4
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,531	£7,469	£8,616	£9,940
(ii)		-36	-76	-82	-40
(iii)		70%	70%	70%	70%
(iv)		-52	-109	-117	-57

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 irveels). 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 Nate 16 (December 2018) and other research evidence.

The Expectant retail appenditure capacity price commitments lay has been derived from Risps 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 2021.

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

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 floorspace

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£22.6	£24.4	£27.7	£31.9	£37.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£22.6	24.6	28.2	32.5	37.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.4	-£0.6	-£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:		-£0.2	-£0.4	-£0.6	-£0.3
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,531	£7,469	£8,616	£9,94
(ii)		-29	-60	-65	-31
(iii)		70%	70%	70%	70%
(iv)		-41	-86	-92	-45

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 LPX's comparison goods retail market is in lequilibrium' at the base year (i.e. "benchmark' turnovers are equivalent to the survey-derived comment received in the bearses (i.e. "benchmark' turnovers are equivalent to the survey-derived comment received in the bearses (i.e. "benchmark' turnovers are equivalent to the survey-derived comment received in the bearses (i.e. "benchmark' turnovers are equivalent to the survey-derived comment received in the survey-derived comment (i.e. the survey-derived (i.e. the survey-derived comment (i.e. the survey-deriv

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 merits and need for different types of retail floorspace

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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£8.9	£9.6	£10.9	£12.5	£14.6
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) $^{(1)}$:	£8.9	9.7	11.1	12.8	14.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.2	-£0.2	-£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:		-£0.1	-£0.2	-£0.2	-£0.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,531	£7,469	£8,616	£9,940
(ii)		-11	-24	-25	-12
(iii)		70%	70%	70%	70%
(iv)		-16	-34	-36	-18

STEP 3: STEP 4:

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 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 forecast period issuming average annual 'productivity' growths rates informed by the salest Experient Period International Period (i.e. the survey of the survey of



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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£9.9	£10.7	£12.1	£13.9	£16.2
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) $^{(1)}$:	£9.9	10.7	12.3	14.2	16.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.2	-£0.2	-£0.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	20.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.1	-£0.2	-£0.2	-£0.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,531	£7,469	£8,616	£9,94
(ii)	-	-12	-26	-28	-14
(iii)		70%	70%	70%	70%
(iv)		-18	-37	-40	-20

- 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 poods retail market is in 'equilibrant' at the base yer (i.e. 'benchmark' turnovers are equivalent to the survey-derived current turnover review). The growth in the base yer (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 2016) and other research evidence.

 The forecast residual expenditure acquark prior annumement has been derived from Skeps 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.

 The 'terr erisdual expenditure capacity makes an allowance for the forecast turnover of all commitments (Skep 4).

 The 'terr erisdual expenditure capacity makes an allowance for the forecast turnover of all commitments (Skep 4).

 The 'terr erisdual expenditure is convented into a net/gross forespace capacity swinted bease of the sessumed 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 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

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£66.5	£71.8	£81.4	£93.8	£109.2
STEP 2: TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (£m) $^{(1)}$:	£66.5	72.3	82.7	95.4	110.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.5	-£1.3	-£1.6	-£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:		-£0.5	-£1.3	-£1.6	-£0.9
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:	£6.000	£6.531	£7.469	£8.616	£9.940
(ii)	20,000	-84	-177	-190	-92
(iii)		70%	70%	70%	70%
(iv)		-120	-252	-271	-132

- 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 LPAX comparison goods retail market is in 'equilibrum' at the base yer (ii.e. 'benchmark' turnovers are equivalent to the survey-derived 'current turnover investigations,' and the base yer (ii.e. 'benchmark' turnovers are equivalent to the survey-derived current turnover to the base year (iii.e. 'benchmark' turnovers are equivalent to the survey-derived current turnover to the base year (iii.e. 'benchmark' turnovers') are survey to the state (iii.e. 'benchmark' turnovers') and the base year (iii.e. 'benchmark' turnovers') and the survey of all known commitments has been derived from Steps 1 and 2. No account is taken of commitments in stage.

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

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

 The 'terr erisdual expenditure is commended into a net/gloss of scorpasce 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 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.

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	2039
Residual Expenditure (after Commitments) (£m)	-£3.9	-£9.1	-£11.2	-£6.5
Strategic Centre Walsall	-334	-704	-757	-368
Town Centre Bloxwich Brownhills Aldridge Willenhall Darlaston	-31 -60 -36 -29 -11	-64 -83 -76 -60 -24	-69 -86 -82 -65 -25	-34 -62 -40 -31 -12
District & Local Centres	-12	-26	-28	-14
Out-of-Centre	-84	-177	-190	-92
WALSALL MBC AREA	-598	-1,215	-1,302	-654

