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Cheshire West  
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Lambert  
Smith  
Hampton

# CHESHIRE WEST AND CHESTER RETAIL STUDY

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## Volume 2: Quantitative Capacity Assessment – Population Growth Scenario 1 (Lower Growth)

Prepared for:

Cheshire West and Chester Council

March 2025

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This report meets the PDF/UA (Universal Accessibility) standard, which is equivalent to the WCAG 'AA' digital standard.

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## APPENDIX 1: EXPERIAN INSIGHTS DATA

TABLE 1: SUPERMARKET / CONVENIENCE STORE/ OTHER CONVENIENCE TRANSACTIONS (£)

Merchant Location	Retail Location	Destination	Customer Location						Total Expenditure
			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total Study Area	
Zone 1	Cheshire Oaks	CWAC	2,844,470.48	302,177.65	88,860.66	18,038.81	252,113.70	2,541,355.30	624,020.40
Zone 1	Chester	CWAC	1,209,900.83	116,000.00	24,006.48	48,789.72	36,466.92	1,505,966.87	1,729,065.21
Zone 1	Chester - Cady Valley Retail Park	CWAC	1,540,078.75	181,032.25	16,420.30	17,720.66	16,587.85	2,925,847.78	1,134,246.00
Zone 1	Chester - Faulkner Street	CWAC	286,943.72	9,716.53	3,293.91	12,026.01	5,780.22	317,089.39	39,915.88
Zone 1	Chester - Greyhound Retail Park	CWAC	1,897,959.06	12,831.84	12,831.84	409,424.13	2,623,815.56	3,025,635.50	1,729,065.21
Zone 1	Ellesmere Port	CWAC	1,912,632.42	45,790.30	8,060.34	43,128.80	112,053.42	2,123,654.28	2,181,810.87
Zone 1	Ellesmere Port Retail Park	CWAC	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 1	Little Sutton	CWAC	294,899.87	2,339.56	199.15	6,290.01	18,249.26	322,389.26	13,952.76
Zone 1	Neaston	CWAC	1,819,933.53	5,215.76	1,208.46	14,742.29	180,388.52	2,021,478.56	42,444.90
Zone 1	Out of Centre Shopping	CWAC	11,171,032.15	735,440.76	75,494.99	786,796.30	302,800.02	13,950,544.22	655,675.27
Zone 1	Out of Centre Shopping	CWAC	213,324.00	12,114.00	7,007.73	7,007.73	1,339,312.90	1,376,768.88	31,377.14
Zone 1	Total		28,790,063.75	3,230,610.54	323,610.54	2,727,222.43	1,098,837.54	28,808,417.24	3,077,788.66
Zone 2	Middlewich	Out of Area	1,952.04	514,574.54	439,514.92	1,467.04	1,838.07	959,566.61	80,394.93
Zone 2	Northwich	CWAC	26,828.77	8,296,028.23	625,748.63	9,122.55	1,506,000.05	265,083.16	21,925,083.21
Zone 2	Northwich - Northwich Retail Park	CWAC	3,183.56	2,771,572.26	273,583.51	2,756.27	1,590.66	3,052,686.26	1,103,230.51
Zone 2	Tarporley	CWAC	83,686.79	775,534.05	32,638.93	9,310.77	2,055.61	903,226.15	48,555.70
Zone 2	Winsford	CWAC	25,562.07	4,355,484.23	223,728.73	7,521.35	11,463,760.23	13,408,220.20	4,740,248.81
Zone 2	Winsford - Wharton Retail Park	CWAC	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 2	Frosham	CWAC	33,369.66	862,848.09	93,780.13	2,737.05	2,520.68	995,255.61	72,612.80
Zone 2	Out of Centre Shopping	CWAC	533,900.36	9,612,976.90	156,864.96	37,255.56	19,253.69	30,700,211.97	442,434.42
Zone 2	Out of Centre Shopping	Out of Area	40,764.38	1,105,095.21	85,763.96	9,379.03	10,818.37	2,001,820.95	2,188,854.42
Zone 2	Total		748,508.13	28,394,043.71	3,055,623.77	79,759.62	52,594.98	32,330,530.21	3,341,137.93
Zone 3	Crew	Out of Area	100,466.88	2,204,244.42	1,178,558.28	1,178,558.28	3,472,216.27	984,160.24	2,376,292.22
Zone 3	Crew - Edleston Road	Out of Area	2,114.77	26,110.82	1,217,626.42	1,398.45	1,229.84	1,250,474.40	225,530.59
Zone 3	Crew - Grand Junction Retail Park	Out of Area	443.69	40,346.13	29,517.21	1,863.19	210.48	335,280.70	450,608.46
Zone 3	Knutsford	Out of Area	6,038.30	425,646.45	1,876,102.35	3,317.23	3,108.42	2,136,217.75	529,430.23
Zone 3	Lymm	Out of Area	210.21	1,331.06	94,728.11	11,330.19	91,774.88	36,659.63	452,084.51
Zone 3	Nantwich	Out of Area	31,381.58	165,159.79	2,553,222.12	46,821.54	1,973.73	2,788,556.68	512,556.60
Zone 3	Runcom - Old Town	Out of Area	1,887.13	15,383.39	418,144.43	782.17	1,769.36	497,406.28	34,562.39
Zone 3	Runcom - Runcom Shopping City	Out of Area	21,145.29	482,292.48	1,163,169.19	7,866.19	3,681,182.89	5,353,913.05	3,921,977.81
Zone 3	Sandbach	Out of Area	594.43	35,035.52	1,288,868.31	1,014.90	547.20	1,326,000.36	655,089.81
Zone 3	Stockton Heath	Out of Area	8,355.79	686,386.62	3,822,502.31	7,144.44	63,700.68	2,303,554.79	6,884,484.63
Zone 3	Out of Centre Shopping	Out of Area	113,222.92	1,500,127.60	4,164,314.55	3,214.02	15,139,127.62	16,615,589.69	11,160,569.69
Zone 3	Total		192,451.83	3,538,488.74	81,654,031.01	155,539.90	46,618.93	35,387,132.41	42,880,699.49
Zone 4	Chester - Broughshay Shopping Park	Out of Area	520,516.26	62,595.11	10,484.99	14,028,975.56	28,086.05	2,042,669.97	112,664.95
Zone 4	Derby	Out of Area	30.15	104.60	1.00	90,666.44	90,666.44	30,727.27	112,664.95
Zone 4	Flint	Out of Area	9,160.42	972.40	484.06	63,718.00	2,635.89	646,970.77	25,288.33
Zone 4	Flint - Finlshire Retail Centre	Out of Area	13,256.69	1,473.09	1,621.53	1,238,311.75	8,188.57	1,292,863.63	1,328,426.71
Zone 4	Holywell	Out of Area	2,847.62	30.15	429.74	564,535.38	1,822.56	570,397.53	25,632.42
Zone 4	Mold	Out of Area	26,508.78	3,886.82	4,042.23	3,481,762.41	18,091.01	3,534,691.25	3,685,700.89
Zone 4	Prestatyn	Out of Area	19,865.17	16,078.86	17,572.80	212,090.64	17,218.05	219,425.52	1,718,121.23
Zone 4	Ruthin	Out of Area	658.68	62.10	281.52	235,893.55	227,651.30	227,651.30	253,344.99
Zone 4	Shotton	Out of Area	2,012.48	192.87	87.38	199,274.98	209.34	161,777.05	3,240.39
Zone 4	Shotton - Connahs Quay	Out of Area	5,049.20	141.37	404.16	136,203.49	1,266.26	143,064.48	6,977.59
Zone 4	Whitchurch	Out of Area	575,950.42	95,034.23	62,100.00	1,520,945.32	5,300.00	2,157,339.38	563,362.63
Zone 4	Wreham	Out of Area	4,561.31	272.30	229.16	213,112.41	570.43	218,745.51	25,000.23
Zone 4	Wreham - Border Retail Park	Out of Area	137,844.55	8,179.18	5,295.29	4,063,606.99	4,681.79	4,219,607.80	259,182.46
Zone 4	Wreham - Central Retail Park	Out of Area	13,154.66	277.38	66,254.63	332.32	82,013.19	7,834.18	89,847.37
Zone 4	Wreham - Plus Cosh Retail Park	Out of Area	130,132.13	10,625.07	5,731.09	3,316,028.23	4,856.67	3,487,453.29	3,693,516.65
Zone 4	Out of Centre Shopping	Out of Area	1,561,343.74	184,106.98	115,955.43	24,905,714.63	67,789.65	26,594,310.43	3,193,518.13
Zone 4	Total		3,043,020.97	382,867.89	352,442.33	64,779,396.68	263,944.88	48,222,247.55	8,479,076.96
Zone 5	Beblington	Out of Area	940.83	100.21	664.87	1,171.71	1,171.71	123,291.47	1,155.11
Zone 5	Birkenhead	Out of Area	14,480.07	799.84	2,442.76	2,946.62	1,233,298.48	1,253,867.77	61,956.26
Zone 5	Birkenhead - Retail Park	Out of Area	6,946.37	237.96	197.16	559.99	339,633.32	337,874.60	347,746.71
Zone 5	Bromborough - The Croft Retail & Leisure Park	Out of Area	334,336.11	8,539.79	18,794.09	1,167,949.39	3,161,965.39	3,161,965.39	3,162,566.59
Zone 5	Heswall	Out of Area	154,137.04	7,016.75	4,651.42	16,740.15	4,014,417.19	4,580,022.55	4,782,973.38
Zone 5	Heswall	Out of Area	9,435.55	182.31	676.79	2,286.51	477,370.65	483,939.31	501,158.44
Zone 5	Moreton	Out of Area	2,185.84	94.46	144.46	968.14	363,801.01	363,801.01	363,801.01
Zone 5	New Ferry	Out of Area	677.30	1.61	2.00	197.54	107,334.28	108,112.73	2,378.44
Zone 5	Upton - Upton By Pass Retail Park	Out of Area	37,334.86	5,087.06	3,009.18	5,113.38	3,108,821.01	3,192,925.49	70,897.64
Zone 5	Wallasey (Liscard)	Out of Area	7,299.54	672.84	7,946.36	1,066,640.36	3,066,640.36	3,066,640.36	3,066,640.36
Zone 5	Wallasey (Liscard) - Junction 1 Retail Park	Out of Area	94,046.95	10,200.18	8,747.75	15,850.87	4,397,751.56	4,526,397.31	1,562,367.89
Zone 5	West Kirby	Out of Area	26,492.74	3,051.44	2,160.60	4,788.77	1,749,179.61	1,768,717.36	1,866,299.27
Zone 5	Out of Centre Shopping	Out of Area	651,529.89	19,089.69	19,089.69	1,779,651.20	1,779,651.20	1,779,651.20	10,280,883.83
Zone 5	Total		1,726,914.33	70,441.11	44,257.23	149,224.79	39,889,379.09	41,879,516.53	43,350,841.32
Out of Area	Conington	Out of Area	359.86	3,833.48	45,282.30	349.16	81.00	59,922.00	0.00
Out of Area	Central	Out of Area	2,829.22	2,222.22	19,035.00	1,824.09	178,298.89	256,569.14	256,569.14
Out of Area	Macclesfield	Out of Area	5,680.92	32,868.59	300,658.76	7,520.93	4,279.58	431,002.78	431,002.78
Out of Area	Macclesfield - Lyme Green Retail Park	Out of Area	25.80	1,580.60	15,457.67	251.90	23.14	17,339.11	0.00
Out of Area	Macclesfield - Silk Retail Park	Out of Area	0.00	0.00	0.00	0.00	0.00	0.00	
Out of Area	Manchester - Central Retail Park	Out of Area	0.00	0.00	0.00	0.00	0.00	0.00	
Out of Area	Manchester Central	Out of Area	24,307.60	59,814.96	87,037.59	20,984.98	20,847.85	212,992.98	0.00
Out of Area	Market Drayton	Out of Area	2,365.52	2,828.11	38,494.37	15,087.27	57.51	59,833.78	0.00
Out of Area	Newcastle-under-Lyme	Out of Area	864.98	11,759.70	9,829.62	1,820.68	485.58	62,773.86	0.00
Out of Area	Oswestry	Out of Area	7,683.07	1,650.83	1,442.88	616,786.76	1,611.54	629,175.08	0.00
Out of Area	Stone-on-Trent - City Centre (Hanley)	Out of Area	3.42	594.63	1,945.71	54.25	0.00	2,098.01	0.00
Out of Area	Stockton Heath	Out of Area	4,490.76	26,490.76	44,864.64	1,082.16	2,695.12	642,841.40	0.00
Out of Area	Warrington	Out of Area	1,138.27	31,040.45	138,305.70	909.55	1,422.47	177,816.44	0.00
Out of Area	All Other	Out of Area	1,367,544.55	3,833,549.93	12,480,948.53	72,342,999.1	3,223,519.66	28,599,502.28	28,599,502.28
Out of Area	Total		4,014,396.92	4,014,396.92	7,456,054.64	1,824,117.84	3,310,700.00	3,310,700.00	0.00
Online Expenditure			4,418,463.36	5,287,508.17	6,487,672.63	7,054,043.34	6,666,856.94	28,514,544.39	0.00
Total Expenditure			35,762,399.27	43,168,730.63	55,140,851.69	61,951,671.40	50,389,143.20	246,412,796.19	209,355,362.10

TABLE 2: ALL COMPARISON RETAIL TRANSACTIONS (£)

Merchant Location	Retail Location	Destination	Customer Location						Total Expenditure
			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total Study Area	
Zone 1	Cheshire Oaks	In Area	2,802,564.28	890,611.83	628,085.62	950,227.15	1,108,916.74	5,378,464.64	8,144,364.02
Zone 1	Chester	In Area	1,882,978.75	750,303.21	338,543.88	1,365,192.13	422,241.55	5,759,219.62	2,148,691.52
Zone 1	Chester - Cady Valley Retail Park	In Area							

## APPENDIX 2: POPULATION AND EXPENDITURE ANALYSIS

**TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2025 - 2040)**

	2025	2030	2035	2040	Growth 2025 to 2035		Growth 2025 to 2040:	
					%	No.	%	No.
Zone 1	228,470	234,868	240,015	244,310	5.1%	11,545	6.9%	15,840
Zone 2	166,600	171,549	175,571	179,222	5.4%	8,971	7.6%	12,622
Zone 3	269,460	274,216	278,570	283,437	3.4%	9,110	5.2%	13,977
Zone 4	367,034	368,103	369,269	371,027	0.6%	2,235	1.1%	3,993
Zone 5	325,408	327,591	329,696	332,470	1.3%	4,288	2.2%	7,062
<b>Total Study Area:</b>	<b>1,356,972</b>	<b>1,376,327</b>	<b>1,393,121</b>	<b>1,410,466</b>	<b>2.7%</b>	<b>36,149</b>	<b>3.9%</b>	<b>53,494</b>
<b>Total CWaC:</b>	<b>370,321</b>	<b>381,274</b>	<b>390,057</b>	<b>397,633</b>	<b>5.3%</b>	<b>19,736</b>	<b>7.4%</b>	<b>27,312</b>

Notes: Experian population estimates and projects are generated from Experian Location Analyst, which is based on data from the Office of National Statistics (ONS) 2018-based 'Sub-National Population Projections' (SNPP).

**TABLE 2: CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (2025 to 2040)**

	Including Online	Excluding Online Transactions			
	2025	2025	2030	2035	2040
UK Online Market Shares (%):	17.5%	5.2%	6.0%	6.6%	7.3%
Transaction-based Online Market Shares (%):	11.7%	3.5%	4.1%	4.5%	4.9%
Zone 1	£3,026	£2,919	£2,851	£2,808	£2,766
Zone 2	£3,128	£3,018	£2,947	£2,903	£2,859
Zone 3	£3,050	£2,943	£2,874	£2,830	£2,788
Zone 4	£3,017	£2,911	£2,843	£2,800	£2,758
Zone 5	£2,947	£2,843	£2,777	£2,735	£2,694
<b>Total Study Area:</b>	<b>3,033</b>	<b>£2,927</b>	<b>£2,858</b>	<b>£2,815</b>	<b>£2,773</b>
<b>Total CWaC:</b>	<b>3,056</b>	<b>£2,948</b>	<b>£2,879</b>	<b>£2,836</b>	<b>£2,794</b>

Source: Average spend per capita estimates (2023 prices) are derived from an Experian MMG3 'Location Analyst' report. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 22 (RPBN 22) published by Experian (March 2025).

Notes: At the Base Year (2025) spend per capita is adjusted to exclude the market share of retail expenditure per capita on online sales based on online market share identified for the Study Area (derived from the Experian Insights transaction data). The online market share is adjusted to reflect online sales sourced from physical forecast growth in online transactions is informed by the year-on-year national growth forecasts published by Experian Business Strategies in RPBN 22 for Special Forms of Trading (comprising sales via the internet, mail order, stalls and markets, door-to-door and telephone sales).

**TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE (€million) (2025 to 2040)**

	Including Online	Excluding Online Transactions				Growth 2025 to 2035		Growth 2025 to 2040:	
	2025	2025	2030	2035	2040	%	No.	%	No.
Zone 1	£691.28	£666.94	£669.59	£673.90	£675.76	1.0%	£7.0	1.3%	£8.8
Zone 2	£521.12	£502.78	£505.60	£509.62	£512.48	1.4%	£6.8	1.9%	£9.7
Zone 3	£821.87	£792.93	£788.06	£788.45	£790.29	-0.6%	-£4.5	-0.3%	-£2.6
Zone 4	£1,107.31	£1,068.33	£1,046.39	£1,033.81	£1,023.28	-3.2%	-£34.5	-4.2%	-£45.0
Zone 5	£958.91	£925.15	£909.58	£901.56	£895.63	-2.5%	-£23.6	-3.2%	-£29.5
<b>Total Study Area:</b>	<b>£4,100.49</b>	<b>£3,956.14</b>	<b>£3,919.21</b>	<b>£3,907.34</b>	<b>£3,897.45</b>	<b>-1.2%</b>	<b>-£48.8</b>	<b>-1.5%</b>	<b>-£58.7</b>
<b>Total CWaC:</b>	<b>£1,131.66</b>	<b>£1,091.82</b>	<b>£1,097.83</b>	<b>£1,106.11</b>	<b>£1,110.83</b>	<b>1.3%</b>	<b>£14.3</b>	<b>1.7%</b>	<b>£19.0</b>

**TABLE 4: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (2025 to 2040)**

	Including Online	Excluding Online Transactions			
	2025	2025	2030	2035	2040
UK Online Market Shares (%):	32.1%	24.1%	25.9%	27.6%	29.3%
Transaction-based Online Market Shares (%):	40.0%	30.0%	32.3%	34.4%	36.5%
Zone 1	£4,765	£3,334	£3,608	£3,970	£4,368
Zone 2	£5,064	£3,543	£3,835	£4,219	£4,642
Zone 3	£4,755	£3,327	£3,600	£3,962	£4,359
Zone 4	£3,971	£2,778	£3,007	£3,308	£3,640
Zone 5	£4,436	£3,103	£3,359	£3,696	£4,066
<b>Total Study Area:</b>	<b>£4,598</b>	<b>£3,217</b>	<b>£3,482</b>	<b>£3,831</b>	<b>£4,215</b>
<b>Total CWaC:</b>	<b>£4,854</b>	<b>£3,396</b>	<b>£3,676</b>	<b>£4,044</b>	<b>£4,449</b>

Source: Average spend per capita estimates (2023 prices) are derived from an Experian MMG3 'Location Analyst' report. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 22 (RPBN 22) published by Experian (March 2025).

Notes: At the Base Year (2025) spend per capita is adjusted to exclude the market share of retail expenditure per capita on online sales based on online market share identified for the Study Area (derived from the Experian Insights transaction data). The online market share is adjusted to reflect online sales sourced from physical store, which is based on adjustments published in RPBN 22.

Forecast growth in online transactions is informed by the year-on-year national growth forecasts published by Experian Business Strategies in RPBN 22 for Special Forms of Trading (comprising sales via the internet, mail order, stalls and markets, door-to-door and telephone sales).

**TABLE 5: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE (€million) (2025 to 2040)**

	Including Online	Excluding Online Transactions				Growth 2025 to 2035		Growth 2025 to 2040:	
	2025	2025	2030	2035	2040	%	No.	%	No.
Zone 1	£1,088.59	£761.62	£847.40	£952.82	£1,067.07	25.1%	£191.19	40.1%	£305.45
Zone 2	£843.66	£590.26	£657.82	£740.77	£831.95	25.5%	£150.51	40.9%	£241.69
Zone 3	£1,281.22	£896.40	£987.30	£1,103.57	£1,235.39	23.1%	£207.18	37.8%	£338.99
Zone 4	£1,457.45	£1,019.70	£1,106.84	£1,221.71	£1,350.55	19.8%	£202.01	32.4%	£330.85
Zone 5	£1,443.40	£1,009.87	£1,100.32	£1,218.46	£1,351.85	20.7%	£208.59	33.9%	£341.98
<b>Total Study Area:</b>	<b>£6,239.35</b>	<b>£4,277.85</b>	<b>£4,699.69</b>	<b>£5,237.33</b>	<b>£5,836.81</b>	<b>22.4%</b>	<b>£959.48</b>	<b>36.4%</b>	<b>£1,558.96</b>
<b>Total CWaC:</b>	<b>£1,797.49</b>	<b>£1,257.60</b>	<b>£1,401.37</b>	<b>£1,577.44</b>	<b>£1,769.24</b>	<b>25.4%</b>	<b>£319.84</b>	<b>40.7%</b>	<b>£511.64</b>

## APPENDIX 3: CONVENIENCE RETAIL CAPACITY



TABLE 2: CONVENIENCE GOODS EXPENDITURE MARKET SHARES INCLUDING ONLINE (EM) ASSESSMENT YEAR: 2025

	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total Study Area	Uplift in Study Area Spend from Outside the Study Area	Trade from outside (€m of Total Inflow)	% of Total Turnover from Outside the Study Area	Total Turnover
Zone 1	Cheshire Oaks	€31.79	€3.63	€1.32	€3.27	€6.19	€42.29	24.6%	€10.38	19.7%	€52.67
Zone 1	Chester	€23.38	€1.40	€0.37	€3.02	€0.70	€29.89	14.4%	€3.74	12.6%	€29.62
Zone 1	Chester - Cady Valley Retail Park	€49.10	€2.19	€0.22	€0.22	€0.22	€52.97	3.9%	€1.88	3.7%	€50.57
Zone 1	Chester - Faulkner Street	€5.54	€0.12	€0.05	€0.22	€0.11	€5.29	11.3%	€0.60	10.2%	€5.88
Zone 1	Chester - Greyhound Retail Park	€38.62	€0.99	€0.18	€8.75	€0.59	€43.47	4.3%	€1.86	4.1%	€45.33
Zone 1	Ellesmere Port	€36.97	€0.55	€0.12	€0.77	€2.13	€35.31	2.8%	€1.00	2.8%	€36.31
Zone 1	Ellesmere Port Retail Park	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	0.0%	€0.00	0.0%	€0.00
Zone 1	Little Surton	€5.69	€0.03	€0.00	€0.11	€0.36	€5.36	4.1%	€0.22	3.9%	€5.58
Zone 1	Neston	€35.18	€0.06	€0.02	€0.26	€3.43	€40.26	2.1%	€0.71	2.1%	€34.35
Zone 1	Out of Centre shopping - CWAC	€215.93	€8.64	€1.13	€14.05	€5.76	€237.17	5.0%	€10.91	4.8%	€228.08
Zone 1	Out of Centre shopping - Outside CWAC	€17.65	€0.15	€0.06	€7.20	€0.14	€22.29	2.5%	€0.56	2.5%	€22.85
Zone 1	<b>Total</b>	<b>€459.86</b>	<b>€17.75</b>	<b>€3.48</b>	<b>€40.71</b>	<b>€19.73</b>	<b>€479.39</b>		<b>€31.86</b>	<b>6.2%</b>	<b>€511.25</b>
Zone 2	Middlewich	€0.04	€6.21	€6.55	€0.03	€0.04	€15.97	8.4%	€1.34	7.7%	€17.31
Zone 2	Northwich	€0.50	€101.35	€9.39	€0.16	€0.06	€150.83	2.9%	€4.41	2.8%	€155.24
Zone 2	Northwich - Northwich Retail Park	€0.06	€33.46	€4.08	€0.05	€0.03	€50.80	3.6%	€1.84	3.5%	€52.64
Zone 2	Tarpoley	€1.62	€0.36	€0.49	€0.17	€0.04	€15.03	5.4%	€0.81	5.1%	€15.84
Zone 2	Winsford	€0.49	€52.58	€3.48	€0.13	€0.22	€77.11	2.9%	€2.24	2.8%	€79.35
Zone 2	Winsford - Wharton Retail Park	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	0.0%	€0.00	0.0%	€0.00
Zone 2	Frodsham	€0.65	€10.42	€1.40	€0.05	€0.05	€16.56	7.3%	€1.21	6.8%	€17.77
Zone 2	Out of Centre shopping - CWAC	€10.32	€116.04	€7.70	€0.67	€0.37	€178.39	4.1%	€7.36	4.0%	€185.75
Zone 2	Out of Centre shopping - Outside CWAC	€0.79	€13.34	€12.46	€0.17	€0.21	€33.31	9.3%	€3.11	8.5%	€36.42
Zone 2	<b>Total</b>	<b>€14.47</b>	<b>€342.76</b>	<b>€45.54</b>	<b>€1.43</b>	<b>€1.00</b>	<b>€538.00</b>		<b>€22.32</b>	<b>4.0%</b>	<b>€560.32</b>
Zone 3	Crewe	€0.14	€1.94	€3.05	€0.21	€0.04	€5.78	26.0%	€1.06	20.7%	€7.82
Zone 3	Crewe - Edleston Road	€0.04	€0.32	€18.15	€0.06	€0.02	€20.81	17.7%	€3.69	15.0%	€24.50
Zone 3	Crewe - Grand Junction Retail Park	€0.01	€0.49	€4.36	€0.03	€0.00	€5.58	34.4%	€1.92	25.6%	€7.50
Zone 3	Knutsford	€0.12	€5.14	€27.99	€0.06	€0.06	€38.54	22.7%	€8.74	18.5%	€47.29
Zone 3	Lymm	€0.00	€0.02	€1.41	€0.02	€0.01	€1.63	66.5%	€1.08	39.9%	€2.71
Zone 3	Nantwich	€0.61	€1.99	€38.06	€0.84	€0.04	€46.57	18.3%	€8.53	15.5%	€55.10
Zone 3	Runcom - Old Town	€0.04	€0.19	€6.23	€0.01	€0.03	€7.28	7.9%	€0.58	7.3%	€7.85
Zone 3	Runcom - Runcom Shopping City	€0.41	€5.82	€47.15	€0.12	€0.19	€61.29	6.5%	€3.96	6.1%	€65.25
Zone 3	Sandbach	€0.01	€0.42	€19.21	€0.02	€0.01	€22.07	49.4%	€10.90	33.1%	€32.97
Zone 3	Stockton Heath	€0.16	€8.29	€56.97	€0.13	€0.13	€75.40	50.8%	€38.33	33.7%	€113.73
Zone 3	Out of Centre shopping	€2.19	€18.11	€203.22	€1.29	€0.36	€255.25	23.8%	€60.68	19.2%	€315.93
Zone 3	<b>Total</b>	<b>€3.72</b>	<b>€42.72</b>	<b>€471.80</b>	<b>€2.78</b>	<b>€0.89</b>	<b>€592.20</b>		<b>€153.45</b>	<b>20.6%</b>	<b>€745.65</b>
Zone 4	Chester - Broughton Shopping Park	€10.06	€0.76	€0.16	€23.40	€0.53	€33.99	5.5%	€1.87	5.2%	€35.87
Zone 4	Denbigh	€0.00	€0.00	€0.00	€1.61	€0.00	€1.61	23.7%	€0.36	19.2%	€1.87
Zone 4	Flint	€0.18	€1.01	€3.05	€13.33	€0.05	€19.77	3.9%	€0.42	3.8%	€21.19
Zone 4	Flint - Flintshire Retail Centre	€0.26	€0.02	€0.02	€21.95	€0.16	€20.85	5.2%	€1.09	5.0%	€21.94
Zone 4	Holywell	€0.06	€0.00	€0.01	€10.09	€0.03	€9.49	4.3%	€0.41	4.1%	€9.90
Zone 4	Mold	€0.52	€0.05	€0.06	€62.23	€0.34	€58.82	4.3%	€2.51	4.1%	€61.33
Zone 4	Prestatyn	€0.38	€0.19	€0.26	€37.90	€0.33	€39.47	78.4%	€28.59	43.9%	€68.06
Zone 4	Ruthin	€0.01	€0.00	€0.00	€4.04	€0.02	€3.79	15.7%	€0.59	0.0%	€4.38
Zone 4	Shotton	€0.04	€0.00	€0.00	€2.85	€0.00	€2.85	2.0%	€0.05	2.0%	€2.75
Zone 4	Shotton - Connahs Quay	€0.10	€0.00	€0.01	€2.43	€0.02	€2.38	4.0%	€0.12	4.7%	€2.50
Zone 4	Whitchurch	€11.13	€1.15	€2.82	€29.51	€0.12	€41.89	23.3%	€9.34	18.2%	€51.23
Zone 4	Wrexham	€0.09	€0.00	€0.00	€3.81	€0.01	€3.64	7.4%	€0.27	6.9%	€3.91
Zone 4	Wrexham - Border Retail Park	€2.66	€0.10	€0.08	€72.63	€0.09	€70.22	6.1%	€4.31	5.8%	€74.53
Zone 4	Wrexham - Central Retail Park	€0.25	€0.00	€0.00	€1.22	€0.01	€1.36	9.6%	€0.13	8.7%	€1.50
Zone 4	Wrexham - Plas Coch Retail Park	€2.90	€0.13	€0.09	€59.27	€0.09	€58.03	5.9%	€3.41	5.6%	€61.45
Zone 4	Out of Centre shopping	€30.18	€2.22	€1.73	€445.16	€3.19	€448.22	19.5%	€87.61	16.3%	€535.83
Zone 4	<b>Total</b>	<b>€58.83</b>	<b>€4.63</b>	<b>€5.25</b>	<b>€791.44</b>	<b>€5.01</b>	<b>€804.12</b>		<b>€141.10</b>	<b>14.9%</b>	<b>€945.22</b>
Zone 5	Beblington	€0.02	€0.00	€0.00	€0.01	€2.32	€2.05	2.6%	€0.05	2.5%	€2.10
Zone 5	Birkenhead	€0.28	€0.01	€0.04	€0.05	€23.47	€20.87	4.9%	€1.03	4.7%	€21.90
Zone 5	Birkenhead - Rock Retail Park	€0.13	€0.00	€0.00	€0.01	€6.27	€5.62	3.0%	€0.17	2.9%	€5.79
Zone 5	Bromborough - The Croft Retail & Leisure Park	€6.46	€0.10	€0.03	€0.35	€60.17	€58.68	3.0%	€1.77	2.9%	€60.45
Zone 5	Heswall	€10.46	€0.08	€0.07	€0.30	€76.39	€76.28	3.9%	€2.98	3.8%	€79.26
Zone 5	Hoylake	€0.18	€0.00	€0.01	€0.04	€3.97	€3.05	3.6%	€0.29	3.4%	€3.34
Zone 5	Moreton	€0.04	€0.00	€0.00	€0.02	€6.92	€6.11	3.9%	€0.24	3.7%	€6.35
Zone 5	New Ferry	€0.01	€0.00	€0.00	€0.00	€2.04	€1.80	2.2%	€0.04	2.2%	€1.84
Zone 5	Upton - Upton By-Pass Retail Park	€0.72	€0.06	€0.04	€0.09	€59.16	€52.57	2.2%	€1.18	2.2%	€53.75
Zone 5	Wallasey (Liscard)	€0.15	€0.06	€0.01	€0.14	€58.24	€51.29	2.1%	€1.08	2.1%	€52.36
Zone 5	Wallasey (Liscard) - Junction 1 Retail Park	€1.82	€0.12	€0.13	€0.28	€83.69	€75.33	3.5%	€2.60	3.3%	€77.93
Zone 5	West Kirby	€0.51	€0.04	€0.03	€0.09	€33.29	€29.71	4.5%	€1.34	4.3%	€31.05
Zone 5	Out of Centre shopping	€12.59	€0.36	€0.29	€1.28	€338.16	€308.55	3.8%	€11.72	3.7%	€320.26
Zone 5	<b>Total</b>	<b>€33.38</b>	<b>€0.85</b>	<b>€0.66</b>	<b>€2.67</b>	<b>€759.10</b>	<b>€696.91</b>		<b>€24.48</b>	<b>3.4%</b>	<b>€721.39</b>
Out of Area	Congleton	€0.01	€0.07	€0.73	€0.01	€0.00	€0.93				
Out of Area	Liverpool - Central	€0.55	€0.20	€0.28	€0.26	€3.39	€4.27				
Out of Area	Macclesfield	€0.11	€0.40	€5.67	€0.13	€0.08	€7.17				
Out of Area	Macclesfield - Lyme Green Retail Park	€0.00	€0.02	€0.23	€0.00	€0.00	€0.29				
Out of Area	Macclesfield - Silk Retail Park	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00				
Out of Area	Manchester - Central Retail Park	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00				
Out of Area	Manchester Central	€0.47	€0.72	€1.30	€0.38	€0.40	€3.54				
Out of Area	Market Drayton	€0.05	€0.03	€0.57	€0.92	€0.01	€1.59				
Out of Area	Newcastle-under-Lyme	€0.02	€0.14	€0.83	€0.07	€0.01	€1.21				
Out of Area	Oswestry	€0.15	€0.02	€0.02	€11.02	€0.03	€10.47				
Out of Area	Stoke-on-Trent - City Centre (Hanley)	€0.00	€0.01	€0.03	€0.03	€0.00	€0.04				
Out of Area	Trafford Centre	€0.07	€0.32	€0.67	€0.09	€0.05	€1.38				
Out of Area	Warrington	€0.02	€0.37	€0.06	€0.02	€0.03	€2.88				
Out of Area	All Other	€34.17	€46.28	€186.03	€129.31	€61.34	€474.93				
Out of Area	<b>Total</b>	<b>€35.61</b>	<b>€48.58</b>	<b>€198.43</b>	<b>€142.21</b>	<b>€65.35</b>	<b>€508.71</b>				
Online Expenditure		€85.41	€63.83	€96.70	€126.08	€107.84	€481.16				
<b>Total Zonal &amp; Study Area Expenditure</b>		<b>€691.28</b>	<b>€521.12</b>	<b>€821.87</b>	<b>€1,107.31</b>	<b>€958.91</b>	<b>€4,100.49</b>				
<b>Total Uplift in Study Area Expenditure from Outside</b>									<b>€373.20</b>		
<b>Total Retained Study Area Expenditure</b>											<b>€3,483.82</b>
<b>Total Expenditure Excluding Online</b>		<b>€605.87</b>	<b>€457.29</b>	<b>€725.17</b>	<b>€981.23</b>	<b>€851.07</b>	<b>€3,619.33</b>		<b>€373.20</b>		<b>€3,992.53</b>



TABLE 4: CONVENIENCE GOODS EXPENDITURE MARKET SHARES EXCLUDING ONLINE (EM) ASSESSMENT YEARS: 2025-2040

Zone	Retail Location	Convenience Market Shares - Total Study Area	Uplift In Study Area Convenience Market share	2025 Total Turnover									2030			2035			2040		
				2025			2030			2035			2040								
				Retained Resident Study Area Expenditure	Uplift from Outside Study Area	Total Expenditure	Retained Resident Study Area Expenditure	Uplift from Outside Study Area	Total Expenditure	Retained Resident Study Area Expenditure	Uplift from Outside Study Area	Total Expenditure	Retained Resident Study Area Expenditure	Uplift from Outside Study Area	Total Expenditure						
Zone 1	Cheshire Oaks	1.2%	24.6%	£462.23	£11.35	£573.58	£462.23	£11.24	£574.00	£462.23	£11.21	£573.58	£45.54	£11.18	£567.72						
Zone 1	Chester	0.7%	14.4%	£28.30	£4.08	£32.38	£28.03	£4.04	£32.08	£27.95	£4.03	£31.98	£27.88	£4.02	£31.90						
Zone 1	Chester - Caldys Valley Retail Park	1.3%	3.9%	£52.22	£2.06	£55.28	£52.72	£2.04	£54.76	£52.56	£2.03	£54.60	£52.43	£2.03	£54.46						
Zone 1	Chester - Faulkner Street	0.1%	11.3%	£5.78	£0.65	£6.43	£5.72	£0.65	£6.37	£5.71	£0.65	£6.35	£5.69	£0.64	£6.34						
Zone 1	Chester - Greyhound Retail Park	1.2%	4.3%	£47.52	£2.03	£49.55	£47.02	£2.01	£49.09	£46.93	£2.01	£48.94	£46.82	£2.00	£48.82						
Zone 1	Ellesmere Port	1.0%	2.8%	£38.59	£1.09	£39.69	£38.23	£1.08	£39.32	£38.12	£1.08	£39.20	£38.02	£1.08	£39.10						
Zone 1	Ellesmere Port Retail Park	0.0%	0.0%	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00							
Zone 1	Little Sutton	0.1%	4.1%	£5.86	£0.24	£6.10	£5.81	£0.24	£6.04	£5.79	£0.23	£6.02	£5.77	£0.23	£6.01						
Zone 1	Neston	0.9%	2.1%	£36.77	£0.77	£37.54	£36.43	£0.76	£37.19	£36.32	£0.76	£37.08	£36.22	£0.76	£36.98						
Zone 1	Out of Centre shopping - CWAC	6.0%	5.0%	£237.38	£11.93	£249.31	£235.16	£11.81	£246.98	£234.45	£11.78	£246.23	£233.86	£11.75	£245.61						
Zone 1	Out of Centre shopping - Outside CWAC	0.6%	2.5%	£24.36	£0.61	£24.98	£24.14	£0.61	£24.75	£24.06	£0.61	£24.67	£24.61	£0.60	£24.61						
Zone 1	<b>Total</b>	<b>13.2%</b>	<b>6.6%</b>	<b>£524.00</b>	<b>£34.82</b>	<b>£558.83</b>	<b>£519.11</b>	<b>£34.50</b>	<b>£553.61</b>	<b>£517.54</b>	<b>£34.39</b>	<b>£551.93</b>	<b>£516.23</b>	<b>£34.30</b>	<b>£550.54</b>						
Zone 2	Middlewich	0.4%	8.4%	£17.45	£1.46	£18.92	£17.29	£1.45	£18.74	£17.24	£1.44	£18.68	£17.19	£1.44	£18.64						
Zone 2	Northwich	4.2%	2.9%	£164.87	£4.82	£169.69	£163.33	£4.78	£168.11	£162.83	£4.76	£162.42	£4.75	£161.17							
Zone 2	Northwich - Northwich Retail Park	1.4%	3.6%	£55.53	£2.01	£57.54	£55.01	£1.99	£57.00	£54.84	£1.99	£56.83	£54.70	£1.98	£56.68						
Zone 2	Tarporley	0.4%	5.4%	£16.43	£0.88	£17.31	£16.28	£0.87	£17.15	£16.23	£0.87	£17.10	£16.19	£0.87	£17.06						
Zone 2	Winsford	2.1%	2.9%	£84.28	£2.45	£86.73	£83.50	£2.42	£85.92	£83.25	£2.42	£85.66	£83.03	£2.41	£85.44						
Zone 2	Winsford - Wharton Retail Park	0.0%	0.0%	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00							
Zone 2	Frodsham	0.5%	7.3%	£18.10	£1.32	£19.42	£17.93	£1.31	£19.24	£17.88	£1.30	£19.18	£17.83	£1.30	£19.14						
Zone 2	Out of Centre shopping - CWAC	4.9%	4.1%	£194.99	£8.05	£203.04	£193.17	£7.97	£201.15	£192.59	£7.95	£200.54	£192.10	£7.93	£200.03						
Zone 2	Out of Centre shopping - Outside CWAC	0.9%	9.3%	£36.11	£3.40	£39.51	£35.41	£3.37	£38.78	£35.32	£3.36	£39.32	£35.22	£3.35	£39.22						
Zone 2	<b>Total</b>	<b>14.9%</b>	<b>4.1%</b>	<b>£588.07</b>	<b>£24.39</b>	<b>£612.46</b>	<b>£582.58</b>	<b>£24.17</b>	<b>£606.75</b>	<b>£580.82</b>	<b>£24.09</b>	<b>£604.91</b>	<b>£579.35</b>	<b>£24.03</b>	<b>£603.38</b>						
Zone 3	Crewe	1.6%	26.0%	£63.16	£6.45	£70.61	£62.16	£6.29	£70.45	£62.28	£6.24	£70.52	£62.20	£6.20	£70.42						
Zone 3	Crewe - Edleston Road	0.6%	17.7%	£22.75	£4.03	£26.77	£22.53	£3.99	£26.52	£22.46	£3.98	£26.44	£22.41	£3.97	£26.38						
Zone 3	Crewe - Grand Junction Retail Park	0.2%	34.4%	£6.10	£2.10	£8.20	£6.04	£2.08	£8.12	£6.02	£2.07	£8.10	£6.01	£2.07	£8.07						
Zone 3	Knutsford	1.1%	22.7%	£42.13	£9.56	£51.69	£41.74	£9.47	£51.21	£41.61	£9.44	£51.05	£41.51	£9.42	£50.92						
Zone 3	Lymm	0.0%	66.5%	£1.78	£1.18	£2.96	£1.76	£1.17	£2.93	£1.75	£1.17	£2.92	£1.75	£1.16	£2.92						
Zone 3	Nantwich	1.3%	18.3%	£50.90	£9.32	£60.23	£50.43	£9.24	£59.66	£50.28	£9.21	£59.48	£50.15	£9.18	£59.33						
Zone 3	Runcorn - Old Town	0.2%	7.9%	£7.96	£0.63	£8.58	£7.88	£0.62	£8.50	£7.86	£0.62	£8.48	£7.84	£0.62	£8.46						
Zone 3	Runcorn - Runcorn Shopping City	1.7%	6.5%	£66.99	£4.33	£71.32	£66.37	£4.29	£70.66	£66.17	£4.28	£70.44	£66.00	£4.26	£70.26						
Zone 3	Sandbach	0.6%	49.4%	£24.12	£1.92	£26.04	£23.89	£1.80	£25.69	£23.82	£1.77	£23.59	£23.76	£1.74	£23.50						
Zone 3	Stockton Heath	2.1%	50.8%	£82.41	£41.90	£124.31	£81.65	£41.51	£123.15	£81.40	£41.38	£122.78	£81.19	£41.28	£122.47						
Zone 3	Out of Centre shopping	7.1%	23.8%	£279.01	£66.33	£345.33	£276.40	£65.71	£342.11	£275.57	£65.51	£341.08	£274.87	£65.34	£340.21						
Zone 3	<b>Total</b>	<b>16.4%</b>	<b>25.9%</b>	<b>£667.30</b>	<b>£167.73</b>	<b>£835.04</b>	<b>£641.26</b>	<b>£166.17</b>	<b>£807.43</b>	<b>£639.32</b>	<b>£165.66</b>	<b>£804.99</b>	<b>£637.70</b>	<b>£165.25</b>	<b>£802.95</b>						
Zone 4	Chester - Broughton Shopping Park	0.9%	5.5%	£37.15	£2.05	£39.20	£36.84	£2.03	£38.87	£36.70	£2.02	£38.72	£36.62	£2.02	£38.62						
Zone 4	Denbigh	0.0%	23.7%	£1.65	£0.39	£2.04	£1.63	£0.39	£2.02	£1.63	£0.39	£2.02	£1.62	£0.39	£2.01						
Zone 4	Flint	0.3%	3.9%	£12.77	£0.46	£13.23	£12.66	£0.46	£13.12	£12.62	£0.45	£13.08	£12.59	£0.45	£13.05						
Zone 4	Flint - Flintshire Retail Centre	0.6%	5.2%	£22.79	£1.19	£23.98	£22.58	£1.18	£23.76	£22.51	£1.18	£23.69	£22.45	£1.18	£23.63						
Zone 4	Holywell	0.3%	4.3%	£10.38	£0.49	£10.87	£10.28	£0.44	£10.72	£10.25	£0.44	£10.18	£10.22	£0.44	£10.66						
Zone 4	Mold	1.5%	4.3%	£64.29	£2.75	£67.04	£63.69	£2.72	£66.41	£63.50	£2.71	£66.21	£63.44	£2.71	£66.05						
Zone 4	Prestatyn	0.1%	78.4%	£39.85	£11.25	£51.11	£39.49	£11.25	£50.74	£39.27	£11.25	£50.00	£39.79	£11.25	£50.06						
Zone 4	Ruthin	0.1%	15.7%	£4.14	£0.65	£4.79	£4.10	£0.64	£4.75	£4.09	£0.64	£4.73	£4.08	£0.64	£4.72						
Zone 4	Shotton	0.1%	2.0%	£2.94	£0.06	£3.00	£2.92	£0.06	£2.97	£2.91	£0.06	£2.96	£2.90	£0.06	£2.96						
Zone 4	Shotton - Connahs Quay	0.1%	4.9%	£2.60	£0.13	£2.73	£2.58	£0.13	£2.70	£2.57	£0.13	£2.70	£2.56	£0.13	£2.69						
Zone 4	Whitchurch	1.2%	22.3%	£45.79	£10.21	£56.00	£45.36	£10.12	£55.48	£45.22	£10.08	£55.31	£45.11	£10.06	£55.17						
Zone 4	Wrexham	0.1%	7.4%	£3.98	£0.30	£4.27	£3.94	£0.29	£4.23	£3.93	£0.29	£4.22	£3.92	£0.29	£4.21						
Zone 4	Wrexham - Border Retail Park	1.9%	6.1%	£76.75	£4.71	£81.47	£76.04	£4.67	£80.71	£76.51	£4.66	£80.46	£76.44	£4.64	£80.26						
Zone 4	Wrexham - Central Retail Park	0.0%	9.6%	£1.49	£0.14	£1.63	£1.48	£0.14	£1.62	£1.47	£0.14	£1.61	£1.47	£0.14	£1.61						
Zone 4	Wrexham - Plas Coch Retail Park	1.6%	5.9%	£63.43	£3.73	£67.16	£62.84	£3.70	£66.54	£62.65	£3.68	£66.34	£62.49	£3.67	£66.17						
Zone 4	Out of Centre shopping	12.4%	19.5%	£489.93	£95.76	£585.69	£485.35	£94.87	£580.22	£483.88	£94.58	£578.46	£482.66	£94.34	£577.00						
Zone 4	<b>Total</b>	<b>22.2%</b>	<b>17.5%</b>	<b>£878.95</b>	<b>£154.23</b>	<b>£1,033.18</b>	<b>£870.74</b>	<b>£152.79</b>	<b>£1,023.53</b>	<b>£868.11</b>	<b>£152.33</b>	<b>£1,020.43</b>	<b>£865.91</b>	<b>£151.94</b>	<b>£1,017.85</b>						
Zone 5	Bebington	0.1%	2.6%	£2.24	£0.06	£2.30	£2.22	£0.06	£2.28	£2.21	£0.06	£2.27	£2.21	£0.06	£2.27						
Zone 5	Birkenhead	0.6%	4.9%	£22.81	£1.13	£23.94	£22.60	£1.12	£23.71	£22.53	£1.11	£23.64	£22.47	£1.11	£23.58						
Zone 5	Birkenhead - Rock Retail Park	0.2%	3.0%	£5.14	£0.19	£5.33	£5.08	£0.18	£5.27	£5.06	£0.18	£5.25	£5.05	£0.18	£5.23						
Zone 5	Bromborough - The Croft Retail & Leisure Park	1.6%	3.0%	£64.15	£1.93	£66.08	£63.55	£1.92	£65.46	£63.35	£1.91	£65.26	£63.19	£1.91	£65.10						
Zone 5	Heswall	2.1%	3.9%	£83.38	£3.25	£86.64	£82.60	£3.22	£85.83	£82.35	£3.21	£85.57	£82.14	£3.21	£85.35						
Zone 5	Hoylake	0.2%	3.6%	£8.80	£0.31	£9.12	£8.72	£0.31	£9.03	£8.69	£0.31	£9.00	£8.67	£0.31	£8.98						
Zone 5	Moreton	0.2%	3.9%	£6.68	£0.26	£6.94	£6.62	£0.26	£6.87	£6.60	£0.26	£6.85	£6.58	£0.26	£6.84						
Zone 5	New Ferry	0.0%	2.2%	£1.97	£0.04	£2.01	£1.95	£0.04	£1.99	£1.94	£0.04	£1.99	£1.94	£0.04	£1.98						
Zone 5	Upton - Upton By-Pass Retail Park	1.5%	2.2%	£57.46	£1.29	£58.75	£56.93	£1.28	£58.21	£56.76	£1.27	£58.03	£56.61	£1.27	£57.88						
Zone 5	Wallasey (Licard)	1.4%	2.1%	£56.06	£1.18	£57.24	£55.54	£1.17	£56.70	£55.37	£1.16	£55.23	£55.39	£1.16	£55.39						
Zone 5	Wallasey (Licard) - Junction 1 Retail Park	2.1%	3.5%	£82.34	£2.84	£85.18	£81.57	£2.82	£84.38	£81.32	£2.81	£84.13	£81.11	£2.80	£83.92						
Zone 5	West Kirby	0.8%	4.5%	£32.48	£1.46	£33.94	£32.18	£1.45	£33.63	£32.08	£1.45	£33.53	£32.00	£1.44	£33.44						
Zone 5																					

TABLE 5: TOTAL ALLOCATED CONVENIENCE GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)

	2025	2030	2035	2040
Chester City Centre	£32.4	£32.1	£32.0	£31.9
Other Zone 1	£501.5	£496.8	£495.3	£494.0
All Zone 2	£553.7	£548.6	£546.9	£545.5
<b>TOTAL CONVENIENCE TURNOVER OF BOROUGH STORES/CENTRES:</b>	<b>£1,087.6</b>	<b>£1,077.4</b>	<b>£1,074.2</b>	<b>£1,071.4</b>

Notes:  
Excludes SFT & includes 'Inflow' from outside Study Area  
Assume constant market shares over forecast period.

TABLE 6: CWaC - FORECAST CAPACITY FOR CONVENIENCE GOODS FLOORSPACE EXCLUDING COMMITMENTS

	2025	2030	2035	2040
Step 1: Total Forecast 'Current' Turnover of All Floorspace (£m):	£1,087.6	£1,077.4	£1,074.2	£1,071.4
Step 2: Total Forecast 'Benchmark' Turnover of All Floorspace (£m):	£1,087.6	£1,093.0	£1,098.5	£1,104.0
Step 3: Net Residual Expenditure (£m):	-	£-15.6	£-24.3	£-32.6
Step 4: Capacity for New Convenience Floorspace:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,512	£12,575	£12,638	£12,701
(ii) Net Floorspace Capacity (sq m):	-	-1,241	-1,926	-2,564
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1,772	-2,751	-3,662

Notes:  
Step 1: The (transaction-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 District'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 (2025) 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 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on average sales performance of convenience goods retailers.

TABLE 7: CHESTER CITY CENTRE - FORECAST CAPACITY FOR CONVENIENCE GOODS FLOORSPACE EXCLUDING COMMITMENTS

	2025	2030	2035	2040
Step 1: Total Forecast 'Current' Turnover of All Floorspace (£m):	£32.4	£32.1	£32.0	£31.9
Step 2: Total Forecast 'Benchmark' Turnover of All Floorspace (£m):	£32.4	£32.5	£32.7	£32.9
Step 3: Net Residual Expenditure (£m):	-	£-0.5	£-0.7	£-1.0
Step 4: Capacity for New Convenience Floorspace:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,512	£12,575	£12,638	£12,701
(ii) Net Floorspace Capacity (sq m):	-	-37	-57	-76
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-53	-82	-109

TABLE 8: OTHER ZONE 1 - FORECAST CAPACITY FOR CONVENIENCE GOODS FLOORSPACE EXCLUDING COMMITMENTS

	2025	2030	2035	2040
Step 1: Total Forecast 'Current' Turnover of All Floorspace (£m):	£501.5	£496.8	£495.3	£494.0
Step 2: Total Forecast 'Benchmark' Turnover of All Floorspace (£m):	£501.5	£504.0	£506.5	£509.0
Step 3: Net Residual Expenditure (£m):	-	£-7.2	£-11.2	£-15.0
Step 4: Capacity for New Convenience Floorspace:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,512	£12,575	£12,638	£12,701
(ii) Net Floorspace Capacity (sq m):	-	-572	-888	-1,182
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-817	-1,269	-1,689

TABLE 9: ALL ZONE 2 - FORECAST CAPACITY FOR CONVENIENCE GOODS FLOORSPACE EXCLUDING COMMITMENTS

	2025	2030	2035	2040
Step 1: Total Forecast 'Current' Turnover of All Floorspace (£m):	£553.7	£548.6	£546.9	£545.5
Step 2: Total Forecast 'Benchmark' Turnover of All Floorspace (£m):	£553.7	£556.5	£559.3	£562.1
Step 3: Net Residual Expenditure (£m):	-	£-7.9	£-12.4	£-16.6
Step 4: Capacity for New Convenience Floorspace:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,512	£12,575	£12,638	£12,701
(ii) Net Floorspace Capacity (sq m):	-	-632	-981	-1,305
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-902	-1,401	-1,865

TABLE 10: COMMITTED CONVENIENCE GOODS FLOORSPACE

Location	Planning Application Reference	Gross Floorspace (sqm)	Net Sales Area (sqm)	Sales Density (£/sqm) (2025)	2024	2025	2030	2035	2040
Caldy Valley Retail Park, Great Boughton, Chester	22/00579/FUL	2,126	1,123	£8,585	£9.64	£9.64	£9.69	£9.74	£9.79
<b>TOTAL COMMITTED CONVENIENCE GOODS TURNOVER</b>			<b>1,374</b>		<b>£9.6</b>	<b>£9.6</b>	<b>£9.7</b>	<b>£9.7</b>	<b>£9.8</b>

Source: CWaC, LSH

TABLE 11: CWaC FORECAST CAPACITY FOR CONVENIENCE GOODS FLOORSPACE INCLUDING COMMITMENTS

	2025	2030	2035	2040
Step 1: Net Residual Expenditure - Excluding Commitments (£m):	-	-£15.6	-£24.3	-£32.6
Step 2: Turnover of Committed Convenience Floorspace (£m)		£9.7	£9.7	£9.8
Step 3: <b>Net Residual Expenditure After Commitments (£m):</b>		-£25.3	-£34.1	-£42.3
Step 4: <b>Capacity for New Convenience Floorspace:</b>				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,512	£12,575	£12,638	£12,701
(ii) <b>Net Floorspace Capacity (sq m):</b>	-	<b>-2,011</b>	<b>-2,696</b>	<b>-3,334</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,873	-3,852	-4,763

- Step 1: 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 2: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2030.  
 Step 3: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 2).  
 Step 4: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on average sales performance of comparison goods retailers.

TABLE 12: CHESTER CITY CENTRE - FORECAST CAPACITY FOR CONVENIENCE GOODS FLOORSPACE INCLUDING COMMITMENTS

	2025	2030	2035	2040
Step 1: Net Residual Expenditure - Excluding Commitments (£m):	-	-£0.5	-£0.7	-£1.0
Step 2: Turnover of Committed Convenience Floorspace (£m)		£0.0	£0.0	£0.0
Step 3: <b>Net Residual Expenditure After Commitments (£m):</b>		-£0.5	-£0.7	-£1.0
Step 4: <b>Capacity for New Convenience Floorspace:</b>				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,512	£12,575	£12,638	£12,701
(ii) <b>Net Floorspace Capacity (sq m):</b>	-	<b>-37</b>	<b>-57</b>	<b>-76</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-53	-82	-109

TABLE 13: OTHER ZONE 1 - FORECAST CAPACITY FOR CONVENIENCE GOODS FLOORSPACE INCLUDING COMMITMENTS

	2025	2030	2035	2040
Step 1: Net Residual Expenditure - Excluding Commitments (£m):	-	-£7.2	-£11.2	-£15.0
Step 2: Turnover of Committed Convenience Floorspace (£m)		£9.7	£9.7	£9.8
Step 3: <b>Net Residual Expenditure After Commitments (£m):</b>		-£16.9	-£21.0	-£24.8
Step 4: <b>Capacity for New Convenience Floorspace:</b>				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,512	£12,575	£12,638	£12,701
(ii) <b>Net Floorspace Capacity (sq m):</b>	-	<b>-1,343</b>	<b>-1,659</b>	<b>-1,953</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1,918	-2,369	-2,789

TABLE 14: ALL ZONE 2 - FORECAST CAPACITY FOR CONVENIENCE GOODS FLOORSPACE INCLUDING COMMITMENTS

	2025	2030	2035	2040
Step 1: Net Residual Expenditure - Excluding Commitments (£m):	-	-£7.9	-£12.4	-£16.6
Step 2: Turnover of Committed Convenience Floorspace (£m)		£0.0	£0.0	£0.0
Step 3: <b>Net Residual Expenditure After Commitments (£m):</b>		-£7.9	-£12.4	-£16.6
Step 4: <b>Capacity for New Convenience Floorspace:</b>				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,512	£12,575	£12,638	£12,701
(ii) <b>Net Floorspace Capacity (sq m):</b>	-	<b>-632</b>	<b>-981</b>	<b>-1,305</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-902	-1,401	-1,865

## APPENDIX 4: COMPARISON RETAIL CAPACITY



TABLE 2: COMPARISON GOODS EXPENDITURE MARKET SHARES INCLUDING ONLINE (EM) ASSESSMENT YEAR: 2025

	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total Study Area	% Uplift in Study Area Spend from Outside the Study Area	Trade from outside	% of Total Turnover from Outside the Study Area	Total Turnover
Zone 1	Cheshire Oaks	£71.48	£24.30	£19.01	£34.00	£43.46	£188.32	151.4%	£285.17	60.2%	£473.50
Zone 1	Chester	£114.33	£20.48	£10.25	£48.85	£16.58	£201.66	37.3%	£75.24	27.2%	£276.89
Zone 1	Chester - Caldys Valley Retail Park	£6.79	£0.37	£0.04	£0.06	£0.07	£0.04	4.3%	£0.32	4.3%	£7.33
Zone 1	Chester - Faulkner Street	£0.10	£0.00	£0.00	£0.00	£0.00	£0.10	7.3%	£0.01	6.8%	£0.11
Zone 1	Chester - Greyhound Retail Park	£93.77	£9.06	£1.65	£49.10	£6.89	£150.53	6.0%	£8.98	5.6%	£159.51
Zone 1	Ellesmere Port	£6.90	£0.16	£0.04	£0.41	£0.70	£7.37	3.4%	£0.25	3.3%	£7.62
Zone 1	Ellesmere Port Retail Park	£28.63	£1.03	£0.17	£0.63	£4.64	£31.55	3.5%	£1.09	3.3%	£32.65
Zone 1	Little Sutton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.00	0.0%	£0.00
Zone 1	Neston	£1.14	£0.00	£0.00	£0.02	£0.20	£1.21	3.0%	£0.04	3.2%	£1.25
Zone 1	Out of Centre shopping - CWAC	£148.87	£26.32	£5.61	£35.56	£62.05	£281.41	12.8%	£35.91	11.3%	£317.33
Zone 1	Out of Centre shopping - Outside CWAC	£4.95	£0.69	£0.14	£6.09	£1.21	£12.46	15.3%	£1.90	13.2%	£14.36
Zone 1	<b>Total</b>	<b>£496.97</b>	<b>£82.41</b>	<b>£36.90</b>	<b>£195.11</b>	<b>£135.81</b>	<b>£881.63</b>	<b>15.3%</b>	<b>£408.91</b>	<b>31.7%</b>	<b>£1,290.53</b>
Zone 2	Middlewich	£0.02	£5.74	£7.84	£0.00	£0.02	£16.48	46.4%	£7.64	31.7%	£24.13
Zone 2	Northwich	£0.31	£62.88	£7.85	£0.16	£0.09	£90.27	4.8%	£4.30	4.5%	£94.57
Zone 2	Northwich - Northwich Retail Park	£0.15	£33.21	£7.08	£0.09	£0.02	£51.04	0.0%	£0.00	0.0%	£51.04
Zone 2	Tarpotley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.00	0.0%	£0.00
Zone 2	Winsford	£0.13	£14.19	£1.09	£0.04	£0.03	£19.65	0.0%	£0.00	0.0%	£19.65
Zone 2	Winsford - Wharton Retail Park	£0.05	£8.97	£0.81	£0.04	£0.01	£12.53	0.0%	£0.00	0.0%	£12.53
Zone 2	Frodsham	£0.39	£3.25	£0.66	£0.07	£0.06	£5.41	3.5%	£0.19	3.4%	£5.60
Zone 2	Out of Centre shopping - CWAC	£1.48	£39.41	£3.80	£0.30	£0.15	£56.70	13.1%	£7.40	11.5%	£64.10
Zone 2	Out of Centre shopping - Outside CWAC	£0.23	£0.53	£0.49	£0.11	£0.05	£1.59	2.1%	£0.03	2.0%	£1.63
Zone 2	<b>Total</b>	<b>£2.76</b>	<b>£168.18</b>	<b>£29.62</b>	<b>£0.81</b>	<b>£0.43</b>	<b>£253.67</b>	<b>13.1%</b>	<b>£19.57</b>	<b>7.2%</b>	<b>£273.24</b>
Zone 3	Crewe	£0.10	£2.94	£32.50	£0.16	£0.02	£41.63	2.1%	£0.86	2.0%	£42.49
Zone 3	Crewe - Edleston Road	£0.01	£0.63	£10.31	£0.04	£0.03	£12.81	43.5%	£5.57	30.3%	£18.38
Zone 3	Crewe - Grand Junction Retail Park	£0.38	£12.05	£74.97	£0.96	£0.11	£103.56	4.5%	£4.63	4.3%	£108.20
Zone 3	Knutsford	£0.07	£2.58	£8.24	£0.04	£0.04	£12.98	34.9%	£4.53	25.9%	£17.50
Zone 3	Lymm	£0.06	£0.49	£0.70	£0.06	£0.00	£1.54	28.5%	£0.44	22.2%	£1.98
Zone 3	Nantwich	£0.38	£1.69	£22.09	£0.43	£0.08	£28.55	38.8%	£11.07	27.9%	£39.62
Zone 3	Runcom - Old Town	£0.01	£0.11	£2.85	£0.00	£0.00	£3.46	26.1%	£0.90	20.7%	£4.37
Zone 3	Runcom - Runcom Shopping City	£0.21	£4.69	£18.26	£0.12	£0.12	£27.58	93.0%	£25.65	48.2%	£53.23
Zone 3	Sandbach	£0.01	£0.16	£4.94	£0.01	£0.01	£5.93	23.4%	£1.39	19.0%	£7.32
Zone 3	Stockton Heath	£0.01	£0.38	£3.12	£0.00	£0.01	£4.11	10.4%	£0.43	9.5%	£4.54
Zone 3	Out of Centre shopping	£1.66	£12.63	£91.57	£2.20	£0.44	£126.14	13.5%	£16.99	11.9%	£143.14
Zone 3	<b>Total</b>	<b>£2.89</b>	<b>£38.34</b>	<b>£269.54</b>	<b>£4.03</b>	<b>£0.89</b>	<b>£368.30</b>	<b>53.5%</b>	<b>£72.46</b>	<b>16.4%</b>	<b>£440.76</b>
Zone 4	Chester - Broughton Shopping Park	£21.13	£6.03	£1.55	£61.02	£4.50	£91.90	54.2%	£49.84	35.2%	£141.75
Zone 4	Dunbligh	£0.00	£0.00	£0.00	£0.45	£0.00	£0.45	61.2%	£0.27	38.0%	£0.72
Zone 4	Flint	£0.00	£0.00	£0.00	£0.62	£0.02	£0.64	42.5%	£0.27	29.8%	£0.91
Zone 4	Flint - Flintshire Retail Centre	£0.38	£0.04	£0.02	£28.32	£0.20	£28.30	14.6%	£4.13	12.7%	£32.43
Zone 4	Holywell	£0.03	£0.00	£0.00	£8.27	£0.04	£8.16	34.4%	£2.80	25.6%	£10.96
Zone 4	Mold	£0.21	£0.02	£0.03	£12.12	£0.12	£12.20	3.4%	£0.41	3.2%	£12.61
Zone 4	Prestatyn	£0.38	£0.22	£0.31	£29.14	£0.28	£29.75	4.6%	£1.36	4.4%	£31.11
Zone 4	Ruthin	£0.04	£0.00	£0.01	£5.57	£0.02	£5.51	0.0%	£0.00	0.0%	£5.51
Zone 4	Shotton	£0.02	£0.00	£0.00	£1.63	£0.01	£1.63	6.8%	£0.11	6.3%	£1.73
Zone 4	Shotton - Connahs Quay	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	122.6%	£0.00	0.0%	£0.00
Zone 4	Whitchurch	£1.87	£0.19	£0.54	£6.37	£0.02	£8.77	0.0%	£0.00	0.0%	£8.77
Zone 4	Wrexham	£2.74	£0.23	£0.20	£79.31	£0.20	£80.72	1.5%	£1.25	1.5%	£81.97
Zone 4	Wrexham - Border Retail Park	£0.46	£0.01	£0.03	£7.24	£0.01	£7.55	0.0%	£0.00	0.0%	£7.55
Zone 4	Wrexham - Central Retail Park	£0.27	£0.04	£0.06	£13.41	£0.03	£13.50	32.0%	£4.32	24.3%	£17.82
Zone 4	Wrexham - Plas Coch Retail Park	£2.08	£0.13	£0.11	£45.00	£0.06	£44.27	12.9%	£5.70	11.4%	£49.97
Zone 4	Out of Centre shopping	£16.18	£1.90	£1.79	£205.24	£2.23	£221.63	11.7%	£26.88	10.5%	£247.51
Zone 4	<b>Total</b>	<b>£45.79</b>	<b>£8.80</b>	<b>£4.64</b>	<b>£501.71</b>	<b>£7.73</b>	<b>£554.97</b>	<b>10.8%</b>	<b>£96.36</b>	<b>14.8%</b>	<b>£651.33</b>
Zone 5	Bebington	£0.02	£0.00	£0.00	£0.00	£0.52	£0.49	10.8%	£0.05	9.8%	£0.54
Zone 5	Birkenhead	£1.60	£0.04	£0.04	£0.28	£58.81	£54.24	21.4%	£11.60	17.6%	£65.84
Zone 5	Birkenhead - Rock Retail Park	£1.32	£0.02	£0.04	£0.18	£50.43	£46.38	21.9%	£10.15	18.0%	£56.53
Zone 5	Bromborough - The Croft Retail & Leisure Park	£19.92	£0.65	£0.34	£2.41	£119.56	£127.80	3.9%	£4.96	3.7%	£132.76
Zone 5	Haswall	£0.84	£0.01	£0.01	£0.05	£5.57	£5.79	6.5%	£0.38	6.1%	£6.16
Zone 5	Hoylake	£0.07	£0.00	£0.01	£0.02	£7.78	£7.03	5.2%	£0.37	5.0%	£7.40
Zone 5	Moreton	£0.02	£0.00	£0.00	£0.01	£3.47	£3.13	3.9%	£0.12	3.8%	£3.25
Zone 5	New Ferry	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	6.3%	£0.00	0.0%	£0.00
Zone 5	Upton - Upton By-Pass Retail Park	£0.36	£0.01	£0.00	£0.03	£12.52	£11.54	0.0%	£0.00	0.0%	£11.54
Zone 5	Wallasey (Liscard)	£0.24	£0.03	£0.01	£0.17	£30.73	£27.83	0.0%	£0.00	0.0%	£27.83
Zone 5	Wallasey (Liscard) - Junction 1 Retail Park	£2.98	£0.16	£0.07	£0.25	£65.29	£61.39	0.0%	£0.00	0.0%	£61.39
Zone 5	West Kirby	£0.14	£0.01	£0.01	£0.01	£7.25	£5.62	0.0%	£0.00	0.0%	£5.62
Zone 5	Out of Centre shopping	£6.97	£0.44	£0.19	£0.62	£79.00	£78.01	0.0%	£0.00	0.0%	£78.01
Zone 5	<b>Total</b>	<b>£34.48</b>	<b>£1.40</b>	<b>£0.71</b>	<b>£4.03</b>	<b>£440.94</b>	<b>£430.25</b>	<b>5.3%</b>	<b>£27.62</b>	<b>6.0%</b>	<b>£457.88</b>
Out of Area	Congleton	£0.01	£0.15	£0.68	£0.01	£0.00	£1.01				
Out of Area	Liverpool - Central	£19.71	£9.05	£10.26	£12.55	£123.15	£163.00				
Out of Area	Macclesfield	£0.65	£0.75	£4.69	£0.10	£0.08	£7.12				
Out of Area	Macclesfield - Lyme Green Retail Park	£0.01	£0.15	£2.31	£0.03	£0.02	£2.93				
Out of Area	Macclesfield - Silk Retail Park	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00				
Out of Area	Manchester - Central Retail Park	£0.00	£0.05	£0.16	£0.00	£0.01	£0.25				
Out of Area	Manchester Central	£5.17	£10.73	£17.56	£3.71	£5.33	£47.02				
Out of Area	Market Drayton	£0.06	£0.02	£0.22	£0.38	£0.00	£0.71				
Out of Area	Newcastle-under-Lyme	£0.01	£0.04	£0.19	£0.01	£0.01	£0.31				
Out of Area	Oswestry	£0.10	£0.04	£0.05	£8.42	£0.05	£8.48				
Out of Area	Stoke-on-Trent - City Centre (Hanley)	£0.04	£0.38	£5.03	£0.07	£0.03	£5.43				
Out of Area	Trafford Centre	£5.67	£21.74	£34.20	£7.66	£4.52	£84.00				
Out of Area	Warrington	£0.35	£6.69	£18.14	£0.20	£0.27	£30.32				
Out of Area	All Other	£92.14	£140.02	£312.67	£177.54	£115.98	£899.89				
Out of Area	<b>Total</b>	<b>£123.91</b>	<b>£189.87</b>	<b>£406.42</b>	<b>£210.69</b>	<b>£249.44</b>	<b>£1,251.83</b>				
Online Expenditure		£401.78	£354.66	£533.37	£541.07	£608.17	£2,498.70				
<b>Total Zonal &amp; Study Area Expenditure</b>		<b>£1,088.59</b>	<b>£843.66</b>	<b>£1,281.22</b>	<b>£1,457.45</b>	<b>£1,443.40</b>	<b>£6,239.35</b>				
<b>Total Uplift in Study Area Expenditure from Outside</b>									£624.92		
<b>Total Retained Study Area Expenditure</b>											£3,113.73
<b>Total Expenditure Excluding Online</b>		<b>£686.81</b>	<b>£489.00</b>	<b>£747.85</b>	<b>£916.38</b>	<b>£835.24</b>	<b>£3,740.65</b>				<b>£3,113.73</b>



TABLE 4: COMPARISON GOODS EXPENDITURE MARKET SHARES EXCLUDING ONLINE (EM) ASSESSMENT YEARS: 2025-2040

Zone	Retail Location	Comparison Market Shares - Total Study Area	Uplift in Study Area Comparison Turnover Market Share	Comparison Turnover (€m) from Study area											
				2025			2030			2035			2040		
				Retained Resident Study Area Expenditure	Uplift from Outside Study Area	Total Retained Expenditure	Retained Resident Study Area Expenditure	Uplift from Outside Study Area	Total Retained Expenditure	Retained Resident Study Area Expenditure	Uplift from Outside Study Area	Total Retained Expenditure	Retained Resident Study Area Expenditure	Uplift from Outside Study Area	Total Retained Expenditure
Zone 1	Cheshire Oaks	5.0%	45.6%	€215.37	€98.28	€313.65	€236.61	€170.97	€344.58	€263.67	€120.32	€384.00	€293.86	€134.10	€427.95
Zone 1	Chester	5.4%	12.0%	€230.62	€27.76	€258.38	€253.36	€30.50	€283.86	€282.34	€33.99	€316.34	€314.66	€37.88	€352.55
Zone 1	Chester - Caldley Valley Retail Park	0.2%	0.1%	€8.02	€0.00	€8.03	€8.81	€0.00	€8.82	€9.82	€0.00	€9.83	€10.95	€0.01	€10.95
Zone 1	Chester - Faulkner Street	0.0%	0.0%	€0.11	€0.00	€0.11	€0.12	€0.00	€0.12	€0.14	€0.00	€0.14	€0.15	€0.00	€0.15
Zone 1	Chester - Greyhound Retail Park	4.0%	1.4%	€172.14	€2.47	€174.62	€189.12	€2.72	€191.84	€210.75	€3.03	€213.78	€234.88	€3.38	€238.25
Zone 1	Ellesmere Port	0.2%	0.0%	€8.43	€0.00	€8.43	€9.26	€0.00	€9.26	€10.31	€0.00	€10.32	€11.50	€0.00	€11.50
Zone 1	Ellesmere Port Retail Park	0.8%	0.2%	€36.09	€0.06	€36.15	€39.64	€0.07	€39.71	€44.18	€0.08	€44.26	€49.24	€0.09	€49.32
Zone 1	Little Sutton	0.0%	0.0%	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Zone 1	Neston	0.0%	0.0%	€1.38	€0.00	€1.38	€1.52	€0.00	€1.52	€1.69	€0.00	€1.69	€1.89	€0.00	€1.89
Zone 1	Out of Centre shopping - CWAC	7.5%	5.7%	€321.83	€18.49	€340.32	€353.56	€20.32	€373.88	€394.01	€22.64	€416.65	€439.11	€25.23	€464.35
Zone 1	Out of Centre shopping - Outside CWAC	0.3%	0.3%	€14.25	€0.04	€14.29	€15.65	€0.05	€15.70	€17.44	€0.05	€17.50	€19.44	€0.06	€19.50
Zone 1	<b>Total</b>	<b>23.6%</b>	<b>65.4%</b>	<b>€1,008.24</b>	<b>€147.13</b>	<b>€1,155.37</b>	<b>€1,107.66</b>	<b>€181.64</b>	<b>€1,289.30</b>	<b>€1,234.38</b>	<b>€180.13</b>	<b>€1,414.50</b>	<b>€1,375.67</b>	<b>€200.74</b>	<b>€1,576.41</b>
Zone 2	Middwich	0.4%	1.2%	€18.35	€0.23	€19.08	€20.71	€0.25	€20.96	€23.08	€0.26	€23.36	€25.72	€0.31	€26.03
Zone 2	Northwich	2.4%	0.7%	€103.23	€0.71	€103.94	€113.41	€0.78	€114.19	€126.39	€0.87	€127.26	€140.85	€0.97	€141.82
Zone 2	Northwich - Northwich Retail Park	1.4%	0.0%	€58.37	€0.00	€58.37	€64.13	€0.00	€64.13	€71.46	€0.00	€71.46	€79.64	€0.00	€79.64
Zone 2	Tarporley	0.0%	0.0%	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Zone 2	Winsford	0.5%	0.0%	€22.47	€0.00	€22.47	€24.68	€0.00	€24.68	€27.51	€0.00	€27.51	€30.66	€0.00	€30.66
Zone 2	Winsford - Wharston Retail Park	0.3%	0.0%	€14.33	€0.00	€14.33	€15.75	€0.00	€15.75	€17.55	€0.00	€17.55	€19.56	€0.00	€19.56
Zone 2	Frodsham	0.1%	0.0%	€6.19	€0.00	€6.19	€6.80	€0.00	€6.80	€7.58	€0.00	€7.58	€8.45	€0.00	€8.45
Zone 2	Out of Centre shopping - CWAC	1.3%	1.2%	€64.84	€0.77	€65.61	€71.23	€0.84	€72.08	€79.38	€0.94	€80.32	€89.52	€1.05	€90.57
Zone 2	Out of Centre shopping - Outside CWAC	0.0%	0.0%	€1.82	€0.00	€1.82	€2.00	€0.00	€2.00	€2.23	€0.00	€2.23	€2.49	€0.00	€2.49
Zone 2	<b>Total</b>	<b>6.8%</b>	<b>3.1%</b>	<b>€290.10</b>	<b>€1.71</b>	<b>€291.81</b>	<b>€318.71</b>	<b>€1.88</b>	<b>€320.59</b>	<b>€355.17</b>	<b>€2.09</b>	<b>€357.26</b>	<b>€395.82</b>	<b>€2.33</b>	<b>€398.16</b>
Zone 3	Crewe	1.1%	0.1%	€47.61	€0.07	€47.68	€52.31	€0.07	€52.38	€58.29	€0.08	€58.37	€64.96	€0.09	€65.05
Zone 3	Crewe - Edleston Road	0.3%	0.9%	€14.65	€0.13	€14.78	€16.09	€0.14	€16.23	€17.93	€0.16	€18.09	€19.98	€0.18	€20.16
Zone 3	Crewe - Grand Junction Retail Park	2.8%	0.7%	€118.44	€0.88	€119.31	€130.12	€0.96	€131.08	€145.00	€1.07	€146.07	€161.60	€1.20	€162.80
Zone 3	Knutsford	0.3%	0.7%	€14.84	€0.11	€14.95	€16.30	€0.12	€16.42	€18.17	€0.13	€18.30	€20.25	€0.15	€20.39
Zone 3	Lymm	0.0%	0.1%	€1.76	€0.00	€1.76	€1.93	€0.00	€1.94	€2.16	€0.00	€2.16	€2.40	€0.00	€2.40
Zone 3	Nantwich	0.8%	1.8%	€32.64	€0.58	€33.22	€35.86	€0.64	€36.50	€39.97	€0.71	€40.67	€44.54	€0.79	€45.33
Zone 3	Runcom - Old Town	0.1%	0.1%	€3.96	€0.01	€3.97	€4.35	€0.01	€4.35	€4.85	€0.01	€4.85	€5.40	€0.01	€5.41
Zone 3	Runcom - Runcom Shopping City	0.7%	4.1%	€31.54	€1.29	€32.83	€34.65	€1.42	€36.07	€38.61	€1.58	€40.20	€43.03	€1.77	€44.80
Zone 3	Sandbach	0.2%	0.2%	€6.79	€0.02	€6.81	€7.45	€0.02	€7.47	€8.31	€0.02	€8.33	€9.26	€0.02	€9.28
Zone 3	Stockton Heath	0.1%	0.1%	€4.70	€0.00	€4.71	€5.17	€0.00	€5.17	€5.76	€0.00	€5.76	€6.42	€0.00	€6.42
Zone 3	Out of Centre shopping	3.4%	2.7%	€144.26	€3.92	€148.18	€158.49	€4.31	€162.80	€176.02	€4.80	€181.42	€196.83	€5.35	€202.18
Zone 3	<b>Total</b>	<b>9.8%</b>	<b>53.5%</b>	<b>€421.19</b>	<b>€7.00</b>	<b>€428.19</b>	<b>€462.72</b>	<b>€7.69</b>	<b>€470.42</b>	<b>€515.66</b>	<b>€8.57</b>	<b>€524.23</b>	<b>€574.68</b>	<b>€9.55</b>	<b>€584.24</b>
Zone 4	Chester - Broughton Shopping Park	2.5%	8.0%	€106.10	€8.38	€113.49	€115.47	€9.21	€124.68	€128.68	€10.26	€138.94	€143.40	€11.44	€154.84
Zone 4	Denbigh	0.0%	0.0%	€0.51	€0.00	€0.51	€0.56	€0.00	€0.56	€0.63	€0.00	€0.63	€0.70	€0.00	€0.70
Zone 4	Flint	0.0%	0.0%	€0.73	€0.00	€0.73	€0.80	€0.00	€0.80	€0.89	€0.00	€0.89	€0.99	€0.00	€0.99
Zone 4	Flint - Flintshire Retail Centre	0.8%	0.7%	€32.36	€0.21	€32.58	€35.56	€0.24	€35.79	€39.62	€0.26	€39.89	€44.16	€0.29	€44.45
Zone 4	Holywell	0.2%	0.4%	€9.33	€0.04	€9.37	€10.25	€0.05	€10.29	€11.42	€0.05	€11.47	€12.73	€0.06	€12.78
Zone 4	Holywell	0.3%	0.1%	€13.95	€0.01	€13.96	€15.33	€0.01	€15.34	€17.08	€0.01	€17.09	€19.05	€0.01	€19.05
Zone 4	Prestatyn	0.8%	0.2%	€34.02	€0.07	€34.09	€37.37	€0.08	€37.46	€41.65	€0.09	€41.74	€46.42	€0.10	€46.52
Zone 4	Ruthin	0.1%	0.0%	€6.31	€0.00	€6.31	€6.93	€0.00	€6.93	€7.72	€0.00	€7.72	€8.60	€0.00	€8.60
Zone 4	Shotton	0.0%	0.0%	€1.86	€0.00	€1.86	€2.04	€0.00	€2.04	€2.28	€0.00	€2.28	€2.54	€0.00	€2.54
Zone 4	Shotton - Connahs Quay	0.0%	0.0%	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Zone 4	Whitchurch	0.2%	0.0%	€10.03	€0.00	€10.03	€11.02	€0.00	€11.02	€12.28	€0.00	€12.28	€13.69	€0.00	€13.69
Zone 4	Widnesham	2.2%	0.2%	€92.31	€0.18	€92.50	€101.41	€0.20	€101.62	€113.02	€0.23	€113.24	€126.25	€0.25	€126.20
Zone 4	Wrexham - Border Retail Park	0.4%	0.0%	€8.63	€0.00	€8.63	€9.48	€0.00	€9.48	€10.56	€0.00	€10.56	€11.77	€0.00	€11.77
Zone 4	Wrexham - Central Retail Park	0.4%	0.7%	€15.44	€0.11	€15.54	€16.96	€0.12	€17.08	€18.90	€0.13	€19.03	€21.06	€0.15	€21.21
Zone 4	Wrexham - Plas Coch Retail Park	1.2%	0.9%	€50.63	€0.46	€51.09	€55.62	€0.51	€56.13	€61.99	€0.57	€62.55	€69.08	€0.63	€69.71
Zone 4	Out of Centre shopping	5.9%	4.1%	€253.46	€10.50	€263.96	€278.45	€11.53	€289.99	€310.31	€12.85	€323.16	€345.83	€14.32	€360.15
Zone 4	<b>Total</b>	<b>14.8%</b>	<b>10.8%</b>	<b>€634.67</b>	<b>€19.97</b>	<b>€654.64</b>	<b>€697.25</b>	<b>€21.94</b>	<b>€719.20</b>	<b>€777.02</b>	<b>€24.45</b>	<b>€801.47</b>	<b>€865.96</b>	<b>€27.25</b>	<b>€893.21</b>
Zone 5	Bebington	0.0%	0.0%	€0.56	€0.00	€0.56	€0.61	€0.00	€0.61	€0.68	€0.00	€0.68	€0.76	€0.00	€0.76
Zone 5	Birkenhead	1.5%	1.9%	€62.03	€1.15	€63.18	€68.15	€1.26	€69.41	€75.94	€1.41	€77.35	€84.64	€1.57	€86.21
Zone 5	Birkenhead - Rock Retail Park	1.2%	1.6%	€53.04	€0.86	€53.90	€58.27	€0.95	€59.22	€64.94	€1.05	€65.99	€72.37	€1.18	€73.55
Zone 5	Bromborough - The Croft Retail & Leisure Park	3.4%	0.8%	€146.16	€1.16	€147.32	€160.57	€1.27	€161.84	€178.94	€1.42	€180.36	€199.42	€1.58	€201.00
Zone 5	Heswall	0.2%	0.1%	€6.62	€0.00	€6.62	€7.27	€0.00	€7.28	€8.10	€0.00	€8.11	€9.03	€0.01	€9.04
Zone 5	Hoylake	0.2%	0.1%	€8.04	€0.00	€8.04	€8.83	€0.01	€8.84	€9.84	€0.01	€9.85	€10.97	€0.01	€10.98
Zone 5	Moreton	0.1%	0.0%	€3.58	€0.00	€3.58	€3.93	€0.00	€3.93	€4.38	€0.00	€4.38	€4.88	€0.00	€4.88
Zone 5	New Ferry	0.0%	0.0%	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00	€0.00
Zone 5	Upton - Upton By-Pass Retail Park	0.3%	0.0%	€13.19	€0.00	€13.19	€14.50	€0.00	€14.50	€16.15	€0.00	€16.15	€18.00	€0.00	€18.00
Zone 5	Wallasey (Liscard)	0.7%	0.0%	€31.83	€0.00	€31.83	€34.97	€0.00	€34.97	€38.97	€0.00	€38.97	€43.43	€0.00	€43.43
Zone 5	Wallasey (Liscard) - Junction 1 Retail Park	1.6%	0.0%	€70.21	€0.00	€70.21	€77.13	€0.00	€77.13	€85.96	€0.00	€85.96	€95.79	€0.00	€95.79
Zone 5	West Kirby	0.2%	0.0%	€7.57	€0.00	€7.57	€8.32	€0.00	€8.32	€9.27	€0.00	€9.27	€10.33	€0.00	€10.33
Zone 5	Out of Centre shopping	2.1%</													

TABLE 5: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)

	2025	2030	2035	2040
Chester	£258.38	£283.86	£316.34	£352.55
Other Zone 1	£882.69	£969.73	£1,080.67	£1,204.37
Other Zone 2	£270.91	£297.62	£331.67	£369.64
<b>TOTAL COMPARISON TURNOVER OF BOROUGH STORES/CENTRES:</b>	<b>£1,411.98</b>	<b>£1,551.22</b>	<b>£1,728.68</b>	<b>£1,926.55</b>

Notes:  
Excludes SFT & includes 'Inflow' from outside Study Area  
Assume constant market shares over forecast period.

TABLE 6: CWaC - FORECAST CAPACITY FOR COMPARISON GOODS FLOORSPACE EXCLUDING COMMITMENTS

	2025	2030	2035	2040
Step 1: Total Forecast 'Current' Turnover of All Floorspace (£m):	£1,412.0	£1,551.2	£1,728.7	£1,926.6
Step 2: Total Forecast 'Benchmark' Turnover of All Floorspace (£m):	£1,412.0	£1,585.1	£1,793.4	£2,029.0
Step 3: <b>Net Residual Expenditure (£m):</b>	-	-£33.8	-£64.7	-£102.5
Step 4: <b>Capacity for New Comparison Floorspace:</b>				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,735	£7,621	£8,622
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-5,024</b>	<b>-8,487</b>	<b>-11,884</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-7,178	-12,124	-16,977

Notes:  
Step 1: The (transaction-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 Borough's comparison 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 (2025) 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 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on average sales performance of comparison goods retailers.

TABLE 7: CHESTER CITY CENTRE - FORECAST CAPACITY FOR COMPARISON GOODS FLOORSPACE EXCLUDING COMMITMENTS

	2025	2030	2035	2040
Step 1: Total Forecast 'Current' Turnover of All Floorspace (£m):	£258.4	£283.9	£316.3	£352.5
Step 2: Total Forecast 'Benchmark' Turnover of All Floorspace (£m):	£258.4	£290.1	£328.2	£371.3
Step 3: <b>Net Residual Expenditure (£m):</b>	-	-£6.2	-£11.8	-£18.8
Step 4: <b>Capacity for New Comparison Floorspace:</b>				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,735	£7,621	£8,622
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-919</b>	<b>-1,553</b>	<b>-2,175</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1,313	-2,219	-3,107

TABLE 8: OTHER ZONE 1 - FORECAST CAPACITY FOR COMPARISON GOODS FLOORSPACE EXCLUDING COMMITMENTS

	2025	2030	2035	2040
Step 1: Total Forecast 'Current' Turnover of All Floorspace (£m):	£882.7	£969.7	£1,080.7	£1,204.4
Step 2: Total Forecast 'Benchmark' Turnover of All Floorspace (£m):	£882.7	£990.9	£1,121.1	£1,268.4
Step 3: <b>Net Residual Expenditure (£m):</b>	-	-£21.2	-£40.4	-£64.1
Step 4: <b>Capacity for New Comparison Floorspace:</b>				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,735	£7,621	£8,622
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-3,141</b>	<b>-5,305</b>	<b>-7,429</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-4,487	-7,579	-10,613

TABLE 9: ALL ZONE 2 - FORECAST CAPACITY FOR COMPARISON GOODS FLOORSPACE EXCLUDING COMMITMENTS

	2025	2030	2035	2040
Step 1: Total Forecast 'Current' Turnover of All Floorspace (£m):	£270.9	£297.6	£331.7	£369.6
Step 2: Total Forecast 'Benchmark' Turnover of All Floorspace (£m):	£270.9	£304.1	£344.1	£389.3
Step 3: <b>Net Residual Expenditure (£m):</b>	-	-£6.5	-£12.4	-£19.7
Step 4: <b>Capacity for New Comparison Floorspace:</b>				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,735	£7,621	£8,622
<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-964</b>	<b>-1,628</b>	<b>-2,280</b>
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1,377	-2,326	-3,257

TABLE 10: COMMITTED COMPARISON GOODS FLOORSPACE

	Planning Application Reference	Gross Floorspace (sqm)	Net Sales Area (Sqm)	Sales Density (£/sqm) (2024)	2024	2025	2030	2035	2040
Caldy Valley Retail Park, Great Boughton, Chester	22/00579/FUL	2126	281	£4,620	£1.3	£1.3	£1.5	£1.7	£1.9
Tarporley Garden Centre, Tarporley Road, Delamere	24/01386/NMA	2258	1806	£3,000	£5.4	£5.4	£6.1	£6.9	£7.8
<b>TOTAL COMMITTED COMPARISON GOODS TURNOVER</b>						<b>£6.8</b>	<b>£7.6</b>	<b>£8.6</b>	<b>£9.7</b>

Source: LBC, LSH

Notes: Net sales assumed to be 80% of gross

TABLE 11: CWaC FORECAST CAPACITY FOR COMPARISON GOODS FLOORSPACE INCLUDING COMMITMENTS

	2025	2030	2035	2040
Step 1: Net Residual Expenditure - Excluding Commitments (£m):	-	-£33.8	-£64.7	-£102.5
Step 2: Turnover of Committed Comparison Floorspace (£m)	£7.6	£8.6	£8.6	£9.7
Step 3: Net Residual Expenditure After Commitments (£m):		-£41.4	-£73.2	-£112.2
Step 4: Capacity for New Comparison Floorspace:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,735	£7,621	£8,622
(ii) Net Floorspace Capacity (sq m):	-	-6,149	-9,612	-13,009
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-8,785	-13,731	-18,584

Step 1: 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 2: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2030.

Step 3: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 2).

Step 4: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on average sales performance of comparison goods retailers.

TABLE 12: CHESTER CITY CENTRE - FORECAST CAPACITY FOR COMPARISON GOODS FLOORSPACE INCLUDING COMMITMENTS

	2025	2030	2035	2040
Step 1: Net Residual Expenditure - Excluding Commitments (£m):	-	-£6.2	-£11.8	-£18.8
Step 2: Turnover of Committed Comparison Floorspace (£m)	£0.0	£0.0	£0.0	£0.0
Step 3: Net Residual Expenditure After Commitments (£m):		-£6.2	-£11.8	-£18.8
Step 4: Capacity for New Comparison Floorspace:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,735	£7,621	£8,622
(ii) Net Floorspace Capacity (sq m):	-	-919	-1,553	-2,175
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1,313	-2,219	-3,107

TABLE 13: OTHER ZONE 1 - FORECAST CAPACITY FOR COMPARISON RETAIL FLOORSPACE INCLUDING COMMITMENTS

	2025	2030	2035	2040
Step 1: Net Residual Expenditure - Excluding Commitments (£m):	-	-£21.2	-£40.4	-£64.1
Step 2: Turnover of Committed Comparison Floorspace (£m)	£1.5	£1.5	£1.7	£1.9
Step 3: Net Residual Expenditure After Commitments (£m):		-£22.6	-£42.1	-£65.9
Step 4: Capacity for New Comparison Floorspace:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,735	£7,621	£8,622
(ii) Net Floorspace Capacity (sq m):	-	-3,358	-5,523	-7,647
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-4,798	-7,890	-10,924

TABLE 14: ALL ZONE 2 - FORECAST CAPACITY FOR COMPARISON GOODS FLOORSPACE INCLUDING COMMITMENTS

	2025	2030	2035	2040
Step 1: Net Residual Expenditure - Excluding Commitments (£m):	-	-£6.5	-£12.4	-£19.7
Step 2: Turnover of Committed Comparison Floorspace (£m)	£6.1	£6.1	£6.9	£7.8
Step 3: Net Residual Expenditure After Commitments (£m):		-£12.6	-£19.3	-£27.5
Step 4: Capacity for New Comparison Floorspace:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,735	£7,621	£8,622
(ii) Net Floorspace Capacity (sq m):	-	-1,872	-2,536	-3,188
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,674	-3,623	-4,554

## APPENDIX 5: LEISURE EXPENDITURE ANALYSIS

**TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2025 - 2040)**

		2025	2030	2035	2040
Zone 1	CWAC West	228,470	234,868	240,015	244,310
Zone 2	CWAC East	166,600	171,549	175,571	179,222
Zone 3	Cheshire East and Halton	269,460	274,216	278,570	283,437
Zone 4	N Wales and Shropshire	367,034	368,103	369,269	371,027
Zone 5	Wirral	325,408	327,591	329,696	332,470
Total Study Area		1,356,972	1,376,327	1,393,121	1,410,466
Cheshire West and Chester Total		370,321	381,274	390,057	397,633

Source: Experian Business Strategies - Location Analyst Geographic Information System (GIS) Retail Area Planner Population & Expenditure Datasets  
 Notes: Population projections (2025 to 2040) derived from Experian and based on ONS 2018-based Sub-National Population Projections

**TABLE 2: LEISURE EXPENDITURE PER HEAD AT 2023 (2023 PRICES)**

		Hotels, B&Bs, etc	Culture	Games of chance	Personal Grooming	Recreation & sport	Restaurants, cafes etc	Total
Zone 1	CWAC West	£274	£494	£197	£124	£281	£2,156	£3,526
Zone 2	CWAC East	£303	£526	£210	£138	£306	£2,202	£3,685
Zone 3	Cheshire East and Halton	£267	£495	£197	£126	£280	£2,038	£3,403
Zone 4	N Wales and Shropshire	£257	£415	£149	£93	£192	£1,569	£2,675
Zone 5	Wirral	£223	£461	£191	£108	£257	£1,930	£3,170
Cheshire West and Chester Average		£282	£504	£201	£129	£289	£2,158	£3,563

Source: Experian Business Strategies - Location Analyst Geographic Information System (GIS) Retail Area Planner Population & Expenditure Datasets  
 Note: 2023 prices

**TABLE 3: LEISURE EXPENDITURE PER HEAD AT 2025 (2023 PRICES)**

		Hotels, B&Bs, etc	Culture	Games of chance	Personal Grooming	Recreation & sport	Restaurants, cafes etc	Total
Zone 1	CWAC West	£270	£486	£194	£122	£277	£2,122	£3,470
Zone 2	CWAC East	£298	£518	£207	£136	£301	£2,167	£3,626
Zone 3	Cheshire East and Halton	£263	£487	£194	£124	£276	£2,005	£3,349
Zone 4	N Wales and Shropshire	£253	£408	£147	£92	£189	£1,544	£2,632
Zone 5	Wirral	£219	£454	£188	£106	£253	£1,899	£3,119
Study Area Average		£255	£461	£181	£112	£250	£1,894	£3,154
Cheshire West and Chester Average		£277	£496	£198	£127	£284	£2,123	£3,506

Source: Experian Business Strategies - Location Analyst Geographic Information System (GIS) Retail Area Planner Population & Expenditure Datasets  
 Note: 2023 prices

**TABLE 4: TOTAL AVAILABLE LEISURE EXPENDITURE - 2025 TO 2040**

		2025	2030	2035	2040	Growth 2025-2035		Growth 2025-2040	
Zone 1	CWAC West	£792.7	£837.1	£885.0	£932.8	£92.3	11.6%	£140.1	17.7%
Zone 2	CWAC East	£604.1	£639.0	£676.5	£715.1	£72.4	12.0%	£111.0	18.4%
Zone 3	Cheshire East and Halton	£902.3	£943.3	£991.3	£1,044.4	£89.0	9.9%	£142.1	15.7%
Zone 4	N Wales and Shropshire	£966.1	£995.4	£1,032.9	£1,074.7	£66.8	6.9%	£108.6	11.2%
Zone 5	Wirral	£1,015.0	£1,049.7	£1,092.9	£1,141.2	£77.9	7.7%	£126.2	12.4%
Study Area Total		£4,280.2	£4,464.5	£4,678.6	£4,908.2	£398.4	9.3%	£627.9	14.7%
Cheshire West and Chester Total		£1,298.3	£1,373.2	£1,453.3	£1,534.1	£154.9	11.9%	£235.7	18.2%

Notes: Derived from zonal populations (Table 1) multiplied by available per capita expenditure (Table 3) and accounts for projected expenditure growth in leisure sector; 2023 prices

**TABLE 5: STUDY AREA LEISURE EXPENDITURE GROWTH BY LEISURE CATEGORY - 2025 TO 2040**

	2025	2030	2035	2040	Growth (£m):	
					2025-2035	2025-2040
Accommodation services (hotels, guesthouses, B&Bs)	£346.3	£361.1	£378.3	£396.8	£32.0	£50.5
Cultural services (cinema, theatre, concerts, etc)	£626.0	£652.8	£683.9	£717.4	£57.9	£91.3
Games of chance (bingo, casino, betting)	£245.9	£256.5	£268.8	£281.9	£22.8	£36.0
Personal grooming (hairdressers, barbers, etc)	£152.1	£158.7	£166.3	£174.5	£14.2	£22.4
Recreational and sporting services (gym, fitness, etc)	£339.2	£353.9	£371.0	£389.3	£31.8	£50.1
Restaurants, cafes, bars, etc	£2,570.7	£2,681.6	£2,810.3	£2,948.3	£239.6	£377.6
Total Study Area:	£4,280.2	£4,464.5	£4,678.6	£4,908.2	£398.4	£627.9

Notes: Relates to Experian's sub-division of leisure sector expenditure and takes account of Study Area population growth and projected expenditure growth in leisure sector; 2023 prices

**TABLE 6: TOTAL FORECAST AVAILABLE EXPENDITURE FOR FOOD & BEVERAGE BY ZONE - 2025 TO 2037**

		2025	2030	2035	2040	Growth (£m)	
						2025-2035	2025-2040
Zone 1	CWAC West	£484.7	£511.9	£541.1	£570.3	£56.4	£85.6
Zone 2	CWAC East	£361.0	£381.9	£404.3	£427.3	£43.3	£66.3
Zone 3	Cheshire East and Halton	£540.4	£564.9	£593.7	£625.5	£53.3	£85.1
Zone 4	N Wales and Shropshire	£566.7	£583.8	£605.9	£630.3	£39.2	£63.7
Zone 5	Wirral	£618.0	£639.1	£665.4	£694.8	£47.4	£76.8
Total Study Area		£2,570.7	£2,681.6	£2,810.3	£2,948.3	£239.6	£377.6
Cheshire West and Chester Average		£786.4	£831.7	£880.2	£929.1	£93.8	£142.8

Notes: Sub-divides food and drink growth by zone (accounting for forecast population growth and expenditure growth in that zone); 2023 prices

**TABLE 7: TOTAL FORECAST AVAILABLE EXPENDITURE FOR CULTURAL SERVICES BY ZONE - 2025 TO 20340**

		2025	2030	2035	2040	Growth (£m)	
						2025-2035	2025-2040
Zone 1	CWAC West	£111.1	£117.3	£124.0	£130.7	£12.9	£19.6
Zone 2	CWAC East	£86.2	£91.2	£96.6	£102.1	£10.3	£15.8
Zone 3	Cheshire East and Halton	£131.2	£137.2	£144.2	£151.9	£12.9	£20.7
Zone 4	N Wales and Shropshire	£149.9	£154.4	£160.2	£166.7	£10.4	£16.8
Zone 5	Wirral	£147.6	£152.7	£158.9	£166.0	£11.3	£18.3
Total Study Area		£626.0	£652.8	£683.9	£717.4	£57.9	£91.3
Cheshire West and Chester Total		£183.7	£194.2	£205.6	£217.0	£21.9	£33.3

Notes: Sub-divides cultural services growth by zone (accounting for forecast population growth and expenditure growth in that zone); 2023 prices

TABLE 8: F&B MARKET SHARE INCLUDING ONLINE TRANSACTIONS (%)

Retail Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total Study Area	Study Area Inflow	Total Expenditure
Zone 1	6.4%	2.4%	1.1%	2.7%	2.3%	2.8%	15.6%	9.2%
Zone 1	7.9%	1.6%	0.7%	2.4%	0.7%	2.5%	10.8%	7.4%
Zone 1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Zone 1	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Zone 1	4.1%	0.4%	0.1%	1.3%	0.2%	1.0%	0.7%	1.9%
Zone 1	0.8%	0.0%	0.0%	0.0%	0.1%	0.2%	0.1%	0.3%
Zone 1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Zone 1	16.2%	1.8%	0.4%	3.1%	2.4%	4.1%	9.1%	9.5%
Zone 1	0.2%	0.0%	0.0%	0.3%	0.0%	0.1%	0.0%	0.2%
Zone 1	<b>36.6%</b>	<b>6.3%</b>	<b>2.2%</b>	<b>10.9%</b>	<b>5.8%</b>	<b>10.9%</b>	<b>36.5%</b>	<b>28.9%</b>
Zone 2	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
Zone 2	0.0%	3.6%	0.3%	0.0%	0.0%	0.7%	0.5%	1.3%
Zone 2	0.0%	4.1%	0.4%	0.0%	0.0%	0.8%	0.4%	1.4%
Zone 2	0.1%	0.7%	0.0%	0.0%	0.0%	0.2%	0.2%	0.3%
Zone 2	0.0%	1.2%	0.1%	0.0%	0.0%	0.2%	0.1%	0.4%
Zone 2	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Zone 2	0.1%	1.2%	0.3%	0.0%	0.0%	0.3%	0.3%	0.6%
Zone 2	0.4%	15.3%	1.3%	0.1%	0.1%	2.9%	3.1%	5.7%
Zone 2	0.1%	0.7%	1.1%	0.1%	0.0%	0.4%	1.9%	1.2%
Zone 2	<b>0.9%</b>	<b>27.6%</b>	<b>3.5%</b>	<b>0.2%</b>	<b>0.1%</b>	<b>5.6%</b>	<b>6.8%</b>	<b>11.2%</b>
Zone 3	0.0%	0.1%	0.7%	0.0%	0.0%	0.2%	0.3%	0.4%
Zone 3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 3	0.0%	0.2%	0.4%	0.0%	0.0%	0.1%	0.4%	0.3%
Zone 3	0.1%	2.4%	2.9%	0.0%	0.0%	1.1%	4.0%	3.0%
Zone 3	0.0%	0.0%	0.4%	0.0%	0.0%	0.1%	0.6%	0.3%
Zone 3	0.1%	0.3%	2.8%	0.1%	0.0%	0.7%	1.1%	1.5%
Zone 3	0.0%	0.1%	0.9%	0.0%	0.0%	0.2%	0.5%	0.9%
Zone 3	0.2%	0.0%	1.3%	0.0%	0.0%	0.2%	0.7%	0.3%
Zone 4	0.0%	0.3%	2.2%	0.0%	0.0%	0.6%	2.0%	1.5%
Zone 5	0.0%	0.4%	0.9%	0.0%	0.0%	0.3%	1.5%	0.9%
Zone 6	0.5%	4.9%	17.4%	0.4%	0.2%	5.0%	22.5%	14.9%
Zone 3	<b>0.8%</b>	<b>8.9%</b>	<b>29.8%</b>	<b>0.5%</b>	<b>0.3%</b>	<b>8.6%</b>	<b>33.1%</b>	<b>24.1%</b>
Zone 4	1.7%	0.1%	0.1%	4.4%	0.0%	1.3%	2.6%	1.3%
Zone 4	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Zone 4	0.0%	0.0%	0.0%	0.4%	0.0%	0.1%	0.0%	0.2%
Zone 4	0.0%	0.0%	0.0%	1.0%	0.0%	0.2%	0.3%	0.5%
Zone 4	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%
Zone 4	0.1%	0.0%	0.0%	2.5%	0.0%	0.6%	0.4%	1.1%
Zone 4	0.0%	0.0%	0.0%	0.9%	0.0%	0.2%	0.8%	0.8%
Zone 4	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%	0.4%	0.3%
Zone 4	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%	0.1%	0.2%
Zone 4	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%	0.1%	0.3%
Zone 4	2.0%	0.6%	0.4%	19.7%	0.5%	4.9%	12.5%	11.9%
Zone 4	<b>4.2%</b>	<b>1.1%</b>	<b>0.6%</b>	<b>35.6%</b>	<b>0.8%</b>	<b>9.0%</b>	<b>17.6%</b>	<b>20.1%</b>
Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%
Zone 5	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%	0.1%	0.4%
Zone 5	0.1%	0.0%	0.0%	0.0%	1.4%	0.4%	0.3%	0.7%
Zone 5	1.2%	0.1%	0.0%	0.2%	4.5%	1.3%	0.7%	2.3%
Zone 5	0.3%	0.0%	0.0%	0.0%	1.2%	0.3%	0.2%	0.6%
Zone 5	0.0%	0.0%	0.0%	0.0%	0.9%	0.2%	0.1%	0.2%
Zone 5	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%	0.1%	0.2%
Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 5	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%
Zone 5	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%
Zone 5	0.1%	0.0%	0.0%	0.0%	1.3%	0.3%	0.2%	0.6%
Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 5	1.7%	0.2%	0.1%	0.4%	18.6%	4.7%	4.1%	9.0%
Zone 5	<b>3.6%</b>	<b>0.3%</b>	<b>0.2%</b>	<b>0.6%</b>	<b>33.0%</b>	<b>8.5%</b>	<b>6.3%</b>	<b>15.8%</b>
Out of Area	<b>21.2%</b>	<b>25.1%</b>	<b>33.6%</b>	<b>21.4%</b>	<b>23.6%</b>	<b>25.3%</b>	<b>0.0%</b>	<b>0.0%</b>
Online	<b>32.8%</b>	<b>30.7%</b>	<b>30.0%</b>	<b>30.8%</b>	<b>36.3%</b>	<b>32.2%</b>	<b>0.0%</b>	<b>0.0%</b>
Total Expenditure	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Note: Market shares are derived from Experian Insights data and relate to transactional data

TABLE 9: F&B TURNOVER OF STUDY AREA LOCATIONS

Retail Location	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total Study Area	Study Area Inflow	Total Expenditure	Uplift
Zone 1	£39.9	£20.3	£21.8	£20.0	£20.0	£44.2	£19.9	£151.7	102.1%
Zone 1	£38.1	£5.8	£3.6	£19.3	£4.6	£71.4	£54.8	£126.2	76.9%
Zone 1	£0.9	£0.1	£0.0	£0.1	£0.0	£1.1	£0.1	£1.2	11.4%
Zone 1	£3.3	£0.1	£0.0	£0.2	£0.7	£4.3	£0.7	£4.4	18.6%
Zone 1	£19.9	£1.6	£0.3	£7.3	£1.1	£30.2	£3.6	£33.8	11.9%
Zone 1	£3.8	£0.2	£0.1	£0.2	£0.6	£4.9	£0.7	£5.5	14.0%
Zone 1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0%
Zone 1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	23.3%
Zone 1	£1.0	£0.0	£0.0	£0.1	£1.2	£0.1	£1.2	£1.3	9.1%
Zone 1	£78.4	£6.4	£2.3	£17.6	£15.1	£119.7	£47.8	£167.5	39.9%
Zone 1	<b>£1.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.5</b>	<b>£0.0</b>	<b>£2.5</b>	<b>£0.2</b>	<b>£2.8</b>	<b>9.5%</b>
Zone 1	<b>£27.4</b>	<b>£22.2</b>	<b>£12.4</b>	<b>£51.6</b>	<b>£27.4</b>	<b>£209.8</b>	<b>£187.4</b>	<b>£427.2</b>	<b>60.7%</b>
Zone 2	£0.0	£0.5	£0.3	£0.0	£0.0	£0.8	£0.2	£0.9	19.2%
Zone 2	£0.1	£13.7	£1.6	£0.1	£15.6	£1.9	£1.9	£15.5	12.5%
Zone 2	£0.2	£14.8	£2.4	£0.1	£0.0	£17.5	£1.8	£19.2	10.0%
Zone 2	£0.4	£2.6	£0.2	£0.0	£0.0	£3.3	£0.3	£4.0	19.9%
Zone 2	£0.2	£4.4	£0.3	£0.0	£0.0	£5.0	£0.4	£5.4	7.7%
Zone 2	£1.4	£1.4	£0.2	£0.0	£1.7	£1.7	£1.7	£1.7	8.4%
Zone 2	£0.6	£4.3	£1.4	£0.1	£0.1	£6.5	£1.3	£7.8	20.0%
Zone 2	£2.1	£55.1	£6.9	£0.7	£0.4	£65.1	£12.7	£77.8	19.5%
Zone 2	£0.7	£2.7	£5.8	£0.3	£0.3	£9.7	£8.0	£17.7	81.7%
Zone 2	<b>£4.3</b>	<b>£99.6</b>	<b>£19.0</b>	<b>£1.4</b>	<b>£0.0</b>	<b>£125.2</b>	<b>£26.6</b>	<b>£151.8</b>	<b>21.3%</b>
Zone 3	£0.0	£0.3	£0.8	£0.0	£0.0	£1.1	£0.0	£1.1	0.1%
Zone 3	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3	£0.1	£0.4	41.6%
Zone 3	£0.0	£0.6	£2.4	£0.0	£0.0	£3.0	£1.5	£4.5	49.0%
Zone 3	£0.5	£8.7	£15.5	£0.1	£0.2	£25.1	£16.6	£41.7	65.9%
Zone 3	£0.0	£0.1	£2.0	£0.0	£0.0	£2.1	£2.7	£4.8	127.7%
Zone 3	£0.4	£0.9	£15.0	£0.4	£0.1	£16.8	£4.8	£21.6	28.4%
Zone 3	£0.1	£4.8	£4.8	£0.0	£0.0	£9.7	£7.5	£17.2	10.8%
Zone 3	£0.1	£1.1	£7.1	£0.1	£0.1	£8.5	£1.5	£10.0	17.4%
Zone 3	£0.1	£1.1	£11.8	£0.1	£0.1	£13.1	£8.3	£21.4	63.3%
Zone 3	£0.1	£1.3	£4.7	£0.0	£0.1	£6.1	£6.1	£12.3	100.3%
Zone 3	<b>£2.3</b>	<b>£17.7</b>	<b>£93.8</b>	<b>£2.1</b>	<b>£1.2</b>	<b>£117.1</b>	<b>£95.6</b>	<b>£212.8</b>	<b>81.6%</b>
Zone 3	<b>£3.7</b>	<b>£32.2</b>	<b>£161.1</b>	<b>£2.9</b>	<b>£2.0</b>	<b>£201.8</b>	<b>£146.6</b>	<b>£342.5</b>	<b>60.7%</b>
Zone 4	£0.0	£0.0	£0.4	£24.8	£1.1	£26.1	£0.2	£0.6	17.2%
Zone 4	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	£0.2	£0.6	54.4%
Zone 4	£0.1	£0.0	£0.0	£2.5	£0.0	£2.6	£0.2	£2.8	7.8%
Zone 4	£0.2	£0.0	£0.0	£5.7	£0.1	£6.1	£1.4	£7.5	23.2%
Zone 4	£0.0	£0.0	£0.0	£0.6	£0.0	£0.6	£0.2	£1.0	20.4%
Zone 4	£0.5	£0.0	£0.0	£14.2	£0.2	£14.9	£1.7	£16.7	11.4%
Zone 4	£0.1	£0.1	£0.1	£5.1	£0.1	£5.5	£6.9	£12.4	124.6%
Zone 4	£0.1	£0.0	£0.0	£3.4	£0.1	£3.6	£1.7	£5.3	48.2%
Zone 4	£0.1	£0.0	£0.0	£2.0	£0.1	£2.2	£0.2	£2.4	10.9%
Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.0%
Zone 4	£0.1	£0.0	£0.0	£0.6	£0.0	£0.7	£0.7	£1.0	30.7%
Zone 4	£0.6	£0.1	£0.0	£18.3	£0.1	£19.1	£3.1	£22.2	16.1%
Zone 4	£0.0	£0.0	£0.0	£6.3	£0.0	£6.7	£0.8	£7.5	11.9%
Zone 4	£0.1	£0.0	£0.0	£3.1	£0.0	£3.2	£0.4	£3.7	13.5%
Zone 4	£0.2	£0.0	£0.0	£3.3	£0.0	£3.5	£0.5	£4.1	15.2%
Zone 4	<b>£9.8</b>	<b>£2.1</b>	<b>£2.2</b>	<b>£111.4</b>	<b>£3.0</b>	<b>£128.4</b>	<b>£58.9</b>	<b>£187.3</b>	<b>45.9%</b>
Zone 4	<b>£20.4</b>	<b>£41.0</b>	<b>£21.1</b>	<b>£201.7</b>	<b>£49.0</b>	<b>£234.0</b>	<b>£92.9</b>	<b>£326.9</b>	<b>35.4%</b>
Zone 5	£0.1	£0.0	£0.0	£0.0	£5.5	£5.7	£0.3	£6.0	5.8%
Zone 5	£0.2	£0.0	£0.0	£0.1	£4.9	£5.2	£0.7	£5.9	12.6%
Zone 5	£0.4	£0.0	£0.0	£0.2	£8.9	£9.5	£1.4	£10.9	14.3%
Zone 5									