

TABLE 1: STUDY AREA POPULATION -

	2011	2016	2021	2026	2031
Zone 1	8322	8517	8733	8954	9181
Zone 2	100520	102348	104157	105997	107870
Zone 3	47999	49357	51038	52776	54573
Zone 4	7129	7333	7574	7823	8080
Zone 5	6747	6940	7168	7404	7647
Zone 6	30991	31439	31843	32253	32669
Zone 7	46334	47002	47608	48221	48842
Zone 8	31380	31833	32243	32658	33079
Zone 9	7301	7611	7916	8233	8563
Zone 10	8681	8929	9222	9525	9838
Zone 11	35583	36599	37802	39044	40327
Zone 12	14626	15247	15858	16493	17154
Zone 13	4829	4967	5130	5298	5472
Zone 14	8736	8985	9280	9585	9900
Zone 15	25433	26974	28413	29929	30913
Total	384612	394082	403985	414194	424107

Notes:

Source 2011 Experian population figures rebased to 2011 ONS Midyear Estimate
2016 -2021 ONS 2011 based interim forecasts
2021-2031 Continuation of ONS growth rates

TABLE 2: PER CAPITA CONVENIENCE GOODS EXPENDITURE (£)

	2011	2016	2021	2026	2031
Zone 1	1441	1406	1451	1510	1572
Zone 2	1441	1406	1451	1510	1572
Zone 3	1441	1406	1451	1510	1572
Zone 4	1474	1438	1485	1545	1608
Zone 5	1474	1438	1485	1545	1608
Zone 6	1438	1403	1448	1507	1569
Zone 7	1438	1403	1448	1507	1569
Zone 8	1438	1403	1448	1507	1569
Zone 9	1474	1438	1485	1545	1608
Zone 10	1474	1438	1485	1545	1608
Zone 11	1474	1438	1485	1545	1608
Zone 12	1535	1498	1546	1609	1674
Zone 13	1535	1498	1546	1609	1674
Zone 14	1535	1498	1546	1609	1674
Zone 15	1535	1498	1546	1609	1674

Notes:

Source Experian Retail Planner Briefing Note 10.1 Sept 2012

2005 prices

TABLE 3: TOTAL CONVENIENCE GOODS EXPENDITURE (£m)

	2011	2016	2021	2026	2031
Zone 1	12.0	12.0	12.7	13.5	14.4
Zone 2	140.5	144.7	157.3	160.1	169.5
Zone 3	67.1	69.8	77.1	79.7	85.8
Zone 4	10.2	10.6	11.7	12.1	13.0
Zone 5	9.6	10.0	11.1	11.4	12.3
Zone 6	43.2	44.4	48.0	48.6	51.2
Zone 7	64.6	66.3	71.8	72.7	76.6
Zone 8	43.8	44.9	48.6	49.2	51.9
Zone 9	10.4	11.0	12.2	12.7	13.8
Zone 10	12.4	12.9	14.3	14.7	15.8
Zone 11	50.9	53.0	58.4	60.3	64.9
Zone 12	21.8	23.0	25.5	26.5	28.7
Zone 13	7.2	7.5	8.3	8.5	9.2
Zone 14	13.0	13.5	14.9	15.4	16.6
Zone 15	37.9	40.6	45.7	48.2	51.8
Total	544.5	564.3	617.5	633.8	675.5

Notes

Table 1 x Table 3

2005 prices

TABLE 5: TOP-UP 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	
Tesco, St Peters Drive, Worcester	0.0	0.0	0.0	0.0	0.0	4.3	0.1	15.3	2.2	3.9	0.8	29.0	4.2	2.3	0.1	3.8	0.2
Tesco, Millwood Drive, Warndon Village, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	22.5	4.8	8.0	1.1	0.0	0.0	0.0	0.0
Sainsbury's, Lygchate, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Windermere Drive, Blackpole, Worcester	0.0	0.0	0.0	0.0	0.0	6.4	0.2	2.0	0.3	10.9	2.3	2.0	0.3	0.0	0.0	0.0	0.0
Marks & Spencer, High Street, Worcester	0.0	0.0	0.0	0.0	1.6	0.1	4.3	0.1	9.2	1.3	7.0	1.5	13.0	1.9	0.0	0.0	0.0
Island, Friary Walk, Worcester	0.0	0.0	0.0	0.0	0.0	2.1	0.1	2.0	0.3	1.6	0.3	5.0	0.7	0.0	0.0	0.0	0.0
Co-Op Pioneer, Bulfling / St Johns Road, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	21.7	4.6	0.0	0.0	0.0	0.0	0.0	0.0
Somerfield, Angel Street, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.4	3.9	0.8	6.0	0.9	0.0	0.0	0.0	0.0
Aldi, Pheasant Street, Worcester	0.0	0.0	0.0	0.0	0.0	2.1	0.1	1.0	0.1	0.8	0.2	1.0	0.1	0.0	0.0	0.0	0.0
Local shops, St Johns, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Solitaire Avenue, St Johns, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op Pioneer, Ombersley Road, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	1.6	0.3	7.0	1.0	0.0	0.0	0.0	0.0
Lidl, Blackpole Road, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	4.7	1.0	1.0	0.1	0.0	0.0	0.0	0.0
Spar, Cranham Drive, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7	1.0	1.0	0.1	0.0	0.0	0.0	0.0
Lidl, Newton Road, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.2	4.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op Pioneer, Newtown Road, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.3	7.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Worcester	0.0	0.0	0.0	0.0	0.0	4.3	0.1	0.0	0.0	7.0	1.5	4.0	0.6	0.0	0.0	0.0	0.0
Tesco Express, London Road, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op, Canada Way, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	1.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op, Gresham Road, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	1.6	0.3	7.0	1.0	0.0	0.0	0.0	0.0
Tesco Express, Martley Road, Worcester	0.0	0.0	0.0	0.0	0.0	10.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Prestwich Avenue, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
One Stop, St Peters Drive, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.6	0.0	0.0	2.0	0.3	0.0	0.0	11.5	0.5
Waitrose, Back Lane / Edith Walk, Malvern	0.0	0.0	0.0	0.0	0.0	2.1	0.1	1.0	0.1	0.0	0.0	1.0	0.1	0.0	9.6	0.4	18.4
Somerfield, Edith Walk, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.2	0.0	0.0	0.0	3.8	0.2	7.4
Other Malvern Town Centre Shops	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.2	1.5	0.3	0.0	0.0
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
Lidl, 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	3.8	0.2	2.2	0.4	0.0	0.0
Other 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	0.7	0.1	0.0
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	24.3	4.1	0.0	6.7	0.2	0.0
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	4.4	0.8	0.0	0.0	0.0	0.0
GH Bowkett, Market Square, Tenbury Wells	3.2	0.1	0.0	0.0	56.5	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Teme Street, Tenbury Wells	0.0	0.0	0.0	0.0	16.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Tenbury Wells	0.0	0.0	0.0	0.0	12.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upton on Severn Town Centre	0.0	0.0	0.0	0.0	0.0	4.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.0
Local shops, Welland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.1	1.6
Local shops, Malvern Wells	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Callow End	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Cradley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.2	0.0	0.0	0.0	0.0
Morrisons, Droitwich Spa	0.0	0.0	0.0	0.0	0.0	2.1	0.1	0.0	0.0	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Droitwich	0.0	0.0	0.0	0.0	0.0	6.4	0.2	0.0	0.0	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0
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	0.0	0.0	3.3	0.1	0.0
Tesco, Castle Road, Kidderminster	0.0	0.0	16.7	7.9	0.0	1.6	0.1	2.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-Op, Kidderminster	0.0	0.0	7.4	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Kidderminster	0.0	0.0	7.4	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Warbler Place, Kidderminster	0.0	0.0	5.6	2.6	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kidderminster Town Centre	0.0	0.0	5.6	2.6	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Kidderminster	0.0	0.0	5.6	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Kidderminster	0.0	0.0	7.4	3.5	0.0	0.0	0.0	2.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Willowfield Drive, Kidderminster	0.0	0.0	3.7	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Londis, Arley Close, Kidderminster	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
Somerfield, 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
Marks & Spencer, 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	3.3	0.1	2.0
Local shops, 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	3.3	0.1	4.0
Costcutter, 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
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
Morrisons, 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	9.8	0.4	32.0
Tesco, 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	6.6	0.3	22.0
Co-Op Price Challenge, 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	3.3	0.1	18.0
Local shops, Bromyard	0.0	0.0	0.0	0.0	0.0	1.6	0.1	4.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Ludlow	3.2	0.1	0.0	0.0	3.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Ludlow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Ledbury	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	9.6	0.4	40.5	2.9
Other, Ledbury	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	0.0	45.2	3.3	0.0
Asda, Bromsgrove	0.0	0.0	0.0	0.0	23.6	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Bromsgrove	0.0	0.0	0.0	0.0	9.1	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Somerfield, Bromsgrove	0.0	0.0	0.0	0.0	10.9	2.4	0.0	0.0	0.0	0.0							

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	18.2	3.6	2.6	48.1	23.0	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	8.6	51.9
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	25.3	19.4	9.3	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	6.4	38.7
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	3.3	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	4.2
Sainsbury's, Windermere 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	2.3	20.5	14.4	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	18.9
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	2.1	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	6.7
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	1.6	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, Bulling / 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	11.4	0.9	0.7	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	2.3	13.8
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	0.7	4.0	2.8	3.7	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	6.0
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	0.7	2.2	1.1	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	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	6.7
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	1.7	1.2	0.3	0.1	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	1.4
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	0.7	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	2.3	6.9	3.3	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	1.2	7.0
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	0.8	7.0	0.8	22.7	3.1	30.8	17.5	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	13.7	3.7	0.9	29.0	2.3	8.8	1.3	0.0	0.0	3.8	22.9
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	5.3	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	5.8	75.4	119.3	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	21.4	129.2
Stores in Bromsgrove	0.0	0.0	1.8	2.9	81.2	60.7	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	10.8	65.4
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	0.0	0.8	0.1	0.2	0.1	0.0	0.0	0.0	33.6	4.9	76.2	31.4	6.1</	

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

	2011	2016	2021	2026	2031
Zone 1	3554	3931	4535	5232	6036
Zone 2	3554	3931	4535	5232	6036
Zone 3	3554	3931	4535	5232	6036
Zone 4	3540	3915	4517	5211	6012
Zone 5	3540	3915	4517	5211	6012
Zone 6	3637	4022	4640	5353	6176
Zone 7	3637	4022	4640	5353	6176
Zone 8	3637	4022	4640	5353	6176
Zone 9	3540	3915	4517	5211	6012
Zone 10	3540	3915	4517	5211	6012
Zone 11	3540	3915	4517	5211	6012
Zone 12	3711	4105	4736	5463	6303
Zone 13	3711	4105	4736	5463	6303
Zone 14	3711	4105	4736	5463	6303
Zone 15	3711	4105	4736	5463	6303

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

	2011	2016	2021	2026	2031
Zone 1	2542	2823	3257	3757	4335
Zone 2	2542	2823	3258	3758	4336
Zone 3	2542	2823	3258	3758	4336
Zone 4	2537	2817	3251	3751	4327
Zone 5	2537	2817	3251	3751	4327
Zone 6	2607	2896	3342	3855	4448
Zone 7	2607	2896	3342	3855	4448
Zone 8	2607	2896	3342	3855	4448
Zone 9	2537	2817	3251	3751	4327
Zone 10	2537	2817	3251	3751	4327
Zone 11	2537	2817	3251	3751	4327
Zone 12	2650	2943	3397	3919	4521
Zone 13	2650	2943	3397	3919	4521
Zone 14	2650	2943	3397	3919	4521
Zone 15	2650	2943	3397	3919	4521

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

	2011	2016	2021	2026	2031
Zone 1	1013	1108	1278	1475	1701
Zone 2	1013	1108	1277	1474	1700
Zone 3	1013	1108	1277	1474	1700
Zone 4	1004	1098	1266	1460	1685
Zone 5	1004	1098	1266	1460	1685
Zone 6	1029	1126	1298	1498	1728
Zone 7	1029	1126	1298	1498	1728
Zone 8	1029	1126	1298	1498	1728
Zone 9	1004	1098	1266	1460	1685
Zone 10	1004	1098	1266	1460	1685
Zone 11	1004	1098	1266	1460	1685
Zone 12	1062	1162	1339	1545	1782
Zone 13	1062	1162	1339	1545	1782
Zone 14	1062	1162	1339	1545	1782
Zone 15	1062	1162	1339	1545	1782

Notes:

Source Experian Retail Planner Briefing Note 10.1 Sept 2012

2005 prices

TABLE 7d: CLOTHING AND FASHION GOODS PER CAPITA E; TABLE 7g: LARGE ELECTRICAL GOODS PER CAPITA EXPENDITURE (£)

	2011	2016	2021	2026	2031		2011	2016	2021	2026	2031
Zone 1	853	933	1077	1242	1433	Zone 1	59	65	75	86	100
Zone 2	853	933	1077	1242	1433	Zone 2	59	65	75	86	100
Zone 3	853	933	1077	1242	1433	Zone 3	59	65	75	86	100
Zone 4	826	904	1042	1203	1387	Zone 4	59	65	75	86	100
Zone 5	826	904	1042	1203	1387	Zone 5	59	65	75	86	100
Zone 6	863	944	1090	1257	1450	Zone 6	58	63	73	84	97
Zone 7	863	944	1090	1257	1450	Zone 7	58	63	73	84	97
Zone 8	863	944	1090	1257	1450	Zone 8	58	63	73	84	97
Zone 9	826	904	1042	1203	1387	Zone 9	59	65	75	86	100
Zone 10	826	904	1042	1203	1387	Zone 10	59	65	75	86	100
Zone 11	826	904	1042	1203	1387	Zone 11	59	65	75	86	100
Zone 12	837	916	1057	1219	1407	Zone 12	71	78	89	103	119
Zone 13	837	916	1057	1219	1407	Zone 13	71	78	89	103	119
Zone 14	837	916	1057	1219	1407	Zone 14	71	78	89	103	119
Zone 15	837	916	1057	1219	1407	Zone 15	71	78	89	103	119

TABLE 7e: OTHER NON-BULKY GOODS PER CAPITA EXPENI TABLE 7h: SMALL ELECTRICAL GOODS PER CAPITA EXPENDITURE (£)

	2011	2016	2021	2026	2031		2011	2016	2021	2026	2031
Zone 1	1689	1890	2180	2515	2902	Zone 1	357	390	450	520	600
Zone 2	1689	1890	2181	2516	2903	Zone 2	357	390	450	520	600
Zone 3	1689	1890	2181	2516	2903	Zone 3	357	390	450	520	600
Zone 4	1711	1914	2209	2548	2940	Zone 4	332	364	420	484	558
Zone 5	1711	1914	2209	2548	2940	Zone 5	332	364	420	484	558
Zone 6	1744	1952	2252	2598	2998	Zone 6	376	412	475	548	632
Zone 7	1744	1952	2252	2598	2998	Zone 7	376	412	475	548	632
Zone 8	1744	1952	2252	2598	2998	Zone 8	376	412	475	548	632
Zone 9	1711	1914	2209	2548	2940	Zone 9	332	364	420	484	558
Zone 10	1711	1914	2209	2548	2940	Zone 10	332	364	420	484	558
Zone 11	1711	1914	2209	2548	2940	Zone 11	332	364	420	484	558
Zone 12	1813	2027	2340	2699	3114	Zone 12	344	376	434	501	578
Zone 13	1813	2027	2340	2699	3114	Zone 13	344	376	434	501	578
Zone 14	1813	2027	2340	2699	3114	Zone 14	344	376	434	501	578
Zone 15	1813	2027	2340	2699	3114	Zone 15	344	376	434	501	578

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

	2011	2016	2021	2026	2031
Zone 1	229	251	289	334	385
Zone 2	229	251	289	334	385
Zone 3	229	251	289	334	385
Zone 4	232	254	293	338	390
Zone 5	232	254	293	338	390
Zone 6	219	240	276	319	368
Zone 7	219	240	276	319	368
Zone 8	219	240	276	319	368
Zone 9	232	254	293	338	390
Zone 10	232	254	293	338	390
Zone 11	232	254	293	338	390
Zone 12	256	281	324	373	431
Zone 13	256	281	324	373	431
Zone 14	256	281	324	373	431
Zone 15	256	281	324	373	431

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

	2011	2016	2021	2026	2031
Zone 1	367	402	463	535	617
Zone 2	367	402	463	534	616
Zone 3	367	402	463	534	616
Zone 4	380	416	479	552	637
Zone 5	380	416	479	552	637
Zone 6	376	412	474	547	631
Zone 7	376	412	474	547	631
Zone 8	376	412	474	547	631
Zone 9	380	416	479	552	637
Zone 10	380	416	479	552	637
Zone 11	380	416	479	552	637
Zone 12	390	427	492	567	655
Zone 13	390	427	492	567	655
Zone 14	390	427	492	567	655
Zone 15	390	427	492	567	655

Notes:

Source Experian Retail Planner Briefing Note 10.1 Sept 2012

2005 prices

TABLE 8a: COMPARISON GOODS EXPENDITURE (£m)

	2011	2016	2021	2026	2031
Zone 1	29.6	33.5	39.6	46.8	55.4
Zone 2	357.3	402.3	472.4	554.6	651.1
Zone 3	170.6	194.0	231.5	276.1	329.4
Zone 4	25.2	28.7	34.2	40.8	48.6
Zone 5	23.9	27.2	32.4	38.6	46.0
Zone 6	112.7	126.5	147.8	172.7	201.8
Zone 7	168.5	189.1	220.9	258.1	301.6
Zone 8	114.1	128.0	149.6	174.8	204.3
Zone 9	25.8	29.8	35.8	42.9	51.5
Zone 10	30.7	35.0	41.7	49.6	59.1
Zone 11	126.0	143.3	170.8	203.5	242.4
Zone 12	54.3	62.6	75.1	90.1	108.1
Zone 13	17.9	20.4	24.3	28.9	34.5
Zone 14	32.4	36.9	43.9	52.4	62.4
Zone 15	94.4	110.7	134.6	163.5	194.8
Total	1383.5	1567.9	1854.4	2193.5	2591.1

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

	2011	2016	2021	2026	2031
Zone 1	21.2	24.0	28.4	33.6	39.8
Zone 2	255.5	288.9	339.3	398.4	467.7
Zone 3	122.0	139.3	166.3	198.4	236.6
Zone 4	18.1	20.7	24.6	29.3	35.0
Zone 5	17.1	19.6	23.3	27.8	33.1
Zone 6	80.8	91.0	106.4	124.4	145.3
Zone 7	120.8	136.1	159.1	185.9	217.2
Zone 8	81.8	92.2	107.8	125.9	147.1
Zone 9	18.5	21.4	25.7	30.9	37.1
Zone 10	22.0	25.2	30.0	35.7	42.6
Zone 11	90.3	103.1	122.9	146.4	174.5
Zone 12	38.8	44.9	53.9	64.6	77.5
Zone 13	12.8	14.6	17.4	20.8	24.7
Zone 14	23.1	26.4	31.5	37.6	44.8
Zone 15	67.4	79.4	96.5	117.3	139.7
Total	990.2	1126.9	1333.2	1576.9	1862.8

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

	2011	2016	2021	2026	2031
Zone 1	8.4	9.4	11.2	13.2	15.6
Zone 2	101.8	113.4	133.0	156.2	183.4
Zone 3	48.6	54.7	65.2	77.8	92.8
Zone 4	7.2	8.1	9.6	11.4	13.6
Zone 5	6.8	7.6	9.1	10.8	12.9
Zone 6	31.9	35.4	41.3	48.3	56.5
Zone 7	47.7	52.9	61.8	72.2	84.4
Zone 8	32.3	35.9	41.9	48.9	57.2
Zone 9	7.3	8.4	10.0	12.0	14.4
Zone 10	8.7	9.8	11.7	13.9	16.6
Zone 11	35.7	40.2	47.9	57.0	67.9
Zone 12	15.5	17.7	21.2	25.5	30.6
Zone 13	5.1	5.8	6.9	8.2	9.8
Zone 14	9.3	10.4	12.4	14.8	17.6
Zone 15	27.0	31.3	38.0	46.2	55.1
Total	393.3	441.0	521.2	616.5	728.3

Notes

Table 1 x Table 7

2005 prices

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

	2011	2016	2021	2026	2031
Zone 1	7.1	7.9	9.4	11.1	13.2
Zone 2	85.7	95.5	112.1	131.6	154.6
Zone 3	40.9	46.1	54.9	65.5	78.2
Zone 4	5.9	6.6	7.9	9.4	11.2
Zone 5	5.6	6.3	7.5	8.9	10.6
Zone 6	26.7	29.7	34.7	40.5	47.4
Zone 7	40.0	44.4	51.9	60.6	70.8
Zone 8	27.1	30.1	35.1	41.1	48.0
Zone 9	6.0	6.9	8.3	9.9	11.9
Zone 10	7.2	8.1	9.6	11.5	13.6
Zone 11	29.4	33.1	39.4	47.0	55.9
Zone 12	12.2	14.0	16.8	20.1	24.1
Zone 13	4.0	4.6	5.4	6.5	7.7
Zone 14	7.3	8.2	9.8	11.7	13.9
Zone 15	21.3	24.7	30.0	36.5	43.5
Total	326.5	366.0	432.8	511.9	604.6

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

	2011	2016	2021	2026	2031
Zone 1	14.1	16.1	19.0	22.5	26.6
Zone 2	169.8	193.4	227.2	266.7	313.2
Zone 3	81.1	93.3	111.3	132.8	158.4
Zone 4	12.2	14.0	16.7	19.9	23.8
Zone 5	11.5	13.3	15.8	18.9	22.5
Zone 6	54.1	61.4	71.7	83.8	97.9
Zone 7	80.8	91.7	107.2	125.3	146.4
Zone 8	54.7	62.1	72.6	84.9	99.2
Zone 9	12.5	14.6	17.5	21.0	25.2
Zone 10	14.9	17.1	20.4	24.3	28.9
Zone 11	60.9	70.0	83.5	99.5	118.6
Zone 12	26.5	30.9	37.1	44.5	53.4
Zone 13	8.8	10.1	12.0	14.3	17.0
Zone 14	15.8	18.2	21.7	25.9	30.8
Zone 15	46.1	54.7	66.5	80.8	96.3
Total	663.6	760.9	900.3	1065.1	1258.2

TABLE 8f: DIY GOODS EXPENDITURE (£m)

	2011	2016	2021	2026	2031
Zone 1	1.9	2.1	2.5	3.0	3.5
Zone 2	23.0	25.7	30.1	35.4	41.6
Zone 3	11.0	12.4	14.8	17.6	21.0
Zone 4	1.7	1.9	2.2	2.6	3.1
Zone 5	1.6	1.8	2.1	2.5	3.0
Zone 6	6.8	7.5	8.8	10.3	12.0
Zone 7	10.1	11.3	13.2	15.4	18.0
Zone 8	6.9	7.6	8.9	10.4	12.2
Zone 9	1.7	1.9	2.3	2.8	3.3
Zone 10	2.0	2.3	2.7	3.2	3.8
Zone 11	8.3	9.3	11.1	13.2	15.7
Zone 12	3.7	4.3	5.1	6.2	7.4
Zone 13	1.2	1.4	1.7	2.0	2.4
Zone 14	2.2	2.5	3.0	3.6	4.3
Zone 15	6.5	7.6	9.2	11.2	13.3
Total	88.7	99.5	117.7	139.3	164.6

Notes

Table 1 x Table 7
2005 prices

non bulky	990.2	1126.9	1333.2	1576.9	1862.8
bulky	393.3	441.0	521.2	616.5	728.3
Total	1383.5	1567.9	1854.4	2193.5	2591.1

TABLE 8g: LARGE ELECTRICAL GOODS EXPENDITURE (£m)

	2011	2016	2021	2026	2031
Zone 1	0.5	0.6	0.7	0.8	0.9
Zone 2	6.0	6.6	7.8	9.1	10.7
Zone 3	2.8	3.2	3.8	4.6	5.4
Zone 4	0.4	0.5	0.6	0.7	0.8
Zone 5	0.4	0.4	0.5	0.6	0.8
Zone 6	1.8	2.0	2.3	2.7	3.2
Zone 7	2.7	3.0	3.5	4.1	4.8
Zone 8	1.8	2.0	2.4	2.8	3.2
Zone 9	0.4	0.5	0.6	0.7	0.9
Zone 10	0.5	0.6	0.7	0.8	1.0
Zone 11	2.1	2.4	2.8	3.4	4.0
Zone 12	1.0	1.2	1.4	1.7	2.0
Zone 13	0.3	0.4	0.5	0.5	0.7
Zone 14	0.6	0.7	0.8	1.0	1.2
Zone 15	1.8	2.1	2.5	3.1	3.7
Total	23.3	26.1	30.9	36.6	43.2

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

	2011	2016	2021	2026	2031
Zone 1	3.0	3.3	3.9	4.7	5.5
Zone 2	35.9	40.0	46.9	55.1	64.7
Zone 3	17.1	19.3	23.0	27.4	32.7
Zone 4	2.4	2.7	3.2	3.8	4.5
Zone 5	2.2	2.5	3.0	3.6	4.3
Zone 6	11.7	12.9	15.1	17.7	20.6
Zone 7	17.4	19.3	22.6	26.4	30.9
Zone 8	11.8	13.1	15.3	17.9	20.9
Zone 9	2.4	2.8	3.3	4.0	4.8
Zone 10	2.9	3.2	3.9	4.6	5.5
Zone 11	11.8	13.3	15.9	18.9	22.5
Zone 12	5.0	5.7	6.9	8.3	9.9
Zone 13	1.7	1.9	2.2	2.7	3.2
Zone 14	3.0	3.4	4.0	4.8	5.7
Zone 15	8.7	10.2	12.3	15.0	17.9
Total	137.1	153.6	181.6	214.7	253.5

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

	2011	2016	2021	2026	2031
Zone 1	3.1	3.4	4.0	4.8	5.7
Zone 2	36.9	41.1	48.2	56.6	66.4
Zone 3	17.6	19.8	23.6	28.2	33.6
Zone 4	2.7	3.0	3.6	4.3	5.1
Zone 5	2.6	2.9	3.4	4.1	4.9
Zone 6	11.7	12.9	15.1	17.6	20.6
Zone 7	17.4	19.3	22.6	26.4	30.8
Zone 8	11.8	13.1	15.3	17.9	20.9
Zone 9	2.8	3.2	3.8	4.5	5.5
Zone 10	3.3	3.7	4.4	5.3	6.3
Zone 11	13.5	15.2	18.1	21.6	25.7
Zone 12	5.7	6.5	7.8	9.4	11.2
Zone 13	1.9	2.1	2.5	3.0	3.6
Zone 14	3.4	3.8	4.6	5.4	6.5
Zone 15	9.9	11.5	14.0	17.0	20.2
Total	144.3	161.8	191.0	225.9	266.9

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	2.3	53.8	4.7	63.2	3.7	6.1	0.1	16.0	0.3	6.3	0.5	0.0	0.0	6.8	0.1	10.3	0.2	0.0	0.0	16.3	12.7
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	1.3	36.8	3.2	27.9	1.7	8.2	0.1	19.8	0.4	8.6	0.6	0.0	0.0	6.8	0.1	12.8	0.3	1.9	0.1	10.4	8.1
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	4.0	1.8	0.1	23.7	0.3	7.7	0.2	0.0	0.0	6.8	5.3
Kidderminster Town Centre	61.4	1.0	72.9	14.9	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	21.9	17.0
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	2.5	18.6	0.2	0.0	0.0	0.0	0.0	3.9	3.0
Retail Park in Kidderminster	20.5	0.3	24.3	5.0	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	6.0
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	0.3	6.4	0.1	0.0	0.0	1.8	1.4
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	1.7	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	1.8
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	1.2
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	5.6	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	5.7
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	0.3	33.3	1.9	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	1.6	2.5	1.9
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	0.0	0.0	23.1	0.5	0.0	0.0	1.0	0.8
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	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	1.5
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	0.2
Retail Park in Bromsgrove	0.0	0.0	0.0	0.0	10.0	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	1.2	1.0
Redditch Town Centre	0.0	0.0	0.0	0.0	10.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2
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	0.0	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	0.0	0.0	0.6	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	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
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	0.7
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	20.5	100	9.7	100	1.5	100	1.4	100	5.8	100.0	8.7	100	5.9	100	1.5	100	1.8	100	7.3	100	3.3	100	1.1	100	2.0	100	5.6	100.0	77.6

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	2.0	5.9	0.9	6.7	0.2	15.7	0.4	39.8	4.0	45.1	6.8	35.6	3.6	9.1	0.2	34.8	1.0	26.8	3.2	2.1	0.1	23.5	0.4	11.6	0.3	0.0	0.0	18.4	23.2	
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	2.6	35.2	5.3	39.0	4.0	4.5	0.1	4.3	0.1	11.5	1.4	2.1	0.1	7.8	0.1	8.7	0.3	0.0	0.0	11.7	14.7	
Kidderminster Town Centre	63.6	1.7	55.4	18.2	3.9	0.6	18.3	0.4	35.3	0.8	1.6	0.2	3.7	0.6	2.5	0.3	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	18.2	22.9	
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	4.0	6.4	0.3	17.6	0.3	1.4	0.0	0.0	0.0	4.5	5.7	
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	0.3	0.0	0.0	15.9	0.5	11.5	1.4	2.1	0.1	13.7	0.2	5.8	0.2	0.0	0.0	2.3	2.9	
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	3.1	3.5	4.4	
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	0.9	8.7	0.3	1.3	0.2	19.1	1.0	2.0	0.0	1.4	0.0	0.0	0.0	2.0	2.6	
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	1.9	0.2	4.3	0.2	0.0	0.0	13.0	0.4	38.5	3.3	3.4	4.3			
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	0.5	2.5	0.3	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	3.6	
Retail Park in Kidderminster	9.1	0.2	15.4	5.0	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	5.1	6.5	
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	1.3	13.7	0.2	0.0	0.0	0.0	0.0	1.3	1.7	
Bromsgrove Town Centre	0.0	0.0	0.0	0.0	33.3	5.2	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	5.4	
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	0.6	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	2.4	
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	28.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.7	
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	0.8	
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	0.9	
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	0.2	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	13.0	0.4	0.0	0.0	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	0.6	
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	0.0	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	0.2	0.0	0.0	0.0	0.0	4.3	0.1	1.9	0.2	1.0	1.3	
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	1.7	
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	0.4	
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	1.1	
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	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	3.5	3.9	0.6	1.7	0.0	3.9	0.1	1.6	0.2	1.9	0.3	1.7	0.2	2.3	0.1	2.9	0.1	0.6	0.1	2.1	0.1	2.0	0.0	0.0	0.0	3.8	0.3	4.5	5.6	
Internet / Mail order	6.1	0.2	4.6	1.5	3.9	0.6	3.3	0.1	3.9	0.1	4.1	0.4	0.6	0.1	6.8	0.7	0.0	0.0	0.0	0.0	1.9	0.2	4.3	0.2	2.0	0.0	5.8	0.2	5.8	0.5	3.8	4.8	
Total	100	2.6	100	32.8	100	15.5	100	2.4	100	2.3	100	10.0	100	15.0	100	10.2	100	2.4	100	2.9	100	11.9	100	5.0	100	1.7	100	3.0	100	8.5	100.0	126.3	

Notes

Household Survey Results x Table 8i
2005 prices

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	0.8	52.7	1.2	57.1	0.9	9.8	0.0	16.9	0.1	24.7	0.5	1.9	0.0	13.1	0.0	15.2	0.1	0.0	0.0	19.1	3.9
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	0.9	36.1	0.6	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	15.2	3.1
Kidderminster Town Centre	47.9	0.2	50.7	2.7	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	14.5	3.0
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	0.6
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	0.9	4.9	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	6.4	1.3
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	2.7	0.6
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	0.3
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	0.4	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	0.8	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	0.8
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	0.1
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	0.1	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	0.1																				

TABLE 13: SMALL 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	
Worcester City Centre	6.1	0.2	3.0	1.0	3.0	0.5	4.2	0.1	29.2	0.6	38.1	3.8	43.2	6.5	49.6	5.0	12.0	0.3	21.7	0.6	16.9	1.8	0.0	0.0	18.6	0.3	18.7	0.5	0.0	0.0	17.5	20.9	
Retail Park in Worcester	0.0	0.0	1.5	0.5	1.5	0.2	2.8	0.1	16.9	0.3	34.3	3.4	40.5	6.1	37.0	3.8	4.0	0.1	12.0	0.3	16.9	1.8	1.8	0.1	6.8	0.1	6.7	0.2	0.0	0.0	14.1	16.9	
Kidderminster Town Centre	65.3	1.7	56.1	17.9	6.1	0.9	13.9	0.3	12.3	0.2	0.0	0.0	0.5	0.1	0.8	0.1	2.0	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	17.7	21.2	
Malvern Link District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	14.5	0.4	24.7	2.6	0.0	0.0	18.6	0.3	8.0	0.2	0.0	0.0	3.1	3.7	
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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	18.1	0.5	11.2	1.2	1.8	0.1	22.0	0.3	9.3	0.2	0.0	0.0	2.0	2.4	
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	52.8	1.1	3.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.2	
Hereford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	6.9	0.1	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	40.0	0.8	1.2	0.0	0.0	0.0	21.4	0.9	1.7	0.0	0.0	0.0	0.0	0.0	1.7	2.0	
Townsend Way Retail Park, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.1	1.5	0.1	0.0	0.0	0.8	0.1	0.0	0.0	3.6	0.1	14.6	1.5	0.0	0.0	5.1	0.1	1.3	0.0	0.0	0.0	1.7	2.0	
Ledbury 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	2.0	0.0	8.4	0.2	0.6	0.1	37.5	1.6	8.5	0.1	1.3	0.0	0.0	0.0	1.8	2.1	
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	3.6	0.2	3.4	0.0	13.3	0.4	39.3	3.0	2.9	3.5	
Bromsgrove Town Centre	0.0	0.0	0.0	0.0	45.5	6.8	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.2	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	5.9	7.1	
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	0.8	0.1	0.0	0.0	3.6	0.1	0.0	0.0	3.6	0.2	3.4	0.0	14.7	0.4	25.0	1.9	2.2	2.6	
Retail Park in Kidderminster	6.1	0.2	19.7	6.3	0.0	0.0	6.9	0.1	6.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6	6.7	
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	1.7	0.0	13.3	0.4	10.7	0.8	1.0	1.2		
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	10.0	0.2	1.2	0.0	0.0	0.0	10.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.7	
St Johns District Centre, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	7.5	0.7	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	0.7	0.8	
Merry Hill Shopping Centre	2.0	0.1	1.5	0.5	9.1	1.4	0.0	0.0	0.0	0.0	0.7	0.1	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	0.0	0.0	0.0	0.0	1.8	2.1	
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	8.9	0.4	0.0	0.0	4.0	0.1	0.0	0.0	0.4	0.5	
Redditch Town Centre	0.0	0.0	3.0	1.0	7.6	1.1	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	1.8	2.1	
Stourport on Severn Town Centre	0.0	0.0	9.1	2.9	0.0	0.0	0.0	0.0	3.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	3.0	
Birmingham City Centre	0.0	0.0	0.0	0.0	1.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0	2.0	0.0	2.4	0.1	0.6	0.1	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.4	0.5	
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	2.2	0.2	0.0	0.0	2.4	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	0.4	0.5	
Retail Park in Redditch	0.0	0.0	0.0	0.0	9.1	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	1.1	1.4	
Retail Park in Evesham	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	0.0	0.0	0.0	0.0	1.2	0.0	0.6	0.1	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.1	0.2	
Droitwich Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	6.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	
Bromyard 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	8.0	0.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	
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	1.2	0.0	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.1	0.2	0.2	
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	2.7	0.1	0.0	0.0	0.1	0.1	
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	4.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	
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	1.1	0.1	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	0.0	0.0	0.0	0.0	1.3	0.0	1.8	0.1	0.1	0.2	
Retail Park in Bromsgrove	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	
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	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Clebury Mortimer	2.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
HJ Potts & Sons, High Street, Clebury Mortimer	2.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Homebase, Leadon Way, 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	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	
Horace Preston, Link Top, 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	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Leominster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Northway, Tewkesbury	0.0	0.0	0.0	0.0																													

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	1.7	8.7	13.1	1.6	1.2	19.7	2.1	61.1	6.2	74.4	34.7	76.7	53.4	76.9	36.3	26.9	2.9	41.1	5.4	41.2	22.1	7.5	1.7	29.3	2.3	22.7	3.2	0.0	0.0	32.1	186.3			
Kidderminster Town Centre	51.0	6.2	55.1	83.2	0.0	0.0	28.8	3.1	9.7	1.0	1.6	0.7	0.0	0.0	0.8	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	16.3	94.5		
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	0.0	0.0	0.0	0.0	0.6	0.4	0.0	0.0	1.9	0.2	15.1	2.0	27.6	14.8	0.0	0.0	17.2	1.3	3.0	0.4	0.0	0.0	3.3	19.2	
Hereford City Centre	0.0	0.0	0.0	0.0	0.0	0.0	12.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	44.2	4.8	4.1	0.5	0.0	0.0	24.5	5.7	1.7	0.1	0.0	0.0	0.0	0.0	2.1	12.5	
Cheltenham Town Centre	0.0	0.0	1.4	2.2	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	4.1	0.5	2.4	1.3	3.8	0.9	8.6	0.7	16.7	2.3	36.8	14.6	3.9	22.6			
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	0.0	0.0	8.2	1.1	1.2	0.6	43.4	10.0	17.2	1.3	1.5	0.2	0.0	0.0	0.0	0.0	2.3	13.3	
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	3.6	19.3	7.6	2.0	11.5			
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	1.4	0.0	0.0	0.0	0.0	0.0	0.0	6.8	0.9	6.5	3.5	0.0	0.0	8.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.2	6.8	
Merry Hill Shopping Centre	0.0	0.0	15.9	24.1	14.5	10.4	0.0	0.0	2.8	0.3	0.0	0.0	1.7	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	6.2	35.9		
Bromsgrove Town Centre	0.0	0.0	0.0	0.0	37.1	26.5	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	0.0	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	26.7	
Birmingham City Centre	0.0	0.0	1.4	2.2	11.3	8.1	0.0	0.0	1.4	0.1	0.0	0.0	1.7	1.2	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	0.0	0.0	2.4	13.9	
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	21.2	2.3	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	0.4	2.4	
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	0.4	0.0	0.0	0.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0	7.5	1.7	0.0	0.0	1.5	0.2	8.8	3.5	1.1	6.3	1.1	6.3	
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	1.2	2.3	1.1	0.0	0.0	2.7	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	0.6	3.5	
Redditch Town Centre	0.0	0.0	0.0	0.0	14.5	10.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	10.4	
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	12.1	1.7	0.0	0.0	0.3	1.7	
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.2	2.9	1.6	0.0	0.0	0.0	0.0	3.0	0.4	0.0	0.0	0.0	0.0	0.4	2.2	
Ludlow Town Centre	8.2	1.0	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	0.0	0.0	0.2	1.3	
Stourport on Severn Town Centre	2.0	0.2	5.8	8.8	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	0.7	1.7	9.7	1.7	9.7	
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	1.4	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	0.2	1.4
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	0.0	0.0	0.0	0.0	5.3	2.1	0.4	2.1	0.4	2.1	
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	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	0.4	0.0	0.0	0.8	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	0.7
Retail Park in Kidderminster	0.0	0.0	1.4	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	2.2
Retail Park in Redditch	0.0	0.0	0.0	0.0	1.6	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.2
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	0.0	0.0	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
Bewdley Town Centre	0.0	0.0	1.4	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	2.2
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	0.0	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	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	0.0	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	0.0	0.0	0.2
Other	0.0	0.0	2.9	4.4	0.0	0.0	0.0	0.0	1.4	0.1	0.8	0.4	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	5.9	1.0	5.9
Internet / Mail order	24.5	3.0	5.8	8.8	19.4	13.8	10.6	1.1	16.7	1.7	14.0	6.5	15.7	10.9	16.9	8.0	19.2	2.1	16.4	2.2	15.9	8.5	11.3	2.6	15.5	1.2	9.1	1.3	26.3	10.4	14.1	82.1	14.1	82.1	
Total	100.0	12.1	100.0	151.0	100.0	71.3	100.0	10.8	100.0	10.2	100.0	46.6	100.0	69.6	100.0	47.2	100.0	10.9	100.0	13.1	100.0	53.7	100.0	23.1	100.0	7.7	100.0	14.0	100.0	39.6	100.0	580.8			

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	30.7	87.6	10.4	8.1	18.4	23.2	15.2	3.1	17.5	20.9	32.1	186.3	27.2	329.2
Retail Warehouses in Worcester	0.4	1.2	16.3	12.7	11.7	14.7	19.1	3.9	14.1	16.9	0.6	3.5	4.4	52.9
St Johns District Centre	0.2	0.5	2.3	1.8	0.8	1.0	0.4	0.1	0.7	0.8	0.2	1.4	0.5	5.7
Other Facilities in Worcester	0.1	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.5	0.5	0.2	1.3	0.2	2.2
Great Malvern	2.7	7.6	1.5	1.2	2.3	2.9	2.0	0.4	2.0	2.4	3.3	19.2	2.8	33.6
Malvern Link	2.6	7.4	6.8	5.3	4.5	5.7	2.7	0.6	3.1	3.7	1.2	6.8	2.4	29.4
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	1.1
Retail Warehouses in Malvern	2.1	5.9	1.9	1.5	0.5	0.6	1.1	0.2	1.7	2.0	0.4	2.2	1.0	12.4
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	0.7	1.1	0.2	1.0	1.2	0.4	2.4	0.5	5.8
Upton upon Severn	0.1	0.3	1.0	0.8	0.4	0.5	0.0	0.0	0.1	0.1	0.3	1.7	0.3	3.4

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	51.9	24.6	90
Tesco, Warndon	5611	3365	12316	41.4	38.7	-2.7	-7
Sainsburys, Blackpole	3713	2970	9548	28.4	18.9	-9.5	-33
Sainsburys, Lychgate							
Somerfield, Angel St	548	493	5914	2.9	6.0	3.1	106
Co-op Ombersley Road	565	508	5914	3.0	6.7	3.7	123
Co-op, The Bullring, St Johns	1327	1194	5914	7.1	13.8	6.7	95
Aldi, Pheasant Street	860	774	3674	2.8	3.0	0.2	6
Lidl, Blackpole Road	806	685	2630	1.8	2.5	0.7	39
Lidl, Newton Road	929	790	2630	2.1	1.9	-0.2	-7
Sub-Total				116.8	143.4	26.6	23
Inflow from Wychavon Study Area					18.9		
Total				116.8	162.3	45.5	39
Malvern							
Morrisons, Roman Way	3177	2542	11000	28.0	30.7	2.8	10
Waitrose, Edith Walk	2381	2143	11665	25.0	22.9	-2.1	-8
Somerfield, Edith Walk	1196	1077	5914	6.4	5.5	-0.9	-14
Somerfield, Barnards Green	345	311	5914	1.8	5.7	3.8	208
Lidl, Worcester Road	1000	900	2630	2.4	2.0	-0.4	-16
Sub-Total				63.5	66.8	3.2	5
Inflow from Wychavon Study Area					0.7		
Total				63.5	67.5	3.9	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

	2011	2016	2021	2026	2031
<i>Worcester and Malvern Hills Study Area</i>					
Total available expenditure in the Study Area (£m)	544.5	564.3	617.5	633.8	675.5
Special forms of trading %	0.018	0.029	0.039	0.044	0.049
Special forms of trading £m	9.8	16.4	24.1	27.9	33.1
Total available expenditure excl SFT (£m)	534.7	548.0	593.5	605.9	642.4
Turnover of stores in Worcester (£m)	167.7	171.9	176.2	180.7	185.2
<i>Wychavon Study Area</i>					
Total available expenditure in Study Area (£m)	157.1	163.6	176.8	186.2	188.4
Special Forms of Trading %	0.018	0.029	0.039	0.044	0.049
Special Forms of Trading £m	2.8	4.7	6.9	8.2	9.2
Total available expenditure excl SFT (£m)	154.2	158.8	169.9	178.0	179.2
Turnover of stores in Worcester (£m)	18.9	18.9	19.0	19.2	19.4
<i>Combined Study Areas</i>					
Total available expenditure in Study Areas (£m) excl SFT	689.0	706.8	763.4	783.9	821.6
Turnover of stores in Worcester (£m)	186.6	190.8	195.2	199.9	204.6
Market Share (of in-store sales)	24.2%	24.2%	24.2%	24.2%	24.2%
Turnover potential (£m)	166.5	170.9	184.5	189.5	198.6
Benchmark Turnover of Large Stores in Worcester (£m)	109.0	111.8	114.6	117.5	120.5
Survey-derived Turnover of Large Stores in Worcester (£m)					
Overtrading/Undertrading (£m)	45.5	45.5	45.5	45.5	45.5
Commitments:					
Sainsburys, St Johns	19.6	19.6	19.7	19.9	20.1
Asda, Lowesmoor	40.8	40.8	41.0	41.4	41.9
Sainsburys, Blackpole - (net additional)	10.1	10.1	10.2	10.3	10.4
Tesco Forestreet	1.5	1.5	1.5	1.5	1.5
Tesco Barbourne Rd	1.6	1.6	1.6	1.6	1.6
Total	73.6	73.6	73.9	74.7	75.4
Expenditure Capacity (£m)	-48.1	-48.0	-39.2	-39.6	-36.0
Sales Density £10,000	10000	10000	10050	10151	10253
Theoretical Floorspace Capacity (sq.m.net)					
based on £10,000 per sq.m assuming floorspace efficiencies	-4810	-4802	-3896	-3898	-3509

Notes

Special Forms of Trading - see report.

Increase in floorspace efficiencies: see report - source: Experian Retail Planner 10.1 (Sept 2012)

Commitments - see report

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

	2011	2016	2021	2026	2031
<i>Worcester and Malvern Hills Study Area</i>					
Total available expenditure in the Study Area (£m)	544.5	564.3	617.5	633.8	675.5
Special forms of trading %	0.018	0.029	0.039	0.044	0.049
Special forms of trading £m	9.8	16.4	24.1	27.9	33.1
Total available expenditure excl SFT (£m)	534.7	548.0	593.5	605.9	642.4
Turnover of stores in Malvern Area (£m)	73.6	73.6	74.0	74.7	75.5
<i>Wychavon Study Area</i>					
Total available expenditure in Study Area (£m)	157.1	163.6	176.8	186.2	188.4
Special Forms of Trading %	0.018	0.029	0.039	0.044	0.049
Special Forms of Trading £m	2.8	4.7	6.9	8.2	9.2
Total available expenditure excl SFT (£m)	154.2	158.8	169.9	178.0	179.2
Turnover of stores in Malvern Area (£m)	0.0	0.0	0.0	0.0	0.0
<i>Combined Study Areas</i>					
Total available expenditure in Study Areas (£m) excl SFT	689.0	706.8	763.4	783.9	821.6
Turnover of stores in Malvern Area (£m)	73.6	73.6	74.0	74.7	75.5
Market Share	0.095	0.095	0.095	0.095	0.095
Turnover potential (£m)	65.7	67.4	72.8	74.8	78.4
Benchmark Turnover of Large Stores in Malvern (£m)	63.5	65.1	66.8	68.5	70.2
Survey-derived Turnover of Large Stores in Malvern (£m)					
Overtrading/Undertrading (£m)	3.9	3.9	3.9	3.9	3.9
Commitments Morrison Ext	0.6	0.6	0.6	0.6	0.6
Expenditure Capacity (£m)	-4.0	-2.3	2.8	4.0	6.8
Sales Density £10,000	10000	10000	10050	10151	10253
Theoretical Floorspace Capacity (sq.m.net)	-398	-227	274	391	664
based on £10,000 per sq.m assuming floorspace efficiencies					

Notes

Special Forms of Trading - see report.

Increase in floorspace efficiencies: see report - source: Experian Retail Planner 10.1 (Sept 2012)

Commitments - see report

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 19: CONVENIENCE GOODS EXPENDITURE CAPACITY - TENBURY WELLS

	2011	2016	2021	2026	2031
<i>Worcester and Malvern Hills Study Area</i>					
Total available expenditure in the Study Area (£m)	544.5	564.3	617.5	633.8	675.5
Special forms of trading %	0.018	0.029	0.039	0.044	0.049
Special forms of trading £m	9.8	16.4	24.1	27.9	33.1
Total available expenditure excl SFT (£m)	534.7	548.0	593.5	605.9	642.4
Turnover of stores in Tenbury Wells (£m)	5.7	5.7	5.7	5.8	5.8
<i>Wychavon Study Area</i>					
Total available expenditure in Study Area (£m)	157.1	163.6	176.8	186.2	188.4
Special Forms of Trading %	0.018	0.029	0.039	0.044	0.049
Special Forms of Trading £m	2.8	4.7	6.9	8.2	9.2
Total available expenditure excl SFT (£m)	154.2	158.8	169.9	178.0	179.2
Turnover of stores in Tenbury Wells (£m)	0.0	0.0	0.0	0.0	0.0
<i>Combined Study Areas</i>					
Total available expenditure in Study Areas (£m) excl SFT	689.0	706.8	763.4	783.9	821.6
Turnover of stores in Tenbury Wells (£m)	5.7	5.7	5.7	5.8	5.8
Market Share (of in-store sales)	0.7%	0.7%	0.7%	0.7%	0.7%
Turnover potential (£m)	5.1	5.2	5.6	5.8	6.1
Commitments	10.2	10.2	10.3	10.4	10.5
Expenditure Capacity (£m)	-10.8	-10.7	-10.4	-10.4	-10.3
Sales Density £7500	7500	7500	7538	7613	7690
Theoretical Floorspace Capacity (sq.m.net)	-1446	-1428	-1376	-1364	-1335
based on £7,500 per sq.m assuming floorspace efficiencies					

Notes

Special Forms of Trading - see report.

Increase in floorspace efficiencies: see report - source: Experian Retail Planner 10.1 (Sept 2012)

Commitments - see report

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 20: CONVENIENCE GOODS EXPENDITURE CAPACITY - UPTON UPON SEVERN

	2011	2016	2021	2026	2031
<i>Worcester and Malvern Hills Study Area</i>					
Total available expenditure in the Study Area (£m)	544.5	564.3	617.5	633.8	675.5
Special forms of trading %	0.018	0.029	0.039	0.044	0.049
Special forms of trading £m	9.8	16.4	24.1	27.9	33.1
Total available expenditure excl SFT (£m)	534.7	548.0	593.5	605.9	642.4
Turnover of stores in Upton on Severn (£m)	2.2	2.2	2.3	2.3	2.3
<i>Wychavon Study Area</i>					
Total available expenditure in Study Area (£m)	157.1	163.6	176.8	186.2	188.4
Special Forms of Trading %	0.018	0.029	0.039	0.044	0.049
Special Forms of Trading £m	2.8	4.7	6.9	8.2	9.2
Total available expenditure excl SFT (£m)	154.2	158.8	169.9	178.0	179.2
Turnover of stores in Upton on Severn (£m)	0.0	0.0	0.0	0.0	0.0
<i>Combined Study Areas</i>					
Total available expenditure in Study Areas (£m) excl SFT	689.0	706.8	763.4	783.9	821.6
Turnover of stores in Upton on Severn (£m)	2.2	2.2	2.3	2.3	2.3
Market Share (of in-store sales)	0.28%	0.28%	0.28%	0.28%	0.28%
Turnover potential (£m)	2.0	2.0	2.2	2.2	2.3
Expenditure Capacity (£m)	-0.2	-0.2	-0.1	0.0	0.0
Sales Density £7500	7500	7500	7538	7613	7690
Theoretical Floorspace Capacity (sq.m.net)	-31	-25	-11	-6	5
based on £7,500 per sq.m assuming floorspace efficiencies					

Notes

Special Forms of Trading - see report.

Increase in floorspace efficiencies: see report - source: Experian Retail Planner 10.1 (Sept 2012)

Commitments - see report

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 21: COMPARISON GOODS EXPENDITURE CAPACITY - WORCESTER

Non-Bulky Goods	2011	2016	2021	2026	2031	Bulky Goods	2011	2016	2021	2026	2031
Worcester and Malvern Hills Study Area						Worcester and Malvern Hills Study Area					
Total available expenditure in the Study Area (£m)	990.2	1126.9	1333.2	1576.9	1862.8	Total available expenditure in the Study Area (£m)	393.3	441.0	521.2	616.5	728.3
Special forms of trading %	0.089	0.129	0.158	0.160	0.162	Special forms of trading %	0.089	0.129	0.158	0.160	0.162
Special forms of trading £m	88.1	145.4	210.6	252.3	301.8	Special forms of trading £m	35.0	56.9	82.3	98.6	118.0
Total available expenditure excl SFT (£m)	902.0	981.6	1122.5	1324.6	1561.0	Total available expenditure excl SFT (£m)	358.3	384.1	438.8	517.9	610.3
Turnover of stores in Worcester (£m)	293.7	316.4	349.3	381.9	417.6	Turnover of stores in Worcester (£m)	112.1	120.7	133.3	145.7	159.3
Wychavon Study Area						Wychavon Study Area					
Total available expenditure in the Study Area (£m)	241.6	272.0	317.6	370.8	433.0	Total available expenditure in the Study Area (£m)	107.7	121.3	141.6	165.4	193.1
Special forms of trading %	0.089	0.129	0.158	0.160	0.162	Special forms of trading %	0.089	0.129	0.158	0.160	0.162
Special forms of trading £m	21.5	35.1	50.2	59.3	70.1	Special forms of trading £m	9.6	15.6	22.4	26.5	31.3
Total available expenditure excl SFT (£m)	220.1	236.9	267.4	311.5	362.8	Total available expenditure excl SFT (£m)	98.1	105.7	119.3	138.9	161.8
Turnover of stores in Worcester (£m)	63.6	68.5	75.6	82.7	90.4	Turnover of stores in Worcester (£m)	20.9	22.5	24.8	27.1	29.7
Combined Study Areas						Combined Study Areas					
Total available expenditure in the Study Area (£m) excl SFT	1122.1	1218.5	1390.0	1636.1	1923.8	Total available expenditure in the Study Area (£m) excl SFT	491.4	546.6	640.5	755.4	890.1
Turnover of Stores in Worcester	357.3	384.9	424.9	464.6	507.9	Turnover of stores in Worcester (£m)	132.9	143.2	158.1	172.9	189.0
Market Share (of in-store sales)	33.8%	33.8%	33.8%	33.8%	33.8%	Market Share (of in-store sales)	29.5%	29.5%	29.5%	29.5%	29.5%
Turnover Potential (£m)	379.5	412.1	470.1	553.4	650.7	Turnover Potential (£m)	144.8	161.0	188.7	222.6	262.2
Commitments	39.1	42.2	46.6	50.9	55.6	Commitments	5.7	6.2	6.8	7.5	8.2
Residual expenditure capacity (£m)	-16.9	-14.9	-1.4	37.9	87.1	Residual expenditure capacity (£m)	6.1	11.7	23.7	42.2	65.1
Sales Density	5203	5605	6189	6766	7397	Sales Density	2602	2803	2873	3141	3434
Theoretical floorspace based on £5,000/sq.m. sales density and productivity increases	-3245	-2662	-223	5600	11775	Theoretical floorspace based on £2,500/sq.m. sales density assumption	2348	4158	8265	13445	18951
Combined Comparison Goods						Combined Comparison Goods					
	2011	2016	2021	2026	2031						
Floorspace Capacity Combined	-897	1496	8042	19045	30726						

Notes

Special Forms of Trading - see report.
 Increase in floorspace efficiencies: see report - source: Experian Retail Planner 10.1 (Sept 2012)
 Commitments - see report

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

Sales density of new floorspace is DPDS estimate
 2005 prices

TABLE 22: COMPARISON GOODS EXPENDITURE CAPACITY - MALVERN**Non-Bulky Goods**

	2011	2016	2021	2026	2031
Worcester and Malvern Hills Study Area					
Total available expenditure in the Study Area (£m)	990.2	1126.9	1333.2	1576.9	1862.8
Special forms of trading %	0.089	0.129	0.158	0.160	0.162
Special forms of trading £m	88.1	145.4	210.6	252.3	301.8
Total available expenditure excl SFT (£m)	902.0	981.6	1122.5	1324.6	1561.0
Turnover of stores in centres in Malvern (£m)	43.2	46.5	51.4	56.2	61.4
Wychavon Study Area					
Total available expenditure in the Study Area (£m)	241.6	272.0	317.6	370.8	433.0
Special forms of trading %	0.089	0.129	0.158	0.160	0.162
Special forms of trading £m	21.5	35.1	50.2	59.3	70.1
Total available expenditure excl SFT (£m)	220.1	236.9	267.4	311.5	362.8
Turnover of stores in Malvern (£m)	1.0	1.0	1.1	1.2	1.4
Combined Study Areas					
Total available expenditure excl SFT (£m)	1122.1	1218.5	1390.0	1636.1	1923.8
Turnover of stores in Malvern (£m)	44.1	47.5	52.5	57.4	62.7
Market Share (of in-store sales)	4.2%	4.2%	4.2%	4.2%	4.2%
Turnover Potential (£m)	46.9	50.9	58.1	68.4	80.4
Commitments					
Residual expenditure capacity (£m)	2.7	3.4	5.6	11.0	17.6
Sales Density	4162	4484	4951	5413	5918
Theoretical floorspace based on £4,000/sq.m. sales density	660	694	929	1826	2936

Bulky Goods

	2011	2016	2021	2026	2031
Worcester and Malvern Hills Study Area					
Total available expenditure in the Study Area (£m)	393.3	441.0	521.2	616.5	728.3
Special forms of trading %	0.089	0.129	0.158	0.160	0.162
Special forms of trading £m	35.0	56.9	82.3	98.6	118.0
Total available expenditure excl SFT (£m)	358.3	384.1	438.8	517.9	610.3
Turnover of stores in centres in Malvern (£m)	23.5	25.3	27.9	30.5	33.4
Wychavon Study Area					
Total available expenditure in the Study Area (£m)	107.7	121.3	141.6	165.4	193.1
Special forms of trading %	0.089	0.129	0.158	0.160	0.162
Special forms of trading £m	9.6	15.6	22.4	26.5	31.3
Total available expenditure excl SFT (£m)	98.1	105.7	119.3	138.9	161.8
Turnover of stores in Malvern (£m)	0.6	0.7	0.7	0.8	0.9
Combined Study Areas					
Total available expenditure excl SFT (£m)	456.4	489.8	558.1	656.8	772.1
Turnover of stores in Malvern (£m)	24.1	25.9	28.6	31.3	34.2
Market Share (of in-store sales)	5.6%	5.6%	5.6%	5.6%	5.6%
Turnover Potential (£m)	25.6	27.5	31.3	36.8	43.3
Commitments					
Residual expenditure capacity (£m)	1.5	1.5	2.7	5.5	9.1
Sales Density	2602	2803	3019	3252	3504
Theoretical floorspace based on £2,500/sq.m. sales density assumption	702	626	883	1835	3016

Combined Comparison Goods

	2011	2016	2021	2026	2031
Floorspace Capacity	1362	1320	1812	3662	5952

Notes

Special Forms of Trading - see report.

Increase in floorspace efficiencies: see report - source: Experian Retail Planner 10.1 (Sept 2012)

Commitments - see report

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

Sales density of new floorspace is DPDS estimate

2005 Prices

TABLE 23: COMPARISON GOODS EXPENDITURE CAPACITY - TENBURY WELLS

Non-Bulky Goods						Bulky Goods					
	2011	2016	2021	2026	2031		2011	2016	2021	2026	2031
Worcester and Malvern Hills Study Area						Worcester and Malvern Hills Study Area					
Total available expenditure in the Study Area (£m)	990.2	1126.9	1333.2	1576.9	1862.8	Total available expenditure in the Study Area (£m)	393.3	441.0	521.2	616.5	728.3
Special forms of trading %	0.089	0.129	0.158	0.160	0.162	Special forms of trading %	0.089	0.129	0.158	0.160	0.162
Special forms of trading £m	88.1	145.4	210.6	252.3	301.8	Special forms of trading £m	35.0	56.9	82.3	98.6	118.0
Total available expenditure excl SFT (£m)	902.0	981.6	1122.5	1324.6	1561.0	Total available expenditure excl SFT (£m)	358.3	384.1	438.8	517.9	610.3
Turnover of stores in Tenbury Wells (£m)	3.3	3.6	4.0	4.3	4.8	Turnover of stores in Tenbury Wells (£m)	2.7	2.9	3.2	3.5	3.8
Wychavon Study Area						Wychavon Study Area					
Total available expenditure in the Study Area (£m)	241.6	272.0	317.6	370.8	433.0	Total available expenditure in the Study Area (£m)	107.7	121.3	141.6	165.4	193.1
Special forms of trading %	0.060	0.060	0.060	0.060	0.060	Special forms of trading %	0.060	0.060	0.060	0.060	0.060
Special forms of trading £m	14.5	16.3	19.1	22.2	26.0	Special forms of trading (£m)	6.5	7.3	8.5	9.9	11.6
Total available expenditure excl SFT (£m)	227.1	255.7	298.6	348.6	407.0	Total available expenditure excl SFT (£m)	101.3	114.0	133.1	155.4	181.5
Turnover of stores in Tenbury Wells (£m)	0.0	0.0	0.0	0.0	0.0	Turnover of stores in Tenbury Wells (£m)	0.0	0.0	0.0	0.0	0.0
Combined Study Areas						Combined Study Areas					
Total available expenditure excl SFT (£m)	1129.1	1237.3	1421.1	1673.2	1968.0	Total available expenditure excl SFT (£m)	459.6	498.1	572.0	673.3	791.8
Turnover of stores in Tenbury Wells (£m)	3.3	3.6	4.0	4.3	4.8	Turnover of stores in Tenbury Wells (£m)	2.7	2.9	3.2	3.5	3.8
Market Share (of in-store sales)	0.3%	0.3%	0.3%	0.3%	0.3%	Market Share (of in-store sales)	0.6%	0.6%	0.6%	0.6%	0.6%
Turnover Potential (£m)	3.6	3.9	4.5	5.3	6.2	Turnover Potential (£m)	2.9	3.1	3.6	4.2	5.0
Residual expenditure capacity (£m)	0.2	0.3	0.5	0.9	1.5	Residual expenditure capacity (£m)	0.2	0.2	0.4	0.7	1.1
Sales Density	4162	4484	4951	5413	5918	Sales Density	2602	2803	3094	3383	3699
Theoretical floorspace based on £4,000/sq.m. sales density assumption (rising by 2.4% per annum post 2012)	55	70	105	175	249	Theoretical floorspace based on £2,500/sq.m. sales density assumption (rising by 2.4% per annum post 2012)	70	73	102	192	303
Combined Comparison Goods											
	2011	2016	2021	2026	2031						
Floorspace Capacity	125	143	207	367	552						

Notes

Special Forms of Trading - see report.

Increase in floorspace efficiencies: see report - source: Experian Retail Planner 10.1 (Sept 2012)

Commitments - see report

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

Sales density of new floorspace is DPDS estimate

2005 Prices

TABLE 24: COMPARISON GOODS EXPENDITURE CAPACITY - UPTON UPON SEVERN

Non-Bulky Goods						Bulky Goods					
	2011	2016	2021	2026	2031		2011	2016	2021	2026	2031
Worcester and Malvern Hills Study Area						Worcester and Malvern Hills Study Area					
Total available expenditure in the Study Area (£m)	990.2	1126.9	1333.2	1576.9	1862.8	Total available expenditure in the Study Area (£m)	393.3	441.0	521.2	616.5	728.3
Special forms of trading %	0.089	0.129	0.158	0.160	0.162	Special forms of trading %	0.089	0.129	0.158	0.160	0.162
Special forms of trading £m	88.1	145.4	210.6	252.3	301.8	Special forms of trading £m	35.0	56.9	82.3	98.6	118.0
Total available expenditure excl SFT (£m)	902.0	981.6	1122.5	1324.6	1561.0	Total available expenditure excl SFT (£m)	358.3	384.1	438.8	517.9	610.3
Turnover of stores in Upton upon Severn (£m)	2.1	2.2	2.5	2.7	3.0	Turnover of stores in Upton upon Severn (£m)	1.4	1.6	1.7	1.9	2.1
Wychavon Study Area						Wychavon Study Area					
Total available expenditure in the Study Area (£m)	241.6	272.0	317.6	370.8	433.0	Total available expenditure in the Study Area (£m)	107.7	121.3	141.6	165.4	193.1
Special forms of trading %	0.089	0.129	0.158	0.160	0.162	Special forms of trading %	0.089	0.129	0.158	0.160	0.162
Special forms of trading £m	21.5	35.1	50.2	59.3	70.1	Special forms of trading £m	9.6	15.6	22.4	26.5	31.3
Total available expenditure excl SFT (£m)	220.1	236.9	267.4	311.5	362.8	Total available expenditure excl SFT (£m)	98.1	105.7	119.3	138.9	161.8
Turnover of stores in Upton upon Severn (£m)	0.0	0.0	0.0	0.0	0.0	Turnover of stores in Upton upon Severn (£m)	0.0	0.0	0.0	0.0	0.0
Combined Study Areas						Combined Study Areas					
Total available expenditure excl SFT (£m)	1122.1	1218.5	1390.0	1636.1	1923.8	Total available expenditure excl SFT (£m)	456.4	489.8	558.1	656.8	772.1
Turnover of stores in Upton upon Severn (£m)	2.1	2.2	2.5	2.7	3.0	Turnover of stores in Upton upon Severn (£m)	1.4	1.6	1.7	1.9	2.1
Market Share (of in-store sales)	0.2%	0.2%	0.2%	0.2%	0.2%	Market Share (of in-store sales)	0.3%	0.3%	0.3%	0.3%	0.3%
Turnover Potential (£m)	2.2	2.4	2.7	3.2	3.8	Turnover Potential (£m)	1.5	1.7	1.9	2.2	2.6
Residual expenditure capacity (£m)	0.1	0.2	0.3	0.5	0.8	Residual expenditure capacity (£m)	0.1	0.1	0.2	0.3	0.5
Sales Density	4162	4484	4951	5413	5918	Sales Density	2602	2803	3094	3383	3699
Theoretical floorspace based on £4,000/sq.m. sales density assumption	30	33	44	86	139	Theoretical floorspace based on £2,500/sq.m. sales density assumption (rising by 2.4% per annum post 2012)	33	30	42	87	144
Combined Comparison Goods											
	2011	2016	2021	2026	2031						
Floorspace Capacity	64	63	86	174	282						

Notes

Special Forms of Trading - see report.

Increase in floorspace efficiencies: see report - source: Experian Retail Planner 10.1 (Sept 2012)

Commitments - see report

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

Sales density of new floorspace is DPDS estimate

2005 Prices