

Appendix 5: Quantitative Retail Capacity Assessment

Table 1: Population and convenience goods expenditure per capita

Zone	Population					Per capita expenditure (£)						
	2024	2029	2034	2039	2040	2022 <i>inc SFT</i>	2022	2024	2029	2034	2039	2040
1	84,113	85,392	86,453	87,462	87,706	2,356	2,217	2,131	2,101	2,095	2,095	2,095
2	14,288	14,542	14,694	14,753	14,742	2,817	2,651	2,548	2,513	2,505	2,505	2,505
3	77,752	78,570	79,235	79,962	80,071	2,468	2,322	2,232	2,201	2,195	2,195	2,195
4	45,256	45,646	46,020	46,425	46,530	2,541	2,391	2,299	2,267	2,260	2,260	2,260
5	42,084	42,464	42,994	43,524	43,610	2,409	2,267	2,179	2,149	2,142	2,142	2,142
6	25,573	25,956	26,347	26,747	26,831	2,304	2,168	2,084	2,055	2,049	2,049	2,049
7	25,564	26,028	26,475	26,831	26,907	2,592	2,439	2,345	2,312	2,305	2,305	2,305
8	20,033	20,175	20,266	20,431	20,478	2,652	2,496	2,399	2,366	2,358	2,358	2,358
9	65,709	66,103	66,489	66,880	66,974	2,763	2,600	2,499	2,465	2,457	2,457	2,457
10	34,989	36,040	36,874	37,585	37,721	2,879	2,709	2,604	2,568	2,560	2,560	2,560
11	57,047	58,234	59,180	59,755	59,860	2,871	2,702	2,597	2,561	2,553	2,553	2,553
12	84,250	86,179	87,882	89,458	89,793	2,599	2,446	2,351	2,318	2,311	2,311	2,311
13	12,100	12,456	12,750	13,050	13,094	2,923	2,751	2,644	2,607	2,599	2,599	2,599
Total	588,758	597,785	605,659	612,863	614,317							

Notes:

- a. Zones based on the following post code sectors
- ST1 1, ST1 2, ST1 3, ST1 4, ST1 5, ST1 6, ST2 0, ST2 7, ST2 8, ST2 9, ST4 2, ST4 3
 - ST7 8, CW3 9
 - ST3 1, ST3 2, ST3 3, ST3 4, ST3 5, ST3 6, ST3 7, ST11 9
 - ST4 1, ST4 4, ST4 5, ST4 6, ST4 7, ST4 8
 - ST6 1, ST6 2, ST6 3, ST6 4, ST6 7, ST6 8
 - ST6 5, ST6 6
 - ST7 1, ST7 4
 - ST8 6, ST8 7
 - ST9 0, ST9 9, ST10 1, ST10 2, ST10 3, ST10 4, ST13 5, ST13 6, ST13 7, ST13 8
 - ST12 9, ST15 0, ST15 8, ST21 6
 - CW12 1, CW12 2, CW12 3, CW12 4, ST7 2, ST7 3
 - ST5 0, ST5 1, ST5 2, ST5 3, ST5 4, ST5 5, ST5 6, ST5 7, ST5 8, ST5 9
 - TF9 2, TF9 4
- b. Per capita expenditure derived from Experian MMG3 data (2023 report)
- c. Population derived from Experian MMG3 data (2023 report)
- d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 21
- e. Per capita expenditure projected forward using 'adjusted SFT' forecast growth rates taken from Figure 6 of Experian Retail Planner Briefing Note 21

2022 Prices

Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m)					Growth (£m)			
	Convenience					Convenience			
	2024	2029	2034	2039	2040	2024-2029	2024-2034	2024-2039	2024-2040
1	179.3	179.5	181.1	183.2	183.8	0.2	1.9	4.0	4.5
2	36.4	36.5	36.8	37.0	36.9	0.1	0.4	0.6	0.5
3	173.6	173.0	173.9	175.5	175.7	-0.6	0.3	1.9	2.2
4	104.0	103.5	104.0	104.9	105.1	-0.6	0.0	0.9	1.1
5	91.7	91.2	92.1	93.2	93.4	-0.5	0.4	1.5	1.7
6	53.3	53.3	54.0	54.8	55.0	0.0	0.7	1.5	1.7
7	59.9	60.2	61.0	61.8	62.0	0.2	1.1	1.9	2.1
8	48.1	47.7	47.8	48.2	48.3	-0.3	-0.3	0.1	0.2
9	164.2	162.9	163.4	164.3	164.6	-1.3	-0.9	0.1	0.3
10	91.1	92.6	94.4	96.2	96.6	1.4	3.3	5.1	5.5
11	148.2	149.1	151.1	152.6	152.8	1.0	2.9	4.4	4.7
12	198.1	199.8	203.1	206.8	207.5	1.7	5.0	8.7	9.5
13	32.0	32.5	33.1	33.9	34.0	0.5	1.1	1.9	2.0
Total	1379.8	1381.7	1395.9	1412.5	1415.8	1.9	16.1	32.7	36.0

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend

Zone	Expenditure (£m)		
	Convenience (2024)		
	Main	Top-up	Total
1	134.4	44.8	179.3
2	27.3	9.1	36.4
3	130.2	43.4	173.6
4	78.0	26.0	104.0
5	68.8	22.9	91.7
6	40.0	13.3	53.3
7	45.0	15.0	59.9
8	36.0	12.0	48.1
9	123.2	41.1	164.2
10	68.3	22.8	91.1
11	111.1	37.0	148.2
12	148.6	49.5	198.1
13	24.0	8.0	32.0
Total	1,034.9	345.0	1,379.8

- Notes:**
- a. Zones based on the following post code sectors
- 1. ST1 1, ST1 2, ST1 3, ST1 4, ST1 5, ST1 6, ST2 0, ST2 7, ST2 8, ST2 9, ST4 2, ST4 3
 - 2. ST7 8, CW3 9
 - 3. ST3 1, ST3 2, ST3 3, ST3 4, ST3 5, ST3 6, ST3 7, ST11 9
 - 4. ST4 1, ST4 4, ST4 5, ST4 6, ST4 7, ST4 8
 - 5. ST6 1, ST6 2, ST6 3, ST6 4, ST6 7, ST6 8
 - 6. ST6 5, ST6 6
 - 7. ST7 1, ST7 4
 - 8. ST8 6, ST8 7
 - 9. ST9 0, ST9 9, ST10 1, ST10 2, ST10 3, ST10 4, ST13 5, ST13 6, ST13 7, ST13 8
 - 10. ST12 9, ST15 0, ST15 8, ST21 6
 - 11. CW12 1, CW12 2, CW12 3, CW12 4, ST7 2, ST7 3
 - 12. ST5 0, ST5 1, ST5 2, ST5 3, ST5 4, ST5 5, ST5 6, ST5 7, ST5 8, ST5 9
 - 13. TF9 2, TF9 4
- b. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1
- c. Ratio of main food shopping to top-up food shopping assumed to be 75:25 in line with Nexus Planning professional judgement

2022 Prices

Newcastle-under-Lyme Retail and Leisure Study Update 2024
Nexus Planning

Table 3: Convenience goods shopping patterns

	Zone 0		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		
Destination Study Area	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	
Zone 0																													
Stoke-on-Trent																													
Aldi, Leek New Road, Norton	2.6%	1.0%	7.9%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Victoria Road, Berry Hill, Fenton	3.8%	0.3%	13.0%	0.6%	0.0%	0.0%	1.3%	0.0%	3.8%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%
Asda, Werrington Road, Bucknall	0.9%	1.1%	3.8%	5.0%	0.0%	0.0%	0.0%	0.0%	3.0%	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%
B&M, Old Mill Street, Stoke-on-Trent	0.5%	0.9%	3.5%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Church Street, Fenton	0.1%	1.6%	0.7%	9.8%	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%	0.0%	0.0%	0.0%	0.0%
Co-op, Hanley Road, Sneyd Green	0.0%	0.4%	0.0%	1.8%	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%	0.0%	0.0%
Co-op, Keesling Road, Stoke-on-Trent	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Werrington Road, Stoke-on-Trent	0.2%	0.7%	1.7%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Farmfoods, Leek Road, Hanley	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%
Heron Foods, Deanshore Square, Bertleslie	0.0%	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Heron Foods, Leek Road, Albion Hall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
H H Jacksons, Penknap Road, Stoke-on-Trent	0.0%	0.4%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Charles Street, City Centre (Hanley)	0.2%	0.0%	0.8%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Divvy Road, Bertleslie	0.0%	0.8%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Bucknall Local Centre	0.0%	0.2%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Hanley Town Centre	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Shelton Local Centre	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%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.4%	0.9%	1.1%	3.2%	0.7%	0.9%	0.5%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
McCalls, Leek Road, Hanley	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Monks, Festival Park, Ridgeway Drive, Stoke-on-Trent	0.3%	1.5%	15.4%	4.3%	2.7%	0.0%	0.0%	0.0%	1.3%	0.0%	12.7%	4.4%	6.3%	4.2%	1.8%	0.0%	2.1%	1.1%	2.5%	1.4%	0.0%	0.6%	1.2%	1.5%	0.9%	0.0%	0.0%	0.0%	0.0%
Nisa, Milnes Road, Milnes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, King Street, Fenton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop, The Hilberry, Divvy Road, Wrenthill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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, Etnus Road, Stoke-on-Trent	0.1%	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	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%
Spar, Cauldon Road, Stoke-on-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 Extra, Cough Street, Stoke-on-Trent	1.9%	2.6%	0.0%	0.0%	10.2%	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%
Sub Total	16.6%	15.2%	64.0%	72.9%	3.4%	0.9%	5.7%	0.9%	21.6%	14.0%	46.4%	6.7%	13.1%	4.0%	1.2%	3.5%	1.1%	2.2%	0.9%	5.5%	0.6%	1.2%	5.0%	0.6%	1.2%	5.0%	1.6%	1.0%	0.0%
Zone 1																													
Newcastle-under-Lyme																													
Betty Post Office & Village Shop, Bow Hill House, Main Road, Betty	0.0%	0.1%	0.0%	0.0%	0.0%	4.7%	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%	0.0%
Co-op, Church Street, Betty	0.0%	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%
Co-op, Morningdale, Madley, Cree, Madley	0.0%	0.2%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Betty Village Centre	0.0%	0.2%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Bignall End Local Centre	0.0%	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%
Local shops, Madley Town Centre	0.0%	0.1%	0.0%	0.0%	0.0%	3.2%	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%
Local shops, Wrenthill Village 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%
Londis, Raven's Lane, Bignall End, Stoke-on-Trent	0.0%	0.1%	0.0%	0.0%	0.0%	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%
One Stop, Furnace Lane, Madley	0.0%	0.1%	0.0%	0.0%	0.0%	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%	0.0%
One Stop, Newcastle Road, Madley	0.0%	0.2%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Church Street, Audley	0.0%	0.2%	0.0%	0.0%	0.0%	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%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Woore Village 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%
Sub Total	0.0%	1.8%	0.0%	0.0%	0.7%	64.7%	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%	0.0%
Zone 2																													
Stoke-on-Trent																													
Co-op, Uttoxeter Road, Blythe Bridge	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	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%
Local shops, Caverswall Village Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	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%
Spar, Chesdale Road, Frodsham, Stoke-on-Trent	0.0%	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%
Tesco Express, Uttoxeter Road, Blythe Bridge, Stoke-on-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 Express, Uttoxeter Road, Blythe Bridge	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.4%	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%
Sub Total	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	10.9%	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%

Destination	T		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			
	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)		
Outside Study Area																														
Outside Study Area, Cheshire East																														
Aldi, Manor Lane, Holmes Chapel	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Aldi, Middleton Road, Sandbach	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%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Aldi, Queen Victoria Street, Macclesfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Aldi, Stadium Retail Park, Crewe	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%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Aldi, Station Road, Nantwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Asda, Victoria Centre, Crewe	0.1%	0.1%	0.0%	0.0%	1.3%	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%	0.6%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	
Co-op, Shropshire Street, Audlem	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%	
Co-op, The Gateway, Bowdon Drive, Crewe	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Farmfoods, Oakhurst Drive, Crewe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Half Farm Shops & Café, Crewe Road, Alsage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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, Bridgeman Village Centre	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%	
Local shops, Crewe Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Local shops, Norton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
M&S Simply Food, Beam Street, Nantwich	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
M&S Simply Food, Grand Junction Retail Park, Earle Street, Crewe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Mark's & Spencer, Market Street, Crewe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Mark's & Spencer, Mill Street, Macclesfield	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Morrisons, Local, Garswood House, West Park Drive, Macclesfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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, 17 Franchets Row, Nantwich	0.0%	0.1%	0.0%	0.0%	0.7%	4.7%	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%	0.7%	0.0%	
Morrisons, Dumfries Way, Crewe	0.2%	0.0%	0.0%	0.0%	2.7%	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%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Sainsbury's, Cumberland Street, Macclesfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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, Midlwich Road, Nantwich	0.2%	0.1%	0.0%	0.0%	7.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Tesco Extra, Vernon Way, Crewe	0.0%	0.0%	0.0%	0.0%	0.0%	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%	
Tesco Metro, Exchange Street, Macclesfield	0.0%	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%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Tesco Superstore, Hill Road, Macclesfield	0.0%	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%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Tesco Superstore, Wheelock Street, Midlwich	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Waitrose, Flat Lane, Sandbach	0.0%	0.5%	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%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	3.2%	1.0%	0.0%	0.0%	0.0%	0.0%	
Sub Total	1.6%	1.7%	0.0%	0.0%	19.0%	9.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.8%	1.6%	1.4%	0.0%	0.0%	0.7%	0.0%	0.0%	9.8%	9.8%	1.0%	0.9%	0.7%	0.0%	0.0%	
Outside Study Area, Cheshire West and Chester																														
Asda, The Dumber, Winsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Sub Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Study Area, Cheshire																														
Aldi, Carnation Way, Ashbourne	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%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
M&S Simply Food, Waterside Retail Park, Ashbourne	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%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Sainsbury's, Coopers Mill, King Edward Street, Ashbourne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Sub Total	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%	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%	
Outside Study Area, High Peak																														
Waitrose, The Springs Shopping Centre, Spring Gardens, Buxton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Sub Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Study Area, Oldham																														
One Stop, Butler Green, Chadderton, Oldham	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%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Sub Total	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%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Study Area, Shropshire																														
ASDA, Stafford Street, Market Drayton	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%	1.0%	0.0%	0.0%	0.0%	1.4%	1.1%			
ASDA, Frognore Road, Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Costa, Cheshire Street, Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	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%	
Lidl, Towers Lawn, Market Drayton	0.3%	0.3%	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%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.9%	12.6%	7.1%			
Local shops, Market Drayton Town Centre	0.0%	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%	
Morrisons, Meer Lane, Market Drayton	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	
Sainsbury's Local, Shrewsbury Road, Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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, London Road, Whitchurch	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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 Extra, Cattle Market, Battlefield Road, Shrewsbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%				

Table 3: Convenience goods shopping patterns

Destination

Table 15																																
Newcastle-under-Lyme																																
Co-op, Eccleshall Road, Loggerheads	0.6	3.8	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	0.5	0.0	0.0	0.0	0.6	3.3
Local shops, Loggerheads Village 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
Shopgate	0.0	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	0.1
Hinckley Post Office, Chester Road, Hinckley	0.0	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	0.1
Local shops, Eaton-on-Tern Local Centre	0.0	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	0.1
Local shops, Stoke Heath Village Centre	0.0	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	0.1
Sub Total	0.6	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	0.5	0.0	0.0	0.0	0.6	3.6

Destination	Total		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		
	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	
Outside Study Area																													
Outside Study Area, Cheshire East																													
Aldi, Manor Lane, Holmes Chapel	0.2	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	0.0	
Aldi, Middleton Road, Sandbach	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	0.0	0.0	0.0	0.0	0.0	0.0	
Aldi, Queen Victoria Street, Macclesfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Aldi, Stadium Retail Park, Crewe	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	0.0	0.0	0.0	0.0	0.0	
Aldi, Station Road, Nantwich	1.2	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Aldi, Victoria Centre, Crewe	1.4	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.4	0.0	
Co-op, Shrophshire Street, Audlem	0.0	0.1	0.0	0.0	0.0	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	
Co-op, The Gateway, Bewick Drive, Crewe	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	
Farmfoods, Oakhurst Drive, Crewe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Hall Farm Shop & Cafe, Crewe Road, Alsager	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local shops, Bridgemere Village Centre	0.0	0.1	0.0	0.0	0.0	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	
Local shops, Crewe 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	
Local shops, Nantwich Town Centre	0.0	0.1	0.0	0.0	0.0	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	
M&S Simply Food, Beam Street, Nantwich	0.2	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	0.0	
M&S Simply Food, Grand Junction Retail Park, Earle Street, Crewe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Market Street, Crewe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Mill Street, Macclesfield	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	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Morrisons Local, Galsworthy House, West Park Drive, Macclesfield	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	0.0	0.0	0.0	
Morrisons, 17 Pratchetts Row, Nantwich	0.3	0.4	0.0	0.0	0.2	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	0.2	0.0	
Morrisons, Dunwoody Way, Crewe	2.5	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sainsbury's, Cumberland Street, Macclesfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Middlewich Road, Nantwich	1.9	0.3	0.0	0.0	1.9	0.1	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	
Tesco Extra, Vernon Way, Crewe	1.4	0.0	0.0	0.0	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	0.0	
Tesco Metro, Exchange Street, Macclesfield	0.0	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	0.4	0.0	0.0	0.0	
Tesco Superstore, Hibel Road, Macclesfield	0.0	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	0.0	0.0	
Tesco Superstore, Wheelock Street, Middlewich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Waitrose, Flat Lane, Sandbach	5.6	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	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.9	1.2	1.4	0.0	0.0	
Sub Total	18.8	5.5	0.0	0.0	5.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.2	0.5	0.0	0.0	0.3	0.0	0.0	10.9	3.6	1.4	0.4	0.2	0.0
Outside Study Area, Cheshire West and Chester																													
Asda, The Drummer, Winsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Derbyshire																													
Aldi, Cavendon Way, Ashbourne	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	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
M&S Simply Food, Waterside Retail Park, Ashbourne	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	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sainsbury's, Coopers Mill, King Edward Street, Ashbourne	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	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	3.8	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	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, East Peak																													
Waitrose, The Springs Shopping Centre, Spring Gardens, Buxton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Gloucestershire																													
One Stop, Butler Green, Chadderton, Oldham	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	
Sub Total	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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
Outside Study Area, Shropshire																													
Asda, Stafford Street, Market Drayton	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	0.3	0.1		
B&M, Frogmore Road, Market Drayton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Iceland, Cheshire Street, Market Drayton	0.4	0.4	0.0	0.0	0.0	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	0.4	0.4		
Lidl, Towns Lane, Market Drayton	3.6	1.0	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	0.4	0.0	0.0	0.0	0.0	0.4	3.0	0.6		
Local shops, Market Drayton Town Centre	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	0.0	0.0	0.2		
Morrisons, Meer Lane, Market Drayton	12	1.7	0.0	0.0	0.9	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	10.6	1.7		
Sainsbury's Local, Shrewsbury Road, Market Drayton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, London Road, Whitchurch	0.0	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	0.1		
Tesco Extra, Cattle Market, Battledale																													

Table 5: Survey-derived and benchmark turnover of foodstores

Destination	Gross Floorspace	Net Sales Area	Net Convenience Sales Area (A)	Sales Density (B)	Benchmark Turnover (AxB)	Survey Turnover	Overtrading
	(sq m)	(sq m)	(sq m)	(£ per sq m)	(£m)	(£m)	(£m)
Zone 2							
Newcastle-under-Lyme							
Betley Post Office & Village Shop, Bow Hill House, Main Road, Betley	55	-	-	-	0.4	0.4	0.0
Co-op, Church Street, Audley	363	218	196	9,965	2.0	1.7	-0.3
Co-op, Morningside, Madeley Crewe, Madeley	211	112	101	9,965	1.0	0.6	-0.4
Local shops, Betley Village Centre	-	-	-	-	0.5	0.5	0.0
Local shops, Bignall End Local Centre	-	-	-	-	0.5	0.5	0.0
Local shops, Madeley Town Centre	-	-	-	-	0.3	0.3	0.0
Local shops, Wrinehill Village Centre	-	-	-	-	0.1	0.1	0.0
Londis, Raven's Lane, Bignall End, Stoke-on-Trent	95	66	60	7,457	0.4	0.2	-0.3
One Stop, Newcastle Road, Madeley	173	121	109	8,067	0.9	0.9	0.0
Tesco Express, Church Street, Audley	474	331	298	12,941	3.9	0.8	-3.1
Sub Total					9.9	6.0	-3.9
Zone 7							
Newcastle-under-Lyme							
Aldi, Liverpool Road, Kidsgrove	1,314	906	745	12,974	9.7	27.1	17.4
Co-op, Cedar Avenue, Central, Talke	395	277	249	9,965	2.5	1.9	-0.5
Co-op, Whitehill Road, Kidsgrove	447	269	242	9,965	2.4	5.0	2.6
Home Bargains, Freeport Outlet Mall, Pit Lane, Talke	1,610	1,127	563	6,572	3.7	0.8	-2.9
Home Bargains, Market Street, Kidsgrove	916	641	320	6,572	2.1	2.2	0.1
Local shops, Kidsgrove Town Centre	-	-	-	-	0.9	0.9	0.0
McColls, High Street, Talke	279	155	147	5,885	0.9	0.5	-0.4
Tesco Superstore, Liverpool Road, Kidsgrove	3,897	2,385	1,541	12,941	19.9	31.6	11.7
Stoke-on-Trent							
Local shops, Packmoor Village Centre	-	-	-	-	0.2	0.2	0.0
Sub Total					42.2	70.6	28.4
Zone 12							
Newcastle-under-Lyme							
Aldi, Blackfriars Road, Newcastle-under-Lyme	1,519	1,047	861	12,974	11.2	25.9	14.7
Asda, Morris Square, Kyme, Wolstanton	1,265	934	583	12,765	7.4	30.2	22.8
Asda, Wolstanton Retail Park, Newcastle-under-Lyme	8,991	5,478	3,422	12,765	43.7	31.7	-12.0
Co-op, Barbridge Road, Chesterton	234	141	127	9,965	1.3	1.5	0.3
Co-op, Clayton Road, Clayton, Newcastle-under-Lyme	274	159	143	9,965	1.4	3.0	1.6
Co-op, Hanbridge Avenue, Bradwell, Newcastle-under-Lyme	422	252	227	9,965	2.3	2.3	0.0
Co-op, High Street, Wolstanton	96	58	52	9,965	0.5	1.5	1.0
Co-op, London Road, Chesterton	557	334	301	9,965	3.0	0.0	-3.0
Co-op, The Parade, Silverdale	364	252	227	9,965	2.3	1.2	-1.1
Co-op, Westbury Centre, Westbury Road, Newcastle-Under-Lyme	547	329	296	9,965	3.0	3.7	0.8
Heron Foods, Castle Walk, Newcastle-under-Lyme	388	164	148	7,437	1.1	0.7	-0.4
Heron Foods, Hanbridge Avenue, Bradwell	425	276	248	7,437	1.8	0.0	-1.8
Home Bargains, Castle Walk, Newcastle	765	536	268	6,572	1.8	0.2	-1.6
Iceland, Roebuck Centre, Newcastle-under-Lyme	750	515	491	7,020	3.4	1.3	-2.2
Lidl, Lower Street, Newcastle-under-Lyme	1,342	960	769	10,201	7.8	9.7	1.9
Local shops, Newcastle-under-Lyme Town Centre	-	-	-	-	1.9	1.9	0.0
Local shops, Silverdale Village Centre	-	-	-	-	0.4	0.4	0.0
Local shops, Wolstanton Village Centre	-	-	-	-	0.0	0.0	0.0
Marks & Spencer, Wolstanton Retail Park, Newcastle-under-Lyme	1,456	873	799	11,716	9.4	4.1	-5.3
McColls, High Street, Maybank, Newcastle-under-Lyme	318	223	200	5,885	1.2	0.0	-1.2
McColls, Oxford Road, Basford	219	142	128	5,885	0.8	0.4	-0.4
Morrisons, Goose Street, Newcastle-under-Lyme	5,814	3,403	2,560	11,345	29.0	26.2	-2.8
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	6,487	3,797	2,856	11,345	32.4	30.7	-1.7
Nisa, Paris Avenue, Newcastle-under-Lyme	403	282	254	7,000	1.8	1.2	-0.6
Plant & Wilton, The Stores, Main Road, Baldwins Gate	153	-	-	-	0.4	0.4	0.0
Premier, Greyhound Court, Madeley	113	79	71	6,689	0.5	0.0	-0.5
Premier, Keele Road, Higherland	85	60	54	6,689	0.4	0.4	0.1
Premier, Northwood Lane, Newcastle-under-Lyme	73	51	46	6,689	0.3	0.0	-0.3
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	9,057	4,645	3,182	12,951	41.2	30.8	-10.4
Tesco Express, Higherland, Keele, Newcastle-under-Lyme,	364	254	229	12,941	3.0	0.6	-2.3
Sub Total					214.5	210.0	-4.5
Zone 13							
Newcastle-under-Lyme							
Co-op, Eccleshall Road, Loggerheads	547	329	296	9,965	3.0	4.4	1.4
Local shops, Loggerheads Village Centre	-	-	-	-	0.0	0.0	0.0
Sub Total					3.0	4.4	1.4
Sub Total Newcastle-under-Lyme					269.4	290.8	21.4

Notes:

a. Gross floorspace derived from VOA

b. Net floorspace generally assumed to be 70% of gross floorspace

c. Proportion of net floorspace dedicated to convenience goods sales generally taken from company benchmark average (exceptions relate to: small convenience stores, which we have assumed will be 95% convenience goods; larger superstores of between 4,000 sq.m and 5,000 sq.m net sales, which we have assumed will be 60% convenience goods; and, superstores providing more than 5,000 sq.m net sales, which we have assumed will be 60% convenience goods)

d. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2023

e. It is assumed that unnamed convenience stores and independent stores are 'trading at equilibrium' (i.e. their benchmark turnover relates to that identified by the survey)

f. Survey-derived performance of stores calculated by adding together with 'main' and 'top up' turnover as set out in Table 4

g. Tesco Extra, Clough Street convenience floorspace taken from Planning Application Ref: 45782/RES

h. Sainsbury's, Liverpool Road convenience floorspace and sales floorspace taken from Planning Application Ref: 06/01180/OUT

2022 Prices

Table 6a: Estimated capacity for additional convenience goods in Newcastle-under-Lyme

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2024	269.4	290.8	0.0	21.4
2029	271.6	291.2	0.0	19.7
2034	273.5	294.2	0.0	20.7
2039	274.9	297.7	0.0	22.9
2040	275.1	298.4	0.0	23.3
Study Area Market Share (%)		21.1		

a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 21 (February 2024)
b. Assumes constant market share claimed by Newcastle-under-Lyme facilities of 21.1% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace within Newcastle-under-Lyme

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2024	21.4	1,700	1,800
2029	19.7	1,600	1,700
2034	20.7	1,600	1,800
2039	22.9	1,800	1,900
2040	23.3	1,800	2,000

a. Average sales density assumed to be £11,952 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £7,000 which is indicative of discount operator
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 21 (February 2024)

Table 6c: Extant convenience goods commitments in Newcastle-under-Lyme

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimated Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Kidsgrove Working Mens Club, Hardingswood Road, Kidsgrove	18/00916/FUL	Full planning permission for the demolition of existing buildings and construction of retail store (2,206sqm GEA) (Use Class A1) and associated means of access, parking, landscaping and associated infrastructure works	1,080	864	10,201	8.8	Trading
M&S, Wolstanton Retail Park	20/00985/FUL	Variation of condition 3 (To increase the amount of retail floorspace within the M&S store that can be used for convenience (food) goods sales to 2,074 sq.m) of planning permission 11/00611/FUL	1,085	1,085	11,716	12.7	Trading
Sub Total Newcastle-under-Lyme			2,165	1,949		21.5	

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Newcastle-under-Lyme

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2024	21.4	21.5	-0.1	0	0
2029	19.7	21.7	-2.0	-200	-200
2034	20.7	21.9	-1.1	-100	-100
2039	22.9	22.0	0.9	100	100
2040	23.3	22.0	1.3	100	100

a. Average sales density assumed to be £11,952 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £7,000 which is indicative of discount operator
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 21 (February 2024)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6a: Estimated capacity for additional convenience goods in Newcastle-under-Lyme Town Centre

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2024	97.5	96.7	0.0	-0.7
2029	98.3	96.9	0.0	-1.4
2034	98.9	97.9	0.0	-1.1
2039	99.4	99.0	0.0	-0.4
2040	99.5	99.3	0.0	-0.3
Study Area Market Share (%)		7.0		

a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 21 (February 2024)
b. Assumes constant market share claimed by Newcastle-under-Lyme facilities of 21.1% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace within Newcastle-under-Lyme Town Centre

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2024	-0.7	-100	-100
2029	-1.4	-100	-100
2034	-1.1	-100	-100
2039	-0.4	0	0
2040	-0.3	0	0

a. Average sales density assumed to be £11,952 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £7,000 which is indicative of discount operator
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 21 (February 2024)

Table 6c: Extant convenience goods commitments in Newcastle-under-Lyme

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimated Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
M&S, Wolstanton Retail Park	20/00985/FUL	Variation of condition 3 (To increase the amount of retail floorspace within the M&S store that can be used for convenience (food) goods sales to 2,074 sq.m) of planning permission 11/00611/FUL	1,085	1,085	11,716	12.7	Trading
Sub Total Newcastle-under-Lyme			1,085	1,085		12.7	

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Newcastle-under-Lyme Town Centre

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2024	-0.7	12.7	-13.4	-1,100	-1,200
2029	-1.4	12.8	-14.2	-1,100	-1,200
2034	-1.1	12.9	-14.0	-1,100	-1,200
2039	-0.4	13.0	-13.4	-1,000	-1,100
2040	-0.3	13.0	-13.3	-1,000	-1,100

a. Average sales density assumed to be £11,952 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £7,000 which is indicative of discount operator
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 21 (February 2024)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

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Table 7a: Population

Zone	Population				
	2024	2029	2034	2039	2040
1	84,113	85,392	86,453	87,462	87,706
2	14,288	14,542	14,694	14,753	14,742
3	77,752	78,570	79,235	79,962	80,071
4	45,256	45,646	46,020	46,425	46,530
5	42,084	42,464	42,994	43,524	43,610
6	25,573	25,956	26,347	26,747	26,831
7	25,564	26,028	26,475	26,831	26,907
8	20,033	20,175	20,266	20,431	20,478
9	65,709	66,103	66,489	66,880	66,974
10	34,989	36,040	36,874	37,585	37,721
11	57,047	58,234	59,180	59,755	59,860
12	84,250	86,179	87,882	89,458	89,793
13	12,100	12,456	12,750	13,050	13,094
Total	588,758	597,785	605,659	614,317	614,317

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)								
	2022 with STT									2022									2024								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	886	214	441	408	454	408	218	338	3,368	677	164	337	312	347	312	167	258	2,573	641	155	319	295	328	295	158	245	2,436
2	934	279	551	695	564	517	380	457	4,376	713	213	421	531	431	395	290	349	3,343	675	202	399	503	408	374	275	331	3,165
3	912	221	468	472	496	430	262	386	3,647	697	169	357	361	379	329	200	295	2,786	659	160	338	342	358	311	190	279	2,638
4	931	254	498	489	534	457	253	389	3,805	712	194	380	374	408	349	193	297	2,907	674	184	360	354	386	331	183	281	2,752
5	910	215	457	437	471	418	231	360	3,500	695	164	349	334	360	320	176	275	2,674	658	156	331	316	341	303	167	261	2,532
6	903	198	432	413	444	398	216	353	3,358	690	152	330	316	339	304	165	270	2,565	653	143	312	299	321	288	156	255	2,429
7	919	229	494	503	524	458	277	414	3,818	702	175	377	384	400	350	211	316	2,917	665	166	357	364	379	332	200	299	2,762
8	895	245	493	559	553	475	315	434	3,969	684	187	377	427	422	363	241	332	3,033	647	177	357	404	400	344	228	314	2,871
9	941	272	543	635	573	509	362	448	4,283	719	208	415	485	437	389	277	342	3,272	681	196	393	460	414	368	262	324	3,098
10	1,031	299	584	698	620	544	386	499	4,661	788	228	446	534	474	415	295	381	3,561	746	216	423	505	449	393	279	361	3,371
11	1,022	254	442	869	528	483	351	487	4,436	781	194	337	664	404	369	268	372	3,389	739	183	319	629	382	349	254	352	3,208
12	971	254	512	497	533	468	274	414	3,923	742	194	391	379	407	357	210	316	2,997	702	184	371	359	385	338	198	300	2,837
13	1,075	301	570	721	567	520	463	450	4,668	821	230	436	551	433	397	354	344	3,567	778	218	412	522	410	376	335	325	3,377

Zone	Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)								
	2029									2034									2039									2040								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	715	173	356	330	366	329	176	273	2,718	809	196	403	373	414	373	199	309	3,075	918	222	457	423	470	423	226	350	3,490	942	228	469	434	482	434	232	359	3,580
2	754	225	445	561	455	417	306	369	3,532	853	254	504	635	515	472	347	417	3,996	968	289	571	720	584	536	393	474	4,535	993	296	586	739	599	550	404	486	4,653
3	736	179	378	381	400	347	212	312	2,944	833	202	427	431	453	393	240	353	3,331	945	229	485	489	513	446	272	400	3,779	969	235	497	502	527	457	279	411	3,878
4	752	205	402	395	431	369	204	314	3,071	850	232	454	447	487	418	231	355	3,474	965	263	516	507	553	474	262	403	3,943	990	270	529	520	567	486	269	413	4,045
5	735	174	369	353	380	338	186	291	2,825	831	196	418	399	430	382	211	329	3,197	943	223	474	453	488	433	239	373	3,627	968	229	486	465	501	445	246	383	3,721
6	729	160	348	333	359	321	175	285	2,710	825	181	394	377	406	363	198	322	3,066	936	206	447	428	460	412	224	366	3,479	960	211	459	439	472	423	230	375	3,570
7	742	185	399	406	423	370	223	334	3,082	839	209	451	459	479	419	253	378	3,487	952	238	512	521	543	475	287	429	3,957	977	244	525	535	557	487	294	440	4,059
8	722	197	398	451	446	383	255	351	3,204	817	223	450	511	505	434	288	397	3,625	927	253	511	579	573	492	327	450	4,113	952	260	524	594	588	505	335	462	4,220
9	760	219	439	513	462	410	292	361	3,457	860	248	496	580	523	464	331	409	3,911	975	281	563	658	593	527	375	464	4,438	1,001	289	578	676	609	541	385	476	4,553
10	832	241	472	564	501	439	312	403	3,762	941	273	534	638	566	496	353	455	4,257	1,068	310	605	724	643	563	400	517	4,830	1,096	318	621	743	659	578	410	530	4,956
11	825	205	356	702	426	390	284	393	3,580	934	232	403	794	482	441	321	444	4,051	1,059	263	458	901	547	500	364	504	4,596	1,087	270	469	924	562	513	373	517	4,716
12	783	205	414	401	430	378	221	334	3,166	886	232	468	453	486	427	251	378	3,582	1,006	263	531	515	552	485	284	429	4,065	1,032	270	545	528	566	497	292	440	4,170
13	868	243	460	582	458	420	374	363	3,768	982	275	521	658	518	475	423	411	4,263	1,114	312	591	747	588	539	480	466	4,838	1,143	320	606	767	603	553	492	478	4,963

Notes:

a. Zones based on the following post code sectors

1. ST1 1, ST1 2, ST1 3, ST1 4, ST1 5, ST1 6, ST2 0, ST2 7, ST2 8, ST2 9, ST4 2, ST4 3

2. ST7 8, CW3 9

3. ST3 1, ST3 2, ST3 3, ST3 4, ST3 5, ST3 6, ST3 7, ST11 9

4. ST4 1, ST4 4, ST4 5, ST4 6, ST4 7, ST4 8

5. ST6 1, ST6 2, ST6 3, ST6 4, ST6 7, ST6 8

6. ST6 5, ST6 6

7. ST7 1, ST7 4

8. ST8 6, ST8 7

9. ST9 0, ST9 9, ST10 1, ST10 2, ST10 3, ST10 4, ST13 5, ST13 6, ST13 7, ST13 8

10. ST12 9, ST15 0, ST15 8, ST21 6

11. CW12 1, CW12 2, CW12 3, CW12 4, ST7 2, ST7 3

12. ST5 0, ST5 1, ST5 2, ST5 3, ST5 4, ST5 5, ST5 6, ST5 7, ST5 8, ST5 9

13. TF9 2, TF9 4

b. Per capita expenditure derived from Experian MMG3 data (2023 report)

c. Population derived from Experian MMG3 data (2023 report)

d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 21

Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m)									Comparison goods expenditure (£m)									Comparison goods expenditure (£m)								
	2024									2029									2034								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	53.9	13.0	26.8	24.8	27.6	24.8	13.3	20.6	204.9	61.1	14.8	30.4	28.2	31.3	28.1	15.0	23.3	232.1	69.9	16.9	34.8	32.2	35.8	32.2	17.2	26.7	265.9
2	9.7	2.9	5.7	7.2	5.8	5.3	3.9	4.7	45.2	11.0	3.3	6.5	8.2	6.6	6.1	4.5	5.4	51.4	12.5	3.7	7.4	9.3	7.6	6.9	5.1	6.1	58.7
3	51.3	12.4	26.3	26.6	27.9	24.2	14.8	21.7	205.1	57.8	14.0	29.7	30.0	31.4	27.3	16.6	24.5	231.3	66.0	16.0	33.9	34.2	35.9	31.1	19.0	27.9	263.9
4	30.5	8.3	16.3	16.0	17.5	15.0	8.3	12.7	124.5	34.3	9.4	18.3	18.0	19.7	16.9	9.3	14.3	140.2	39.1	10.7	20.9	20.6	22.4	19.2	10.6	16.3	159.9
5	27.7	6.5	13.9	13.3	14.3	12.7	7.0	11.0	106.5	31.2	7.4	15.7	15.0	16.1	14.3	7.9	12.4	120.0	35.7	8.4	18.0	17.2	18.5	16.4	9.1	14.1	137.4
6	16.7	3.7	8.0	7.6	8.2	7.4	4.0	6.5	62.1	18.9	4.2	9.0	8.7	9.3	8.3	4.5	7.4	70.3	21.7	4.8	10.4	9.9	10.7	9.6	5.2	8.5	80.8
7	17.0	4.2	9.1	9.3	9.7	8.5	5.1	7.7	70.6	19.3	4.8	10.4	10.6	11.0	9.6	5.8	8.7	80.2	22.2	5.5	11.9	12.2	12.7	11.1	6.7	10.0	92.3
8	13.0	3.5	7.1	8.1	8.0	6.9	4.6	6.3	57.5	14.6	4.0	8.0	9.1	9.0	7.7	5.1	7.1	64.6	16.6	4.5	9.1	10.3	10.2	8.8	5.8	8.0	73.5
9	44.7	12.9	25.8	30.2	27.2	24.2	17.2	21.3	203.5	50.2	14.5	29.0	33.9	30.5	27.1	19.3	23.9	228.5	57.2	16.5	33.0	38.6	34.8	30.9	22.0	27.2	260.0
10	26.1	7.6	14.8	17.7	15.7	13.8	9.8	12.6	118.0	30.0	8.7	17.0	20.3	18.0	15.8	11.2	14.5	135.6	34.7	10.1	19.7	23.5	20.9	18.3	13.0	16.8	157.0
11	42.2	10.5	18.2	35.9	21.8	19.9	14.5	20.1	183.0	48.1	11.9	20.8	40.9	24.8	22.7	16.5	22.9	208.5	55.2	13.7	23.9	47.0	28.6	26.1	19.0	26.3	239.7
12	59.1	15.5	31.2	30.3	32.5	28.5	16.7	25.2	239.0	67.5	17.7	35.6	34.5	37.0	32.5	19.1	28.8	272.9	77.9	20.4	41.1	39.9	42.7	37.5	22.0	33.2	314.8
13	9.4	2.6	5.0	6.3	5.0	4.6	4.1	3.9	40.9	10.8	3.0	5.7	7.2	5.7	5.2	4.7	4.5	46.9	12.5	3.5	6.6	8.4	6.6	6.1	5.4	5.2	54.4
Total	401.2	103.7	208.3	233.3	221.1	195.7	123.2	174.3	1,660.9	454.7	117.6	236.1	264.5	250.6	221.8	139.6	197.6	1,882.5	521.4	134.8	270.7	303.2	287.3	254.2	160.1	226.6	2,158.3

Zone	Comparison goods expenditure (£m)									Comparison goods expenditure (£m)									Comparison goods growth (£m)			
	2039									2040									2019-2023	2019-2028	2019-2029	2019-2033
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total				
1	80.3	19.4	40.0	37.0	41.1	37.0	19.8	30.6	305.2	82.6	20.0	41.1	38.1	42.3	38.1	20.4	31.5	314.0	27.2	61.0	100.3	109.1
2	14.3	4.3	8.4	10.6	8.6	7.9	5.8	7.0	66.9	14.6	4.4	8.6	10.9	8.8	8.1	5.9	7.2	68.6	6.1	13.5	21.7	23.4
3	75.5	18.3	38.8	39.1	41.1	35.6	21.7	32.0	302.2	77.6	18.8	39.8	40.2	42.2	36.6	22.3	32.9	310.5	26.2	58.8	97.1	105.4
4	44.8	12.2	23.9	23.5	25.7	22.0	12.2	18.7	183.0	46.1	12.6	24.6	24.2	26.4	22.6	12.5	19.2	188.2	15.6	35.4	58.5	63.7
5	41.1	9.7	20.6	19.7	21.2	18.9	10.4	16.3	157.9	42.2	10.0	21.2	20.3	21.8	19.4	10.7	16.7	162.3	13.4	30.9	51.3	55.7
6	25.0	5.5	12.0	11.5	12.3	11.0	6.0	9.8	93.1	25.8	5.7	12.3	11.8	12.7	11.3	6.2	10.1	95.8	8.2	18.7	31.0	33.7
7	25.5	6.4	13.7	14.0	14.6	12.7	7.7	11.5	106.2	26.3	6.6	14.1	14.4	15.0	13.1	7.9	11.8	109.2	9.6	21.7	35.6	38.6
8	18.9	5.2	10.4	11.8	11.7	10.1	6.7	9.2	84.0	19.5	5.3	10.7	12.2	12.0	10.3	6.9	9.5	86.4	7.1	15.9	26.5	28.9
9	65.2	18.8	37.7	44.0	39.7	35.2	25.1	31.0	296.8	67.0	19.3	38.7	45.2	40.8	36.2	25.8	31.9	305.0	25.0	56.5	93.3	101.4
10	40.1	11.6	22.8	27.2	24.2	21.2	15.0	19.4	181.5	41.3	12.0	23.4	28.0	24.9	21.8	15.5	20.0	186.9	17.6	39.0	63.6	69.0
11	63.3	15.7	27.3	53.8	32.7	29.9	21.7	30.1	274.7	65.1	16.1	28.1	55.3	33.6	30.7	22.4	31.0	282.3	25.5	56.7	91.6	99.3
12	90.0	23.5	47.5	46.0	49.4	43.4	25.4	38.4	363.6	92.7	24.2	48.9	47.4	50.8	44.7	26.2	39.5	374.5	33.8	75.8	124.6	135.4
13	14.5	4.1	7.7	9.8	7.7	7.0	6.3	6.1	63.1	15.0	4.2	7.9	10.0	7.9	7.2	6.4	6.3	65.0	6.1	13.5	22.3	24.1
Total	598.7	154.8	310.8	348.1	329.9	291.9	183.8	260.1	2,478.3	615.7	159.2	319.7	358.0	339.3	300.2	189.1	267.5	2,548.7	221.6	497.4	817.3	887.8

Notes:

a. Zones based on the following post code sectors

1. ST1 1, ST1 2, ST1 3, ST1 4, ST1 5, ST1 6, ST2 0, ST2 7, ST2 8, ST2 9, ST4 2, ST4 3

2. ST7 8, CW3 9

3. ST3 1, ST3 2, ST3 3, ST3 4, ST3 5, ST3 6, ST3 7, ST11 9

4. ST4 1, ST4 4, ST4 5, ST4 6, ST4 7, ST4 8

5. ST6 1, ST6 2, ST6 3, ST6 4, ST6 7, ST6 8

6. ST6 5, ST6 6

7. ST7 1, ST7 4

8. ST8 6, ST8 7

9. ST9 0, ST9 9, ST10 1, ST10 2, ST10 3, ST10 4, ST13 5, ST13 6, ST13 7, ST13 8

10. ST12 9, ST15 0, ST15 8, ST21 6

11. CW12 1, CW12 2, CW12 3, CW12 4, ST7 2, ST7 3

12. ST5 0, ST5 1, ST5 2, ST5 3, ST5 4, ST5 5, ST5 6, ST5 7, ST5 8, ST5 9

13. TF9 2, TF9 4

f. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 7

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)	Zone 9 Clothing (%)	Zone 10 Clothing (%)	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)
Morrisons, Goose Street, Newcastle-under-Lyme	0.0	0.0	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, Lower Milehouse Lane, Newcastle-under-Lyme	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle-under-Lyme Town Centre	5.0	4.2	25.6	0.5	9.6	0.0	0.8	2.5	1.8	0.7	0.0	0.0	0.0	8.2
Parkhouse Industrial Estate, Brookhouse Road, Newcastle-under-Lyme	0.0	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
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	0.2	0.0	4.3	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.6	0.0
Silverdale 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
Whitmore Village 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
Wolstanton	1.9	1.8	1.7	1.2	1.5	0.0	0.0	2.2	2.7	1.5	0.7	3.2	4.2	1.0
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	5.3	1.0	7.9	2.2	10.6	5.3	4.3	18.4	3.8	4.2	3.6	1.8	10.5	7.1
Sub Total	12.5	7.1	39.6	3.9	21.7	5.3	5.2	23.1	10.7	6.9	4.3	5.0	34.8	16.2
Zone 13														
Newcastle-under-Lyme														
Ashley Village 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
Loggerheads Village 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Study Area	81.3	91.0	72.0	90.0	86.2	96.4	91.1	92.7	81.1	78.9	36.9	59.4	86.9	46.6
Sub Total Newcastle-under-Lyme	18.5	8.7	45.1	8.3	24.8	13.2	17.2	38.6	17.0	9.0	7.4	19.2	43.2	18.2
Sub Total Stoke-on-Trent	56.4	81.8	26.9	81.3	56.0	83.2	74.0	49.7	45.7	44.9	21.0	25.9	42.9	22.0
Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)	Zone 9 Clothing (%)	Zone 10 Clothing (%)	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)
Outside Study Area														
Outside Study Area, Birmingham														
Birmingham City Centre	0.6	0.5	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	6.9	0.0	0.0	0.0
Sub Total	0.6	0.5	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	6.9	0.0	0.0	0.0
Outside Study Area, Cannock Chase														
Cannock 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
Longford Industrial Estate, Longford Road, Cannock	0.0	0.0	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 Simply Food, Waterside Retail Park, Ashbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Cheshire East														
Asda, Victoria Centre, Crewe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Statham Street, Macclesfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Weston Road, Crewe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemere Village Centre	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Crewe Town Centre	1.1	0.0	3.6	0.0	0.0	0.0	1.3	1.1	0.0	0.0	0.0	10.6	0.0	0.0
Fairways Garden Centre, Bullocks Lane, Macclesfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grand Junction Retail Park, Crewe	1.0	0.0	2.1	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	8.8	0.9	0.0
Handforth Dean Retail Park, Wilmslow	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	2.8	0.0	1.2	0.0	0.0
High Legh Garden Centre, Halliwell's Brow, High Legh, Knutsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lyme Green Retail Park, Brindley Way, Macclesfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Macclesfield Town Centre	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	2.7	2.5	0.0	6.5	0.0	0.7
Nantwich Town Centre	0.3	0.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Sainsbury's, Middlewich Road, Nantwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sandbach Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0
Stadium Retail Park, Crewe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walgherton Village 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
Wyevale Garden Centre, Nantwich	0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Sub Total	4.3	0.5	12.2	0.5	0.0	0.0	1.3	3.2	4.9	5.2	0.0	30.4	0.9	1.9
Outside Study Area, Cheshire West and Chester														
Cheshire Oaks, Ellesmere Port	1.1	0.0	8.1	0.6	1.7	3.6	1.1	0.0	0.0	0.0	2.3	1.0	0.7	4.0
Chester City Centre	1.0	2.1	1.7	0.0	2.1	0.0	0.0	0.0	2.3	0.0	3.1	1.6	0.7	0.0
Greyhound Retail Park, Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Okells Garden Centre, Burton Road, Duddon, Tarporley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.1	2.1	9.8	0.6	3.8	3.6	1.1	0.0	2.3	0.0	5.4	2.6	1.5	4.0
Outside Study Area, Derby														
B&Q, Osmaston Park Road, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby City Centre	0.9	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.9	4.3	0.0	0.0	0.0	0.0
Sub Total	0.9	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.9	4.3	0.0	0.0	0.0	0.0
Outside Study Area, Derbyshire														
Ashbourne Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
Bakewell 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
Marks & Spencer Simply Food, Waterside Retail Park, Ashbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Matlock Town Centre	0.1	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
Waterside Business Park, Clifton Road, Ashbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0
Outside Study Area, Edinburgh														
Edinburgh 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Herefordshire														
Ware 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, High Peak														
Buxton Town Centre	0.1	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
Glossop 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
Sub Total	0.1	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
Outside Study Area, Lancashire														
Boundary Mill, Vivary Way, Colne	0.1	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
Sub Total	0.1	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
Outside Study Area, Manchester														
Chorlton-cum-Hardy Local 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
Manchester City Centre	2.5	4.2	0.0	1.1	4.6	0.0	4.6	2.4	5.7	2.8	0.9	1.8	2.4	0.0
Sub Total	2.5	4.2	0.0	1.1	4.6	0.0	4.6	2.4	5.7	2.8	0.9	1.8	2.4	0.0
Outside Study Area, Nottinghamshire														
Giltbrook Retail Park (IKEA), Nottingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Sefton														
Southport Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Outside Study Area, Shropshire														
B&Q, Featherbed Lane, Shrewsbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Towers Lawn, Cheshire Street, Market Drayton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	0.5	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	9.1
Morrisons, Maer Lane, Market Drayton	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
Shrewsbury Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.5	0.0	0.0	1.5	8.9
Sundorne Retail Park, Battelfield Road, Shrewsbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.9	0.0	0.8	0.0	0.0	0.0	0.0	0.8	0.0	0.5	0.0	0.0	3.8	18.0
Outside Study Area, Staffordshire														
Asda, Queensway, Stafford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0
Dovefields Retail Park, Uttoxeter	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frisky Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Hough Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queens Retail Park, Stafford	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.1	0.0	0.0	0.0

Newcastle-under-Lyme Retail and Leisure Study Update 2024
Nexus Planning

Table 10: Clothing & footwear expenditure

	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (£m)	Zone 8 Clothing (£m)	Zone 9 Clothing (£m)	Zone 10 Clothing (£m)	Zone 11 Clothing (£m)	Zone 12 Clothing (£m)	Zone 13 Clothing (£m)
Study Area														
Zone 1														
Stoke-on-Trent														
Abbey Hulton Village 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
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Victoria Road, Berry Hill, Fenton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Baddeley Green	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bentilee Local 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
Berryhill Trading Estate, Victoria Road, Fenton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blacknall Local 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
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heron Cross Local 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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milton Local 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
Sainsbury's, Etruria Road, Stoke-on-Trent	1.3	0.7	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Leek Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shelton Local 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
Tesco Extra, Clough Street, Hanley	23.9	4.8	0.4	5.2	12.2	0.9	1.0	1.6	1.5	2.1	0.2	0.9	2.6	0.6
The Range, City Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Century Retail Park, Etruria Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fenton Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	3.9	1.1	0.4	0.0	0.4	0.0	0.4	0.4	0.0	0.0	0.2	0.4	0.4	0.1
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	27.0	5.6	0.2	0.7	2.0	2.8	1.7	1.0	0.3	1.6	1.3	2.3	7.3	0.0
Hanley Town Centre	106.8	22.7	1.2	15.4	7.4	12.6	5.5	2.1	3.1	13.8	2.5	5.5	14.2	0.8
Intu Potteries Shopping Centre, City Centre (Hanley)	23.9	4.8	0.4	5.2	12.2	0.9	1.0	1.6	1.5	2.1	0.2	0.9	2.6	0.6
Octagon Retail Park, Etruria Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ravenside Retail Park, Victoria Road, Fenton	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
Stoke-upon-Trent Town Centre	9.8	1.8	0.0	1.3	3.4	0.8	0.3	0.1	0.0	0.0	0.0	1.7	0.4	0.0
Victoria Road Retail Park, Fenton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	172.6	36.8	2.4	22.6	14.3	17.8	8.9	5.4	4.8	17.8	4.2	10.9	25.0	1.7
Zone 2														
Newcastle-under-Lyme														
Audley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Baa Hill Farm Shop, Bar Hill, Madeley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bignall 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
Madeley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3														
Staffordshire														
Blythe Bridge Village 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
Forbrook Village 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
Tesco Express, Uttoxeter Road, Blythe Bridge	0.0	0.0	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, The Station Yard, Uttoxeter Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent														
Burton 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
Tesco Extra, Baths Road, Longton	0.0	0.0	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 Superstore, Lysander Road, Meir	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Exchange Shopping Centre, Longton	0.6	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Longton Retail Park, Longton	2.0	0.0	0.0	0.8	0.5	0.0	0.0	0.2	0.0	0.3	0.2	0.0	0.0	0.0
Longton Town Centre	25.7	4.8	0.0	15.2	2.2	1.2	0.2	0.0	0.0	1.0	1.0	0.0	0.0	0.0
Meir Retail Park, Uttoxeter Road, Meir	2.3	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meir Town Centre	1.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Phoenix Retail Park, Longton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	31.9	4.8	0.0	18.8	2.7	1.2	0.2	0.2	0.0	2.3	1.2	0.0	0.0	0.4
Zone 4														
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	0.3	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
Staffordshire														
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	2.9	0.0	0.0	0.0	1.6	0.0	0.0	0.1	0.0	0.5	0.7	0.0	0.0	0.0
Trentham Shopping Village, Stone Road, Trentham	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1
Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Stanley Matthews Way, Trentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hanford Village 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
Hartshill Village 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
Newstead Industrial Estate, Alderflat Drive, Stoke-on-Trent	0.0	0.0	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, Minton House, London Road, Stoke-on-Trent	0.0	0.0	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 Superstore, Newcastle Road, Stoke-on-Trent	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trent Vale Village 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
Trentham Local Centre	0.2	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
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.2	0.3	0.0	0.0	1.6	0.4	0.0	0.4	0.0	0.7	0.7	0.0	0.0	0.1
Zone 5														
Staffordshire														
Brown Edge	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradeley Village 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
Burslem 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
Cobridge Local 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
Norton Industrial Estate, Bellerton Lane, Stoke-on-trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton Local Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smallthorne Local 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
Sub Total	0.7	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Zone 6														
Stoke-on-Trent														
Alexandra Retail Park, Tunstall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	1.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chell Local 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
Lidl, High Street, Stoke-on-Trent	0.0	0.0	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 Express, Biddulph Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
andforyod	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silverstone Crescent (Packmoor)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tunstall Town Centre	12.7	2.5	0.2	0.2	0.0	2.4	3.3	2.6	1.1	0.0	0.0	0.0	0.4	0.0
Sub Total	13.7	2.5	0.2	0.2	0.0	3.4	3.3	2.6	1.1	0.0	0.0	0.0	0.4	0.0
Zone 7														
Newcastle-under-Lyme														
Aldi, Liverpool Road, Kidsgrove	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burr Lane Local 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
Freepost Talke Outlet Mall, Pitt Lane, Talke Pits	24.3	0.6	0.5	2.3	0.9	2.2	1.8	2.3	0.8	0.9	0.8	6.0	5.0	0.2
Jamage Road Industrial Estate, Talke Pits, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kidsgrove Town Centre	0.2	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
Talke Village Centre	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Liverpool Road, Kidsgrove	0.2	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
Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Packmoor Village Centre	0.0	0.0	0.0											

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Table 11: Books, CDs, DVDs shopping patterns

[illegible]

	Total	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
Destination	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)
Morrison's, Goose Street, Newcastle-under-Lyme	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Morrison's, Lower Milehouse Lane, Newcastle-under-Lyme	0.2	0.0	1.7	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle-under-Lyme Town Centre	8.8	3.2	52.4	2.8	19.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	42.6	5.8
Brookhouse Industrial Estate, Brookhouse Road, Newcastle-under-Lyme	0.0	0.0	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, Liverpool Road, Newcastle-under-Lyme	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	2.3	0.0
Silverdale 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
Whitmore Village 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
Wolsanton	1.8	3.8	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	3.6	6.1	0.0
Wolsanton Retail Park, Queensway, Newcastle-under-Lyme	1.4	0.0	1.7	0.0	0.0	0.0	2.5	0.0	8.7	4.8	0.0	0.0	2.3	0.0
Sub Total	12.9	7.1	55.8	2.8	19.0	2.5	2.5	1.8	8.7	4.8	0.0	6.5	54.8	5.8
Zone 13														
Newcastle-under-Lyme														
Ashley Village 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
Loggerheads Village 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Study Area														
Sub Total Newcastle-under-Lyme	17.9	7.1	61.8	9.9	19.0	4.5	9.8	39.0	8.7	4.8	0.0	18.4	60.9	5.8
Sub Total Stoke-on-Trent	50.1	84.0	11.3	78.6	60.4	83.3	87.7	36.6	35.8	17.0	21.5	13.1	24.5	19.7
Destination	Total Books etc (%)	Zone 1 Books etc (%)	Zone 2 Books etc (%)	Zone 3 Books etc (%)	Zone 4 Books etc (%)	Zone 5 Books etc (%)	Zone 6 Books etc (%)	Zone 7 Books etc (%)	Zone 8 Books etc (%)	Zone 9 Books etc (%)	Zone 10 Books etc (%)	Zone 11 Books etc (%)	Zone 12 Books etc (%)	Zone 13 Books etc (%)
Outside Study Area														
Outside Study Area, Birmingham														
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	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Cannock Chase														
Cannock Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4	0.0	0.0	0.0
Longford Industrial Estate, Longford Road, Cannock	0.0	0.0	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 Simply Food, Waterside Retail Park, Ashbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4	0.0	0.0	0.0
Outside Study Area, Cheshire East														
Asda, Victoria Centre, Crewe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Statham Street, Macclesfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Weston Road, Crewe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridgemore Village 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
Crewe Town Centre	0.8	0.0	1.7	0.0	0.0	0.0	0.0	7.5	0.0	0.0	0.0	5.8	0.0	0.0
Fairways Garden Centre, Bullocks Lane, Macclesfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grand Junction Retail Park, Crewe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Handforth Dean Retail Park, Wilmslow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
High Legh Garden Centre, Halliwell's Brow, High Legh, Knutsford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lyme Green Retail Park, Brindley Way, Macclesfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Macclesfield Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.5	0.0	0.0	0.0
Nantwich Town Centre	0.9	0.0	13.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	2.6
Sainsbury's, Middlewich Road, Nantwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sandbach Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0
Stadium Retail Park, Crewe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walgherton Village 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
Weyvale Garden Centre, Nantwich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.9	0.0	14.8	0.0	0.0	0.0	0.0	7.5	0.0	0.0	0.0	25.8	3.7	2.6
Outside Study Area, Cheshire West and Chester														
Cheshire Oaks, Ellesmere Port	0.6	0.0	0.0	0.0	0.0	8.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chester City Centre	0.2	0.0	1.7	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyhound Retail Park, Chester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Okells Garden Centre, Burton Road, Duddon, Tarporley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.8	0.0	1.7	0.0	3.8	8.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Derby														
B&Q, Osmaston Park Road, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby City Centre	1.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0	0.0
Sub Total	1.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0	0.0
Outside Study Area, Derbyshire														
Ashbourne Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0
Bakewell 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
Marks & Spencer Simply Food, Waterside Retail Park, Ashbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Matlock 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
Waterside Business Park, Clifton Road, Ashbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0
Outside Study Area, Edinburgh														
Edinburgh 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Hertfordshire														
Ware 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, High Peak														
Buxton 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
Glossop 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Lancashire														
Boundary Mill, Vivary Way, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Manchester														
Chorlton-cum-Hardy Local 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
Manchester City Centre	1.3	0.0	0.0	0.0	12.3	0.0	0.0	2.9	2.1	2.6	0.0	0.0	1.5	0.0
Sub Total	1.3	0.0	0.0	0.0	12.3	0.0	0.0	2.9	2.1	2.6	0.0	0.0	1.5	0.0
Outside Study Area, Nottinghamshire														
Giltbrook Retail Park (IKEA), Nottingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Salford														
Southport 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
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Shropshire														
B&Q, Featherbed Lane, Shrewsbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Towers Lawn, Cheshire Street, Market Drayton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Drayton Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	35.3
Morrison's, Maer Lane, Market Drayton	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	10.7
Shrewsbury Town Centre	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	4.0
Sundorne Retail Park, Battefield Road, Shrewsbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.9	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	48.1
Outside Study Area, Staffordshire														
Asda, Queensway, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dovefields Retail Park, Uttoxeter	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Friary Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyfriars Place Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hough Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Queens Retail Park, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Grey Friars' Place, Greyfriars, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	43.7	0.0	0.0	0.0
Stafford Town Centre	2.8	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	4.0
Tesco Extra, Newst Road, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hough Retail Park, Lichfield Road, Stafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Uttoxeter Town Centre	0.4	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
Sub Total	3.2	1.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	1.5	43.7	0.0	1.5	4.0
Outside Study Area, Stockport														
John Lewis, Wilmslow Road, Cheadle	0.0	0.0	0.0	0.0	0.0	0.0	0.0							

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Table 12: Books, CDs, DVDs expenditure

[illegible]

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Table 13: Small household goods shopping patterns

[illegible]

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Table 14: Small household goods shopping expenditure

[illegible]

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Table 15: Toys and recreation goods shopping patterns

[illegible]

Table 16: Toys and recreation goods shopping expenditure

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Table 17: Chemist goods shopping patterns

[illegible]

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Table 18: Chemist goods shopping expenditure

[illegible]

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Table 19: Electrical goods shopping patterns

	Total	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
Destination	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)	Electrical (%)
Zone 1														
Stoke-on-Trent														
Abbey Hulton Village 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
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Victoria Road, Berry Hill, Fenton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Baddeley Green	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bentilee Local 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
Berryhill Trading Estate, Victoria Road, Fenton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bucknall Local 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
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heron Cross Local 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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milton Local 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
Sainsbury's, Etruria Road, Stoke-on-Trent	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
Sarewicz, Leek Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shelton Local 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
Tesco Extra, Clough Street, Hanley	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, City Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Century Retail Park, Etruria Road, Stoke-on-Trent	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
Fenton Town Centre	0.5	0.7	0.0	0.8	1.1	0.0	0.0	1.0	0.0	0.9	0.0	0.0	0.0	0.0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	5.4	2.5	10.8	1.7	0.0	2.3	10.6	14.3	3.3	6.3	10.6	1.7	14.3	1.4
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	31.9	39.0	35.4	4.3	26.4	54.9	51.4	33.0	28.2	29.3	2.4	13.9	61.3	15.3
Hanley Town Centre	5.9	7.7	6.9	3.9	18.9	14.8	4.1	2.6	3.3	8.1	0.0	1.7	0.9	9.4
Intu Potteries Shopping Centre, City Centre (Hanley)	1.8	0.7	0.0	0.0	6.1	0.0	4.8	0.0	0.0	1.8	4.4	0.0	3.7	0.0
Octagon Retail Park, Etruria Road, Stoke-on-Trent	0.2	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
Ravenside Retail Park, Victoria Road, Fenton	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Stoke-upon-Trent Town Centre	2.4	3.9	0.0	6.0	4.8	1.8	1.4	0.0	0.0	3.0	2.4	0.0	0.0	0.0
Victoria Road Retail Park, Fenton	0.5	0.4	1.5	0.0	1.4	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	48.9	56.9	53.1	18.1	57.3	76.7	72.3	50.9	36.2	50.3	15.9	17.2	78.1	27.4
Zone 2														
Newcastle-under-Lyme														
Audley	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Baa Hill Farm Shop, Bar Hill, Madeley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bignall 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
Madeley	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	1.3	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3														
Staffordshire														
Blythe Bridge Village 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
Forbrook Village 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
Tesco Express, Utoxeter Road, Blythe Bridge	0.0	0.0	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, The Station Yard, Utoxeter Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blurton 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
Tesco Extra, Baths Road, Longton	0.0	0.0	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 Superstore, Lysander Road, Meir	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Exchange Shopping Centre, Longton	0.3	0.9	0.0	0.8	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Retail Park, Longton	5.3	12.2	0.0	23.3	3.5	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Longton Town Centre	7.4	18.7	0.0	24.1	15.4	4.1	1.1	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Meir Retail Park, Utoxeter Road, Meir	1.7	0.9	0.0	11.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meir Town Centre	0.6	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	1.4	0.0	1.7	0.0	0.0
Phoenix Retail Park, Longton	2.9	0.9	0.0	14.8	2.8	0.0	0.0	0.0	0.0	0.0	10.3	0.0	0.0	1.8
Sub Total	18.2	33.6	0.0	76.3	22.9	4.1	1.1	0.0	0.0	3.5	10.3	1.7	0.0	1.8
Zone 4														
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	0.2	0.0	0.0	0.0	1.1	1.4	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Staffordshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trentham Shopping Village, Stone Road, Trentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Newcastle Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Stanley Matthews Way, Trentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hanford Village 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
Hartshill Village 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
Newstead Industrial Estate, Alderflat Drive, Stoke-on-Trent	0.0	0.0	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, Minton House, London Road, Stoke-on-Trent	0.0	0.0	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 Superstore, Newcastle Road, Stoke-on-Trent	0.4	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
Trent Vale Village 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
Trentham Local 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
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.7	3.0	0.0	0.0	1.1	1.4	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Zone 5														
Staffordshire														
Brown Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Scotla Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Village 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
Burslem Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.9	0.0
Cobridge Local 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
Norton Industrial Estate, Bellerton Lane, Stoke-on-trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton Local 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
Smallthorne Local 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
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.9	0.0
Zone 6														
Stoke-on-Trent														
Alexandra Retail Park, Tunstall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Scotla Road, Tunstall (Opposite Matalan / Next)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheill Local 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
Lidl, High Street, Stoke-on-Trent	0.0	0.0	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 Express, Biddulph Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sandylford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silverstone Crescent (Packmoor)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tunstall Town Centre	3.4	0.0	4.0	0.0	0.0	10.8	23.1	14.8	5.0	0.0	0.0	1.3	3.5	0.0
Sub Total	3.4	0.0	4.0	0.0	0.0	10.8	23.1	14.8	5.0	0.0	0.0	1.3	3.5	0.0
Zone 7														
Newcastle-under-Lyme														
Aldi, Liverpool Road, Kidsgrove	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Butt Lane Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.9	0.0
Jamrage Road Industrial Estate, Talke Pits, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kidsgrove Town Centre	0.0	0.0	0.0	0.0	0.5	0.0	0.0	9.3	0.0	0.0	0.0	0.0	0.0	0.0
Talke Village Centre	0.1	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Liverpool Road, Kidsgrove	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Packmoor Village 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

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Nexus Planning

Table 20: Electrical goods shopping expenditure

	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)	Zone 9 Electrical (£m)	Zone 10 Electrical (£m)	Zone 11 Electrical (£m)	Zone 12 Electrical (£m)	Zone 13 Electrical (£m)
Study Area														
Zone 1														
Stoke-on-Trent														
Abbey Hulton Village 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
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Victoria Road, Berry Hill, Fenton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Baddeley Green	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bentilee Local 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
Berryhill Trading Estate, Victoria Road, Fenton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bucknall Local 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
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heron Cross Local 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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milton Local 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
Sainsbury's, Etruria Road, Stoke-on-Trent	0.2	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
Saremsifx Leek Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shelton Local 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
Tesco Extra, Clough Street, Hanley	0.3	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
The Range, City Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Century Retail Park, Etruria Road, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Fenton Town Centre	0.8	0.2	0.0	0.2	0.2	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	10.1	0.6	0.6	0.4	0.0	0.3	0.8	1.2	0.2	1.5	0.9	0.3	3.2	0.1
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	60.4	9.7	1.9	1.0	3.9	7.0	3.8	2.8	1.9	7.1	0.3	2.8	17.5	0.7
Hanley Town Centre	11.7	1.9	0.4	0.9	2.8	1.9	0.3	0.2	0.2	2.0	0.0	0.3	0.2	0.4
Intu Potteries Shopping Centre, City Centre (Hanley)	3.6	0.2	0.0	0.0	0.9	0.0	0.3	0.0	0.0	0.4	0.6	0.0	1.1	0.0
Octagon Retail Park, Etruria Road, Stoke-on-Trent	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1
Ravenside Retail Park, Victoria Road, Fenton	0.2	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
Stoke-upon-Trent Town Centre	4.5	1.0	0.0	1.4	0.7	0.2	0.1	0.0	0.0	0.7	0.3	0.0	0.0	0.0
Victoria Road Retail Park, Fenton	0.9	0.4	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	93.1	14.1	2.8	4.4	8.6	9.8	5.3	4.3	2.5	12.2	2.2	3.4	22.3	1.2
Zone 2														
Newcastle-under-Lyme														
Audley	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Baa Hill Farm Shop, Bar Hill, Madeley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bignall 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
Madeley	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3														
Staffordshire														
Blythe Bridge Village 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
Forbrook Village 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
Tesco Express, Uttoxeter Road, Blythe Bridge	0.0	0.0	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, The Station Yard, Uttoxeter Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent														
Blurton 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
Tesco Extra, Baths Road, Longton	0.0	0.0	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 Superstore, Lysander Road, Meir	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Exchange Shopping Centre, Longton	0.6	0.2	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Retail Park, Longton	9.5	3.0	0.0	5.6	0.5	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Longton Town Centre	13.6	4.6	0.0	5.8	2.3	0.5	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Meir Retail Park, Uttoxeter Road, Meir	3.0	0.2	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meir Town Centre	1.1	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0
Phoenix Retail Park, Longton	5.7	0.2	0.0	3.6	0.4	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.1
Sub Total	33.5	8.4	0.0	18.5	3.4	0.5	0.1	0.0	0.0	0.8	1.4	0.3	0.0	0.1
Zone 4														
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	0.5	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Staffordshire														
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trentham Shopping Village, Stone Road, Trentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Stanley Matthews Way, Trentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hanford Village 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
Hartshill Village 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
Newstead Industrial Estate, Alderflat Drive, Stoke-on-Trent	0.0	0.0	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, Minton House, London Road, Stoke-on-Trent	0.0	0.0	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 Superstore, Newcastle Road, Stoke-on-Trent	0.7	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
Trent Vale Village 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
Trentham Local 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
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.2	0.7	0.0	0.0	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Zone 5														
Staffordshire														
Brown Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Village 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
Burslem Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Cobridge Local 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
Norton Industrial Estate, Bellerton Lane, Stoke-on-trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton Local 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
Smallthorne Local 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
Sub Total	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Zone 6														
Stoke-on-Trent														
Alexandra Retail Park, Tunstall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chell Local 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
Lidl, High Street, Stoke-on-Trent	0.0	0.0	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 Express, Biddulph Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sandylford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silverstone Crescent (Packmoor)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tunstall Town Centre	6.2	0.0	0.2	0.0	0.0	1.4	1.7	1.3	0.3	0.0	0.0	0.3	1.0	0.0
Sub Total	6.2	0.0	0.2	0.0	0.0	1.4	1.7	1.3	0.3	0.0	0.0	0.3	1.0	0.0
Zone 7														
Newcastle-under-Lyme														
Aldi, Liverpool Road, Kidsgrove	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Butt Lane Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Jamage Road Industrial Estate, Talke Pits, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kidsgrove Town Centre	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Talke Village Centre	0.2	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
Tesco Superstore, Liverpool Road, Kidsgrove	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent														
Packmoor Village 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
Sub Total	1.5	0.0	0.0	0.0	0.0	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.2	0.0
Zone 8														
Staffordshire														
Biddulph Moor	0.5	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
Biddulph Town Centre	3.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	2.7	0.0	0.0	0.0	0.0	0.0
Brown Lees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	

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Table 21: DIY and gardening goods shopping patterns

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)	Zone 9 DIY (%)	Zone 10 DIY (%)	Zone 11 DIY (%)	Zone 12 DIY (%)	Zone 13 DIY (%)
Study Area														
Zone 1														
Stoke-on-Trent														
Abbey Hulton Village 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
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Victoria Road, Berry Hill, Fenton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Baddeley Green	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bentilee Local 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
Berryhill Trading Estate, Victoria Road, Fenton	0.1	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
Bucknall Local 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
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0
Heron Cross Local 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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milton Local 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
Sainsbury's, Etruria Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Leek Road, Stoke-on-Trent	0.5	2.1	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Shelton Local 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
Tesco Extra, Clough Street, Hanley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, City Road, Stoke-on-Trent	0.4	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Century Retail Park, Etruria Road, Stoke-on-Trent	0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.6	0.0	0.0	2.0	0.0
Fenton Town Centre	1.4	6.4	0.0	2.7	0.9	0.0	1.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	1.7	1.7	1.2	0.0	2.1	8.5	2.1	0.0	1.0	0.0	3.6	0.0	2.9	0.0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	15.7	33.0	9.8	2.8	8.8	48.5	36.8	11.6	28.1	9.3	1.1	2.3	14.7	2.2
Hanley Town Centre	3.4	13.2	0.0	1.7	1.2	4.9	4.8	0.8	0.0	5.7	0.0	0.0	0.0	4.0
Intu Potteries Shopping Centre, City Centre (Hanley)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.6	0.0	0.0	0.0	0.0
Octagon Retail Park, Etruria Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Ravenside Retail Park, Victoria Road, Fenton	0.6	0.6	0.0	0.0	3.0	1.2	1.2	1.3	0.0	0.9	0.0	0.0	0.0	0.0
Stoke-upon-Trent Town Centre	2.0	0.7	1.0	0.0	14.0	0.0	8.4	2.4	0.0	0.7	3.3	1.3	0.0	0.0
Victoria Road Retail Park, Fenton	1.1	7.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Sub Total	28.0	65.2	12.0	9.2	29.9	68.6	54.5	17.2	32.2	18.6	8.8	3.6	22.0	6.2
Zone 2														
Newcastle-under-Lyme														
Audley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Baa Hill Farm Shop, Bar Hill, Madeley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bignall 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
Madeley	0.0	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
Sub Total	0.0	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
Zone 3														
Staffordshire														
Blythe Bridge Village Centre	0.1	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
Forsbrook Village Centre	0.1	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
Tesco Express, Uttoxeter Road, Blythe Bridge	0.0	0.0	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, The Station Yard, Uttoxeter Road, Stoke-on-Trent	0.1	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
Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blurton 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
Tesco Extra, Baths Road, Longton	0.0	0.0	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 Superstore, Lysander Road, Meir	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Exchange Shopping Centre, Longton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Retail Park, Longton	0.1	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
Longton Town Centre	1.3	7.4	0.0	1.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meir Retail Park, Uttoxeter Road, Meir	19.4	18.4	0.0	75.3	20.9	1.5	0.0	2.6	1.6	22.0	28.2	0.0	1.3	9.2
Meir Town Centre	1.4	3.6	0.0	2.7	3.8	0.0	0.0	0.0	0.0	0.7	3.5	0.0	0.0	0.0
Phoenix Retail Park, Longton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	22.5	29.5	0.0	81.3	26.2	1.5	0.0	2.6	1.6	22.8	31.7	0.0	1.3	9.2
Zone 4														
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	0.3	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staffordshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.4	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.6	0.9	0.0	0.0	0.0
Trentham Shopping Village, Stone Road, Trentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Newcastle Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Stanley Matthews Way, Trentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Hanford Village 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
Hartshill Village 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
Newstead Industrial Estate, Alderflat Drive, Stoke-on-Trent	0.0	0.0	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, Minton House, London Road, Stoke-on-Trent	0.0	0.0	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 Superstore, Newcastle Road, Stoke-on-Trent	0.1	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.0	0.0
Trent Vale Village 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
Trentham Local Centre	0.3	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.7	2.3	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Sub Total	1.8	2.3	0.0	0.0	13.6	0.0	0.0	0.0	0.0	0.6	1.7	0.0	1.7	1.0
Zone 5														
Staffordshire														
Brown Edge	0.1	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
Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Scotia Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradeley Village 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
Burslem Town Centre	0.3	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Cubridge Local 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
Norton Industrial Estate, Bellerion Lane, Stoke-on-trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton Local 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
Smallthorne Local Centre	0.1	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	5.8	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Zone 6														
Stoke-on-Trent														
Alexandra Retail Park, Tunstall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chell Local 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
Lidl, High Street, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Biddulph Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	1.9	0.0	0.0	0.0	0.0	5.1	11.9	6.1	15.0	0.0	0.0	0.0	2.0	0.0
Sandyford	0.3	0.0	0.0	0.0	0.0	1.2	0.0	2.4	1.6	0.0	0.0	0.0	0.5	0.0

Table 22: DIY and gardening goods shopping expenditure

	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)	Zone 9 DIY (£m)	Zone 10 DIY (£m)	Zone 11 DIY (£m)	Zone 12 DIY (£m)	Zone 13 DIY (£m)
Study Area														
Zone 1														
Stoke-on-Trent														
Abbey Hulton Village 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
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Victoria Road, Berry Hill, Fenton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Baddeley Green	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bentilee Local 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
Berryhill Trading Estate, Victoria Road, Fenton	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bucknall Local 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
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Heron Cross Local 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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milton Local 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
Sainsbury's, Etruria Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Leek Road, Stoke-on-Trent	0.5	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Shelton Local 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
Tesco Extra, Clough Street, Hanley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, City Road, Stoke-on-Trent	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Century Retail Park, Etruria Road, Stoke-on-Trent	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.0
Fenton Town Centre	1.4	0.8	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	2.0	0.2	0.0	0.0	0.2	0.6	0.1	0.0	0.0	0.0	0.3	0.0	0.5	0.0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	17.3	4.4	0.4	0.4	0.7	3.4	1.5	0.6	1.3	1.6	0.1	0.3	2.5	0.1
Hanley Town Centre	3.8	1.8	0.0	0.3	0.1	0.3	0.2	0.0	0.0	1.0	0.0	0.0	0.0	0.2
Intu Potteries Shopping Centre, City Centre (Hanley)	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Octagon Retail Park, Etruria Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ravenside Retail Park, Victoria Road, Fenton	0.7	0.1	0.0	0.0	0.3	0.1	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0
Stoke-upon-Trent Town Centre	2.4	0.1	0.0	0.0	1.2	0.0	0.3	0.1	0.0	0.1	0.3	0.2	0.0	0.0
Victoria Road Retail Park, Fenton	1.1	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Sub Total	30.8	8.7	0.5	1.4	2.5	4.8	2.2	0.9	1.5	3.2	0.9	0.5	3.7	0.2
Zone 2														
Newcastle-under-Lyme														
Audley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Baa Hill Farm Shop, Bar Hill, Madeley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Biggall 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
Madeley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3														
Staffordshire														
Blythe Bridge Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Forsbrook Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Uttoxeter Road, Blythe Bridge	0.0	0.0	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, The Station Yard, Uttoxeter Road, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent														
Blurton 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
Tesco Extra, Baths Road, Longton	0.0	0.0	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 Superstore, Lysander Road, Meir	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Exchange Shopping Centre, Longton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Retail Park, Longton	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Town Centre	1.2	1.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meir Retail Park, Uttoxeter Road, Meir	22.7	2.4	0.0	11.1	1.7	0.1	0.0	0.1	3.8	2.8	0.0	0.0	0.2	0.4
Meir Town Centre	1.7	0.5	0.0	0.4	0.3	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0
Phoenix Retail Park, Longton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	26.0	3.9	0.0	12.0	2.2	0.1	0.0	0.1	0.1	3.9	3.1	0.0	0.2	0.4
Zone 4														
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staffordshire														
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.5	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Trentham Shopping Village, Stone Road, Trentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Stanley Matthews Way, Trentham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Hanford Village 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
Hartshill Village 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
Newstead Industrial Estate, Alderflat Drive, Stoke-on-Trent	0.0	0.0	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, Minton House, London Road, Stoke-on-Trent	0.0	0.0	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 Superstore, Newcastle Road, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trent Vale Village 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
Trentham Local Centre	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.7	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sub Total	2.0	0.3	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.3	0.0
Zone 5														
Staffordshire														
Brown Edge	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradley Village 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
Burslem Town Centre	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Cobridge Local 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
Norton Industrial Estate, Bellerton Lane, Stoke-on-trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton Local 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
Smallthorne Local Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Zone 6														
Stoke-on-Trent														
Alexandra Retail Park, Tunstall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chell Local 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
Lidl, High Street, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Biddulph Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	2.2	0.0	0.0	0.0	0.0	0.4	0.5	0.3	0.7	0.0	0.0	0.0	0.3	0.0
Sandyford	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0
Silverstone Crescent (Packmoor)	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tunstall Town Centre	2.0	0.1	0.0	0.0	0.5	0.8	0.2	0.3	0.0	0.1	0.0	0.1	0.0	0.0
Sub Total	4.7	0.1	0.1	0.0	0.0	0.9	1.3	0.6	1.1	0.0	0.0	0.1	0.4	0.0
Zone 7														
Newcastle-under-Lyme														
Aldi, Liverpool Road, Kidsgrove	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Butt Lane Local 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.	

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Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)	Zone 7 Furniture (%)	Zone 8 Furniture (%)	Zone 9 Furniture (%)	Zone 10 Furniture (%)	Zone 11 Furniture (%)	Zone 12 Furniture (%)	Zone 13 Furniture (%)
Study Area														
Zone 1														
Stoke-on-Trent														
Abbeley Hulston Village Centre	0.7	5.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Victoria Road, Berry Hill, Fenton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Baddeley Green	0.8	5.2	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bentilee Local 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
Berryhill Trading Estate, Victoria Road, Fenton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bucknall Local Centre	0.3	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
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heron Cross Local Centre	0.0	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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milton Local Centre	0.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Etruria Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Leek Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shelton Local Centre	0.2	0.0	0.0	0.0	0.0	0.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Clough Street, Hanley	0.0	0.0	3.0	1.2	1.5	2.1	9.5	6.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, City Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Century Retail Park, Ridge House Drive, Stoke-on-Trent	0.1	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fenton Town Centre	5.7	23.1	2.4	6.9	4.4	1.7	2.0	1.1	0.0	3.9	0.0	0.0	4.9	0.0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	2.6	2.5	1.5	1.0	0.0	2.1	1.6	3.2	3.4	2.4	3.8	0.0	8.4	1.5
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	11.4	8.0	7.8	5.4	15.4	26.8	31.7	11.3	23.7	8.2	4.3	3.1	16.5	4.2
Hanley Town Centre	9.6	13.4	5.0	10.7	9.5	11.1	6.0	15.8	6.8	13.8	4.7	5.1	3.8	12.1
Innu Potteries Shopping Centre, City Centre (Hanley)	1.0	0.0	0.0	2.0	0.0	0.0	4.0	2.7	0.0	0.7	0.0	1.9	0.9	0.0
Octagon Retail Park, Etruria Road, Stoke-on-Trent	3.5	5.9	3.0	1.2	1.5	2.1	9.5	6.0	0.0	2.6	1.2	6.4	0.0	7.2
Ravenside Retail Park, Victoria Road, Fenton	1.4	1.5	1.9	1.8	1.5	6.3	3.6	1.3	1.7	1.2	0.0	0.0	0.0	0.0
Stoke-upon-Trent Town Centre	5.7	12.2	1.9	9.1	15.5	8.9	4.4	0.0	3.3	2.6	3.8	1.2	1.2	0.0
Victoria Road Retail Park, Fenton	1.4	3.2	0.0	4.3	0.0	0.0	1.6	1.3	1.3	1.2	0.0	0.0	0.0	1.5
Sub Total	44.8	81.0	23.6	46.0	47.7	61.6	70.8	42.7	42.9	35.1	23.0	11.3	42.8	21.0
Zone 2														
Newcastle-under-Lyme														
Audley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Baa Hill Farm Shop, Bar Hill, Madeley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bignall 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
Madley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3														
Staffordshire														
Blythe Bridge Village 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	1.5
Forsbrook Village 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
Tesco Express, Uttoxeter Road, Blythe Bridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trade Park, The Station Yard, Uttoxeter Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blurton District Centre	0.1	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Baths Road, Longton	0.0	0.0	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 Superstore, Lysander Road, Meir	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Exchange Shopping Centre, Longton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Retail Park, Longton	0.4	0.0	0.0	2.4	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Longton Town Centre	3.8	1.0	0.0	13.3	7.7	6.8	0.0	0.0	0.0	0.7	2.1	5.0	0.0	0.0
Meir Retail Park, Uttoxeter Road, Meir	2.9	1.9	0.0	11.9	4.4	0.0	0.0	0.0	0.0	3.3	2.6	0.0	0.0	0.0
Meir Town Centre	0.9	0.0	0.0	6.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Retail Park, Longton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	8.2	2.9	0.0	34.7	12.1	6.8	0.0	1.3	0.0	4.1	4.7	5.0	0.0	1.5
Zone 4														
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staffordshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trentham Shopping Village, Stone Road, Trentham	0.1	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
Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Newcastle Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Stanley Matthews Way, Trentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hanford Village 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
Hartshill Village 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
Newstead Industrial Estate, Alderlat Drive, Stoke-on-Trent	0.2	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
Sainsbury's, Minton House, London Road, Stoke-on-Trent	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Newcastle Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trent Vale Village 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
Trentham Local Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5	0.0	0.0	0.0	0.0	0.0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.6	0.0	0.0	0.0	1.8	0.0	0.0	1.7	0.0	0.0	4.3	0.0	0.9	1.5
Sub Total	1.0	0.0	0.0	0.0	1.8	0.0	0.0	1.7	5.5	0.7	4.3	0.0	2.1	1.5
Zone 5														
Staffordshire														
Brown Edge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Scotia Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradeley Village 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
Burslem Town Centre	1.4	2.9	0.0	1.0	1.1	4.7	8.5	0.0	2.1	1.2	0.0	0.0	0.0	0.0
Cobridge Local Centre	0.2	0.0	0.0	0.0	1.5	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton Industrial Estate, Bellerton Lane, Stoke-on-trent	0.4	0.0	0.0	0.0	0.0	0.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norton Local 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
Smallthorne Local Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0
Sub Total	2.5	2.9	0.0	1.0	2.6	11.5	10.1	0.0	2.1	1.2	0.0	0.0	3.8	0.0
Zone 6														
Stoke-on-Trent														
Alexandra Retail Park, Tunstall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chell Local 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
Lidl, High Street, Stoke-on-Trent	0.0	0.0	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 Express, Biddulph Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	0.2	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sandlyrd	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silverstone Crescent (Packmoor)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tunstall Town Centre	1.2	0.0	0.0	1.0	0.0	2.6	11.6	6.2	1.7	0.0	0.0	0.0	0.0	0.0
Sub Total	1.3	0.0	0.0	1.0	0.0	5.2	11.6	6.2	1.7	0.0	0.0	0.0	0.0	0.0
Zone 7														
Newcastle-under-Lyme														
Aldi, Liverpool Road, Kidsgrove	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Butt Lane Local 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
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.5	0.0	0.0	0.0	1.8	2.6	0.0	2.7	0.0	0.0	0.0	0.0	0.0	2.3
Jamage Road Industrial Estate, Talke Pits, Stoke-on-Trent	0.1	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
Kidsgrove Town Centre	0.9	0.0	0.0	0.0	0.0	2.5	7.8	5.5	0.0	1.2	0.0	1.2	0.0	0.0
Talke Village 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
Tesco Superstore, Liverpool Road, Kidsgrove	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Packmoor Village 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
Sub Total	1.4	0.0	0.0	0.0	1.8	2.6	2.5	10.5	7.2	0.0	0.0	1.		

Newcastle-under-Lyme Retail and Leisure Study Update 2024
Nexus Planning

Table 24: Furniture goods shopping expenditure

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Newcastle-under-Lyme Retail and Leisure Study Update 2024
Nexus Planning

Table 25: Total comparison goods shopping expenditure

Destination	Total Comparison (£m)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9 Comparison (£m)	Zone 10 Comparison (£m)	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)	Zone 13 Comparison (£m)	Inflow Allowance (%)	Inflow Allowance (£m)	Total Comparison (£m)
Study Area																	
Zone 1																	
Stoke-on-Trent																	
Abbey Hulton Village Centre	1.5	1.3	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	1.5
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	0.5	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	0.5
Asda, Victoria Road, Berry Hill, Fenton	0.1	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	0.1
Baddeley Green	3.6	2.6	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Bentilee Local Centre	0.7	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	0.7
Berrhill Trading Estate, Victoria Road, Fenton	0.1	0.0	0.0	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
Bucknall Local Centre	2.3	1.8	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	2.3
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	0.7	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.7
Heron Cross Local Centre	0.3	0.1	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	0.3
Marika & Spencer, Upper Market Square, City Centre (Hanley)	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.1
Milton Local Centre	1.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Sainsbury's, Etruria Road, Stoke-on-Trent	2.4	0.9	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	2.4
Screwfix, Leek Road, Stoke-on-Trent	0.5	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Shelton Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Tesco Extra, Clough Street, Hanley	3.2	2.2	0.0	0.0	0.3	0.3	0.0	0.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	3.2
The Range, City Road, Stoke-on-Trent	2.6	0.0	0.0	0.3	0.0	0.3	0.0	0.0	0.0	1.3	0.0	0.0	0.5	0.6	0.0	0.0	2.6
Century Retail Park, Etruria Road, Stoke-on-Trent	3.7	0.4	0.0	0.2	0.0	0.4	0.0	0.0	0.3	0.3	0.0	0.0	2.1	0.0	0.0	0.0	3.7
Fenton Town Centre	27.5	12.8	0.5	5.0	1.4	0.5	0.6	0.7	0.2	2.6	0.0	0.0	3.2	0.0	0.0	0.0	27.5
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	30.1	3.3	1.8	2.1	1.4	1.4	1.5	2.2	0.5	3.2	2.4	1.0	8.9	0.2	0.0	0.0	30.1
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	171.8	28.3	3.3	4.9	14.5	25.3	10.9	9.3	8.7	17.8	2.5	7.3	37.9	1.0	4.0	7.2	179.0
Hanley Town Centre	233.9	58.0	2.7	31.3	20.2	25.9	10.6	7.1	5.6	29.0	5.0	8.8	27.5	2.3	4.0	9.7	243.6
Intu Potteries Shopping Centre, City Centre (Hanley)	49.5	5.8	1.2	6.7	5.7	1.6	4.6	4.1	2.4	4.2	2.1	1.3	8.3	1.2	4.0	2.1	51.5
Octagon Retail Park, Etruria Road, Stoke-on-Trent	7.3	1.5	0.1	0.3	0.2	0.6	0.6	0.5	0.2	0.2	0.8	0.0	2.1	0.1	0.0	0.0	7.3
Ravenside Retail Park, Victoria Road, Fenton	9.0	0.9	0.1	2.3	0.4	0.8	0.7	0.2	0.1	1.4	0.3	1.1	0.5	0.1	0.0	0.0	9.0
Stoke-upon-Trent Town Centre	52.2	9.4	0.7	5.8	15.0	9.5	1.9	0.7	0.2	2.4	1.8	3.7	1.1	0.0	0.0	0.0	52.2
Victoria Road Retail Park, Fenton	11.1	6.4	0.0	1.8	0.0	0.4	0.6	0.1	0.3	1.0	0.1	0.0	0.4	0.1	0.0	0.0	11.1
Sub Total	616.4	138.1	10.7	61.7	59.1	69.5	32.3	24.9	18.7	63.6	14.9	23.6	93.7	5.6	16.0	19.0	635.4
Zone 2																	
Newcastle-under-Lyme																	
Audley	0.8	0.0	0.5	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Baa Hill Farm Shop, Bar Hill, Madeley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bignall End	0.1	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	0.1
Madeley	0.7	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	0.7
Sub Total	1.6	0.1	1.2	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Zone 3																	
Staffordshire																	
Blythe Bridge Village Centre	1.2	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.2
Forstbrook Village Centre	0.1	0.0	0.0	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
Tesco Express, Uttoxeter Road, Blythe Bridge	0.1	0.0	0.0	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
Travis Perkins, The Station Yard, Uttoxeter Road, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Stoke-on-Trent																	
Blurton District Centre	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Tesco Extra, Baths Road, Longton	3.3	2.4	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Tesco Superstore, Lysander Road, Meir	2.6	0.0	0.0	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	2.6
Longton Exchange Shopping Centre, Longton	4.5	0.2	0.0	1.3	0.5	0.0	0.0	0.0	0.3	1.4	0.0	0.0	0.0	0.7	0.0	0.0	4.5
Longton Retail Park, Longton	32.6	7.1	0.0	14.5	2.6	0.3	0.0	0.4	0.0	2.9	1.1	0.0	3.7	0.0	0.0	0.0	32.6
Longton Town Centre	101.8	23.3	0.0	50.5	11.5	3.7	0.5	0.5	0.0	3.6	1.4	3.7	3.2	0.0	0.0	0.0	101.8
Meir Retail Park, Uttoxeter Road, Meir	43.7	3.1	0.0	28.9	2.3	0.1	0.0	0.2	0.1	4.5	3.1	0.0	1.1	0.4	0.0	0.0	43.7
Meir Town Centre	8.4	1.0	0.0	4.3	0.3	0.0	0.0	0.0	0.0	2.1	0.3	0.3	0.0	0.0	0.0	0.0	8.4
Phoenix Retail Park, Longton	16.9	2.0	0.0	6.7	1.2	0.0	0.0	0.0	0.0	1.7	3.6	1.7	1.7	0.1	0.0	0.0	16.9
Sub Total	216.0	39.0	0.0	111.7	18.5	4.1	0.5	1.2	0.4	14.5	7.6	7.6	9.7	1.2	0.0	0.0	216.0
Zone 4																	
Newcastle-under-Lyme																	
Etruria Way Retail Park, Stoke-on-Trent	1.1	0.3	0.0	0.0	0.5	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Staffordshire																	
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	7.0	0.0	0.0	0.6	2.5	0.4	0.0	0.1	0.2	0.9	2.3	0.0	0.0	0.0	0.0	0.0	7.0
Trentham Shopping Village, Stone Road, Trentham	1.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	1.0	0.1	0.0	0.0	1.9
Stoke-on-Trent																	
Aldi, Newcastle Road, Stoke-on-Trent	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	0.7
Aldi, Stanley Matthews Way, Trentham	0.6	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.6
Harford Village Centre	0.5	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	0.5
Harshall Village Centre	0.5	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.5

Table 26a: Estimated capacity for additional comparison goods floorspace in Newcastle-under-Lyme

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2024	250.3	247.1	3.2	0.0
2029	283.7	280.0	3.6	0.0
2034	325.7	321.1	4.2	-0.5
2039	374.0	368.7	4.8	-0.5
2040	384.4	379.2	4.9	-0.4
Study Area Market Share (%)		14.9		

a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 21 February 2024)
b. Assumes constant market share claimed by Newcastle-under-Lyme facilities at 14.9% from Study Area

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Necastle-under-Lyme

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2024	0.0	0	0
2029	0.0	0	0
2034	-0.5	-100	-100
2039	-0.5	-100	-100
2040	-0.4	0	-100

a. Average sales density assumed to be £6,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Study Area
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Study Area
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 21 (February 2024)

Table 26c: Extant comparison goods commitments in Newcastle-under-Lyme

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimated Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Newcastle-under-Lyme							
Kidsgrove Working Mens Club, Hardingswood Road, Kidsgrove	18/00916/FUL	Full planning permission for the demolition of existing buildings and construction of retail store (2,206sqm GEA) (Use Class A1) and associated means of access, parking, landscaping and associated infrastructure works	1,080	216	7,000	1.5	
Sub Total Newcastle-under-Lyme			1,080	216		1.5	
Total			1,080	216		1.5	

Table 26d: Quantitative capacity for additional comparison goods floorspace in Newcastle-under-Lyme

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2024	0.0	1.5	-1.5	-300	-400
2029	0.0	1.7	-1.8	-300	-500
2034	-0.5	2.0	-2.5	-400	-700
2039	-0.5	2.3	-2.8	-500	-800
2040	-0.4	2.3	-2.7	-400	-800

a. Average sales density assumed to be £6,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Study Area
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Study Area
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 21 (February 2024)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 26a: Estimated capacity for additional comparison goods floorspace in Newcastle-under-Lyme Town Centre

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2024	107.6	104.4	3.2	0.0
2029	122.0	118.3	3.6	0.0
2034	140.0	135.6	4.2	-0.2
2039	160.7	155.7	4.8	-0.2
2040	165.2	160.2	4.9	-0.2
Study Area Market Share (%)		6.3		

a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 21 February 2024)
b. Assumes constant market share claimed by Newcastle-under-Lyme town centre facilities at 6.0% from Study Area

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Necastle-under-Lyme Town Centre

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2024	0.0	0	0
2029	0.0	0	0
2034	-0.2	0	0
2039	-0.2	0	0
2040	-0.2	0	0

a. Average sales density assumed to be £6,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Study Area
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Study Area
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 21 (February 2024)

Table 26c: Extant comparison goods commitments in Newcastle-under-Lyme Town Centre

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimated Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Sub Total Newcastle-under-Lyme				-	-	-	-
Total				-	-	-	-

Table 26d: Quantitative capacity for additional comparison goods floorspace in Newcastle-under-Lyme Town Centre

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2024	0.0	0.0	0.0	0	0
2029	0.0	0.0	0.0	0	0
2034	-0.2	0.0	-0.2	0	-100
2039	-0.2	0.0	-0.2	0	-100
2040	-0.2	0.0	-0.2	0	0

a. Average sales density assumed to be £6,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Study Area
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Study Area
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 21 (February 2024)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)