

TABLE 1: STUDY AREA POPULATION -

	2006	2007	2012	2017	2026
Zone 1	7981	8023	8286	8516	8966
Zone 2	100213	100623	99926	99234	97484
Zone 3	46974	47333	47518	47105	46258
Zone 4	7053	7101	7154	7187	7339
Zone 5	6675	6720	6771	6801	6946
Zone 6	29233	29327	30646	32115	35042
Zone 7	43705	43846	45817	48014	52390
Zone 8	29600	29695	31031	32519	35482
Zone 9	7070	7110	7289	7440	7698
Zone 10	8588	8646	8711	8751	8937
Zone 11	35202	35440	35707	35869	36631
Zone 12	14164	14244	14602	14905	15423
Zone 13	4777	4809	4846	4867	4971
Zone 14	8642	8700	8766	8806	8993
Zone 15	24537	25001	27782	29518	32805
Total	374414	376618	384851	391647	405364

Notes:

Sources - see report

TABLE 2: PER CAPITA CONVENIENCE GOODS EXPENDITURE (£)

	2007	2012	2017	2026
Zone 1	1576	1516	1572	1704
Zone 2	1576	1516	1572	1704
Zone 3	1576	1516	1572	1704
Zone 4	1613	1552	1608	1744
Zone 5	1613	1552	1608	1744
Zone 6	1573	1514	1569	1701
Zone 7	1573	1514	1569	1701
Zone 8	1573	1514	1569	1701
Zone 9	1613	1552	1608	1744
Zone 10	1613	1552	1608	1744
Zone 11	1613	1552	1608	1744
Zone 12	1679	1616	1675	1815
Zone 13	1679	1616	1675	1815
Zone 14	1679	1616	1675	1815
Zone 15	1679	1616	1675	1815

Notes:

2005 based expenditure data from Experian

Growth rates from 2008 taken from Retail Planner Briefing Note 8.1 Aug 2010 -
2005 prices

TABLE 3: TOTAL CONVENIENCE GOODS EXPENDITURE (£m)

	2007	2012	2017	2026
Zone 1	12.6	12.6	13.4	15.3
Zone 2	158.6	151.5	156.0	166.1
Zone 3	74.6	72.1	74.0	78.8
Zone 4	11.5	11.1	11.6	12.8
Zone 5	10.8	10.5	10.9	12.1
Zone 6	46.1	46.4	50.4	59.6
Zone 7	69.0	69.3	75.3	89.1
Zone 8	46.7	47.0	51.0	60.3
Zone 9	11.5	11.3	12.0	13.4
Zone 10	13.9	13.5	14.1	15.6
Zone 11	57.2	55.4	57.7	63.9
Zone 12	23.9	23.6	25.0	28.0
Zone 13	8.1	7.8	8.2	9.0
Zone 14	14.6	14.2	14.7	16.3
Zone 15	42.0	44.9	49.4	59.5
Total	601.1	591.2	623.6	699.9

Notes

Table 1 x Table 3

2005 prices

TABLE 6: COMBINED FOOD SHOPPING

	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Total	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m
Tesco, St Peters Drive, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.2	9.6	1.0	38.6	17.8	3.6	2.5	48.1	22.5	3.0	0.3	9.6	1.3	5.5	3.1	1.1	0.3	2.0	0.2	11.6	1.7	0.0	0.0	8.5	51.0
Tesco, Millwood Drive, Warndon Village, Worcester	0.0	0.0	0.9	1.5	0.0	0.0	0.0	0.0	6.4	0.7	1.3	0.6	35.9	24.8	19.4	9.1	1.2	0.1	2.1	0.3	0.9	0.5	0.0	0.0	1.0	0.1	2.4	0.4	0.0	0.0	6.3	38.0
Sainsbury's, Lychgate, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.1	0.0	0.0	4.7	3.2	1.0	0.5	0.0	0.0	0.0	0.0	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	4.1
Sainsbury's, Windemere Drive, Blackpole, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7	0.5	4.9	2.2	20.5	14.1	3.0	1.4	0.0	0.0	1.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	18.5
Marks & Spencer, High Street, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.1	1.3	0.1	5.1	2.4	2.4	1.7	4.4	2.0	0.0	0.0	1.9	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	6.6
Iceland, Friary Walk, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.1	1.6	0.7	2.2	1.5	2.0	0.9	0.0	0.0	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	3.4
Co-Op Pioneer, Bullring / St Johns Road, Worcester	0.0	0.0	0.6	0.9	0.0	0.0	0.0	0.0	4.7	0.5	24.2	11.2	0.9	0.6	0.5	0.2	0.0	0.0	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	13.5
Somerfield, Angel Street, Worcester	0.0	0.0	0.0	0.0	1.0	0.8	0.0	0.0	0.0	0.0	1.4	0.6	4.0	2.7	3.7	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	5.9
Aldi, Pheasant Street, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.2	1.3	0.6	0.9	0.6	2.2	1.0	0.0	0.0	0.0	0.0	0.7	0.4	0.0	0.0	0.0	0.0	0.8	0.1	0.0	0.0	0.5	3.0
Local shops, St Johns, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.9
Costcutter, Solitaire Avenue, St Johns, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6
Co-Op Pioneer, Ombersley Road, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.4	9.0	6.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	6.5
Lidl, Blackpole Road, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	3.2	2.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	2.5
Spar, Cranham Drive, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.3
Lidl, Newton Road, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.1	0.5	0.2	0.9	0.6	1.7	0.8	1.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.9
Other Stores in Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	0.5	0.9	0.4	3.3	2.2	6.9	3.2	0.0	0.0	0.6	0.1	0.7	0.4	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0	1.1	6.9
Morrisons, Roman Way, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.1	5.5	0.6	8.8	4.1	1.4	1.0	1.6	0.7	7.0	0.8	22.7	3.2	30.8	17.6	0.7	0.2	16.0	1.3	8.6	1.3	0.0	0.0	5.1	30.7
Waitrose, Back Lane / Edith Walk, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.4	1.3	0.6	0.7	0.5	0.8	0.4	0.0	0.0	20.6	2.9	24.2	13.8	3.7	0.9	29.0	2.3	8.8	1.3	0.0	0.0	3.8	23.0
Somerfield, Edith Walk, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	1.9	0.3	8.2	4.7	0.0	0.0	5.0	0.4	0.0	0.0	0.0	0.0	0.9	5.5
Other Shops in Malvern Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.2	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4
Co-Op, Worcester Road, Malvern Link	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.3	9.3	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	5.6
Lidl, Worcester Road, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.5	1.4	0.8	0.0	0.0	2.0	0.2	0.8	0.1	0.0	0.0	0.3	2.0
Other Shops in Malvern Link	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Somerfield, Barnards Green, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.4	5.4	0.0	0.0	4.0	0.3	0.0	0.0	0.0	0.0	0.9	5.7
Other Shops in Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.8
GH Bowkett, Market Square, Tenbury Wells	1.0	0.1	0.0	0.0	0.0	0.0	37.6	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	4.4
Spar, Teme Street, Tenbury Wells	0.0	0.0	0.0	0.0	0.0	0.0	6.6	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.8
Local shops, Market Square, Tenbury	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5
Upton upon Severn Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	1.0	0.1	12.8	1.9	0.0	0.0	0.4	2.2
Morrisons, Droitwich Spa	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	0.6	0.0	0.0	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.0
Waitrose, Droitwich	0.0	0.0	0.6	0.9	0.0	0.0	0.0	0.0	4.7	0.5	0.0	0.0	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.8
Tesco, Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.2	1.6	0.2	2.4	1.0	0.3	1.6
Somerfield, Pershore	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.1	0.0	0.0	0.0	0.1
Co-Op Pioneer, Pershore (now Asda)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.1	0.0	0.0	0.0	0.1
Stores in Kidderminster	45.4	5.7	75.4	119.6	1.0	0.8	11.3	1.3	14.2	1.5	0.3	0.1	0.0	0.0	0.0	0.0	2.3	0.3	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.5	129.5
Stores in Bromsgrove	0.0	0.0	1.8	2.9	81.2	60.6	0.5	0.1	0.9	0.1	0.5	0.2	1.1	0.7	1.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.2	0.0	0.0	0.0	0.0	10.9	65.3
Stores in Tewkesbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.1	0.2	0.1	0.0	0.0	0.0	0.0	33.6	4.9	76.2	32.0	6.2	37.1
Stores in Stourport	2.5	0.3	16.4	26.1	0.0	0.0	0.0	0.0	8.7	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0	4.6	27.5
Stores in Redditch	0.0	0.0	0.0	0.0	7.7	5.8	0.0	0.0	0.0	0.0	0.9	0.4	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	6.4
Stores in Ledbury	1.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.1	0.5	0.2	0.0	0.0	0.0	0.0	5.4	0.6	10.4	1.4	1.1	0.6	83.1	19.9	22.0	1.8	0.0	0.0	0.0	0.0	4.1	24.8

TABLE 7a: COMPARISON GOODS PER CAPITA EXPENDITURE (£)

	2007	2012	2017	2026
Zone 1	3007	3234	3685	4756
Zone 2	3007	3234	3685	4756
Zone 3	3007	3234	3685	4756
Zone 4	2995	3222	3670	4737
Zone 5	2995	3222	3670	4737
Zone 6	3077	3309	3770	4867
Zone 7	3077	3309	3770	4867
Zone 8	3077	3309	3770	4867
Zone 9	2995	3222	3670	4737
Zone 10	2995	3222	3670	4737
Zone 11	2995	3222	3670	4737
Zone 12	3140	3377	3847	4967
Zone 13	3140	3377	3847	4967
Zone 14	3140	3377	3847	4967
Zone 15	3140	3377	3847	4967

TABLE 7b: NON-BULKY COMPARISON GOODS PER CAPITA EXPENDITURE (£)

	2007	2012	2017	2026
Zone 1	2150	2313	2635	3401
Zone 2	2150	2313	2635	3401
Zone 3	2150	2313	2635	3401
Zone 4	2146	2308	2630	3394
Zone 5	2146	2308	2630	3394
Zone 6	2206	2373	2703	3489
Zone 7	2206	2373	2703	3489
Zone 8	2206	2373	2703	3489
Zone 9	2146	2308	2630	3394
Zone 10	2146	2308	2630	3394
Zone 11	2146	2308	2630	3394
Zone 12	2242	2411	2747	3546
Zone 13	2242	2411	2747	3546
Zone 14	2242	2411	2747	3546
Zone 15	2242	2411	2747	3546

TABLE 7c: BULKY COMPARISON GOODS PER CAPITA EXPENDITURE (£)

	2007	2012	2017	2026
Zone 1	857	921	1050	1355
Zone 2	857	921	1050	1355
Zone 3	857	921	1050	1355
Zone 4	849	913	1040	1343
Zone 5	849	913	1040	1343
Zone 6	871	937	1067	1377
Zone 7	871	937	1067	1377
Zone 8	871	937	1067	1377
Zone 9	849	913	1040	1343
Zone 10	849	913	1040	1343
Zone 11	849	913	1040	1343
Zone 12	898	966	1100	1421
Zone 13	898	966	1100	1421
Zone 14	898	966	1100	1421
Zone 15	898	966	1100	1421

Notes:

2005 based expenditure data from Experian

Growth rates from 2008 taken from Retail Planner Briefing Note 8.1 Aug 2010 -

2005 prices

TABLE 7d: CLOTHING AND FASHION GOODS PER CAPITA EXPENDITURE (£)

	2007	2012	2017	2026
Zone 1	722	776	884	1141
Zone 2	722	776	884	1141
Zone 3	722	776	884	1141
Zone 4	722	776	884	1141
Zone 5	722	776	884	1141
Zone 6	722	776	884	1141
Zone 7	722	776	884	1141
Zone 8	722	776	884	1141
Zone 9	722	776	884	1141
Zone 10	722	776	884	1141
Zone 11	722	776	884	1141
Zone 12	722	776	884	1141
Zone 13	722	776	884	1141
Zone 14	722	776	884	1141
Zone 15	722	776	884	1141

TABLE 7g: LARGE ELECTRICAL GOODS PER CAPITA EXPENDITURE (£)

	2007	2012	2017	2026
Zone 1	50	54	61	79
Zone 2	50	54	61	79
Zone 3	50	54	61	79
Zone 4	50	54	61	79
Zone 5	50	54	61	79
Zone 6	49	53	60	78
Zone 7	49	53	60	78
Zone 8	49	53	60	78
Zone 9	50	54	61	79
Zone 10	50	54	61	79
Zone 11	50	54	61	79
Zone 12	60	64	73	95
Zone 13	60	64	73	95
Zone 14	60	64	73	95
Zone 15	60	64	73	95

TABLE 7e: OTHER NON-BULKY GOODS PER CAPITA EXPENDITURE (£)

	2007	2012	2017	2026
Zone 1	1429	1537	1751	2260
Zone 2	1429	1537	1751	2260
Zone 3	1429	1537	1751	2260
Zone 4	1425	1532	1745	2253
Zone 5	1425	1532	1745	2253
Zone 6	1484	1597	1819	2348
Zone 7	1484	1597	1819	2348
Zone 8	1484	1597	1819	2348
Zone 9	1425	1532	1745	2253
Zone 10	1425	1532	1745	2253
Zone 11	1425	1532	1745	2253
Zone 12	1520	1635	1863	2405
Zone 13	1520	1635	1863	2405
Zone 14	1520	1635	1863	2405
Zone 15	1520	1635	1863	2405

TABLE 7h: SMALL ELECTRICAL GOODS PER CAPITA EXPENDITURE (£)

	2007	2012	2017	2026
Zone 1	302	325	370	478
Zone 2	302	325	370	478
Zone 3	302	325	370	478
Zone 4	281	302	345	445
Zone 5	281	302	345	445
Zone 6	318	342	390	503
Zone 7	318	342	390	503
Zone 8	318	342	390	503
Zone 9	281	302	345	445
Zone 10	281	302	345	445
Zone 11	281	302	345	445
Zone 12	291	313	357	460
Zone 13	291	313	357	460
Zone 14	291	313	357	460
Zone 15	291	313	357	460

TABLE 7f: DIY GOODS PER CAPITA EXPENDITURE (£)

	2007	2012	2017	2026
Zone 1	194	258	294	379
Zone 2	194	258	294	379
Zone 3	194	258	294	379
Zone 4	196	261	297	384
Zone 5	196	261	297	384
Zone 6	185	246	281	362
Zone 7	185	246	281	362
Zone 8	185	246	281	362
Zone 9	196	261	297	384
Zone 10	196	261	297	384
Zone 11	196	261	297	384
Zone 12	217	288	329	424
Zone 13	217	288	329	424
Zone 14	217	288	329	424
Zone 15	217	288	329	424

TABLE 7i: FURNITURE AND FLOOR COVERINGS PER CAPITA EXPENDITURE (£)

	2007	2012	2017	2026
Zone 1	311	334	381	491
Zone 2	311	334	381	491
Zone 3	311	334	381	491
Zone 4	322	346	394	509
Zone 5	322	346	394	509
Zone 6	318	342	390	503
Zone 7	318	342	390	503
Zone 8	318	342	390	503
Zone 9	322	346	394	509
Zone 10	322	346	394	509
Zone 11	322	346	394	509
Zone 12	330	355	405	522
Zone 13	330	355	405	522
Zone 14	330	355	405	522
Zone 15	330	355	405	522

Notes:

2005 based expenditure data from Experian
Growth rates from 2008 taken from Retail Planner Briefing Note 8.1 Aug 2010 -

2005 prices

TABLE 8a: COMPARISON GOODS EXPENDITURE (£m)

	2007	2012	2017	2026
Zone 1	24.1	26.8	31.4	42.6
Zone 2	302.6	323.2	365.6	463.7
Zone 3	142.3	153.7	173.6	220.0
Zone 4	21.3	23.0	26.4	34.8
Zone 5	20.1	21.8	25.0	32.9
Zone 6	90.2	101.4	121.1	170.5
Zone 7	134.9	151.6	181.0	255.0
Zone 8	91.4	102.7	122.6	172.7
Zone 9	21.3	23.5	27.3	36.5
Zone 10	25.9	28.1	32.1	42.3
Zone 11	106.1	115.0	131.6	173.5
Zone 12	44.7	49.3	57.3	76.6
Zone 13	15.1	16.4	18.7	24.7
Zone 14	27.3	29.6	33.9	44.7
Zone 15	78.5	93.8	113.6	162.9
Total	1146.0	1260.0	1461.2	1953.4

TABLE 8b: NON-BULKY COMPARISON GOODS EXPENDITURE (£m)

	2007	2012	2017	2026
Zone 1	17.3	19.2	22.4	30.5
Zone 2	216.4	231.1	261.5	331.6
Zone 3	101.8	109.9	124.1	157.3
Zone 4	15.2	16.5	18.9	24.9
Zone 5	14.4	15.6	17.9	23.6
Zone 6	64.7	72.7	86.8	122.3
Zone 7	96.7	108.7	129.8	182.8
Zone 8	65.5	73.6	87.9	123.8
Zone 9	15.3	16.8	19.6	26.1
Zone 10	18.6	20.1	23.0	30.3
Zone 11	76.1	82.4	94.3	124.3
Zone 12	31.9	35.2	40.9	54.7
Zone 13	10.8	11.7	13.4	17.6
Zone 14	19.5	21.1	24.2	31.9
Zone 15	56.1	67.0	81.1	116.3
Total	820.2	901.8	1045.8	1398.1

TABLE 8c: BULKY COMPARISON GOODS EXPENDITURE (£m)

	2007	2012	2017	2026
Zone 1	6.9	7.6	8.9	12.1
Zone 2	86.2	92.1	104.2	132.1
Zone 3	40.5	43.8	49.4	62.7
Zone 4	6.0	6.5	7.5	9.9
Zone 5	5.7	6.2	7.1	9.3
Zone 6	25.5	28.7	34.3	48.3
Zone 7	38.2	42.9	51.2	72.2
Zone 8	25.9	29.1	34.7	48.9
Zone 9	6.0	6.7	7.7	10.3
Zone 10	7.3	8.0	9.1	12.0
Zone 11	30.1	32.6	37.3	49.2
Zone 12	12.8	14.1	16.4	21.9
Zone 13	4.3	4.7	5.4	7.1
Zone 14	7.8	8.5	9.7	12.8
Zone 15	22.5	26.8	32.5	46.6
Total	325.8	358.2	415.4	555.3

Notes
Table 1 x Table 7

2005 prices

TABLE 8d: CLOTHING AND FASHION GOODS EXPENDITURE (£m)

	2007	2012	2017	2026
Zone 1	5.8	6.4	7.5	10.2
Zone 2	72.6	77.6	87.7	111.3
Zone 3	34.2	36.9	41.6	52.8
Zone 4	5.1	5.6	6.4	8.4
Zone 5	4.8	5.3	6.0	7.9
Zone 6	21.2	23.8	28.4	40.0
Zone 7	31.6	35.6	42.4	59.8
Zone 8	21.4	24.1	28.7	40.5
Zone 9	5.1	5.7	6.6	8.8
Zone 10	6.2	6.8	7.7	10.2
Zone 11	25.6	27.7	31.7	41.8
Zone 12	10.3	11.3	13.2	17.6
Zone 13	3.5	3.8	4.3	5.7
Zone 14	6.3	6.8	7.8	10.3
Zone 15	18.0	21.6	26.1	37.4
Total	271.7	298.7	346.2	462.6

TABLE 8e: OTHER NON-BULKY GOODS EXPENDITURE (£m)

	2007	2012	2017	2026
Zone 1	11.5	12.7	14.9	20.3
Zone 2	143.8	153.6	173.7	220.3
Zone 3	67.6	73.0	82.5	104.5
Zone 4	10.1	11.0	12.5	16.5
Zone 5	9.6	10.4	11.9	15.7
Zone 6	43.5	48.9	58.4	82.3
Zone 7	65.1	73.2	87.3	123.0
Zone 8	44.1	49.5	59.1	83.3
Zone 9	10.1	11.2	13.0	17.3
Zone 10	12.3	13.3	15.3	20.1
Zone 11	50.5	54.7	62.6	82.5
Zone 12	21.7	23.9	27.8	37.1
Zone 13	7.3	7.9	9.1	12.0
Zone 14	13.2	14.3	16.4	21.6
Zone 15	38.0	45.4	55.0	78.9
Total	548.4	603.1	699.5	935.5

TABLE 8f: DIY GOODS EXPENDITURE (£m)

	2007	2012	2017	2026
Zone 1	1.6	2.1	2.5	3.4
Zone 2	19.5	25.8	29.2	37.0
Zone 3	9.2	12.3	13.8	17.6
Zone 4	1.4	1.9	2.1	2.8
Zone 5	1.3	1.8	2.0	2.7
Zone 6	5.4	7.6	9.0	12.7
Zone 7	8.1	11.3	13.5	19.0
Zone 8	5.5	7.6	9.1	12.9
Zone 9	1.4	1.9	2.2	3.0
Zone 10	1.7	2.3	2.6	3.4
Zone 11	7.0	9.3	10.7	14.1
Zone 12	3.1	4.2	4.9	6.5
Zone 13	1.0	1.4	1.6	2.1
Zone 14	1.9	2.5	2.9	3.8
Zone 15	5.4	8.0	9.7	13.9
Total	73.5	100.0	115.9	154.8

Notes

Table 1 x Table 7
2005 prices**TABLE 8g: LARGE ELECTRICAL GOODS EXPENDITURE (£m)**

	2007	2012	2017	2026
Zone 1	0.4	0.4	0.5	0.7
Zone 2	5.0	5.4	6.1	7.7
Zone 3	2.4	2.6	2.9	3.7
Zone 4	0.4	0.4	0.4	0.6
Zone 5	0.3	0.4	0.4	0.6
Zone 6	1.4	1.6	1.9	2.7
Zone 7	2.2	2.4	2.9	4.1
Zone 8	1.5	1.6	2.0	2.8
Zone 9	0.4	0.4	0.5	0.6
Zone 10	0.4	0.5	0.5	0.7
Zone 11	1.8	1.9	2.2	2.9
Zone 12	0.9	0.9	1.1	1.5
Zone 13	0.3	0.3	0.4	0.5
Zone 14	0.5	0.6	0.6	0.9
Zone 15	1.5	1.8	2.2	3.1
Total	19.3	21.2	24.6	32.9

TABLE 8h: SMALL ELECTRICAL GOODS EXPENDITURE (£m)

	2007	2012	2017	2026
Zone 1	2.4	2.7	3.2	4.3
Zone 2	30.4	32.4	36.7	46.6
Zone 3	14.3	15.4	17.4	22.1
Zone 4	2.0	2.2	2.5	3.3
Zone 5	1.9	2.0	2.3	3.1
Zone 6	9.3	10.5	12.5	17.6
Zone 7	14.0	15.7	18.7	26.4
Zone 8	9.5	10.6	12.7	17.9
Zone 9	2.0	2.2	2.6	3.4
Zone 10	2.4	2.6	3.0	4.0
Zone 11	10.0	10.8	12.4	16.3
Zone 12	4.1	4.6	5.3	7.1
Zone 13	1.4	1.5	1.7	2.3
Zone 14	2.5	2.7	3.1	4.1
Zone 15	7.3	8.7	10.5	15.1
Total	113.5	124.7	144.7	193.5

TABLE 8i: FURNITURE AND FLOOR COVERINGS EXPENDITURE (£m)

	2007	2012	2017	2026
Zone 1	2.5	2.8	3.2	4.4
Zone 2	31.3	33.4	37.8	47.9
Zone 3	14.7	15.9	17.9	22.7
Zone 4	2.3	2.5	2.8	3.7
Zone 5	2.2	2.3	2.7	3.5
Zone 6	9.3	10.5	12.5	17.6
Zone 7	14.0	15.7	18.7	26.4
Zone 8	9.5	10.6	12.7	17.9
Zone 9	2.3	2.5	2.9	3.9
Zone 10	2.8	3.0	3.4	4.5
Zone 11	11.4	12.3	14.1	18.6
Zone 12	4.7	5.2	6.0	8.1
Zone 13	1.6	1.7	2.0	2.6
Zone 14	2.9	3.1	3.6	4.7
Zone 15	8.3	9.9	11.9	17.1
Total	119.5	131.4	152.4	203.7

TABLE 9: CLOTHING, SHOES & FASHION GOODS

	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Total		
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	
Worcester City Centre	7.0	0.4	6.5	4.7	9.4	3.2	26.6	1.4	60.5	2.9	65.8	13.9	73.3	23.2	72.4	15.5	16.1	0.8	32.6	2.0	39.6	10.1	13.3	1.4	31.8	1.1	22.9	1.4	0.0	0.0	30.2	82.1	
Kidderminster Town Centre	56.1	3.3	62.3	45.3	1.6	0.5	26.6	1.4	13.2	0.6	2.7	0.6	4.1	1.3	2.1	0.4	3.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.3	19.8	53.9	
Cheltenham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	1.4	0.3	2.1	0.6	2.1	0.4	1.8	0.1	5.8	0.4	3.0	0.8	8.3	0.9	7.6	0.3	27.7	1.7	53.4	9.6	5.6	15.2	
Great Malvern Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.1	1.4	0.3	0.5	0.2	1.4	0.3	5.4	0.3	18.6	1.2	13.7	3.5	3.3	0.3	22.7	0.8	7.2	0.5	0.0	0.0	2.7	7.4	
Malvern Link District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	6.2	1.3	1.5	0.5	0.7	0.1	10.7	0.5	14.0	0.9	10.2	2.6	5.0	0.5	10.6	0.4	3.6	0.2	0.0	0.0	2.6	7.1	
Townsend Way Retail Park, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	2.1	0.4	2.1	0.6	1.4	0.3	1.8	0.1	3.5	0.2	14.2	3.6	0.0	0.0	3.0	0.1	3.6	0.2	0.0	0.0	2.1	5.7	
Hereford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	12.7	0.6	1.3	0.1	0.7	0.1	0.0	0.0	0.7	0.1	35.7	1.8	5.8	0.4	0.5	0.1	35.0	3.6	3.0	0.1	0.0	0.0	0.0	0.0	2.6	7.0	
Birmingham City Centre	0.0	0.0	1.3	0.9	17.2	5.9	0.0	0.0	0.0	0.0	2.7	0.6	4.6	1.5	4.1	0.9	0.0	0.0	2.3	0.1	3.0	0.8	3.3	0.3	0.0	0.0	2.4	0.2	0.0	0.0	4.1	11.2	
Merry Hill Shopping Centre	8.8	0.5	14.3	10.4	14.1	4.8	3.8	0.2	1.3	0.1	3.4	0.7	1.0	0.3	3.4	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5	17.7	
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0	1.5	0.1	12.0	0.8	15.5	2.8	1.4	3.7	
Ledbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.1	3.5	0.2	0.5	0.1	15.0	1.5	7.6	0.3	0.0	0.0	0.0	0.0	0.8	2.3	
Redditch Town Centre	0.0	0.0	0.0	0.0	26.6	9.1	0.0	0.0	1.3	0.1	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	9.3	
Gloucester Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.3	0.9	1.5	0.1	1.2	0.1	10.3	1.9	1.1	2.9	
Bromsgrove Town Centre	0.0	0.0	1.3	0.9	18.8	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	7.5		
Tanbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	15.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.8		
Retail Park in Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.4	0.0	0.0	2.1	0.4	1.8	0.1	0.0	0.0	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.1	
Ludlow Town Centre	5.3	0.3	0.0	0.0	0.0	0.0	3.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.6		
Bromyard Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	7.1	0.4	1.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.6		
Retail Park in Kidderminster	3.5	0.2	3.9	2.8	0.0	0.0	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	3.1		
Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.2	0.0	0.0	0.0	0.0	1.7	0.3	0.3	0.8	
Upton upon Severn Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.3	0.0	0.0	0.1	0.3	
Retail Park in Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	1.2	0.5	1.2	
St Johns District Centre, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4		
Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.0	0.0	1.2	0.1	1.7	0.3	0.2	0.5	
Pershore Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.1	0.0	0.0	0.1	0.2	
Ross on Wye	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.0	0.0	2.4	0.2	0.0	0.0	0.1	0.3	
Stratford-upon-Avon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.3	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	
Leominster Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	
Touchwood Centre, Solihull	0.0	0.0	0.0	0.0	3.1	1.1	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.1	
Barnards Green District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.1	0.0	0.0	0.0	0.0	0.1	0.2	
Stourport on Severn Town Centre	0.0	0.0	2.6	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.9	
Droitwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	
Exeter	1.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	
Tesco, St Peters Drive, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	0.0	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	
Retail Park in Hereford	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Retail Park in Bromsgrove	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Broadway Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.1	0.0	0.0	0.0	0.1	
Hay-on-wye	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	
Retail Park in Redditch	0.0	0.0	0.0	0.0	1.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	
Other	5.3	0.3	0.0	0.0	4.7	1.6	2.5	0.1	2.6	0.1	2.1	0.4	3.6	1.1	4.1	0.9	3.6	0.2	8.1	0.5	5.1	1.3	3.3	0.3	1.5	0.1	2.4	0.2	3.4	0.6	2.9	7.8	
Internet / Mail order	12.3	0.7	7.8	5.7	3.1	1.1	1.3	0.1	6.6	0.3	3.4	0.7	5.1	1.6	3.4	0.7	7.1	0.4	2.3	0.1	8.1	2.1	3.3	0.3	7.6	0.3	6.0	0.4	5.2	0.9	5.7	15.4	
Total	100.0	5.8	100.0	72.6	100.0	34.2	100.0	5.1	100.0	4.8	100.0	21.2	100.0	31.6	100.0	21.4	100.0	5.1	100.0	6.2	100.0	25.6	100.0	10.3	100.0	3.5	100.0	6.3	100.0	18.0	100.0	271.7	

Notes

Household Survey Results x Table 8d

2005 prices

TABLE 10: DIY GOODS

	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Total			
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m				
Retail Park in Worcester	0.0	0.0	0.0	0.0	1.7	0.2	5.8	0.1	36.6	0.5	40.0	2.2	53.8	4.4	63.2	3.5	6.1	0.1	16.0	0.3	6.3	0.4	0.0	0.0	6.8	0.1	10.3	0.2	0.0	0.0	16.1	11.8		
Worcester City Centre	4.5	0.1	0.0	0.0	0.0	0.0	2.9	0.0	23.9	0.3	21.5	1.2	36.8	3.0	27.9	1.5	8.2	0.1	19.8	0.3	8.6	0.6	0.0	0.0	6.8	0.1	12.8	0.2	1.9	0.1	10.3	7.6		
Malvern Link District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	5.2	0.3	0.0	0.0	1.5	0.1	4.1	0.1	17.3	0.3	55.2	3.8	1.8	0.1	23.7	0.2	7.7	0.1	0.0	0.0	6.8	5.0		
Kidderminster Town Centre	61.4	1.0	72.9	14.2	1.7	0.2	18.8	0.3	21.1	0.3	1.5	0.1	1.6	0.1	1.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	22.0	16.2		
Ledbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.1	13.6	0.2	0.6	0.0	75.0	2.3	18.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	3.9	2.8
Retail Park in Kidderminster	20.5	0.3	24.3	4.7	0.0	0.0	8.7	0.1	5.6	0.1	0.7	0.0	3.3	0.3	2.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7	5.7		
Townsend Way Retail Park, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.5	0.0	0.0	0.0	0.0	0.0	4.9	0.1	11.5	0.8	0.0	0.0	23.7	0.2	6.4	0.1	0.0	0.0	1.8	1.3		
St Johns District Centre, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.9	1.6	0.5	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	1.7		
Malvern / Great Malvern Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.5	0.0	0.0	0.0	0.0	0.0	22.2	0.4	6.9	0.5	0.0	0.0	13.6	0.1	1.3	0.0	0.0	0.0	1.5	1.1		
Hereford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	10.1	0.1	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	46.9	0.7	3.7	0.1	0.0	0.0	5.4	0.2	3.4	0.0	0.0	0.0	0.0	0.0	1.5	1.1		
Bromsgrove Town Centre	0.0	0.0	0.0	0.0	58.3	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.4	5.4		
Retail Park in Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	12.8	0.2	33.3	1.8	2.8	2.1		
Cheltenham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	3.6	0.1	0.0	0.0	10.3	0.2	27.8	1.5	2.5	1.8		
Tenbury Wells Town Centre	2.3	0.0	0.0	0.0	0.0	0.0	30.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.5		
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.1	0.3	18.5	1.0	1.7	1.3		
Upton upon Severn Town Centre	2.3	0.0	1.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.1	0.4	0.0	0.0	0.0	0.0	1.0	0.7		
Retail Park in Hereford	0.0	0.0	0.0	0.0	0.0	0.0	8.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.2	0.2	1.2	0.0	0.0	0.0	3.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.4		
Retail Park in Redditch	0.0	0.0	0.0	0.0	15.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	1.4		
Barnards Green District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.4		
Droitwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	4.2	0.1	0.0	0.0	1.1	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2		
Leominster	0.0	0.0	0.0	0.0	0.0	0.0	8.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1		
Retail Park in Bromsgrove	0.0	0.0	0.0	0.0	10.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.9		
Redditch Town Centre	0.0	0.0	0.0	0.0	10.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.9		
Stourport on Severn Town Centre	4.5	0.1	1.4	0.3	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.4		
Bromyard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1		
Gloucester Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	5.6	0.3	0.5	0.4		
Retail Park in Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.2	0.4	0.3		
Retail Park in Ledbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2		
Focus, Spring Lane, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1		
Merry Hill Shopping Centre	0.0	0.0	0.0	0.0	1.7	0.2	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2		
Birmingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1		
Ludlow Town Centre	2.3	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1		
Retail Park in Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.1	0.0	0.0	0.0	0.0	1.9	0.1	0.2	0.2		
Cleobury Mortimer	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Evesham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.1	0.1	0.1		
St Peters Garden Centre, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Travis Perkins, Bromyard	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Other	0.0	0.0	0.0	0.0	1.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	0.7	0.0	0.0	0.0	0.0	0.0	1.1	0.1	1.8	0.1	0.0	0.0	0.0	0.0	3.7	0.2	0.8	0.6		
Internet / Mail order	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.1	0.3	0.2		
Total	100	1.6	100	19.5	100	9.2	100	1.4	100	1.3	100	5.4	100.0	8.1	100	5.5	100	1.4	100	1.7	100	7.0	100	3.1	100	1.0	100	1.9	100	5.4				

TABLE 11: FURNITURE AND FLOOR COVERINGS

	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Total	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m
Worcester City Centre	3.0	0.1	6.2	1.9	5.9	0.9	6.7	0.2	15.7	0.3	39.8	3.7	45.1	6.3	35.6	3.4	9.1	0.2	34.8	1.0	26.8	3.0	2.1	0.1	23.5	0.4	11.6	0.3	0.0	0.0	18.2	21.8
Retail Park in Worcester	6.1	0.2	0.0	0.0	2.0	0.3	3.3	0.1	9.8	0.2	26.0	2.4	35.2	4.9	39.0	3.7	4.5	0.1	4.3	0.1	11.5	1.3	2.1	0.1	7.8	0.1	8.7	0.2	0.0	0.0	11.5	13.8
Kidderminster Town Centre	63.6	1.6	55.4	17.3	3.9	0.6	18.3	0.4	35.3	0.8	1.6	0.2	3.7	0.5	2.5	0.2	4.5	0.1	1.4	0.0	0.0	0.0	0.0	0.0	3.9	0.1	1.4	0.0	0.0	0.0	18.3	21.8
Malvern Link District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.1	4.1	0.4	0.0	0.0	0.8	0.1	2.3	0.1	11.6	0.3	33.8	3.8	6.4	0.3	17.6	0.3	1.4	0.0	0.0	0.0	4.5	5.4
Malvern / Great Malvern Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	2.0	0.0	2.4	0.2	0.0	0.0	2.5	0.2	0.0	0.0	15.9	0.4	11.5	1.3	2.1	0.1	13.7	0.2	5.8	0.2	0.0	0.0	2.3	2.8
Cheltenham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.6	0.1	0.8	0.1	0.0	0.0	2.9	0.1	1.9	0.2	6.4	0.3	7.8	0.1	11.6	0.3	36.5	3.0	3.6	4.3
Hereford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	10.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	36.4	0.8	8.7	0.2	1.3	0.1	19.1	0.9	2.0	0.0	1.4	0.0	0.0	0.0	2.0	2.4
Retail Park in Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.2	4.3	0.2	0.0	0.0	13.0	0.4	38.5	3.2	3.4	4.1
Birmingham City Centre	3.0	0.1	1.5	0.5	7.8	1.2	5.0	0.1	3.9	0.1	4.9	0.5	3.1	0.4	2.5	0.2	0.0	0.0	4.3	0.1	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.2	2.8	3.4
Retail Park in Kidderminster	9.1	0.2	15.4	4.8	2.0	0.3	6.7	0.2	5.9	0.1	1.6	0.2	1.9	0.3	1.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	6.2
Ledbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.1	1.4	0.0	0.6	0.1	25.5	1.2	13.7	0.2	0.0	0.0	0.0	0.0	1.3	1.6
Bromsgrove Town Centre	0.0	0.0	0.0	0.0	33.3	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0	4.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	5.1
Droitwich Town Centre	6.1	0.2	0.0	0.0	7.8	1.2	0.0	0.0	3.9	0.1	3.3	0.3	3.7	0.5	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	2.3
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	28.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.6
Bromyard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	25.0	0.6	2.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.7
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0	2.0	0.0	11.6	0.3	3.8	0.3	0.7	0.8
St Johns District Centre, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	7.3	0.7	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.0
Upton upon Severn Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.0	0.4	0.0	0.0	0.4	0.5	
Townsend Way Retail Park, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.1	2.5	0.3	0.0	0.0	3.9	0.1	0.0	0.0	0.0	0.0	0.5	0.5
Retail Park in Hereford	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.1	0.2	1.4	0.0	0.0	0.0	8.5	0.4	0.0	0.0	0.0	0.0	0.0	0.6	0.7	
Ikea, Wednesbury Park Lane, Wednesbury	0.0	0.0	1.5	0.5	2.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	0.0	0.0	0.0	0.0	4.3	0.1	1.9	0.2	1.0	1.2
Merry Hill Shopping Centre	0.0	0.0	1.5	0.5	5.9	0.9	1.7	0.0	0.0	0.0	0.8	0.1	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.6
Gloucester Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.1	2.1	0.1	0.0	0.0	5.8	0.2	1.9	0.2	0.4	0.5
Redditch Town Centre	0.0	0.0	0.0	0.0	7.8	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.3
Retail Park in Droitwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	3.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4
Retail Park in Ledbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	6.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3
Retail Park in Bromsgrove	0.0	0.0	0.0	0.0	7.8	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.2
Bristol City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.4	0.3	0.0	0.0	0.0	0.0	1.9	0.2	0.4	0.5
Pershore Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.0	0.0	4.3	0.1	0.0	0.0	0.2	0.2
Retail Park in Redditch	0.0	0.0	0.0	0.0	5.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.9
Stourport on Severn Town Centre	0.0	0.0	3.1	1.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.0
Retail Park in Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.1	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.2	0.3	0.3	
Evesham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.1	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2
Leominster Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Retail Park in Wednesbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Ludlow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.2	0.1	0.2
Other	3.0	0.1	10.8	3.4	3.9	0.6	1.7	0.0	3.9	0.1	1.6	0.2	1.9	0																		

TABLE 12: LARGE ELECTRICAL GOODS

	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Total	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m
Retail Park in Worcester	0.0	0.0	1.4	0.1	3.8	0.1	4.2	0.0	29.6	0.1	50.0	0.7	52.7	1.1	57.1	0.8	9.8	0.0	16.9	0.1	24.7	0.4	1.9	0.0	13.1	0.0	15.2	0.1	0.0	0.0	18.9	3.6
Worcester City Centre	0.0	0.0	4.2	0.2	5.7	0.1	4.2	0.0	23.9	0.1	26.5	0.4	37.4	0.8	36.1	0.5	17.6	0.1	31.3	0.1	20.1	0.4	1.9	0.0	21.3	0.1	21.5	0.1	0.0	0.0	15.0	2.9
Kidderminster Town Centre	47.9	0.2	50.7	2.6	0.0	0.0	11.1	0.0	5.6	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.6	2.8
Malvern Link District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	1.5	0.0	0.0	0.0	0.0	0.0	3.9	0.0	9.6	0.0	21.3	0.4	1.9	0.0	13.1	0.0	2.5	0.0	0.0	0.0	2.7	0.5
Malvern / Great Malvern Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.8	0.0	2.0	0.0	9.6	0.0	12.6	0.2	0.0	0.0	18.0	0.1	7.6	0.0	0.0	0.0	2.0	0.4
Retail Park in Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	1.9	0.0	3.3	0.0	16.5	0.1	55.8	0.8	5.0	1.0
Tenbury Wells Town Centre	2.1	0.0	0.0	0.0	0.0	0.0	50.0	0.2	5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.2
Retail Park in Kidderminster	20.8	0.1	21.1	1.1	1.9	0.0	6.9	0.0	5.6	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5	1.2
Cheltenham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	6.6	0.0	19.0	0.1	25.0	0.4	2.8	0.5
Hereford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	6.9	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	35.3	0.1	2.4	0.0	0.0	0.0	9.3	0.1	1.6	0.0	0.0	0.0	0.0	0.0	1.3	0.2
Ledbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	4.8	0.0	0.0	0.0	38.9	0.3	8.2	0.0	1.3	0.0	0.0	0.0	2.0	0.4
Townsend Way Retail Park, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	8.0	0.1	1.9	0.0	3.3	0.0	1.3	0.0	0.0	0.0	1.1	0.2
Bromsgrove Town Centre	0.0	0.0	0.0	0.0	30.2	0.7	0.0	0.0	1.4	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.7
Droitwich Town Centre	0.0	0.0	0.0	0.0	11.3	0.3	0.0	0.0	2.8	0.0	1.5	0.0	1.6	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.4
Retail Park in Hereford	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9	0.0	3.6	0.0	0.0	0.0	13.0	0.1	1.6	0.0	0.0	0.0	0.0	0.0	0.8	0.2
Stourport on Severn Town Centre	2.1	0.0	5.6	0.3	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.3
Merry Hill Shopping Centre	0.0	0.0	1.4	0.1	7.5	0.2	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.3
The Wash House Ltd, Wilden Industrial Estate, Stourport	0.0	0.0	5.6	0.3	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.3
Birmingham City Centre	2.1	0.0	0.0	0.0	1.9	0.0	1.4	0.0	0.0	0.0	0.7	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.1
St Johns District Centre, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1
Gloucester Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	1.6	0.0	5.1	0.0	0.0	0.0	0.3	0.1
Retail Park in Redditch	0.0	0.0	0.0	0.0	11.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.3
Redditch Town Centre	0.0	0.0	0.0	0.0	7.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.2
Retail Park in Droitwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.2	0.0
Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	1.9	0.0	0.0	0.0	1.3	0.0	1.9	0.0	0.3	0.1
Bromyard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Ludlow Town Centre	2.1	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.1	0.0
Bristol City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Retail Park in Bromsgrove	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Upton upon Severn Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Retail Park in Evesham	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleobury Mortimer	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barnards Green District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Retail Park in Solihull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Tesco, Mill Wood Drive, Warndon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Wednesbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Other	0.0	0.0	2.8	0.1	5.7	0.1	1.4	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.6	0.0	5.6	0.0	1.6	0.0	0.0	0.0	1.9	0.0	2.2	0.4
Internet / Mail order	18.8	0.1	7.0	0.4	11.3	0.3	9.7	0.0	14.1	0.0	9.6	0																				

TABLE 14: OTHER NON-BULKY COMPARISON GOODS

	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		Zone 14		Zone 15		Total		
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	
Worcester City Centre	14.3	1.6	8.7	12.5	1.6	1.1	19.7	2.0	61.1	5.9	74.4	32.4	76.7	50.0	76.9	33.9	26.9	2.7	41.1	5.1	41.2	20.8	7.5	1.6	29.3	2.1	22.7	3.0	0.0	0.0	31.9	174.7	
Kidderminster Town Centre	51.0	5.8	55.1	79.2	0.0	0.0	28.8	2.9	9.7	0.9	1.6	0.7	0.0	0.0	0.8	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.4	89.9
Malvern / Great Malvern Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.4	0.0	0.0	1.9	0.2	15.1	1.9	27.6	14.0	0.0	0.0	17.2	1.3	3.0	0.4	0.0	0.0	3.3	18.0	
Hereford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	12.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	44.2	4.5	4.1	0.5	0.0	0.0	24.5	5.3	1.7	0.1	0.0	0.0	0.0	0.0	2.1	11.7	
Cheltenham Town Centre	0.0	0.0	1.4	2.1	0.0	0.0	0.0	0.0	1.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.5	2.4	1.2	3.8	0.8	8.6	0.6	16.7	2.2	36.8	14.0	3.9	21.6			
Ledbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.2	1.0	1.2	0.6	43.4	9.4	17.2	1.3	1.5	0.2	0.0	0.0	2.3	12.5			
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.1	25.8	3.4	19.3	7.3	2.0	11.0	
Malvern Link District Centre	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.2	1.4	0.1	3.1	1.3	0.0	0.0	0.0	0.0	6.8	0.8	6.5	3.3	0.0	0.0	8.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.2	6.4	
Merry Hill Shopping Centre	0.0	0.0	15.9	22.9	14.5	9.8	0.0	0.0	2.8	0.3	0.0	0.0	1.7	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.2	34.1	
Bromsgrove Town Centre	0.0	0.0	0.0	0.0	37.1	25.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	25.3	
Birmingham City Centre	0.0	0.0	1.4	2.1	11.3	7.6	0.0	0.0	1.4	0.1	0.0	0.0	1.7	1.1	1.5	0.7	0.0	0.0	0.0	0.0	1.8	0.9	1.9	0.4	0.0	0.0	1.5	0.2	0.0	0.0	2.4	13.2	
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	21.2	2.1	1.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	2.3	
Gloucester Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.1	0.8	0.3	0.0	0.0	0.8	0.3	0.0	0.0	0.0	0.0	0.0	0.0	7.5	1.6	0.0	0.0	1.5	0.2	8.8	3.3	1.1	6.0	
Retail Park in Worcester	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.2	0.0	0.0	1.6	0.7	1.7	1.1	2.3	1.0	0.0	0.0	2.7	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	3.3	
Redditch Town Centre	0.0	0.0	0.0	0.0	14.5	9.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	9.8	
Upton upon Severn Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.6	
Townsend Way Retail Park, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.2	2.9	1.5	0.0	0.0	0.0	0.0	3.0	0.4	0.0	0.0	0.4	2.1	
Ludlow Town Centre	8.2	0.9	0.0	0.0	0.0	0.0	3.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.2	
Stourport on Severn Town Centre	2.0	0.2	5.8	8.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.7	1.7	9.2	
St Johns District Centre, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.3	
Retail Park in Cheltenham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3	2.0	0.4	2.0	
Bromyard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6
Tesco, St. Peters Drive, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.3	0.0	0.0	0.8	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.7
Retail Park in Kidderminster	0.0	0.0	1.4	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	2.1
Retail Park in Redditch	0.0	0.0	0.0	0.0	1.6	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.1
Barnards Green District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3
Bewdley Town Centre	0.0	0.0	1.4	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	2.1
Great Witley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Morrisons, Ashchurch Road, Tewkesbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.7	0.1	0.7	
Tesco, Mill Wood Drive, Warndon	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4
Three Counties Garden Show, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.2	0.0	0.0	0.0	0.2
Other	0.0	0.0	2.9	4.2	0.0	0.0	0.0	0.0	1.4	0.1	0.8	0.3	1.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.2	0.0	0.0	1.0	5.6
Internet / Mail order	24.5	2.8	5.8	8.3	19.4	13.1	10.6	1.1	16.7	1.6	14.0	6.1	15.7	10.2	16.9	7.5	19.2	1.9	16.4	2.0	15.9	8.0	11.3	2.5	15.5	1.1	9.1	1.2	26.3	10.0	14.1	77.4	
Total	100.0	11.5	100.0	143.8	100.0	67.6	100.0	10.1	100.0	9.6	100.0	43.5	100.0	65.1	100.0	44.1	100.0	10.1	100.0	12.3	100.0	50.5	100.0	21.7	100.0	7.3	100.0	13.2	100.0	38.0	100.0	548.4	

Notes

Household Survey Results x Table 8e
2005 prices

TABLE 15: COMBINED COMPARISON GOODS TURNOVER OF CENTRES IN WORCESTER AND MALVERN HILLS

	Clothing and Footwear		DIY Goods		Furniture and Carpets		Large Electrical Goods		Small Electrical Goods		Other Non-Food Goods		Total	
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m
Worcester City Centre	30.2	82.1	10.3	7.6	18.2	21.8	15.0	2.9	17.3	19.6	31.9	174.7	26.9	308.7
Retail Warehouses in Worcester	0.4	1.1	16.1	11.8	11.5	13.8	18.9	3.6	13.9	15.8	0.6	3.3	4.3	49.4
St Johns District Centre	0.2	0.4	2.3	1.7	0.8	1.0	0.4	0.1	0.7	0.8	0.2	1.3	0.5	5.3
Other Facilities in Worcester	0.1	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.5	0.2	1.3	0.2	2.1
Great Malvern	2.7	7.4	1.5	1.1	2.3	2.8	2.0	0.4	2.0	2.2	3.3	18.0	2.8	32.0
Malvern Link	2.6	7.1	6.8	5.0	4.5	5.4	2.7	0.5	3.1	3.6	1.2	6.4	2.4	28.0
Barnards Green	0.1	0.2	0.5	0.4	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.3	0.1	1.0
Retail Warehouses in Malvern	2.1	5.7	2.0	1.4	0.5	0.5	1.1	0.2	1.7	1.9	0.4	2.1	1.0	11.9
Other Facilities in Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1
Tenbury Wells	0.3	0.8	0.6	0.5	0.5	0.6	1.1	0.2	1.0	1.2	0.4	2.3	0.5	5.5
Upton upon Severn	0.1	0.3	1.0	0.7	0.4	0.5	0.0	0.0	0.1	0.1	0.3	1.6	0.3	3.2

Notes

Tables 9 - 13 combined
2005 prices

TABLE 16: BENCHMARK AND SURVEY-DERIVED TURNOVERS OF LARGE FOODSTORES IN STUDY AREA

	Sales Area	Convenience Goods Sales Area	Typical Sales Density (Convenience Goods)	Benchmark Turnover	Survey Derived Turnover	Difference	
	sq.m.net	sq.m.net	sq.m.net	(£m)	(£m)	£m	%
Worcester							
Tesco, St Peters	3263	2219	12316	27.3	51.0	23.7	87
Tesco, Warndon	5611	3365	12316	41.4	38.0	-3.5	-8
Sainsburys, Blackpole	3713	2970	9548	28.4	18.5	-9.8	-35
Sainsburys, Lychgate							
Somerfield, Angel St	548	493	5914	2.9	5.9	3.0	102
Co-op Ombersley Road	565	508	5914	3.0	6.5	3.5	118
Co-op, The Bullring, St Johns	1327	1194	5914	7.1	13.5	6.4	91
Aldi, Pheasant Street	860	774	3674	2.8	3.0	0.1	4
Lidl, Blackpole Road	806	685	2630	1.8	2.5	0.7	36
Lidl, Newton Road	929	790	2630	2.1	1.9	-0.2	-9
Sub-Total				116.8	140.7	23.9	20
Inflow from Wychavon Study Area					18.9		
Total				116.8	159.6	42.8	37
Malvern							
Morrisons, Roman Way	3177	2542	11000	28.0	30.7	2.8	10
Waitrose, Edith Walk	2381	2143	11665	25.0	23.0	-2.0	-8
Somerfield, Edith Walk	1196	1077	5914	6.4	5.5	-0.9	-13
Somerfield, Barnards Green	345	311	5914	1.8	5.7	3.9	210
Lidl, Worcester Road	1000	900	2630	2.4	2.0	-0.4	-16
Sub-Total				63.5	66.9	3.4	5
Inflow from Wychavon Study Area					0.7		
Total				63.5	67.6	4.1	6

Notes

Floorspace figures from Worcester City Council, Malvern Hills District Council, Institute of Grocery Distributors, and Experian Goad

Convenience Goods Sales Area estimated by DPDS

Benchmark turnovers derived from Verdict and Mintel data

2005 prices

TABLE 17: CONVENIENCE GOODS EXPENDITURE CAPACITY - WORCESTER

	2007	2012	2017	2026
<i>Worcester and Malvern Hills Study Area</i>				
Total available expenditure in the Study Area (£m)	601.1	591.2	623.6	699.9
Special forms of trading (£m)	9.6	9.6	9.6	9.6
Total available expenditure excl SFT (£m)	591.5	581.6	614.0	690.3
Turnover of stores in Worcester (£m)	164.5	164.5	168.7	176.4
<i>Wychavon Study Area</i>				
Total available expenditure in Study Area (£m)	175.8	172.4	182.3	204.9
Special Forms of Trading (£m)	2.3	2.3	2.3	2.3
Total available expenditure excl SFT (£m)	173.5	170.1	180.0	202.6
Turnover of stores in Worcester (£m)	18.9	18.9	19.4	20.3
<i>Combined Study Areas</i>				
Total available expenditure in Study Areas (£m)	776.9	763.6	805.9	904.8
Special Forms of Trading (£m)	11.9	11.9	11.9	11.9
Total available expenditure excl SFT (£m)	765.0	751.7	794.0	892.9
Turnover of stores in Worcester (£m)	183.4	183.4	188.0	196.7
Market Share (of in-store sales)	24.0%	24.0%	24.0%	24.0%
Turnover potential (£m)	183.4	180.2	190.4	214.1
Benchmark Turnover of Large Stores in Worcester (£m)	116.8	109.0	111.8	116.9
Survey-derived Turnover of Large Stores in Worcester (£m)	159.6	159.6	163.7	171.2
Overtrading/Undertrading (£m)	42.8	50.6	51.9	54.3
Commitments:				
Sainsburys, St Johns		19.6	20.1	21.0
Asda, Lowesmoor		40.8	41.9	43.8
Sainsburys, Blackpole - (net additional)		10.1	10.4	10.9
Tesco Forestreet		1.5	1.5	1.6
Tesco Barbourne Rd		1.6	1.6	1.7
Expenditure Capacity (£m)	42.8	-26.2	-21.2	-7.2
Theoretical Floorspace Capacity (sq.m.net) based on £10,000 per sq.m assuming floorspace efficiencies		-2616	-2069	-675

Notes

Special Forms of Trading - taken from household survey held constant - see report.

Market share is 2007 market share held as a constant

Assumed increase in floorspace efficiencies: 2007 - 2012 - Nil. Post 2012 0.5% per annum (source: Experian Retail Planner 8.1)

Sainsbury Lychgate Centre turnover (£7.8m) deducted from benchmark in 2012.

Expenditure capacity is the difference between the turnover potential (based on maintaining the current market share)

and the current turnover (taking into account floorspace efficiency increase), making allowances for overtrading and commitments 2005 prices

TABLE 18: CONVENIENCE GOODS EXPENDITURE CAPACITY - MALVERN

	2007	2012	2017	2026
<i>Worcester and Malvern Hills Study Area</i>				
Total available expenditure in the Study Area (£m)	601.1	591.2	623.6	699.9
Special forms of trading (£m)	9.6	9.6	9.6	9.6
Total available expenditure excl SFT (£m)	591.5	581.6	614.0	690.3
Turnover of stores in Malvern (£m)	73.8	73.8	75.7	79.1
<i>Wychavon Study Area</i>				
Total available expenditure in Study Area (£m)	175.8	172.4	182.3	204.9
Special Forms of Trading (£m)	2.3	2.3	2.3	2.3
Total available expenditure excl SFT (£m)	173.5	170.1	180.0	202.6
Turnover of stores in Malvern (£m)	0.8	0.8	0.8	0.9
<i>Combined Study Areas</i>				
Total available expenditure in Study Areas (£m)	776.9	763.6	805.9	904.8
Special Forms of Trading (£m)	11.9	11.9	11.9	11.9
Total available expenditure excl SFT (£m)	765.0	751.7	794.0	892.9
Turnover of stores in Malvern (£m)	74.6	74.6	76.5	80.0
Market Share (of in-store sales)	9.8%	9.8%	9.8%	9.8%
Turnover potential (£m)	74.6	73.3	77.4	87.1
Benchmark Turnover of Large Stores in Malvern (£m)	63.5	63.5	65.1	68.1
Survey-derived Turnover of Large Stores in Malvern (£m)	67.6	67.6	69.3	72.5
Overtrading/Undertrading (£m)	4.1	4.1	4.2	4.4
Expenditure Capacity (£m)	4.1	2.8	5.1	11.4
Theoretical Floorspace Capacity (sq.m.net) based on £10,000 per sq.m assuming floorspace efficiencies	407	278	500	1031

Notes

Special Forms of Trading - taken from household survey held constant - see report.

Assumed increase in floorspace efficiencies: 2007 - 2012 - Nil. Post 2012 0.5% per annum (source: Experian Retail Planner 8.1)

Market share is 2007 market share held as a constant

Floorspace efficiencies of actual and benchmark turnovers improve at 0.75% per annum

Expenditure capacity is the difference between the turnover potential (based on maintaining the current market share)

and the current turnover (taking into account floorspace efficiency increase), making allowances for overtrading

2005 prices

TABLE 19: CONVENIENCE GOODS EXPENDITURE CAPACITY - TENBURY WELLS

	2007	2012	2017	2026
<i>Worcester and Malvern Hills Study Area</i>				
Total available expenditure in the Study Area (£m)	601.1	591.2	623.6	699.9
Special forms of trading (£m)	9.6	9.6	9.6	9.6
Total available expenditure excl SFT (£m)	591.5	581.6	614.0	690.3
Turnover of stores in Tenbury Wells (£m)	5.7	5.7	5.9	6.1
<i>Wychavon Study Area</i>				
Total available expenditure in Study Area (£m)	175.8	172.4	182.3	204.9
Special Forms of Trading (£m)	2.3	2.3	2.3	2.3
Total available expenditure excl SFT (£m)	173.5	170.1	180.0	202.6
Turnover of stores in Tenbury Wells (£m)	0.0	0.0	0.0	0.0
<i>Combined Study Areas</i>				
Total available expenditure in Study Areas (£m)	776.9	763.6	805.9	904.8
Special Forms of Trading (£m)	11.9	11.9	11.9	11.9
Total available expenditure excl SFT (£m)	765.0	751.7	794.0	892.9
Turnover of stores in Tenbury Wells (£m)	5.7	5.7	5.9	6.1
Market Share (of in-store sales)	0.7%	0.7%	0.7%	0.7%
Turnover potential (£m)	5.7	5.6	5.9	6.7
Expenditure Capacity (£m)	0.0	-0.1	0.1	0.5
Theoretical Floorspace Capacity (sq.m.net) based on £7,500 per sq.m assuming floorspace efficiencies	0	-13	10	68

Notes

Special Forms of Trading - taken from household survey held constant - see report.

Assumed increase in floorspace efficiencies: 2007 - 2012 - Nil. Post 2012 0.5% per annum (source: Experian Retail Planner 8.1)

Market share is 2007 market share held as a constant

Expenditure capacity is the difference between the turnover potential (based on maintaining the current market share)

and the current turnover (taking into account floorspace efficiency increase)

2005 prices

TABLE 20: CONVENIENCE GOODS EXPENDITURE CAPACITY - UPTON UPON SEVERN

	2007	2012	2017	2026
<i>Worcester and Malvern Hills Study Area</i>				
Total available expenditure in the Study Area (£m)	601.1	591.2	623.6	699.9
Special forms of trading (£m)	9.6	9.6	9.6	9.6
Total available expenditure excl SFT (£m)	591.5	581.6	614.0	690.3
Turnover of stores in Upton upon Severn (£m)	2.2	2.3	2.3	2.4
<i>Wychavon Study Area</i>				
Total available expenditure in Study Area (£m)	175.8	172.4	182.3	204.9
Special Forms of Trading (£m)	2.3	2.3	2.3	2.3
Total available expenditure excl SFT (£m)	173.5	170.1	180.0	202.6
Turnover of stores in Upton upon Severn (£m)	0.3	0.3	0.3	0.3
<i>Combined Study Areas</i>				
Total available expenditure in Study Areas (£m)	776.9	763.6	805.9	904.8
Special Forms of Trading (£m)	11.9	11.9	11.9	11.9
Total available expenditure excl SFT (£m)	765.0	751.7	794.0	892.9
Turnover of stores in Upton upon Severn (£m)	2.5	2.6	2.6	2.8
Market Share (of in-store sales)	0.3%	0.3%	0.3%	0.3%
Turnover potential (£m)	2.5	2.5	2.6	2.9
Expenditure Capacity (£m)	0.0	-0.1	0.0	0.2
Theoretical Floorspace Capacity (sq.m.net) based on £7,500 per sq.m assuming floorspace efficiencies	0	-14	-4	21

Notes

Special Forms of Trading - taken from household survey held constant - see report.

Assumed increase in floorspace efficiencies: 2007 - 2012 - Nil. Post 2012 0.5% per annum (source: Experian Retail Planner 8.1)

Market share is 2007 market share held as a constant

Expenditure capacity is the difference between the turnover potential (based on maintaining the current market share)

and the current turnover (taking into account floorspace efficiency increase)

2005 prices

TABLE 21: COMPARISON GOODS EXPENDITURE CAPACITY - WORCESTER

Non-Bulky Goods	2007	2012	2017	2026	Bulky Goods	2007	2012	2017	2026
Worcester and Malvern Hills Study Area					Worcester and Malvern Hills Study Area				
Total available expenditure in the Study Area (£m)	820.2	901.8	1045.8	1398.1	Total available expenditure in the Study Area (£m)	325.8	358.2	415.4	555.3
Special forms of trading (£m)	92.8	92.8	92.8	92.8	Special forms of trading (£m)	16.3	16.3	16.3	16.3
Total available expenditure excl SFT (£m)	727.3	809.0	952.9	1305.3	Total available expenditure excl SFT (£m)	309.4	341.9	399.0	539.0
Turnover of stores in Worcester (£m)	264.6	285.0	320.9	397.3	Turnover of stores in Worcester (£m)	100.8	108.6	122.2	151.3
Wychavon Study Area					Wychavon Study Area				
Total available expenditure in the Study Area (£m)	202.9	221.7	257.7	344.8	Total available expenditure in the Study Area (£m)	90.5	98.9	114.9	153.8
Special forms of trading (£m)	17.3	17.3	17.3	17.3	Special forms of trading (£m)	3.3	3.3	3.3	3.3
Total available expenditure excl SFT (£m)	185.6	204.4	240.4	327.5	Total available expenditure excl SFT (£m)	87.2	95.6	111.6	150.5
Turnover of stores in Worcester (£m)	58.8	63.3	71.3	88.3	Turnover of stores in Worcester (£m)	19.1	20.6	23.2	28.7
Combined Study Areas					Combined Study Areas				
Total available expenditure in the Study Area (£m)	1023.1	1123.5	1303.5	1742.9	Total available expenditure in the Study Area (£m)	416.3	457.1	530.3	709.1
Special forms of trading (£m)	110.1	110.1	110.1	110.1	Special forms of trading (£m)	19.6	19.6	19.6	19.6
Total available expenditure excl SFT (£m)	912.9	1013.4	1193.3	1632.8	Total available expenditure excl SFT (£m)	396.6	437.5	510.6	689.5
Turnover of stores in Worcester (£m)	323.4	348.4	392.2	485.6	Turnover of stores in Worcester (£m)	119.9	129.1	145.4	180.0
Market Share (of in-store sales)	35.4%	35.4%	35.4%	35.4%	Market Share (of in-store sales)	30.2%	30.2%	30.2%	30.2%
Turnover Potential (£m)	323.4	359.0	422.7	578.4	Turnover Potential (£m)	119.9	132.2	154.3	208.3
Residual expenditure capacity (£m)	0.0	10.6	30.5	92.8	Residual expenditure capacity (£m)	0.0	3.1	8.9	28.4
Theoretical floorspace based on £5,000/sq.m. sales density assumption (rising by 2.4% per annum post 2012)		1965	5026	12364	Theoretical floorspace based on £2,500/sq.m. sales density assumption (rising by 2.4% per annum post 2012)	0	1141	2944	7557
Combined Comparison Goods					Combined Comparison Goods				
	2007	2012	2017	2026					
Floorspace Capacity Before Commitment		3107	7970	19921					
Commitment: Lowesmoor		10085	10085	10085					
Floorspace Capacity After Commitment		-6978	-2114	9837					

Notes

Special Forms of Trading - taken from household survey held constant - see report.

Assumed increase in floorspace efficiencies: 2007 - 2012 - 1.5% per annum. Post 2012 - 2.4% per annum (source: Experian Retail Planner 8.1)

Market share is 2007 market share held as a constant

Expenditure capacity is the difference between the turnover potential (based on maintaining the current market share) and the current turnover (taking into account floorspace efficiency increase)

Sales density of new floorspace is DPDS estimate

2005 prices

TABLE 22: COMPARISON GOODS EXPENDITURE CAPACITY - MALVERN

Non-Bulky Goods					Bulky Goods				
	2007	2012	2017	2026		2007	2012	2017	2026
Worcester and Malvern Hills Study Area					Worcester and Malvern Hills Study Area				
Total available expenditure in the Study Area (£m)	820.2	901.8	1045.8	1398.1	Total available expenditure in the Study Area (£m)	325.8	358.2	415.4	555.3
Special forms of trading (£m)	92.8	92.8	92.8	92.8	Special forms of trading (£m)	16.3	16.3	16.3	16.3
Total available expenditure excl SFT (£m)	727.4	809.0	953.0	1305.3	Total available expenditure excl SFT (£m)	309.4	341.9	399.0	539.0
Turnover of stores in centres in Malvern (£m)	39.5	42.5	47.9	59.3	Turnover of stores in centres in Malvern (£m)	21.5	23.1	26.1	32.3
Wychavon Study Area					Wychavon Study Area				
Total available expenditure in the Study Area (£m)	202.9	221.7	257.7	344.8	Total available expenditure in the Study Area (£m)	90.5	98.9	114.9	153.8
Special forms of trading (£m)	17.4	17.4	17.4	17.4	Special forms of trading (£m)	3.3	3.3	3.3	3.3
Total available expenditure excl SFT (£m)	185.5	204.3	240.3	327.4	Total available expenditure excl SFT (£m)	87.2	95.6	111.6	150.5
Turnover of stores in Malvern (£m)	0.9	1.0	1.1	1.4	Turnover of stores in Malvern (£m)	0.2	0.2	0.2	0.3
Combined Study Areas					Combined Study Areas				
Total available expenditure in the Study Area (£m)	1023.1	1123.5	1303.5	1742.9	Total available expenditure in the Study Area (£m)	416.3	457.1	530.3	709.1
Special forms of trading (£m)	110.2	110.2	110.2	110.2	Special forms of trading (£m)	19.6	19.6	19.6	19.6
Total available expenditure excl SFT (£m)	912.9	1013.3	1193.3	1632.7	Total available expenditure excl SFT (£m)	396.6	437.5	510.6	689.5
Turnover of stores in Malvern (£m)	40.4	43.5	49.0	60.6	Turnover of stores in Malvern (£m)	21.7	23.4	26.3	32.6
Market Share (of in-store sales)	4.4%	4.4%	4.4%	4.4%	Market Share (of in-store sales)	5.5%	5.5%	5.5%	5.5%
Turnover Potential (£m)	40.4	44.8	52.8	72.2	Turnover Potential (£m)	21.7	23.9	27.9	37.7
Residual expenditure capacity (£m)	0.0	1.3	3.8	11.6	Residual expenditure capacity (£m)	0.0	0.6	1.6	5.1
Theoretical floorspace based on £4,000/sq.m. sales density assumption (rising by 2.4% per annum post 2012)		307	784	1929	Theoretical floorspace based on £2,500/sq.m. sales density assumption (rising by 2.4% per annum post 2012)	0	258	666	1709
Combined Comparison Goods									
	2007	2012	2017	2026					
Floorspace Capacity		565	1450	3639					

Notes

Special Forms of Trading - taken from household survey held constant - see report.

Assumed increase in floorspace efficiencies: 2007 - 2012 - 1.5% per annum. Post 2012 - 2.4% per annum (source: Experian Retail Planner 8.1)

Market share is 2007 market share held as a constant

Expenditure capacity is the difference between the turnover potential (based on maintaining the current market share) and the current turnover (taking into account floorspace efficiency increase)

Sales density of new floorspace is DPDS estimate

2005 prices

TABLE 23: COMPARISON GOODS EXPENDITURE CAPACITY - TENBURY WELLS

Non-Bulky Goods					Bulky Goods				
	2007	2012	2017	2026		2007	2012	2017	2026
Worcester and Malvern Hills Study Area					Worcester and Malvern Hills Study Area				
Total available expenditure in the Study Area (£m)	820.2	901.8	1045.8	1398.1	Total available expenditure in the Study Area (£m)	325.8	358.2	415.4	555.3
Special forms of trading (£m)	92.8	92.8	92.8	92.8	Special forms of trading (£m)	16.3	16.3	16.3	16.3
Total available expenditure excl SFT (£m)	727.3	809.0	952.9	1305.3	Total available expenditure excl SFT (£m)	309.4	341.9	399.0	539.0
Turnover of stores in Tenbury Wells (£m)	3.1	3.3	3.7	4.6	Turnover of stores in Tenbury Wells (£m)	2.5	2.7	3.0	3.7
Wychavon Study Area					Wychavon Study Area				
Total available expenditure in the Study Area (£m)	202.9	221.7	257.7	344.8	Total available expenditure in the Study Area (£m)	90.5	98.9	114.9	153.8
Special forms of trading (£m)	17.4	17.4	17.4	17.4	Special forms of trading (£m)	3.3	3.3	3.3	3.3
Total available expenditure excl SFT (£m)	185.5	204.3	240.3	327.4	Total available expenditure excl SFT (£m)	87.2	95.6	111.6	150.5
Turnover of stores in Tenbury Wells (£m)	0.0	0.0	0.0	0.0	Turnover of stores in Tenbury Wells (£m)	0.0	0.0	0.0	0.0
Combined Study Areas					Combined Study Areas				
Total available expenditure in the Study Area (£m)	1023.1	1123.5	1303.5	1742.9	Total available expenditure in the Study Area (£m)	416.3	457.1	530.3	709.1
Special forms of trading (£m)	110.2	110.2	110.2	110.2	Special forms of trading (£m)	19.6	19.6	19.6	19.6
Total available expenditure excl SFT (£m)	912.8	1013.3	1193.2	1632.7	Total available expenditure excl SFT (£m)	396.6	437.5	510.6	689.5
Turnover of stores in Tenbury Wells (£m)	3.1	3.3	3.7	4.6	Turnover of stores in Tenbury Wells (£m)	2.5	2.7	3.0	3.7
Market Share (of in-store sales)	0.3%	0.3%	0.3%	0.3%	Market Share (of in-store sales)	0.6%	0.6%	0.6%	0.6%
Turnover Potential (£m)	3.1	3.4	4.0	5.5	Turnover Potential (£m)	2.5	2.7	3.2	4.3
Residual expenditure capacity (£m)	0.0	0.1	0.3	0.9	Residual expenditure capacity (£m)	0.0	0.1	0.2	0.6
Theoretical floorspace based on £4,000/sq.m. sales density assumption (rising by 2.4% per annum post 2012)		23	59	146	Theoretical floorspace based on £2,500/sq.m. sales density assumption (rising by 2.4% per annum post 2012)	0	24	61	156
Combined Comparison Goods									
	2007	2012	2017	2026					
Floorspace Capacity		47	120	302					

Notes

Special Forms of Trading - taken from household survey held constant - see report.

Assumed increase in floorspace efficiencies: 2007 - 2012 - 1.5% per annum. Post 2012 - 2.4% per annum (source: Experian Retail Planner 8.1)

Market share is 2007 market share held as a constant

Expenditure capacity is the difference between the turnover potential (based on maintaining the current market share) and the current turnover (taking into account floorspace efficiency increase)

Sales density of new floorspace is DPDS estimate

2005 prices

TABLE 24: COMPARISON GOODS EXPENDITURE CAPACITY - UPTON UPON SEVERN

Non-Bulky Goods					Bulky Goods				
	2007	2012	2017	2026		2007	2012	2017	2026
Worcester and Malvern Hills Study Area					Worcester and Malvern Hills Study Area				
Total available expenditure in the Study Area (£m)	820.2	901.8	1045.8	1398.1	Total available expenditure in the Study Area (£m)	325.8	358.2	415.4	555.3
Special forms of trading (£m)	92.8	92.8	92.8	92.8	Special forms of trading (£m)	16.3	16.3	16.3	16.3
Total available expenditure excl SFT (£m)	727.3	809.0	952.9	1305.3	Total available expenditure excl SFT (£m)	309.4	341.9	399.0	539.0
Turnover of stores in Upton upon Severn (£m)	1.9	2.1	2.3	2.9	Turnover of stores in Upton upon Severn (£m)	1.3	1.4	1.6	2.0
Wychavon Study Area					Wychavon Study Area				
Total available expenditure in the Study Area (£m)	202.9	221.7	257.7	344.8	Total available expenditure in the Study Area (£m)	90.5	98.9	114.9	153.8
Special forms of trading (£m)	17.4	17.4	17.4	17.4	Special forms of trading (£m)	3.3	3.3	3.3	3.3
Total available expenditure excl SFT (£m)	185.5	204.3	240.3	327.4	Total available expenditure excl SFT (£m)	87.2	95.6	111.6	150.5
Turnover of stores in Upton upon Severn (£m)	0.0	0.0	0.0	0.0	Turnover of stores in Upton upon Severn (£m)	0.0	0.0	0.0	0.0
Combined Study Areas					Combined Study Areas				
Total available expenditure in the Study Area (£m)	1023.1	1123.5	1303.5	1742.9	Total available expenditure in the Study Area (£m)	416.3	457.1	530.3	709.1
Special forms of trading (£m)	110.2	110.2	110.2	110.2	Special forms of trading (£m)	19.6	19.6	19.6	19.6
Total available expenditure excl SFT (£m)	912.8	1013.3	1193.2	1632.7	Total available expenditure excl SFT (£m)	396.6	437.5	510.6	689.5
Turnover of stores in Upton upon Severn (£m)	1.9	2.1	2.3	2.9	Turnover of stores in Upton upon Severn (£m)	1.3	1.4	1.6	2.0
Market Share (of in-store sales)	0.2%	0.2%	0.2%	0.2%	Market Share (of in-store sales)	0.3%	0.3%	0.3%	0.3%
Turnover Potential (£m)	1.9	2.1	2.5	3.4	Turnover Potential (£m)	1.3	1.5	1.7	2.3
Residual expenditure capacity (£m)	0.0	0.1	0.2	0.5	Residual expenditure capacity (£m)	0.0	0.0	0.1	0.3
Theoretical floorspace based on £4,000/sq.m. sales density assumption (rising by 2.4% per annum post 2012)		14	37	91	Theoretical floorspace based on £2,500/sq.m. sales density assumption (rising by 2.4% per annum post 2012)	0	13	33	83
Combined Comparison Goods									
	2007	2012	2017	2026					
Floorspace Capacity		27	70	174					

Notes

Special Forms of Trading - taken from household survey held constant - see report.

Assumed increase in floorspace efficiencies: 2007 - 2012 - 1.5% per annum. Post 2012 - 2.4% per annum (source: Experian Retail Planner 8.1)

Market share is 2007 market share held as a constant

Expenditure capacity is the difference between the turnover potential (based on maintaining the current market share) and the current turnover (taking into account floorspace efficiency increase)

Sales density of new floorspace is DPDS estimate

2005 prices