

TABLE 1: STUDY AREA POPULATION

	2011	2016	2021	2026	2031
Droitwich Zone	34355	35354	35780	36211	36648
Evesham Zone	47618	49002	49593	50190	50795
Pershore Zone	26252	27015	27340	27670	28003
Total	108225	111371	112713	114072	117477

Notes:

Source 2011 Experian population figures rebased to 2011 ONS Midyear Es
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
Droitwich Zone	1477	1441	1488	1548	1611
Evesham Zone	1480	1444	1491	1552	1615
Pershore Zone	1551	1513	1562	1626	1692

Notes: 2005 Prices

Source Experian Retail Planner Briefing Note 10.1 Sept 2012

TABLE 3: TOTAL CONVENIENCE GOODS EXPENDITURE (£m)

	2007	2011	2016	2021	2026	2031
Droitwich Zone	55.0	49.2	51.3	55.4	58.4	59.1
Evesham Zone	76.4	68.4	71.2	76.9	81.0	82.0
Pershore Zone	44.1	39.5	41.1	44.4	46.8	47.4
Total	175.6	157.1	163.6	176.8	186.2	188.4

Notes:

Table 1 x Table 2
2005 prices

TABLE 4: MAIN FOOD SHOPPING

	Droitwich Zone		Evesham Zone		Persnore Zone		Total	
	%	£m	%	£m	%	£m	%	£m
Somerfield, High Street, EVESHAM	0.0%	0.0	4.3%	2.3	0.4%	0.1	2.0%	2.4
Iceland, High Street, EVESHAM	0.0%	0.0	1.7%	0.9	0.4%	0.1	0.8%	1.0
M&S, Riverside Centre, EVESHAM	0.0%	0.0	1.2%	0.6	0.4%	0.1	0.6%	0.8
Tesco, Worcester Road, EVESHAM	0.3%	0.1	55.5%	29.7	34.6%	10.7	33.0%	40.5
Morrisons, Four Pools, EVESHAM	0.0%	0.0	25.8%	13.8	6.0%	1.8	12.7%	15.7
Local Stores, EVESHAM	0.0%	0.0	0.2%	0.1	0.0%	0.0	0.1%	0.1
Co-op, High Street, PERSHORE	0.0%	0.0	0.2%	0.1	9.8%	3.0	2.6%	3.2
Somerfield, Racecourse Road, PERSHORE	0.0%	0.0	0.2%	0.1	10.7%	3.3	2.8%	3.4
Costcutter, Hurst Road, PERSHORE	0.0%	0.0	0.0%	0.0	0.4%	0.1	0.1%	0.1
Local Stores, PERSHORE	0.3%	0.1	0.0%	0.0	0.0%	0.0	0.1%	0.1
Morrisons, St Andrews Centre, DROITWICH	33.0%	12.7	0.0%	0.0	1.3%	0.4	10.7%	13.1
Waitrose, Saltway, DROITWICH	16.0%	6.2	0.0%	0.0	1.3%	0.4	5.3%	6.6
Other Town Centre, DROITWICH	0.3%	0.1	0.0%	0.0	0.0%	0.0	0.1%	0.1
Worcester	26.0%	10.0	0.5%	0.3	19.7%	6.1	13.3%	16.3
Bromsgrove	16.0%	6.2	0.0%	0.0	0.4%	0.1	5.1%	6.3
Redditch	2.7%	1.0	1.9%	1.0	3.8%	1.2	2.6%	3.2
Cheltenham	0.0%	0.0	1.9%	1.0	1.7%	0.5	1.3%	1.6
Tewkesbury	0.0%	0.0	0.0%	0.0	2.6%	0.8	0.6%	0.8
Kidderminster	2.0%	0.8	0.0%	0.0	0.0%	0.0	0.6%	0.8
Malvern	0.3%	0.1	0.0%	0.0	2.1%	0.7	0.6%	0.8
Broadway	0.0%	0.0	1.0%	0.5	0.0%	0.0	0.4%	0.5
Alcester	0.0%	0.0	0.5%	0.3	0.9%	0.3	0.4%	0.5
Birmingham	0.3%	0.1	0.0%	0.0	0.0%	0.0	0.1%	0.1
Bidford on Avon	0.0%	0.0	0.2%	0.1	0.0%	0.0	0.1%	0.1
Bishops Cleeve	0.0%	0.0	0.5%	0.3	0.9%	0.3	0.4%	0.5
Gloucester	0.0%	0.0	0.2%	0.1	0.0%	0.0	0.1%	0.1
Merry Hill	0.0%	0.0	0.2%	0.1	0.0%	0.0	0.1%	0.1
Stratford upon Avon	0.3%	0.1	0.7%	0.4	0.9%	0.3	0.6%	0.8
Upton upon Severn	0.0%	0.0	0.0%	0.0	0.9%	0.3	0.2%	0.3
Reading	0.3%	0.1	0.0%	0.0	0.0%	0.0	0.1%	0.1
Witney	0.0%	0.0	0.2%	0.1	0.0%	0.0	0.1%	0.1
Other	0.3%	0.1	0.5%	0.3	0.0%	0.0	0.3%	0.4
Internet / mail order	1.7%	0.6	2.4%	1.3	0.9%	0.3	1.8%	2.2
Total	100%	38.5	100%	53.5	100%	30.9	100%	122.9

Notes

Household survey results and Table 3

Assumed 70% of total convenience goods expenditure is spent at main-food shopping destination

2005 prices

TABLE 5: TOP-UP FOOD SHOPPING

	Droitwich Zone		Evesham Zone		Persnore Zone		Total	
	%	£m	%	£m	%	£m	%	£m
Somerfield, High Street, EVESHAM	0.8%	0.1	9.5%	2.2	1.0%	0.1	4.6%	2.4
Iceland, High Street, EVESHAM	0.0%	0.0	4.9%	1.1	1.0%	0.1	2.4%	1.3
M&S, Riverside Centre, EVESHAM	0.0%	0.0	8.2%	1.9	2.0%	0.3	4.1%	2.2
Other Town Centre, EVESHAM	0.0%	0.0	0.3%	0.1	0.0%	0.0	0.1%	0.1
Tesco, Worcester Road, EVESHAM	0.0%	0.0	19.2%	4.4	9.0%	1.2	10.6%	5.6
Morrisons, Four Pools, EVESHAM	0.0%	0.0	20.4%	4.7	2.5%	0.3	9.5%	5.0
Co-op, Davies Road, EVESHAM	0.0%	0.0	2.7%	0.6	0.0%	0.0	1.2%	0.6
Local Stores, EVESHAM	0.0%	0.0	8.2%	1.9	0.5%	0.1	3.7%	2.0
Co-op, High Street, PERSHORE	0.0%	0.0	0.3%	0.1	24.4%	3.2	6.3%	3.3
Somerfield, Racecourse Road, PERSHORE	0.0%	0.0	0.0%	0.0	10.4%	1.4	2.6%	1.4
Costcutter, Hurst Road, PERSHORE	0.0%	0.0	0.0%	0.0	2.0%	0.3	0.5%	0.3
Local Stores, PERSHORE	0.0%	0.0	0.0%	0.0	12.9%	1.7	3.3%	1.7
Morrisons, St Andrews Centre, DROITWICH	31.3%	5.2	0.0%	0.0	1.0%	0.1	10.1%	5.3
Waitrose, Saltway, DROITWICH	12.6%	2.1	0.0%	0.0	1.5%	0.2	4.3%	2.3
Other Town Centre, DROITWICH	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0
Local Stores, DROITWICH	32.4%	5.4	0.0%	0.0	1.5%	0.2	10.5%	5.6
Broadway	0.0%	0.0	7.6%	1.7	0.0%	0.0	3.3%	1.7
Badsley	0.0%	0.0	2.1%	0.5	0.0%	0.0	0.9%	0.5
Hampton	0.0%	0.0	2.1%	0.5	0.0%	0.0	0.9%	0.5
Ombersley	2.3%	0.4	0.0%	0.0	0.0%	0.0	0.7%	0.4
Eckington	0.0%	0.0	0.0%	0.0	2.5%	0.3	0.6%	0.3
Harvington	0.0%	0.0	1.2%	0.3	0.0%	0.0	0.5%	0.3
Drakes Broughton	0.0%	0.0	0.3%	0.1	1.5%	0.2	0.5%	0.3
Inkberrow	0.0%	0.0	0.0%	0.0	1.5%	0.2	0.4%	0.2
Honeybourne	0.0%	0.0	0.9%	0.2	0.0%	0.0	0.4%	0.2
Stoke Prior	1.1%	0.2	0.0%	0.0	0.0%	0.0	0.4%	0.2
Littleton	0.0%	0.0	0.9%	0.2	0.0%	0.0	0.4%	0.2
Salford Priors	0.0%	0.0	0.6%	0.1	0.0%	0.0	0.3%	0.1
Lower Moor	0.0%	0.0	0.0%	0.0	0.5%	0.1	0.1%	0.1
Offenham	0.0%	0.0	0.6%	0.1	0.0%	0.0	0.3%	0.1
Willersley	0.0%	0.0	0.6%	0.1	0.0%	0.0	0.3%	0.1
Bretforton	0.0%	0.0	0.3%	0.1	0.0%	0.0	0.1%	0.1
Cutnall Green	0.4%	0.1	0.0%	0.0	0.0%	0.0	0.1%	0.1
Worcester	5.0%	0.8	0.3%	0.1	12.4%	1.6	4.8%	2.5
Bromsgrove	9.5%	1.6	0.0%	0.0	0.0%	0.0	3.0%	1.6
Redditch	0.4%	0.1	0.9%	0.2	3.5%	0.5	1.4%	0.7
Alcester	0.0%	0.0	1.8%	0.4	2.5%	0.3	1.4%	0.7
Other Outside Survey Area	4.2%	0.7	5.5%	1.3	6.0%	0.8	5.2%	2.7
Internet / mail order	0.0%	0.0	0.3%	0.1	0.0%	0.0	0.1%	0.1
Total	100%	16.51	100%	22.9	100%	13.2	100.0%	52.7

Notes

Household Survey Results and Table 3.

Assumed that 30% of total convenience goods expenditure is spent at top-up shopping destination

2005 prices

TABLE 6: COMBINED FOOD SHOPPING

	Droitwich Zone		Evesham Zone		Pershore Zone		Total	
	%	£m	%	£m	%	£m	%	£m
Somerfield, High Street, EVESHAM	0.2%	0.1	5.9%	4.5	0.6%	0.3	1.9%	4.9
loeland, High Street, EVESHAM	0.0%	0.0	2.6%	2.0	0.6%	0.3	0.9%	2.3
M&S, Riverside Centre, EVESHAM	0.0%	0.0	3.3%	2.5	0.9%	0.4	1.1%	2.9
Other Town Centre, EVESHAM	0.0%	0.0	0.1%	0.1	0.0%	0.0	0.0%	0.1
Tesco, Worcester Road, EVESHAM	0.2%	0.1	44.7%	34.1	26.9%	11.9	18.1%	46.1
Morrisons, Four Pools, EVESHAM	0.0%	0.0	24.3%	18.5	4.9%	2.2	8.1%	20.7
Co-op, Davies Road, EVESHAM	0.0%	0.0	0.8%	0.6	0.0%	0.0	0.2%	0.6
Local Stores, EVESHAM	0.2%	0.1	2.5%	1.9	0.1%	0.1	0.8%	2.1
							31.2%	79.6
Co-op, High Street, PERSHORE	0.0%	0.0	0.3%	0.2	14.2%	6.3	2.5%	6.5
Somerfield, Racecourse Road, PERSHORE	0.0%	0.0	0.2%	0.1	10.6%	4.7	1.9%	4.8
Costcutter, Hurst Road, PERSHORE	0.0%	0.0	0.0%	0.0	0.9%	0.4	0.2%	0.4
Local Stores, PERSHORE	0.2%	0.1	0.0%	0.0	3.9%	1.7	0.7%	1.8
Morrisons, St Andrews Centre, DROITWICH	32.4%	17.9	0.0%	0.0	1.2%	0.5	7.2%	18.4
Waitrose, Saltway, DROITWICH	14.9%	8.2	0.0%	0.0	1.3%	0.6	3.5%	8.8
Other Town Centre, DROITWICH	0.2%	0.1	0.0%	0.0	0.0%	0.0	0.1%	0.1
Local Stores, DROITWICH	9.7%	5.4	0.0%	0.0	0.4%	0.2	2.2%	5.6
Broadway	0.0%	0.0	3.0%	2.3	0.0%	0.0	0.9%	2.3
Badsley	0.0%	0.0	0.6%	0.5	0.0%	0.0	0.2%	0.5
Hampton	0.0%	0.0	0.6%	0.5	0.0%	0.0	0.2%	0.5
Ombersley	0.7%	0.4	0.0%	0.0	0.0%	0.0	0.1%	0.4
Eckington	0.0%	0.0	0.0%	0.0	0.7%	0.3	0.1%	0.3
Harvington	0.0%	0.0	0.4%	0.3	0.0%	0.0	0.1%	0.3
Drakes Broughton	0.0%	0.0	0.1%	0.1	0.4%	0.2	0.1%	0.3
Inkberrow	0.0%	0.0	0.0%	0.0	0.4%	0.2	0.1%	0.2
Honeybourne	0.0%	0.0	0.3%	0.2	0.0%	0.0	0.1%	0.2
Stoke Prior	0.3%	0.2	0.0%	0.0	0.0%	0.0	0.1%	0.2
Littleton	0.0%	0.0	0.3%	0.2	0.0%	0.0	0.1%	0.2
Salford Priors	0.0%	0.0	0.2%	0.1	0.0%	0.0	0.1%	0.1
Lower Moor	0.0%	0.0	0.0%	0.0	0.1%	0.1	0.0%	0.1
Offenham	0.0%	0.0	0.2%	0.1	0.0%	0.0	0.1%	0.1
Willersley	0.0%	0.0	0.2%	0.1	0.0%	0.0	0.1%	0.1
Bretforton	0.0%	0.0	0.1%	0.1	0.0%	0.0	0.0%	0.1
Cutnall Green	0.1%	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.1
Worcester	19.6%	10.8	0.4%	0.3	17.5%	7.7	7.4%	18.9
Bromsgrove	14.0%	7.7	0.0%	0.0	0.3%	0.1	3.1%	7.9
Redditch	2.0%	1.1	1.6%	1.2	3.7%	1.6	1.6%	4.0
Alcester	0.0%	0.0	0.9%	0.7	1.3%	0.6	0.5%	1.3
Other Outside Survey Area	3.8%	2.1	4.8%	3.7	8.1%	3.6	3.7%	9.4
Internet / Mail Order	1.2%	0.6	1.8%	1.3	0.6%	0.3	0.9%	2.3
Total	100%	55.2	100%	76.3	100%	44.1	100%	255.2

Notes

Table 4 + Table 5

2005 prices

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

	2011	2016	2021	2026	2031
Droitwich Zone	3185	3485	4020	4638	5351
Evesham Zone	3156	3454	3984	4596	5303
Pershore Zone	3414	3735	4309	4971	5735

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

	2011	2016	2021	2026	2031
Droitwich Zone	2209	2417	2788	3216	3711
Evesham Zone	2186	2392	2760	3184	3673
Pershore Zone	2346	2567	2962	3417	3942

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

	2011	2016	2021	2026	2031
Droitwich Zone	976	1068	1232	1422	1640
Evesham Zone	970	1061	1224	1412	1629
Pershore Zone	1067	1168	1347	1554	1793

Source Experian Retail Planner Briefing Note 10.1 Sept 2012
Notes 2005 Prices

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

	2011	2016	2021	2026	2031
Droitwich Zone	867	948	1094	1262	1456
Evesham Zone	792	866	999	1153	1330
Pershore Zone	832	910	1050	1212	1398

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

	2011	2016	2021	2026	2031
Droitwich Zone	1342	1468	1694	1954	2254
Evesham Zone	1395	1526	1761	2031	2343
Pershore Zone	1514	1657	1912	2205	2544

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

	2011	2016	2021	2026	2031
Droitwich Zone	237	259	299	345	397
Evesham Zone	243	266	307	354	408
Pershore Zone	287	314	363	418	483

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

	2011	2016	2021	2026	2031
Droitwich Zone	82	90	103	119	138
Evesham Zone	81	88	102	117	135
Pershore Zone	83	91	105	121	140

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

	2011	2016	2021	2026	2031
Droitwich Zone	263	287	331	382	441
Evesham Zone	255	279	322	371	428
Pershore Zone	282	309	356	411	474

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

	2011	2016	2021	2026	2031
Droitwich Zone	395	432	499	575	664
Evesham Zone	391	428	494	570	657
Pershore Zone	415	454	523	604	697

Source Experian Retail Planner Briefing Note 10.1 Sept 2012

Notes 2005 Prices

TABLE 8a: COMPARISON GOODS EXPENDITURE (£m)

	2007	2011	2016	2021	2026	2031
Droitwich Zone	96.6	109.4	123.2	143.8	167.9	196.1
Evesham Zone	132.7	151.2	174.1	227.9	230.7	269.4
Pershore Zone	79.1	90.2	103.8	135.9	137.6	160.6
Total	308.4	350.8	401.2	507.7	536.2	626.0

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

	2007	2011	2016	2021	2026	2031
Droitwich Zone	67.0	75.9	85.4	99.8	116.5	136.0
Evesham Zone	91.9	104.1	117.2	136.9	159.8	186.6
Pershore Zone	54.4	61.6	69.4	81.0	94.5	110.4
Total	213.3	241.6	272.0	317.6	370.8	433.0

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

	2007	2011	2016	2021	2026	2031
Droitwich Zone	29.6	33.5	37.8	44.1	51.5	60.1
Evesham Zone	40.8	46.2	52.0	60.7	70.9	82.8
Pershore Zone	24.7	28.0	31.5	36.8	43.0	50.2
Total	95.1	107.7	121.3	141.6	165.4	193.1

Notes:

Table 1 x Table 7

2005 prices

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

	2011	2016	2021	2026	2031
Droitwich Zone	29.8	33.5	39.1	45.7	53.4
Evesham Zone	37.7	42.4	49.6	57.9	67.6
Pershore Zone	21.8	24.6	28.7	33.5	39.1
Total	89.3	100.6	117.4	137.1	160.1

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

	2011	2016	2021	2026	2031
Droitwich Zone	46.1	51.9	60.6	70.8	82.6
Evesham Zone	66.4	74.8	87.3	102.0	119.0
Pershore Zone	39.8	44.8	52.3	61.0	71.2
Total	152.3	171.5	200.2	233.7	272.9

TABLE 8f: DIY GOODS EXPENDITURE (£m)

	2011	2016	2021	2026	2031
Droitwich Zone	8.1	9.2	10.7	12.5	14.6
Evesham Zone	11.6	13.0	15.2	17.8	20.7
Pershore Zone	7.5	8.5	9.9	11.6	13.5
Total	27.2	30.7	35.8	41.8	48.8

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

	2011	2016	2016	2026	2031
Droitwich Zone	2.8	3.2	3.7	4.3	5.0
Evesham Zone	3.8	4.3	5.0	5.9	6.9
Pershore Zone	2.2	2.5	2.9	3.4	3.9
Total	8.8	9.9	11.6	13.6	15.8

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

	2011	2016	2021	2026	2031
Droitwich Zone	9.0	10.2	11.9	13.8	16.2
Evesham Zone	12.1	13.7	16.0	18.6	21.7
Pershore Zone	7.4	8.3	9.7	11.4	13.3
Total	28.6	32.2	37.5	43.8	51.2

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

	2011	2016	2021	2026	2031
Droitwich Zone	13.6	15.3	17.8	20.8	24.3
Evesham Zone	18.6	21.0	24.5	28.6	33.4
Pershore Zone	10.9	12.3	14.3	16.7	19.5
Total	43.1	48.5	56.7	66.1	77.2

Notes:

Table 1 x Table 7
2005 prices

TABLE 9: CLOTHING, SHOES & FASHION GOODS

	Droitwich Zone		Evesham Zone		Pershore Zone		Total	
	%	£m	%	£m	%	£m	%	£m
Evesham Town Centre	0.3%	0.1	31.3%	10.4	9.7%	1.9	15.7%	12.4
Droitwich Town Centre	18.5%	4.9	0.0%	0.0	0.4%	0.1	6.3%	4.9
Pershore Town Centre	0.7%	0.2	1.6%	0.5	20.3%	3.9	5.9%	4.6
Tesco, Evesham	0.0%	0.0	0.0%	0.0	0.8%	0.2	0.2%	0.2
Broadway	0.0%	0.0	0.5%	0.2	0.0%	0.0	0.2%	0.2
Worcester	47.5%	12.5	9.2%	3.1	41.9%	8.1	30.0%	23.6
Cheltenham	0.7%	0.2	26.0%	8.6	9.3%	1.8	13.5%	10.6
Stratford upon Avon	0.3%	0.1	13.3%	4.4	1.3%	0.2	6.0%	4.8
Redditch	3.6%	1.0	3.9%	1.3	3.0%	0.6	3.6%	2.8
Birmingham	4.3%	1.1	1.8%	0.6	1.3%	0.2	2.5%	2.0
Bromsgrove	5.0%	1.3	0.0%	0.0	0.0%	0.0	1.7%	1.3
Kidderminster	4.6%	1.2	0.2%	0.1	0.0%	0.0	1.6%	1.3
Malvern	1.7%	0.4	0.5%	0.2	1.7%	0.3	1.2%	0.9
Merry Hill Birmingham	2.3%	0.6	0.0%	0.0	0.0%	0.0	0.8%	0.6
Solihull	1.0%	0.3	0.2%	0.1	0.0%	0.0	0.4%	0.3
London	0.0%	0.0	0.7%	0.2	0.4%	0.1	0.4%	0.3
Weston-super-Mare	0.3%	0.1	0.5%	0.2	0.4%	0.1	0.4%	0.3
Swindon	0.0%	0.0	0.5%	0.2	0.8%	0.2	0.4%	0.3
Tewkesbury	0.0%	0.0	0.2%	0.1	1.3%	0.2	0.4%	0.3
Dudley	0.7%	0.2	0.2%	0.1	0.0%	0.0	0.3%	0.3
Tamworth	0.3%	0.1	0.5%	0.2	0.0%	0.0	0.3%	0.2
Bristol	0.0%	0.0	0.2%	0.1	0.0%	0.0	0.1%	0.1
Gloucester	0.0%	0.0	0.2%	0.1	0.0%	0.0	0.1%	0.1
Abroad	0.3%	0.1	0.5%	0.2	2.5%	0.5	0.9%	0.7
Others (outside survey area)	4.0%	1.0	3.2%	1.1	0.8%	0.2	2.9%	2.3
Internet / mail order / catalogue	4.0%	1.0	4.8%	1.6	3.8%	0.7	4.3%	3.4
Total	100%	26.3	100%	33.3	100%	19.3	100%	78.9

Notes

Household Survey Results x Table 8d

2005 prices

TABLE 10: DIY GOODS

	Droitwich Zone		Evesham Zone		Persnore Zone		Total	
	%	£m	%	£m	%	£m	%	£m
Evesham Town Centre	0.0%	0.00	12.0%	1.23	5.4%	0.36	6.6%	1.6
Droitwich Town Centre	14.3%	1.03	0.0%	0.00	0.4%	0.03	4.4%	1.1
Persnore Town Centre	0.0%	0.00	0.3%	0.03	5.8%	0.39	1.7%	0.4
B&Q, Four Pools, Evesham	0.0%	0.00	46.4%	4.74	30.0%	2.00	28.0%	6.7
Focus, Four Pools, Evesham	0.0%	0.00	29.1%	2.97	11.2%	0.75	15.5%	3.7
Jewson, Four Pools, Evesham	0.0%	0.00	0.3%	0.03	0.0%	0.00	0.1%	0.0
Various Stores, Four Pools, Evesham	0.0%	0.00	3.0%	0.31	2.7%	0.18	2.0%	0.5
Tesco, Evesham	0.0%	0.00	0.3%	0.03	0.0%	0.00	0.1%	0.0
Homebase, Roman Way Retail Park, Droitwich	50.5%	3.63	0.0%	0.00	1.3%	0.09	15.4%	3.7
Local Stores, Droitwich	0.7%	0.05	0.0%	0.00	0.0%	0.00	0.2%	0.1
Broadway	0.0%	0.00	1.8%	0.18	0.0%	0.00	0.7%	0.2
Worcester	15.0%	1.08	0.0%	0.00	28.7%	1.91	12.4%	3.0
Redditch	5.2%	0.38	2.0%	0.20	7.6%	0.51	4.5%	1.1
Kidderminster	7.7%	0.55	0.0%	0.00	0.9%	0.06	2.5%	0.6
Cheltenham	0.0%	0.00	2.3%	0.23	2.7%	0.18	1.7%	0.4
Bromsgrove	3.5%	0.25	0.0%	0.00	0.0%	0.00	1.0%	0.3
Stratford upon Avon	0.0%	0.00	1.3%	0.13	0.4%	0.03	0.7%	0.2
Birmingham	0.3%	0.03	0.3%	0.03	0.4%	0.03	0.3%	0.1
Stourport	1.0%	0.08	0.0%	0.00	0.0%	0.00	0.3%	0.1
Other (outside survey area)	0.7%	0.05	1.0%	0.10	1.8%	0.12	1.1%	0.3
Internet / mail order / catalogue	1.0%	0.08	0.3%	0.03	0.4%	0.03	0.5%	0.1
Total	100%	7.2	100%	10.2	100%	6.7	100%	24.1

Notes

Household Survey Results x Table 8f
2005 prices

TABLE 11: FURNITURE AND FLOOR COVERINGS

	Droitwich Zone		Evesham Zone		Pershore Zone		Total	
	%	£m	%	£m	%	£m	%	£m
Evesham Town Centre	0.4%	0.05	40.3%	6.6	16.3%	1.6	21.7%	8.2
Droitwich Town Centre	24.9%	3.0	0.6%	0.1	2.0%	0.2	8.6%	3.3
Pershore Town Centre	0.4%	0.05	1.1%	0.2	11.9%	1.1	3.6%	1.4
B&Q, Four Pools, Evesham	0.0%	0.0	3.1%	0.5	0.0%	0.0	1.3%	0.5
Focus, Four Pools, Evesham	0.0%	0.0	2.5%	0.4	0.5%	0.05	1.2%	0.5
Evesham Industrial Estate	0.0%	0.0	0.8%	0.1	0.0%	0.0	0.4%	0.1
Other Shops, Four Pools, Evesham	0.4%	0.05	3.3%	0.5	2.5%	0.2	2.2%	0.8
DFS, Roman Way RP, Droitwich	5.7%	0.7	0.0%	0.0	0.0%	0.0	1.8%	0.7
Homebase, Roman Way RP, Droitwich	0.8%	0.1	0.0%	0.0	0.0%	0.0	0.2%	0.1
Broadway	0.0%	0.0	0.3%	0.05	0.0%	0.0	0.1%	0.05
Blackminster	0.0%	0.0	0.8%	0.1	0.5%	0.05	0.5%	0.2
Worcester	38.9%	4.7	6.1%	1.0	40.1%	3.9	25.0%	9.5
Cheltenham	0.0%	0.0	20.0%	3.3	6.9%	0.7	10.4%	4.0
Kidderminster	9.4%	1.1	0.0%	0.0	3.5%	0.3	3.8%	1.5
Stratford upon Avon	0.0%	0.0	6.4%	1.1	0.5%	0.05	2.9%	1.1
Birmingham	2.3%	0.3	2.8%	0.5	3.0%	0.3	2.7%	1.0
Bromsgrove	6.8%	0.8	0.0%	0.0	0.5%	0.05	2.3%	0.9
Redditch	1.5%	0.2	2.2%	0.4	2.5%	0.2	2.1%	0.8
Bristol	0.4%	0.05	0.8%	0.1	1.5%	0.1	0.9%	0.3
Alcester	0.0%	0.0	1.7%	0.3	0.5%	0.05	0.8%	0.3
Malvern	0.0%	0.0	0.6%	0.1	1.5%	0.1	0.6%	0.2
Gloucester	0.0%	0.0	1.1%	0.2	0.0%	0.0	0.5%	0.2
Tewkesbury	0.0%	0.0	0.6%	0.1	1.0%	0.1	0.5%	0.2
Wednesbury	0.4%	0.05	0.8%	0.1	0.0%	0.0	0.5%	0.2
Ikea, Wednesbury	0.8%	0.1	0.0%	0.0	0.5%	0.05	0.4%	0.1
Merry Hill, Birmingham	0.8%	0.1	0.0%	0.0	0.0%	0.0	0.2%	0.1
Other (outside survey area)	3.8%	0.5	2.2%	0.4	1.5%	0.1	2.5%	1.0
Internet / mail order / catalogue	2.6%	0.3	1.9%	0.3	3.0%	0.3	2.4%	0.9
Total	100%	12.0	100%	16.4	100%	9.6	100%	38.0

Notes

Household Survey Results x Table 8i
2005 prices

TABLE 12: LARGE ELECTRICAL GOODS

	Droitwich Zone		Evesham Zone		Persnore Zone		Total	
	%	£m	%	£m	%	£m	%	£m
Evesham Town Centre	0.3%	0.01	68.7%	2.3	13.4%	0.3	33.2%	2.6
Droitwich Town centre	18.0%	0.4	0.0%	0.0	1.3%	0.03	6.1%	0.5
Persnore Town Centre	0.0%	0.0	0.2%	0.01	4.9%	0.1	1.3%	0.1
Other, Evesham	0.0%	0.0	1.2%	0.04	0.4%	0.01	0.7%	0.05
Miller Bros, Roman Way RP, Droitwich	24.1%	0.6	0.0%	0.0	2.2%	0.04	8.2%	0.6
Other, Droitwich	0.3%	0.01	0.0%	0.0	0.0%	0.0	0.1%	0.01
Worcester	40.0%	1.0	4.0%	0.1	54.0%	1.0	27.8%	2.2
Cheltenham	0.0%	0.0	10.9%	0.4	4.5%	0.1	5.9%	0.5
Redditch	3.1%	0.1	2.0%	0.1	4.0%	0.1	2.8%	0.2
Stratford upon Avon	0.0%	0.0	3.2%	0.1	0.4%	0.01	1.5%	0.1
Bromsgrove	3.4%	0.1	0.0%	0.0	0.4%	0.01	1.2%	0.1
Bristol / Cribbs Causeway	0.0%	0.0	0.2%	0.01	2.7%	0.05	0.8%	0.1
Others (outside study area)	4.7%	0.1	2.0%	0.1	4.5%	0.1	3.5%	0.3
Internet / mail order / catalogue	6.1%	0.2	7.5%	0.3	7.1%	0.1	7.0%	0.5
Total	100%	2.5	100%	3.4	100%	1.9	100%	7.8

Notes

Household Survey Results x Table 8g
2005 prices

TABLE 13: SMALL ELECTRICAL GOODS

	Droitwich Zone		Evesham Zone		Persnore Zone		Total	
	%	£m	%	£m	%	£m	%	£m
Evesham Town Centre	0.7%	0.1	63.1%	6.8	19.5%	1.3	32.1%	8.1
Droitwich Town Centre	19.3%	1.5	0.0%	0.0	2.4%	0.2	6.7%	1.7
Persnore Town Centre	0.0%	0.0	0.5%	0.1	10.0%	0.7	2.8%	0.7
Bond Industrial Estate, Evesham	0.0%	0.0	0.5%	0.1	0.0%	0.0	0.2%	0.1
Tesco, Evesham	0.0%	0.0	4.0%	0.4	2.4%	0.2	2.3%	0.6
B&Q, Four Pools, Evesham	0.0%	0.0	0.3%	0.03	0.0%	0.0	0.1%	0.03
Other Stores, Evesham	0.0%	0.0	1.9%	0.2	1.0%	0.1	1.0%	0.3
Miller Bros, Roman Way RP, Droitwich	15.3%	1.2	0.0%	0.0	1.4%	0.1	5.2%	1.3
Other Stores, Droitwich	1.1%	0.1	0.0%	0.0	0.0%	0.0	0.3%	0.1
Broadway	0.0%	0.0	0.3%	0.03	0.0%	0.0	0.1%	0.03
Worcester	34.9%	2.8	2.1%	0.2	36.2%	2.4	21.3%	5.4
Cheltenham	0.7%	0.1	9.8%	1.1	4.3%	0.3	5.5%	1.4
Redditch	2.2%	0.2	2.1%	0.2	4.3%	0.3	2.7%	0.7
Stratford upon Avon	0.4%	0.03	4.0%	0.4	0.5%	0.03	1.9%	0.5
Birmingham	1.5%	0.1	2.4%	0.3	1.4%	0.1	1.8%	0.5
Bromsgrove	5.5%	0.4	0.0%	0.0	0.5%	0.03	1.8%	0.5
Malvern	0.7%	0.1	0.0%	0.0	4.8%	0.3	1.5%	0.4
Kidderminster	3.6%	0.3	0.0%	0.0	0.0%	0.0	1.1%	0.3
Solihull	1.1%	0.1	0.3%	0.03	0.5%	0.03	0.6%	0.1
Abroad	1.1%	0.1	0.0%	0.0	0.0%	0.0	0.3%	0.1
Other (outside study area)	2.2%	0.2	1.9%	0.2	4.8%	0.3	2.7%	0.7
Internet / mail order / catalogue	9.8%	0.8	6.9%	0.7	6.2%	0.4	7.6%	1.9
Total	100%	8.0	100%	10.7	100%	6.5	100%	25.2

Notes

Household Survey Results x Table 8h
2005 prices

TABLE 14: OTHER NON-BULKY COMPARISON GOODS

	Zone 1		Zone 2		Zone 3		Total	
	%	£m	%	£m	%	£m	%	£m
Evesham Town Centre	0.7%	0.3	48.5%	28.4	10.3%	3.6	24.1%	32.4
Droitwich Town Centre	20.4%	8.3	0.0%	0.0	1.5%	0.5	6.5%	8.8
Pershore Town Centre	0.4%	0.1	0.5%	0.3	16.2%	5.7	4.6%	6.1
Tesco, Worcester Road, Evesham	0.0%	0.0	4.3%	2.5	3.9%	1.4	2.9%	3.9
Morrisons, Four Pools, Evesham	0.0%	0.0	0.3%	0.2	0.0%	0.0	0.1%	0.2
Morrisons, Droitwich	1.8%	0.7	0.0%	0.0	0.5%	0.2	0.7%	0.9
Broadway	0.0%	0.0	0.3%	0.2	0.0%	0.0	0.1%	0.2
Worcester	49.6%	20.2	6.5%	3.8	38.2%	13.4	27.8%	37.4
Cheltenham	0.0%	0.0	17.3%	10.2	7.4%	2.6	9.5%	12.8
Stratford upon Avon	0.0%	0.0	7.6%	4.4	1.5%	0.5	3.7%	5.0
Redditch	2.5%	1.0	1.9%	1.1	3.4%	1.2	2.5%	3.3
Bromsgrove	6.1%	2.5	0.0%	0.0	0.0%	0.0	1.8%	2.5
Birmingham	2.9%	1.2	0.5%	0.3	1.5%	0.5	1.5%	2.0
Merry Hill, Birmingham	3.6%	1.5	0.3%	0.2	0.0%	0.0	1.2%	1.6
Kidderminster	1.1%	0.4	0.0%	0.0	0.0%	0.0	0.3%	0.4
Tewkesbury	0.0%	0.0	0.5%	0.3	1.0%	0.3	0.5%	0.7
Other (outside study area)	1.4%	0.6	1.1%	0.6	1.0%	0.3	1.2%	1.6
Internet / mail order / catalogue	9.6%	3.9	10.3%	6.0	13.7%	4.8	11.0%	14.8
Total	100%	40.7	100%	58.6	100%	35.1	100%	134.4

Notes

Household Survey Results x Table 8e
2005 prices

TABLE 15: BENCHMARK AND SURVEY-DERIVED TURNOVERS OF LARGE FOODSTORES IN THE DISTRICT

	Sales Area	Convenience Goods Sales Area	Typical Sales Density (Convenience Goods)	Benchmark Turnover	Survey Derived Turnover	Inflow from Worc / Malv Hills	Total Turnover	Difference	
	sq.m.net	sq.m.net	sq.m.net	(£m)	(£m)	(£m)	(£m)	£m	%
Evesham									
Tesco	4265	2986	12316	36.8	46.1	1.6	47.7	10.9	30
Morrisons	2422	2130	11000	23.4	20.7	0.0	20.7	-2.7	-12
Co-op/Somerfield	1187	1068	5914	6.3	4.9	0.0	4.9	-1.5	-23
M&S									
Iceland	250	225	5308	1.2	2.3	0.0	2.3	1.1	91
Evesham Total				67.7	73.9	1.6	75.5	7.8	12
Droitwich									
Morrisons	1788	1520	11000	16.7	18.4	1.0	19.4	2.7	16
Waitrose	2011	1810	11665	21.1	8.8	1.8	10.6	-10.5	-50
Droitwich Total				37.8	27.2	2.8	30.0	-7.8	-21
Pershore									
Asda	1475	1328	14242	18.9	6.5	0.1	6.6	-12.3	-65
Co-op/Somerfield	791	712	5914	4.2	4.8	0.1	4.9	0.7	17
Pershore Total				23.1	11.3	0.2	11.5	-11.6	-50

Notes

Floorspace figures from Wychavon District Council, Institute of Grocery Distributors, and Experian Goad

Convenience Goods Sales Area estimated by DPDS

Benchmark turnovers derived from Verdict and Mintel data

Expenditure Inflow from Worcester and Malvern Hills administrative areas derived from South Worcestershire Retail Study

2005 prices

TABLE 16: CONVENIENCE GOODS EXPENDITURE CAPACITY - EVESHAM

	2011	2016	2021	2026	2031
Total available expenditure in the 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 Evesham (£m)	79.6	79.6	80.0	80.8	81.6
Market Share (of in-store sales)	46%	46%	46%	46%	46%
Turnover potential (£m)	70.6	72.7	77.7	81.5	82.0
Overtrading/Undertrading (£m)	7.8	7.8	7.8	7.8	7.8
Changes and Commitments					
Aldi Swan Lane	2.9	2.9	2.9	2.9	3.0
Lidl Broadway Rd	2.2	2.2	2.2	2.3	2.3
Morrisons (Extension)	3.1	3.1	3.1	3.2	3.3
Tesco Cheltenham Rd	1.5	1.5	1.5	1.5	1.6
Commitments 2010 - 2013		10.8	10.9	11.1	11.4
Expenditure capacity (£m)	-10.9	-19.6	-15.0	-12.6	-13.4
Sales Density £10,000	10000	10000	10050	10151	10253
Theoretical floorspace based on					
£10,000/sq.m. sales density assumption (sq.m.net)	-1090	-1961	-1497	-1243	-1304

Special Forms of Trading - see report.

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

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 17: CONVENIENCE GOODS EXPENDITURE CAPACITY - DROITWICH

	2011	2016	2021	2026	2031
Total available expenditure in the 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 Droitwich (£m)	32.9	32.9	33.1	33.4	33.8
Market Share (of in-store sales)	19%	19%	19%	19%	19%
Turnover potential (£m)	29.2	30.1	32.1	33.7	33.9
Overtrading/Undertrading (£m)	-7.8	-7.8	-7.8	-7.8	-7.8
Changes and Commitments					
Morrisons Extension (£m)					
Aldi store (£m)	3.6	3.6	3.6	3.6	3.6
Commitments 2010 - 2013		1.9	1.9	1.9	1.9
Expenditure capacity (£m)	-15.1	-16.1	-14.2	-13.0	-13.2
Sales Density £10000	10000	10000	10050	10151	10253
Theoretical floorspace based on £10,000/sq.m. sales density assumption (sq.m.net)	-1508	-1570	-1324	-1217	-1232

Special Forms of Trading - see report.

Special Forms of Trading - taken from household survey held constant - 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 - PERSHORE

	2011	2016	2021	2026	2031
Total available expenditure in the 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 Pershore (£m)	13.5	13.5	13.6	13.7	13.9
Market Share (of in-store sales)	8%	8%	8%	8%	8%
Turnover potential (£m)	12.0	12.3	13.2	13.8	13.9
Overtrading/Undertrading (£m)	-11.6	-11.6	-11.6	-11.6	-11.6
Changes and Commitments					
Tesco	2.2	2.2	2.2	2.2	2.2
Commitments 2010 - 2013					
Expenditure capacity (£m)	-15.4	-15.0	-14.2	-13.8	-13.8
Sales Density £1000000	10000	10000	10050	10151	10253
Theoretical floorspace based on £10,000/sq.m. sales density assumption (sq.m.net)	-1537	-1501	-1416	-1356	-1349

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

TABLE 19: COMPARISON GOODS EXPENDITURE CAPACITY - EVESHAM

Non-Bulky Goods						Bulky Goods					
	2011	2016	2021	2026	2031		2011	2016	2021	2026	2031
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 Evesham (£m)	51.0	54.9	60.6	66.3	72.4	Turnover of stores in Evesham (£m)	35.8	38.6	42.6	46.6	50.9
Market Share (of in-store sales)	24%	24%	24%	24%	24%	Market Share (of in-store sales)	38%	38%	38%	38%	38%
Turnover potential (£m)	53.7	57.9	65.3	76.1	88.6	Turnover potential (£m)	37.8	40.7	45.9	53.5	62.3
Expenditure capacity (£m)	2.8	3.0	4.7	9.8	16.2	Expenditure capacity (£m)	2.0	2.1	3.3	6.9	11.4
Commitments:						Commitments:					
Retail Warehouses at Worcester Road	26.0	28.0	30.9	33.8	37.0	Commitments 2010 - 2013		5.3	5.9	6.4	7.0
Commitments 2010 - 2013		-1.5	-1.7	-1.8	-2.0						
Residual expenditure capacity (£m)	-23.2	-23.5	-24.6	-22.2	-18.8	Residual expenditure capacity (£m)	2.0	-3.3	-2.6	0.5	4.3
Sales density	4162	4484	4951	5413	5918	Sales density	2081	2242	2475	2706	2959
Theoretical floorspace based on £4,000/sq.m. sales density and productivity changes	-5575	-5249	-4961	-4095	-3173	Theoretical floorspace based on £2,000/sq.m. sales density assumption and productivity changes	944	-1450	-1045	167	1459
Combined Comparison Goods											
	2011	2016	2021	2026	2031						
Floorspace Capacity	-4631	-6699	-6007	-3928	-1714						

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: COMPARISON GOODS EXPENDITURE CAPACITY - DROITWICH

Non-Bulky Goods						Bulky Goods					
	2011	2016	2021	2026	2031		2011	2016	2021	2026	2031
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	21.50	35.09	50.18	59.33	70.14	Special forms of trading £m	9.59	15.65	22.38	26.46	31.28
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 Droitwich (£m)	15.2	16.4	18.1	19.8	21.7	Turnover of stores in Droitwich (£m)	13.6	14.6	16.2	17.7	19.3
Market Share (of in-store sales)	7.3%	7.3%	7.3%	7.3%	7.3%	Market Share (of in-store sales)	14.6%	14.6%	14.6%	14.6%	14.6%
Turnover potential (£m)	16.1	17.3	19.5	22.7	26.5	Turnover potential (£m)	14.3	15.4	17.4	20.3	23.6
Expenditure capacity (£m)	0.8	0.9	1.4	2.9	4.8	Expenditure capacity (£m)	0.7	0.8	1.3	2.6	4.3
Commitments:						Commitments:	4.3	4.6	5.1	5.5	6.0
Residual expenditure capacity (£m)	0.8	0.9	1.4	2.9	4.8	Residual expenditure capacity (£m)	-3.5	-3.8	-3.8	-2.9	-1.7
Sales Density	3122	3363	3713	4060	4438	Sales Density	2081	2242	2475	2706	2959
Theoretical floorspace based on £3,000/sq.m. sales density assumption and productivity changes	268	264	379	723	1089	Theoretical floorspace based on £2,000/sq.m. sales density assumption and productivity changes	-1686	-1759	-1723	-1332	-793
Combined Comparison Goods											
	2011	2016	2021	2026	2031						
Floorspace Capacity	-1418	-1495	-1344	-609	296						

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 - PERSHORE

Non-Bulky Goods						Bulky Goods					
	2011	2016	2021	2026	2031		2011	2016	2021	2026	2031
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 Pershore (£m)	11.2	12.1	13.3	14.6	15.9	Turnover of stores in Pershore (£m)	2.7	2.9	3.2	3.5	3.8
Market Share (of in-store sales)	5.4%	5.4%	5.4%	5.4%	5.4%	Market Share (of in-store sales)	2.9%	2.9%	2.9%	2.9%	2.9%
Turnover potential (£m)	11.8	12.7	14.4	16.7	19.5	Turnover potential (£m)	2.9	3.1	3.5	4.0	4.7
Expenditure capacity (£m)	0.6	0.7	1.0	2.2	3.6	Expenditure capacity (£m)	0.1	0.2	0.2	0.5	0.9
Commitments:						Commitments:					
Residual expenditure capacity (£m)	0.6	0.7	1.0	2.2	3.6	Residual expenditure capacity (£m)	0.1	0.2	0.2	0.5	0.9
Sales Density	3382	3643	4023	4398	4808	Sales Density	2081	2242	2475	2706	2959
Theoretical floorspace based on £3,250/sq.m. sales density assumption and productivity changes	182	180	257	491	740	Theoretical floorspace based on £2,000/sq.m. sales density assumption and productivity changes	71	70	101	192	290
Combined Comparison Goods											
	2011	2016	2021	2026	2031						
Floorspace Capacity	253	250	358	683	1030						

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 22: Summary of Retail Expenditure Capacity

	Constant Market Share	
Evesham		
Convenience Goods	(£m)	(sq.m.net)
2011	-10.9	-1090.4
2016	-19.6	-1961
2021	-15.0	-1497
2031	-13.4	-1304
Comparison Goods	(£m)	(sq.m.net)
2011	-21.2	-4631
2016	-26.8	-6699
2021	-27.2	-6007
2031	-14.5	-1714
Droitwich		
Convenience Goods	(£m)	(sq.m.net)
2011	-15.1	-1508
2016	-16.1	-1570
2021	-14.2	-1324
2031	-13.2	-1232
Comparison Goods	(£m)	(sq.m.net)
2011	-2.7	-1418
2016	-2.9	-1495
2021	-2.4	-1344
2031	3.1	296
Pershore		
Convenience Goods	(£m)	(sq.m.net)
2011	-15.4	-1537
2016	-15.0	-1501
2021	-14.2	-1416
2031	-13.8	-1349
Comparison Goods	(£m)	(sq.m.net)
2011	0.8	253
2016	0.8	250
2021	1.3	358
2031	4.4	1030