Appendix 6: Quantitative Leisure Capacity Assessment

Table 1: Population and Café/Restaurant Population and Expenditure Per Capita

		Popu	lation			Per Capita Expenditure - <i>Café and Restaurant</i>					
Zone								(£)			
	2024	2029	2034	2039	2040	2022	2024	2029	2034	2039	2040
1	84,113	85,392	86,453	87,462	87,706	564	555	583	611	635	641
2	14,288	14,542	14,694	14,753	14,742	795	782	822	861	896	903
3	77,752	78,570	79,235	79,962	80,071	644	634	666	697	726	731
4	45,256	45,646	46,020	46,425	46,530	695	684	719	752	783	789
5	42,084	42,464	42,994	43,524	43,610	569	560	588	616	641	646
6	25,573	25,956	26,347	26,747	26,831	518	510	536	561	584	588
7	25,564	26,028	26,475	26,831	26,907	704	693	728	762	793	800
8	20,033	20,175	20,266	20,431	20,478	738	726	763	799	831	838
9	65,709	66,103	66,489	66,880	66,974	792	779	819	857	892	899
10	34,989	36,040	36,874	37,585	37,721	911	896	942	986	1,026	1,035
11	57,047	58,234	59,180	59,755	59,860	965	950	998	1,045	1,087	1,096
12	84,250	86,179	87,882	89,458	89,793	740	728	765	801	834	840
13	12,100	12,456	12,750	13,050	13,094	830	817	858	899	935	943
Total	588,758	597,785	605,659	612,863	614,317						

Notes:

- a. Zones based on the postcode sectors as set out in the main Study $\,$
- b. Per capita expenditure derived from Experian MMG3 data (2024 report)
- c. Population derived from Experian MMG3 data (2024 report).
- e. Per capita expenditure projected forward using forecast growth rates taken from Figure 1a of Experian Retail Planner Briefing Note 21

Table 2: Total Available Café and Restaurant Expenditure

		Expendit	ture (£m)			Growth (£m)
Zone		Café and F	Restaurant			
	2024	2029	2034	2039	2040	2024-2040
1	46.7	49.8	52.8	55.6	56.2	9.5
2	11.2	12.0	12.6	13.2	13.3	2.1
3	49.3	52.3	55.2	58.0	58.6	9.3
4	31.0	32.8	34.6	36.4	36.7	5.8
5	23.6	25.0	26.5	27.9	28.2	4.6
6	13.0	13.9	14.8	15.6	15.8	2.7
7	17.7	19.0	20.2	21.3	21.5	3.8
8	14.5	15.4	16.2	17.0	17.2	2.6
9	51.2	54.1	57.0	59.7	60.2	9.0
10	31.4	34.0	36.4	38.6	39.0	7.7
11	54.2	58.1	61.8	65.0	65.6	11.4
12	61.3	66.0	70.4	74.6	75.5	14.1
13	9.9	10.7	11.5	12.2	12.3	2.5
Total	414.9	443.0	470.0	495.0	500.1	85.2

Notes

a. Zones based on the postcode sectors as set out in the main Study

b. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

Table 3: Cafe and Restaurant Patterns

Destination Study Area	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
	Café/Restaurant	Café/Restaurant	Café/Restaurant	Café/Restaurant	Café/Restaurant	Café/Restaurant	Café/Restaurant	Café/Restaurant	Café/Restaurant	Café/Restaurant	Café/Restaurant	Café/Restaurant	Café/Restaurant	Café/Restaurant
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Zone 1 Zone 1 - Stoke-on-Trent Fenton Town Centre	22.4%	47.5%	0.0%	35.0%	31.3%	33.2%	31.3%	19.4%	15.2%	16.8%	0.0%	8.6%	8.8%	7.5%
	0.1%	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%
Hanley Town Centre Octagon Retail Park, Etruria Road, Stoke-on-Trent Ravenside Retail Park, Victoria Road, Fenton Shelton Local Centre	19.0%	37.1%	0.0%	33.7%	24.8%	20.9%	31.3%	19.4%	15.2%	16.8%	0.0%	2.9%	7.9%	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%	0.0%	0.0%	0.0%
	0.1%	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%
Sneyd Green Local Centre Stoke-on-Trent Town Centre Victoria Road Retail Park, Fenton 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%
	4.6%	12.9%	0.0%	5.3%	10.2%	11.7%	2.0%	0.0%	0.0%	0.9%	0.0%	2.6%	2.1%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Festival Heights Retail Park, Greyhound 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%
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	2.0%	1.1%	0.0%	4.4%	0.0%	10.8%	3.7%	1.4%	0.0%	2.1%	0.0%	0.0%	0.0%	1.4%
Intu Potteries Shopping Centre, City Centre (Hanley)	3.4%	10.4%	0.0%	1.3%	6.4%	12.4%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.9%	0.0%
Zone 2 - Newcastle-under-Lyme Audley Betley Village Centre Bignall End	0.2% 0.5% 0.0%	0.0% 0.0% 0.0%	4.7% 15.2% 1.8%	0.0% 0.0% 0.0%	0.0% 2.4% 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% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 1.1% 0.0%
Madeley Onneley Local Centre Wrinehill Village Centre Zone 3 - Staffordshire Moorlands	0.7%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	1.1%
	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blythe Bridge Village Centre Forsbrook Village Centre Zone 3 - Stoke-on-Trent Adderley Green 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%
	0.2%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dresden District Centre Longton Town Centre Meir Retail Park, Uttoxeter Road, Meir Phoenix Retail Park, Longton	1.3%	2.7%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	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 Longton Retail Park, Longton Meir Town Centre	0.0% 0.2% 0.5%	0.0% 0.0% 1.6%	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% 4.6%	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% 0.0%
Zone 4 - Newcastle-under-Lyme Etruria Way Retail Park, Stoke-on-Trent Zone 4 - Stoke-on-Trent Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.6%	4.6% 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%
Trent Vale Village Centre Trentham Local Centre Zone 5 - Staffordshire Moorlands Brown Edge	0.4%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
	1.4%	3.0%	8.0%	2.1%	4.6%	0.0%	0.0%	0.0%	0.0%	1.2%	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%
Zone 5 - Stoke-on-Trent Burslem Town Centre Mill Hill Village Centre Norton Local Centre	0.5%	0.0%	0.0%	0.0%	0.0%	4.5%	2.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
	0.2%	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%
Smallthorne Local Centre Zone 6 - Stoke-on-Trent Sandyford 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%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	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 Zone 7 - Newcastle-under-Lyme Freeport Talke Outlet Mall, Pit Lane, Talke Pits Harriseahead Village Centre	1.3% 0.1%	0.0%	0.0%	0.0%	4.7% 0.0%	1.2% 0.0%	21.8%	2.7% 1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidsgrove Town Centre Talke Village Centre Zone 8 - Staffordshire Moorlands Biddulph Moor	0.6% 0.5% 0.5%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 1.3% 0.0%	1.5% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 5.4%	10.6% 3.5% 1.4%	0.0% 0.0% 8.1%	0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 1.3% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%
Biddulph Town Centre Brown Lees Gillow Heath Local Centre	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%	4.8% 0.0% 0.0%	0.0% 0.0% 0.0%	1.4% 1.0% 0.0% 0.0%	14.9% 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%
Zone 8 - Stoke-on-Trent Bradley Green Village Centre Zone 9 - Staffordshire Moorlands Alton Village Centre	0.1% 0.2%	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%
Ash Bank Village Centre Bagnall Village Centre Cheadle Town Centre Cheddleton	0.3%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	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%	1.3%	0.0%	0.0%	0.0%	0.0%
	2.0%	0.0%	0.0%	2.1%	0.0%	0.0%	5.4%	0.0%	0.0%	11.4%	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%
Dilhorn Local Centre Dimmingsdale Local Centre Endon Village Centre Froghall Village Centre	0.2%	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%
	0.2%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.8%	6.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.1%	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%
Hollington Village Centre Ipstones Village Centre Leek Town Centre Oakamoor Village Centre	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%
	5.0%	0.0%	0.0%	1.1%	0.0%	5.2%	0.0%	9.4%	4.1%	25.3%	0.0%	4.4%	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%
Onecote Village Centre Stanley Local Centre Stanley Village Centre Stockton Brook 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%
	0.4%	1.1%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
	0.4%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Tean Village Centre Thorncliffe Village Centre Upper Hulme Local Centre Werrington Village Centre	1.1%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.3%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%
Zone 10 - Stafford Barlaston Eccleshall Town Centre Hilderstone Village Centre	0.1%	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%
Oulton Village Centre Stone Town Centre Swynnerton Village Centre	0.2% 0.1% 5.0% 0.2%	0.0% 0.0% 2.5% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 10.5% 0.0%	0.0% 4.1% 0.0%	0.0% 0.0% 0.0%	2.0% 0.0% 0.0%	0.0% 0.0% 1.3% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 2.1% 0.0%	0.0% 0.0% 41.8% 4.2%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 3.2% 0.0%
Zone 11 - Cheshire East Alsager Town Centre Astbury Church Lawton Village Centre	2.5% 0.0% 0.1%	1.4% 0.0% 0.0%	2.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	1.5% 0.0% 0.0%	1.4% 0.0% 1.7%	3.9% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	21.6% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%
Congleton Retail Park, Congleton Scholar Green Village Centre Congleton Town Centre Rode Heath	0.2% 6.0% 0.3%	0.0% 2.2% 0.0%	0.0% 5.6% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 1.7%	0.0% 8.8% 0.0%	1.4% 11.0% 0.0%	0.0% 30.1% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	1.5% 39.2% 1.5%	0.0% 1.2% 0.0%	0.0% 0.0% 0.0%
Zone 12 - Newcastle-under-Lyme Baldwin's Gate Blackbrook Local Centre Chesterton	0.5% 0.0% 0.0%	0.0% 0.0% 0.0%	2.9% 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%	1.4% 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%	1.2% 0.0% 0.0%	3.7% 1.1% 0.0%
Clayton Hill Chorlton Village Centre Keele Village Centre Knutton	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%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
	0.6%	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%
Newcastle-under-Lyme Town Centre Porthill Local Centre Stableford Village Centre Wolstanton	14.2%	5.5%	19.1%	7.1%	22.9%	1.7%	4.7%	9.4%	6.7%	3.7%	1.3%	5.5%	53.3%	8.6%
	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%
	0.2%	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%
	0.8%	0.0%	0.0%	0.0%	0.0%	1.7%	2.8%	0.0%	0.0%	0.0%	1.0%	0.0%	3.6%	0.0%
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme Zone 13 - Newcastle-under-Lyme Ashley Heath Village Centre Ashley 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%
	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%
Loggerheads Village Centre Zone 13 - Shropshore Hinstock Village Centre Pipe Gate 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%	1.1%
	0.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Stoke Heath Local Centre NUL SOT	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	6.2%	4.6%	30.3%	1.3%	3.9%	6.5%	4.7%	20.8%	0.0%	0.0%	2.1%	1.3%	14.6%	17.1%
	2.2%	2.7%	0.0%	2.1%	2.7%	10.3%	3.7%	0.0%	0.0%	1.2%	0.0%	0.0%	2.2%	1.4%
Other, outside study area Outside Study Area Abroad Alderley Edge Village Centre	8.4%	8.2%	3.5%	9.0%	2.4%	15.3%	9.1%	4.9%	28.3%	11.6%	23.7%	3.0%	0.0%	5.3%
	0.5%	0.0%	1.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.9%	1.6%
	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Ashbourne Town Centre Birmingham City Centre Bradwell Village Centre Brewood Village Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%
	0.3%	0.0%	1.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bridgemere Village Centre Brindley Village Centre Bucknell Local Centre Burston 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%	1.1%
	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	1.0%	0.0%	0.0%	0.0%
Buxton Town Centre Central London Cheshire Oaks, Ellesmere Port Chester City Centre	0.1%	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%
	0.3%	0.0%	2.0%	0.0%	0.0%	0.0%	1.7%	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%
Crewe Town Centre Derby City Centre Dovedale Village Centre Dovefields Retail Park, Uttoxeter	0.6%	0.0%	14.0%	0.0%	0.0%	1.2%	0.0%	0.0%	1.7%	0.0%	0.0%	2.1%	0.0%	0.0%
	0.3%	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%
	0.2%	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%	0.0%	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 Gallagher Retail Park (IKEA), Wednesbury Gemini Retail Park (IKEA), Warrington Giltbrook Retail Park (IKEA), Nottingham	0.2%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	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 Greyfriars Place Retail Park, Stafford Greyhound Retail Park, Chester 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%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Holmes Chapel Village Centre Hough Retail Park, Stafford Lichfield City Centre	0.0% 0.2% 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% 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% 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%
Little Stretton 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%
Liverpool City Centre	0.3%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
Llandudno Town Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	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 Madford Retail Park, Stafford Manchester City Centre Market Drayton 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%
	1.4%	0.0%	0.0%	0.0%	1.5%	1.5%	0.0%	1.4%	5.3%	2.1%	0.0%	1.3%	3.6%	0.0%
	0.8%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.3%	26.0%
Nantwich Town Centre Newport Town Centre Queens Retail Park, Stafford Ravensmoor Local Centre	0.8%	0.0%	1.4%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	2.9%
	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rugeley Town Centre Sandbach Town Centre Seighford Village Centre Shrewsbury Town Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	1.3%	0.0%
	0.3%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	5.6%
Smallwood Local Centre Stadium Retail Park, Crewe Stafford Town Centre Swinton Town Centre	0.0% 0.0% 2.6% 0.1%	0.0% 0.0% 0.0% 1.4% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 7.0% 0.0%	0.0% 0.0% 2.9% 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% 4.9% 0.0%	0.0% 0.0% 0.0% 9.1% 1.3%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 1.4%
Telford 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%	2.8%
Trafford Centre, Manchester	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%
Uttoxeter 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%
Whitchurch Town Centre Winsford Town Centre Other, outside study area (Don't know / can't remember)	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%
	2.3%	2.7%	0.0%	1.1%	1.2%	0.0%	0.0%	4.7%	5.1%	1.9%	4.2%	0.0%	4.7%	2.3%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	10.4%	4.1%	31.5%	3.5%	8.8%	1.2%	3.5%	14.3%	10.2%	11.6%	18.3%	12.4%	13.2%	53.7%

Table 5a: Estimated Capacity for Additional Café/Restaurant Floorspace in Authority Area

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2024	83.0	83.0	0.0	0.0
2029	83.6	88.6	0.0	5.0
2034	84.7	94.0	0.0	9.4
2039	85.5	99.0	0.0	13.5
2040	85.9	100.0	0.0	14.2
Study Area Market Share	(%)	20.0		

Notes:

- a. Allows for increased turnover efficiency as set out in Figure 2 of Experian Retail Planner Briefing Note 21 Leisure
- b. Assumes constant market share claimed by Manchester facilities of 20.0% of Study Area expenditure

Table 5b: Gross Quantitative Capacity for Additional Café and Restaurant Floorspace in Authority Area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq.m) Min
2024	0.0	0
2029	5.0	600
2034	9.4	1,100
2039	13.5	1,600
2040	14.2	1,700

Notes:

- a. Average sales density assumed to be £8,584 per sq.m at 2023 as derived from Figure 2 of Experian Retail Planner Briefing Note 21 Leisure
- b. Allows for increased turnover efficiency as set out in Figure 2 of Experian Retail Planner Briefing Note 21 Leisure

Table 5a: Estimated Capacity for Additional Café/Restaurant Floorspace in Town Centre

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2024	57.8	57.8	0.0	0.0
2029	58.2	61.7	0.0	3.5
2034	58.9	65.5	0.0	6.5
2039	59.5	68.9	0.0	9.4
2040	59.8	69.6	0.0	9.9
Study Area Market Share	(%)	13.9		

Notes:

- a. Allows for increased turnover efficiency as set out in Figure 2 of Experian Retail Planner Briefing Note 21 Leisure
- b. Assumes constant market share claimed by Manchester facilities of 13.9% of Study Area expenditure

Table 5b: Gross Quantitative Capacity for Additional Café and Restaurant Floorspace in Town Centre

Year	Surplus Expenditure	Floorspace Capacity (sq.m)
i cai	(£m)	Min
2023	0.0	0
2028	3.5	400
2033	6.5	800
2038	9.4	1,100
2040	9.9	1,200

Notes:

- a. Average sales density assumed to be £8,584 per sq.m at 2023 as derived from Figure 2 of Experian Retail Planner Briefing Note 21 Leisure
- b. Allows for increased turnover efficiency as set out in Figure 2 of Experian Retail Planner Briefing Note 21 Leisure

Table 6: Licensed Premises Population and Expenditure Per Capita

		Popu	lation			Per Capita Expenditure					
Zone	2024	2029	2034	2039	2040	2022	2024	(£) 2028	2033	2038	2040
1	84,113	85,392	86,453	87,462	87,706	245	241	253	265	276	278
2	14,288	14,542	14,694	14,753	14,742	331	326	342	358	373	376
3	77,752	78,570	79,235	79,962	80,071	257	253	266	278	290	292
4	45,256	45,646	46,020	46,425	46,530	289	284	299	313	326	328
5	42,084	42,464	42,994	43,524	43,610	239	235	247	259	269	271
6	25,573	25,956	26,347	26,747	26,831	213	210	220	231	240	242
7	25,564	26,028	26,475	26,831	26,907	276	272	285	299	311	313
8	20,033	20,175	20,266	20,431	20,478	297	292	307	322	335	337
9	65,709	66,103	66,489	66,880	66,974	320	315	331	346	361	363
10	34,989	36,040	36,874	37,585	37,721	354	348	366	383	399	402
11	57,047	58,234	59,180	59,755	59,860	490	482	507	531	552	556
12	84,250	86,179	87,882	89,458	89,793	291	286	301	315	328	330
13	12,100	12,456	12,750	13,050	13,094	322	317	333	349	363	366
Total	588,758	597,785	605,659	612,863	614,317						

Notes:

- a. Zones based on the postcode sectors as set out in the main Study
- b. Per capita expenditure derived from Experian MMG3 data (2024 report)
- c. Population derived from Experian MMG3 data (2024 report).
- e. Per capita expenditure projected forward using forecast growth rates taken from Figure 1a of Experian Retail Planner Briefing Note 21

Table 7: Total Available Licensed Premises Expenditure

		Expendit	ure (£m)			Growth (£m)
Zone		Licensed	Premises			
	2024	2029	2034	2039	2040	2024-2040
1	20.3	21.6	22.9	24.1	24.4	4.1
2	4.7	5.0	5.3	5.5	5.5	0.9
3	19.7	20.9	22.0	23.2	23.4	3.7
4	12.9	13.6	14.4	15.1	15.3	2.4
5	9.9	10.5	11.1	11.7	11.8	1.9
6	5.4	5.7	6.1	6.4	6.5	1.1
7	6.9	7.4	7.9	8.3	8.4	1.5
8	5.9	6.2	6.5	6.8	6.9	1.1
9	20.7	21.9	23.0	24.1	24.3	3.6
10	12.2	13.2	14.1	15.0	15.2	3.0
11	27.5	29.5	31.4	33.0	33.3	5.8
12	24.1	25.9	27.7	29.3	29.7	5.6
13	3.8	4.1	4.4	4.7	4.8	1.0
Total	173.9	185.7	197.0	207.4	209.5	35.7

Notes

- a. Zones based on the postcode sectors as set out in the main Study
- b. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 6

Destination Study Area	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
	Café/Restaurant	Café/Restaurant C	afé/Restaurant	Café/Restaurant									
	(£m)												
Zone 1 Fenton Town Centre Hanley Town Centre	6.5	0.5	1.3	1.0	2.7	0.7	0.3	0.1	0.0	0.0	0.0	0.0	0.0
Octagon Retail Park, Etruria Road, Stoke-on-Trent Ravenside Retail Park, Victoria Road, Fenton Shelton Local Centre	0.0 0.0 0.0	0.0 0.0											
Sneyd Green Local Centre	0.9	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent Town Centre	11.1	0.0	0.3	8.6	1.1	0.3	0.1	0.1	0.0	0.0	0.6	0.0	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
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	
Festival Heights Retail Park, Greyhound 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	
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	0.4	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Intu Potteries Shopping Centre, City Centre (Hanley)	1.6	0.0	0.0	0.0	0.9	0.8	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 2 - 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	
Audley Betley Village Centre Bignall End	3.0 1.5 0.9	3.0 1.5 0.9	0.0 0.0 0.0	0.0									
Madeley Onneley Local Centre Wrinehill Village Centre	1.7	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
	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
	1.4	0.8	0.0	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3 - Staffordshire Moorlands Blythe Bridge Village Centre Forsbrook Village Centre	0.0 0.2 0.3	0.0 0.0 0.0	0.0 0.2 0.3	0.0 0.0 0.0	0.0								
Zone 3 - Stoke-on-Trent Adderley Green Local Centre Dresden District Centre	0.0 0.1 0.3	0.0 0.0 0.0	0.0 0.1 0.1	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.2	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0
Longton Town Centre	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meir Retail Park, Uttoxeter Road, Meir	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
Phoenix Retail Park, Longton Longton Exchange Shopping Centre, Longton Longton Retail Park, Longton	0.0 0.0 0.0	0.0 0.0											
Meir Town Centre Zone 4 - Newcastle-under-Lyme Etruria Way Retail Park, Stoke-on-Trent	0.2	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	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 4 - 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
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
Trent Vale Village Centre	0.8	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Trentham Local Centre	4.8	3.1	0.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Zone 5 - Staffordshire Moorlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brown Edge	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5 - 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
Burslem Town Centre	3.1	0.5	0.0	0.4	1.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Hill 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
Norton Local Centre	0.8	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smallthorne Local 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
Zone 6 - 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
Sandyford	0.0	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
Tunstall Town Centre	3.8	0.0	0.0	0.0	0.8	2.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Zone 7 - 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
Freeport Talke Outlet Mall, Pit Lane, Talke Pits	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harriseahead Village Centre	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
Kidsgrove Town Centre Talke Village Centre Zone 8 - Staffordshire Moorlands	2.5	0.0	0.0	0.0	0.0	0.2	1.6	0.0	0.0	0.0	0.0	0.0	0.7
	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Biddulph Moor Biddulph Town Centre Brown Lees	0.0 0.9 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 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.5 0.0	0.9 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
Gillow Heath Local Centre Zone 8 - Stoke-on-Trent Bradley Green Village 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 0.0 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
Zone 9 - Staffordshire Moorlands Alton Village Centre Ash Bank Village Centre	0.0 0.0 0.1 0.1	0.0 0.0 0.0 0.0	0.0 0.0 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 0.0						
Bagnall Village Centre Cheadle Town Centre	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
	2.0	0.0	0.2	0.0	0.0	0.8	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Cheddleton Dilhorn Local Centre Dimmingsdale Local Centre	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Endon Village Centre Froghall Village Centre Hollington 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	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ipstones Village Centre	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
Leek Town Centre	3.2	0.0	0.0	0.0	0.3	0.0	0.4	0.3	2.0	0.0	0.2	0.0	0.0
Oakamoor Village Centre	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
Onecote Village Centre Stanley Local Centre Stanley Village Centre	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
	0.3	0.0	0.0	0.0	0.2	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
Stockton Brook 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
Tean Village Centre	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Thorncliffe Village Centre	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
Upper Hulme Local Centre Werrington Village Centre Zone 10 - Stafford	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
	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	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	0.0	0.0	0.0
Barlaston	0.9	0.0	0.0	0.5	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Eccleshall Town Centre	8.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.5	0.0	0.0	1.2
Hilderstone Village Centre	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
Oulton Village Centre Stone Town Centre Swynnerton Village 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
	11.0	0.0	0.4	1.0	0.0	0.0	0.0	0.0	0.0	8.9	0.0	0.0	0.7
	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
Zone 11 - Cheshire East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alsager Town Centre	4.8	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	4.6	0.0	0.0
Astbury	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0
Church Lawton Village Centre Congleton Retail Park, Congleton Scholar Green 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
	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0
Congleton Town Centre	9.1	0.0	0.0	0.0	0.0	0.3	0.8	2.4	0.0	0.0	5.7	0.0	0.0
Rode Heath	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Zone 12 - 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
Baldwin's Gate Blackbrook Local Centre Chesterton	0.8	0.5	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Clayton	1.5	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Hill Chorlton 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
Keele Village Centre	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
Knutton Newcastle-under-Lyme Town Centre Porthill Local Centre	0.9 32.9 0.4	0.0 2.6 0.0	0.0 0.2 0.0	0.0 5.5 0.0	0.9 1.2 0.0	0.0 1.8 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 0.2 0.0	0.0 18.4 0.4	
Stableford Village Centre Wolstanton Wolstanton Retail Park, Queensway, 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
	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	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	0.0	0.0
Zone 13 - Newcastle-under-Lyme Ashley Heath Village Centre Ashley 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
	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5
Loggerheads Village Centre Zone 13 - Shropshore Hinstock Village Centre	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Pipe Gate Local Centre Stoke Heath Local Centre NUL	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.6
	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
	24.4	10.6	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	2.2	9.5
SOT Other, outside study area Outside Study Area	3.8 7.5 0.0	0.0 0.0 0.0 0.0	0.4 0.5 0.0	0.7 0.4 0.5 0.0	1.7 0.8 0.0	0.6 0.3 0.0	0.3 0.0 0.2 0.0	0.2 1.2 0.0	0.1 0.9 0.0	0.0 0.0 0.0	0.0 0.6 0.0	0.4 0.9 0.0	0.0 1.6 0.0
Abroad Alderley Edge Village Centre Ashbourne Town Centre	1.4 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	0.2 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 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.3 0.0 0.0	0.7 0.0 0.0
Birmingham City Centre Bradwell Village Centre Brewood Village Centre	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 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 1.2 0.0	0.0 0.0 0.0
Bridgemere 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
Brindley 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
Bucknell Local Centre Burston Local Centre 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
	0.4	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London Cheshire Oaks, Ellesmere Port Chester City 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
	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Crewe Town Centre Derby City Centre Dovedale Village Centre	1.7	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	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
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
Gallagher Retail Park (IKEA), Wednesbury	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gemini Retail Park (IKEA), Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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
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
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
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
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
Holmes Chapel 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
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
Lichfield 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
Little Stretton Village Centre Liverpool City Centre Llandudno Town Centre	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
	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
	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Lyme Green Retail Park, Brindley Way, Macclesfield Macclesfield Town Centre Madford Retail Park, Stafford	0.2 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 0.3 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 0.1 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
Manchester City Centre Market Drayton Town Centre Nantwich Town Centre	1.5 3.3 2.1	0.0 0.5 1.0	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 0.3 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 0.0 0.0 0.0	0.0 1.1 0.4 0.0	0.0 0.0 2.4 0.6
Newport Town Centre Queens Retail Park, Stafford	2.1 2.4 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	0.6 2.4 0.0 0.0						
Ravensmoor Local Centre Rugeley Town Centre Sandbach Town Centre	0.5 0.0	0.0 0.0 0.0	0.1 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.4 0.0	0.0 0.0						
Seighford Village Centre Shrewsbury Town Centre Smallwood Local Centre Stadium Batail Bark, Crayso	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Stadium Retail Park, Crewe Stafford Town Centre Swinton 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
	3.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	3.5	0.0	0.0	0.0
	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Telford Town Centre Trafford Centre, Manchester Uttoxeter Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitchurch Town Centre Winsford Town Centre Other, outside study area	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	0.0	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	0.1	0.5	0.1	0.0	0.0	0.4	0.0
(Don't know / can't remember) Other, outside study area	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	17.1	3.0	0.1	0.5	0.5	0.5	0.6	0.5	0.2	0.4	0.2	2.6	8.1

Table 10a: Estimated Capacity for Additional Licensed Premises Floorspace in Newcastle-under-Lyme Authority Area

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2024	63.6	63.6	0.0	0.0
2029	64.0	67.9	0.0	3.9
2034	64.9	72.1	0.0	7.2
2039	65.5	75.9	0.0	10.3
2040	65.8	76.6	0.0	10.9
Study Area Market Share	(%)	36.6		

Notes:

a. Allows for increased turnover efficiency as set out in Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure

b. Assumes constant market share claimed by Manchester facilities of 36.6% of Study Area expenditure

Table 10b: Quantitative Capacity for Licensed Premises Floorspace in Newcastle-under-Lyme Authority Area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq.m) Min
2024	0.0	0
2029	3.9	500
2034	7.2	900
2039	10.3	1,200
2040	10.9	1,300

Notes:

a. Average sales density assumed to be £8,512 per sq.m at 2023 as derived from Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure b. Allows for increased turnover efficiency as set out in Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure

Table 10a: Estimated Capacity for Additional Licensed Premises Floorspace in Town Centre

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2024	32.9	32.9	0.0	0.0
2029	33.2	35.2	0.0	2.0
2034	33.6	37.3	0.0	3.7
2039	33.9	39.3	0.0	5.4
2040	34.1	39.7	0.0	5.6
Study Area Market Share (%)		18.9		

Notes:

a. Allows for increased turnover efficiency as set out in Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure

b. Assumes constant market share claimed by Manchester facilities of 18.9% of Study Area expenditure

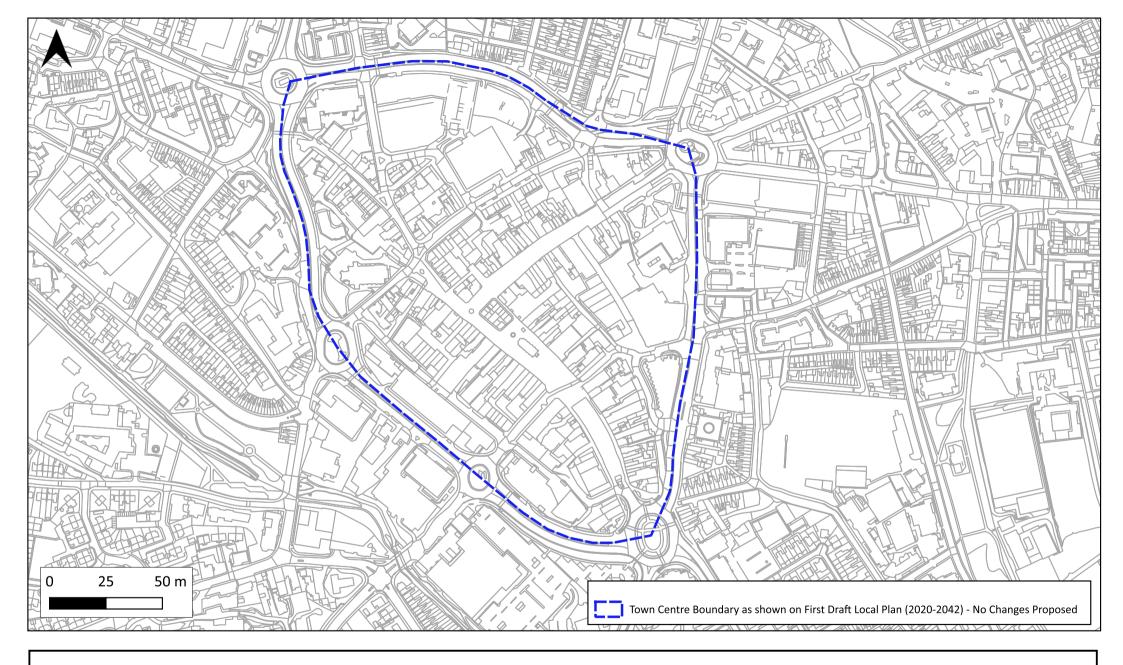
Table 10b: Quantitative Capacity for Licensed Premises Floorspace in Town Centre

Year	Surplus Expenditure	Floorspace Capacity (sq.m)	
	(£m)	Min	
2024	0.0	0.0	
2029	2.0	200	
2034	3.7	400	
2039	5.4	600	
2040	5.6	700	

Notes:

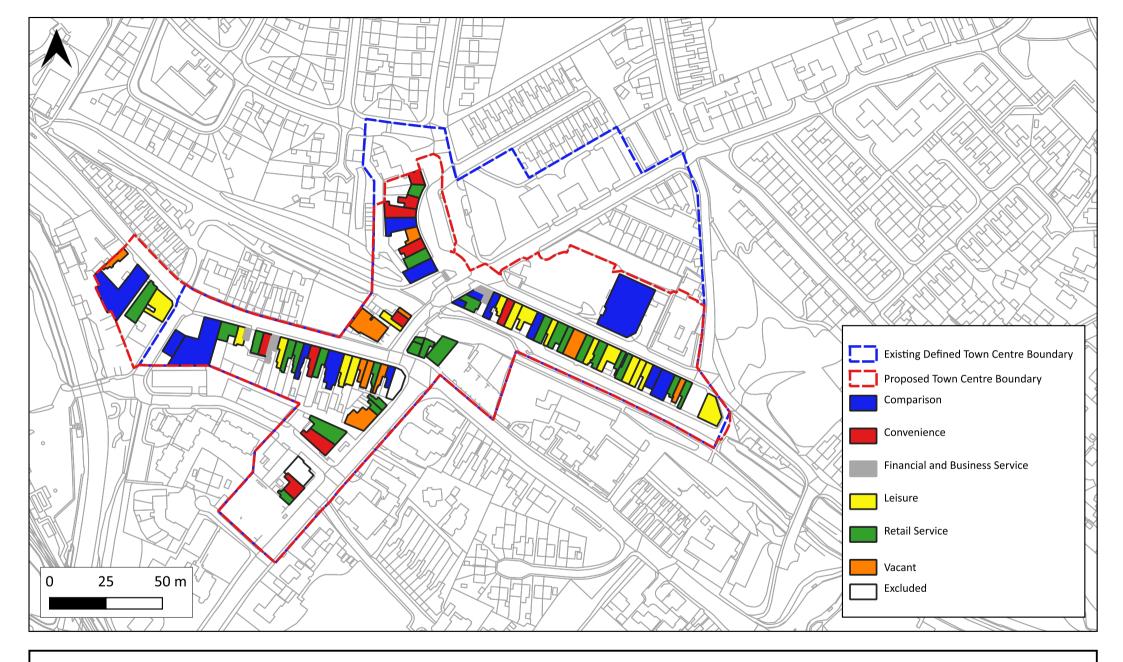
a. Average sales density assumed to be £8,512 per sq.m at 2023 as derived from Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure b. Allows for increased turnover efficiency as set out in Figure 2 of Experian Retail Planner Briefing Note 21 - Leisure

Appendix 7: Proposed Boundary Maps



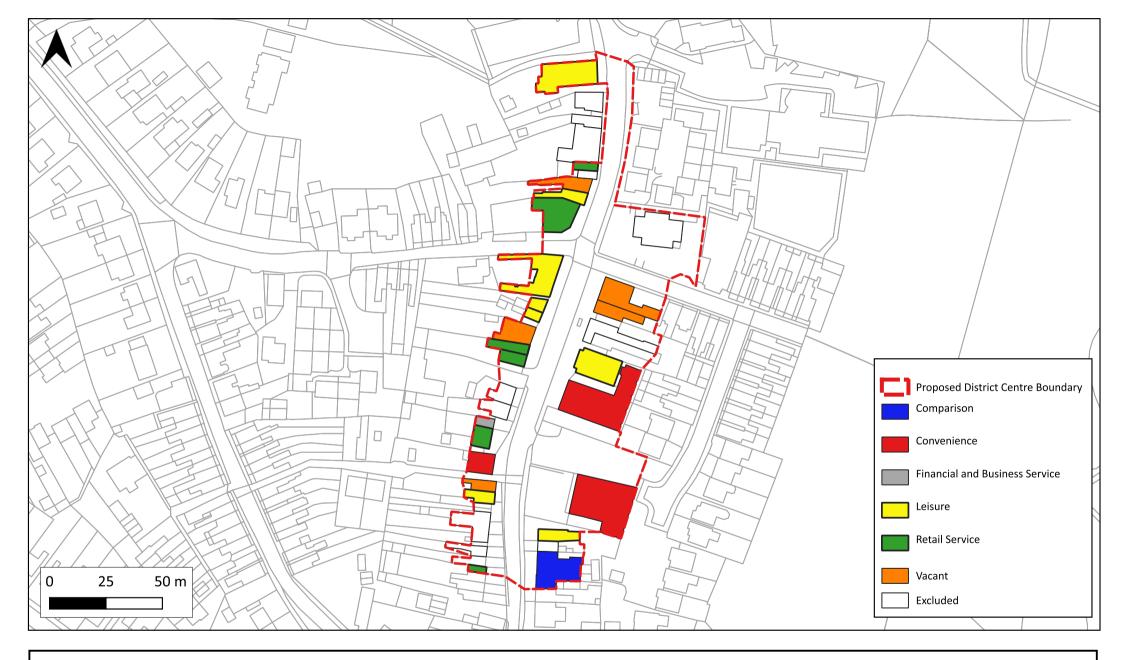


Newcastle Town Centre



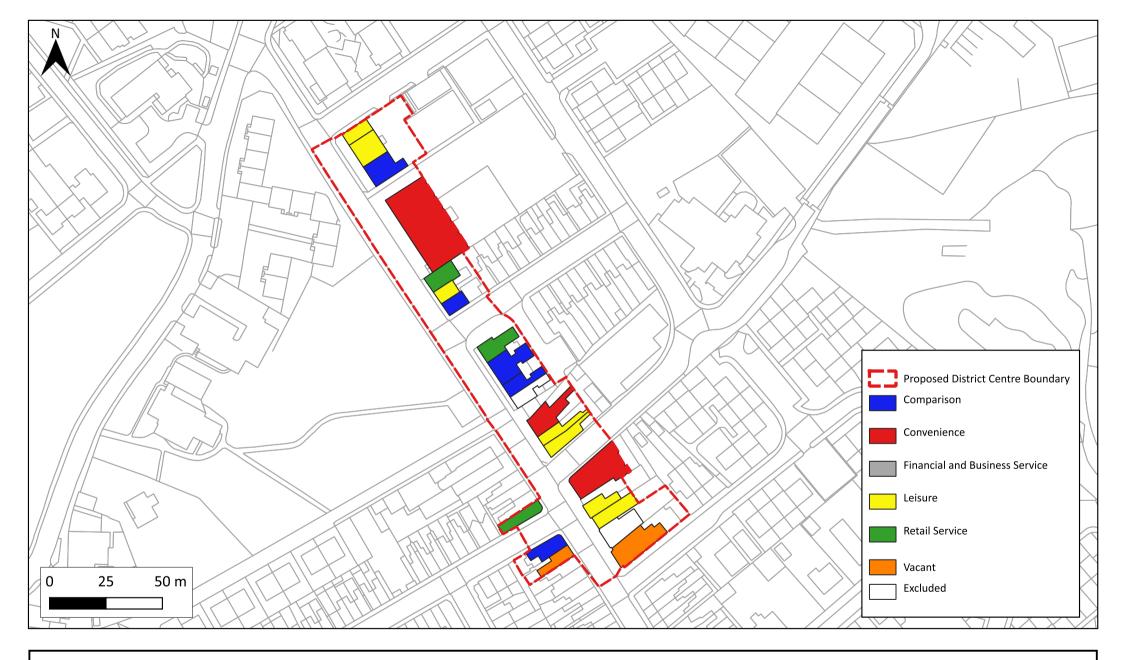


Kidsgrove Town Centre





Audley District Centre



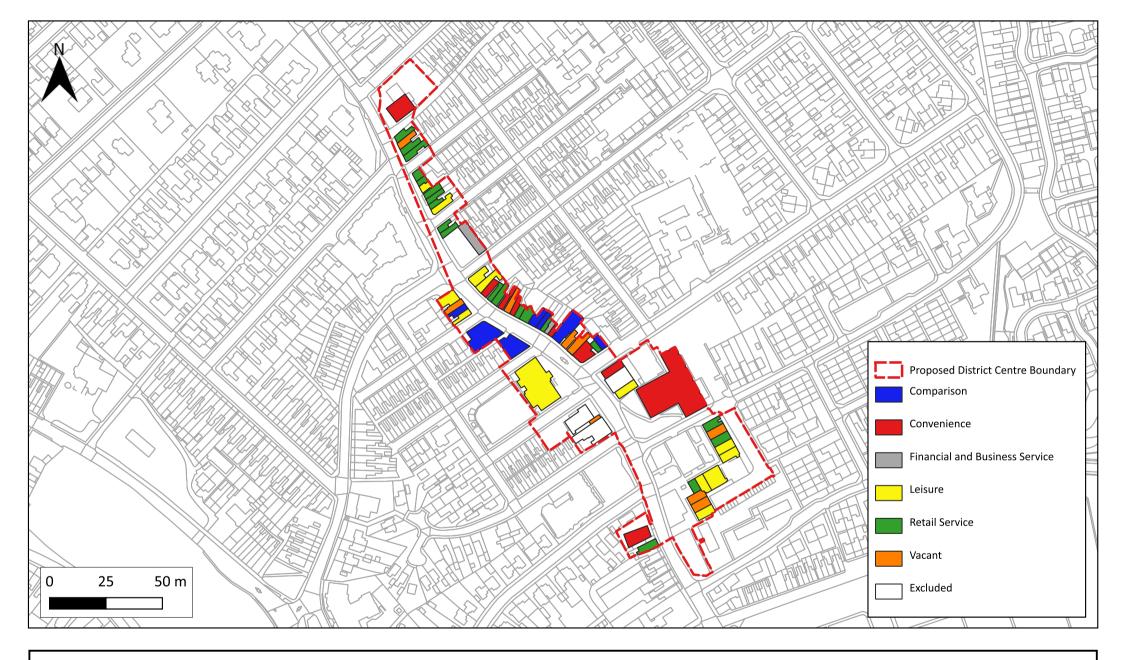


Chesterton District Centre



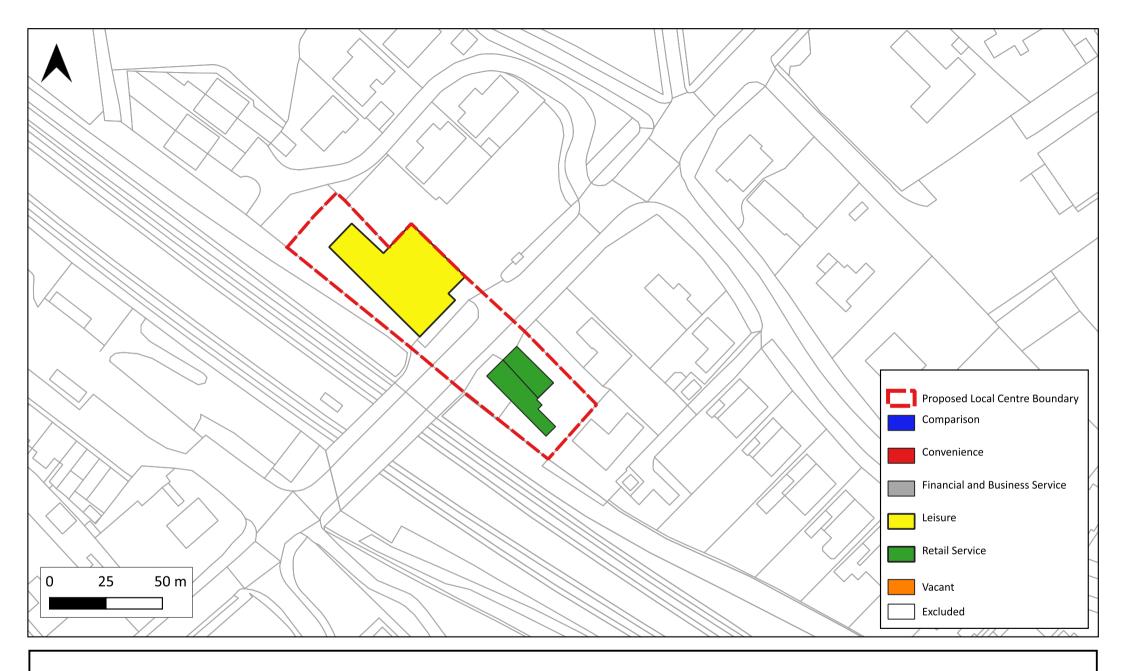


Silverdale High Street District Centre



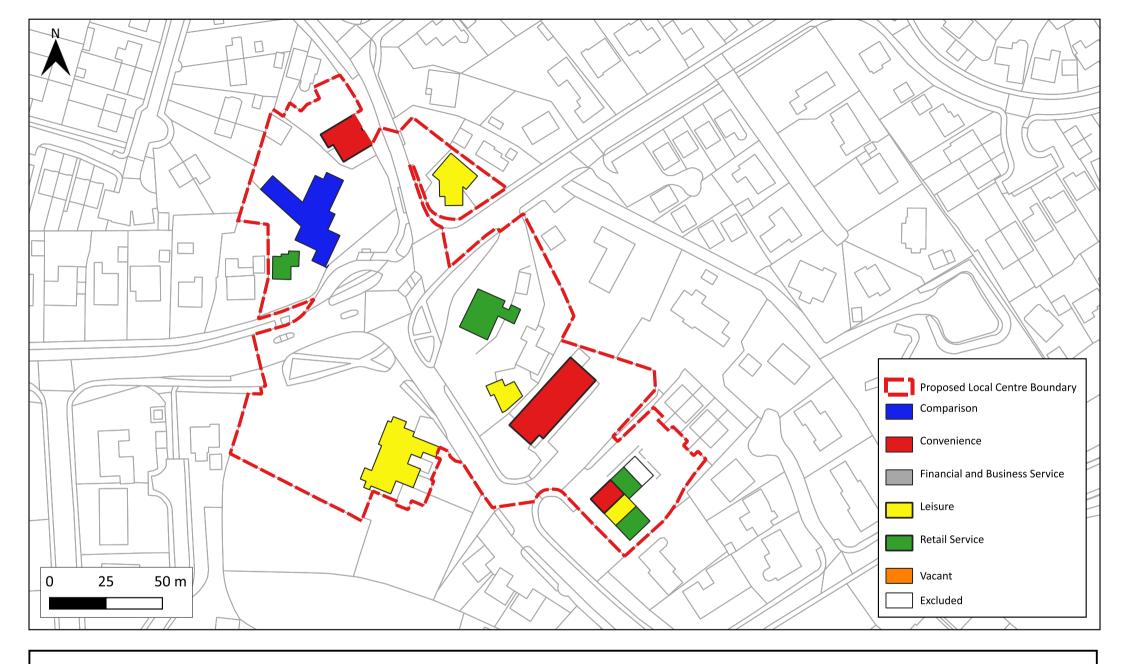


Wolstanton High Street District Centre





Baldwin's Gate Local Centre





Loggerheads Local Centre



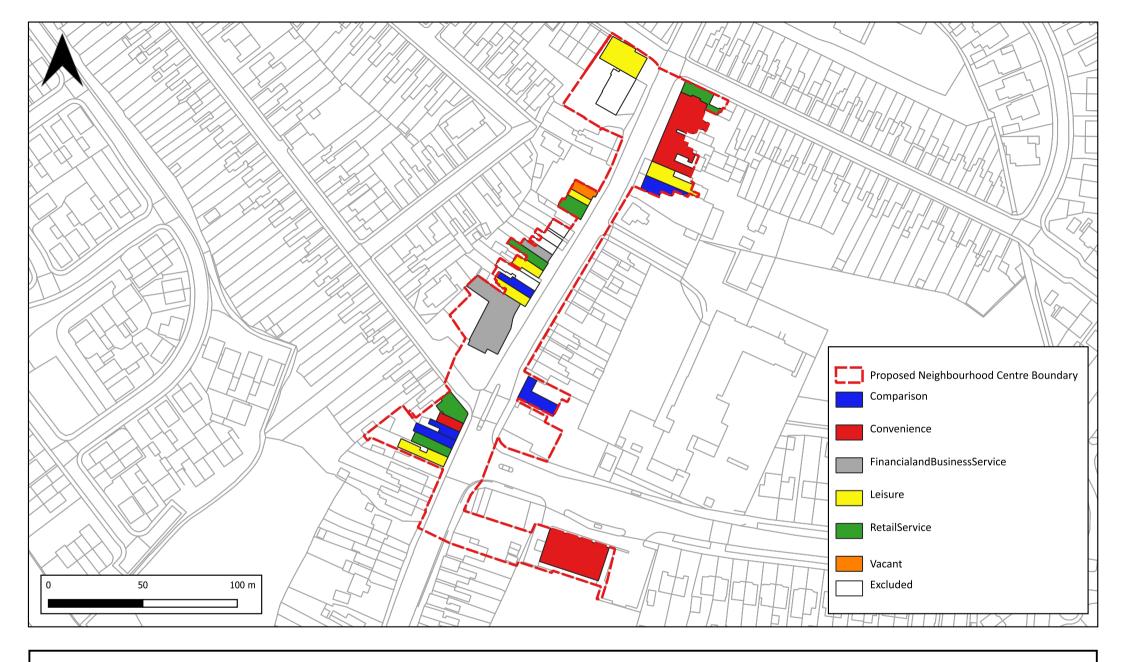


Madeley Local Centre





Bradwell (Hanbridge Avenue) Neighbourhood Centre





Butt Lane (Congleton Road) Neighbourhood Centre





Chesterton (Barbridge Road) Neighbourhood Centre



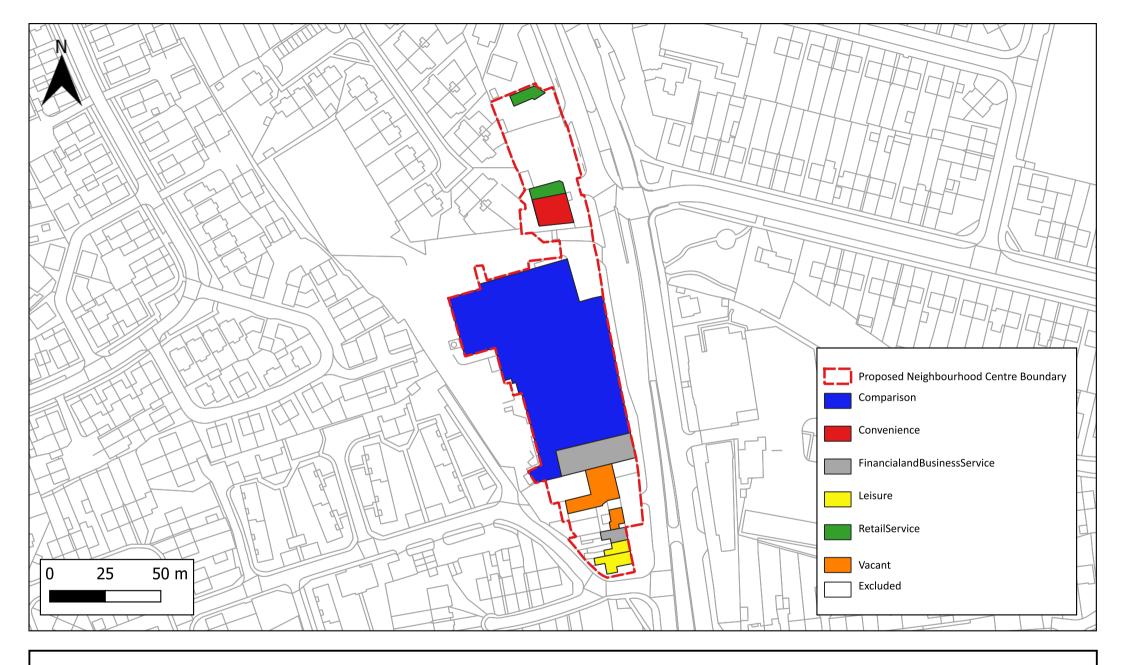


Clayton (Cambridge Drive) Neighbourhood Centre Newcastle-under-Lyme Retail Study 2024



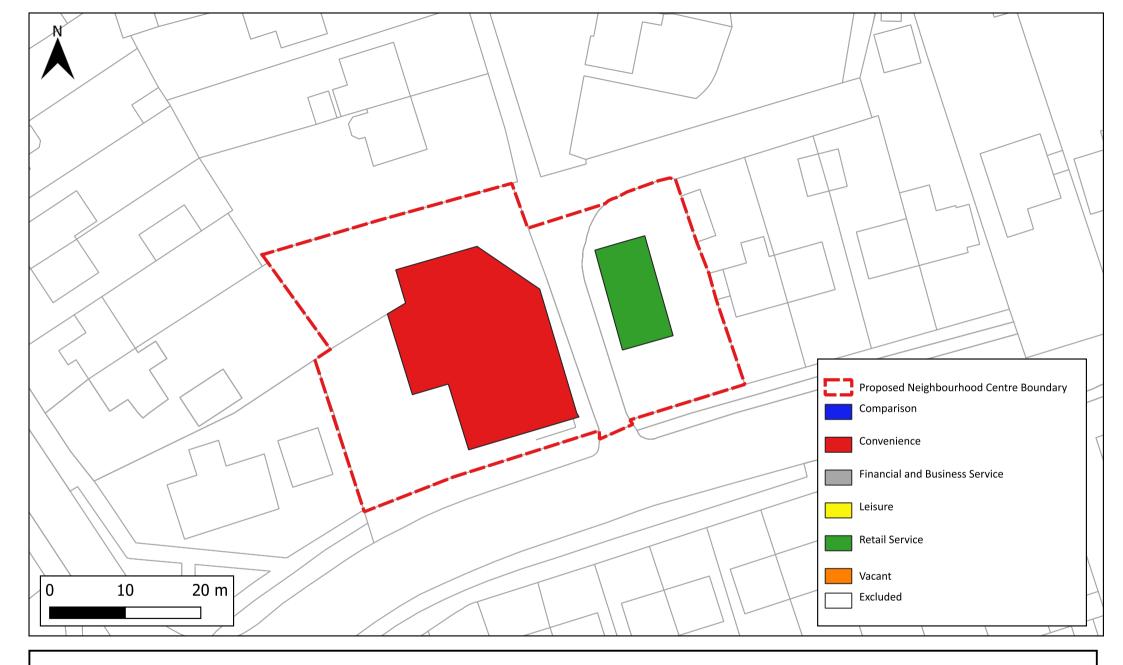


Clayton (Clayton Road, opposite Abbot's Way) Neighbourhood Centre



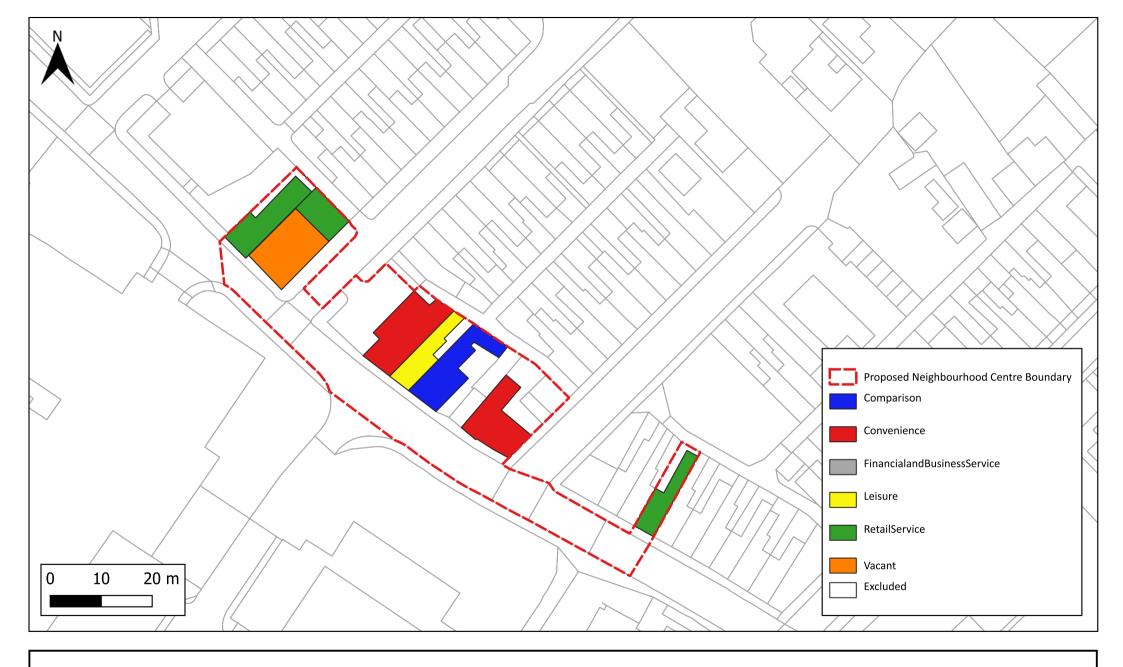


Cross Heath (Liverpool Road) Neighbourhood Centre





Kidsgrove (Whitehill Road) Neighbourhood Centre



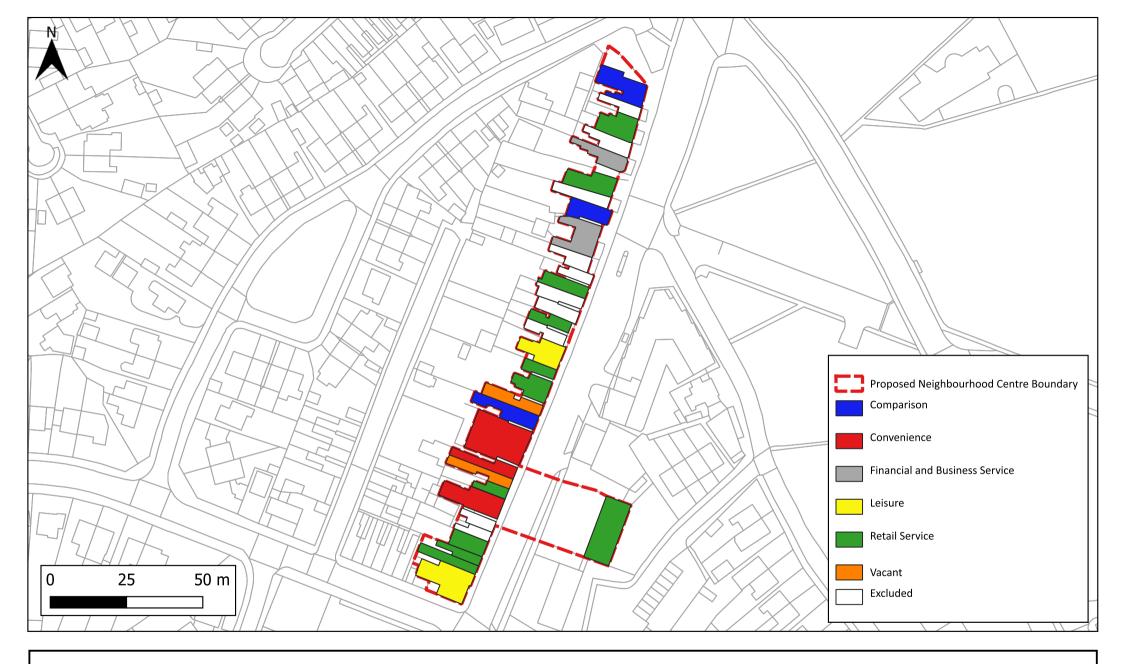


Knutton (Knutton Lane) Lane Neighbourhood Centre



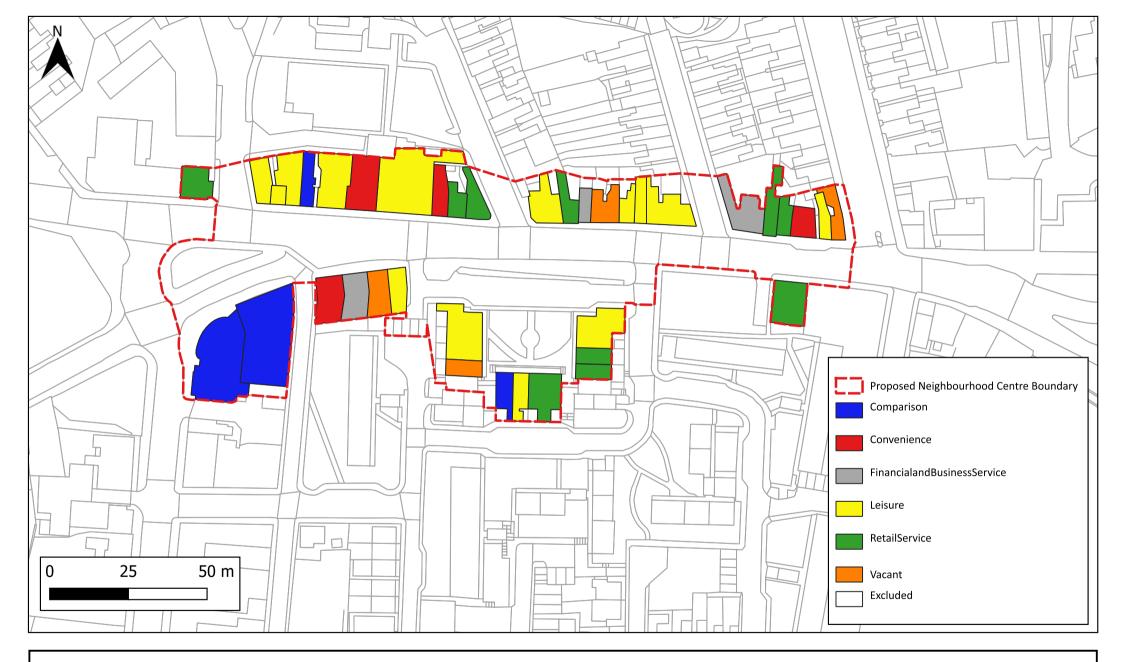


Liverpool Road Neighbourhood Centre





May Bank (High Street) Neighbourhood Centre



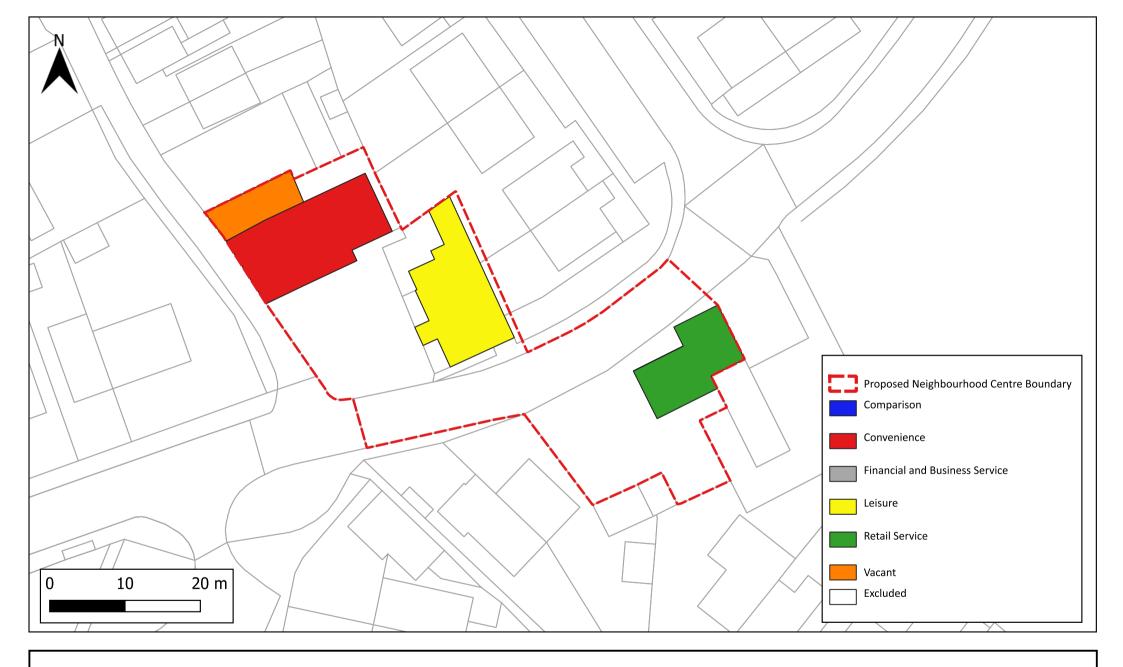


Newcastle Newcastle Town (George Street, Eastern End) Neighbourhood Centre



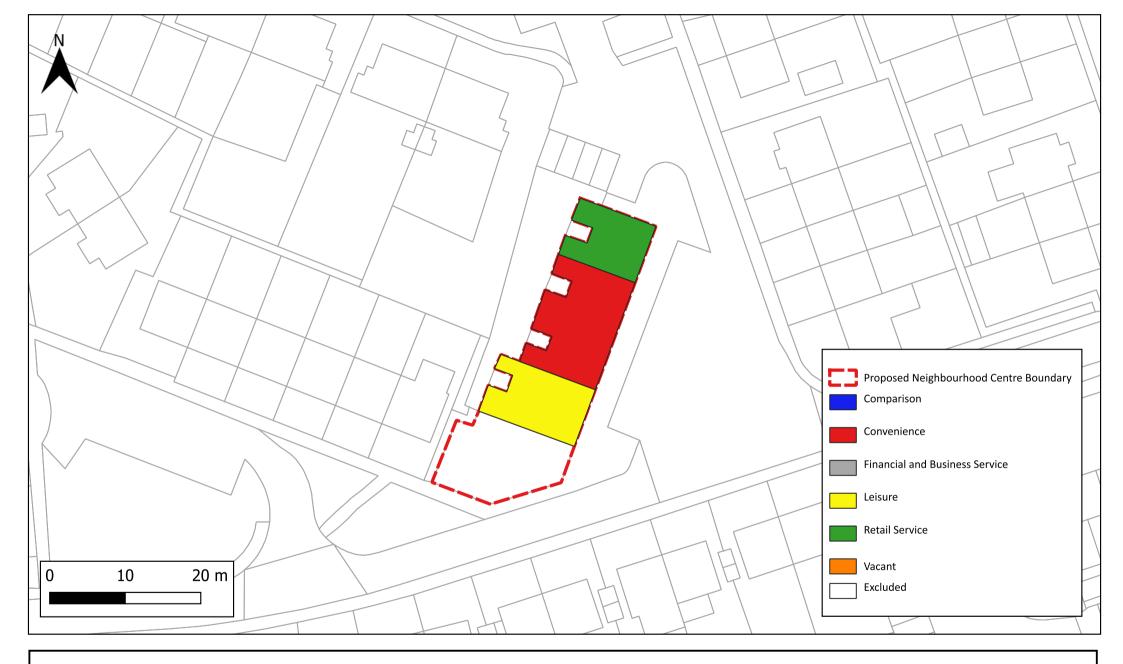


Porthill (Watlands View) Neighbourhood Centre



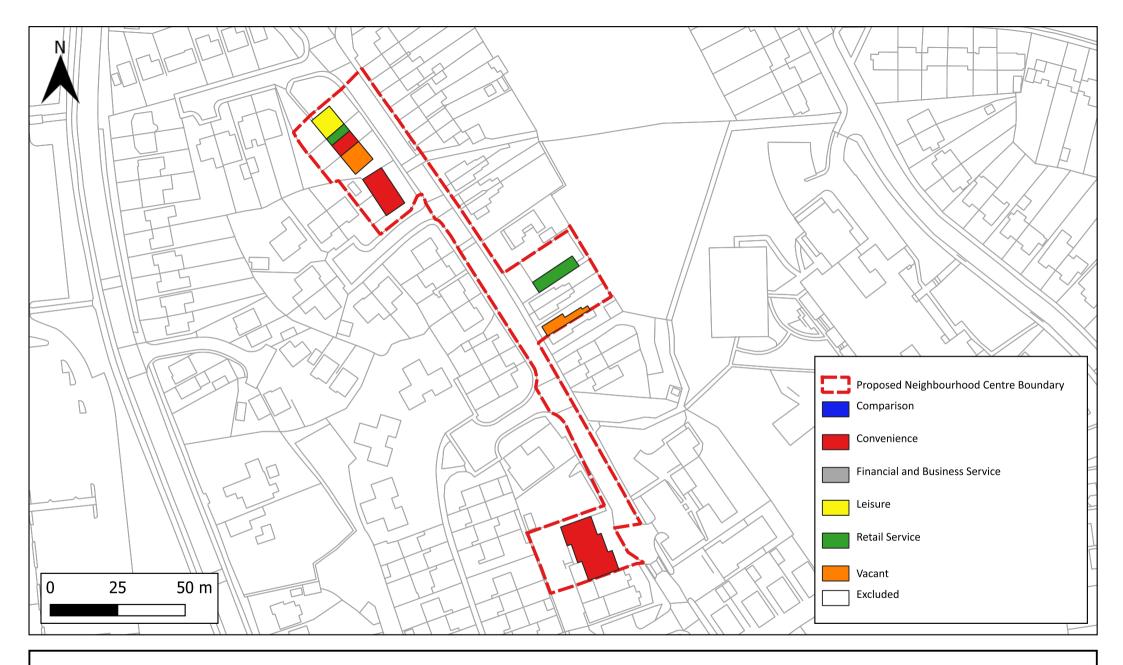


Rookery (High Street) Neighbourhood Centre



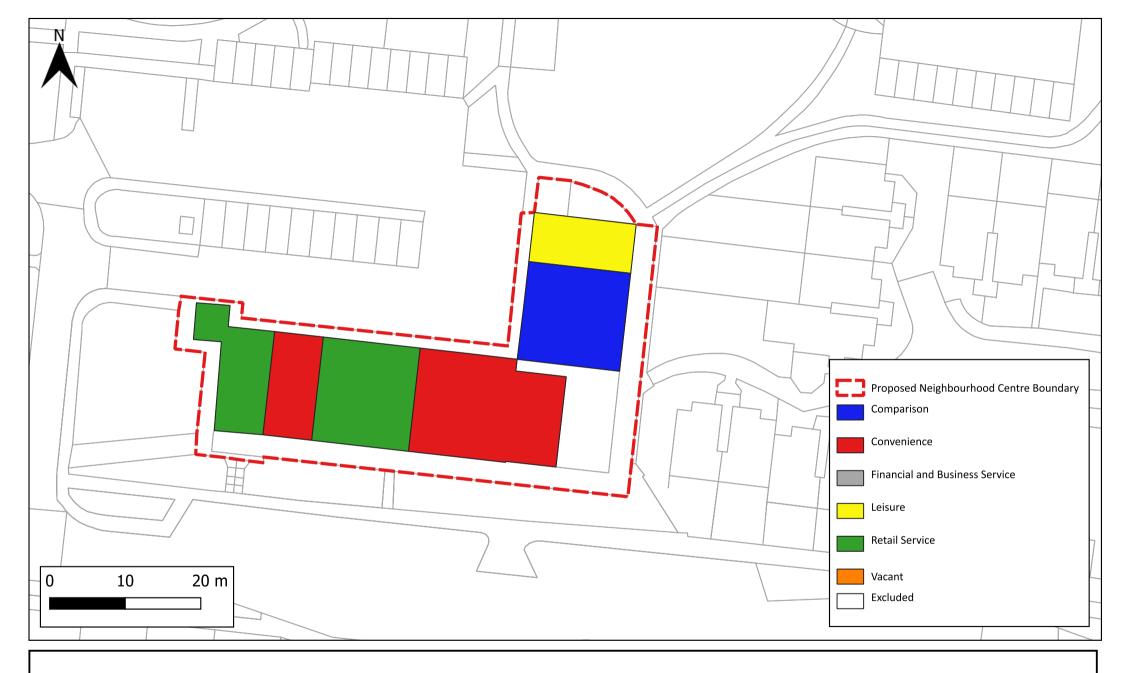


Seabridge (Tyne Way) Neighbourhood Centre



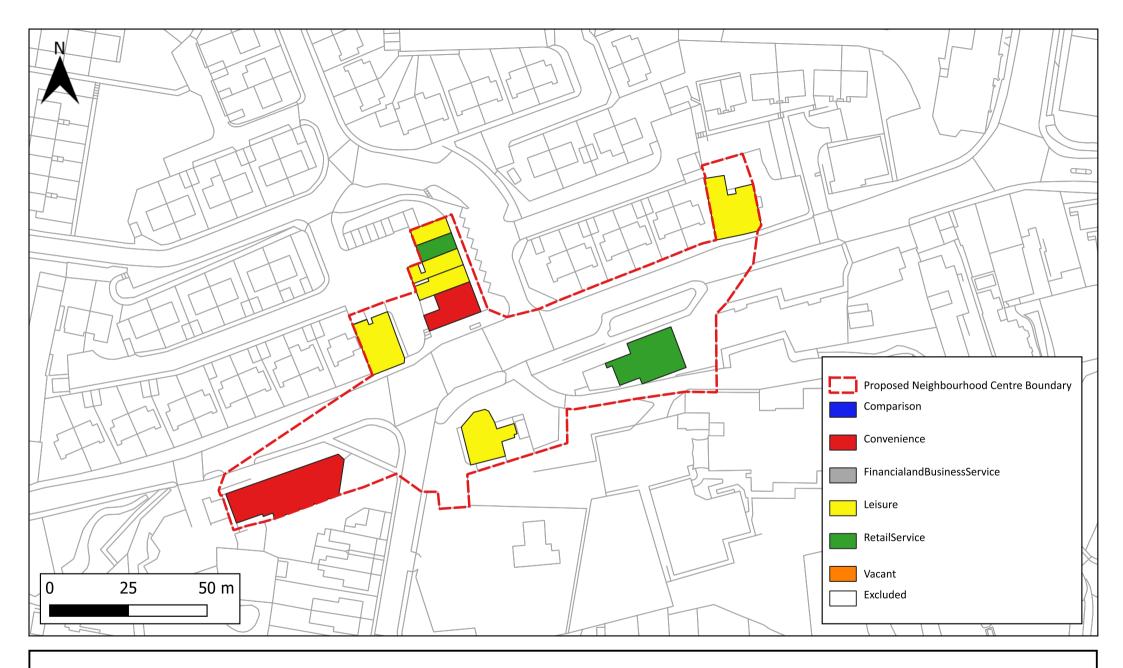


Talke (High Street) Neighbourhood Centre



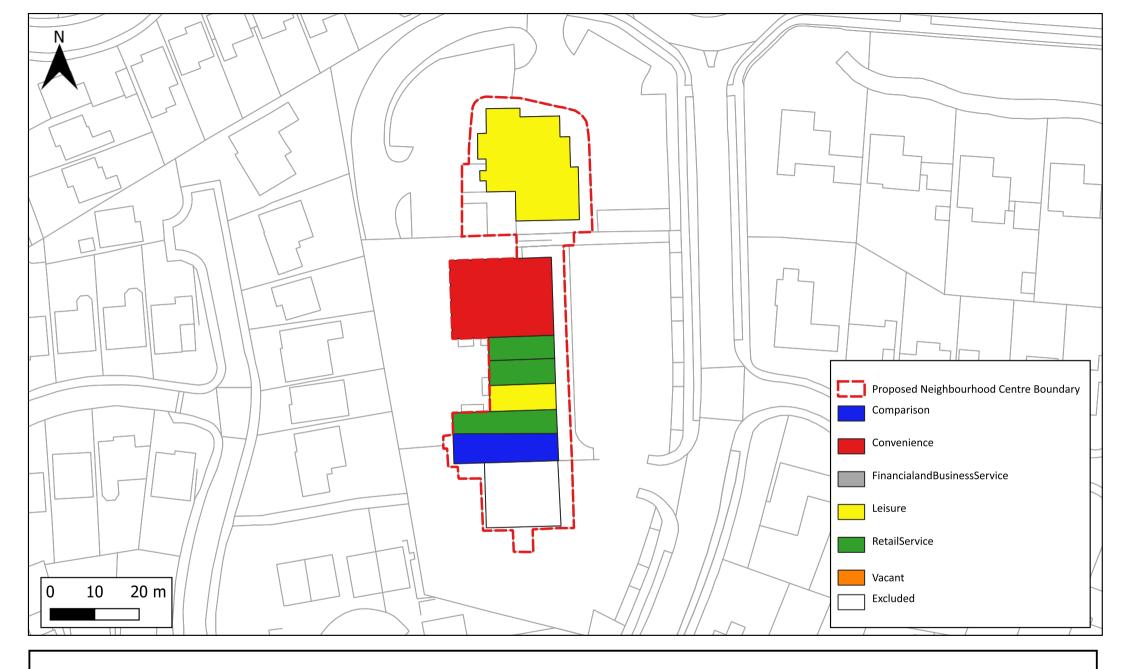


Thistleberry (Paris Avenue) Neighbourhood Centre



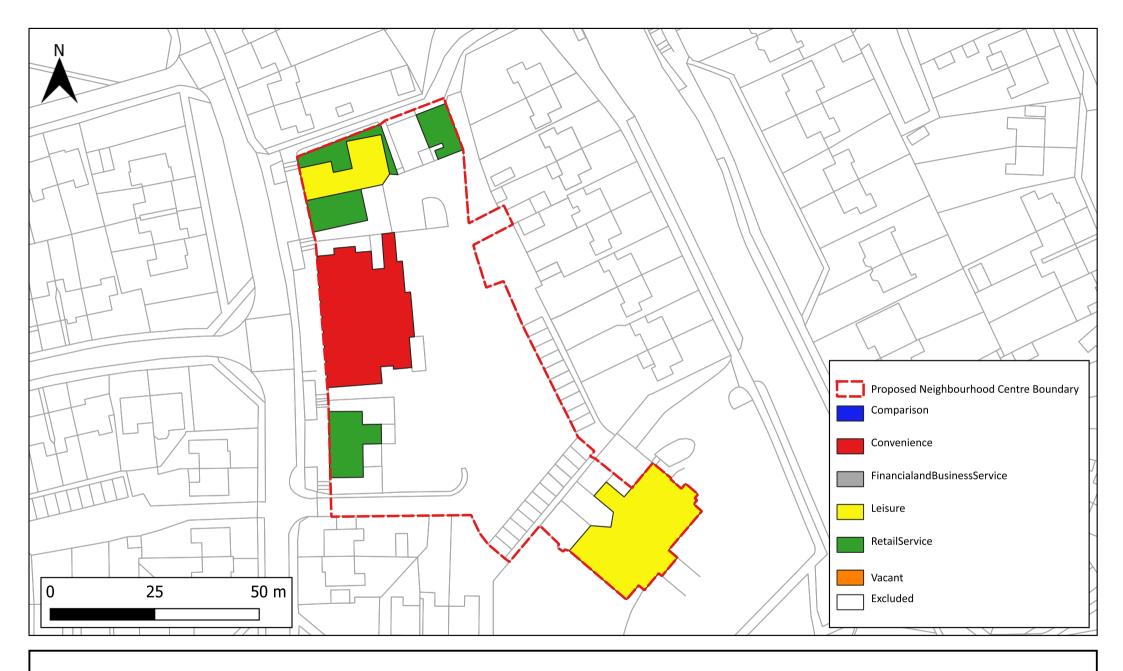


Thistleberry Town (Higherland / Drayton Street) Neighbourhood Centre Newcastle-under-Lyme Retail Study 2024





Westbury Park (Westbury Road) Neighbourhood Centre





Westlands (Windermere Road) Neighbourhood Centre