

Blackpool, Fylde and Wyre Borough Councils

Fylde Coast Retail Study



Volume 2: Figures and Spreadsheets

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APPENDIX 1

Household Survey Questionnaire

Job Number: M9426 - Tithobarn Inquiry

Good afternoon / evening, I am from NEMS market research and we are conducting a short survey in your area about shopping. Do you have time to answer some questions? It will take about five minutes.

QA Are you the main shopper in your household?

1. Yes
2. No

GO TO Q01
CLOSE

FIRST WE HAVE A QUESTION ABOUT WHERE YOUR HOUSEHOLD UNDERTAKES ITS MAIN FOOD AND GROCERIES SHOPPING. IN ANSWERING THIS QUESTION THE LOCATION MAY BE A SUPERMARKET, A SMALLER STORE, OR A TOWN CENTRE, OR COULD BE THE USE OF THE INTERNET.

Q01 Where did your household last undertake a main food and grocery shop?
DO NOT PROMPT, ONE ANSWER ONLY

Select from LIST A

Other:

- Other (PLEASE WRITE IN)
- Internet
- Home catalogue
- TV/Interactive shopping
- Don't know/varies
- Don't buy these products

[IF RESPONDENT GIVES A SUPERMARKET LOCATION IN Q01 THEN ASK Q02, IF NOT GO TO Q03]

Q02 When your household last undertook a main food and grocery food shop at [STORE MENTIONED AT Q01], did you also purchase any of the following types of items from that same store?

Q02A Clothes or shoes

1. Yes
2. No

Q02B Electrical items such as TV's, DVD players, digital cameras, MP3 players, mobile phones, computers, or domestic appliances

1. Yes
2. No

Q02C Health, beauty or chemist items

1. Yes
2. No

Q02D Other non-food items such as books, CD's, jewellery, sports items or toys

1. Yes
2. No

Q03 Which retail park did your household last visit?

Select from LIST A

- Don't visit Retail Parks

GO TO Q04
GO TO Q05

Q04 When you visited this retail park, did you purchase any of the following?

Q04A Clothes or shoes

1. Yes
2. No

Q04B Electrical items such as TV's, DVD players, digital cameras, MP3 players, mobile phones, computers, or domestic appliances

1. Yes
2. No

Q04C Health, beauty or chemist items

1. Yes
2. No

Q04D Other non-food items such as books, CD's, jewellery, sports items or toys

1. Yes
2. No

WE NOW HAVE A FEW QUESTIONS ABOUT WHERE YOU UNDERTAKE NON-FOOD SHOPPING. IN ANSWERING THESE QUESTIONS THE LOCATION MAY BE A TOWN CENTRE, A RETAIL PARK, OR A FREESTANDING STORE (INCLUDING SUPERMARKETS), OR COULD BE THE INTERNET.

Q05 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes ?

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION

Select from LIST B

Others

- Abroad
- Car Boot Sale (PLEASE WRITE IN)
- Other (PLEASE WRITE IN)
- Internet
- Home Catalogue
- TV / Interactive shopping
- (Don't know / can't remember)
- (Don't buy these products)

GO TO Q06

Q06 And the time before that, where did you go to make a purchase of clothes or shoes ?

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION

Select from LIST B

Others

- Abroad
- Car Boot Sale (PLEASE WRITE IN)
- Other (PLEASE WRITE IN)
- Internet
- Home Catalogue
- TV / Interactive shopping
- (Don't know / can't remember)
- (Only bought these items once before)

Q07 Can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION

Select from LIST B

Others

Abroad
Car Boot Sale (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
Internet
Home Catalogue
TV / Interactive shopping
(Don't know / can't remember)
(Don't buy these products)

GO TO Q09

Q08 And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION

Select from LIST B

Others

Abroad
Car Boot Sale (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
Internet
Home Catalogue
TV / Interactive shopping
(Don't know / can't remember)
(Only bought these items once before)

Q09 Now can you tell me where your household last made a purchase of DIY, decorating goods or gardening items?
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION

Select from LIST B

Others

Abroad
Car Boot Sale (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
Internet
Home Catalogue
TV / Interactive shopping
(Don't know / can't remember)
(Don't buy these products)

GO TO Q11

Q10 And the time before that, where did your household go to make a purchase of DIY, decorating goods or gardening items?

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION

Select from LIST B

Others

Abroad

Car Boot Sale (PLEASE WRITE IN)

Other (PLEASE WRITE IN)

Internet

Home Catalogue

TV / Interactive shopping

(Don't know / can't remember)

(Only bought these items once before)

Q11 Now can you tell me where your household last made a purchase of electrical items (this may include domestic appliances, MP3 players, TV's, digital cameras, computers etc)?

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION

Select from LIST B

Others

Abroad

Car Boot Sale (PLEASE WRITE IN)

Other (PLEASE WRITE IN)

Internet

Home Catalogue

TV / Interactive shopping

(Don't know / can't remember)

(Don't buy these products)

GO TO Q13

Q12 And the time before that, where did your household go to make a purchase of electrical items?

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION

Select from LIST B

Others

Abroad

Car Boot Sale (PLEASE WRITE IN)

Other (PLEASE WRITE IN)

Internet

Home Catalogue

TV / Interactive shopping

(Don't know / can't remember)

(Only bought these items once before)

Q13 Now can you tell me where you last made a purchase of health, beauty or chemist items?

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION

Select from LIST B

Others

Abroad
Car Boot Sale (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
Internet
Home Catalogue
TV / Interactive shopping
(Don't know / can't remember)
(Don't buy these products)

GO TO Q15

Q14 And the time before that, where did you go to make a purchase of health, beauty or chemist items?

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION

Select from LIST B

Others

Abroad
Car Boot Sale (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
Internet
Home Catalogue
TV / Interactive shopping
(Don't know / can't remember)
(Only bought these items once before)

Q15 Now can you tell me where your household last made a purchase of recreational goods such as sports equipment, musical instruments, toys etc?

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION

Select from LIST B

Others

Abroad
Car Boot Sale (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
Internet
Home Catalogue
TV / Interactive shopping
(Don't know / can't remember)
(Don't buy these products)

GO TO Q17

Q16 And the time before that, where did your household go to make a purchase of recreational goods?

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR LOCATION

Select from LIST B

Others

Abroad
Car Boot Sale (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
Internet
Home Catalogue
TV / Interactive shopping
(Don't know / can't remember)
(Only bought these items once before)

Q17 Now can you tell me where your household last made a purchase of specialist non-food items such as books, DVD's, jewelry, china or glass?

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR

Select from LIST B

Others

Abroad
Car Boot Sale (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
Internet
Home Catalogue
TV / Interactive shopping
(Don't know / can't remember)
(Don't buy these products)

GO TO Q19

Q18 And the time before that, where did your household go to make purchase of specialist non-food items?

IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'CAR BOOT SALE' PROBE FOR

Select from LIST B

Others

Abroad
Car Boot Sale (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
Internet
Home Catalogue
TV / Interactive shopping
(Don't know / can't remember)
(Only bought these items once before)

Q19 What mode of travel did you use for your last non-food shopping trip?

- Car
- On foot
- Cycle
- Bus
- Train
- Taxi
- Park and ride
- Other

Q20 When you undertook this trip, did you also visit any other shopping destination, or carry out any leisure activity?

- Yes
- No

FINALLY, I AM GOING TO ASK A FEW QUESTIONS ON DESTINATIONS FOR LEISURE AND CULTURAL ACTIVITIES

Q21 In which town, village or out-of-town location does your household spend most money on the following leisure and cultural activities?

Restaurants/Cafes Pubs/
Bars/ Nightclubs Cinema Museums/Art
galleries Family
entertainment
centre (i.e. Ten
Pin bowling/ Skating Rink) Health & Fitness Bingo/Casino
/Bookmaker Theatre/Concerts

Select from LIST C

Other:

- Abroad
- Other (PLEASE WRITE IN)
- (Don't know / varies)
- (Don't do these activities)

GEN Gender of respondent:
CODE FROM OBSERVATION

- 1. Male
- 2. Female

AGE Could I ask, how old are you ?
ONE ANSWER ONLY. DO NOT READ OUT

- 1 18 to 24
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 +
- 7 (Refused)

CAR How many cars does your household own or have the use of ?
ONE ANSWER ONLY. DO NOT READ OUT

- 1 None
- 2 One
- 3 Two
- 4 Three or more
- 5 (Refused)

WOR Which of the following best describes the current employment situation of the chief wage earner of your household?

READ OUT. ONE ANSWER ONLY

- 1 Working full time
- 2 Working part time
- 3 Unemployed
- 4 Retired
- 5 A housewife
- 6 A student
- 7 Other (PLEASE WRITE IN)
- 8 (Refused)

OCC What is the occupation of the chief wage earner in your household ?
(IF RETIRED, ASK PREVIOUS OCCUPATION)

- 1 Occupation / job description (PLEASE WRITE IN)
- 2 Basic state pension only
- 3 (Refused)

Thank & close

Fylde Coast Retail Study

Good afternoon / evening, I am from NEMS market research and we are conducting a short survey in your area about shopping. Do you have time to answer some questions ? It will take about five minutes.

QA Are you the main shopper in your household?

- 1 Yes GO TO Q01
- 2 No CLOSE

WE HAVE A FEW QUESTIONS ABOUT WHERE YOU UNDERTAKE FOOD AND GROCERIES SHOPPING. IN ANSWERING THESE QUESTIONS THE LOCATION MAY BE A SUPERMARKET, A SMALLER STORE OR INDEPENDENT RETAILER, OR A TOWN CENTRE, OR COULD BE THE USE OF FACILITIES SUCH AS THE INTERNET.

Q01 Where did your household last undertake a main food and grocery shop?

DO NOT PROMPT, ONE ANSWER ONLY

Specified Stores:

Shops in Town, District or Local Centres:

SPECIFY WHICH CENTRE

Other:

Other (PLEASE WRITE IN)

Internet

Home Catalogue

TV / Interactive shopping

(Don't know / varies)

(Don't buy these products)

GO TO Q06

Q02 And where did you shop the time before that for your main food and grocery shop (was it the same, or different, and if so, please specify)?

DO NOT PROMPT, ONE ANSWER ONLY

Specified Stores:

Shops in Town, District or Local Centres:

SPECIFY WHICH CENTRE

Other:

Other (PLEASE WRITE IN)

Internet

Home Catalogue

TV / Interactive shopping

(Don't know / varies)

Q03 Approximately how much money does your household normally spend on a main food and grocery shop?

- 1 £.....
- 2 (Don't know / varies)
- 3 (Refused)

Q04 What mode of travel did you use when undertaking the main food and grocery trips referred to in questions one and two?

Question 1 Destination

Car

Foot

Cycle

Bus

Train

Taxi

Other

Question 2 Destination

Car

Foot

Cycle

Bus

Train

Taxi

Other

Q05 When undertaking the main food and grocery trips referred to in questions 1 and 2, did you also visit other shopping, leisure, food and drink and service destinations on the same trip?

Question 1 Destination

Retail

Food and drink (i.e. restaurants and bars)

Leisure (i.e. cinema/ ten pin bowling)

Service (i.e. bank/ hairdresser/ travel agent etc.)

Question 2 Destination

Retail

Food and drink (i.e. restaurants and bars)

Leisure (i.e. cinema/ ten pin bowling)

Service (i.e. bank/ hairdresser/ travel agent etc.)

Q06 Where did your household last undertake a 'top-up' food and grocery shop?

DO NOT PROMPT, ONE ANSWER ONLY

Specified Stores:

Shops in Town, District or Local Centres:

SPECIFY WHICH CENTRE

Other:

Other (PLEASE WRITE IN)

Internet

Home Catalogue

TV / Interactive shopping

(Don't know / varies)

(Don't buy these products)

GO TO Q09

Q07 And where did you shop the time before that for a 'top-up' food and grocery shop (was it the same, or different, and if so, specify)?

DO NOT PROMPT, ONE ANSWER ONLY

Specified Stores:

Shops in Town, District or Local Centres:

SPECIFY WHICH CENTRE

Other:

Other (PLEASE WRITE IN)

Internet

Home Catalogue

TV / Interactive shopping

(Don't know / varies)

Q08 Approximately how much money does your household normally spend on a 'top-up' food and grocery shop?

1 £.....

2 (Don't know / varies)

3 (Refused)

[IF RESPONDENT GIVES SUPERMARKET LOCATIONS IN EACH OF Q01, Q02, Q06 AND Q07 THEN ASK Q09, IF NOT CLOSE]

Q09 Does your household also spend money on food and groceries in small shops?

1 Yes

GO TO Q10

2 No

CLOSE

Q10 Where are these small shops located?

DO NOT PROMPT, ONE ANSWER ONLY

Shops in Town, District or Local Centres:

SPECIFY WHICH CENTRE

Others:

a Other (PLEASE WRITE IN)

b (Don't know / varies)

Q11 Approximately how much money does your household spend on food and groceries on a typical trip to one of these small shops?

1 £.....

2 (Don't know / varies)

3 (Refused)

APPENDIX 2

Comparison Goods Expenditure Tables

Spreadsheet 1 - Zoning			
	Postcodes	ZONE	Predominant Local Authority
Blackpool	FY1 1, FY1 2, FY1 3	1	Blackpool
	FY1 4, FY1 5, FY1 6	2	Blackpool
	FY3 0, FY3 7, FY3 8, FY3 9	3	Blackpool
	FY4 1, FY4 2, FY4 3	4	Blackpool
	FY4 4, FY4 5	5	Blackpool
	FY2 0, FY2 9	6	Blackpool
Wyre	FY5 1, FY5 2, FY5 3	7	Wyre
	FY5 4, FY5 5, FY6 7	8	Wyre
	FY7 6, FY7 7, FY7 8	9	Wyre
	FY6 0, FY6 9, PR3 6	10	Wyre
	PR3 0, PR3 1	11	Wyre
Fylde	FY8 1, FY8 2, FY8 3	12	Fylde
	FY8 4, FY8 5	13	Fylde
	PR4 1, PR4 2, PR4 3, FY6 8	14	Fylde
	PR3 5, PR4 0	15	Preston

Spreadsheet 2 - Population Projections																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL
Population 2008	13,347	22,127	31,961	26,331	16,748	22,864	32,485	26,929	27,156	12,675	17,632	28,348	15,319	32,274	11,061	337,257
Population 2010	13,319	22,080	31,893	26,275	16,712	22,815	32,808	27,196	27,426	12,801	17,807	28,423	15,359	32,359	11,192	338,463
Population 2016	13,328	22,096	31,916	26,294	16,724	22,831	33,863	28,071	28,308	13,213	18,380	28,907	15,621	32,910	11,470	343,931
Population 2021	13,432	22,269	32,166	26,500	16,855	23,010	34,830	28,873	29,117	13,590	18,905	29,540	15,963	33,631	11,625	350,307
Population 2026	13,584	22,520	32,529	26,799	17,046	23,271	35,739	29,627	29,877	13,945	19,398	30,173	16,305	34,352	11,813	356,979
Change in population 2010 - 2016																
Numeric change	9	16	23	19	12	16	1,055	875	882	412	573	484	262	551	278	5,468
Percentage change	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	3.2%	3.2%	3.2%	3.2%	3.2%	1.7%	1.7%	1.7%	2.5%	
Change in population 2016 - 2021																
Numeric change	104	173	250	206	131	179	968	802	809	378	525	633	342	721	155	6,376
Percentage change	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	2.9%	2.9%	2.9%	2.9%	2.9%	2.2%	2.2%	2.2%	1.4%	
Change in population 2021 - 2026																
Numeric change	152	252	364	300	191	260	909	753	760	355	493	633	342	721	188	6,672
Percentage change	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	2.6%	2.6%	2.6%	2.6%	2.6%	2.1%	2.1%	2.1%	1.6%	
Change in population 2010 - 2026																
Numeric change	266	441	636	524	334	455	2,932	2,430	2,451	1,144	1,591	1,751	946	1,993	621	18,516
Percentage change	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	8.9%	8.9%	8.9%	8.9%	8.9%	6.2%	6.2%	6.2%	5.6%	

Notes:
(1) Population data was sourced from MapInfo (now Pitney Bowes Business Insight) and Oxford Economics (mid-year 2008). The population in each zone was projected forward to the base year and forecast years using population multipliers derived from ONS 2008-based Sub-National Population Projections (published 27 May 2010).
(2) The population multiplier has been calculated for the predominant local authority in each zone and has been applied to the total population within that zone.

Spreadsheet 3 - Comparison Goods Expenditure (Per Capita)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	AVERAGE
	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£
2008	2,433	2,509	2,620	2,560	2,546	2,635	2,809	2,964	2,668	2,987	3,050	3,181	3,270	3,153	3,172	2,837
2010	2,443	2,519	2,631	2,571	2,556	2,645	2,820	2,976	2,679	2,998	3,062	3,194	3,283	3,166	3,184	2,848
2016	2,975	3,067	3,204	3,131	3,113	3,222	3,434	3,624	3,262	3,651	3,729	3,889	3,998	3,855	3,878	3,469
2018	3,178	3,276	3,422	3,344	3,325	3,441	3,668	3,871	3,484	3,900	3,983	4,154	4,270	4,118	4,142	3,705
2021	3,488	3,596	3,756	3,670	3,649	3,777	4,026	4,248	3,824	4,281	4,371	4,559	4,687	4,519	4,546	4,066
2026	4,023	4,148	4,333	4,234	4,210	4,357	4,644	4,901	4,412	4,938	5,043	5,260	5,407	5,214	5,244	4,691

Notes:

(1) 2008-based per capita comparison expenditure data by zone is sourced from Oxford Economics (OE).

(2) The 2008 OE comparison expenditure data is projected forward using the midpoint of the forecasts provided by Experian in Figure 1 of its Retail Planner Briefing Note 8.1 (August 2010), and PBBI in Table 3.5 of its Retail Expenditure Guide 2010/2011 (September 2010).

All monetary values are held constant at 2006 prices.

Spreadsheet 4 - Total Comparison Goods Expenditure

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Total 2010 (inc. SFT)	32.54	55.61	83.91	67.54	42.72	60.36	92.51	80.92	73.46	38.38	54.52	90.77	50.42	102.43	35.64	961.73
Deduction for SFT in 2010 of 8.22% average	3.60	4.73	4.47	4.07	2.70	3.94	8.74	8.79	7.56	4.01	3.70	5.88	4.20	9.00	3.65	79.02
Total 2010 (exc. SFT)	28.94	50.88	79.43	63.47	40.02	56.42	83.78	72.13	65.90	34.37	50.82	84.89	46.23	93.43	31.99	882.71
Total 2016 (inc. SFT)	39.65	67.77	102.25	82.31	52.06	73.55	116.29	101.72	92.34	48.25	68.53	112.42	62.45	126.87	44.48	1,190.95
Deduction for SFT in 2016 of 13.9%	5.51	9.42	14.21	11.44	7.24	10.22	16.16	14.14	12.84	6.71	9.53	15.63	8.68	17.63	6.18	165.54
Total 2016 (exc. SFT)	34.14	58.35	88.04	70.87	44.82	63.33	100.12	87.58	79.51	41.54	59.01	96.80	53.77	109.23	38.29	1,025.41
Total 2021 (inc. SFT)	46.85	80.07	120.81	97.25	61.51	86.90	140.21	122.65	111.34	58.17	82.63	134.68	74.81	151.98	52.85	1,422.71
Deduction for SFT in 2021 of 13.6%	6.37	10.89	16.43	13.23	8.36	11.82	19.07	16.68	15.14	7.91	11.24	18.32	10.17	20.67	7.19	193.49
Total 2021 (exc. SFT)	40.48	69.18	104.38	84.02	53.14	75.08	121.14	105.97	96.20	50.26	71.39	116.36	64.64	131.31	45.66	1,229.22
Total 2026 (inc. SFT)	54.66	93.42	140.95	113.46	71.76	101.39	165.98	145.19	131.80	68.86	97.82	158.70	88.16	179.10	61.95	1,673.19
Deduction for SFT in 2026 of 13.3%	7.27	12.42	18.75	15.09	9.54	13.48	22.08	19.31	17.53	9.16	13.01	21.11	11.73	23.82	8.24	222.53
Total 2026 (exc. SFT)	47.39	81.00	122.20	98.37	62.22	87.90	143.90	125.88	114.27	59.70	84.81	137.60	76.43	155.28	53.71	1,450.65

Notes:

(1) The figures in the above table are the product of multiplying the data presented in Spreadsheet 2 (population) by Spreadsheet 3 (per capita comparison goods expenditure), and are in millions of pounds (£m).

(2) The total expenditure in 2010 includes a proportion of expenditure on Special Forms of Trading (SFT) (i.e. mail order, TV and internet shopping and markets) derived from the telephone survey of households. We have assumed that the proportion of expenditure spent on SFT in each zone will be 13.9% in 2016, 13.6% in 2021 and 13.3% in 2026 (the levels estimated by Experian in its Retail Planner Briefing note, August 2010).

All monetary values are held constant at 2006 prices.

		Spreadsheet 9a - Comparison Goods Expenditure (Per Capita)														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
		£	£	£	£	£	£	£	£	£	£	£	£	£	£	£
2010	Clothes and Shoes	631	637	678	646	651	653	679	732	680	723	751	754	779	802	824
	Furniture, Carpets, Soft Household Furnishings	273	284	295	290	286	302	326	345	300	349	354	378	388	361	361
	DIY and Decorating Goods	265	273	280	278	276	288	307	320	290	326	329	346	350	332	328
	Domestic Appliances	382	397	414	406	403	419	450	471	423	478	486	510	524	498	500
	Health, Beauty and Chemist Items	299	314	324	322	318	334	363	380	333	386	390	418	429	399	392
	Recreational Goods	372	385	402	396	392	407	436	457	411	462	471	493	509	485	487
	Other Goods (books, CDs, jewellery, glass and china, etc)	219	228	238	233	232	241	257	271	242	275	281	295	302	290	290
Total Comparison Goods Expenditure		2,441	2,519	2,631	2,570	2,557	2,644	2,819	2,976	2,679	2,998	3,063	3,194	3,281	3,167	3,183

		Spreadsheet 9b - Population Projections														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Population 2010		13,319	22,080	31,893	26,275	16,712	22,815	32,808	27,196	27,426	12,801	17,807	28,423	15,359	32,359	11,192

		Spreadsheet 9c - Comparison Goods Expenditure (Per Capita)															TOTAL
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
		£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
2010	Clothes and Shoes	8.41	14.08	21.62	16.97	10.88	14.90	22.28	19.91	18.65	9.25	13.37	21.42	11.96	25.94	9.23	238.84
	Furniture, Carpets, Soft Household Furnishings	3.64	6.28	9.40	7.61	4.77	6.89	10.70	9.37	8.23	4.47	6.30	10.74	5.96	11.69	4.04	110.11
	DIY and Decorating Goods	3.53	6.03	8.94	7.31	4.62	6.56	10.08	8.70	7.94	4.17	5.86	9.83	5.37	10.75	3.67	103.36
	Domestic Appliances and Electrical	5.09	8.76	13.21	10.67	6.73	9.57	14.75	12.82	11.59	6.11	8.65	14.49	8.05	16.13	5.60	152.22
	Health, Beauty and Chemist Items	3.98	6.92	10.33	8.46	5.31	7.63	11.92	10.33	9.14	4.94	6.95	11.89	6.59	12.90	4.39	121.69
	Recreational Goods	4.95	8.50	12.81	10.39	6.56	9.29	14.31	12.42	11.28	5.91	8.39	14.02	7.81	15.69	5.45	147.79
	Other Goods (books, CDs, jewellery, glass and china, etc)	2.92	5.04	7.58	6.11	3.87	5.50	8.45	7.37	6.63	3.52	5.01	8.38	4.64	9.37	3.24	87.64
Total Comparison Goods Expenditure		32.51	55.61	83.91	67.52	42.74	60.33	92.48	80.92	73.46	38.38	54.54	90.77	50.39	102.47	35.63	961.65

Notes:

(1) 2008-based per capita comparison expenditure data by zone is sourced from Oxford Economics (OE).

(2) The 2008 OE comparison expenditure data is projected forward using the midpoint of the forecasts provided by Experian in Figure 1 of its Retail Planner Briefing Note 8.1 (August 2010), and PBBI in Table 3.5 of its Retail Expenditure Guide 2010/2011 (September 2010).

(3) Population data was sourced from MapInfo (now Pitney Bowes Business Insight) and Oxford Economics (mid-year 2008). The population in each zone was projected forward to the base year and forecast years using population multipliers derived from ONS 2008-based Sub-National Population Projections (published 27 May 2010).

(4) The population multiplier has been calculated for the predominant local authority in each zone and has been applied to the total population within that zone.

All monetary values are held constant at 2006 prices.

Spreadsheet 10b - Clothes and Shoes Spending Patterns Including SFT

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL	TOTAL
		8.41	14.08	21.62	16.97	10.88	14.90	22.28	19.91	18.65	9.25	13.37	21.42	11.96	25.94	9.23	238.84	100.00
		£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
ZONE INSIDE CATCHMENT AREA																		
1	Blackpool Town Centre	4.29	8.50	10.51	9.79	4.73	7.45	7.59	7.42	4.57	2.97	0.71	6.86	2.59	4.83	0.08	82.89	34.70
1	Other, Zone 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 1	4.29	8.50	10.51	9.79	4.73	7.45	7.59	7.42	4.57	2.97	0.71	6.86	2.59	4.83	0.08	82.89	34.70
2	Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
3	Other, Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4	Other, Zone 4	0.00	0.14	0.50	0.07	0.00	0.00	0.19	0.24	0.00	0.00	0.00	0.16	0.08	0.13	0.00	1.50	0.63
	Total Zone 4	0.00	0.14	0.50	0.07	0.00	0.00	0.19	0.24	0.00	0.00	0.00	0.16	0.08	0.13	0.00	1.50	0.63
5	Tesco Extra, Clifton Retail Park, Blackpool	0.00	0.26	0.88	0.39	0.41	0.23	0.19	0.12	0.10	0.07	0.00	0.28	0.31	0.54	0.00	3.77	1.58
5	Clifton Retail Park, Blackpool	0.43	0.87	1.73	1.27	0.76	0.49	0.28	0.23	0.31	0.37	0.08	1.27	0.27	1.01	0.08	9.46	3.96
5	Cherry Tree Retail Park, Blackpool	0.13	1.20	1.28	0.69	1.38	0.60	0.26	0.12	0.14	0.07	0.00	0.67	0.29	0.40	0.00	7.24	3.03
5	Other, Zone 5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.08	0.03
	Total Zone 5	0.56	2.33	3.89	2.35	2.55	1.32	0.73	0.47	0.55	0.51	0.08	2.22	0.87	2.03	0.08	20.55	8.60
6	Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.06
	Total Zone 6	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.06
7	Cleleys Town Centre	0.68	0.00	0.37	0.07	0.15	0.70	3.62	1.32	1.52	0.44	0.08	0.28	0.00	0.21	0.08	9.52	3.99
7	Other, Zone 7	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 7	0.68	0.00	0.37	0.07	0.15	0.70	3.62	1.32	1.52	0.44	0.08	0.28	0.00	0.21	0.08	9.52	3.99
8	Poulton-Le-Fylde Town Centre	0.00	0.07	0.07	0.00	0.00	0.00	0.07	0.74	0.00	0.14	0.00	0.00	0.00	0.16	0.00	1.25	0.52
8	Other, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 8	0.00	0.07	0.07	0.00	0.00	0.00	0.07	0.74	0.00	0.14	0.00	0.00	0.00	0.16	0.00	1.25	0.52
9	Fleetwood Town Centre	0.31	0.07	0.14	0.32	0.15	0.96	1.14	2.76	5.87	0.44	0.16	0.12	0.27	0.35	0.08	13.12	5.49
9	Freeport Shopping Village, Fleetwood	0.18	0.47	0.14	0.21	0.28	0.49	1.49	1.79	2.55	0.65	0.08	0.08	0.00	0.32	0.11	8.84	3.70
9	Other, Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 9	0.50	0.54	0.28	0.53	0.42	1.45	2.64	4.55	8.42	1.08	0.24	0.20	0.27	0.67	0.19	21.96	9.20
10	Other, Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
11	Garstang Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.30	1.19	0.00	0.00	0.00	0.08	1.56	0.65
11	Other, Zone 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.30	1.19	0.00	0.00	0.00	0.08	1.56	0.65
12	St Annes Town Centre	0.07	0.00	0.15	0.00	0.06	0.17	0.12	0.12	0.00	0.00	0.00	2.34	1.11	0.43	0.19	4.75	1.99
12	Other, Zone 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.08	0.03
	Total Zone 12	0.07	0.00	0.15	0.00	0.06	0.17	0.12	0.12	0.00	0.00	0.00	2.34	1.19	0.43	0.19	4.83	2.02
13	Lytham Town Centre	0.18	0.28	0.00	0.07	0.21	0.21	0.19	0.08	0.00	0.18	0.08	1.43	2.77	1.06	0.00	6.74	2.82
13	Other, Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 13	0.18	0.28	0.00	0.07	0.21	0.21	0.19	0.08	0.00	0.18	0.08	1.43	2.77	1.06	0.00	6.74	2.82
14	Kirkham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.53	0.19	0.80	0.34
14	Other, Zone 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.08	0.03
	Total Zone 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.53	0.19	0.88	0.37
15	Other, Zone 15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.13	0.06
	Total Zone 15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.13	0.06
TOTAL INSIDE CATCHMENT AREA		6.27	11.85	15.77	12.88	8.13	11.38	15.14	15.00	15.06	5.61	2.54	13.49	7.76	10.19	0.89	151.95	63.62
ZONE OUTSIDE CATCHMENT AREA																		
0	Preston City Centre	0.99	0.48	1.63	1.63	0.72	0.68	1.63	1.17	0.70	0.62	3.32	2.58	1.22	8.65	3.47	29.49	12.35
0	Deepdale Retail Park	0.07	0.07	0.36	0.14	0.15	0.32	0.86	0.63	0.53	0.53	1.89	1.47	0.16	2.48	1.66	11.31	4.74
0	Manchester City Centre	0.13	0.14	0.88	0.46	0.15	0.62	0.98	0.78	0.20	0.11	0.08	0.28	0.42	1.06	0.23	6.51	2.72
0	Liverpool City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0	Trafford Centre, Manchester	0.18	0.07	0.88	0.21	0.06	0.28	1.30	0.36	0.44	0.14	0.24	0.48	0.21	0.59	0.19	5.62	2.35
0	Lancaster City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.12	0.00	1.05	2.38	0.12	0.00	0.00	0.00	3.74	1.57
0	Other, Abroad	0.07	0.00	0.00	0.07	0.06	0.00	0.12	0.08	0.14	0.07	0.08	0.36	0.00	0.00	0.16	1.20	0.50
0	Internet	0.13	0.48	0.50	0.78	0.19	0.36	0.42	0.54	0.38	0.21	0.32	0.91	0.29	0.78	0.66	6.96	2.91
0	Home Catalogue	0.00	0.26	0.37	0.37	0.21	0.19	0.73	0.54	0.55	0.48	0.44	0.16	0.16	0.19	0.19	5.19	2.17
0	TV/Interactive shopping	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.06
0	Other, Outside Catchment Area	0.56	0.67	1.24	0.44	1.21	1.07	1.03	0.70	0.58	0.35	2.04	1.31	1.75	2.03	1.77	16.74	7.01
TOTAL OUTSIDE CATCHMENT AREA		2.13	2.23	5.86														

Spreadsheet 10d - Furniture, Carpets and Soft Household Furnishings Spending Patterns in 2010 Including SFT

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL	TOTAL	
	3.64	6.28	9.40	7.61	4.77	6.89	10.70	9.37	8.23	4.47	6.30	10.74	5.96	11.69	4.04	110.11	100.00	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%	
ZONE INSIDE CATCHMENT AREA																		
1	Blackpool Town Centre	2.00	3.21	4.83	3.94	2.32	3.71	3.41	4.26	1.63	0.84	0.25	3.43	0.73	3.07	0.05	37.67	34.22
1	Other, Zone 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 1	2.00	3.21	4.83	3.94	2.32	3.71	3.41	4.26	1.63	0.84	0.25	3.43	0.73	3.07	0.05	37.67	34.22
2	Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
3	Other, Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4	Blackpool Retail Park	0.10	0.60	0.62	0.78	0.43	0.34	1.06	0.30	0.51	0.20	0.00	1.48	0.97	0.75	0.00	8.14	7.39
4	Other, Zone 4	0.17	0.00	0.09	0.15	0.00	0.04	0.21	0.06	0.00	0.09	0.00	0.00	0.11	0.00	0.00	0.91	0.82
	Total Zone 4	0.26	0.60	0.70	0.93	0.43	0.38	1.27	0.36	0.51	0.29	0.00	1.48	1.09	0.75	0.00	9.04	8.21
5	Tesco Extra, Clifton Retail Park, Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.06	0.12	0.00	0.23	0.21
5	Clifton Retail Park, Blackpool	0.05	0.10	0.19	0.10	0.18	0.08	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05	0.00	0.79	0.72
5	Cherry Tree Retail Park, Blackpool	0.21	0.39	0.87	0.50	0.68	0.23	0.21	0.00	0.10	0.05	0.00	0.44	0.11	0.12	0.00	3.93	3.57
5	Whitehills Retail Park, Blackpool	0.00	0.05	0.66	0.31	0.04	0.11	0.00	0.15	0.00	0.09	0.00	0.11	0.06	0.05	0.00	1.62	1.47
5	Other, Zone 5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 5	0.26	0.54	1.71	0.91	0.90	0.42	0.21	0.15	0.15	0.19	0.00	0.55	0.23	0.35	0.00	6.56	5.96
6	Other, Zone 6	0.00	0.00	0.00	0.00	0.18	0.26	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.90	0.82
	Total Zone 6	0.00	0.00	0.00	0.00	0.18	0.26	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.90	0.82
7	Cleveleys Town Centre	0.21	0.05	0.14	0.00	0.04	0.55	2.81	0.63	0.97	0.24	0.00	0.14	0.00	0.17	0.00	5.95	5.40
7	Other, Zone 7	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.05
	Total Zone 7	0.21	0.05	0.14	0.00	0.04	0.55	2.81	0.69	0.97	0.24	0.00	0.14	0.00	0.17	0.00	6.01	5.46
8	Poulton-Le-Fylde Town Centre	0.00	0.00	0.04	0.21	0.00	0.00	0.00	0.41	0.00	0.14	0.00	0.00	0.05	0.00	0.00	0.86	0.78
8	Other, Zone 8	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.10
	Total Zone 8	0.00	0.00	0.04	0.21	0.00	0.11	0.00	0.41	0.00	0.14	0.00	0.00	0.05	0.00	0.00	0.96	0.88
9	Fleetwood Town Centre	0.05	0.00	0.04	0.00	0.00	0.15	0.17	0.39	2.83	0.19	0.00	0.00	0.00	0.00	0.00	3.82	3.47
9	Freeport Shopping Village, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.15	0.05	0.05	0.00	0.00	0.00	0.00	0.31	0.29
9	Other, Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 9	0.05	0.00	0.04	0.00	0.00	0.15	0.17	0.45	2.99	0.24	0.05	0.00	0.00	0.00	0.00	4.13	3.75
10	Other, Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.22	0.20
	Total Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.22	0.20
11	Garstang Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.05	0.77	0.00	0.00	0.05	0.11	1.03	0.94
11	Other, Zone 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 11	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.05	0.77	0.00	0.00	0.05	0.11	1.03	0.94
12	St Annes Town Centre	0.00	0.00	0.04	0.36	0.04	0.04	0.04	0.15	0.05	0.00	0.00	2.11	0.70	0.05	0.00	3.59	3.26
12	Other, Zone 12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 12	0.00	0.00	0.04	0.36	0.04	0.04	0.04	0.15	0.05	0.00	0.00	2.11	0.70	0.05	0.00	3.59	3.26
13	Lytham Town Centre	0.00	0.00	0.04	0.05	0.00	0.00	0.00	0.06	0.00	0.09	0.14	0.74	1.53	0.43	0.00	3.08	2.80
13	Other, Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 13	0.00	0.00	0.04	0.05	0.00	0.00	0.00	0.06	0.00	0.09	0.14	0.74	1.53	0.43	0.00	3.08	2.80
14	Kirkham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.45	0.00	0.51	0.46
14	Other, Zone 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.45	0.00	0.51	0.46
15	Other, Zone 15	0.00	0.00	0.09	0.05	0.00	0.04	0.17	0.06	0.26	0.00	0.19	0.00	0.16	0.69	0.21	1.92	1.74
	Total Zone 15	0.00	0.00	0.09	0.05	0.00	0.04	0.17	0.06	0.26	0.00	0.19	0.00	0.16	0.69	0.21	1.92	1.74
TOTAL INSIDE CATCHMENT AREA		2.78	4.39	7.65	6.46	3.91	5.65	8.58	6.58	6.55	2.28	1.40	8.46	4.49	6.06	0.38	75.63	68.69
ZONE OUTSIDE CATCHMENT AREA																		
0	Preston City Centre	0.21	0.25	1.07	0.73	0.22	0.29	0.67	1.13	0.46	0.51	1.97	1.16	0.44	3.32	1.25	13.69	12.44
0	Deepdale Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.05	0.19	0.14	0.00	0.10	0.16	0.69	0.62
0	Capitol Centre, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.10	0.00	0.00	0.10	0.59	0.84	0.77
0	Manchester City Centre	0.00	0.00	0.00	0.21	0.04	0.04	0.09	0.00	0.00	0.09	0.14	0.16	0.00	0.00	0.16	0.92	0.84
0	Liverpool City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0	Trafford Centre, Manchester	0.00	0.00	0.14	0.00	0.00	0.00	0.16	0.15	0.00	0.14	0.05	0.00	0.05	0.05	0.05	0.74	0.67
0	Lancaster City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.32	0.75	0.11	0.00	0.00	0.00	1.24	1.13
0	Other, Abroad	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.12	0.00	0.42	0.38
0	Internet	0.21	0.46	0.32	0.05	0.07	0.33	0.21	0.65	0.51	0.24	0.24	0.14	0.44	0.55	0.31	4.73	4.30
0	Home Catalogue	0.21	0.41	0.00	0.00	0.25	0.11	0.04	0.									

Spreadsheet 10h - Domestic and Electrical Goods Spending Patterns in 2010 Including SFT

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL	TOTAL
		5.09	8.76	13.21	10.67	6.73	9.57	14.75	12.82	11.59	6.11	8.65	14.49	8.05	16.13	5.60	152.22	100.00
		£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
ZONE INSIDE CATCHMENT AREA																		
1	Blackpool Town Centre	3.07	3.01	5.96	3.80	1.81	4.00	3.48	4.59	1.73	1.34	0.35	2.29	1.10	3.41	0.05	40.00	26.28
1	Other, Zone 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 1	3.07	3.01	5.96	3.80	1.81	4.00	3.48	4.59	1.73	1.34	0.35	2.29	1.10	3.41	0.05	40.00	26.28
2	Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
3	Other, Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4	Blackpool Retail Park	0.69	3.49	3.35	4.69	2.44	1.13	3.10	1.68	1.10	0.80	0.06	6.12	2.06	2.61	0.00	33.32	21.89
4	Other, Zone 4	0.00	0.00	0.11	0.00	0.04	0.17	0.05	0.00	0.00	0.00	0.00	0.00	0.06	0.06	0.00	0.50	0.33
	Total Zone 4	0.69	3.49	3.47	4.69	2.49	1.31	3.15	1.68	1.10	0.80	0.06	6.12	2.12	2.67	0.00	33.82	22.22
5	Tesco Extra, Clifton Retail Park, Blackpool	0.00	0.48	0.73	0.00	0.68	0.43	0.10	0.16	0.00	0.10	0.06	0.16	0.12	0.93	0.00	3.95	2.59
5	Clifton Retail Park, Blackpool	0.09	0.27	0.27	0.00	0.21	0.09	0.05	0.45	0.31	0.20	0.00	0.66	0.00	0.00	0.00	2.60	1.71
5	Cherry Tree Retail Park, Blackpool	0.28	0.27	1.00	0.89	0.55	0.00	0.00	0.13	0.10	0.10	0.00	0.18	0.35	0.12	0.00	3.96	2.60
5	Other, Zone 5	0.14	0.05	0.05	0.00	0.04	0.39	0.33	0.42	0.31	0.15	0.00	0.57	0.12	0.12	0.00	2.69	1.77
	Total Zone 5	0.50	1.07	2.04	0.89	1.49	0.91	0.47	1.16	0.73	0.55	0.06	1.57	0.60	1.16	0.00	13.20	8.67
6	Other, Zone 6	0.00	0.00	0.05	0.00	0.04	0.83	0.47	0.13	0.10	0.15	0.06	0.00	0.00	0.17	0.00	2.00	1.31
	Total Zone 6	0.00	0.00	0.05	0.00	0.04	0.83	0.47	0.13	0.10	0.15	0.06	0.00	0.00	0.17	0.00	2.00	1.31
7	Cleveleys Town Centre	0.09	0.43	0.36	0.05	0.04	0.39	2.92	1.32	1.41	0.45	0.15	0.00	0.06	0.28	0.00	7.97	5.24
7	Other, Zone 7	0.00	0.00	0.05	0.00	0.00	0.04	0.10	0.07	0.11	0.00	0.00	0.00	0.00	0.06	0.00	0.42	0.27
	Total Zone 7	0.09	0.43	0.41	0.05	0.04	0.43	3.02	1.39	1.52	0.45	0.15	0.00	0.06	0.34	0.00	8.39	5.51
8	Poulton-Le-Fylde Town Centre	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.07	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.26	0.17
8	Other, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.12	0.08
	Total Zone 8	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.13	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.38	0.25
9	Fleetwood Town Centre	0.00	0.11	0.05	0.21	0.00	0.13	0.47	0.45	3.60	0.15	0.15	0.00	0.00	0.00	0.00	5.32	3.50
9	Freeport Shopping Village, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.17
9	Other, Zone 9	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.03
	Total Zone 9	0.00	0.11	0.05	0.21	0.00	0.13	0.52	0.45	3.86	0.15	0.15	0.00	0.00	0.00	0.00	5.63	3.70
10	Other, Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00	0.00	0.00	0.30	0.20
	Total Zone 10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.00	0.00	0.00	0.30	0.20
11	Garstang Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	1.43	0.00	0.00	0.00	0.00	1.58	1.04
11	Other, Zone 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	1.43	0.00	0.00	0.00	0.00	1.58	1.04
12	St Annes Town Centre	0.00	0.00	0.05	0.21	0.04	0.00	0.14	0.00	0.00	0.00	0.00	1.64	0.76	0.06	0.00	2.90	1.91
12	Other, Zone 12	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.29	0.00	0.00	0.00	0.06	0.00	0.00	0.05	0.45	0.30
	Total Zone 12	0.00	0.00	0.05	0.21	0.04	0.00	0.19	0.29	0.00	0.00	0.00	1.70	0.76	0.06	0.05	3.35	2.20
13	Lytham Town Centre	0.00	0.00	0.00	0.00	0.00	0.13	0.05	0.07	0.00	0.15	0.00	0.51	1.23	0.00	0.00	2.13	1.40
13	Other, Zone 13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Total Zone 13	0.00	0.00	0.00	0.00	0.00	0.13	0.05	0.07	0.00	0.15	0.00	0.51	1.23	0.00	0.00	2.13	1.40
14	Kirkham Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.22	0.29	1.89	0.20	2.80	1.84
14	Other, Zone 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.47	0.31
	Total Zone 14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.20	0.22	0.29	2.29	0.20	3.27	2.15
15	Other, Zone 15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.15	0.10
	Total Zone 15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.15	0.10
TOTAL INSIDE CATCHMENT AREA		4.35	8.11	12.07	9.85	5.92	7.74	11.35	9.96	9.03	4.23	2.45	12.42	6.15	10.10	0.45	114.20	75.02
ZONE OUTSIDE CATCHMENT AREA																		
0	Preston City Centre	0.00	0.00	0.16	0.05	0.12	0.30	0.47	0.13	0.16	0.15	1.52	0.12	0.35	2.87	0.99	7.39	4.85
0	Deepdale Retail Park	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.10	1.26	0.16	0.00	0.98	0.96	3.51	2.31
0	Capitol Centre, Preston	0.00	0.00	0.05	0.00	0.00	0.00	0.05	0.00	0.11	0.10	0.67	0.00	0.22	0.06	0.71	1.96	1.29
0	Manchester City Centre	0.00	0.00	0.00	0.05	0.00	0.04	0.28	0.13	0.00	0.10	0.00	0.00	0.00	0.06	0.05	0.71	0.47
0	Liverpool City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0	Trafford Centre, Manchester	0.00	0.00	0.16	0.00	0.12	0.00	0.05	0.00	0.00	0.05	0.00	0.06	0.00	0.00	0.05	0.49	0.32
0	Lancaster City Centre	0.00	0.00	0.00	0.00	0.00	0.04	0.05	0.00	0.00	0.15	0.98	0.00	0.00	0.00	0.00	1.22	0.80
0	Other, Abroad	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.17	0.00	0.43	0.28
0	Internet	0.50	0.43	0.62	0.45	0.35	1.04	2.08	2.08	1.56	0.74	0.84	1.16	0.98	1.27	0.50	14.60	9.59
0	Home Catalogue	0.00	0.05	0.05	0.00	0.17	0.13	0.10	0.07	0.37	0.15	0.06	0.22	0.00	0.00	0.09	1.45	0.95
0	TV/Interactive shopping	0.00	0.05	0.00	0.00	0.00	0.04	0.00	0.00	0.21	0.15	0.00	0.00	0.06	0.23	0.00	0.74	0.49
0	Other, Outside Catchment Area	0.23	0.11	0.11	0.05	0.04	0.22	0.28	0.45	0.11	0.21	0.87	0.34	0.29	0.39	1.80	5.51	3.62
TOTAL OUTSIDE CATCHMENT AREA		0.74	0.64	1.15	0.81	0.81	1.83	3.40	2.86	2.56	1.88	6.20	2.07	1.90	6.03	5.15	38.02	24.98
GRAND TOTAL		5.09	8.76	13.21	10.67	6.73	9.57	14.75	12.82	11.59	6.11	8.65	14.49	8.05	16.13	5.60	152.22	

Spreadsheet 11a - Study Area Comparison Goods Capacity Scenario A - Static Retention

	2010	2016	2021	2026	2010 - 2016	2016 - 2021	2021 - 2026	2010 - 2021	2010 - 2026
					Incremental Growth	Incremental Growth	Incremental Growth	Cumulative Growth	Cumulative Growth
Study Area Expenditure Retention									
Total study area expenditure (£m)	882.7	1,025.4	1,229.2	1,450.7					
Growth in total study area expenditure (£m)					142.7	203.8	221.4	346.5	567.9
Retention level of all centres in study area (%)	75.2	75.2	75.2	75.2					
Retained expenditure (£m)	664.2	771.5	924.9	1,091.5					
Growth in retained expenditure (£m)					107.4	153.4	166.6	260.7	427.3
Turnover of Stores from Study Area Residents									
Turnover (£m)	664.2	716.0	761.8	809.8					
Deduction for improvement in sales efficiency (£m)					51.8	45.8	48.0	97.6	145.6
Commitments									
Turnover from commitments (£m)		69.23	73.81	78.46					
Growth in turnover from commitments					69.23	4.58	4.65	73.81	78.46
Initial Residual Expenditure (£m)									
Growth in initial residual expenditure (£m)					-13.7	102.9	114.0	89.3	203.2
Inflows									
Tourism inflow (£m)	126.2	135.3	148.6	164.1					
Growth in tourism expenditure (£m)					9.1	13.3	15.5	22.4	37.9
Final Residual Expenditure (£m)									
Growth in final residual expenditure (£m)					-4.6	116.3	129.4	111.7	241.1

Spreadsheet 11b - Study Area Comparison Goods Capacity Scenario B - Moderate Increase in Retention

	2010	2016	2021	2026	2010 - 2016	2016 - 2021	2021 - 2026	2010 - 2021	2010 - 2026
					Incremental Growth	Incremental Growth	Incremental Growth	Cumulative Growth	Cumulative Growth
Study Area Expenditure Retention									
Total study area expenditure (£m)	882.7	1,025.4	1,229.2	1,450.7					
Growth in total study area expenditure (£m)					142.7	203.8	221.4	346.5	567.9
Retention level of all centres in study area (%)	75.2	76.0	78.0	80.0					
Retained expenditure (£m)	664.2	779.3	958.8	1,160.5					
Growth in retained expenditure (£m)					115.1	179.5	201.7	294.6	496.4
Turnover of Stores from Study Area Residents									
Turnover (£m)	664.2	716.0	761.8	809.8					
Deduction for improvement in sales efficiency (£m)					51.8	45.8	48.0	97.6	145.6
Commitments									
Turnover from commitments (£m)		69.23	73.81	78.46					
Growth in turnover from commitments					69.23	4.58	4.65	73.81	78.46
Initial Residual Expenditure (£m)									
Growth in initial residual expenditure (£m)					-5.9	129.1	149.1	123.2	272.3
Inflows									
Tourism inflow (£m)	126.2	135.3	148.6	164.1					
Growth in tourism expenditure (£m)					9.1	13.3	15.5	22.4	37.9
Final Residual Expenditure (£m)									
Growth in final residual expenditure (£m)					3.2	142.4	164.6	145.6	310.2

Spreadsheet 11c - Study Area Comparison Goods Capacity Scenario C - Significant Increase in Retention

	2010	2016	2021	2026	2010 - 2016	2016 - 2021	2021 - 2026	2010 - 2021	2010 - 2026
					Incremental Growth	Incremental Growth	Incremental Growth	Cumulative Growth	Cumulative Growth
Study Area Expenditure Retention									
Total study area expenditure (£m)	882.7	1,025.4	1,229.2	1,450.7					
Growth in total study area expenditure (£m)					142.7	203.8	221.4	346.5	567.9
Retention level of all centres in study area (%)	75.2	77.0	79.0	82.0					
Retained expenditure (£m)	664.2	789.6	971.1	1,189.5					
Growth in retained expenditure (£m)					125.4	181.5	218.5	306.9	525.4
Turnover of Stores from Study Area Residents									
Turnover (£m)	664.2	716.0	761.8	809.8					
Deduction for improvement in sales efficiency (£m)					51.8	45.8	48.0	97.6	145.6
Commitments									
Turnover from commitments (£m)		69.23	73.81	78.46					
Growth in turnover from commitments					69.23	4.58	4.65	73.81	78.46
Initial Residual Expenditure (£m)									
Growth in initial residual expenditure (£m)					4.4	131.1	165.8	135.5	301.3
Inflows									
Tourism inflow (£m)	126.2	135.3	148.6	164.1					
Growth in tourism expenditure (£m)					9.1	13.3	15.5	22.4	37.9
Final Residual Expenditure (£m)									
Growth in final residual expenditure (£m)					13.4	144.5	181.3	157.9	339.2

APPENDIX 3

Convenience Goods Expenditure Tables

Spreadsheet 12 - Convenience Goods Expenditure (Per Capita)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	AVERAGE
	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£
2008	1,415	1,440	1,458	1,448	1,444	1,485	1,562	1,612	1,519	1,647	1,652	1,726	1,732	1,671	1,647	1,564
2010	1,379	1,402	1,420	1,410	1,407	1,446	1,521	1,570	1,479	1,604	1,609	1,681	1,687	1,627	1,605	1,523
2016	1,425	1,450	1,468	1,458	1,454	1,495	1,573	1,623	1,529	1,658	1,664	1,738	1,744	1,683	1,659	1,575
2018	1,444	1,469	1,487	1,477	1,473	1,515	1,593	1,644	1,549	1,680	1,685	1,760	1,767	1,704	1,681	1,595
2021	1,476	1,501	1,520	1,510	1,506	1,548	1,629	1,680	1,584	1,717	1,723	1,799	1,806	1,742	1,718	1,631
2026	1,544	1,570	1,590	1,579	1,575	1,619	1,703	1,757	1,656	1,796	1,801	1,882	1,889	1,822	1,797	1,705

Notes:
(1) 2008-based per capita comparison expenditure data by zone is sourced from Oxford Economics (OE).
(2) The 2008 OE comparison expenditure data is projected forward using the midpoint of the forecasts provided by Experian in Figure 1 of its Retail Planner Briefing Note 8.1 (August 2010), and PBBI in Table 3.5 of its Retail Expenditure Guide 2010/2011 (September 2010).
 All monetary values are held constant at 2006 prices.

Spreadsheet 13 - Total Convenience Goods Expenditure

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Total 2010 (inc. SFT)	18.36	30.96	45.28	37.05	23.51	32.99	49.91	42.69	40.57	20.53	28.65	47.77	25.91	52.66	17.96	514.79
Deduction for SFT in 2010 of 1.67% average	0.17	0.36	0.28	0.09	0.53	0.63	1.22	0.74	0.19	0.72	0.93	0.33	0.76	0.85	0.81	8.59
Total 2010 (exc. SFT)	18.19	30.60	45.00	36.96	22.98	32.36	48.70	41.95	40.38	19.81	27.72	47.44	25.15	51.81	17.15	506.21
Total 2016 (inc. SFT)	19.00	32.03	46.85	38.33	24.32	34.13	53.26	45.55	43.30	21.91	30.58	50.23	27.24	55.37	19.03	541.14
Deduction for SFT in 2016 of 2.4%	0.46	0.77	1.12	0.92	0.58	0.82	1.28	1.09	1.04	0.53	0.73	1.21	0.65	1.33	0.46	12.99
Total 2016 (exc. SFT)	18.54	31.27	45.72	37.41	23.74	33.32	51.99	44.46	42.26	21.38	29.84	49.03	26.59	54.04	18.57	528.16
Total 2021 (inc. SFT)	19.83	33.43	48.89	40.01	25.38	35.62	56.73	48.52	46.11	23.33	32.56	53.16	28.83	58.59	19.97	570.97
Deduction for SFT in 2021 of 2.5%	0.50	0.84	1.22	1.00	0.63	0.89	1.42	1.21	1.15	0.58	0.81	1.33	0.72	1.46	0.50	14.27
Total 2021 (exc. SFT)	19.33	32.59	47.67	39.01	24.75	34.73	55.31	47.30	44.96	22.75	31.75	51.83	28.11	57.13	19.47	556.69
Total 2026 (inc. SFT)	20.97	35.36	51.71	42.31	26.85	37.68	60.88	52.06	49.49	25.04	34.95	56.78	30.80	62.59	21.22	608.68
Deduction for SFT in 2026 of 2.7%	0.57	0.95	1.40	1.14	0.72	1.02	1.64	1.41	1.34	0.68	0.94	1.53	0.83	1.69	0.57	16.43
Total 2026 (exc. SFT)	20.40	34.40	50.31	41.17	26.12	36.66	59.23	50.66	48.15	24.36	34.00	55.25	29.97	60.90	20.65	592.24

Notes:

(1) The figures in the above table are the product of multiplying the data presented in Spreadsheet 2 (population) by Spreadsheet 3 (per capita convenience expenditure), and are in millions of pounds (£m).

(2) The total expenditure in 2010 includes a proportion of expenditure on Special Forms of Trading (SFT) (i.e. mail order, TV and internet shopping and markets) derived from the telephone survey of households. We have assumed that the proportion of expenditure spent on SFT in each zone will be 25% of that estimated by Experian in its Retail Planner Briefing Note, August 2010, that is 2.4% in 2016, 2.5% in 2021 and 2.7% in 2026.

All monetary values are held constant at 2006 prices.

Spreadsheet 15 - Convenience Goods Spending Patterns in 2010 Excluding SFT

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL	TOTAL
		18.19	30.60	45.00	36.96	22.98	32.36	48.70	41.95	40.38	19.81	27.72	47.44	25.15	51.81	17.15	506.21	100.00
		£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
ZONE	INSIDE CATCHMENT AREA																	
1	Other stores, Blackpool Town Centre	1.72	3.65	4.52	2.87	2.25	1.89	0.31	0.05	0.00	0.00	0.00	0.19	0.13	0.00	0.00	17.58	3.47
1	Iceland, 8 Topping Street, Blackpool	1.88	1.00	0.94	0.05	0.25	0.64	0.05	0.00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	5.02	0.99
1	Marks and Spencer Simply Food, Blackpool Town Centre	0.71	0.68	0.70	0.28	0.21	0.32	0.20	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.22	0.64
1	Tesco Express, 43/47 Caunce Street	0.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.13
1	Other stores, Zone 1	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.02
	TOTAL Zone 1	4.98	5.42	6.16	3.20	2.72	2.84	0.56	0.15	0.00	0.00	0.00	0.30	0.24	0.00	0.00	26.57	5.25
2	Lidl, Bloomfield Road	0.09	2.49	0.47	0.28	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.06	0.00	3.75	0.74
2	Tesco Express, 61/67 Ansdell Road	0.00	1.18	0.00	0.00	0.00	0.00	0.09	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	1.32	0.26
2	Other stores, Zone 2	0.10	0.88	0.18	0.15	0.29	0.00	0.00	0.05	0.00	0.10	0.04	0.00	0.00	0.11	0.06	1.96	0.39
	TOTAL Zone 2	0.18	4.56	0.65	0.43	0.38	0.00	0.09	0.05	0.04	0.10	0.04	0.27	0.00	0.17	0.06	7.03	1.39
3	Tesco Express, 96/98 Whitegate Drive, Blackpool	0.08	0.93	1.47	0.00	0.24	0.04	0.00	0.32	0.00	0.10	0.06	0.00	0.00	0.05	0.00	3.30	0.65
3	Lidl, Devonshire Road, Blackpool	0.35	0.14	1.07	0.05	0.00	0.50	0.05	0.16	0.00	0.00	0.00	0.00	0.00	0.11	0.00	2.42	0.48
3	Booths, 108 Normoss Road, Hardhorn	0.09	0.00	1.89	0.18	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	2.34	0.46
3	Other stores, Layton Local Centre	0.03	0.00	1.34	0.07	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	1.68	0.33
3	Other stores, Zone 3	0.10	0.15	3.23	0.00	0.36	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.50	0.00	4.52	0.89
	TOTAL Zone 3	0.65	1.22	9.01	0.30	0.68	0.91	0.05	0.48	0.00	0.10	0.06	0.00	0.00	0.77	0.06	14.27	2.82
4	Morrisons, Squires Gate Lane, Blackpool	1.96	4.46	3.79	17.23	2.24	0.64	0.49	0.43	0.10	0.52	0.32	9.88	2.70	0.65	0.00	45.39	8.97
4	Booths, Highfield Road, Marton	0.00	1.00	0.66	2.07	2.36	0.09	0.00	0.00	0.00	0.06	0.10	0.33	0.00	0.11	0.00	6.78	1.34
4	Aldi, Waterloo Road, Great Barton	0.08	1.69	0.98	1.70	0.21	0.27	0.00	0.22	0.00	0.00	0.00	0.93	0.11	0.11	0.10	6.40	1.26
4	Tesco Express, 43 Highfield Road	0.09	0.00	0.00	1.38	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.54	0.30
4	Other Stores, South Shore Local Centre	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.09
4	Other stores, Zone 4	0.00	0.92	0.00	2.14	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.22	0.00	3.60	0.71
	TOTAL Zone 4	2.13	8.06	5.43	24.97	5.10	1.00	0.49	0.64	0.10	0.58	0.42	11.14	2.91	1.08	0.10	64.16	12.67
5	Tesco Extra, Clifton Retail Park, Blackpool	1.80	4.02	10.37	2.45	4.60	2.59	1.80	2.24	0.53	1.05	0.63	4.75	2.81	5.86	0.32	45.80	9.05
5	Asda, Cherry Tree Road, Blackpool	2.39	5.61	6.39	3.99	7.45	1.45	0.20	0.58	0.00	0.42	0.21	1.55	0.77	2.11	0.06	33.18	6.55
5	Iceland, Vicarage Lane	0.09	0.45	0.52	0.47	0.73	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	2.48	0.49
5	Other stores, Zone 5	0.09	0.27	0.28	0.00	0.40	0.09	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	1.18	0.23
	TOTAL Zone 5	4.35	10.35	17.56	6.92	13.18	4.14	2.00	2.82	0.53	1.47	0.84	6.57	3.58	7.97	0.38	82.64	16.33
6	J Sainsbury, 80 Red Bank Road, Bispham	2.16	0.23	1.82	0.00	0.18	11.50	3.24	1.81	0.39	0.00	0.00	0.11	0.00	0.17	0.00	21.61	4.27
6	Other stores, Bispham Local Centre	0.17	0.00	0.00	0.00	0.00	2.84	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.37	0.67
6	Other stores, North Shore Local Centre	1.08	0.00	0.04	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.31	0.26
6	Tesco Express, 3 All Hallows Road	0.00	0.00	0.00	0.00	0.00	1.17	0.42	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.65	0.33
6	Other stores, Zone 6	0.00	0.00	0.00	0.00	0.00	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.58	0.12
	TOTAL Zone 6	3.42	0.23	1.86	0.00	0.18	16.28	4.02	1.87	0.39	0.00	0.00	0.11	0.00	0.17	0.00	28.52	5.63
7	Morrisons, Amounderness Way, Thornton-Cleveleys	1.08	0.00	0.56	0.00	0.09	4.05	19.19	11.54	4.48	5.68	0.42	0.00	0.00	2.33	0.00	49.42	9.76
7	Tesco Metro, Victoria Road West, Cleveleys	0.18	0.00	0.14	0.00	0.00	0.41	7.10	0.79	0.38	0.10	0.00	0.00	0.00	0.00	0.00	9.12	1.80
7	Other stores, Cleveleys Town Centre	0.22	0.04	0.14	0.05	0.00	0.50	5.33	0.45	0.33	0.24	0.00	0.00	0.00	0.00	0.00	7.31	1.44
7	Other stores, Zone 7	0.27	0.00	0.09	0.00	0.00	0.82	1.13	0.32	0.00	0.21	0.11	0.00	0.00	0.05	0.00	2.99	0.59
	TOTAL Zone 7	1.75	0.04	0.93	0.05	0.09	5.77	32.76	13.10	5.19	6.23	0.53	0.00	0.00	2.38	0.00	68.84	13.60
8	Booths, 11 Ball Street, Poulton-le-Fylde	0.09	0.00	1.31	0.00	0.00	0.18	0.05	5.12	0.00	1.48	0.11	0.00	0.00	3.15	0.00	11.48	2.27
8	Co-Op, Teanlowe Shopping Centre, Poulton-le-Fylde	0.08	0.00	0.43	0.00	0.00	0.00	0.09	3.43	0.00	0.59	0.00	0.00	0.00	1.57	0.00	6.21	1.23
8	Other stores, Poulton-le-Fylde Town Centre	0.10	0.00	0.34	0.07	0.00	0.09	0.00	2.43	0.00	0.90	0.11	0.00	0.00	1.46	0.00	5.50	1.09
8	Co-Op, 303 Fleetwood Road North, Thornton	0.00	0.00	0.05	0.00	0.00	0.00	1.03	3.73	0.14	0.00	0.00	0.00	0.00	0.00	0.00	4.95	0.98
8	Other stores, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.05	0.66	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.12	0.22
8	Other stores, Thornton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.27	1.45	0.10	0.00	0.00	0.00	0.00	0.05	0.00	1.86	0.37
8	Other stores, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.24	0.05
	TOTAL Zone 8	0.27	0.00	2.13	0.07	0.00	0.32	2.19	16.68	0.23	2.96	0.22	0.00	0.00	6.24	0.06	31.36	6.20
9	Asda, Cop Lane, Fleetwood	0.09	0.00	0.19	0.05	0.00	0.87	4.49	4.48	19.16	1.05	0.00	0.11	0.00	0.32	0.00	30.80	6.08
9	Aldi, Poulton Road, Fleetwood	0.17	0.00	0.09	0.00	0.00	0.09	0.91	0.64	4.97	0.10	0.16	0.00	0.00	0.22	0.00	7.36	1.45
9	Other stores, Fleetwood Town Centre	0.00	0.00	0.00	0.00	0.04	0.00	0.24	0.05	6.14	0.03	0.00	0.05	0.00	0.00	0.00	6.54	1.29
9	Iceland, 95-99 Lord Street, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.13	0.06	0.00	0.00	0.00	0.00	0.00	2.19	0.43
9	Other stores, Zone 9	0.00	0.37	0.00	0.00	0.00	0.00	0.19	0.05	1.44	0.00	0.00	0.00	0.00	0.00	0.00	2.06	0.41
	TOTAL Zone 9	0.26	0.37	0.28	0.05	0.04	0.96	5.83	5.22	33.84	1.24	0.16	0.16	0.00	0.54	0.00	48.95	9.67
10	Co-Op, Knott End-on-Sea	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.17	0.00	0.00	0.00	0.00	0.00	2.17	0.43
10	Other stores, Knott End-on-Sea Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.78	0.00	0.00	0.00	0.00	0.00	1.78	0.35
10	Other stores, Zone 10	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	1.44	0.00	0.00	0.00</				

Spreadsheet 16 - Convenience Goods Spending Patterns in 2010 as a Percentage and Including SFT

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

ZONE INSIDE CATCHMENT AREA

1	Other stores, Blackpool Town Centre	9.46	11.94	10.03	7.76	9.81	5.82	0.64	0.11	0.00	0.00	0.00	0.40	0.51	0.00	0.00
1	Iceland, 8 Topping Street, Blackpool	10.24	3.20	2.07	0.14	1.07	1.92	0.10	0.00	0.00	0.00	0.00	0.23	0.42	0.00	0.00
1	Marks and Spencer Simply Food, Blackpool Town Centre	3.89	2.20	1.55	0.75	0.91	0.96	0.41	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00
1	Tesco Express, 43/47 Cauce Street	3.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
1	Other stores, Zone 1	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	TOTAL Zone 1	27.23	17.62	13.65	8.65	11.79	8.70	1.14	0.36	0.00	0.00	0.00	0.64	0.93	0.00	0.00
2	Lidl, Bloomfield Road	0.46	8.07	1.03	0.76	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.57	0.00	0.11	0.00
2	Tesco Express, 61/67 Ansdell Road	0.00	3.85	0.00	0.00	0.00	0.00	0.19	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00
2	Other stores, Zone 2	0.54	2.87	0.41	0.40	1.27	0.00	0.00	0.11	0.00	0.50	0.15	0.00	0.00	0.21	0.32
	TOTAL Zone 2	1.00	14.79	1.44	1.16	1.64	0.00	0.19	0.11	0.11	0.50	0.15	0.57	0.00	0.32	0.32
3	Tesco Express, 96/98 Whitegate Drive, Blackpool	0.46	3.04	3.26	0.00	1.03	0.13	0.00	0.75	0.00	0.50	0.20	0.00	0.00	0.10	0.00
3	Lidl, Devonshire Road, Blackpool	1.91	0.44	2.36	0.13	0.00	1.52	0.10	0.37	0.00	0.00	0.00	0.00	0.00	0.21	0.00
3	Booths, 108 Normoss Road, Hardhorn	0.46	0.00	4.19	0.49	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00
3	Other stores, Layton Local Centre	0.19	0.00	2.98	0.18	0.00	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32
3	Other stores, Zone 3	0.54	0.48	7.17	0.00	1.56	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.96	0.00
	TOTAL Zone 3	3.55	3.96	19.97	0.80	2.91	2.78	0.10	1.12	0.00	0.50	0.20	0.00	0.00	1.48	0.32
4	Morrisons, Squires Gate Lane, Blackpool	10.65	14.32	8.35	46.48	9.42	1.91	0.98	0.99	0.24	2.51	1.08	20.62	10.27	1.24	0.00
4	Booths, Highfield Road, Marton	0.00	3.21	1.45	5.60	10.12	0.28	0.00	0.00	0.00	0.28	0.36	0.69	0.00	0.20	0.00
4	Aldi, Waterloo Road, Great Barton	0.46	5.44	2.16	4.57	0.91	0.82	0.00	0.50	0.00	0.00	0.00	1.95	0.42	0.20	0.55
4	Other Stores, South Shore Local Centre	0.00	0.26	0.00	2.28	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4	Tesco Express, 43 Highfield Road	0.46	0.00	0.00	3.73	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4	Other stores, Zone 4	0.00	2.73	0.00	4.72	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.41	0.00
	TOTAL Zone 4	11.56	25.96	11.96	67.38	21.72	3.00	0.98	1.50	0.24	2.79	1.44	23.26	11.09	2.05	0.55
5	Tesco Extra, Clifton Retail Park, Blackpool	9.74	12.92	22.84	6.61	19.41	7.81	3.55	5.20	1.30	5.01	2.16	9.91	10.69	11.07	1.79
5	Asda, Cherry Tree Road, Blackpool	12.95	18.05	14.08	10.77	31.53	4.38	0.40	1.36	0.00	2.01	4.38	3.23	2.94	3.97	0.35
5	Iceland, Vicarage Lane	0.46	1.46	1.14	1.28	3.12	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.00
5	Other stores, Zone 5	0.46	0.87	0.62	0.00	1.73	0.28	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00
	TOTAL Zone 5	23.61	33.29	38.67	18.66	55.78	12.46	3.95	6.56	1.30	7.02	2.88	13.71	13.63	15.04	2.13
6	J Sainsbury, 80 Red Bank Road, Bispham	11.76	0.73	4.00	0.00	0.74	34.75	6.44	4.21	0.96	0.00	0.00	0.23	0.00	0.31	0.00
6	Other stores, Bispham Local Centre	0.94	0.00	0.00	0.00	0.00	8.74	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6	Other stores, North Shore Local Centre	5.95	0.00	0.09	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6	Tesco Express, 3 All Hallows Road	0.00	0.00	0.00	0.00	0.00	3.61	0.87	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00
6	Other stores, Zone 6	0.00	0.00	0.00	0.00	0.00	1.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	TOTAL Zone 6	18.65	0.73	4.09	0.00	0.74	49.47	8.05	4.34	0.96	0.00	0.00	0.23	0.00	0.31	0.00
7	Morrisons, Amounderness Way, Thornton-Cleveleys	5.89	0.00	1.23	0.00	0.37	12.16	38.23	26.85	11.01	27.23	1.44	0.00	0.00	4.40	0.00
7	Tesco Metro, Victoria Road West, Cleveleys	0.99	0.00	0.32	0.00	0.00	1.23	14.27	1.86	0.94	0.50	0.00	0.00	0.00	0.00	0.00
7	Other stores, Cleveleys Town Centre	1.18	0.13	0.30	0.14	0.00	1.53	10.89	1.07	0.82	1.21	0.00	0.00	0.00	0.00	0.00
7	Other stores, Zone 7	1.46	0.00	0.20	0.00	0.00	2.47	2.28	0.75	0.00	1.00	0.36	0.00	0.00	0.09	0.00
	TOTAL Zone 7	9.52	0.13	2.05	0.14	0.37	17.39	65.68	30.53	12.78	29.94	1.80	0.00	0.00	4.50	0.00
8	Booths, 11 Ball Street, Poulton-le-Fylde	0.46	0.00	2.89	0.00	0.00	0.55	0.10	12.00	0.00	7.13	0.36	0.00	0.00	5.98	0.00
8	Co-Op, Teanlowe Shopping Centre, Poulton-le-Fylde	0.46	0.00	0.96	0.00	0.00	0.00	0.19	8.10	0.00	2.84	0.00	0.00	0.00	3.00	0.00
8	Other stores, Poulton-le-Fylde Town Centre	0.54	0.00	0.75	0.18	0.00	0.29	0.00	5.80	0.00	4.52	0.40	0.00	0.00	2.82	0.00
8	Co-Op, 303 Fleetwood Road North, Thornton	0.00	0.00	0.10	0.00	0.00	0.00	2.12	8.84	0.34	0.00	0.00	0.00	0.00	0.00	0.00
8	Other stores, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.14	1.35	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
8	Other stores, Thornton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.55	3.46	0.24	0.00	0.00	0.00	0.00	0.09	0.00
8	Other stores, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.32
	TOTAL Zone 8	1.46	0.00	4.70	0.18	0.00	0.98	4.50	39.41	0.58	14.50	0.76	0.00	0.00	11.90	0.32
9	Asda, Cop Lane, Fleetwood	0.46	0.00	0.41	0.13	0.00	2.62	8.89	10.42	47.17	5.06	0.00	0.23	0.00	0.61	0.00
9	Aldi, Poulton Road, Fleetwood	0.92	0.00	0.21	0.00	0.00	0.27	1.81	1.50	12.24	0.50	0.56	0.00	0.00	0.41	0.00
9	Other stores, Fleetwood Town Centre	0.00	0.00	0.00	0.16	0.00	0.00	0.49	0.11	15.19	0.15	0.00	0.11	0.00	0.00	0.00
9	Iceland, 95-99 Lord Street, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.26	0.28	0.00	0.00	0.00	0.00	0.00
9	Other stores, Zone 9	0.00	1.22	0.00	0.00	0.00	0.00	0.39	0.12	3.58	0.00	0.00	0.00	0.00	0.00	0.00
	TOTAL Zone 9	1.38	1.22	0.62	0.13	0.16	2.89	11.57	12.14	83.44	5.99	0.56	0.34	0.00	1.02	0.00
10	Co-Op, Knott End-on-Sea	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.71	0.00	0.00	0.00	0.00	0.00
10	Other stores, Knott End-on-Sea Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.93	0.00	0.00	0.00	0.00	0.00
10	Other stores, Zone 10	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	7.28	0.00	0.00	0.00	0.00	0.00
	TOTAL Zone 10	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	26.91	0.00	0.00	0.00	0.00	0.00
11	Booths, Park Hill Road, Garstang	0.00	0.58	0.00	0.00	0.00	0.00	0.00	0.98	0.00	3.84	25.74	0.00	0.00	0.00	3.23
11	J Sainsbury, Park Hill Road, Garstang	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	31.15	0.00	0.00	0.00	1.47
11	Other stores, Garstang Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.15	6.05	0.00	0.00	0.00	0.32
11	Co-Op, 34-37 High Street, Garstang	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.72	0.00	0.00	0.00	0.00
11	Other stores, Zone 11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.75	0.00	0.00	0.88	2.11
	TOTAL Zone 11	0.00	0.58	0.00	0.00	0.00	0.00	0.00	1.09	0.00	3.99	71.42	0.00			

Spreadsheet 17 - Convenience Goods Spending Patterns in 2010 Including SFT

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL	TOTAL
		18.36	30.96	45.28	37.05	23.51	32.99	49.91	42.69	40.57	20.53	28.65	47.77	25.91	52.66	17.96	514.79	100.00
		£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
ZONE	INSIDE CATCHMENT AREA																	
1	Other stores, Blackpool Town Centre	1.74	3.70	4.54	2.88	2.31	1.92	0.32	0.05	0.00	0.00	0.00	0.19	0.13	0.00	0.00	17.76	3.45
1	Iceland, 8 Topping Street, Blackpool	1.88	0.99	0.94	0.05	0.25	0.63	0.05	0.00	0.00	0.00	0.00	0.11	0.11	0.00	0.00	5.01	0.97
1	Marks and Spencer Simply Food, Blackpool Town Centre	0.71	0.68	0.70	0.28	0.21	0.32	0.20	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.21	0.62
1	Tesco Express, 43/47 Counce Street	0.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.13
1	Other stores, Zone 1	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.02
	TOTAL Zone 1	5.00	5.46	6.18	3.20	2.77	2.87	0.57	0.15	0.00	0.00	0.00	0.30	0.24	0.00	0.00	26.75	5.20
2	Lidl, Bloomfield Road	0.08	2.50	0.47	0.28	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.06	0.00	3.75	0.73
2	Tesco Express, 61/67 Ansdell Road	0.00	1.19	0.00	0.00	0.00	0.00	0.10	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	1.33	0.26
2	Other stores, Zone 2	0.10	0.89	0.18	0.15	0.30	0.00	0.00	0.05	0.00	0.10	0.04	0.00	0.00	0.11	0.06	1.98	0.38
	TOTAL Zone 2	0.18	4.58	0.65	0.43	0.39	0.00	0.10	0.05	0.04	0.10	0.04	0.27	0.00	0.17	0.06	7.06	1.37
3	Tesco Express, 96/98 Whitegate Drive, Blackpool	0.08	0.94	1.48	0.00	0.24	0.04	0.00	0.32	0.00	0.10	0.06	0.00	0.00	0.05	0.00	3.32	0.65
3	Lidl, Devonshire Road, Blackpool	0.35	0.14	1.07	0.05	0.00	0.50	0.05	0.16	0.00	0.00	0.00	0.00	0.00	0.11	0.00	2.42	0.47
3	Booths, 108 Normoss Road, Hardhorn	0.08	0.00	1.90	0.18	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	2.35	0.46
3	Other stores, Layton Local Centre	0.03	0.00	1.35	0.07	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	1.69	0.33
3	Other stores, Zone 3	0.10	0.15	3.25	0.00	0.37	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.50	0.00	4.55	0.88
	TOTAL Zone 3	0.65	1.23	9.04	0.30	0.68	0.92	0.05	0.48	0.00	0.10	0.06	0.00	0.00	0.78	0.06	14.34	2.79
4	Morrisons, Squires Gate Lane, Blackpool	1.95	4.43	3.78	17.22	2.21	0.63	0.49	0.42	0.10	0.52	0.31	9.85	2.66	0.65	0.00	45.23	8.79
4	Booths, Highfield Road, Marton	0.00	0.99	0.66	2.07	2.38	0.09	0.00	0.00	0.00	0.06	0.10	0.33	0.00	0.11	0.00	6.79	1.32
4	Aldi, Waterloo Road, Great Barton	0.08	1.69	0.98	1.69	0.21	0.27	0.00	0.22	0.00	0.00	0.00	0.93	0.11	0.11	0.10	6.38	1.24
4	Other Stores, South Shore Local Centre	0.00	0.08	0.00	0.84	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.99	0.19
4	Tesco Express, 43 Highfield Road	0.08	0.00	0.00	1.38	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.54	0.30
4	Other stores, Zone 4	0.00	0.84	0.00	1.75	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.21	0.00	3.07	0.60
	TOTAL Zone 4	2.12	8.04	5.42	24.96	5.11	0.99	0.49	0.64	0.10	0.57	0.41	11.11	2.87	1.08	0.10	64.01	12.43
5	Tesco Extra, Clifton Retail Park, Blackpool	1.79	4.00	10.34	2.45	4.56	2.58	1.77	2.22	0.53	1.03	0.62	4.73	2.77	5.83	0.32	45.54	8.85
5	Asda, Cherry Tree Road, Blackpool	2.38	5.59	6.38	3.99	7.41	1.44	0.20	0.58	0.00	0.41	0.21	1.54	0.76	2.09	0.06	33.04	6.42
5	Iceland, Vicarage Lane	0.08	0.45	0.51	0.48	0.73	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	2.48	0.48
5	Other stores, Zone 5	0.08	0.27	0.28	0.00	0.41	0.09	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	1.18	0.23
	TOTAL Zone 5	4.34	10.31	17.51	6.91	13.11	4.11	1.97	2.80	0.53	1.44	0.83	6.55	3.53	7.92	0.38	82.25	15.98
6	J Sainsbury, 80 Red Bank Road, Bispham	2.16	0.23	1.81	0.00	0.18	11.46	3.22	1.80	0.39	0.00	0.00	0.11	0.00	0.16	0.00	21.51	4.18
6	Other stores, Bispham Local Centre	0.17	0.00	0.00	0.00	0.00	2.88	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.42	0.66
6	Other stores, North Shore Local Centre	1.09	0.00	0.04	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.32	0.26
6	Tesco Express, 3 All Hallows Road	0.00	0.00	0.00	0.00	0.00	1.19	0.43	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.68	0.33
6	Other stores, Zone 6	0.00	0.00	0.00	0.00	0.00	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.59	0.12
	TOTAL Zone 6	3.42	0.23	1.85	0.00	0.18	16.32	4.02	1.85	0.39	0.00	0.00	0.11	0.00	0.16	0.00	28.53	5.54
7	Morrisons, Amounderness Way, Thornton-Cleveleys	1.08	0.00	0.56	0.00	0.09	4.01	19.08	11.46	4.47	5.59	0.41	0.00	0.00	2.32	0.00	49.07	9.53
7	Tesco Metro, Victoria Road West, Cleveleys	0.18	0.00	0.14	0.00	0.00	0.41	7.12	0.79	0.38	0.10	0.00	0.00	0.00	0.00	0.00	9.14	1.78
7	Other stores, Cleveleys Town Centre	0.22	0.04	0.14	0.05	0.00	0.50	5.44	0.46	0.33	0.25	0.00	0.00	0.00	0.00	0.00	7.43	1.44
7	Other stores, Zone 7	0.27	0.00	0.09	0.00	0.00	0.81	1.14	0.32	0.00	0.21	0.10	0.00	0.00	0.05	0.00	2.99	0.58
	TOTAL Zone 7	1.75	0.04	0.93	0.05	0.09	5.74	32.78	13.03	5.18	6.15	0.51	0.00	0.00	2.37	0.00	68.62	13.33
8	Booths, 11 Ball Street, Poulton-le-Fylde	0.08	0.00	1.31	0.00	0.00	0.18	0.05	5.12	0.00	1.46	0.10	0.00	0.00	3.15	0.00	11.46	2.23
8	Co-Op, Teanlowe Shopping Centre, Poulton-le-Fylde	0.08	0.00	0.43	0.00	0.00	0.00	0.10	3.46	0.00	0.58	0.00	0.00	0.00	1.58	0.00	6.23	1.21
8	Other stores, Poulton-le-Fylde Town Centre	0.10	0.00	0.34	0.07	0.00	0.10	0.00	2.48	0.00	0.93	0.11	0.00	0.00	1.49	0.00	5.60	1.09
8	Co-Op, 303 Fleetwood Road North, Thornton	0.00	0.00	0.05	0.00	0.00	0.00	1.06	3.77	0.14	0.00	0.00	0.00	0.00	0.00	0.00	5.02	0.97
8	Other stores, Thornton-Cleveleys	0.00	0.00	0.00	0.00	0.00	0.05	0.68	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.22
8	Other stores, Thornton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.27	1.48	0.10	0.00	0.00	0.00	0.00	0.05	0.00	1.89	0.37
8	Other stores, Zone 8	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.25	0.05
	TOTAL Zone 8	0.27	0.00	2.13	0.07	0.00	0.32	2.25	16.82	0.23	2.98	0.22	0.00	0.00	6.26	0.06	31.61	6.14
9	Asda, Cop Lane, Fleetwood	0.08	0.00	0.19	0.05	0.00	0.86	4.44	4.45	19.14	1.04	0.00	0.11	0.00	0.32	0.00	30.67	5.96
9	Aldi, Poulton Road, Fleetwood	0.17	0.00	0.09	0.00	0.00	0.09	0.90	0.64	4.97	0.10	0.16	0.00	0.00	0.21	0.00	7.34	1.43
9	Other stores, Fleetwood Town Centre	0.00	0.00	0.00	0.00	0.04	0.00	0.24	0.05	6.16	0.03	0.00	0.05	0.00	0.00	0.00	6.58	1.28
9	Iceland, 95-99 Lord Street, Fleetwood	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.13	0.06	0.00	0.00	0.00	0.00	0.00	2.19	0.43
9	Other stores, Zone 9	0.00	0.38	0.00	0.00	0.00	0.00	0.19	0.05	1.45	0.00	0.00	0.00	0.00	0.00	0.00	2.07	0.40
	TOTAL Zone 9	0.25	0.38	0.28	0.05	0.04	0.95	5.78	5.18	33.85	1.23	0.16	0.16	0.00	0.53	0.00	48.85	9.49
10	Co-Op, Knott End-on-Sea	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.20	0.00	0.00	0.00	0.00	0.00	2.20	0.43
10	Other stores, Knott End-on-Sea Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.83	0.00	0.00	0.00	0.00	0.00	1.83	0.36
10	Other stores, Zone 10	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	1.49	0.00	0.00	0.00	0.0			

Spreadsheet 18a - Study Area Convenience Goods Capacity Scenario A - Static Retention Rate

	2010	2016	2021	2026	2010 - 2016	2016 - 2021	2021 - 2026	2010 - 2021	2010 - 2026
					Incremental Growth	Incremental Growth	Incremental Growth	Cumulative Growth	Cumulative Growth
Study Area Expenditure Retention									
Total study area expenditure exc. SFT (£m)	506.2	528.2	556.7	592.2					
Growth in total study area expenditure (£m)					22.0	28.5	35.5	50.5	86.0
Retention level of all centres in study area (%)	94.7	94.7	94.7	94.7					
Retained expenditure (£m)	479.2	500.0	527.0	560.7					
Growth in retained expenditure (£m)					20.8	27.0	33.7	47.8	81.4
Turnover of Stores from Study Area Residents									
Turnover (£m)	479.2	486.9	494.2	501.6					
Deduction for improvement in sales efficiency (£m)					7.7	7.3	7.4	15.0	22.4
Commitments									
Turnover from commitments (£m)		59.61	60.50	61.41					
Growth in turnover from commitments					59.61	0.89	0.91	60.50	61.41
Initial Residual Expenditure (£m)	0.0	-46.5	-27.7	-2.3					
Growth in initial residual expenditure (£m)					-46.5	18.8	25.3	-27.7	-2.3
Inflows									
Tourism inflow (£m)	55.6	59.6	65.5	72.3					
Growth in tourism expenditure (£m)					4.0	5.9	6.8	9.9	16.7
Final Residual Expenditure (£m)									
Growth in final residual expenditure (£m)					-42.5	24.7	32.1	-17.8	14.4

