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Blaby District Council
Blaby Retail Study Update
2012

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1 Introduction

- 1.1 Drivers Jonas Deloitte (DJ Deloitte) was instructed by Blaby District Council (Blaby DC) in April 2012 to provide an update to those parts of the Roger Tym and Partners (RTP) Blaby Retail Study 2008, where it was known that there had been some material change of circumstances over the last four years.
- 1.2 The broad conclusions and recommendations of the Retail Study 2008 remain and continue to provide a sound evidence base for the LDF Core Strategy. This Update needs therefore to be read alongside the original Retail Study – it is not a replacement for it.
- 1.3 The particular matters that are readdressed in this Study are:
- Forecast years – The Update provides forecasts to 2029 to accord with the Core Strategy plan-period;
 - Revised population forecasts – these are based on the latest 2010–based ONS sub-national population projections published in 2012 (an alternative scenario is presented showing capacity forecasts based upon the population increases brought about by the District’s proposed Housing Allocations);
 - The new national planning policy context provide by the ‘National Planning Policy Framework’ published on 27 March 2012;
 - Revised estimates of residents’ retail expenditure – the Retail Study 2008 was undertaken immediately prior to the economic recession, the outcome of which has been significantly lower forecasts of disposable income growth;
 - Updated trends in relation to the proportion of expenditure that is accounted for by Non-Store Retail Trade (NSRT) or Special Forms of Trading – current trends show an increase in NSRT expenditure although the figures now include online sales such as ‘click and collect’ where goods are actually sourced from shops;
 - Some changes in retailer representation, e.g. the conversion of Somerfield stores to the Co-op and Jacksons to Sainsburys Local; and,
 - Retail commitments and proposals in the Overall Catchment Area.
- 1.4 The following parts of the Retail Study have not been readdressed, because, although there may have been some changes, the assessments and overall findings remain valid:
- The PPS6 performance analysis assessment of centres within the District (Retail Study Section 3). The PPS6 methodology remains appropriate. There have been no changes in the retail hierarchy. Attention is drawn separately to any material changes in the centres e.g. improvement initiatives, commitments, etc.

- Application of the results of the NEMS household interview surveys undertaken in May 2008, in respect of shopping patterns at the Study base year;
- The broad methodology for assessing quantitative retail needs within the District; and,
- The scope for additional commercial leisure provision within the District.

2 The Requirements of National and Regional Policy

- 2.1 The Retail Study 2008 is based primarily on the national planning policy context provided by PPS6 'Planning for Town Centres', 2005. It also refers to PPS12 'Local Spatial Planning' and the Regional Spatial Strategy for the East Midlands (RSS8), 2005.
- 2.2 PSS6 was replaced initially by PPS4 'Planning for Sustainable Economic Growth' in 2009 and subsequently by the NPPF in March 2012. PPS12 was also subsumed by the NPPF. The Regional Spatial Strategy for the East Midlands (RSS8) remains in force only until such time as it is cancelled through the provisions of the Localism Act.
- 2.3 The requirements of national and regional policy underlying the Retail Study assessments remain valid. In broad terms the NPPF reiterates the PPS6 / PPS4 retail policy requirements, but in a more streamlined form with some modifications.
- 2.4 The RSS8 regional spatial strategy requirements have largely been built into the LDF Core Strategy, so that cancellation of the RSS should not now lead to any significant changes.
- 2.5 We describe below the relevant (town centre / retail) requirements of the NPPF, in accordance with which this Update has been undertaken.

National Planning Policy Framework (2012)

- 2.6 The NPPF (paragraph 150) states that Local Plans are the key to delivering sustainable development and that planning decisions must be taken in accordance with the development plan unless material considerations indicate otherwise.
- 2.7 The Local Plan should be based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area, taking account of relevant market and economic signals (paragraph 158).
- 2.8 Paragraphs 23 to 27 of the NPPF provide guidance on the promotion of the vitality and viability of town centres, with paragraph 23 setting out specific planning policy considerations for planning authorities when drawing up Local Plans. These are:
 - *“Recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;*

- *Define a network and hierarchy of centres that is resilient to anticipated future economic changes;*
- *Define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations;*
- *Promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;*
- *Retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;*
- *Allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. It is important that needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability. Local planning authorities should therefore undertake an assessment of the need to expand town centres to ensure a sufficient supply of suitable sites;*
- *Allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;*
- *Set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;*
- *Recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites; and,*
- *Where town centres are in decline, local planning authorities should plan positively for their future to encourage economic activity.”*

2.9 It will be important for the Council to consider how these matters are addressed in the LDF Core Strategy. However, it should be noted that the NPPF is identifying considerations that are relevant to a Local Plan, and it may not therefore be appropriate to include some of these matters within an LDF Core Strategy at this interim plan-making stage, e.g. the definition of primary shopping areas, and primary and secondary shopping frontages.

2.10 Paragraphs 14-26 describe sequential approach and impact tests that are broadly similar to, but a simplified version of, the tests in PPS4. They are most applicable to the consideration of planning applications.

3 Performance Analysis of Centres

- 3.1 The Retail Study 2008 provides a comprehensive analysis of the performance of Blaby town centre, Fosse Park, and ten villages centres that had been identified in the adopted Local Plan (namely Cosby; Countesthorpe; Enderby; Glenfield; Huncote; Kirby Muxloe; Narborough; Sapcote; Stoney Stanton; and Whetstone).
- 3.2 Their assessments are based on ten indicators of vitality and viability set out in Section 4 of the former PPS6. Although PPS6 has been cancelled and replaced by the NPPF, RTP's assessment remains valid in the context of current planning policy requirements and continues to provide an important part of the evidence base for the LDF Core Strategy.
- 3.3 There have been no subsequent changes to the retail hierarchy within Blaby District. Although some changes have taken place within centres (and Fosse Park), these are not of a scale or significance to warrant an update being taken of the centre audits. The principal changes are:
- Blaby town centre improvements, consisting of a range of measures to improve the overall attractiveness of the town centre as a place to shop and visit in general including:
 - Public realm improvements including new signage, planting and foliage, seating, lighting and de-cluttering of unnecessary signage;
 - Provision of notice boards and information maps;
 - Car parking improvements;
 - Conversion of the old police station into a civic hall for use by local organisations;
 - Creation of a town centre partnership as a forum for businesses to discuss issues and organise events;
 - Organisation of events in the town such as celebrations for the Queen's Jubilee;
 - Circulation of regular newsletters publicising these events; and,
 - A number of initiatives will be implemented in the future such as a heritage trail, addition of a heritage centre to the Civic Hall and an event for the switch on of the town's Christmas lights.
 - An extension to Sainsbury Fosse Park of 3,277 sq. m net sales area;
 - The loss of Somerfield and their replacement by Co-Op foodstores in Blaby, Enderby and Glen Parva;
 - The change in fascia of the Jacksons Hinckley Road to a Sainsbury's Local store; and,

- The construction of a 1,460 sq. m. mezzanine floor within the Currys store at Fosse Park.
- 3.4 Whilst there have been some changes in retail provision in the vicinity of the District, such as the opening of the Waitrose store in Oadby, and the opening of the extension to the Highcross Shopping Centre in Leicester, it is not considered that these changes have had a material impact upon shopping patterns within the District.

4 Current Patterns of Retail Spending

- 4.1 For the purposes of establishing current patterns of retail spending RTP commissioned household telephone interview surveys from NEMS Market Research. 1,011 interviews were undertaken between 8th and 19th May 2008. For the purposes of this Update the NEMS survey findings have been adopted, but with some minor modifications to which we refer below.

Overall Catchment Area

- 4.2 The overall catchment area (OCA) and 9 zones adopted by RTP are shown in Figure 4.1 of the Retail Study 2008. The nine zones that formed the area for the household telephone interview survey were based on post-code sectors. However, the OCA boundary was defined as the administrative boundary of Blaby District, which is not synonymous with the post-code sectors. Hence the OCA boundary used in the Retail Study 2008 does not accord fully with the area covered by the household telephone interview surveys. A number of the post-code sectors surveyed straddle the District administrative boundary.
- 4.3 We have confirmed with NEMS that interview surveys were undertaken within post-code sectors as a whole, and therefore included the whole of those post-codes sectors of which a part lay outside the defined OCA (the District administrative boundary). In our opinion, in order to achieve statistical accuracy it is necessary for the OCA boundary to be synonymous with the area within which the household telephone interview surveys were undertaken. Our revised OCA therefore, shown in Appendix 1 of this Update, includes the whole of those post-code sectors that straddle the District administrative boundary and is therefore more extensive than the RTP OCA. The postcode sectors that make up each of the OCA zones are included in Table 4.1 below.
- 4.4 The principal differences between the RTP OCA and the Update OCA are that the Update OCA extends slightly further in all directions. The most notable alteration is that the whole of postcode sector LE10 3 is now included. This postcode sector 'wraps around' the town of Hinckley. The extension of the Update OCA so it is consistent with the areas of the household telephone interview surveys increases the population of the OCA by around 50%.

Table 4.1: Overall Catchment Area Study Zones

Zone	Constituent Postcode Sectors
Zone 1 – South West Blaby	LE9 4, LE10 3
Zone 2 – West Blaby	LE9 3, LE9 7, LE9 9
Zone 3 – Blaby Town and Whetstone	LE8 4, LE8 6, LE9 1
Zone 4 – South East Blaby	LE8 5, LE8 8, LE18 3
Zone 5 – Enderby and Narborough	LE19 0, LE19 2, LE19 3, LE19 4
Zone 6 – Glen Parva	LE2 9
Zone 7 – Braunstone and Fosse Park	LE3 2, LE19 1
Zone 8 – Leicester Forest East	LE3 3
Zone 9 – North Blaby	LE3 8, LE9 2

Comparison and Convenience Goods Expenditure Patterns

- 4.5 Although the Update base year expenditure patterns are based on the 2008 interview survey findings, there are some relatively minor changes caused by changes to the OCA boundary. Because the Updated OCA boundary is geographically more extensive, some shopping trips to centres / facilities previously recorded as being outside the OCA are now recorded as being within the OCA. These adjustments arise principally with convenience shopping for which local shopping trips are more prevalent.
- 4.6 The overall findings in respect of the relative attractiveness of centres for comparison and convenience goods shopping) are unaffected by these changes.

5 Quantitative Need in the Retail Sector

5.1 We have updated RTP's quantitative forecasts of shopping needs, which are set out in Section 5 of the Retail Study. Details of our updated assessment are provided within Appendix 2 convenience goods and Appendix 3 comparison goods.

Methodology

5.2 We have broadly retained the methodology for assessing quantitative retail need set out in paragraph 5.2 of the Retail Study. Tables 8b and 8c assess the potential overtrading or under-trading of foodstores within the catchment. However, this has not been incorporated into the expenditure capacity assessment in line with point vii) of the RTP methodology, as we have assumed that the OCA spending patterns are in equilibrium in the base year of 2012.

5.3 The RTP Retail Study 2008 provides forecasts for 2011, 2016, 2021 and 2026. This Update provides forecasts for 2012, 2014, 2019, 2024 and 2029.

Catchment Population

Step 1 – OCA Population Forecasts

5.4 The Updated population forecasts for the OCA are significantly greater than in the Retail Study 2008. This is principally as a result of the wider OCA boundary. However, it is also due to use of updated ONS population forecasts. Table 1 of Appendices 2 and 3 shows the population for the Updated OCA and nine zones. The base population data was obtained from Experian Micromarketer in May 2012 and projected to the end of the study period using ONS 2012 2010-based sub-national population projections for Blaby District. Table 5.1 below shows the population of the OCA for each of the relevant test years.

Table 5.1: Overall Catchment Area Population Projections

Overall Catchment Area	2012	2014	2019	2024	2029
Population	144,246	146,507	152,837	159,017	164,594

- 5.5 Additional capacity projections are presented for a slightly higher population growth rate than the ONS 2012 2010-based population projections derived from the Council's Housing projections data. This growth rate is higher principally due to the proposals for a new settlement (New Lubbesthorpe) within Zone 5 of the OCA which was not included in the Retail Study 2008. However, the potential for retail growth associated with 'Sustainable Urban Extensions' was referred to in Paragraph 5.56 of the 2008 RTP Study, which indicated that the Council should consider planning for a moderate sized foodstore associated with a new Sustainable Urban Extension.

Convenience Goods

Step 2 – Residents' Expenditure on Convenience Goods

- 5.6 Tables 2 and 3 of Appendix 2 set out the expenditure per head of residents within the four main zones and an average for the buffer zones. Table 2 sets out the total expenditure of residents on convenience goods each year, and Table 3 expenditure in shops, having discounted Non-Store Retail Trade (NSRT). NSRT is principally expenditure through the internet but also through markets, catalogues, vending machines and door to door sales. In the case of Blaby District this would also include expenditure spent in farm shops. This percentage deduction for each year is taken from Experian's latest Retail Planning Briefing Note 9 published in September 2011¹.
- 5.7 The base year 2010 figure was obtained from Experian Micromarketer in May 2012 and projected using Experian 'Forecast' growth rates. 'Forecast' growth rates have been adopted as these represent a prediction of how retail expenditure is estimated to grow, rather than being based on past trends. Trend-based growth rates have been more appropriately used in the past, when there was greater confidence in past trends continuing. The inherent difficulties of forecasts based on past trends was illustrated in the range of different forecasts produced in 2009. It is considered that trends prior to the recession are unlikely to be replicated in the future due to the current economic uncertainty and the lack of available credit that has fuelled recoveries in consumer spending in the past.

Step 3 – Total Available Convenience Expenditure

- 5.8 Following steps one and two above, Table 4 of Appendix 2 sets out the total amount of expenditure available in each of the nine study zones and the OCA. This is achieved by multiplying the population of each of the zones (from Table 1) by residents' expenditure per head excluding NSRT (Table 3. Table 4a shows that in 2012 there is £261.54m available within the O.
- 5.9 Tables 4b-4d divide overall convenience expenditure into – main food, top-up, and local shops in accordance with the same percentage splits as used in the Retail Study 2008.

¹ In line with guidance from Experian, the deduction does not include goods that are ordered online but collected or delivered from physical stores and is therefore transacted through the tills of these stores. It does however include means such as Ocado or 'dark' stores and warehouses where access to the public is not available.

Step 4 – Residents’ Convenience Goods Shopping Patterns

- 5.10 Tables 5a, 5b and 5c of Appendix 2 indicate where residents of the OCA currently undertake their main food, top-up and local shopping trips. This information is based upon the household telephone interview surveys conducted by NEMS Market Research in April 2008.
- 5.11 These tables show the market share of a particular facility from residents of each zone. For example, Table 5a shows that retail facilities in Zone 7 Braunstone and Fosse Park attract the greatest amount of OCA main food shopping expenditure £114.38m (54.67%), more than the remaining 8 zones combined.
- 5.12 Table 6 presents the sums of the flows of expenditure set out in Tables 5a, 5b and 5c to give the turnover of retail facilities within the OCA from residents of the OCA. The table also shows the amount of money leaking to retail facilities outside of the OCA. Table 6 shows for example that the total convenience goods turnover of facilities outside the OCA from residents who live within the OCA is £73.80m. When compared to the total available expenditure available from residents of the OCA in 2012 of £261.54m, this shows us that a fair proportion of the overall convenience goods expenditure is retained within the OCA with only 28% ‘leaking’ to facilities outside of the catchment.

Step 5 – OCA and Zone Convenience Goods Market Shares

- 5.13 Table 7 of Appendix 2 sets out the individual market shares of each of the OCA zones and the market share of the OCA as a whole. These figures are summarised in Table 5.2 below.

Table 5.2: Convenience Goods Market Shares of OCA Zones

Zone	Market Share From Home Zone (%)	Market Share From OCA (%)
Zone 1 – South West Blaby	12.95%	1.33%
Zone 2 – West Blaby	10.63%	1.71%
Zone 3 – Blaby Town and Whetstone	39.82%	9.07%
Zone 4 – South East Blaby	7.81%	1.31%
Zone 5 – Enderby and Narborough	16.52%	3.99%
Zone 6 – Glen Parva	9.41%	1.00%
Zone 7 – Braunstone and Fosse Park	85.33%	47.96%
Zone 8 – Leicester Forest East	11.41%	1.94%
Zone 9 – North Blaby	28.76%	3.47%
Total OCA	-	71.78%

- 5.14 Table 5.2 shows that whilst the OCA as a whole has a market share of around 72%, the majority of this (approximately 48%) is accounted for by facilities within Zone 7 – Braunstone and Fosse Park. Table 5.2 shows that whilst some zones and the centres within them, such as Blaby and Glenfields, are fairly popular in their local area, it is the larger ASDA and Sainsburys foodstore adjacent to Fosse Park that draw shoppers from across the OCA and Blaby District.

Step 6 – Trading Level of Existing Stores

- 5.15 Table 6 of Appendix 2 sets out the survey derived turnover of existing stores from the OCA and Table 8a the benchmark turnover of existing foodstores.
- 5.16 Tables 8b and 8c indicate the potential overtrading or under-trading of stores within the OCA. Table 8b displays this for smaller convenience stores (i.e. excluding the larger ASDA and Sainsburys stores at Fosse Park). This table suggests that on average these stores would need to obtain around one third of their trade from outside the OCA to achieve national average turnover levels for each operator. This is unlikely to be the case as smaller stores within the OCA (with the exception of perhaps the M&S at Fosse Park) are unlikely to obtain more than 5%-10% of their trade from outside the catchment area. This suggest that some of the smaller stores within the catchment area ‘under-trading’.
- 5.17 It must be recognised however that the Household Telephone Survey is not a ‘perfect’ tool for assessing the turnover of smaller foodstores. It is possible that the turnover of some of these stores has been under-estimated by the household telephone interview survey. Also, in rural areas and small towns within which many of these stores are located retail rental levels are often not as high as in more densely populated locations. This may mean that stores do not have to achieve as high a turnover per sq. m to trade healthily. Notwithstanding this, the importance of these smaller stores serving the day to day needs of the District’s residents is evident.
- 5.18 Table 8c assesses the potential over or under-trading of the ASDA and Sainsburys stores at Fosse Park. This table shows that the trade the ASDA store receives from the OCA alone is more than enough for it to trade at above national average levels. The Sainsburys store is shown as under-trading, although it must be noted that the survey-derived turnover of this store is based upon the position prior to its extension. Table 8c also shows that both stores would be over-trading were they to obtain around 20% of their trade from outside the OCA – a fairly conservative assumption given the popularity of Fosse Park as a shopping destination.

Step 7 – Retail Commitments

- 5.19 Table 9 of Appendix 2 sets out the turnover of convenience goods Commitments. There are two relevant convenience goods Commitments that have been taken into account in the capacity assessment – the extension to the Sainsburys Foss Park store and the proposed new retail facilities at Glenfield Park. These have a total convenience goods turnover in 2012 of £13.61m

Step 8 –Capacity for Additional Floorspace

- 5.20 Tables 10 and 11 of Appendix 2 utilise the information from the previous Tables to assess the levels of expenditure capacity within the OCA over the Study period. This follows the same approach as the equivalent tables (RTP Sheets 7a, 7b and 7c) in the Retail Study 2008. Table 10 sets out the capacity at position on the assumption that the market share OCA residents expenditure retained within OCA shops remains constant from 2008 at 71.8%. Table 11 makes allowance for an increase in market share across the OCA to 80% by 2029, consistent with the approach modelled in the Retail Study 2008.
- 5.21 The outputs from these tables are analysed in more detail further below. At the existing market share of retained expenditure there is no floorspace capacity within the OCA until 2019. With an increase in market share of retained expenditure this is brought forward to 2017. A commentary on the appropriateness of allowing for increasing the market share of the OCA is also included further below.

Comparison Goods

- 5.22 The same broad methodology is employed within the comparison goods capacity assessment as is employed within the convenience goods capacity assessment set out above. Therefore to avoid unnecessary repetition, the description of the comparison goods methodology below only covers areas that differ slightly from the convenience goods methodology above.

Steps 1, 2 & 3 – Available Comparison Goods Expenditure

- 5.23 The population data contained within Appendix 3 is identical to that utilised within Appendix 2. Tables 2 and 3 of Appendix 3 also set out residents' comparison goods expenditure per head for each of the zones and an average across the buffer zones. Table 2 indicates the total expenditure figure, and Table 3 the figure minus the deduction for NSRT. The expenditure per head in Table 2 has been projected utilising Experian 'Forecast' comparison goods growth rates and the relevant NRST deduction percentage have also been taken from Experian Retail Planner Briefing Note 9 (September 2011).

Step 4 – Residents' Comparison Goods Shopping Patterns

- 5.24 Tables 5a to 5j of Appendix 3 set out where residents within the OCA currently buy various categories of non-food goods. These tables set out the market shares and flows of expenditure for the last two shopping destinations for the following goods categories:
- Clothing and footwear;
 - Furniture, Carpets and Soft Household Furnishings;
 - DIY and Decorating Goods;
 - Domestic appliances including washing machines, fridges, cookers, TVs, DVD players or computers; and,

- Specialist goods including jewellery, photographic goods, musical instruments and sports equipment.

5.25 Table 6 then shows the total flows of expenditure for all comparison goods expenditure. This is the sum of the individual flows of expenditure within Table 5a to 5j. The table also shows expenditure leaking to retail facilities outside the OCA. It can be calculated from Table 6 that the total comparison goods turnover of facilities within the OCA is £137.96m from residents of the OCA. When compared to the total available expenditure available from residents of the OCA in 2012 of £358.31m, this shows us that approaching 40% of the overall comparison goods expenditure is retained within the OCA.

Step 5 – OCA and Zone Comparison Goods Market Shares

5.26 Table 7 presents the market share of comparison goods expenditure retained within each of the zones from its home zone and from within the OCA as a whole. This is calculated by dividing the total amount of money spent by residents of a particular zone within that zone from Table 6 by the total available comparison goods expenditure within that zone taken from Table 4. The individual market shares of each zone and their market share from the OCA are summarised in Table 5.3 below.

Table 5.3: Comparison Goods Market Shares of OCA Zones

Zone	Market Share From Home Zone (%)	Market Share From OCA (%)
Zone 1 – South West Blaby	0.89%	0.68%
Zone 2 – West Blaby	2.57%	0.54%
Zone 3 – Blaby Town and Whetstone	5.94%	2.43%
Zone 4 – South East Blaby	0.00%	0.00%
Zone 5 – Enderby and Narborough	1.89%	0.85%
Zone 6 – Glen Parva	0.26%	0.02%
Zone 7 – Braunstone and Fosse Park	35.37%	33.05%
Zone 8 – Leicester Forest East	0.31%	0.15%
Zone 9 – North Blaby	5.96%	0.78%
Total OCA	-	38.50%

- 5.27 Table 5.3 shows that whilst the OCA as a whole has a market share of around one third. The vast majority of this approximately 33% is accounted for by facilities within Zone 7 – Braunstone and Fosse Park. Other than Zone 7, no zone within the OCA retains more than one tenth of the available comparison goods expenditure within their home zone. Table 5.3 shows that of the expenditure retained within the OCA, virtually all of this is accounted for by the money spent at Fosse Park. Indeed, Leicester City Centre, Hinckley and Wigston all attract more of the OCA's residents' comparison goods expenditure than any of the centres within Blaby District, including Blaby Town Centre itself (excluding Fosse Park).

Steps 6 & 7–Trading Levels of Existing & Committed Stores

- 5.28 Table 6 of Appendix 3 sets out the survey derived turnover of existing centres within the OCA. Table 8 sets out the benchmark turnover of stores within Fosse Park. Comparing the overall benchmark turnover in 2012 of all stores within Fosse Park of £189.96m with the survey-derived turnover from the OCA in 2012 of £117.47m (Table 6) suggests that, Fosse Park obtains around 40% of its trade from outside the OCA. This assumes that stores within Fosse Park are trading generally around national average levels, which seems likely.
- 5.29 Table 9 of Appendix 3 identifies the turnover of comparison goods retail commitments. There are three relevant comparison goods commitments that have been taken into account in the capacity assessment – the extension to the Sainsburys Fosse Park store, the insertion of a mezzanine in the Currys Fosse Park store, and the proposed new retail facilities at Glenfield Park. These have a total comparison goods turnover in 2012 of £29.25m.

Step 8 – Capacity for Additional Comparison Floorspace

- 5.30 Tables 10 and 11 of Appendix 3 utilise the information in the previous Tables described above to assess the level of expenditure capacity in the OCA over the Study period. This follows the same approach as the equivalent tables (RTP Sheet 5) from the Retail Study 2008.
- 5.31 Table 10 sets out the capacity at position on the assumption that the market share OCA residents expenditure retained within OCA shops remains constant from 2008 at 38.5%. Table 11 makes allowance for an increase in market share across the OCA to 46% by 2029, consistent with the increase in retention rate modelled by RTO for convenience goods within the Retail Study 2008.
- 5.32 The results displayed within these tables are analysed in more detail further below. At the existing market share there is no capacity within the OCA until 2019. With an increase in market share this is brought forward to 2017. A commentary on the appropriateness of increasing the market share of the OCA is also included further below.

Higher Population Growth Scenario

5.33 For both convenience and comparison goods an additional expenditure capacity scenario is presented. This sets out how the District's proposed Housing Allocations would alter population growth, available expenditure and resultant expenditure capacity over the study period. These are set out following the baseline analysis in for each goods category. The additional tables in both Appendix 2 and 3 are set out below:

- Table 1b – Updated OCA Population Projections;
- Table 2b – Updated OCA Expenditure Per Head Projections;
- Table 3b – Updated OCA Expenditure Per Head Projections (minus NSRT);
- Table 4b – Updated Total Available Expenditure²;
- Table 10b – Updated Capacity for Additional Floorspace – Existing Retention Rate; and,
- Table 11b – Updated Capacity for Additional Floorspace – Increased Retention Rate.

5.34 Each of the scenarios shows a higher level of floorspace capacity for both convenience and comparison goods, due to the slightly higher population growth that would occur should the District's allocations be realised.

5.35 A separate analysis is also attached at Appendix 4 that sets out how capacity would be affected within each of the OCA zones were Housing Allocations to be realised. This shows that the majority of additional capacity as a result of higher population growth would be realised within Zone 5 as a result of projected housing delivery within New Lubbesthorpe.

Expenditure Capacity – Convenience Goods

5.36 Table 5.4 below sets out the calculated convenience goods expenditure capacity within the OCA. This is converted to floorspace equivalent figures for both 'Top Four' foodstore operators (Tesco, ASDA, Sainsburys and Morrisons) and 'discounter operators (Aldi, LIDL and Iceland). Further detail on how these figures are calculated is presented within the methodology section above and within the notes to Table 10 of Appendix 2.

² Table 4e within convenience goods tables.

Table 5.4: Convenience Goods Expenditure Capacity – Existing Market Share, ONS population growth scenario

Convenience Goods	2012	2014	2019	2024	2029
Total Population	144,246	146,507	152,837	159,017	164,594
Total Available Expenditure (£m)	£261.54m	£266.05m	£282.73m	£301.80m	£320.15m
Retained Expenditure (£m)	£187.74m	£190.98m	£202.95m	£216.65m	£229.82m
Retention Rate (%)	71.78%	71.78%	71.78%	71.78%	71.78%
Turnover of Convenience Goods Facilities from OCA (£m)	£187.74m	£189.25m	£192.68m	£194.61m	£196.57m
Turnover of Commitments from OCA (£m)	£13.48m	£13.59m	£13.84m	£13.98m	£14.12m
Residual Capacity (£m)	-£13.48m	-£11.86m	-£3.56m	£8.06m	£19.13m
Net Floorspace equivalent 'Top Four' foodstore	-	-	-	553 sq m	1,299 sq m
Net Floorspace equivalent 'Discounter' foodstore	-	-	-	1,271 sq m	2,989 sq m
Gross Floorspace equivalent 'Top Four' foodstore	-	-	-	850 sq m	1,999 sq m
Gross Floorspace equivalent 'Discounter' foodstore	-	-	-	1,695 sq m	3,985 sq m

5.37 Table 5.4 shows that there is capacity for a modest amount of additional convenience goods floorspace within the OCA over the study period. This capacity is weighted towards the end of the study period as any identified capacity is 'cancelled out' by Commitments towards the start of the study period. Indeed, it is not until 2024 under the existing market share scenario that sufficient capacity is identified that would justify the provision of a further foodstore within the District, even of a small scale. Due to the current global and national economic uncertainty however, figures towards the end of the study period should be treated with some caution due to potential changes in shopping patterns and levels of available expenditure over time.

5.38 The additional scenarios within Appendix 2 set out higher levels of capacity that would result from a higher population growth and an increase in market share. However, these must be treated with a degree of caution as the delivery of new housing in line with projections is obviously not guaranteed and it is considered that a substantial increase in market share would be unrealistic due to the proximity of parts of the OCA to foodstores in Wigston, Leicester and Hinckley. Indeed, levels of out-commuting within the District also mean that shoppers may link their food shopping trips journeys to work, further reducing the potential for achieving higher market shares of retained expenditure. Indeed, although the majority of the retained expenditure is accounted for by the large Asda and Sainsburys stores at Fosse Park, a market share of over 70% is positive for a largely rural District within a relatively short drive time of a large urban centre and a number of other larger towns.

- 5.39 Should the higher population growth and market share increases tested by realised however, there would be sufficient capacity for a new foodstore within the District earlier in the Study period (between 2019 and 2024).

Expenditure Capacity – Comparison Goods

- 5.40 Table 5.5 below sets out the calculated comparison goods expenditure capacity within the OCA. This is converted to floorspace equivalent figures assuming a turnover per sq. m of £6,000 at the base year of 2012 in line with the Retail Study 2008. Further detail regarding how these figures are calculated is presented within the methodology section above and within the notes to Table 10 of Appendix 3.

Table 5.5: Comparison Goods Expenditure Capacity – Existing Market Share

Convenience Goods	2012	2014	2019	2024	2029
Total Population	144,246	146,507	152,837	159,017	164,594
Total Available Expenditure (£m)	£358.29m	£376.68m	£453.99m	£550.08m	£661.57m
Retained Expenditure (£m)	£118.15m	£124.22m	£149.71m	£181.40m	£218.16m
Retention Rate (%)	38.50%	38.50%	38.50%	38.50%	38.50%
Turnover of Comparison Goods Facilities from OCA (£m)	£137.96m	£142.41m	£154.93m	£168.56m	£183.38m
Turnover of Commitments from OCA (£m)	£15.53m	£16.03m	£17.44m	£18.97m	£20.64m
Residual Capacity (£m)	-£15.53m	-£13.40m	£2.43m	£24.28m	£50.71m
Net Floorspace equivalent	-	-	361 sq m	3,312 sq m	6,358 sq m
Gross Floorspace equivalent	-	-	482 sq m	4,415 sq m	8,478 sq m

- 5.41 As with convenience goods, Table 5.5 shows that there is capacity for a modest amount of additional comparison goods floorspace within the OCA during the study period over and above already identified commitments. This capacity is weighted towards the end of the study period. It is not until 2019 that sufficient capacity is identified that would justify the provision of any further comparison goods floorspace within the District at existing market share. Due to the current global and national economic uncertainty however, figures towards the end of the study period should be treated with some caution due to potential changes in shopping patterns and levels of available expenditure over time.

5.42 The additional scenarios within Appendix 3 set out higher levels of capacity that would result from a higher population growth and an increase in market share. However, these must be treated with a degree of caution as the delivery of new housing in line with projections is not guaranteed to occur exactly in line with allocations and projections. Also, we believe that a significant increase in market share is unlikely given the extension of the Highcross Centre that has occurred since the household telephone interview surveys were completed, and the relatively limited provision of comparison goods facilities within the District other than Fosse Park. Indeed, given the contraction of a number of high street stores and their reluctance to expand to new locations, maintenance of the existing market share of the OCA over the short term would be the most realistic scenario.

6 Strategies for Meeting Retail Needs

- 6.1 In identifying strategies for meeting retail needs, the Retail Study 2008 proposes three options. All three options entail aligning convenience retail needs with local population growth. The variations are in respect of comparison retail needs
- Strategy 1 is to accommodate almost all comparison needs in Blaby town centre with a small amount of floorspace going to the village centres and Fosse Park
 - Strategy 2 is to accommodate almost all comparison needs in Fosse Park with a smaller proportion to Blaby town centre and other village centres;
 - Strategy 3 is to rebalance the network of centres by channelling comparison needs to a combination of Blaby town centre, Fosse Park, and the smaller village centres.
- 6.2 The Retail Study recommends a hybrid of the three options. Most comparison retail needs should be met in Blaby town centre. Additional convenience floorspace should be focussed on Blaby town centre and Zones 2 (West Blaby) and 4 (South East Blaby). In the medium term the Lubbesthorpe SUE is identified as being appropriate for a medium sized foodstore. The floorspace of a 'medium' sized foodstore is not specified in the Retail Study. In our opinion the appropriate scale should be determined by a variety of factors, including the need for the store to be of a scale that is capable of acting as an additional main food shopping destination to the existing large foodstores at Fosse Park.
- 6.3 It must be noted at this point that the OCA extends beyond the District therefore it could be argued that all of the capacity identified does not 'belong' to the District of Blaby. However, the base case analysis as it is based upon a constant market share assumes that residents of the OCA who live outside the District but come to the District would continue to do so at roughly the same level as at present. The increases in market share modelled are modest and the appropriateness of achieving these is commented upon elsewhere. Notwithstanding this, as the increases modelled are modest, any increase in market share of the OCA could realistically be achieved principally by an increase in the retention rate of the OCA that lies within the District of Blaby. As a result, the capacity figures for the OCA apply equally to the District.

Summary

6.4 The updated capacity assessment shows a small increase in both convenience and comparison goods capacity across the Study Period. This is principally the result of a larger catchment area population as a result of an extension of the catchment area (discussed in Chapter 4) and higher population growth rates (based on ONS figures and Housing Allocations). This is offset to a degree by lower expenditure per head for both comparison and convenience goods as a result of lower expenditure growth rates (caused by the recession) and higher proportions of the amount of money spent through NSRT means. The cumulative convenience and comparison goods expenditure capacity figures for 2026 from both the RTP 2008 Study and the 2012 DJD update are set out in Table 6.1 below.

Table 6.1: Expenditure Capacity Differences between RTP and DJD Studies

2026	RTP 2008 Study	DJD 2012 Update
Convenience Goods Capacity	£10.6m	£12.44m
Comparison Goods Capacity	£33.7m	£34.41m

6.5 The above expenditure capacity scenarios set out the capacity for the base population growth rate scenario and at existing market share. All figures are for the year of 2026. The floorspace equivalents within the Studies vary slightly due to changes in the average turnover per sq. m of retailers over the four year period.

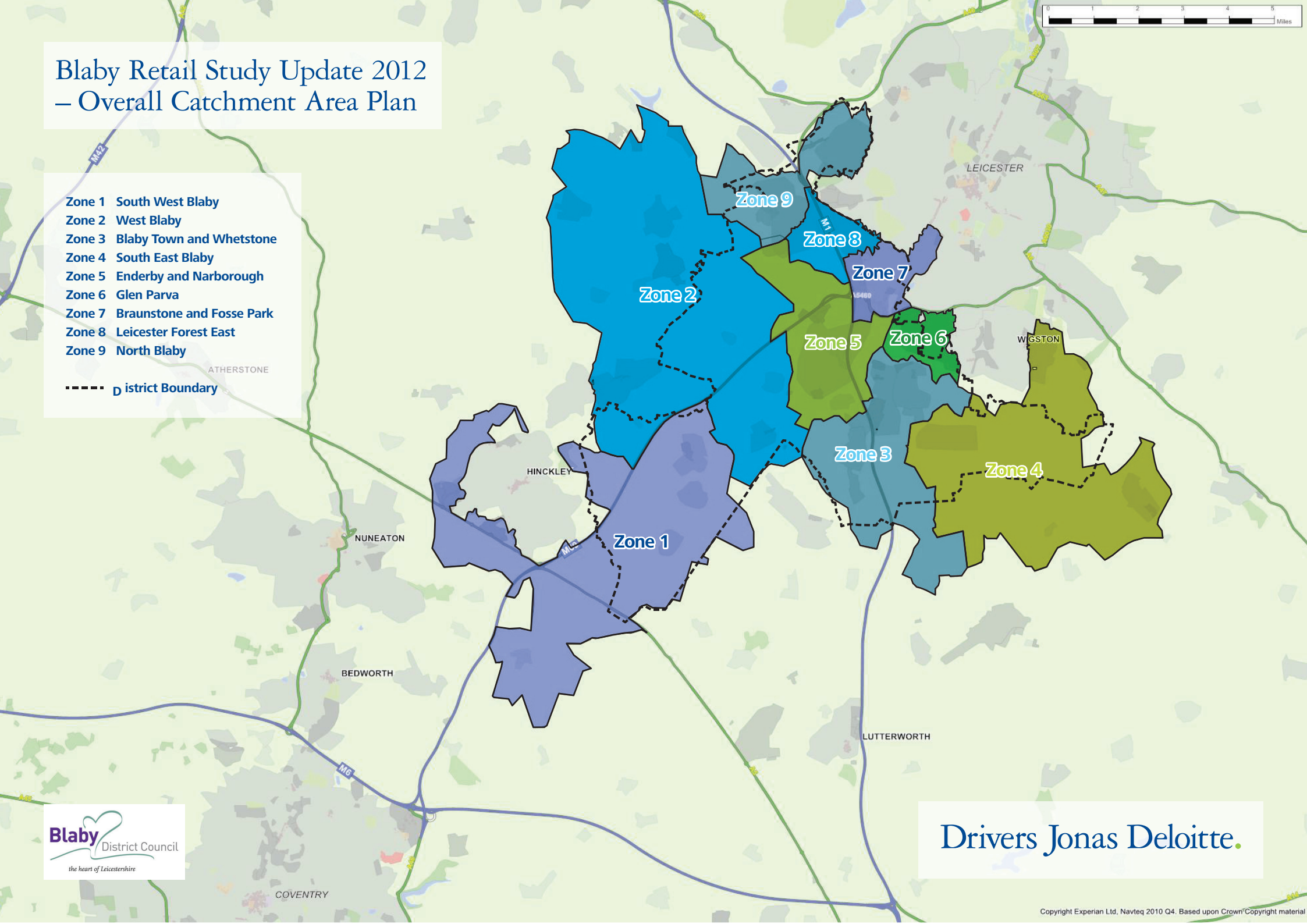
6.6 As can be seen however, the differences between the overall capacity figures for both convenience and comparison goods up to 2026 are not significant and as a result the conclusions of the RTP 2008 Study remain valid.

Appendix 1 – Overall Catchment Area Plan

Blaby Retail Study Update 2012 – Overall Catchment Area Plan

- Zone 1 South West Blaby
- Zone 2 West Blaby
- Zone 3 Blaby Town and Whetstone
- Zone 4 South East Blaby
- Zone 5 Enderby and Narborough
- Zone 6 Glen Parva
- Zone 7 Braunstone and Fosse Park
- Zone 8 Leicester Forest East
- Zone 9 North Blaby

----- District Boundary



Appendix 2 – Convenience Goods Capacity Assessment

Drivers Jonas Deloitte

Appendix 2 - Convenience Goods Capacity Assessment

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Job title:

Blaby Retail Study Update 2012

Client:

Blaby District Council

Date:

July 2012

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Overall Catchment Area Zones

Zone	Constituent Postcode Sectors
Zone 1 - South West Blaby	LE9 4, LE10 3
Zone 2 - West Blaby	LE9 3, LE9 7, LE9 9
Zone 3 - Blaby Town and Whetstone	LE8 4, LE8 6, LE9 1
Zone 4 - South East Blaby	LE8 5, LE8 8, LE18 3
Zone 5 - Enderby and Narborough	LE 19 0, LE19 2, LE19 3, LE19 4
Zone 6 - Glen Parva	LE2 9
Zone 7 - Braunstone and Fosse Park	LE3 2, LE19 1
Zone 8 - Leicester Forest East	LE3 3
Zone 9 - North Blaby	LE3 8, LE9 2

Notes

1. Postcode sector LE19 0 relates to the Santander customer service centre and postcode sector LE19 1 relates to Clansouth therefore no telephone surveys were undertaken in these zones
2. The Overall Catchment Area extends to an area larger than the District of Blaby to tie in with the relevant Postcode Sectors above within which the Household Survey was undertaken - the difference between the OCA and District Boundary are outlined in the plan within Appendix 1

Table 1a - Overall Catchment Area Population Projections

Zone	2012	2013	2014	2019	2024	2029
Zone 1 - South West Blaby	9,020	9,096	9,161	9,557	9,944	10,293
Zone 2 - West Blaby	22,467	22,655	22,819	23,805	24,767	25,636
Zone 3 - Blaby Town and Whetstone	16,494	16,632	16,752	17,476	18,183	18,821
Zone 4 - South East Blaby	20,915	21,090	21,243	22,161	23,057	23,866
Zone 5 - Enderby and Narborough	14,855	14,979	15,088	15,740	16,377	16,951
Zone 6 - Glen Parva	15,359	15,487	15,599	16,273	16,931	17,525
Zone 7 - Braunstone and Fosse Park	15,656	15,787	15,902	16,589	17,260	17,865
Zone 8 - Leicester Forest East	13,940	14,056	14,158	14,770	15,367	15,906
Zone 9 - North Blaby	15,540	15,670	15,783	16,465	17,131	17,732
Total Overall Catchment Area	144,246	145,452	146,507	152,837	159,017	164,594

Notes

1. 2010 base population taken from Experian Micromarketer during May 2012
2. Population growth estimates derived from ONS 2012 2010-based Sub-national Population Projections, published March 2012

Table 2a - Overall Catchment Area Convenience Goods Expenditure Per Head Projections

Zone	2012	2013	2014	2019	2024	2029
Zone 1 - South West Blaby	£2,030	£2,040	£2,050	£2,104	£2,168	£2,234
Zone 2 - West Blaby	£1,946	£1,956	£1,966	£2,017	£2,079	£2,142
Zone 3 - Blaby Town and Whetstone	£1,935	£1,945	£1,955	£2,006	£2,067	£2,130
Zone 4 - South East Blaby	£1,948	£1,958	£1,968	£2,020	£2,081	£2,144
Zone 5 - Enderby and Narborough	£1,959	£1,969	£1,979	£2,031	£2,093	£2,156
Zone 6 - Glen Parva	£1,751	£1,759	£1,768	£1,815	£1,870	£1,927
Zone 7 - Braunstone and Fosse Park	£1,687	£1,696	£1,704	£1,749	£1,802	£1,857
Zone 8 - Leicester Forest East	£1,850	£1,859	£1,869	£1,918	£1,976	£2,036
Zone 9 - North Blaby	£2,011	£2,021	£2,031	£2,084	£2,148	£2,213
Average Overall Catchment Area	£1,902	£1,911	£1,921	£1,971	£2,031	£2,093

Notes

- 2010 prices
- 2010 base expenditure per head taken from Experian Micromarketer during May 2012
- 2010 base expenditure per head projected forwards utilising convenience goods forecast growth rates taken from Figure 1a, page 8 of Experian Retail Planner Briefing Note 9, September 2011 (2011: -0.3%, 2012: -0.4%, 2013: 0.5%, 2014-18: 0.5%, 2019-29: 0.6%)

Table 3a - Overall Catchment Area Convenience Goods Expenditure Per Head Projections - With NSRT Deduction

Zone	2012	2013	2014	2019	2024	2029
Zone 1 - South West Blaby	£1,936	£1,938	£1,939	£1,976	£2,027	£2,077
Zone 2 - West Blaby	£1,857	£1,858	£1,860	£1,894	£1,944	£1,992
Zone 3 - Blaby Town and Whetstone	£1,846	£1,848	£1,849	£1,884	£1,933	£1,981
Zone 4 - South East Blaby	£1,859	£1,860	£1,862	£1,896	£1,946	£1,994
Zone 5 - Enderby and Narborough	£1,869	£1,871	£1,872	£1,907	£1,956	£2,005
Zone 6 - Glen Parva	£1,670	£1,671	£1,673	£1,704	£1,748	£1,792
Zone 7 - Braunstone and Fosse Park	£1,610	£1,611	£1,612	£1,642	£1,685	£1,727
Zone 8 - Leicester Forest East	£1,765	£1,766	£1,768	£1,801	£1,847	£1,893
Zone 9 - North Blaby	£1,918	£1,920	£1,921	£1,957	£2,008	£2,058
Average Overall Catchment Area	£1,814	£1,816	£1,817	£1,851	£1,899	£1,947

Notes

- 2010 prices
- Base expenditure per head taken from Table 2
- NSRT = Non-Store Retail Trade - the proportion of expenditure spent through retail means other than 'physical' shops such as the internet, markets, vending machines, catalogues, interactive shopping, door to door sales and vending machines
- NSRT deductions for each year taken from Appendix 3, page 17 of Experian Retail Planner Briefing Note 9, September 2011 (2010: 3.7%, 2011: 4.2%, 2012: 4.6%, 2013: 5.0%, 2014: 5.4%, 2015: 5.6%, 2016: 5.9%, 2017: 6.0%, 2018: 6.0%, 2019: 6.1%, 2020: 6.2%, 2021: 6.3%, 2022: 6.3%, 2023: 6.4%, 2024: 6.5%, 2025: 6.6%, 2026: 6.8%, 2027: 6.9%, 2028: 7.0%, 2029: 7.0%)
- NSRT deductions take account of purchases made online but sourced from physical stores such as the majority of foodstore online grocery shopping

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Table 1b - Overall Catchment Area Population Projections - Housing Allocation Population Increases

Zone	2012	2013	2014	2019	2024	2029
Total Overall Catchment Area	144,406	145,841	147,275	153,922	161,242	167,744

Notes

1. 2010 base population taken from Experian Micromarketer during May 2012
2. Population growth estimates derived from ONS 2012 2010-based Sub-national Population Projections, published March 2012

Table 2b - Overall Catchment Area Convenience Goods Expenditure Per Head Projections

Zone	2012	2013	2014	2019	2024	2029
Total Overall Catchment Area	£1,912	£1,921	£1,931	£1,981	£2,042	£2,104

Notes

1. 2010 prices
2. 2010 base expenditure per head taken from Experian Micromarketer during May 2012
3. 2010 base expenditure per head projected forwards utilising convenience goods forecast growth rates taken from Figure 1a, page 8 of Experian Retail Planner Briefing Note 9, September 2011

Table 3b - Overall Catchment Area Convenience Goods Expenditure Per Head Projections - With NSRT Deduction

Zone	2012	2013	2014	2019	2024	2029
Total Overall Catchment Area	£1,824	£1,825	£1,826	£1,861	£1,909	£1,956

Notes

1. 2010 prices
2. NSRT = Non-Store Retail Trade - the proportion of expenditure spent through retail means other than 'physical' shops such as the internet, markets, vending machines, catalogues, interactive shopping, door to door sales and vending machines
3. NSRT deductions for each year taken from Appendix 3, page 17 of Experian Retail Planner Briefing Note 9, September 2011
4. NSRT deductions take account of purchases made online but sourced from physical stores such as 'click and collect' shopping

Table 4e - Overall Catchment Area Total Available Expenditure (£m)

Zone	2012	2013	2014	2019	2024	2029
Total Overall Catchment Area	£263.34	£266.17	£268.99	£286.38	£307.79	£328.16

Notes

1. 2010 prices
2. Total Available Expenditure calculated by multiplying population from Table 1b by Expenditure per head from Table 3b

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Table 4a - Total Available Convenience Goods Expenditure (£m)

Zone	2012	2013	2014	2019	2024	2029
Zone 1 - South West Blaby	£17.47	£17.63	£17.77	£18.88	£20.16	£21.38
Zone 2 - West Blaby	£41.72	£42.10	£42.44	£45.10	£48.14	£51.06
Zone 3 - Blaby Town and Whetstone	£30.45	£30.73	£30.98	£32.92	£35.14	£37.28
Zone 4 - South East Blaby	£38.87	£39.23	£39.55	£42.02	£44.86	£47.59
Zone 5 - Enderby and Narborough	£27.77	£28.02	£28.24	£30.02	£32.04	£33.99
Zone 6 - Glen Parva	£25.65	£25.89	£26.09	£27.73	£29.60	£31.40
Zone 7 - Braunstone and Fosse Park	£25.20	£25.43	£25.63	£27.24	£29.08	£30.85
Zone 8 - Leicester Forest East	£24.60	£24.83	£25.03	£26.60	£28.39	£30.12
Zone 9 - North Blaby	£29.81	£30.08	£30.33	£32.23	£34.40	£36.49
Total Overall Catchment Area	£261.54	£263.93	£266.05	£282.73	£301.80	£320.15

Notes

1. 2010 prices
2. Total available convenience goods expenditure calculated by multiplying population from Table 1 by expenditure per head with NSRT deduction from Table 3

Table 4b - Total Available Main Food Shopping Expenditure (£m)

Zone	2012	2013	2014	2019	2024	2029
Zone 1 - South West Blaby	£13.97	£14.10	£14.21	£15.11	£16.12	£17.10
Zone 2 - West Blaby	£33.37	£33.68	£33.95	£36.08	£38.51	£40.85
Zone 3 - Blaby Town and Whetstone	£24.36	£24.59	£24.78	£26.34	£28.11	£29.82
Zone 4 - South East Blaby	£31.10	£31.38	£31.64	£33.62	£35.89	£38.07
Zone 5 - Enderby and Narborough	£22.21	£22.42	£22.60	£24.01	£25.63	£27.19
Zone 6 - Glen Parva	£20.52	£20.71	£20.87	£22.18	£23.68	£25.12
Zone 7 - Braunstone and Fosse Park	£20.16	£20.34	£20.51	£21.79	£23.26	£24.68
Zone 8 - Leicester Forest East	£19.68	£19.86	£20.02	£21.28	£22.71	£24.09
Zone 9 - North Blaby	£23.85	£24.07	£24.26	£25.78	£27.52	£29.19
Total Overall Catchment Area	£209.23	£211.15	£212.84	£226.18	£241.44	£256.12

Notes

1. 2010 prices
2. Main food shopping assumed to account for 80% of total expenditure as per Roger Tym and Partners 2008 assumptions

Table 4c - Total Available Top Up Shopping Convenience Goods Expenditure (£m)

Zone	2012	2013	2014	2019	2024	2029
Zone 1 - South West Blaby	£3.14	£3.17	£3.20	£3.40	£3.63	£3.85
Zone 2 - West Blaby	£7.51	£7.58	£7.64	£8.12	£8.66	£9.19
Zone 3 - Blaby Town and Whetstone	£5.48	£5.53	£5.58	£5.93	£6.33	£6.71
Zone 4 - South East Blaby	£7.00	£7.06	£7.12	£7.56	£8.07	£8.57
Zone 5 - Enderby and Narborough	£5.00	£5.04	£5.08	£5.40	£5.77	£6.12
Zone 6 - Glen Parva	£4.62	£4.66	£4.70	£4.99	£5.33	£5.65
Zone 7 - Braunstone and Fosse Park	£4.54	£4.58	£4.61	£4.90	£5.23	£5.55
Zone 8 - Leicester Forest East	£4.43	£4.47	£4.50	£4.79	£5.11	£5.42
Zone 9 - North Blaby	£5.37	£5.42	£5.46	£5.80	£6.19	£6.57
Total Overall Catchment Area	£47.08	£47.51	£47.89	£50.89	£54.32	£57.63

Notes

1. 2010 prices
2. Top up convenience goods shopping assumed to account for 18% of total expenditure as per Roger Tym and Partners 2008 assumptions

Table 4d - Total Available Local Shops Convenience Goods Expenditure (£m)

Zone	2012	2013	2014	2019	2024	2029
Zone 1 - South West Blaby	£0.35	£0.35	£0.36	£0.38	£0.40	£0.43
Zone 2 - West Blaby	£0.83	£0.84	£0.85	£0.90	£0.96	£1.02
Zone 3 - Blaby Town and Whetstone	£0.61	£0.61	£0.62	£0.66	£0.70	£0.75
Zone 4 - South East Blaby	£0.78	£0.78	£0.79	£0.84	£0.90	£0.95
Zone 5 - Enderby and Narborough	£0.56	£0.56	£0.56	£0.60	£0.64	£0.68
Zone 6 - Glen Parva	£0.51	£0.52	£0.52	£0.55	£0.59	£0.63
Zone 7 - Braunstone and Fosse Park	£0.50	£0.51	£0.51	£0.54	£0.58	£0.62
Zone 8 - Leicester Forest East	£0.49	£0.50	£0.50	£0.53	£0.57	£0.60
Zone 9 - North Blaby	£0.60	£0.60	£0.61	£0.64	£0.69	£0.73
Total Overall Catchment Area	£5.23	£5.28	£5.32	£5.65	£6.04	£6.40

Notes

1. 2010 prices
2. Local / small scale stores convenience goods shopping assumed to account for 2% of total expenditure as per Roger Tym and Partners 2008 assumptions

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Table 5a - Main Food Shopping Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1 - South West Blaby		Zone 2 - West Blaby		Zone 3 - Blaby Town and Whetstone		Zone 4 - South East Blaby		Zone 5 - Enderby and Narborough		Zone 6 - Glen Parva		Zone 7 - Braunstone and Fosse Park		Zone 8 - Leicester Forest East		Zone 9 - North Blaby		Total Flow of Expenditure From Catchment (£m)	Market Share From Catchment (%)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)		
Zone 1 - South West Blaby	Co-Op Supermarket, Long Street, Stoney Stanton, LE9 4DQ	3.23%	£0.45	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.45	0.22%
	Co-Op Church Street, Sapcote, LE9 4JE	3.23%	£0.45	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.45	0.22%
	Total Zone 1	6.45%	£0.90	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.90	0.43%
Zone 2 - West Blaby	Co-Op, Wood Street, Earl Shilton, LE9 7ND	0.00%	£0.00	6.45%	£2.15	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£2.15	1.03%
	Co-Op Main Street, Newbold Vernon, LE9 9NP	0.00%	£0.00	3.23%	£1.08	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£1.08	0.51%
	Total Zone 2	0.00%	£0.00	9.68%	£3.23	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£3.23	1.54%
Zone 3 - Blaby Town and Whetstone	Waitrose, 8 St John's Court, Lutterworth Road, Blaby, LE8 4DJ	0.00%	£0.00	1.61%	£0.54	16.51%	£4.02	9.21%	£2.86	0.00%	£0.00	4.00%	£0.94	0.00%	£0.00	2.06%	£0.41	0.00%	£0.00	£8.78	4.19%
	Co-Op, Dog & Gun Lane, Whetstone LE8 6NA	0.00%	£0.00	0.00%	£0.00	8.26%	£2.01	0.00%	£0.00	1.92%	£0.43	2.30%	£0.47	2.33%	£0.47	0.00%	£0.00	0.00%	£0.00	£3.38	1.62%
	Aldi, Welford Road, Blaby, LE8 4HY	0.00%	£0.00	0.00%	£0.00	5.50%	£1.34	1.32%	£0.41	0.96%	£0.21	2.30%	£0.47	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£2.44	1.16%
	Total Zone 3	0.00%	£0.00	1.61%	£0.54	30.28%	£7.38	10.53%	£3.27	2.88%	£0.64	9.20%	£1.89	2.33%	£0.47	2.06%	£0.41	0.00%	£0.00	£14.59	6.97%
Zone 4 - South East Blaby	Co-Op, High Street, Fleckney, LE8 8AJ	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.63%	£0.82	0.00%	£0.00	0.00%	£0.00	1.16%	£0.23	0.00%	£0.00	0.00%	£0.00	£1.05	0.50%
	Total Zone 4	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.63%	£0.82	0.00%	£0.00	0.00%	£0.00	1.16%	£0.23	0.00%	£0.00	0.00%	£0.00	£1.05	0.50%
	Tesco Express, 1 Copt Oak Court, Narborough, LE19 3WY	0.00%	£0.00	1.61%	£0.54	0.92%	£0.22	2.63%	£0.82	0.96%	£0.21	2.30%	£0.47	1.16%	£0.23	0.00%	£0.00	1.77%	£0.42	£2.92	1.40%
Zone 5 - Enderby and Narborough	Co-Op, 19 Cross Street, Enderby LE19 4NL	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	3.85%	£0.85	2.30%	£0.47	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£1.33	0.63%
	Co-Op, Mill Lane, Enderby, Leicestershire LE19 4NL	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.03%	£0.20	0.88%	£0.21	£0.41	£0.41	0.20%	
	Total Zone 5	0.00%	£0.00	1.61%	£0.54	0.92%	£0.22	2.63%	£0.82	4.81%	£1.07	4.60%	£0.94	1.16%	£0.23	1.03%	£0.20	2.65%	£0.63	£4.66	2.23%
Zone 6 - Glen Parva	Co-op, Hillsborough Road, Glen Parva, LE2 9PT	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	5.75%	£1.18	0.00%	£0.00	1.03%	£0.20	0.00%	£0.00	£1.38	0.66%
	Total Zone 6	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	5.75%	£1.18	0.00%	£0.00	1.03%	£0.20	0.00%	£0.00	£1.38	0.66%
Zone 7 - Braunstone and Fosse Park	Asda, Narborough Road South, Leicester, LE3 2LL	22.58%	£3.16	25.81%	£8.61	27.52%	£5.71	13.16%	£4.09	38.46%	£8.54	29.89%	£6.13	67.44%	£13.60	36.08%	£7.10	10.62%	£2.53	£60.47	28.90%
	Sainsbury's, Fosse Park, Grove Farm Triangle, Enderby, LE9 5WT	12.90%	£1.80	22.58%	£7.54	13.76%	£3.35	11.84%	£3.68	39.42%	£8.76	14.94%	£3.07	15.12%	£3.05	30.93%	£6.09	26.55%	£6.33	£43.66	20.87%
	Marks & Spencer, Fosse Park, Leicester LE3 2HQ	4.84%	£0.68	1.61%	£0.54	0.92%	£0.22	0.00%	£0.00	1.92%	£0.43	0.00%	£0.00	2.33%	£0.47	3.09%	£0.61	0.88%	£0.21	£3.15	1.51%
	Aldi, Meridian Way, Braunstone, LE3 2LW	1.61%	£0.23	1.61%	£0.54	1.83%	£0.45	0.00%	£0.00	6.73%	£1.50	1.15%	£0.24	2.33%	£0.47	4.12%	£0.81	2.65%	£0.63	£4.86	2.32%
	Co-Op Supermarket, 114 Turnbull Drive, Braunstone, LE3 2JW	1.61%	£0.23	0.00%	£0.00	1.83%	£0.45	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.33%	£0.47	1.03%	£0.20	1.77%	£0.42	£1.77	0.84%
	Other Stores and Centres Zone 7	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.30%	£0.47	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.47	0.23%
	Total Zone 7	43.95%	£6.08	51.61%	£17.22	45.97%	£11.18	25.00%	£7.77	86.54%	£19.22	48.28%	£9.91	89.53%	£18.05	75.26%	£14.81	42.48%	£10.13	£114.38	54.67%
Zone 8 - Leicester Forest East	Co-Op Supermarket, 2 Hinkley Road, Leicester Forest East, LE3 3GH	1.61%	£0.23	0.00%	£0.00	0.00%	£0.00	1.32%	£0.41	0.00%	£0.00	2.30%	£0.47	0.00%	£0.00	4.12%	£0.81	0.00%	£0.00	£1.92	0.92%
	Sainsbury's Local, 150 Hinkley Road, Leicester Forest East, LE3 3IT	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.03%	£0.20	0.00%	£0.00	£0.20	0.10%
	Total Zone 8	1.61%	£0.23	0.00%	£0.00	0.00%	£0.00	1.32%	£0.41	0.00%	£0.00	2.30%	£0.47	0.00%	£0.00	5.15%	£1.01	0.00%	£0.00	£2.12	1.01%
Zone 9 - North Blaby	Other Stores and Centres Zone 9	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.88%	£0.21	£0.21	0.10%
	Co-op, Station Road, Glenfields, LE3 8BQ	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.03%	£0.20	19.47%	£4.64	£4.85	2.32%
Outside Catchment Area	Total Zone 9	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.03%	£0.20	20.35%	£4.85	£5.06	2.42%
	Tesco, Blaby Road, South Wigston, LE18 4SE	0.00%	£0.00	0.00%	£0.00	13.76%	£3.35	23.88%	£7.37	0.96%	£0.21	16.99%	£3.30	0.00%	£0.00	2.06%	£0.41	0.00%	£0.00	£14.64	7.00%
	Tesco Extra, Reaumont Shopping Centre, Leicester, LE4 1DE	0.00%	£0.00	4.84%	£0.61	0.00%	£0.00	0.00%	£0.00	1.92%	£0.43	0.00%	£0.00	1.16%	£0.23	7.22%	£1.42	26.55%	£6.33	£10.03	4.79%
	Asda, Barwell Lane, Hinkley, LE10 1SS	37.10%	£5.18	11.29%	£3.77	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£8.95	4.28%
	Sainsbury's, 22/30 Bell Street, Wigston, Leicester LE8 1AD	1.61%	£0.23	0.00%	£0.00	2.75%	£0.67	6.58%	£2.05	1.92%	£0.43	9.20%	£1.89	1.16%	£0.23	2.06%	£0.41	0.88%	£0.21	£6.11	2.92%
	Asda, Leicester Road, Qadby Frith, LE2 4AH	0.00%	£0.00	0.00%	£0.00	0.92%	£0.22	22.37%	£6.96	0.00%	£0.00	1.15%	£0.24	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£7.42	3.54%
	Morrisons, Normandy Way, Hinkley, LE10 1YA	9.68%	£1.35	16.13%	£5.38	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£6.73	3.22%
	Morrisons, Freemans Park, Leicester, LE2 7LT	0.00%	£0.00	0.00%	£0.00	3.67%	£0.89	0.00%	£0.00	0.00%	£0.00	2.30%	£0.47	2.33%	£0.47	1.03%	£0.20	0.88%	£0.21	£2.25	1.07%
	Tesco, Maidenwell Avenue, Leicester, LE5 1BJ	0.00%	£0.00	0.00%	£0.00	0.92%	£0.22	1.32%	£0.41	0.00%	£0.00	1.15%	£0.24	0.00%	£0.00	1.03%	£0.20	1.77%	£0.42	£1.49	0.71%
	Morrisons, Whitwick Road, Coalville, LE67 3JN	0.00%	£0.00	3.23%	£1.08	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	3.54%	£0.84	£1.92	0.92%
	Sainsbury's, Glen Road, Qadby, LE2 4PE	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	3.95%	£1.23	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£1.23	0.59%
	Iceland, Belgrave Gate, Leicester, LE1 3GP	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.16%	£0.23	1.03%	£0.20	0.88%	£0.21	£0.65	0.31%
	Iceland, Narborough Road, Leicester, LE3 0PE	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.96%	£0.21	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.21	0.10%
	Morrisons, Bitteswell Road, Lutterworth, LE17 4EZ	0.00%	£0.00	0.00%	£0.00	0.92%	£0.22	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.22	0.11%
	Total Outside Overall Catchment Area	48.39%	£6.76	35.48%	£11.84	22.94%	£5.59	57.89%													

Blaby District Council
Blaby Retail Study Update 2012
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Table 5b - Top-up Food Shopping Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1 - South West Blaby		Zone 2 - West Blaby		Zone 3 - Blaby Town and Whetstone		Zone 4 - South East Blaby		Zone 5 - Enderby and Narborough		Zone 6 - Glen Parva		Zone 7 - Braunstone and Fosse Park		Zone 8 - Leicester Forest East		Zone 9 - North Blaby		Total Flow of Expenditure From Catchment (€m)	Market Share From Catchment (%)
		Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)		
Zone 1 - South West Blaby	Co-Op Supermarket, Long Street, Stony Stanton, LE9 4DQ	28.57%	€0.90	15.22%	€1.14	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€2.12	4.50%
	Co-Op Church Street, Sapcote, LE9 4JE	11.90%	€0.37	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.37	0.80%
	Total Zone 1	40.48%	€1.27	15.22%	€1.14	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€2.49	5.29%
Zone 2 - West Blaby	Co-Op, Wood Street, Earl Shilton, LE9 7ND	0.00%	€0.00	10.87%	€0.82	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.82	1.73%
	Total Zone 2	0.00%	€0.00	10.87%	€0.82	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.82	1.73%
	Co-Op, Dog & Gun Lane, Whetstone LE8 6NA	0.00%	€0.00	0.00%	€0.00	36.84%	€2.02	8.70%	€0.61	5.00%	€0.25	3.92%	€0.18	1.67%	€0.08	1.47%	€0.07	0.00%	€0.00	€3.20	6.80%
Zone 3 - Blaby Town and Whetstone	Waitrose, 8 St John's Court, Lutterworth Road, Blaby, LE8 4DJ	0.00%	€0.00	0.00%	€0.00	25.00%	€1.37	10.87%	€0.76	2.50%	€0.12	9.80%	€0.45	0.00%	€0.00	1.47%	€0.07	0.00%	€0.00	€2.77	5.89%
	Aldi, Weirford Road, Blaby, LE8 4HY	0.00%	€0.00	2.17%	€0.16	2.63%	€0.14	0.00%	€0.00	1.25%	€0.06	1.96%	€0.09	0.00%	€0.00	1.47%	€0.07	0.00%	€0.00	€0.53	1.12%
	Co-Op, 77 Lutterworth Road, Blaby LE8 4DX	2.38%	€0.07	0.00%	€0.00	6.58%	€0.36	2.17%	€0.15	0.00%	€0.00	3.92%	€0.18	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.77	1.63%
	Other Stores and Centres Zone 3	0.00%	€0.00	2.17%	€0.16	6.58%	€0.36	4.35%	€0.30	1.25%	€0.06	0.00%	€0.00	0.00%	€0.00	1.47%	€0.07	0.00%	€0.00	€0.96	2.03%
	Total Zone 3	2.38%	€0.07	4.35%	€0.33	77.03%	€4.26	26.09%	€1.83	10.00%	€0.50	19.61%	€0.91	1.67%	€0.08	5.88%	€0.26	0.00%	€0.00	€8.22	17.47%
	Co-Op, High Street, Fleckney, LE8 8AJ	0.00%	€0.00	0.00%	€0.00	28.26%	€1.98	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€1.98	4.20%
Zone 4 - South East Blaby	Co-Op, 8 Main Street, Countesthorpe LE8 5QX	0.00%	€0.00	2.17%	€0.16	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.16	0.35%
	Total Zone 4	0.00%	€0.00	2.17%	€0.16	0.00%	€0.00	28.26%	€1.98	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€2.14	4.55%
	Tesco Express, 1 Copt Oak Court, Narborough, LE19 3WV	0.00%	€0.00	13.04%	€0.98	0.00%	€0.00	0.00%	€0.00	32.50%	€1.62	1.96%	€0.09	6.67%	€0.30	0.00%	€0.00	0.00%	€0.00	€3.00	6.37%
Zone 5 - Enderby and Narborough	Co-Op, 19 Cross Street, Enderby LE19 4NL	0.00%	€0.00	2.17%	€0.16	0.00%	€0.00	0.00%	€0.00	20.00%	€1.00	3.92%	€0.18	0.00%	€0.00	1.47%	€0.07	0.00%	€0.00	€1.41	2.99%
	Co-Op, Mill Lane, Enderby, LE19 4NL	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.15	7.50%	€0.37	0.00%	€0.00	0.00%	€0.00	4.41%	€0.20	0.00%	€0.00	€0.72	1.53%
	Co-Op, 6 Station Road, Narborough LE19 2HR	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.67%	€0.08	0.00%	€0.00	0.00%	€0.00	€0.08	0.16%
	Other Stores and Centres Zone 5	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.90	2.50%	€0.12	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.12	0.27%
	Total Zone 5	0.00%	€0.00	15.22%	€1.14	0.00%	€0.00	2.17%	€0.15	62.50%	€3.12	5.88%	€0.27	8.33%	€0.38	5.88%	€0.26	0.00%	€0.00	€5.33	11.32%
	Co-Op, Hillsborough Road, Glen Parva, LE2 9PT	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	19.61%	€0.91	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.91	1.92%
Zone 6 - Glen Parva	Other Stores and Centres Zone 6	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	5.88%	€0.27	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.27	0.58%
	Total Zone 6	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	25.49%	€1.18	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€1.18	2.50%
	Sainsbury's, Fosse Park, Grove Farm Triangle, Enderby LE9 5WT	0.00%	€0.00	4.35%	€0.33	5.26%	€0.29	4.35%	€0.30	11.25%	€0.56	3.92%	€0.18	15.00%	€0.68	16.18%	€0.72	2.82%	€0.15	€3.21	6.82%
Zone 7 - Braunstone and Fosse Park	Asda, Narborough Road South, Leicester, LE3 2LL	7.14%	€0.22	2.17%	€0.16	3.95%	€0.22	2.17%	€0.15	3.75%	€0.19	5.88%	€0.27	21.67%	€0.98	5.88%	€0.26	0.00%	€0.00	€2.46	5.22%
	Co-Op Supermarket, 114 Turnbull Drive, Braunstone, LE3 2JW	11.90%	€0.37	0.00%	€0.00	1.32%	€0.07	0.00%	€0.00	0.00%	€0.00	1.96%	€0.09	26.67%	€1.21	7.35%	€0.33	2.82%	€0.15	€2.22	4.72%
	Aldi, Meridian Way, Braunstone, LE3 2LW	0.00%	€0.00	2.17%	€0.16	1.32%	€0.07	0.00%	€0.00	2.50%	€0.12	3.92%	€0.18	5.00%	€0.23	10.29%	€0.46	2.82%	€0.15	€1.38	2.92%
	Marks & Spencer, Fosse Park, Leicester LE3 2HQ	7.14%	€0.22	4.35%	€0.33	2.63%	€0.14	0.00%	€0.00	3.75%	€0.19	3.92%	€0.18	3.33%	€0.15	0.00%	€0.00	1.41%	€0.08	€1.29	2.74%
	Other Stores and Centres Zone 7	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	3.33%	€0.15	2.94%	€0.13	1.41%	€0.08	€0.36	0.76%
	Total Zone 7	26.19%	€0.82	13.04%	€0.98	14.47%	€0.79	6.52%	€0.46	21.25%	€1.06	19.61%	€0.91	75.00%	€3.40	42.65%	€1.89	11.27%	€0.60	€10.92	23.19%
	Co-Op Supermarket, 2 Hinckley Road, Leicester Forest East, LE3 3GH	4.76%	€0.15	4.35%	€0.33	0.00%	€0.00	4.35%	€0.30	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	20.59%	€0.91	1.41%	€0.08	€1.77	3.75%
Zone 8 - Leicester Forest East	Sainsbury's Local, 150 Hinckley Road, Leicester Forest East, LE3 3JT	2.38%	€0.07	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	16.18%	€0.72	4.35%	€0.23	€1.02	2.16%	
	Other Stores and Centres Zone 8	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.47%	€0.07	0.00%	€0.00	€0.00	€0.07	0.14%	
	Total Zone 8	7.14%	€0.22	4.35%	€0.33	0.00%	€0.00	4.35%	€0.30	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	38.24%	€1.69	5.63%	€0.30	€2.85	6.06%
Zone 9 - North Blaby	Co-Op, Station Road, Glenfields, LE3 8BQ	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	2.50%	€0.12	0.00%	€0.00	0.00%	€0.00	1.47%	€0.07	53.52%	€2.87	€3.06	6.50%
	Other Stores and Centres Zone 9	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	9.86%	€0.53	€0.53	€0.53	1.12%	
	Total Zone 9	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	2.50%	€0.12	0.00%	€0.00	0.00%	€0.00	1.47%	€0.07	63.38%	€3.40	€3.59	7.63%
Outside Catchment Area	Other - Outside catchment area	16.87%	€0.52	21.74%	€1.63	0.00%	€0.00	6.52%	€0.46	3.75%	€0.19	9.80%	€0.45	5.00%	€0.23	2.94%	€0.13	11.27%	€0.60	€4.21	8.95%
	Tesco, Blaby Road, South Wigston, LE18 4SE	0.00%	€0.00	0.00%	€0.00	5.26%	€0.29	8.70%	€0.61	0.00%	€0.00	11.76%	€0.54	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€3.44	7.36%
	Sainsbury's, 22/30 Bell Street, Wigston, Leicester LE4 1AD	0.00%	€0.00	0.00%	€0.00	1.32%	€0.07	15.22%	€1.06	0.00%	€0.00	3.92%	€0.18	3.33%	€0.15	0.00%	€0.00	0.00%	€0.00	€1.47	3.12%
	Asda, Leicester Road, Dabby Frith, LE2 4AH	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	2.17%	€0.15	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.15	0.32%
	Tesco Extra, Beaumont Shopping Centre, Leicester, LE4 1DE	0.00%	€0.00	4.35%	€0.33	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	4.23%	€0.23	€0.55	1.18%
	Iceland, Belgrave Gate, Leicester, LE1 3GF	0.00%	€0.00	0.00%	€0.00	1.32%	€0.07	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	2.94%	€0.13	0.00%	€0.00	€0.20	0.43%
	Iceland, Narborough Road, Leicester, LE3 0PE	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	6.67%	€0.30	0.00%	€0.00	0.00%	€0.00	€0.30	0.64%
	Morrisons, Freemans Park, Leicester, LE2 7LT	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	3.92%	€0.18	0.00%	€0.00	0.00%	€0.00	1.41%	€0.08	€0.26	0.55%
	Morrisons, Normandy Way, Hinckley, LE10 3YA	0.00%	€0.00	6.52%	€0.49	0.00%	€0.00	0.00%	€0.00												

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Table 5c - Local Shops Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1 - South West Blaby		Zone 2 - West Blaby		Zone 3 - Blaby Town and Whetstone		Zone 4 - South East Blaby		Zone 5 - Enderby and Narborough		Zone 6 - Glen Parva		Zone 7 - Braunstone and Fosse Park		Zone 8 - Leicester Forest East		Zone 9 - North Blaby		Total Flow of Expenditure From Catchment (€m)	Market Share From Catchment (%)
		Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)		
Zone 1 - South West Blaby	Sapcote	8.33%	€0.03	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.03	0.56%
	Stoney Stanton	16.67%	€0.06	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.06	1.11%
	Total Zone 1	25.00%	€0.09	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.09	1.67%
Zone 2 - West Blaby	Earl Shilton	0.00%	€0.00	20.00%	€0.17	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.17	3.19%
	Desford	0.00%	€0.00	20.00%	€0.17	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.17	3.19%
	Croft	8.33%	€0.03	6.67%	€0.06	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.08	1.62%
	Total Zone 2	8.33%	€0.03	46.67%	€0.39	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.42	8.00%
Zone 3 - Blaby Town and Whetstone	Blaby	0.00%	€0.00	6.67%	€0.06	56.25%	€0.34	7.69%	€0.06	14.29%	€0.08	33.33%	€0.17	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.71	13.54%
	Whetstone	0.00%	€0.00	0.00%	€0.00	18.75%	€0.11	0.00%	€0.00	4.76%	€0.03	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.14	2.69%
	Cosby	0.00%	€0.00	0.00%	€0.00	6.25%	€0.04	0.00%	€0.00	4.76%	€0.03	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.06	1.23%
	Total Zone 3	0.00%	€0.00	6.67%	€0.06	81.25%	€0.49	7.69%	€0.06	23.81%	€0.13	33.33%	€0.17	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.91	17.46%
Zone 4 - South East Blaby	Countesthorpe	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	30.77%	€0.24	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.24	4.57%
	Total Zone 4	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	30.77%	€0.24	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.24	4.57%
	Narborough	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	52.38%	€0.29	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.29	5.56%
Zone 5 - Enderby and Narborough	Enderby	0.00%	€0.00	6.67%	€0.06	0.00%	€0.00	0.00%	€0.00	19.05%	€0.11	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.16	3.09%
	Total Zone 5	0.00%	€0.00	6.67%	€0.06	0.00%	€0.00	0.00%	€0.00	71.43%	€0.40	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.45	8.65%
	Glen Parva	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	11.11%	€0.06	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.06	1.09%
	Total Zone 6	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	11.11%	€0.06	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.06	1.09%
Zone 7 - Braunstone and	Braunstone	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	10.00%	€0.05	20.00%	€0.10	0.00%	€0.00	€0.15	2.84%
	Total Zone 7	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	10.00%	€0.05	20.00%	€0.10	0.00%	€0.00	€0.15	2.84%
Zone 8 - Leicester Forest East	Leicester Forest East	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	20.00%	€0.10	0.00%	€0.00	€0.10	1.88%
	Total Zone 8	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	20.00%	€0.10	0.00%	€0.00	€0.10	1.88%
Zone 9 - North Blaby	Glenfields	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	10.00%	€0.05	46.67%	€0.28	€0.33	6.26%
	Kirby Muxloe	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	10.00%	€0.05	6.67%	€0.04	€0.09	1.70%
	Total Zone 9	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	20.00%	€0.10	53.33%	€0.32	€0.42	7.96%
Outside Catchment Area	Leicester	0.00%	€0.00	0.00%	€0.00	12.50%	€0.08	38.46%	€0.30	4.76%	€0.03	55.56%	€0.29	70.00%	€0.35	30.00%	€0.15	46.67%	€0.28	€1.47	28.01%
	Hinckley	58.33%	€0.20	13.33%	€0.11	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	10.00%	€0.05	10.00%	€0.05	0.00%	€0.00	€0.41	7.93%
	Wigston Town Centre	0.00%	€0.00	6.67%	€0.06	0.00%	€0.00	15.38%	€0.12	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.18	3.35%
	Market Harborough	0.00%	€0.00	6.67%	€0.06	0.00%	€0.00	7.69%	€0.06	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.12	2.21%
	Broughton Astley	0.00%	€0.00	13.33%	€0.11	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.11	2.13%
	Oadby Town Centre	0.00%	€0.00	0.00%	€0.00	6.25%	€0.04	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.04	0.73%
	Nuneaton	8.33%	€0.03	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.03	0.56%
	Anstey	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	10.00%	€0.05	0.00%	€0.00	0.00%	€0.00	€0.05	0.96%
	Total Outside Catchment Area	66.67%	€0.23	40.00%	€0.33	18.75%	€0.11	61.54%	€0.48	4.76%	€0.03	55.56%	€0.29	90.00%	€0.45	40.00%	€0.20	46.67%	€0.28	€2.40	45.87%
	Total	100.00%	€0.35	100.00%	€0.83	100.00%	€0.61	100.00%	€0.78	100.00%	€0.56	100.00%	€0.51	100.00%	€0.50	100.00%	€0.49	100.00%	€0.60	€5.23	100.00%

Notes

- 2010 prices
- Market share details taken from NEMS Household Telephone Survey undertaken during April 2008
- Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer in May 2012 minus NSRT adjustment taken from Appendix 3, page 17 of Experian Retail Planner Briefing Note 9, September 2011

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Table 6 - Total Convenience Goods Flows of Expenditure 2012

Zone	Facility	Zone 1 - South West Blaby	Zone 2 - West Blaby	Zone 3 - Blaby Town and Whetstone	Zone 4 - South East Blaby	Zone 5 - Enderby and Narborough	Zone 6 - Glen Parva	Zone 7 - Braunstone and Fosse Park	Zone 8 - Leicester Forest East	Zone 9 - North Blaby	Total Flow of Expenditure From Catchment (£m)	Market Share From Catchment (%)
Zone 1 - South West Blaby	Co-Op Supermarket, Long Street, Stoney Stanton, LE9 4DQ	£1.35	£1.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£2.57	0.98%
	Co-Op Church Street, Sapcote, LE9 4JE	£0.83	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.83	0.32%
	Sapcote	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	0.01%
	Stoney Stanton	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	0.02%
	Total Zone 1	£2.26	£1.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£3.48	1.33%
Zone 2 - West Blaby	Co-Op, Wood Street, Earl Shilton, LE9 7ND	£0.00	£2.97	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.97	1.14%
	Co-Op Main Street, Newbold Verdon, LE9 9NP	£0.00	£1.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.08	0.41%
	Earl Shilton	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	0.06%
	Desford	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	0.06%
	Croft	£0.03	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	0.03%
Total Zone 2	£0.03	£4.44	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.46	1.71%	
Zone 3 - Blaby Town and Whetstone	Waitrose, 8 St John's Court, Lutterworth Road, Blaby, LE8 4DJ	£0.00	£0.54	£5.39	£3.63	£0.12	£1.40	£0.00	£0.47	£0.00	£11.55	4.42%
	Co-Op, Dog & Gun Lane, Whetstone LE8 6NA	£0.00	£0.00	£4.03	£0.61	£0.68	£0.65	£0.54	£0.07	£0.00	£6.58	2.52%
	Aldi, Welford Road, Blaby, LE8 4HY	£0.00	£0.16	£1.49	£0.41	£0.28	£0.56	£0.00	£0.07	£0.00	£2.96	1.13%
	Co-Op, 77 Lutterworth Road, Blaby LE8 4DX	£0.07	£0.00	£0.36	£0.15	£0.00	£0.18	£0.00	£0.00	£0.00	£0.77	0.29%
	Other Stores and Centres Zone 3	£0.00	£0.16	£0.36	£0.30	£0.06	£0.00	£0.00	£0.07	£0.00	£0.96	0.37%
Zone 4 - South East Blaby	Blaby	£0.00	£0.06	£0.34	£0.06	£0.08	£0.17	£0.00	£0.00	£0.00	£0.71	0.27%
	Whetstone	£0.00	£0.00	£0.11	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.14	0.05%
	Cosby	£0.00	£0.00	£0.04	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.06	0.02%
	Total Zone 3	£0.07	£0.92	£12.13	£5.16	£1.27	£2.96	£0.54	£0.67	£0.00	£23.73	9.07%
	Co-Op, High Street, Fleckney, LE8 8AJ	£0.00	£0.00	£0.00	£2.80	£0.00	£0.00	£0.23	£0.00	£0.00	£3.03	1.16%
Zone 5 - Enderby and Narborough	Co-Op, 8 Main Street, Countesthorpe LE8 5QX	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	0.06%
	Countesthorpe	£0.07	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	0.09%
	Total Zone 4	£0.00	£0.16	£0.00	£0.04	£0.00	£0.00	£0.23	£0.00	£0.00	£3.43	1.31%
	Tesco Express, 1 Copt Oak Court, Narborough, LE19 3WY	£0.00	£1.52	£0.22	£0.82	£1.84	£0.56	£0.54	£0.00	£0.42	£5.92	2.26%
	Co-Op, 19 Cross Street, Enderby LE19 4NL	£0.00	£0.16	£0.00	£0.00	£1.85	£0.65	£0.00	£0.07	£0.00	£2.74	1.05%
Zone 6 - Glen Parva	Co-Op, Mill Lane, Enderby, Leicester LE19 4NL	£0.00	£0.00	£0.00	£0.15	£0.37	£0.00	£0.00	£0.40	£0.21	£1.14	0.43%
	Co-Op, 6 Station Road, Narborough LE19 2HK	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.08	0.03%	
	Other Stores and Centres Zone 5	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.05	£0.00	£0.27	0.10%
	Narborough	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.29	0.11%
	Enderby	£0.00	£0.06	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.16	0.06%
Zone 7 - Braunstone and Fosse Park	Total Zone 5	£0.00	£1.74	£0.22	£0.97	£4.59	£1.22	£0.61	£0.46	£0.63	£10.44	3.99%
	Co-Op, Hillsborough Road, Glen Parva, LE2 9PT	£0.00	£0.00	£0.00	£0.00	£0.00	£2.08	£0.20	£0.00	£0.00	£2.29	0.87%
	Other Stores and Centres Zone 6	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.27	0.10%
	Glen Parva	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.06	0.02%
	Total Zone 6	£0.00	£0.00	£0.00	£0.00	£0.00	£2.41	£0.20	£0.00	£0.00	£2.62	1.00%
Zone 8 - Leicester Forest East	Asda, Narborough Road South, Leicester, LE3 2LL	£3.38	£8.78	£6.92	£4.24	£8.73	£6.40	£14.58	£7.36	£2.53	£62.93	24.06%
	Sainsbury's, Fosse Park, Grove Farm Triangle, Enderby, LE9 5WT	£1.80	£7.86	£3.64	£3.99	£3.25	£3.25	£3.73	£6.80	£6.48	£46.87	17.92%
	Marks & Spencer, Fosse Park, Leicester LE3 2HQ	£0.90	£0.86	£0.37	£0.00	£0.61	£0.18	£0.62	£0.61	£0.29	£4.44	1.70%
	Aldi, Meridian Way, Braunstone LE3 2LW	£0.23	£0.70	£0.54	£0.00	£1.62	£0.42	£0.70	£1.27	£0.78	£6.23	2.38%
	Co-Op Supermarket, 114 Turnbull Drive, Braunstone, LE3 2JW	£0.60	£0.00	£0.52	£0.00	£0.00	£0.09	£1.68	£0.53	£0.57	£3.99	1.53%
Zone 9 - North Blaby	Other Stores and Centres Zone 7	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47	£0.15	£0.13	£0.08	£0.83	0.32%
	Braunstone	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.10	£0.00	£0.15	0.06%
	Total Zone 7	£6.91	£18.20	£11.97	£8.23	£20.28	£10.81	£21.50	£16.80	£10.74	£125.44	47.96%
	Co-Op Supermarket, 2 Hinckley Road, Leicester Forest East, LE3 3GH	£0.38	£0.33	£0.00	£0.71	£0.00	£0.47	£0.00	£1.72	£0.08	£3.69	1.41%
	Sainsbury's Local, 150 Hinckley Road, Leicester Forest East, LE3 3JT	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.92	£0.23	£1.22	0.47%
Zone 9 - North Blaby	Other Stores and Centres Zone 8	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.07	0.02%
	Leicester Forest East	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.10	0.04%
	Total Zone 8	£0.45	£0.33	£0.00	£0.71	£0.00	£0.47	£0.00	£2.81	£0.30	£5.07	1.94%
	Other Stores and Centres Zone 9	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.74	£0.74	0.28%
	Co-Op, Station Road, Glenfields, LE3 8BQ	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.27	£7.52	£7.91	3.02%
Zone 9 - North Blaby	Glenfields	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.38	£0.33	0.13%
	Kirby Muxloe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.04	£0.09	0.03%
	Total Zone 9	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.37	£8.57	£9.06	3.47%
	Tesco, Blaby Road, South Wigston, LE18 4SE	£0.00	£0.00	£3.64	£7.97	£0.21	£3.85	£0.00	£0.41	£0.00	£16.08	6.15%
	Tesco Extra, Beaumont Shopping Centre, Leicester, LE4 1DE	£0.00	£1.94	£0.00	£0.00	£0.43	£0.00	£0.23	£1.42	£6.56	£10.58	4.05%
Zone 9 - North Blaby	Asda, Barwell Lane, Hinckley, LE10 1SS	£5.33	£3.77	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£9.10	3.48%
	Sainsbury's, 22/30 Bell Street, Wigston, Leicester LE8 1AD	£0.23	£0.00	£0.74	£3.11	£0.43	£2.07	£0.39	£0.41	£0.21	£7.58	2.90%
	Asda, Leicester Road, Oadby Frith, LE2 4AH	£0.00	£0.00	£0.22	£7.11	£0.00	£0.24	£0.00	£0.00	£0.00	£7.57	2.89%
	Morrisons, Normandy Way, Hinckley, LE10 1YA	£1.35	£5.87	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.22	2.76%
	Morrisons, Freemans Park, Leicester, LE2 7LT	£0.00	£0.00	£0.89	£0.00	£0.00	£0.25	£0.47	£0.20	£0.29	£2.51	0.96%
Zone 9 - North Blaby	Tesco, Maidenwell Avenue, Leicester, LE5 18J	£0.00	£0.00	£0.22	£0.41	£0.00	£0.24	£0.00	£0.20	£0.42	£1.49	0.57%
	Morrisons, Whitwick Road, Coslivi, LE57 3JN	£0.00	£1.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.92	£2.00	0.76%
	Sainsbury's, Glen Road, Oadby, LE2 4PE	£0.00	£0.00	£0.00	£1.23	£0.00	£0.00	£0.00	£0.00	£0.00	£1.23	0.47%
	Iceland, Belgrave Gate, Leicester, LE1 3GP	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.23	£0.33	£0.21	£0.85	0.33%
	Iceland, Narborough Road, Leicester, LE3 0PE	£0.00	£0.00	£0.00	£0.00	£0.21	£0.00	£0.30	£0.00	£0.00	£0.52	0.20%
Zone 9 - North Blaby	Morrisons, Bitteswell Road, Lutterworth, LE17 4EZ	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	0.09%
	Other - Outside catchment area	£0.52	£1.63	£0.00	£0.46	£0.19	£0.45	£0.23	£0.13	£0.60	£4.21	1.61%
	Co-Op, Main Street, Broughton Astley, LE9 6RE	£0.07	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	0.09%
	Leicester	£0.00	£0.00	£0.08	£0.30	£0.03	£0.29	£0.35	£0.15	£0.28	£1.47	0.56%
	Hinckley	£0.20	£0.11	£0.00	£0.00	£0.00	£0.00	£0.05	£0.05	£0.00	£0.41	0.16%
Zone 9 - North Blaby	Wigston Town Centre	£0.00	£0.06	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	0.07%
	Market Harborough	£0.00	£0.06	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	0.04%
	Broughton Astley	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	0.04%
	Oadby Town Centre	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	0.01%
	Nuneaton	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	0.01%
Zone 9 - North Blaby	Anstey	£										

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Table 7 - Convenience Goods Market Share of Overall Catchment Area Zones

Zone	Total Available Expenditure 2012 (£m)	Expenditure Spent Within Zone by Residents of that Zone (£m)	Market Share of Zone Within Zone (%)	Expenditure Spent Within Zone by Residents of Overall Catchment Area (£m)	Market Share of Zone From Overall Catchment Area (%)
Zone 1 - South West Blaby	£17.47	£2.26	12.95%	£3.48	1.33%
Zone 2 - West Blaby	£41.72	£4.44	10.63%	£4.46	1.71%
Zone 3 - Blaby Town and Whetstone	£30.45	£12.13	39.82%	£23.73	9.07%
Zone 4 - South East Blaby	£38.87	£3.04	7.81%	£3.43	1.31%
Zone 5 - Enderby and Narborough	£27.77	£4.59	16.52%	£10.44	3.99%
Zone 6 - Glen Parva	£25.65	£2.41	9.41%	£2.62	1.00%
Zone 7 - Braunstone and Fosse Park	£25.20	£21.50	85.33%	£125.44	47.96%
Zone 8 - Leicester Forest East	£24.60	£2.81	11.41%	£5.07	1.94%
Zone 9 - North Blaby	£29.81	£8.57	28.76%	£9.06	3.47%
Total Overall Catchment Area	£261.54	£187.74	71.78%	£187.74	71.78%

Notes

1. 2010 Prices
2. Total Available Expenditure figures taken from Table 4a
3. Turnover of facilities within each zone taken from Table 6

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Table 8a - Benchmark Convenience Goods Turnover of Foodstores in 2012 Projected

Zone	Facility	Gross Floorspace (sq. m)	Net Sales Floorspace (sq. m)	Proportion of Convenience Goods Floorspace (%)	Net Convenience Goods Floorspace (sq. m)	Turnover per sq. m 2012 (£m)	Turnover 2012 (£m)	Turnover 2013 (£m)	Turnover 2014 (£m)	Turnover 2015 (£m)	Turnover 2016 (£m)	Turnover 2017 (£m)
Zone 1 - South West Blaby	Co-Op Supermarket, Long Street, Stoney Stanton, LE9 4DQ	246	170	81.43%	138	£8,233	£1.14	£1.14	£1.15	£1.17	£1.18	£1.19
	Co-Op, Watling Street, Hinckley, LE10 3ED	1,022	706	81.43%	575	£8,233	£4.73	£4.75	£4.77	£4.86	£4.91	£4.96
Zone 2 - West Blaby	Co-Op, Wood Street, Earl Shilton, LE9 7ND	1,324	880	81.43%	717	£8,233	£5.90	£5.92	£5.95	£6.05	£6.12	£6.18
	Co-Op, Newbold Road, Desford, LE9 9GT	-	91	81.43%	74	£8,233	£0.61	£0.61	£0.61	£0.63	£0.63	£0.64
	Co-Op, 1 High Street, Desford, LE9 9JF	-	123	81.43%	100	£8,233	£0.82	£0.83	£0.83	£0.85	£0.85	£0.86
	Co-Op, 103 Main Street, Newbold Verdon, LE9 9NP	-	266	81.43%	217	£8,233	£1.78	£1.79	£1.80	£1.83	£1.85	£1.87
Zone 3 - Blaby Town and Whetstone	Waitrose, 8 St John's Court, Lutterworth Road, Blaby, LE8 4DJ	-	629	85.14%	536	£12,589	£6.74	£6.77	£6.80	£6.92	£6.99	£7.06
	Aldi, Welford Road, Blaby, LE8 4HY	1,307	915	73.57%	673	£7,696	£5.18	£5.20	£5.22	£5.32	£5.37	£5.42
	Co-op, 77 Lutterworth Road, Blaby, LE8 4DX	141	99	81.43%	80	£8,233	£0.66	£0.66	£0.67	£0.68	£0.69	£0.69
	Co-Op, Dog and Gun Lane, Whetstone, LE8 6NA	-	1,449	81.30%	1,178	£8,233	£9.70	£9.74	£9.78	£9.95	£10.05	£10.15
Zone 4 - South East Blaby	Co-Op, 8 Main Street, Counteshorpe, LE8 5QX	324	220	81.43%	179	£8,233	£1.47	£1.48	£1.49	£1.51	£1.53	£1.54
	Co-Op, 26-30 High Street, Fleckney, LE8 8AJ	-	540	81.43%	440	£8,233	£3.62	£3.63	£3.65	£3.72	£3.75	£3.79
Zone 5 - Enderby and Narborough	Tesco Express, 1 Copt Oak Court, Off Hardwicke Road, Narborough, LE19 3WY	344	211	95.00%	200	£13,648	£2.74	£2.75	£2.76	£2.81	£2.84	£2.86
	Co-op, 19 Cross Street, Enderby, LE9 5NJ	879	530	81.43%	432	£8,233	£3.55	£3.57	£3.58	£3.65	£3.68	£3.72
	Co-Op Supermarket, Mill Lane, Enderby, Leicester, LE19 4NW	-	156	81.43%	127	£8,233	£1.05	£1.05	£1.05	£1.07	£1.08	£1.10
	Tesco, Blaby Road, South Wigston, LE19 4SG	6,347	3,602	63.69%	2,294	£0	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 6 - Glen Parva	Co-op, 6 Station Road, Narborough, LE19 2HR	-	92	81.43%	75	£8,233	£0.62	£0.62	£0.62	£0.63	£0.64	£0.65
	Co-Op, 17-27 The Exchange, Eyres Monsell Estate, Wigston, LE2 9BA	-	301	81.43%	245	£8,233	£2.02	£2.03	£2.03	£2.07	£2.09	£2.11
Zone 7 - Braunstone and Fosse Park	Co-Op, Hillsborough Road, Glen Parva, LE2 9PT	1,120	857	81.43%	698	£8,233	£5.75	£5.77	£5.79	£5.90	£5.96	£6.02
	Asda Wal-Mart Supercentre, Narborough Road South, Leicester, LE3 2LL	11,148	6,882	56.73%	3,904	£15,371	£60.01	£60.25	£60.49	£61.59	£62.21	£62.83
	Sainsbury's, Fosse Park, Grove Farm Triangle, Enderby, LE9 5WT	15,308	6,023	71.18%	4,287	£13,466	£57.73	£57.96	£58.19	£59.25	£59.84	£60.44
	Aldi, Meridian Way, Braunstone, LE3 2LW	1,022	697	73.57%	513	£7,696	£3.95	£3.96	£3.98	£4.05	£4.09	£4.13
	Co-Op Supermarket, 114 Turnbull Drive, Braunstone, Leicester, LE3 2JW	-	79	81.43%	64	£8,233	£0.53	£0.53	£0.53	£0.54	£0.55	£0.55
	Co-Op, 259 Narborough Road, LE3 2QR	-	448	81.43%	365	£8,233	£3.00	£3.02	£3.03	£3.08	£3.11	£3.14
	Tesco Express, Narborough Road, Rowley Fields, LE3 2FU	290	176	95.00%	167	£13,648	£2.28	£2.29	£2.30	£2.34	£2.37	£2.39
	Marks & Spencer, Fosse Park Shopping Centre, Fosse Park Avenue, Leicester, LE3 2HQ	10,771	1,607	94.43%	1,517	£11,378	£17.27	£17.34	£17.40	£17.72	£17.90	£18.08
Zone 8 - Leicester Forest East	Co-Op Supermarket, 2 Hinckley Road, Leicester Forest East, Leicester, LE3 3GH	-	250	81.43%	204	£8,233	£1.68	£1.68	£1.69	£1.72	£1.74	£1.75
	Sainsbury's Local, 150 Hinckley Road, Leicester Forest East, Leicester, LE3 3UT	-	146	95.00%	139	£13,466	£1.87	£1.88	£1.88	£1.92	£1.94	£1.96
Zone 9 - North Blaby	Co-op Extra Superstore, Station Road, Glenfield, LE3 8BQ	5,027	3,413	81.43%	2,779	£8,233	£22.88	£22.97	£23.06	£23.48	£23.72	£23.96
Total Overall Catchment Area		56,620	31,558	-	22,917	-	£229.28	£230.19	£231.12	£235.30	£237.67	£240.05

Notes

- 2010 prices
- Foodstore floorspace details obtained from IGD foodstores database 2010 unless otherwise specified
- Proportion of convenience goods net sales floorspace derived from Verdict on Grocers 2011 unless otherwise specified
- Proportion of convenience goods net sales floorspace of Tesco Express and Sainsbury's Local stores assumed to be 95% rather than company averages
- Convenience goods turnover per sq. m derived from figures published within Verdict on Grocers 2011
- Convenience goods sales densities projected forwards utilising Experian Forecast growth rates taken from Figure 4a, page 12 of Experian Retail Planner Briefing Note 9, September 2011 (2010: -0.8%, 2011: -1.0%, 2012: -1.7%, 2013: 0.4%, 2014-18: 0.4%, 2019-29: 0.2%)
- Co-op, 77 Lutterworth Road, Blaby gross floorspace measured on ProMap as details not available on IGD, assumed 70% gross to net ratio
- Aldi, Welford Road, Blaby gross floorspace measured on ProMap as details not available on IGD, assumed 70% gross to net ratio

Table 8b - Indicative Over or Undertrading of Foodstores Within Overall Catchment Area

Over / Under Trading	2012
Benchmark Turnover of Convenience Stores (excluding Asda and Sainsbury's) in 2012 (£m)	£111.54
Survey Derived Turnover of All Named Facilities (excluding Asda and Sainsbury's) in 2012 (£m)	£75.11
Percentage of Trade from Outside Overall Catchment Area Required to Achieve National Averages (%)	32.66%
Percentage of Undertrading Assuming that facilities obtain 10% of their trade from Outside Overall Catchment Area (%)	22.66%

Notes

- 2010 prices
- Benchmark turnover of existing stores obtained from Table 8a
- Survey derived turnover of existing stores obtained from Table 6
- Turnover includes 'Other stores and centres'

Table 8c - Indicative Over or Undertrading of ASDA and Sainsbury's Fosse Park

Store	Benchmark Turnover in 2012 (£m)	Survey-Derived Turnover in 2012 (£m)	Over/Under Trading From OCA (£m)	Survey Derived Turnover Assuming 20% Inflow From Outside OCA (£m)	Over/Under Trading Turnover Assuming 20% Inflow (£m)	
Fosse Park Foodstores	ASDA	£60.01	£62.93	£2.92	£78.66	£18.65
	Sainsbury's	£57.73	£46.87	-£10.86	£58.59	£0.86

Notes

- 2010 prices
- Benchmark turnover of existing stores obtained from Table 8a
- Survey derived turnover of existing stores obtained from Table 6
- Survey derived turnover of Sainsbury's store prior to extension

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Table 9 - Benchmark Convenience Goods Turnover of Commitments in 2012 Projected

Zone	Facility	Application Reference	Gross Floorspace (sq. m)	Net Sales Floorspace (sq. m)	Proportion of Convenience Goods Floorspace (%)	Net Convenience Goods Floorspace (sq. m)	Turnover per sq. m 2012 (£)	Turnover 2012 (£m)	Turnover 2013 (£m)	Turnover 2014 (£m)	Turnover 2019 (£m)	Turnover 2024 (£m)	Turnover 2029 (£m)
Zone 7 - Braunstone and Fosse Park	Sainsbury's, Fosse Park, Grove Farm Triangle, Enderby, LE9 5WT - Extension	10/0573/1/PX	15,308	3,277	25.00%	819	£13,466	£11.03	£11.08	£11.12	£11.32	£11.44	£11.55
	Currys Mezzanine, Unit 1 Fosse Retail Park	09/0770/1/PX	-	1,460	0.00%	0	£6,638	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 9 - North Blaby	Glenfield Park Retail Centre	10/0118/1/OX	1,400	1,120	50.00%	560	£4,379	£2.45	£2.46	£2.47	£2.52	£2.54	£2.57
Total Overall Catchment Area			16,708	5,857	-	1,379	-	£13.48	£13.54	£13.59	£13.84	£13.98	£14.12

Notes

- 2010 prices
- Assumed Gross to net ratio of Glenfield Park Neighbourhood Centre 80% and of this, 50% is used for the sale of convenience goods with a turnover per sq. m in 2010 of £4,500 per sq. m
- Sainsburys Fosse Park net sales area obtained from submitted Transport Assessment (9,300 sq. m) and figure in Table 9 above represents the uplift from the previous net sales area set out in Table 8 (6,023 sq. m) assumes 25% used for the sale of convenience goods and 75% for the sale of comparison goods based on Drivers Jonas Deloitte assumptions following discussions with Blaby District Council
- Turnover per sq. m of named retailers obtained from Verdict on Grocers 2011 and Mintel Retail Rankings 2011 unless otherwise specified
- Convenience goods sales densities projected forwards utilising Experian Forecast growth rates taken from Figure 4a , page 12 of Experian Retail Planner Briefing Note 9, September 2011 (2010: -0.8%, 2011: -1.0%, 2012: -1.7%, 2013: 0.4%, 2014-18: 0.4%, 2019-29: 0.2%)

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Table 10a - Capacity for Additional Convenience Goods Floorspace - Overall Catchment Area - Existing Retention Rate

Row From RTP Study	Blaby District	2012	2013	2014	2019	2024	2029
A	Total Population	144,246	145,452	146,507	152,837	159,017	164,594
B	Total Available Expenditure (£m)	£261.54	£263.93	£266.05	£282.73	£301.80	£320.15
C	Retained Expenditure (£m)	£187.74	£189.46	£190.98	£202.95	£216.65	£229.82
D	Market Share (%)	71.78%	71.78%	71.78%	71.78%	71.78%	71.78%
E	Inflow From Outside Overall Catchment Area (£m)	-	-	-	-	-	-
F	Total Turnover of Convenience Goods Facilities (£m)	£187.74	£188.49	£189.25	£192.68	£194.61	£196.57
G	Claims on Expenditure (£m)	-	-	-	-	-	-
H	Turnover of Commitments From the Overall Catchment Area (£m)	£13.48	£13.54	£13.59	£13.84	£13.98	£14.12
I	Residual Capacity (£m)	-£13.48	-£12.57	-£11.86	-£3.56	£8.06	£19.13
J1	Top Four' Foodstore Turnover per sq. m (£)	£14,064	£14,121	£14,177	£14,434	£14,579	£14,725
K1	Net Floorspace Equivalent 'Top Four' Foodstore (sq. m)	-959	-890	-836	-247	553	1,299
J2	Discounter' Foodstore Turnover per sq. m (£)	£6,114	£6,139	£6,163	£6,275	£6,338	£6,402
K2	Net Floorspace Equivalent 'Discounter' Foodstore (sq. m)	-2,205	-2,048	-1,924	-568	1,271	2,989
L1	Gross Floorspace Equivalent 'Top Four' Foodstore (sq. m)	-1,475	-1,370	-1,287	-380	850	1,999
L2	Gross Floorspace Equivalent 'Discounter' Foodstore (sq. m)	-2,940	-2,730	-2,565	-757	1,695	3,985

Notes

- 2010 prices
- Total available expenditure taken from Table 4a
- Existing Market Share taken from Table 7
- Turnover of existing facilities within the Overall Catchment Area taken from Table 6
- Turnover of Commitments from the Overall Catchment Area taken from Table 9
- Net floorspace equivalent for 'Top Four' foodstore retailers divides the expenditure capacity by an average of the convenience goods turnover per sq. m of Tesco, ASDA, Sainsburys and Morrisons (£14,064 per sq. m in 2012 in 2010 prices)
- Net floorspace equivalent for 'Discounter' foodstore retailers divides the expenditure capacity by an average of the convenience goods turnover per sq. m of Aldi, LIDL and Iceland (£6,114 per sq. m in 2012 in 2010 prices)
- Gross floorspace equivalent for 'Top Four' foodstore retailers assumes a gross to net ratio of 65% and gross floorspace equivalent for 'Discounter' foodstore retailers assumes a gross to net ratio of 75%
- Convenience goods sales densities projected forwards utilising Experian Forecast growth rates taken from Figure 4a , page 12 of Experian Retail Planner Briefing Note 9, September 2011 (2010: -0.8%, 2011: -1.0%, 2012: -1.7%, 2013: 0.4%, 2014-18: 0.4%, 2019-29: 0.2%)
- Total Population from Table 1
- All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant convenience goods proposal

Table 11a - Capacity for Additional Convenience Goods Floorspace - Overall Catchment Area - Increase in Retention Rate to 80%

Row From RTP Study	Blaby District	2012	2013	2014	2019	2024	2029
A	Total Population	144,246	145,452	146,507	152,837	159,017	164,594
B	Total Available Expenditure (£m)	£261.54	£263.93	£266.05	£282.73	£301.80	£320.15
C	Retained Expenditure (£m)	£187.74	£190.03	£191.56	£212.05	£232.39	£256.12
D	Market Share (%)	71.78%	72.00%	72.00%	75.00%	77.00%	80.00%
E	Inflow From Outside Overall Catchment Area (£m)	-	-	-	-	-	-
F	Total Turnover of Convenience Goods Facilities (£m)	£187.74	£188.49	£189.25	£192.68	£194.61	£196.57
G	Claims on Expenditure (£m)	-	-	-	-	-	-
H	Turnover of Commitments From the Overall Catchment Area (£m)	£13.48	£13.54	£13.59	£13.84	£13.98	£14.12
I	Residual Capacity (£m)	-£13.48	-£12.00	-£11.28	£5.53	£23.80	£45.44
J1	Top Four ¹ Foodstore Turnover per sq. m (£)	£14,064	£14,121	£14,177	£14,434	£14,579	£14,725
K1	Net Floorspace Equivalent 'Top Four' Foodstore (sq. m)	-959	-850	-796	383	1,632	3,086
J2	Discounter ² Foodstore Turnover per sq. m (£)	£6,114	£6,139	£6,163	£6,275	£6,338	£6,402
K2	Net Floorspace Equivalent 'Discounter' Foodstore (sq. m)	-2,205	-1,955	-1,831	882	3,755	7,097
L1	Gross Floorspace Equivalent 'Top Four' Foodstore (sq. m)	-1,475	-1,307	-1,224	590	2,511	4,747
L2	Gross Floorspace Equivalent 'Discounter' Foodstore (sq. m)	-2,940	-2,606	-2,441	1,175	5,006	9,463

Notes

- 2010 prices
- Total available expenditure taken from Table 4
- Existing Market Share taken from Table 7
- Turnover of existing facilities within the Overall Catchment Area taken from Table 6
- Turnover of Commitments from the Overall Catchment Area taken from Table 9
- Net floorspace equivalent for 'Top Four' foodstore retailers divides the expenditure capacity by an average of the convenience goods turnover per sq. m of Tesco, ASDA, Sainsburys and Morrisons (£14,064 per sq. m in 2012 in 2010 prices)
- Net floorspace equivalent for 'Discounter' foodstore retailers divides the expenditure capacity by an average of the convenience goods turnover per sq. m of Aldi, LIDL and Iceland (£6,114 per sq. m in 2012 in 2010 prices)
- Gross floorspace equivalent for 'Top Four' foodstore retailers assumes a gross to net ratio of 65% and gross floorspace equivalent for 'Discounter' foodstore retailers assumes a gross to net ratio of 75%
- Convenience goods sales densities projected forwards utilising Experian Forecast growth rates taken from Figure 4a , page 12 of Experian Retail Planner Briefing Note 9, September 2011 (2010: -0.8%, 2011: -1.0%, 2012: -1.7%, 2013: 0.4%, 2014-18: 0.4%, 2019-29: 0.2%)
- Total Population from Table 1
- All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant convenience goods proposal**

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Table 10b - Capacity for Additional Convenience Goods Floorspace - Overall Catchment Area - Existing Retention Rate - Housing Allocations Population Growth Scenario

Row From RTP Study	Blaby District	2012	2013	2014	2019	2024	2029
A	Total Population	144,406	145,841	147,275	153,922	161,242	167,744
B	Total Available Expenditure (£m)	£263.34	£266.17	£268.99	£286.38	£307.79	£328.16
C	Retained Expenditure (£m)	£189.04	£191.06	£193.09	£205.58	£220.95	£235.57
D	Retention Rate (%)	71.78%	71.78%	71.78%	71.78%	71.78%	71.78%
E	Inflow From Outside Overall Catchment Area (£m)	-	-	-	-	-	-
F	Total Turnover of Convenience Goods Facilities From Overall Catchment Area (£m)	£189.04	£189.79	£190.55	£194.01	£195.95	£197.92
G	Claims on Expenditure (£m)	-	-	-	-	-	-
H	Turnover of Commitments From the Overall Catchment Area (£m)	£13.48	£13.54	£13.59	£13.84	£13.98	£14.12
I	Residual Capacity (£m)	-£13.48	-£12.27	-£11.05	-£2.27	£11.01	£23.53
J1	Top Four ¹ Foodstore Turnover per sq. m (£)	£14,064	£14,121	£14,177	£14,434	£14,579	£14,725
K1	Net Floorspace Equivalent 'Top Four' Foodstore (sq. m)	-959	-869	-780	-157	755	1,598
J2	Discounter ¹ Foodstore Turnover per sq. m (£)	£6,114	£6,139	£6,163	£6,275	£6,338	£6,402
K2	Net Floorspace Equivalent 'Discounter' Foodstore (sq. m)	-2,205	-1,998	-1,793	-361	1,738	3,675
L1	Gross Floorspace Equivalent 'Top Four' Foodstore (sq. m)	-1,475	-1,336	-1,199	-242	1,162	2,458
L2	Gross Floorspace Equivalent 'Discounter' Foodstore (sq. m)	-2,940	-2,664	-2,391	-482	2,317	4,900

Notes

- 2010 prices
- Total available expenditure taken from Table 4
- Existing Market Share taken from Table 7
- Turnover of existing facilities within the Overall Catchment Area taken from Table 6
- Turnover of Commitments from the Overall Catchment Area taken from Table 9
- Net floorspace equivalent for 'Top Four' foodstore retailers divides the expenditure capacity by an average of the convenience goods turnover per sq. m of Tesco, ASDA, Sainsburys and Morrisons (£14,064 per sq. m in 2012 in 2010 prices)
- Net floorspace equivalent for 'Discounter' foodstore retailers divides the expenditure capacity by an average of the convenience goods turnover per sq. m of Aldi, LIDL and Iceland (£6,114 per sq. m in 2012 in 2010 prices)
- Gross floorspace equivalent for 'Top Four' foodstore retailers assumes a gross to net ratio of 65% and gross floorspace equivalent for 'Discounter' foodstore retailers assumes a gross to net ratio of 75%
- Convenience goods sales densities projected forwards utilising Experian Forecast growth rates taken from Figure 4a , page 12 of Experian Retail Planner Briefing Note 9, September 2011 (2010: -0.8%, 2011: -1.0%, 2012: -1.7%, 2013: 0.4%, 2014-18: 0.4%, 2019-29: 0.2%)
- Total Population from Table 1
- All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant convenience goods proposal**

Table 11b - Capacity for Additional Convenience Goods Floorspace - Overall Catchment Area - Increase in Retention Rate to 80% - Housing Allocations Population Growth

Row From RTP Study	Blaby District	2012	2013	2014	2019	2024	2029
A	Total Population	144,406	145,841	147,275	153,922	161,242	167,744
B	Total Available Expenditure (£m)	£263.34	£266.17	£268.99	£286.38	£307.79	£328.16
C	Retained Expenditure (£m)	£189.04	£191.64	£193.67	£214.79	£237.00	£262.53
D	Retention Rate (%)	71.78%	72.00%	72.00%	75.00%	77.00%	80.00%
E	Inflow From Outside Overall Catchment Area (£m)	-	-	-	-	-	-
F	Total Turnover of Comparison Goods Facilities From Overall Catchment Area (£m)	£189.04	£189.79	£190.55	£194.01	£195.95	£197.92
G	Claims on Expenditure (£m)	-	-	-	-	-	-
H	Turnover of Commitments From the Overall Catchment Area (£m)	£13.48	£13.54	£13.59	£13.84	£13.98	£14.12
I	Residual Capacity (£m)	-£13.48	-£11.69	-£10.47	£6.94	£27.07	£50.49
J1	Top Four' Foodstore Turnover per sq. m (£)	£14,064	£14,121	£14,177	£14,434	£14,579	£14,725
K1	Net Floorspace Equivalent 'Top Four' Foodstore (sq. m)	-959	-828	-739	481	1,857	3,429
J2	Discounter' Foodstore Turnover per sq. m (£)	£6,114	£6,139	£6,163	£6,275	£6,338	£6,402
K2	Net Floorspace Equivalent 'Discounter' Foodstore (sq. m)	-2,205	-1,904	-1,699	1,106	4,271	7,887
L1	Gross Floorspace Equivalent 'Top Four' Foodstore (sq. m)	-1,475	-1,274	-1,136	740	2,857	5,275
L2	Gross Floorspace Equivalent 'Discounter' Foodstore (sq. m)	-2,940	-2,539	-2,265	1,475	5,695	10,516

Notes

- 2010 prices
- Total available expenditure taken from Table 4
- Existing Market Share taken from Table 7
- Turnover of existing facilities within the Overall Catchment Area taken from Table 6
- Turnover of Commitments from the Overall Catchment Area taken from Table 9
- Net floorspace equivalent for 'Top Four' foodstore retailers divides the expenditure capacity by an average of the convenience goods turnover per sq. m of Tesco, ASDA, Sainsburys and Morrisons (£14,064 per sq. m in 2012 in 2010 prices)
- Net floorspace equivalent for 'Discounter' foodstore retailers divides the expenditure capacity by an average of the convenience goods turnover per sq. m of Aldi, LIDL and Iceland (£6,114 per sq. m in 2012 in 2010 prices)
- Gross floorspace equivalent for 'Top Four' foodstore retailers assumes a gross to net ratio of 65% and gross floorspace equivalent for 'Discounter' foodstore retailers assumes a gross to net ratio of 75%
- Convenience goods sales densities projected forwards utilising Experian Forecast growth rates taken from Figure 4a , page 12 of Experian Retail Planner Briefing Note 9, September 2011 (2010: -0.8%, 2011: -1.0%, 2012: -1.7%, 2013: 0.4%, 2014-18: 0.4%, 2019-29: 0.2%)
- Total Population from Table 1
- All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant convenience goods proposal**

Appendix 3 – Comparison Goods Capacity Assessment

Drivers Jonas Deloitte

Appendix 3 - Comparison Goods Capacity Assessment

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Job title:

Blaby Retail Study Update 2012

Client:

Blaby District Council

Date:

July 2012

Blaby District Council
Blaby Retail Study Update 2012
Comparison Goods Analysis

Overall Catchment Area Zones

Zone	Constituent Postcode Sectors
Zone 1 - South West Blaby	LE9 4, LE10 3
Zone 2 - West Blaby	LE9 3, LE9 7, LE9 9
Zone 3 - Blaby Town and Whetstone	LE8 4, LE8 6, LE9 1
Zone 4 - South East Blaby	LE8 5, LE8 8, LE18 3
Zone 5 - Enderby and Narborough	LE 19 0, LE19 2, LE19 3, LE19 4
Zone 6 - Glen Parva	LE2 9
Zone 7 - Braunstone and Fosse Park	LE3 2, LE19 1
Zone 8 - Leicester Forest East	LE3 3
Zone 9 - North Blaby	LE3 8, LE9 2

Notes

1. Postcode sector LE19 0 relates to the Santander customer service centre and postcode sector LE19 1 relates to Clansouth therefore no telephone surveys were undertaken in these zones
2. The Overall Catchment Area extends to an area larger than the District of Blaby to tie in with the relevant Postcode Sectors above within which the Household Survey was undertaken - the difference between the OCA and District Boundary are outlined in the plan within Appendix 1

Table 1a - Overall Catchment Area Population Projections

Zone	2012	2013	2014	2019	2024	2029
Zone 1 - South West Blaby	9,020	9,096	9,161	9,557	9,944	10,293
Zone 2 - West Blaby	22,467	22,655	22,819	23,805	24,767	25,636
Zone 3 - Blaby Town and Whetstone	16,494	16,632	16,752	17,476	18,183	18,821
Zone 4 - South East Blaby	20,915	21,090	21,243	22,161	23,057	23,866
Zone 5 - Enderby and Narborough	14,855	14,979	15,088	15,740	16,377	16,951
Zone 6 - Glen Parva	15,359	15,487	15,599	16,273	16,931	17,525
Zone 7 - Braunstone and Fosse Park	15,656	15,787	15,902	16,589	17,260	17,865
Zone 8 - Leicester Forest East	13,940	14,056	14,158	14,770	15,367	15,906
Zone 9 - North Blaby	15,540	15,670	15,783	16,465	17,131	17,732
Total Overall Catchment Area	144,246	145,452	146,507	152,837	159,017	164,594

Notes

1. 2010 base population taken from Experian Micromarketer during May 2012
2. Population growth estimates derived from ONS 2012 2010-based Sub-national Population Projections, published March 2012

Table 2a - Overall Catchment Area Comparison Goods Expenditure Per Head Projections

Zone	2012	2013	2014	2019	2024	2029
Zone 1 - South West Blaby	£3,092	£3,157	£3,251	£3,769	£4,370	£5,066
Zone 2 - West Blaby	£2,818	£2,877	£2,964	£3,436	£3,983	£4,617
Zone 3 - Blaby Town and Whetstone	£2,880	£2,941	£3,029	£3,512	£4,071	£4,719
Zone 4 - South East Blaby	£2,927	£2,989	£3,079	£3,569	£4,137	£4,796
Zone 5 - Enderby and Narborough	£2,985	£3,047	£3,139	£3,639	£4,218	£4,890
Zone 6 - Glen Parva	£2,246	£2,294	£2,362	£2,739	£3,175	£3,680
Zone 7 - Braunstone and Fosse Park	£2,397	£2,448	£2,521	£2,923	£3,388	£3,928
Zone 8 - Leicester Forest East	£2,859	£2,919	£3,007	£3,486	£4,041	£4,684
Zone 9 - North Blaby	£2,957	£3,019	£3,110	£3,605	£4,179	£4,845
Average Overall Catchment Area	£2,796	£2,855	£2,940	£3,408	£3,951	£4,581

Notes

1. 2010 prices
2. 2010 base expenditure per head taken from Experian Micromarketer during May 2012
3. 2010 base expenditure per head projected forwards utilising comparison goods forecast growth rates taken from Figure 1a, page 8 of Experian Retail Planner Briefing Note 9, September 2011 (2011: 0.5%, 2012: 1.6%, 2013: 2.1%, 2014-29: 3.0%)

Table 3a - Overall Catchment Area Convenience Goods Expenditure Per Head Projections - With NSRT Deduction

Zone	2012	2013	2014	2019	2024	2029
Zone 1 - South West Blaby	£2,755	£2,787	£2,852	£3,294	£3,837	£4,458
Zone 2 - West Blaby	£2,511	£2,541	£2,599	£3,003	£3,497	£4,063
Zone 3 - Blaby Town and Whetstone	£2,566	£2,597	£2,657	£3,069	£3,574	£4,153
Zone 4 - South East Blaby	£2,608	£2,639	£2,700	£3,119	£3,633	£4,221
Zone 5 - Enderby and Narborough	£2,659	£2,691	£2,753	£3,180	£3,704	£4,303
Zone 6 - Glen Parva	£2,002	£2,025	£2,072	£2,394	£2,787	£3,239
Zone 7 - Braunstone and Fosse Park	£2,136	£2,161	£2,211	£2,555	£2,975	£3,457
Zone 8 - Leicester Forest East	£2,547	£2,578	£2,637	£3,046	£3,548	£4,122
Zone 9 - North Blaby	£2,635	£2,666	£2,727	£3,151	£3,669	£4,263
Average Overall Catchment Area	£2,491	£2,521	£2,579	£2,979	£3,469	£4,031

Notes

1. 2010 prices
2. Base expenditure per head taken from Table 2
3. NSRT = Non-Store Retail Trade - the proportion of expenditure spent through retail means other than 'physical' shops such as the internet, markets, vending machines, catalogues, interactive shopping, door to door sales and vending machines
4. NSRT deductions for each year taken from Appendix 3, page 17 of Experian Retail Planner Briefing Note 9, September 2011 (2010: 8.8%, 2011: 10.0%, 2012: 10.9%, 2013: 11.7%, 2014: 12.3%, 2015: 12.6%, 2016: 12.7%, 2017: 12.8%, 2018: 12.7%, 2019: 12.6%, 2020: 12.5%, 2021: 12.4%, 2022: 12.3%, 2023: 12.3%, 2024: 12.2%, 2025: 12.1%, 2026: 12.1%, 2027: 12.0%, 2028: 12.0%, 2029: 12.0%)
5. NSRT deductions take account of purchases made online but sourced from physical stores such as 'click and collect' shopping

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Table 1b - Overall Catchment Area Population Projections - Housing Allocation Population Increases

Zone	2012	2013	2014	2019	2024	2029
Total Overall Catchment Area	144,406	145,841	147,275	153,922	161,242	167,744

Notes

- 2010 base population taken from Experian Micromarketer during May 2012
- Population growth estimates derived from ONS 2012 2010-based Sub-national Population Projections, published March 2012

Table 2b - Overall Catchment Area Comparison Goods Expenditure Per Head Projections

Zone	2012	2013	2014	2019	2024	2029
Total Overall Catchment Area	£2,796	£2,855	£2,940	£3,408	£3,951	£4,581

Notes

- 2010 prices
- 2010 base expenditure per head taken from Experian Micromarketer during May 2012
- 2010 base expenditure per head projected forwards utilising comparison goods forecast growth rates taken from Figure 1a, page 8 of Experian Retail Planner Briefing Note 9, September 2011
- Total Overall Catchment Area figure taken from Table 2

Table 3b - Overall Catchment Area Comparison Goods Expenditure Per Head Projections - With NSRT Deduction

Zone	2012	2013	2014	2019	2024	2029
Total Overall Catchment Area	£2,491	£2,521	£2,579	£2,979	£3,469	£4,031

Notes

- 2010 prices
- NSRT = Non-Store Retail Trade - the proportion of expenditure spent through retail means other than 'physical' shops such as the internet, markets, vending machines, catalogues, interactive shopping, door to door sales and vending machines
- NSRT deductions for each year taken from Appendix 3, page 17 of Experian Retail Planner Briefing Note 9, September 2011
- NSRT deductions take account of purchases made online but sourced from physical stores such as 'click and collect' shopping
- Total Overall Catchment Area figure taken from Table 3

Table 4b - Overall Catchment Area Total Available Expenditure (£m)

Zone	2012	2013	2014	2019	2024	2029
Total Overall Catchment Area	£359.73	£367.60	£379.75	£458.54	£559.40	£676.18

Notes

- 2010 prices
- Total Available Expenditure calculated by multiplying population from Table 1b by Expenditure per head from Table 3b

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Table 4a - Total Available Comparison Goods Expenditure (£m)

Zone	2012	2013	2014	2019	2024	2029
Zone 1 - South West Blaby	£24.85	£25.35	£26.12	£31.49	£38.15	£45.88
Zone 2 - West Blaby	£56.41	£57.56	£59.31	£71.48	£86.61	£104.17
Zone 3 - Blaby Town and Whetstone	£42.33	£43.19	£44.50	£53.64	£64.99	£78.16
Zone 4 - South East Blaby	£54.55	£55.66	£57.35	£69.13	£83.76	£100.73
Zone 5 - Enderby and Narborough	£39.50	£40.31	£41.53	£50.06	£60.65	£72.94
Zone 6 - Glen Parva	£30.74	£31.36	£32.32	£38.95	£47.20	£56.76
Zone 7 - Braunstone and Fosse Park	£33.44	£34.12	£35.16	£42.38	£51.35	£61.75
Zone 8 - Leicester Forest East	£35.51	£36.23	£37.33	£44.99	£54.52	£65.57
Zone 9 - North Blaby	£40.94	£41.77	£43.04	£51.88	£62.86	£75.60
Total Overall Catchment Area	£358.29	£365.56	£376.68	£453.99	£550.08	£661.57

Notes

1. 2010 prices
2. Total available comparison goods expenditure calculated by multiplying population from Table 1 by expenditure per head with NSRT deduction from Table 3

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Table 5a - First Choice Clothing and Footwear Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1 - South West Blaby		Zone 2 - West Blaby		Zone 3 - Blaby Town and Whetstone		Zone 4 - South East Blaby		Zone 5 - Enderby and Narborough		Zone 6 - Glen Parva		Zone 7 - Braunstone and Fosse Park		Zone 8 - Leicester Forest East		Zone 9 - North Blaby		Total Flow of Expenditure From Catchment (€m)	Market Share From Catchment (%)
		Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)		
Zone 1 - South West Blaby	Wigston Parva, LE10 3AN	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.09%	€0.07	0.82%	€0.04	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.11	0.26%
	Sharnford	0.00%	€0.00	1.41%	€0.09	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.09	0.22%
	Total Zone 1	0.00%	€0.00	1.41%	€0.09	0.00%	€0.00	1.09%	€0.07	0.82%	€0.04	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.21	0.47%
Zone 2 - West Blaby	Newbold Verdon	0.00%	€0.00	2.82%	€0.19	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.86%	€0.04	€0.23	0.53%
	Earl Shilton	0.00%	€0.00	1.41%	€0.09	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.09	0.22%
	Total Zone 2	0.00%	€0.00	4.23%	€0.28	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.86%	€0.04	€0.33	0.74%
Zone 3 - Blaby Town and Whetstone	Blaby	0.00%	€0.00	0.00%	€0.00	1.59%	€0.08	0.00%	€0.00	0.82%	€0.04	1.08%	€0.04	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.16	0.37%
	Total Zone 3	0.00%	€0.00	0.00%	€0.00	1.59%	€0.08	0.00%	€0.00	0.82%	€0.04	1.08%	€0.04	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.16	0.37%
Zone 4 - South East Blaby	Total Zone 4	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.00	0.00%
Zone 5 - Enderby and Narborough	Narborough	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.64%	€0.08	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.08	0.18%
	Enderby	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.82%	€0.04	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.04	0.09%
	Total Zone 5	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	2.46%	€0.12	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.12	0.27%
Zone 6 - Glen Parva	Total Zone 6	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.00	0.00%
Zone 7 - Braunstone and Fosse Park	Braunstone	0.00%	€0.00	0.00%	€0.00	1.59%	€0.08	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.08	0.19%
	Fosse Shopping Park	40.48%	€1.20	46.48%	€3.13	49.21%	€2.52	45.65%	€3.03	51.64%	€2.53	38.71%	€1.51	48.28%	€1.98	35.64%	€1.67	31.03%	€1.49	€19.06	43.47%
	Total Zone 7	40.48%	€1.20	46.48%	€3.13	50.79%	€2.60	45.65%	€3.03	51.64%	€2.53	38.71%	€1.51	48.28%	€1.98	35.64%	€1.67	31.03%	€1.49	€19.14	43.66%
Zone 8 - Leicester Forest East	Leicester Forest East	0.00%	€0.00	0.00%	€0.00	0.79%	€0.04	0.00%	€0.00	0.82%	€0.04	0.00%	€0.00	1.15%	€0.05	0.00%	€0.00	0.00%	€0.00	€0.13	0.29%
	Total Zone 8	0.00%	€0.00	0.00%	€0.00	0.79%	€0.04	0.00%	€0.00	0.82%	€0.04	0.00%	€0.00	1.15%	€0.05	0.00%	€0.00	0.00%	€0.00	€0.13	0.29%
Zone 9 - North Blaby	Glenfields	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.86%	€0.04	€0.04	0.09%
	Total Zone 9	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.86%	€0.04	€0.04	0.09%
Outside Catchment Area	Leicester	9.52%	€0.28	22.54%	€1.52	32.54%	€1.67	35.87%	€2.38	27.87%	€1.36	45.16%	€1.76	43.68%	€1.79	49.50%	€2.32	40.52%	€1.94	€15.03	34.29%
	Hinckley	26.19%	€0.77	11.27%	€0.76	0.00%	€0.00	0.00%	€0.00	4.10%	€0.20	1.08%	€0.04	0.00%	€0.00	0.00%	€0.00	0.86%	€0.04	€1.82	4.14%
	Other Outside Catchment Area	2.38%	€0.07	4.23%	€0.28	3.17%	€0.16	3.26%	€0.22	4.10%	€0.20	1.08%	€0.04	1.15%	€0.05	3.96%	€0.19	6.03%	€0.29	€1.54	3.52%
	Beaumont Leys, Leicester	2.38%	€0.07	2.82%	€0.19	3.97%	€0.20	2.17%	€0.14	1.64%	€0.08	3.23%	€0.13	2.30%	€0.09	4.95%	€0.23	14.66%	€0.70	€1.84	4.21%
	Nuneaton	9.52%	€0.28	2.82%	€0.19	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	2.30%	€0.09	0.00%	€0.00	0.00%	€0.00	€0.57	1.29%
	Market Harborough	0.00%	€0.00	0.00%	€0.00	2.38%	€0.12	3.26%	€0.22	0.82%	€0.04	3.23%	€0.13	1.15%	€0.05	0.99%	€0.05	0.00%	€0.00	€0.60	1.36%
	Wigston Town Centre	0.00%	€0.00	0.00%	€0.00	1.59%	€0.08	3.26%	€0.22	0.82%	€0.04	1.08%	€0.04	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.38	0.87%
	Coventry	7.14%	€0.21	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.21	0.48%
	Nottingham	0.00%	€0.00	1.41%	€0.09	1.59%	€0.08	0.00%	€0.00	0.82%	€0.04	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.86%	€0.04	€0.26	0.59%
	London	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.09%	€0.07	0.00%	€0.00	1.08%	€0.04	0.00%	€0.00	2.97%	€0.14	0.00%	€0.00	€0.25	0.58%
	Birmingham City Centre	2.38%	€0.07	0.00%	€0.00	0.79%	€0.04	0.00%	€0.00	0.82%	€0.04	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.15	0.34%
	Qadby Town Centre	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	2.17%	€0.14	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.14	0.33%
	Loughborough	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.86%	€0.04	€0.04	0.09%
	Thurmarsh District Centre, Leicester	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.86%	€0.04	€0.04	0.09%
	Hinckley Retail Park, Skeke Road, Hinckley	0.00%	€0.00	1.41%	€0.09	0.00%	€0.00	0.00%	€0.00	0.82%	€0.04	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.09	0.22%
	Rugby	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.82%	€0.04	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.04	0.09%
	St George's Retail Park, Leicester	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.82%	€0.04	1.08%	€0.04	0.00%	€0.00	0.99%	€0.05	0.00%	€0.00	€0.13	0.29%
	Lutterworth	0.00%	€0.00	0.00%	€0.00	0.79%	€0.04	1.09%	€0.07	0.82%	€0.04	2.15%	€0.08	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.24	0.54%
	South Wigston Town Centre	0.00%	€0.00	1.41%	€0.09	0.00%	€0.00	1.09%	€0.07	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.17	0.38%
	Coalville	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.99%	€0.05	0.86%	€0.04	€0.09	0.20%
	Anstey	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.86%	€0.04	€0.04	0.09%
	Thurlston	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.86%	€0.04	€0.04	0.09%
	Total Outside Catchment Area	59.52%	€1.76	47.89%	€3.22	46.83%	€2.40	52.26%	€3.53	43.44%	€2.13	60.22%	€2.35	50.57%	€2.08	64.36%	€3.02	67.24%	€3.23	€23.71	54.09%
	Total	100.00%	€2.95	100.00%	€6.73	100.00%	€5.12	100.00%	€6.63	100.00%	€4.90	100.00%	€3.90	100.00%	€4.11	100.00%	€4.70	100.00%	€4.80	€43.84	100.00%

Notes

- 2010 prices
- Market share details taken from NEMS Household Telephone Survey undertaken during April 2008
- Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer in May 2012 minus NSRT adjustment taken from Appendix 3, page 17 of Experian Retail Planner Briefing Note 9, September 2011
- 50% / 50% split between destination last utilised for shopping for particular goods category and destination utilised prior to this taken from Roger Tym and Partners 2008 Study

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Comparison Goods Analysis

Table 5b - Second Choice Clothing and Footwear Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1 - South West Blaby		Zone 2 - West Blaby		Zone 3 - Blaby Town and Whetstone		Zone 4 - South East Blaby		Zone 5 - Enderby and Narborough		Zone 6 - Glen Parva		Zone 7 - Braunstone and Fosse Park		Zone 8 - Leicester Forest East		Zone 9 - North Blaby		Total Flow of Expenditure From Catchment (£m)	Market Share From Catchment (%)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)		
Zone 1 - South West Blaby	Wigston Parva, LE10 3AN	0.00%	£0.00	0.00%	£0.00	0.87%	£0.04	2.56%	£0.17	0.00%	£0.00	1.30%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.27	0.61%
	Total Zone 1	0.00%	£0.00	0.00%	£0.00	0.87%	£0.04	2.56%	£0.17	0.00%	£0.00	1.30%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.27	0.61%
Zone 2 - West Blaby	Earl Shilton	0.00%	£0.00	1.59%	£0.11	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.11	0.24%
	Total Zone 2	0.00%	£0.00	1.59%	£0.11	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.11	0.24%
Zone 3 - Blaby Town and Whetstone	Blaby	0.00%	£0.00	0.00%	£0.00	1.74%	£0.09	1.28%	£0.09	0.97%	£0.05	0.00%	£0.00	0.00%	£0.00	1.10%	£0.05	0.00%	£0.00	£0.27	0.62%
	Total Zone 3	0.00%	£0.00	0.00%	£0.00	1.74%	£0.09	1.28%	£0.09	0.97%	£0.05	0.00%	£0.00	0.00%	£0.00	0	£0.05	0.00%	£0.00	£0.27	0.62%
Zone 4 - South East Blaby	Total Zone 4	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%
Zone 5 - Enderby and Narborough	Narborough	0.00%	£0.00	0.00%	£0.00	0.87%	£0.04	0.00%	£0.00	0.97%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.09	0.21%
	Total Zone 5	0.00%	£0.00	0.00%	£0.00	0.87%	£0.04	0.00%	£0.00	2.91%	£0.14	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.19	0.43%
Zone 6 - Glen Parva	Total Zone 6	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%
Zone 7 - Braunstone and Fosse Park	Fosse Shopping Park	33.77%	£1.00	42.86%	£2.88	45.22%	£2.32	41.03%	£2.72	46.60%	£2.28	42.86%	£1.67	26.92%	£1.11	46.15%	£2.17	25.71%	£1.23	£17.38	39.65%
	Total Zone 7	33.77%	£1.00	42.86%	£2.88	46.09%	£2.36	41.03%	£2.72	47.57%	£2.33	42.86%	£1.67	26.92%	£1.11	46.15%	£2.17	25.71%	£1.23	£17.47	39.86%
Zone 8 - Leicester Forest East	Leicester Forest East	0.00%	£0.00	0.00%	£0.00	0.87%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.95%	£0.05	£0.09	0.21%
	Total Zone 8	0.00%	£0.00	0.00%	£0.00	0.87%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.95%	£0.05	£0.09	0.21%
Zone 9 - North Blaby	Total Zone 9	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%
Outside Catchment Area	Leicester	11.69%	£0.35	28.57%	£1.92	39.13%	£2.01	33.33%	£2.21	33.01%	£1.62	44.16%	£1.72	64.10%	£2.63	43.96%	£2.06	46.67%	£2.24	£16.76	38.23%
	Hinckley	27.27%	£0.81	17.46%	£1.18	1.74%	£0.09	0.00%	£0.00	3.88%	£0.19	0.00%	£0.00	0.00%	£0.00	1.10%	£0.05	0.00%	£0.00	£2.31	5.27%
	Beaumont Leys, Leicester	1.30%	£0.04	3.17%	£0.21	0.87%	£0.04	0.00%	£0.00	4.85%	£0.24	3.90%	£0.15	3.85%	£0.16	4.40%	£0.21	15.24%	£0.73	£1.78	4.06%
	Birmingham City Centre	3.90%	£0.12	3.17%	£0.21	1.74%	£0.09	0.00%	£0.00	2.91%	£0.14	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.90%	£0.09	£0.65	1.49%
	Nottingham	1.30%	£0.04	1.59%	£0.11	0.00%	£0.00	6.41%	£0.43	0.00%	£0.00	1.30%	£0.05	2.56%	£0.11	1.10%	£0.05	0.95%	£0.05	£0.82	1.88%
	Nuneaton	11.69%	£0.35	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.94%	£0.10	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.44	1.00%
	Market Harborough	0.00%	£0.00	0.00%	£0.00	2.61%	£0.13	3.85%	£0.26	0.00%	£0.00	1.30%	£0.05	1.28%	£0.05	1.10%	£0.05	0.95%	£0.05	£0.59	1.34%
	Wigston Town Centre	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	6.41%	£0.43	0.97%	£0.05	2.60%	£0.10	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.57	1.31%
	Coventry	7.79%	£0.23	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.23	0.53%
	Oadby Town Centre	0.00%	£0.00	0.00%	£0.00	0.87%	£0.04	3.85%	£0.26	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.30	0.68%
	London	1.30%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.97%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.95%	£0.05	£0.13	0.30%
	Loughborough	0.00%	£0.00	0.00%	£0.00	1.74%	£0.09	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.95%	£0.05	£0.13	0.31%
	Rugby	0.00%	£0.00	1.59%	£0.11	0.87%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.15	0.35%
	Thurmaston District Centre, Leicester	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.90%	£0.09	£0.09	0.21%
	St George's Retail Park, Leicester	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.30%	£0.05	0.00%	£0.00	0.00%	£0.00	0.95%	£0.05	£0.10	0.22%
	B&Q, Bull Head Street, Wigston, LE18 1PA	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.10%	£0.05	0.00%	£0.00	0.00%	£0.00	£0.05	0.12%
	Leicester - Stonegate	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.30%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.05	0.12%
	Thurlaston	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.95%	£0.05	£0.05	0.10%
	South Wigston Town Centre	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.28%	£0.09	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.09	0.19%
	Lutterworth	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.28%	£0.05	0.00%	£0.00	0.00%	£0.00	£0.05	0.12%
	Coalville	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.95%	£0.05	£0.05	0.10%
	Anstey	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.95%	£0.05	£0.05	0.10%
	Total Outside Catchment Area	66.23%	£1.96	55.56%	£3.74	49.57%	£2.54	55.13%	£3.66	48.54%	£2.38	55.84%	£2.18	73.08%	£3.00	52.75%	£2.48	73.33%	£3.52	£25.44	58.04%
	Total	100.00%	£2.95	100.00%	£6.73	100.00%	£5.12	100.00%	£6.63	100.00%	£4.90	100.00%	£3.90	100.00%	£4.11	100.00%	£4.70	100.00%	£4.80	£43.84	100.00%

Notes
 1. 2010 prices
 2. Market share details taken from NEMS Household Telephone Survey undertaken during April 2008
 3. Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer in May 2012 minus NSRT adjustment taken from Appendix 3, page 17 of Experian Retail Planner Briefing Note 9, September 2011
 4. 50% / 50% split between destination last utilised for shopping for particular goods category and destination utilised prior to this taken from Roger Tym and Partners 2008 Study

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Table 5c - First Choice Furniture, Carpets and Soft Household Furnishings Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1 - South West Blaby		Zone 2 - West Blaby		Zone 3 - Blaby Town and Whetstone		Zone 4 - South East Blaby		Zone 5 - Enderby and Narborough		Zone 6 - Glen Parva		Zone 7 - Braunstone and Fosse Park		Zone 8 - Leicester Forest East		Zone 9 - North Blaby		Total Flow of Expenditure From	Market Share From		
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Cauchment (%)	Cauchment (%)
Zone 1 - South West Blaby	Wigston Parva, LE10 3AN	0.00%	£0.00	0.00%	£0.00	0.88%	£0.03	1.47%	£0.06	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.08%	0.33%
	Stoney Stanton	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.03%	£0.03	0.00%	£0.03	0.03%	0.12%
	Aston Flanville, LE10 3AU	0.00%	£0.00	0.00%	£0.00	0.88%	£0.03	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.03%	0.10%
	Total Zone 1	0.00%	£0.00	0.00%	£0.00	1.75%	£0.05	1.47%	£0.06	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.03%	£0.03	0.00%	£0.14	0.14%	0.56%
Zone 2 - West Blaby	Earl Shilton	2.86%	£0.05	3.51%	£0.14	0.00%	£0.00	1.47%	£0.06	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.67%	£0.07	0.00%	£0.00	0.00%	£0.31	0.31%	1.26%
	Croft, LE9 3GJ	4.29%	£0.08	5.26%	£0.21	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.29	0.29%	1.16%
	Total Zone 2	7.14%	£0.13	8.77%	£0.35	0.00%	£0.00	1.47%	£0.06	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.67%	£0.07	0.00%	£0.00	0.00%	£0.60	0.60%	2.42%
Zone 3 - Blaby Town and	Blaby	0.00%	£0.00	0.00%	£0.00	8.77%	£0.26	1.47%	£0.06	0.00%	£0.00	2.90%	£0.06	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.37	0.37%	1.48%
	Total Zone 3	0.00%	£0.00	0.00%	£0.00	8.77%	£0.26	1.47%	£0.06	0.00%	£0.00	2.90%	£0.06	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.37	0.37%	1.48%
Zone 4 - South East Blaby	Total Zone 4	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	0.00%
Zone 5 - Enderby and Narborough	Enderby	1.43%	£0.03	1.75%	£0.07	1.75%	£0.05	2.94%	£0.11	1.05%	£0.03	1.45%	£0.03	0.00%	£0.00	1.33%	£0.03	3.09%	£0.09	0.00%	£0.44	0.44%	1.78%
	Narborough	0.00%	£0.00	1.75%	£0.07	0.88%	£0.03	1.47%	£0.06	0.00%	£0.00	1.45%	£0.03	4.29%	£0.10	1.33%	£0.03	0.00%	£0.00	0.00%	£0.31	0.31%	1.24%
	Total Zone 5	1.43%	£0.03	3.51%	£0.14	2.63%	£0.08	4.41%	£0.17	1.05%	£0.03	2.90%	£0.06	4.29%	£0.10	2.67%	£0.07	3.09%	£0.09	0.00%	£0.75	0.75%	3.02%
Zone 6 - Glen Parva	Total Zone 6	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	0.00%
Zone 7 - Braunstone and Fosse Park	Fosse Shopping Park	17.14%	£0.31	21.05%	£0.84	33.33%	£0.97	25.00%	£0.96	34.74%	£0.93	28.99%	£0.59	31.43%	£0.70	30.67%	£0.75	14.43%	£0.43	0.00%	£6.49	6.49%	25.99%
	Total Zone 7	17.14%	£0.31	21.05%	£0.84	34.21%	£1.00	25.00%	£0.96	34.74%	£0.93	28.99%	£0.59	32.86%	£0.73	30.67%	£0.75	15.46%	£0.46	0.00%	£6.58	6.58%	26.35%
Zone 8 - Leicester Forest East	Leicester Forest East	0.00%	£0.00	0.00%	£0.00	0.88%	£0.03	0.00%	£0.00	1.05%	£0.03	1.45%	£0.03	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.08	0.08%	0.33%
	Total Zone 8	0.00%	£0.00	0.00%	£0.00	0.88%	£0.03	0.00%	£0.00	1.05%	£0.03	1.45%	£0.03	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.08	0.08%	0.33%
Zone 9 - North Blaby	Glenfields	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.67%	£0.07	4.12%	£0.12	0.00%	£0.19	0.19%	0.76%
	Total Zone 9	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.67%	£0.07	4.12%	£0.12	0.00%	£0.19	0.19%	0.76%
Outside Catchment Area	Leicester	12.86%	£0.23	24.56%	£0.98	30.70%	£0.89	35.29%	£1.36	40.00%	£1.08	34.78%	£0.70	47.14%	£1.05	36.00%	£0.88	46.39%	£1.39	0.00%	£8.57	8.57%	34.32%
	Nottingham	2.86%	£0.05	1.75%	£0.07	4.39%	£0.13	4.41%	£0.17	7.37%	£0.20	1.45%	£0.03	2.86%	£0.06	8.00%	£0.20	4.12%	£0.12	0.00%	£1.03	1.03%	4.13%
	Hinckley	18.57%	£0.34	12.28%	£0.49	1.75%	£0.05	0.00%	£0.00	3.16%	£0.08	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	3.09%	£0.09	0.00%	£1.06	1.06%	4.24%
	Wigston Town Centre	0.00%	£0.00	0.00%	£0.00	6.14%	£0.18	8.82%	£0.34	0.00%	£0.00	10.14%	£0.21	0.00%	£0.00	1.33%	£0.03	0.00%	£0.00	0.00%	£0.76	0.76%	3.03%
	Coventry	15.71%	£0.29	3.51%	£0.14	0.88%	£0.03	2.94%	£0.11	2.11%	£0.06	1.45%	£0.03	2.86%	£0.06	0.00%	£0.00	0.00%	£0.00	0.00%	£0.72	0.72%	2.86%
	Other Outside Catchment Area	7.14%	£0.13	5.26%	£0.21	1.75%	£0.05	5.88%	£0.23	0.00%	£0.00	0.00%	£0.00	1.43%	£0.03	0.00%	£0.00	3.09%	£0.09	0.00%	£0.74	0.74%	2.98%
	Anstey	0.00%	£0.00	3.51%	£0.14	0.00%	£0.00	0.00%	£0.00	2.11%	£0.06	1.45%	£0.03	1.43%	£0.03	2.67%	£0.07	8.25%	£0.25	0.00%	£0.57	0.57%	2.29%
	Thurleston	0.00%	£0.00	0.00%	£0.00	1.75%	£0.05	2.94%	£0.11	2.11%	£0.06	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.67%	£0.07	1.03%	£0.32	0.32%	1.27%
	Nuneaton	11.43%	£0.21	1.75%	£0.07	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.28	0.28%	1.12%
	Market Harborough	1.43%	£0.03	1.75%	£0.07	0.88%	£0.03	4.41%	£0.17	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.33%	£0.03	0.00%	£0.00	0.00%	£0.32	0.32%	1.30%
	Beaumont Leys, Leicester	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.05%	£0.03	1.45%	£0.03	0.00%	£0.00	1.33%	£0.03	3.09%	£0.09	0.00%	£0.18	0.18%	0.73%
	Thurmaston District Centre, Leicester	0.00%	£0.00	0.00%	£0.00	0.88%	£0.03	0.00%	£0.00	0.00%	£0.00	1.45%	£0.03	2.86%	£0.06	0.00%	£0.00	1.03%	£0.03	0.00%	£0.15	0.15%	0.60%
	Coalville	0.00%	£0.00	1.75%	£0.07	0.00%	£0.00	0.00%	£0.00	1.05%	£0.03	1.45%	£0.03	1.43%	£0.03	0.00%	£0.00	1.03%	£0.03	0.00%	£0.19	0.19%	0.76%
	B&Q, 35 Devonshire road, Leicester, LE4 0BG	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.05%	£0.03	0.00%	£0.00	0.00%	£0.00	1.33%	£0.03	2.06%	£0.06	0.00%	£0.12	0.12%	0.49%
	Broughton Astley	0.00%	£0.00	0.00%	£0.00	0.88%	£0.03	0.00%	£0.00	1.05%	£0.03	1.45%	£0.03	1.43%	£0.03	0.00%	£0.00	0.00%	£0.00	0.00%	£0.11	0.11%	0.46%
	Rugby	2.86%	£0.05	1.75%	£0.07	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.45%	£0.03	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.15	0.15%	0.61%
	Lutterworth	1.43%	£0.03	0.00%	£0.00	0.88%	£0.03	0.00%	£0.00	1.05%	£0.03	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.08	0.08%	0.32%
	Birmingham City Centre	0.00%	£0.00	1.75%	£0.07	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.33%	£0.03	0.00%	£0.00	0.00%	£0.10	0.10%	0.41%
	Loughborough	0.00%	£0.00	1.75%	£0.07	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.07	0.07%	0.28%
	Derby	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.47%	£0.06	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.06	0.06%	0.23%
	Tamworth	0.00%	£0.00	1.75%	£0.07	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.07	0.07%	0.28%
	Aylestone, LE2 8PH	0.00%	£0.00	0.00%	£0.00	0.88%	£0.03	0.00%	£0.00	0.00%	£0.00	2.90%	£0.06	1.43%	£0.03	0.00%	£0.00	2.06%	£0.06	0.00%	£0.18	0.18%	0.71%
	Abbey Retail Park, Leicester, LE4 0BT	0.00%	£0.00	1.75%	£0.07	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.67%	£0.07	0.00%	£0.00	0.00%	£0.14	0.14%	0.54%

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Table 5d - Second Choice Furniture, Carpets and Soft Household Furnishings Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1 - South West Blaby		Zone 2 - West Blaby		Zone 3 - Blaby Town and Whetstone		Zone 4 - South East Blaby		Zone 5 - Enderby and Narborough		Zone 6 - Glen Parva		Zone 7 - Braunstone and Fosse Park		Zone 8 - Leicester Forest East		Zone 9 - North Blaby		Total Flow of Expenditure From Catchment (£m)	Market Share From Catchment (%)	
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)			
Zone 1 - South West Blaby	Total Zone 1	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%	
Zone 2 - West Blaby	East Shilton	0.00%	£0.00	4.76%	£0.19	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.85%	£0.05	0.00%	£0.00	£0.24	0.94%	
	Croft, LE19 5GJ	2.38%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.96%	£0.04	0.00%	£0.00	0.00%	£0.00	£0.09	0.35%	
	Total Zone 2	2.38%	£0.04	4.76%	£0.19	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.96%	£0.04	1.85%	£0.05	0.00%	£0.00	£0.32	1.29%	
Zone 3 - Blaby Town and Whetstone	Blaby	0.00%	£0.00	0.00%	£0.00	5.88%	£0.17	2.08%	£0.08	1.43%	£0.04	0.00%	£0.00	0.00%	£0.00	1.85%	£0.05	0.00%	£0.00	£0.34	1.34%	
	Whetstone	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.08%	£0.08	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.08	0.32%	
	Total Zone 3	0.00%	£0.00	0.00%	£0.00	5.88%	£0.17	4.17%	£0.16	1.43%	£0.04	0.00%	£0.00	0.00%	£0.00	1.85%	£0.05	0.00%	£0.00	£0.42	1.66%	
Zone 4 - South East Blaby	Total Zone 4	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%	
Zone 5 - Enderby and Narborough	Enderby	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.08%	£0.08	1.43%	£0.04	1.89%	£0.04	0.00%	£0.00	1.85%	£0.05	4.11%	£0.12	£0.33	1.30%	
	Narborough	0.00%	£0.00	0.00%	£0.00	1.18%	£0.03	0.00%	£0.00	1.43%	£0.04	1.89%	£0.04	1.96%	£0.04	0.00%	£0.00	0.00%	£0.00	£0.15	0.62%	
	Total Zone 5	0.00%	£0.00	0.00%	£0.00	1.18%	£0.03	2.08%	£0.08	2.86%	£0.08	3.77%	£0.08	1.96%	£0.04	1.85%	£0.05	4.11%	£0.12	£0.48	1.92%	
Zone 6 - Glen Parva	Total Zone 6	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%	
Zone 7 - Braunstone and Fosse Park	Fosse Shopping Park	21.43%	£0.39	40.48%	£1.62	45.88%	£1.34	20.83%	£0.80	31.43%	£0.85	35.85%	£0.73	33.33%	£0.74	37.04%	£0.90	23.29%	£0.70	£8.06	32.30%	
	Braunstone	0.00%	£0.00	0.00%	£0.00	1.18%	£0.03	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.03	0.14%	
	Total Zone 7	21.43%	£0.39	40.48%	£1.62	47.06%	£1.37	20.83%	£0.80	31.43%	£0.85	35.85%	£0.73	33.33%	£0.74	37.04%	£0.90	23.29%	£0.70	£8.10	32.43%	
Zone 8 - Leicester Forest East	Total Zone 8	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%	
Zone 9 - North Blaby	Kirby Muxloe	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.37%	£0.04	£0.04	0.16%	
	Glenfields	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.37%	£0.04	£0.04	0.16%	
Outside Catchment Area	Total Zone 9	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.74%	£0.08	£0.08	0.33%	
	Leicester	19.05%	£0.35	35.71%	£1.43	31.76%	£0.92	31.25%	£1.20	40.00%	£1.08	43.40%	£0.88	50.98%	£1.13	48.15%	£1.17	35.62%	£1.07	£9.24	36.99%	
	Nottingham	2.38%	£0.04	4.76%	£0.19	3.53%	£0.10	10.42%	£0.40	11.43%	£0.31	5.66%	£0.11	7.84%	£0.17	3.70%	£0.09	4.11%	£0.12	£1.55	6.20%	
	Wigston Town Centre	0.00%	£0.00	0.00%	£0.00	3.53%	£0.10	12.50%	£0.48	1.43%	£0.04	3.77%	£0.08	1.96%	£0.04	0.00%	£0.00	2.74%	£0.08	£0.82	3.30%	
	Other Outside Catchment Area	9.52%	£0.17	0.00%	£0.00	1.18%	£0.03	0.00%	£0.00	2.86%	£0.08	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	4.11%	£0.12	£0.41	1.63%	
	Anstey	0.00%	£0.00	2.38%	£0.10	0.00%	£0.00	0.00%	£0.00	4.29%	£0.12	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	6.85%	£0.21	£0.42	1.67%	
	Coventry	14.29%	£0.26	2.38%	£0.10	0.00%	£0.00	4.17%	£0.16	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.52	2.07%	
	Hinckley	11.90%	£0.22	2.38%	£0.10	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.37%	£0.04	£0.35	1.42%	
	Nuneaton	9.52%	£0.17	2.38%	£0.10	1.18%	£0.03	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.30	1.21%	
	Beaumont Leys, Leicester	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.89%	£0.04	0.00%	£0.00	0.00%	£0.00	5.48%	£0.16	£0.20	0.81%	
	Birmingham City Centre	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.08%	£0.08	1.43%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.74%	£0.08	£0.20	0.80%	
	Thurmaston District Centre, Leicester	0.00%	£0.00	2.38%	£0.10	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.96%	£0.04	0.00%	£0.00	0.00%	£0.00	1.37%	£0.04	£0.18	0.72%	
	Thurleston	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.08%	£0.08	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.85%	£0.05	1.37%	£0.04	£0.17	0.67%	
	Coalville	0.00%	£0.00	2.38%	£0.10	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.85%	£0.05	1.37%	£0.04	£0.18	0.73%	
	Loughborough	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.43%	£0.04	1.89%	£0.04	0.00%	£0.00	0.00%	£0.00	1.37%	£0.04	£0.12	0.47%	
	Qadby Town Centre	0.00%	£0.00	0.00%	£0.00	1.18%	£0.03	2.08%	£0.08	0.00%	£0.00	1.89%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.15	0.61%	
	Rugby	2.38%	£0.04	0.00%	£0.00	1.18%	£0.03	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.08	0.31%	
	Lutterworth	0.00%	£0.00	0.00%	£0.00	1.18%	£0.03	2.08%	£0.08	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.11	0.46%	
	South Wigston Town Centre	0.00%	£0.00	0.00%	£0.00	1.18%	£0.03	2.08%	£0.08	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.11	0.46%	
	St George's Retail Park, Leicester	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.08%	£0.08	1.43%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.12	0.48%	
	Derby	2.38%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.04	0.17%	
	Abbey Retail Park, Leicester, LE4 0BT	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.85%	£0.05	0.00%	£0.00	£0.05	0.18%	
	B&Q, Hinckley, LE10 1HN	2.38%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.04	0.17%	
	B&Q, 35 Devonshire road, Leicester, LE4 0BG	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.37%	£0.04	£0.04	0.16%	
	B&Q, Bull Head Street, Wigston, LE18 1PA	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.08%	£0.08	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.08	0.32%	
	Burbage	2.38%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.04	0.17%	
	Hinckley Retail Park, Stoke Road, Hinckley	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.89%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.04	0.15%	
	Total Outside Catchment Area	76.19%	£1.39	54.76%	£2.19	45.88%	£1.34	72.92%	£2.81	64.29%	£1.73	60.38%	£1.22	62.75%	£1.39	57.41%	£1.40	69.86%	£2.10	£15.57	62.36%	
	Total		100.00%	£1.82	100.00%	£4.00	100.00%	£2.91	100.00%	£3.85	100.00%	£2.69	100.00%	£2.03	100.00%	£2.22	100.00%	£2.44	100.00%	£3.00	£24.97	100.00%

Notes
 1. 2010 prices
 2. Market share details taken from NEMS Household Telephone Survey undertaken during April 2008
 3. Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer in May 2012 minus NSRT adjustment taken from Appendix 3, page 17 of Experian Retail Planner Briefing Note 9, September 2011
 4. 50% / 50% split between destination last utilised for shopping for particular goods category and destination utilised prior to this taken from Roger Tym and Partners 2008 Study

Blaby District Council
Blaby Retail Study Update 2012
Comparison Goods Analysis

Table 5e - First Choice DIY and Decorating Goods Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1 - South West Blaby		Zone 2 - West Blaby		Zone 3 - Blaby Town and Whetstone		Zone 4 - South East Blaby		Zone 5 - Enderby and Narborough		Zone 6 - Glen Parva		Zone 7 - Braunstone and Fosse Park		Zone 8 - Leicester Forest East		Zone 9 - North Blaby		Total Flow of Expenditure From Catchment (€m)	Market Share From Catchment (%)	
		Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)			
Zone 1 - South West Blaby	Wigston Parva, LE10 3AN	0.00%	€0.00	0.00%	€0.00	2.63%	€0.05	4.88%	€0.12	3.92%	€0.06	2.47%	€0.03	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.26	1.67%	
	Sharnford	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.04%	€0.01	0.00%	€0.00	€0.01	0.09%	
	Stoney Stanton	1.15%	€0.01	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.01	0.08%	
Zone 2 - West Blaby	Total Zone 1	1.15%	€0.01	0.00%	€0.00	2.63%	€0.05	4.88%	€0.12	3.92%	€0.06	2.47%	€0.03	0.00%	€0.00	1.04%	€0.01	0.00%	€0.00	€0.29	1.85%	
	Earl Shilton	0.00%	€0.00	1.39%	€0.04	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.04	0.23%	
Zone 3 - Blaby Town and	Total Zone 2	0.00%	€0.00	1.39%	€0.04	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.04	0.23%	
	Blaby	0.00%	€0.00	1.39%	€0.04	3.51%	€0.06	0.00%	€0.00	0.98%	€0.02	1.23%	€0.02	1.30%	€0.02	0.00%	€0.00	0.00%	€0.00	€0.15	0.96%	
Zone 4 - South East Blaby	Total Zone 3	0.00%	€0.00	1.39%	€0.04	3.51%	€0.06	0.00%	€0.00	0.98%	€0.02	1.23%	€0.02	1.30%	€0.02	0.00%	€0.00	0.00%	€0.00	€0.15	0.96%	
	Total Zone 4	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.00	0.00%	
Zone 5 - Enderby and Narborough	Narborough	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	2.94%	€0.05	1.23%	€0.02	1.30%	€0.02	0.00%	€0.00	0.00%	€0.00	€0.08	0.54%	
	Enderby	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	2.94%	€0.05	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.05	0.31%	
	Total Zone 5	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	5.88%	€0.10	1.23%	€0.02	1.30%	€0.02	0.00%	€0.00	0.00%	€0.00	€0.13	0.85%	
Zone 6 - Glen Parva	Total Zone 6	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.00	0.00%	
	Fosse Shopping Park	0.00%	€0.00	0.00%	€0.00	1.75%	€0.03	0.00%	€0.00	1.96%	€0.03	2.47%	€0.03	0.00%	€0.00	1.04%	€0.01	0.88%	€0.02	€0.13	0.82%	
Zone 7 - Braunstone and Fosse Park	Braunstone	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.30%	€0.02	0.00%	€0.00	0.00%	€0.00	€0.02	0.12%	
	Total Zone 7	0.00%	€0.00	0.00%	€0.00	1.75%	€0.03	0.00%	€0.00	1.96%	€0.03	2.47%	€0.03	1.30%	€0.02	1.04%	€0.01	0.88%	€0.02	€0.15	0.94%	
Zone 8 - Leicester Forest East	Leicester Forest East	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	3.13%	€0.04	0.88%	€0.02	€0.06	0.39%	
	Total Zone 8	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	3.13%	€0.04	0.88%	€0.02	€0.06	0.39%	
Zone 9 - North Blaby	Glensfields	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.30%	€0.02	0.00%	€0.00	0.00%	€0.00	€0.02	0.12%	
	Total Zone 9	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.30%	€0.02	0.00%	€0.00	0.00%	€0.00	€0.02	0.12%	
Outside Catchment Area	B&Q, 35 Devonshire road, Leicester, LE4 0BG	1.15%	€0.01	13.89%	€0.36	7.89%	€0.14	3.66%	€0.09	22.55%	€0.37	3.70%	€0.05	62.34%	€0.90	50.00%	€0.70	62.83%	€1.21	€3.83	24.52%	
	B&Q, Bull Head Street, Wigston, LE18 1PA	0.00%	€0.00	4.17%	€0.11	46.49%	€0.84	51.22%	€1.22	18.63%	€0.31	48.15%	€0.63	5.19%	€0.07	2.08%	€0.03	0.00%	€0.00	€3.21	20.59%	
	Leicester	1.15%	€0.01	9.72%	€0.25	16.67%	€0.30	10.98%	€0.26	23.53%	€0.39	19.75%	€0.26	19.48%	€0.28	12.50%	€0.18	15.93%	€0.31	€2.24	14.33%	
	B&Q, Hinckley, LE10 1HN	50.57%	€0.56	23.61%	€0.61	0.88%	€0.02	2.44%	€0.06	8.82%	€0.15	0.00%	€0.00	0.00%	€0.00	3.13%	€0.04	1.77%	€0.03	€1.47	9.40%	
	Hinckley	25.29%	€0.28	30.56%	€0.79	0.88%	€0.02	0.00%	€0.00	3.92%	€0.06	0.00%	€0.00	0.00%	€0.00	3.13%	€0.04	0.88%	€0.02	€1.21	7.76%	
	Homebase, 37 Putney Road, Leicester, LE2 7TF	0.00%	€0.00	2.78%	€0.07	4.39%	€0.08	4.88%	€0.12	0.98%	€0.02	7.41%	€0.10	5.19%	€0.07	10.42%	€0.15	3.54%	€0.07	€0.67	4.29%	
	Wigston Town Centre	0.00%	€0.00	0.00%	€0.00	9.65%	€0.17	17.07%	€0.41	3.92%	€0.06	7.41%	€0.10	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.74	4.77%	
	Abbey Retail Park, Leicester, LE4 0BT	0.00%	€0.00	1.39%	€0.04	1.75%	€0.03	0.00%	€0.00	0.00%	€0.00	2.47%	€0.03	2.60%	€0.04	5.21%	€0.07	4.42%	€0.09	€0.30	1.89%	
	Coventry	11.49%	€0.13	0.00%	€0.00	0.88%	€0.02	0.00%	€0.00	0.98%	€0.02	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.16	1.02%	
	Beaumont Leys, Leicester	0.00%	€0.00	0.00%	€0.00	0.88%	€0.02	0.00%	€0.00	0.98%	€0.02	0.00%	€0.00	0.00%	€0.00	2.08%	€0.03	5.31%	€0.10	€0.16	1.05%	
	Hinckley Retail Park, Stoke Road, Hinckley	4.60%	€0.05	4.17%	€0.11	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	2.08%	€0.03	0.00%	€0.00	€0.19	1.20%	
	Market Harborough	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	3.66%	€0.09	0.98%	€0.02	1.23%	€0.02	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.12	0.77%	
	Coalville	0.00%	€0.00	2.78%	€0.07	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.23%	€0.02	0.00%	€0.00	0.00%	€0.00	1.77%	€0.03	€0.12	0.78%	
	Nuneaton	3.45%	€0.04	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.04	0.24%	
	Nottingham	0.00%	€0.00	1.39%	€0.04	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	2.08%	€0.03	0.00%	€0.00	€0.07	0.42%	
	Loughborough	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.98%	€0.02	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.88%	€0.02	€0.03	0.21%	
	St George's Retail Park, Leicester	0.00%	€0.00	1.39%	€0.04	0.88%	€0.02	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.05	0.33%	
	Thurlaston	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	2.08%	€0.03	0.00%	€0.00	€0.03	0.19%	
	South Wigston Town Centre	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.22%	€0.03	0.00%	€0.00	1.23%	€0.02	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.05	0.29%	
	Rugby	1.15%	€0.01	1.39%	€0.04	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.05	0.31%	
	Leicester - Stonegate	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.98%	€0.02	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.02	0.10%	
	Quay Town Centre	0.00%	€0.00	0.00%	€0.00	0.88%	€0.02	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.02	0.10%	
	Groby, LE6 0BT	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.88%	€0.02	0.00%	€0.02	€0.02	0.11%	
	Total Outside Catchment Area		98.85%	€1.09	97.22%	€2.51	92.11%	€1.66	95.12%	€2.27	87.25%	€1.45	92.59%	€1.22	94.81%	€1.36	94.79%	€1.33	98.23%	€1.89	€14.78	94.66%
	Total		100.00%	€1.11	100.00%	€2.58	100.00%	€1.80	100.00%	€2.39	100.00%	€1.66	100.00%	€1.31	100.00%	€1.44	100.00%	€1.40	100.00%	€1.92	€15.61	100.00%

Notes
 1. 2010 prices
 2. Market share details taken from NEMS Household Telephone Survey undertaken during April 2008
 3. Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer in May 2012 minus NSRT adjustment taken from Appendix 3, page 17 of Experian Retail Planner Briefing Note 9, September 2011
 4. 50% / 50% split between destination last utilised for shopping for particular goods category and destination utilised prior to this taken from Roger Tym and Partners 2008 Study

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Table 5f - Second Choice DIY and Decorating Goods Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1 - South West Blaby		Zone 2 - West Blaby		Zone 3 - Blaby Town and Wheatstone		Zone 4 - South East Blaby		Zone 5 - Enderby and Narborough		Zone 6 - Glen Parva		Zone 7 - Braunstone and Fosse Park		Zone 8 - Leicester Forest East		Zone 9 - North Blaby		Total Flow of Expenditure From Catchment (£m)	Market Share From Catchment (%)	
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)			
Zone 1 - South West Blaby	Wigston Parva, LE10 3AN	0.00%	£0.00	0.00%	£0.00	2.02%	£0.04	5.33%	£0.13	2.33%	£0.04	1.45%	£0.02	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.22	1.42%	
	Stoney Stanton	1.32%	£0.01	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.01	0.09%	
	Sharnford	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.16%	£0.02	0.00%	£0.00	£0.02	0.10%	
	Total Zone 1	1.32%	£0.01	0.00%	£0.00	2.02%	£0.04	5.33%	£0.13	2.33%	£0.04	1.45%	£0.02	0.00%	£0.00	1.16%	£0.02	0.00%	£0.00	£0.25	1.62%	
Zone 2 - West Blaby	Total Zone 2	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%	
Zone 3 - Blaby Town and	Blaby	0.00%	£0.00	0.00%	£0.00	1.01%	£0.02	4.00%	£0.10	1.16%	£0.02	4.35%	£0.06	1.54%	£0.02	1.16%	£0.02	1.04%	£0.02	£0.25	1.59%	
	Total Zone 3	0.00%	£0.00	0.00%	£0.00	1.01%	£0.02	4.00%	£0.10	1.16%	£0.02	4.35%	£0.06	1.54%	£0.02	1.16%	£0.02	1.04%	£0.02	£0.25	1.59%	
Zone 4 - South East Blaby	Kilby, LE18 3TD	1.32%	£0.01	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.01	0.09%	
	Total Zone 4	1.32%	£0.01	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.01	0.09%	
Zone 5 - Enderby and Narborough	Enderby	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.16%	£0.02	0.00%	£0.00	0.00%	£0.00	1.16%	£0.02	0.00%	£0.00	£0.04	0.23%	
	Narborough	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.54%	£0.02	0.00%	£0.00	0.00%	£0.00	£0.02	0.14%	
	Total Zone 5	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.16%	£0.02	0.00%	£0.00	1.54%	£0.02	1.16%	£0.02	0.00%	£0.00	£0.06	0.37%	
Zone 6 - Glen Parva	Total Zone 6	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%	
Zone 7 - Braunstone and	Fosse Shopping Park	0.00%	£0.00	0.00%	£0.00	2.02%	£0.04	0.00%	£0.00	1.16%	£0.02	1.45%	£0.02	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.07	0.48%	
	Total Zone 7	0.00%	£0.00	0.00%	£0.00	2.02%	£0.04	0.00%	£0.00	1.16%	£0.02	1.45%	£0.02	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.07	0.48%	
Zone 8 - Leicester Forest East	Leicester Forest East	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	4.65%	£0.07	1.04%	£0.02	£0.09	0.55%	
	Total Zone 8	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	4.65%	£0.07	1.04%	£0.02	£0.09	0.55%	
Zone 9 - North Blaby	Total Zone 9	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%	
Outside Catchment Area	B&Q, 35 Devonshire road, Leicester, LE4 0BG	1.32%	£0.01	12.70%	£0.33	8.08%	£0.15	6.67%	£0.16	22.09%	£0.37	5.80%	£0.08	53.85%	£0.77	48.84%	£0.68	53.13%	£1.02	£3.57	22.86%	
	B&Q, Bull Head Street, Wigston, LE18 1PA	0.00%	£0.00	4.76%	£0.12	47.47%	£0.85	36.00%	£0.86	19.77%	£0.33	39.13%	£0.51	4.62%	£0.07	4.65%	£0.07	1.04%	£0.02	£2.83	18.14%	
	Leicester	0.00%	£0.00	17.46%	£0.45	16.16%	£0.29	14.67%	£0.35	24.42%	£0.40	18.84%	£0.25	21.54%	£0.31	11.63%	£0.16	15.63%	£0.30	£2.52	16.13%	
	B&Q, Hinckley, LE10 1HN	50.00%	£0.55	23.81%	£0.62	0.00%	£0.00	1.33%	£0.03	9.30%	£0.15	0.00%	£0.00	0.00%	£0.00	1.16%	£0.02	1.04%	£0.02	£1.39	8.91%	
	Homebase, 37 Putney Road, Leicester, LE2 7TF	0.00%	£0.00	3.17%	£0.08	7.07%	£0.13	4.00%	£0.10	2.33%	£0.04	11.59%	£0.15	10.77%	£0.15	8.14%	£0.11	6.25%	£0.12	£0.88	5.67%	
	Hinckley	23.68%	£0.26	23.81%	£0.62	0.00%	£0.00	0.00%	£0.00	3.49%	£0.06	0.00%	£0.00	0.00%	£0.00	2.33%	£0.03	2.08%	£0.04	£1.01	6.45%	
	Wigston Town Centre	0.00%	£0.00	0.00%	£0.00	10.10%	£0.18	16.00%	£0.38	8.14%	£0.13	11.59%	£0.15	10.77%	£0.15	1.16%	£0.02	0.00%	£0.00	£0.87	5.56%	
	Abbey Retail Park, Leicester, LE4 0BT	0.00%	£0.00	1.59%	£0.04	2.02%	£0.04	1.33%	£0.03	0.00%	£0.00	1.45%	£0.02	0.00%	£0.00	3.49%	£0.05	5.21%	£0.10	£0.28	1.78%	
	Beaumont Leys, Leicester	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.45%	£0.02	1.54%	£0.02	3.49%	£0.05	7.29%	£0.14	£0.23	1.47%	
	Coverty	9.21%	£0.10	1.59%	£0.04	1.01%	£0.02	1.33%	£0.03	1.16%	£0.02	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.21	1.36%	
	Hinckley Retail Park, Stoke Road, Hinckley	5.26%	£0.06	3.17%	£0.08	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	3.49%	£0.05	1.04%	£0.02	£0.21	1.34%	
	Market Harborough	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	6.67%	£0.16	1.16%	£0.02	0.00%	£0.00	0.00%	£0.00	1.16%	£0.02	0.00%	£0.00	£0.19	1.25%	
	St George's Retail Park, Leicester	0.00%	£0.00	1.59%	£0.04	1.01%	£0.02	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.54%	£0.02	0.00%	£0.00	2.08%	£0.04	£0.12	0.78%	
	Rugby	2.63%	£0.03	1.59%	£0.04	0.00%	£0.00	0.00%	£0.00	1.16%	£0.02	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.09	0.57%	
	Other Outside Catchment Area	0.00%	£0.00	0.00%	£0.00	1.01%	£0.02	1.33%	£0.03	0.00%	£0.00	1.45%	£0.02	0.00%	£0.00	0.00%	£0.00	1.04%	£0.02	£0.09	0.57%	
	Loughborough	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.16%	£0.02	0.00%	£0.00	1.54%	£0.02	0.00%	£0.00	2.08%	£0.04	£0.08	0.52%	
	Nuneaton	3.95%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.04	0.28%	
	Nottingham	0.00%	£0.00	1.59%	£0.04	1.01%	£0.02	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.16%	£0.02	0.00%	£0.00	0.00%	£0.00	£0.08	0.48%	
	Coatville	0.00%	£0.00	1.59%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.54%	£0.02	0.00%	£0.00	0.00%	£0.00	£0.06	0.40%	
	South Wigston Town Centre	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.33%	£0.03	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.05	0.33%	
	Lutterworth	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.16%	£0.02	0.00%	£0.00	£0.02	0.10%	
	Broughton Astley	0.00%	£0.00	1.59%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.04	0.26%	
	London	1.32%	£0.01	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.01	0.09%	
		Total Outside Catchment Area	97.37%	£1.08	100.00%	£2.58	94.95%	£1.71	90.67%	£2.17	94.19%	£1.56	92.75%	£1.22	96.92%	£1.39	91.86%	£1.29	97.92%	£1.88	£14.88	95.30%
		Total	100.00%	£1.11	100.00%	£2.58	100.00%	£1.80	100.00%	£2.39	100.00%	£1.66	100.00%	£1.31	100.00%	£1.44	100.00%	£1.40	100.00%	£1.92	£15.61	100.00%

Notes

- 2010 prices
- Market share details taken from NEMS Household Telephone Survey undertaken during April 2008
- Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer in May 2012 minus NSRT adjustment taken from Appendix 3, page 17 of Experian Retail Planner Briefing Note 9, September 2011
- 50% / 50% split between destination last utilised for shopping for particular goods category and destination utilised prior to this taken from Roger Tym and Partners 2008 Study

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Table 5g - First Choice Domestic Appliances Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1 - South West Blaby		Zone 2 - West Blaby		Zone 3 - Blaby Town and Whetstone		Zone 4 - South East Blaby		Zone 5 - Enderby and Narborough		Zone 6 - Glen Parva		Zone 7 - Braunstone and Fosse Park		Zone 8 - Leicester Forest East		Zone 9 - North Blaby		Total Flow of Expenditure From Catchment (£m)	Market Share From Catchment (%)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)		
Zone 1 - South West Blaby	Wigston Parva, LE10 3AN	0.00%	£0.00	0.00%	£0.00	1.82%	£0.09	0.00%	£0.00	0.00%	£0.00	4.76%	£0.16	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.25	0.62%
	Sharnford	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.14%	£0.05	0.00%	£0.00	£0.05	0.12%
	Stoney Stanton	1.56%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.04	0.11%
Total Zone 1		1.56%	£0.04	0.00%	£0.00	1.82%	£0.09	0.00%	£0.00	0.00%	£0.00	4.76%	£0.16	0.00%	£0.00	1.14%	£0.05	0.00%	£0.00	£0.34	0.84%
		0.00%	£0.00	1.45%	£0.09	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.14%	£0.05	0.00%	£0.00	£0.14	0.34%
Zone 2 - West Blaby		0.00%	£0.00	1.45%	£0.09	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.14%	£0.05	0.00%	£0.00	£0.14	0.34%
		0.00%	£0.00	0.00%	£0.00	1.82%	£0.09	1.28%	£0.08	1.90%	£0.09	1.19%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.29	0.73%
Zone 3 - Blaby Town and Whetstone		0.00%	£0.00	0.00%	£0.00	0.91%	£0.04	0.00%	£0.00	0.95%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.09	0.22%
		0.00%	£0.00	0.00%	£0.00	2.73%	£0.13	1.28%	£0.08	2.86%	£0.13	1.19%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.38	0.94%
Total Zone 3		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%
		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%
Zone 4 - South East Blaby		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.90%	£0.09	1.19%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.13	0.31%
		0.00%	£0.00	1.45%	£0.09	0.00%	£0.00	1.28%	£0.08	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.17	0.42%
Total Zone 4		0.00%	£0.00	1.45%	£0.09	0.00%	£0.00	1.28%	£0.08	1.90%	£0.09	1.19%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.29	0.73%
		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.38%	£0.08	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.08	0.20%
Zone 5 - Enderby and Narborough		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.38%	£0.08	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.08	0.20%
		31.25%	£0.87	59.42%	£3.72	64.55%	£3.16	43.59%	£2.65	61.90%	£2.79	47.62%	£1.62	57.53%	£2.19	55.68%	£2.28	27.45%	£1.26	£20.53	50.82%
Total Zone 5		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.95%	£0.04	1.37%	£0.05	0.00%	£0.00	0.98%	£0.05	0.00%	£0.14	0.35%	
		0.00%	£0.00	0.00%	£0.00	0.91%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.98%	£0.05	£0.09	0.22%
Zone 6 - Glen Parva		0.00%	£0.00	0.00%	£0.00	0.91%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.98%	£0.05	£0.09	0.22%
		0.00%	£0.00	0.00%	£0.00	1.82%	£0.09	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.09	0.22%
Total Zone 6		0.00%	£0.00	0.00%	£0.00	1.82%	£0.09	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.09	0.22%
		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.09	0.22%
Zone 7 - Braunstone and Fosse Park		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.09	0.22%
		31.25%	£0.87	59.42%	£3.72	64.55%	£3.16	43.59%	£2.65	61.90%	£2.79	47.62%	£1.62	57.53%	£2.19	55.68%	£2.28	27.45%	£1.26	£20.53	50.82%
Total Zone 7		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.09	0.22%
		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.09	0.22%
Zone 8 - Leicester Forest East		0.00%	£0.00	0.00%	£0.00	1.82%	£0.09	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.09	0.22%
		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.09	0.22%
Total Zone 8		0.00%	£0.00	0.00%	£0.00	1.82%	£0.09	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.09	0.22%
		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.09	0.22%
Zone 9 - North Blaby		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.37%	£0.05	1.14%	£0.05	24.51%	£1.13	£1.22	3.03%
		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.37%	£0.05	1.14%	£0.05	24.51%	£1.13	£1.22	3.03%
Total Zone 9		9.38%	£0.26	15.94%	£1.00	14.55%	£0.71	15.38%	£0.93	18.10%	£0.81	16.67%	£0.57	31.51%	£1.20	22.73%	£0.93	28.43%	£1.31	£7.72	19.11%
		1.56%	£0.04	1.45%	£0.09	5.45%	£0.27	26.92%	£1.63	1.90%	£0.09	21.43%	£0.73	1.37%	£0.05	0.00%	£0.00	0.98%	£0.05	£2.95	7.29%
Other Outside Catchment Area		26.56%	£0.74	8.70%	£0.54	0.91%	£0.04	0.00%	£0.00	1.90%	£0.09	0.00%	£0.00	0.00%	£0.00	3.41%	£0.14	2.94%	£0.14	£1.69	4.17%
		0.00%	£0.00	0.00%	£0.00	2.73%	£0.13	2.56%	£0.16	1.90%	£0.09	1.19%	£0.04	2.74%	£0.10	6.82%	£0.28	0.98%	£0.05	£0.84	2.09%
St George's Retail Park, Leicester		3.13%	£0.09	2.90%	£0.18	0.91%	£0.04	1.28%	£0.08	1.90%	£0.09	0.00%	£0.00	0.00%	£0.00	2.27%	£0.09	0.00%	£0.00	£0.57	1.41%
		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.28%	£0.08	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	3.41%	£0.14	0.00%	£0.18	£0.40	0.98%
Beaumont Leys, Leicester		10.94%	£0.30	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.30	0.75%
		9.38%	£0.26	1.45%	£0.09	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.35	0.87%
Nuneaton		0.00%	£0.00	0.00%	£0.00	0.91%	£0.04	2.56%	£0.16	2.86%	£0.13	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.33	0.81%
		1.56%	£0.04	0.00%	£0.00	0.00%	£0.00	1.28%	£0.08	0.95%	£0.04	0.00%	£0.00	1.37%	£0.05	0.00%	£0.00	0.98%	£0.05	£0.26	0.65%
Anstey		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.23	£0.23	0.56%
		1.56%	£0.04	1.45%	£0.09	0.00%	£0.00	1.28%	£0.08	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.14%	£0.05	0.00%	£0.00	£0.26	0.64%
Burleigh		0.00%	£0.00	1.45%	£0.09	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.05	£0.05	0.12%
		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.25	0.63%
Loughborough		0.00%	£0.00	0.00%	£0.00	2.73%	£0.13	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.13	0.33%
		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.10	0.24%
Abbey Retail Park, Leicester, LE4 0BT		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.37%	£0.05	0.00%	£0.00	0.98%	£0.05	£0.09	0.22%
		0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.95%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.98			

Blaby District Council
Blaby Retail Study Update 2012
Comparison Goods Analysis

Table 5h - Second Choice Domestic Appliances Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1 - South West Blaby		Zone 2 - West Blaby		Zone 3 - Blaby Town and Whetstone		Zone 4 - South East Blaby		Zone 5 - Enderby and Narborough		Zone 6 - Glen Parva		Zone 7 - Braunstone and Fosse Park		Zone 8 - Leicester Forest East		Zone 9 - North Blaby		Total Flow of Expenditure From Catchment (£m)	Market Share From Catchment (%)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)		
Zone 1 - South West Blaby	Wigston Parva, LE10 3AN	0.00%	£0.00	1.92%	£0.12	1.11%	£0.05	0.00%	£0.00	0.00%	£0.00	8.06%	£0.27	0.00%	£0.00	1.28%	£0.05	0.00%	£0.00	£0.50	1.24%
	Stoney Stanton	1.59%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.04	0.11%
	Sarnford	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.28%	£0.05	0.00%	£0.00	£0.05	0.13%
Zone 2 - West Blaby	Total Zone 1	1.59%	£0.04	1.92%	£0.12	1.11%	£0.05	0.00%	£0.00	0.00%	£0.00	8.06%	£0.27	0.00%	£0.00	2.56%	£0.10	0.00%	£0.00	£0.60	1.48%
	Earl Shilton	0.00%	£0.00	1.92%	£0.12	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.12	0.30%
Zone 3 - Blaby Town and Whetstone	Total Zone 2	0.00%	£0.00	1.92%	£0.12	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.12	0.30%
	Blaby	0.00%	£0.00	1.92%	£0.12	1.11%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.17	0.43%
	Whetstone	0.00%	£0.00	0.00%	£0.00	1.11%	£0.05	0.00%	£0.00	1.15%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.11	0.26%
Zone 4 - South East Blaby	Total Zone 3	0.00%	£0.00	0.00%	£0.00	1.11%	£0.05	0.00%	£0.00	1.15%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.11	0.26%
	Total Zone 4	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%
Zone 5 - Enderby and Narborough	Enderby	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.69%	£0.10	1.15%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.15	0.38%
	Narborough	0.00%	£0.00	0.00%	£0.00	1.11%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.25%	£0.06	£0.11	0.28%
	Total Zone 5	0.00%	£0.00	0.00%	£0.00	1.11%	£0.05	1.69%	£0.10	1.15%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.25%	£0.06	£0.27	0.66%
Zone 6 - Glen Parva	Total Zone 6	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%
	Fosse Shopping Park	39.68%	£1.10	51.92%	£3.25	65.56%	£3.21	45.76%	£2.78	57.47%	£2.59	56.45%	£1.92	65.00%	£2.48	62.82%	£2.57	35.00%	£1.61	£21.50	53.23%
Zone 7 - Braunstone and Fosse Park	Braunstone	0.00%	£0.00	0.00%	£0.00	1.11%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.05	0.13%
	Total Zone 7	39.68%	£1.10	51.92%	£3.25	66.67%	£3.26	45.76%	£2.78	57.47%	£2.59	56.45%	£1.92	65.00%	£2.48	62.82%	£2.57	35.00%	£1.61	£21.55	53.35%
Zone 8 - Leicester Forest East	Total Zone 8	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%
Zone 9 - North Blaby	Glenfields	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	3.33%	£0.13	1.28%	£0.05	21.25%	£0.98	£1.16	2.86%
	Total Zone 9	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	3.33%	£0.13	1.28%	£0.05	21.25%	£0.98	£1.16	2.86%
Outside Catchment Area	Leicester	6.35%	£0.18	19.23%	£1.20	15.56%	£0.76	18.64%	£1.13	20.69%	£0.93	19.25%	£0.66	28.33%	£1.08	17.95%	£0.73	38.75%	£1.78	£8.46	20.93%
	Wigston Town Centre	0.00%	£0.00	3.85%	£0.24	6.67%	£0.33	18.64%	£1.13	6.90%	£0.31	11.29%	£0.38	1.67%	£0.06	0.00%	£0.00	0.00%	£0.00	£2.46	6.08%
	Hinckley	23.81%	£0.66	5.77%	£0.36	1.11%	£0.05	0.00%	£0.00	3.45%	£0.16	1.61%	£0.05	0.00%	£0.00	1.28%	£0.05	1.25%	£0.06	£1.40	3.46%
	Other Outside Catchment Area	4.76%	£0.13	1.92%	£0.12	1.11%	£0.05	1.69%	£0.10	3.45%	£0.16	0.00%	£0.00	0.00%	£0.00	2.56%	£0.10	0.00%	£0.00	£0.67	1.66%
	Beaumont Leys, Leicester	1.59%	£0.04	3.85%	£0.24	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.67%	£0.06	3.85%	£0.16	2.50%	£0.11	£0.62	1.54%
	Coventry	11.11%	£0.31	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.28%	£0.05	0.00%	£0.00	£0.36	0.89%
	St George's Retail Park, Leicester	0.00%	£0.00	0.00%	£0.00	1.11%	£0.05	1.69%	£0.10	1.15%	£0.05	0.00%	£0.00	0.00%	£0.00	5.13%	£0.21	0.00%	£0.00	£0.42	1.04%
	Nuneaton	9.52%	£0.26	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.26	0.65%
	South Wigston Town Centre	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	5.08%	£0.31	1.15%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.36	0.89%
	B&Q, Bull Head Street, Wigston, LE18 1PA	0.00%	£0.00	0.00%	£0.00	1.11%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.28%	£0.05	0.00%	£0.00	£0.11	0.26%
	Leicester - Stonegate	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.69%	£0.10	1.15%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.15	0.38%
	Lutterworth	0.00%	£0.00	0.00%	£0.00	2.22%	£0.11	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.11	0.27%
	Oadby Town Centre	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	3.39%	£0.21	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.21	0.51%
	B&Q, Hinckley, LE10 1HN	0.00%	£0.00	1.92%	£0.12	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.12	0.30%
	Thurmaston District Centre, Leicester	0.00%	£0.00	1.92%	£0.12	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.12	0.30%
	Tamworth	1.59%	£0.04	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.04	0.11%
	Aylestone, LE2 8PH	0.00%	£0.00	0.00%	£0.00	1.11%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.05	0.13%
	Hinckley Retail Park, Stoke Road, Hinckley	0.00%	£0.00	1.92%	£0.12	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.12	0.30%
	Birmingham City Centre	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.15%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.05	0.13%
	Nottingham	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.69%	£0.10	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.10	0.25%
	London	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.61%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.05	0.14%
	Rugby	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.61%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.05	0.14%
	Burbage	0.00%	£0.00	1.92%	£0.12	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.12	0.30%
	Thurlaston	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.15%	£0.05	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.05	0.13%
	Groby, LE6 0BT	0.00%	£0.00	1.92%	£0.12	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.12	0.30%
	Total Outside Catchment Area	58.73%	£1.63	44.23%	£2.77	30.00%	£1.47	52.54%	£3.19	40.23%	£1.81	35.48%	£1.20	31.67%	£1.21	33.33%	£1.36	42.50%	£1.95	£16.59	41.08%
	Total	100.00%	£2.77	100.00%	£6.26	100.00%	£4.89	100.00%	£6.07	100.00%	£4.50	100.00%	£3.40	100.00%	£3.81	100.00%	£4.09	100.00%	£4.59	£40.39	100.00%

Notes

- 2010 prices
- Market share details taken from NEMS Household Telephone Survey undertaken during April 2008
- Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer in May 2012 minus NSRT adjustment taken from Appendix 3, page 17 of Experian Retail Planner Briefing Note 9, September 2011
- Domestic appliances include washing machines, fridges, cookers, TVs, DVD players or computers
- 50% / 50% split between destination last utilised for shopping for particular goods category and destination utilised prior to this taken from Roger Tym and Partners 2008 Study

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Table 51 - First Choice Specialist Items Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1 - South West Blaby		Zone 2 - West Blaby		Zone 3 - Blaby Town and Whetstone		Zone 4 - South East Blaby		Zone 5 - Enderby and Narborough		Zone 6 - Glen Parva		Zone 7 - Braunstone and Fosse Park		Zone 8 - Leicester Forest East		Zone 9 - North Blaby		Total Flow of Expenditure From Catchment (€m)	Market Share From Catchment (%)
		Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)	Market Share (%)	Flow of Expenditure (€m)		
Zone 1 - South West Blaby	Sharnford	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.89%	€0.10	0.00%	€0.00	€0.10	0.18%
	Stoney Stanton	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.00	0.00%
	Total Zone 1	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.89%	€0.10	0.00%	€0.00	€0.10	0.18%
Zone 2 - West Blaby	Total Zone 2	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.00	0.00%
Zone 3 - Blaby Town and Whetstone	Blaby	0.00%	€0.00	4.17%	€0.36	12.66%	€0.81	11.32%	€0.94	11.29%	€0.68	10.53%	€0.50	0.00%	€0.00	1.89%	€0.10	0.00%	€0.00	€3.39	6.24%
	Whetstone	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.45%	€0.09	€0.09	0.16%
	Total Zone 3	0.00%	€0.00	4.17%	€0.36	12.66%	€0.81	11.32%	€0.94	11.29%	€0.68	10.53%	€0.50	0.00%	€0.00	1.89%	€0.10	1.45%	€0.09	€3.48	6.41%
Zone 4 - South East Blaby	Total Zone 4	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.00	0.00%
Zone 5 - Enderby and Narborough	Narborough	0.00%	€0.00	2.08%	€0.18	1.27%	€0.08	1.89%	€0.16	0.00%	€0.00	0.00%	€0.00	1.85%	€0.10	0.00%	€0.00	0.00%	€0.00	€0.51	0.95%
	Total Zone 5	0.00%	€0.00	2.08%	€0.18	1.27%	€0.08	1.89%	€0.16	0.00%	€0.00	0.00%	€0.00	1.85%	€0.10	0.00%	€0.00	0.00%	€0.00	€0.51	0.95%
Zone 6 - Glen Parva	Total Zone 6	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.00	0.00%
Zone 7 - Braunstone and Fosse Park	Fosse Shopping Park	8.51%	€0.32	22.92%	€1.98	32.91%	€2.12	16.98%	€1.42	30.65%	€1.84	15.79%	€0.75	25.93%	€1.33	22.64%	€1.16	18.84%	€1.16	€12.08	22.22%
	Meridian Business Park, LE19 1WA	0.00%	€0.00	0.00%	€0.00	1.27%	€0.08	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.45%	€0.09	€0.17	0.31%
	Braunstone	0.00%	€0.00	0.00%	€0.00	1.27%	€0.08	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.08	0.15%
	Total Zone 7	8.51%	€0.32	22.92%	€1.98	35.44%	€2.28	16.98%	€1.42	30.65%	€1.84	15.79%	€0.75	25.93%	€1.33	22.64%	€1.16	20.29%	€1.25	€12.33	22.69%
Zone 8 - Leicester Forest East	Total Zone 8	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.00	0.00%
Zone 9 - North Blaby	Glenfields	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.45%	€0.09	€0.09	0.16%
	Total Zone 9	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.45%	€0.09	€0.09	0.16%
	Leicester	29.79%	€1.12	31.25%	€2.70	36.71%	€2.36	49.06%	€4.09	40.32%	€2.42	60.53%	€2.87	66.67%	€3.43	62.26%	€3.19	56.52%	€3.48	€25.66	47.22%
Outside Catchment Area	Hinckley	19.15%	€0.72	18.75%	€1.62	1.27%	€0.08	0.00%	€0.00	3.23%	€0.19	2.63%	€0.12	0.00%	€0.00	0.00%	€0.00	1.45%	€0.09	€2.83	5.20%
	Other Outside Catchment Area	12.77%	€0.48	2.08%	€0.18	2.53%	€0.16	0.00%	€0.00	3.23%	€0.19	2.63%	€0.12	0.00%	€0.00	5.66%	€0.29	2.90%	€0.18	€1.61	2.96%
	Wigston Town Centre	0.00%	€0.00	2.08%	€0.18	2.53%	€0.16	9.43%	€0.79	3.23%	€0.19	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€1.32	2.43%
	Beaumont Leys, Leicester	0.00%	€0.00	2.08%	€0.18	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	2.63%	€0.12	1.85%	€0.10	3.77%	€0.19	5.80%	€0.36	€0.95	1.75%
	Nuneaton	12.77%	€0.48	2.08%	€0.18	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.66	1.22%
	Birmingham City Centre	4.26%	€0.16	4.17%	€0.36	1.27%	€0.08	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.85%	€0.10	0.00%	€0.00	0.00%	€0.00	€0.70	1.28%
	Loughborough	2.13%	€0.08	2.08%	€0.18	2.53%	€0.16	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.85%	€0.10	0.00%	€0.00	0.00%	€0.00	€0.52	0.95%
	Nottingham	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.89%	€0.16	3.23%	€0.19	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.45%	€0.09	€0.44	0.81%
	Groby, LE5 0BT	0.00%	€0.00	2.08%	€0.18	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.89%	€0.10	4.35%	€0.27	€0.54	1.00%
	London	0.00%	€0.00	2.08%	€0.18	1.27%	€0.08	0.00%	€0.00	1.61%	€0.10	2.63%	€0.12	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.48	0.89%
	Qadby Town Centre	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	3.77%	€0.31	0.00%	€0.00	2.63%	€0.12	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.44	0.81%
	Rugby	4.26%	€0.16	0.00%	€0.00	0.00%	€0.00	1.89%	€0.16	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.32	0.58%
	Coventry	6.38%	€0.24	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.24	0.44%
	Market Harborough	0.00%	€0.00	0.00%	€0.00	1.27%	€0.08	1.89%	€0.16	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.24	0.44%
	Lutterworth	0.00%	€0.00	0.00%	€0.00	1.27%	€0.08	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.45%	€0.09	€0.17	0.31%
	Anstey	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.45%	€0.09	€0.09	0.16%
	Coalville	0.00%	€0.00	2.08%	€0.18	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.18	0.33%
	South Wigston Town Centre	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.89%	€0.16	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.16	0.29%
	Hinckley Retail Park, Stoke Road, Hinckley	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.61%	€0.10	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.10	0.18%
	Thurmaston District Centre, Leicester	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.45%	€0.09	€0.09	0.16%
	Derby	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	1.61%	€0.10	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	0.00%	€0.00	€0.10	0.18%
	Total Outside Catchment Area	91.49%	€3.45	70.83%	€6.11	50.63%	€3.26	69.81%	€5.82	58.06%	€3.49	73.68%	€3.49	72.22%	€3.72	73.58%	€3.77	76.81%	€4.73	€37.83	69.62%
	Total	100.00%	€3.77	100.00%	€8.63	100.00%	€6.44	100.00%	€8.34	100.00%	€6.00	100.00%	€4.74	100.00%	€5.15	100.00%	€5.13	100.00%	€6.15	€54.34	100.00%

Notes

- 2010 prices
- Market share details taken from NEMS Household Telephone Survey undertaken during April 2008
- Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer in May 2012 minus NSRT adjustment taken from Appendix 3, page 17 of Experian Retail Planner Briefing Note 9, September 2011
- Specialist items jewellery, photographic goods, musical instruments and sports equipment
- 50% / 50% split between destination last utilised for shopping for particular goods category and destination utilised prior to this taken from Roger Tym and Partners 2008 Study

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Table 5j - Second Choice Specialist Items Market Share and Flows of Expenditure 2012

Zone	Facility	Zone 1 - South West Blaby		Zone 2 - West Blaby		Zone 3 - Blaby Town and Whetstone		Zone 4 - South East Blaby		Zone 5 - Enderby and Narborough		Zone 6 - Glen Parva		Zone 7 - Braunstone and Fosse Park		Zone 8 - Leicester Forest East		Zone 9 - North Blaby		Total Flow of Expenditure From Catchment (£m)	Market Share From Catchment (%)
		Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)	Market Share (%)	Flow of Expenditure (£m)		
Zone 1 - South West Blaby	Sharnford	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.50%	£0.13	0.00%	£0.00	£0.13	0.24%
	Stoney Stanton	2.86%	£0.11	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.11	0.20%
	Total Zone 1	2.86%	£0.11	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.50%	£0.13	0.00%	£0.00	£0.24	0.43%
Zone 2 - West Blaby	Earl Shilton	0.00%	£0.00	3.13%	£0.27	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.27	0.50%
	Total Zone 2	0.00%	£0.00	3.13%	£0.27	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.27	0.50%
Zone 3 - Blaby Town and Whetstone	Blaby	0.00%	£0.00	0.00%	£0.00	12.07%	£0.78	8.89%	£0.74	8.16%	£0.49	15.79%	£0.75	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£2.76	5.07%
	Cosby, LE9 1RE	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.22%	£0.19	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.19	0.34%
	Total Zone 3	0.00%	£0.00	0.00%	£0.00	12.07%	£0.78	11.11%	£0.93	8.16%	£0.49	15.79%	£0.75	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£2.94	5.41%
Zone 4 - South East Blaby	Total Zone 4	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%
	Enderby	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.04%	£0.12	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.12	0.23%
Zone 5 - Enderby and Narborough	Narborough	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.33%	£0.12	0.00%	£0.00	0.00%	£0.00	£0.12	0.22%
	Total Zone 5	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.04%	£0.12	0.00%	£0.00	2.33%	£0.12	0.00%	£0.00	0.00%	£0.00	£0.24	0.25%
	Total Zone 6	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%
Zone 7 - Braunstone and Fosse Park	Fosse Shopping Park	11.43%	£0.43	15.63%	£1.35	29.31%	£1.89	17.78%	£1.48	34.69%	£2.08	26.32%	£1.25	23.26%	£1.20	30.00%	£1.54	15.79%	£0.97	£12.18	22.42%
	Meridian Business Park, LE19 1WA	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.11	£0.11	0.20%
	Total Zone 7	11.43%	£0.43	15.63%	£1.35	29.31%	£1.89	17.78%	£1.48	34.69%	£2.08	26.32%	£1.25	23.26%	£1.20	30.00%	£1.54	15.79%	£1.08	£12.29	22.62%
Zone 8 - Leicester Forest East	Total Zone 8	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%
Zone 9 - North Blaby	Total Zone 9	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.00	0.00%
Outside Catchment Area	Leicester	28.57%	£1.08	50.00%	£4.31	48.28%	£3.11	53.33%	£4.45	36.73%	£2.21	50.00%	£2.37	69.77%	£3.59	65.00%	£3.33	64.91%	£4.00	£28.44	52.33%
	Hinckley	28.57%	£1.08	15.63%	£1.35	0.00%	£0.00	0.00%	£0.00	6.12%	£0.37	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.75%	£0.11	£2.90	5.34%
	Beaumont Leys, Leicester	0.00%	£0.00	3.13%	£0.27	1.72%	£0.11	0.00%	£0.00	0.00%	£0.00	2.63%	£0.12	0.00%	£0.00	0.00%	£0.00	8.77%	£0.54	£1.05	1.92%
	Nuneaton	17.14%	£0.65	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.65	1.19%
	Nottingham	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.22%	£0.19	4.08%	£0.25	0.00%	£0.00	2.33%	£0.12	0.00%	£0.00	3.51%	£0.22	£0.77	1.41%
	Birmingham City Centre	0.00%	£0.00	3.13%	£0.27	1.72%	£0.11	2.22%	£0.19	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.50%	£0.13	0.00%	£0.00	£0.69	1.28%
	Wigston Town Centre	0.00%	£0.00	3.13%	£0.27	0.00%	£0.00	2.22%	£0.19	2.04%	£0.12	2.63%	£0.12	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.70	1.29%
	Other Outside Catchment Area	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	4.44%	£0.37	4.08%	£0.25	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.62	1.13%
	Loughborough	0.00%	£0.00	3.13%	£0.27	3.45%	£0.22	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.49	0.90%
	Coventry	5.71%	£0.22	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.22	0.40%
	Coalville	2.86%	£0.11	3.13%	£0.27	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.38	0.69%
	Market Harborough	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.22%	£0.19	0.00%	£0.00	2.63%	£0.12	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.31	0.57%
	Rugby	2.86%	£0.11	0.00%	£0.00	0.00%	£0.00	2.22%	£0.19	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.29	0.54%
	Oadby Town Centre	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.22%	£0.19	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.19	0.34%
	Thurmaston District Centre, Leicester	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.75%	£0.11	£0.11	0.20%
	B&Q, 35 Devonshire road, Leicester, LE4 0BG	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.33%	£0.12	0.00%	£0.00	0.00%	£0.00	£0.12	0.22%
	London	0.00%	£0.00	0.00%	£0.00	1.72%	£0.11	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.11	0.20%
	Homebase, 37 Putney Road, Leicester, LE2 7TF	0.00%	£0.00	0.00%	£0.00	1.72%	£0.11	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.11	0.20%
	Groby, LE5 0BT	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	1.75%	£0.11	£0.11	0.20%
	Derby	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	2.04%	£0.12	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	0.00%	£0.00	£0.12	0.23%
	Total Outside Catchment Area	85.71%	£3.23	81.25%	£7.01	58.62%	£3.77	71.11%	£5.93	55.10%	£3.31	57.89%	£2.74	74.42%	£3.83	67.50%	£3.46	82.46%	£5.08	£38.36	70.59%
	Total	100.00%	£3.77	100.00%	£8.63	100.00%	£6.44	100.00%	£8.34	100.00%	£6.00	100.00%	£4.74	100.00%	£5.15	100.00%	£5.13	100.00%	£6.15	£54.34	100.00%

Notes
1. 2010 prices
2. Market share details taken from NEMS Household Telephone Survey undertaken during April 2008
3. Total available expenditure for goods category calculated by multiplying population from Table 1 by goods category expenditure per head obtained from Experian Micromarketer in May 2012 minus NSRT adjustment taken from Appendix 3, page 17 of Experian Retail Planner Briefing Note 9, September 2011
4. Specialist items jewellery, photographic goods, musical instruments and sports equipment
5. 50% / 50% split between destination last utilised for shopping for particular goods category and destination utilised prior to this taken from Roger Tym and Partners 2008 Study

Blaby District Council
Blaby Retail Study Update 2012
Comparison Goods Analysis

Table 6 - Total Flows of Expenditure 2012

Zone	Facility	Zone 1 - South West Blaby	Zone 2 - West Blaby	Zone 3 - Blaby Town and Whetstone	Zone 4 - South East Blaby	Zone 5 - Enderby and Narborough	Zone 6 - Glen Parva	Zone 7 - Braunstone and Fosse Park	Zone 8 - Leicester Forest East	Zone 9 - North Blaby	Total Flow of Expenditure From Catchment	Market Share From Catchment (%)
Zone 1 - South West Blaby	Wigston Parva, LE10 3AN	£0.00	£0.12	£0.30	£0.54	£0.14	£0.54	£0.00	£0.05	£0.00	£1.69	0.47%
	Sharnford	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.35	£0.00	£0.45	0.13%
	Stoney Stanton	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	0.07%
	Aston Flamville, LE10 3AU	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	0.01%
Total Zone 1		£0.22	£0.22	£0.32	£0.54	£0.14	£0.54	£0.00	£0.41	£0.00	£2.42	0.68%
Zone 2 - West Blaby	Newbold Verdon	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.23	0.06%
	Earl Shilton	£0.05	£1.05	£0.00	£0.06	£0.00	£0.00	£0.00	£0.16	£0.00	£1.31	0.37%
	Croft, LE9 3GJ	£0.12	£0.21	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.38	0.10%
	Total Zone 2	£0.17	£1.45	£0.00	£0.06	£0.00	£0.00	£0.04	£0.16	£0.04	£1.92	0.54%
Zone 3 - Blaby Town and Whetstone	Blaby	£0.00	£0.52	£2.41	£2.08	£1.42	£1.46	£0.04	£0.21	£0.02	£8.16	2.28%
	Whetstone	£0.00	£0.00	£0.10	£0.08	£0.09	£0.00	£0.00	£0.00	£0.09	£0.36	0.10%
	Cosby, LE9 1RE	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	0.05%
	Total Zone 3	£0.00	£0.52	£2.51	£2.35	£1.51	£1.46	£0.04	£0.21	£0.11	£8.70	2.43%
Zone 4 - South East Blaby	Kilby, LE18 3TD	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0.00%
	Total Zone 4	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	0.00%
Zone 5 - Enderby and Narborough	Narborough	£0.00	£0.25	£0.24	£0.21	£0.30	£0.12	£0.39	£0.03	£0.06	£1.61	0.45%
	Enderby	£0.03	£0.16	£0.05	£0.37	£0.44	£0.07	£0.00	£0.09	£0.22	£1.43	0.40%
	Total Zone 5	£0.03	£0.41	£0.29	£0.59	£0.75	£0.19	£0.39	£0.13	£0.27	£3.05	0.85%
Zone 6 - Glen Parva	Glen Parva	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.08	0.02%
	Total Zone 6	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.08	0.02%
Zone 7 - Braunstone and Fosse Park	Braunstone	£0.00	£0.00	£0.37	£0.00	£0.00	£0.00	£0.05	£0.00	£0.08	£0.49	0.14%
	Fosse Shopping Park	£5.62	£18.77	£17.58	£15.83	£15.94	£10.07	£11.73	£13.06	£8.87	£117.47	32.79%
	Meridian Business Park, LE19 1WA	£0.00	£0.00	£0.08	£0.00	£0.09	£0.00	£0.05	£0.00	£0.24	£0.47	0.13%
Total Zone 7	£5.62	£18.77	£18.03	£15.83	£16.03	£10.07	£11.83	£13.06	£9.19	£118.43	33.05%	
Zone 8 - Leicester Forest East	Leicester Forest East	£0.00	£0.00	£0.20	£0.00	£0.07	£0.03	£0.05	£0.11	£0.08	£0.54	0.15%
	Total Zone 8	£0.00	£0.00	£0.20	£0.00	£0.07	£0.03	£0.05	£0.11	£0.08	£0.54	0.15%
Zone 9 - North Blaby	Glenfields	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.16	£2.40	£2.76	0.77%
	Kirby Muxloe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.04	0.01%
	Total Zone 9	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.16	£2.44	£2.80	0.78%
Outside Catchment Area	Leicester	£3.86	£15.77	£13.03	£18.36	£12.30	£12.03	£16.50	£14.97	£17.81	£124.63	34.78%
	Hinckley	£5.87	£7.80	£0.34	£0.00	£1.40	£0.22	£0.00	£0.32	£0.62	£16.57	4.62%
	Other Outside Catchment Area	£1.07	£0.98	£0.53	£1.03	£0.96	£0.23	£0.08	£0.67	£0.70	£6.25	1.74%
	Beaumont Leys, Leicester	£0.15	£1.09	£0.37	£0.22	£0.36	£0.61	£0.43	£1.04	£3.13	£7.42	2.07%
	Nuneaton	£2.74	£0.63	£0.03	£0.00	£0.10	£0.00	£0.09	£0.00	£0.00	£3.59	1.00%
	Market Harborough	£0.03	£0.07	£0.36	£1.23	£0.08	£0.32	£0.10	£0.15	£0.05	£2.37	0.66%
	Wigston Town Centre	£0.04	£0.78	£1.47	£5.99	£1.04	£1.91	£0.16	£0.05	£0.13	£11.57	3.23%
	Coventry	£2.28	£0.28	£0.06	£0.31	£0.09	£0.03	£0.06	£0.05	£0.00	£3.16	0.88%
	Nottingham	£0.18	£0.54	£0.33	£1.52	£1.03	£0.19	£0.51	£0.38	£0.68	£5.37	1.50%
	London	£0.05	£0.18	£0.19	£0.07	£0.14	£0.22	£0.00	£0.14	£0.05	£1.05	0.29%
	Birmingham City Centre	£0.35	£0.91	£0.32	£0.27	£0.32	£0.00	£0.10	£0.16	£0.17	£2.59	0.72%
	Qadby Town Centre	£0.00	£0.00	£0.09	£1.18	£0.00	£0.16	£0.00	£0.00	£0.00	£1.44	0.40%
	Loughborough	£0.08	£0.61	£0.47	£0.08	£0.07	£0.08	£0.12	£0.00	£0.23	£1.74	0.49%
	Thurmaston District Centre, Leicester	£0.00	£0.22	£0.03	£0.00	£0.00	£0.03	£0.11	£0.00	£0.40	£0.78	0.22%
	Hinckley Retail Park, Stoke Road, Hinckley	£0.11	£0.57	£0.00	£0.00	£0.10	£0.04	£0.00	£0.08	£0.02	£0.91	0.25%
	Rugby	£0.45	£0.25	£0.08	£0.34	£0.06	£0.08	£0.00	£0.00	£0.00	£1.27	0.35%
	St George's Retail Park, Leicester	£0.00	£0.08	£0.22	£0.34	£0.22	£0.13	£0.13	£0.54	£0.13	£1.78	0.50%
	Lutterworth	£0.03	£0.00	£0.42	£0.15	£0.07	£0.08	£0.05	£0.02	£0.09	£0.91	0.25%
	South Wigston Town Centre	£0.00	£0.09	£0.08	£0.92	£0.18	£0.09	£0.00	£0.00	£0.00	£1.37	0.38%
	Coalville	£0.11	£0.82	£0.00	£0.00	£0.03	£0.05	£0.05	£0.09	£0.19	£1.34	0.37%
	Amstey	£0.00	£0.24	£0.00	£0.00	£0.17	£0.03	£0.03	£0.07	£0.85	£1.39	0.39%
	Thurlaston	£0.00	£0.00	£0.05	£0.19	£0.15	£0.00	£0.00	£0.14	£0.16	£0.69	0.19%
	B&Q, Bull Head Street, Wigston, LE18 1PA	£0.00	£0.23	£1.75	£2.17	£0.64	£1.19	£0.14	£0.28	£0.02	£6.40	1.79%
	Leicester - Stonegate	£0.00	£0.00	£0.00	£0.10	£0.11	£0.08	£0.00	£0.00	£0.05	£0.34	0.09%
	B&Q, 35 Devonshire Road, Leicester LE4 0BG	£0.03	£0.69	£0.29	£0.25	£0.77	£0.12	£1.84	£1.42	£2.33	£7.73	2.16%
	Broughton Astley	£0.00	£0.04	£0.03	£0.00	£0.03	£0.03	£0.03	£0.00	£0.00	£0.16	0.04%
	Derby	£0.04	£0.00	£0.00	£0.06	£0.22	£0.00	£0.00	£0.00	£0.00	£0.32	0.09%
	Tamworth	£0.04	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	0.06%
	Aylestone, LE2 8PH	£0.00	£0.00	£0.08	£0.00	£0.00	£0.10	£0.03	£0.00	£0.06	£0.27	0.08%
	Abbey Retail Park, Leicester, LE4 0BT	£0.00	£0.15	£0.07	£0.03	£0.00	£0.05	£0.09	£0.19	£0.23	£0.81	0.22%
	B&Q, Hinckley, LE10 1HN	£1.20	£1.35	£0.02	£0.09	£0.33	£0.00	£0.00	£0.06	£0.09	£3.12	0.87%
	Homebase, 37 Putney Road, Leicester LE2 7TF	£0.00	£0.15	£0.21	£0.21	£0.05	£0.25	£0.23	£0.29	£0.19	£1.59	0.44%
	Burbage	£0.09	£0.21	£0.00	£0.08	£0.00	£0.00	£0.00	£0.05	£0.00	£0.42	0.12%
	Groby, LE6 0BT	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.39	£0.79	0.22%
	Total Outside Catchment Area	£18.80	£35.17	£20.92	£35.19	£21.00	£18.37	£20.89	£21.24	£28.78	£220.35	61.50%
	Total	£24.85	£56.53	£42.27	£54.55	£39.50	£30.74	£33.44	£35.46	£40.94	£358.31	100.01%

Notes

- 2010 prices
- Market share details taken from NEMS Household Telephone Survey undertaken during April 2008
- Total available comparison goods expenditure calculated by adding individual flows of expenditure from Tables 5a to 5j

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Table 7 - Comparison Goods Market Share of Retail Study Zones

Zone	Total Available Expenditure 2012 (£m)	Expenditure Spent Within Zone by Residents of that Zone (£m)	Market Share of Zone Within Zone (%)	Expenditure Spent Within Zone by Residents of Overall Catchment Area (£m)	Market Share of Zone From Overall Catchment Area (%)
Zone 1 - South West Blaby	£24.85	£0.22	0.89%	£2.42	0.68%
Zone 2 - West Blaby	£56.41	£1.45	2.57%	£1.92	0.54%
Zone 3 - Blaby Town and Whetstone	£42.33	£2.51	5.94%	£8.70	2.43%
Zone 4 - South East Blaby	£54.55	£0.00	0.00%	£0.01	0.00%
Zone 5 - Enderby and Narborough	£39.50	£0.75	1.89%	£3.05	0.85%
Zone 6 - Glen Parva	£30.74	£0.08	0.26%	£0.08	0.02%
Zone 7 - Braunstone and Fosse Park	£33.44	£11.83	35.37%	£118.43	33.05%
Zone 8 - Leicester Forest East	£35.51	£0.11	0.31%	£0.54	0.15%
Zone 9 - North Blaby	£40.94	£2.44	5.96%	£2.80	0.78%
Total Overall Catchment Area	£358.29	£137.96	38.50%	£137.96	38.50%

Notes

1. 2010 Prices
2. Total Available Expenditure figures taken from Table 4
3. Turnover of facilities within each zone taken from Table 6

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Table 8 - Benchmark Comparison Goods Turnover of Fosse Park

Facility	Retailer	Gross Floorspace (sq. m)	Net Sales Floorspace (sq. m)	Proportion of Comparison Goods Floorspace (%)	Net Comparison Goods Floorspace (sq. m)	Turnover per sq. m 2012 (£m)	Turnover 2012 (£m)	Turnover 2013 (£m)	Turnover 2014 (£m)	Turnover 2019 (£m)	Turnover 2024 (£m)	Turnover 2029 (£m)	
Fosse Shopping Park	M&S	9,790	6,225	100%	6,225	£5,501	£34.24	£34.76	£35.35	£38.46	£41.84	£45.52	
	Pets at Home	1,160	928	100%	928	-	£2.03	£2.06	£2.10	£2.28	£2.48	£2.70	
	DFS	2,050	1,640	100%	1,640	£6,335	£10.39	£10.55	£10.72	£11.67	£12.69	£13.81	
	SCS	1,410	1,128	100%	1,128	£1,957	£2.21	£2.24	£2.28	£2.48	£2.70	£2.93	
	Next Home	832	666	100%	666	£3,837	£2.55	£2.59	£2.64	£2.87	£3.12	£3.39	
	Harveys / Bensons for Beds	1,584	1,267	100%	1,267	£3,171	£4.02	£4.08	£4.15	£4.51	£4.91	£5.34	
	Currys	5,488	4,390	100%	4,390	£6,992	£30.70	£31.16	£31.69	£34.48	£37.51	£40.81	
	Argos	1,480	370	100%	370	£22,825	£8.45	£8.57	£8.72	£9.48	£10.32	£11.23	
	PC World	2,590	2,072	100%	2,072	£8,415	£17.44	£17.70	£18.00	£19.58	£21.30	£23.18	
	Carphone Warehouse	60	48	100%	48	-	£2.06	£2.09	£2.12	£2.31	£2.51	£2.74	
	BHS	2,960	2,368	100%	2,368	£2,805	£6.64	£6.74	£6.86	£7.46	£8.11	£8.83	
	JJB	2,124	1,699	100%	1,699	£2,336	£3.97	£4.03	£4.10	£4.46	£4.85	£5.28	
	River Island	1,458	1,166	100%	1,166	£11,413	£13.31	£13.51	£13.74	£14.95	£16.26	£17.69	
	Monsoon	600	480	100%	480	£4,839	£2.32	£2.36	£2.40	£2.61	£2.84	£3.09	
	Accessorize	180	144	100%	144	£7,606	£1.10	£1.11	£1.13	£1.23	£1.34	£1.46	
	Next	3,220	2,576	100%	2,576	£5,529	£14.24	£14.46	£14.70	£15.99	£17.40	£18.93	
	Gap	1,600	1,280	100%	1,280	£3,421	£4.38	£4.44	£4.52	£4.92	£5.35	£5.82	
	Outfit	1,700	1,360	100%	1,360	£4,839	£6.58	£6.68	£6.79	£7.39	£8.04	£8.75	
	Clarks / Wallis	610	488	100%	488	£8,830	£4.31	£4.37	£4.45	£4.84	£5.27	£5.73	
	Boots	2,220	1,776	95%	1,687	-	£2.65	£2.69	£2.73	£2.97	£3.23	£3.52	
	WHSmith	1,270	1,016	80%	813	£5,405	£4.39	£4.46	£4.54	£4.93	£5.37	£5.84	
	Sports Direct	1,808	1,446	100%	1,446	£4,242	£6.14	£6.23	£6.33	£6.89	£7.50	£8.16	
	Orange	120	96	100%	96	-	£1.19	£1.21	£1.23	£1.34	£1.46	£1.59	
	Mercury News	50	40	15%	6	£4,101	£0.02	£0.02	£0.03	£0.03	£0.03	£0.03	
	Clinton Cards	60	48	95%	46	£3,175	£0.14	£0.15	£0.15	£0.16	£0.18	£0.19	
	The Perfume Shop	50	40	100%	40	£15,491	£0.62	£0.63	£0.64	£0.70	£0.76	£0.82	
	New Look	1,150	920	100%	920	£4,201	£3.86	£3.92	£3.99	£4.34	£4.72	£5.14	
	Fosse Park Total		47,624	35,678	-	35,350	-	£189.96	£192.80	£196.08	£213.33	£232.09	£252.50

Notes

- 2010 prices
- Turnover per sq. m of names operators derived from Mintel Retail Rankings 2011 unless otherwise specified
- Turnover per sq. m of Harveys and Bensons average furniture retailer
- Turnover per sq. m of Monsoon, Accessorize and Outfit average clothing retailer
- Turnover per sq. m of Clarks / Wallis average of Clarks turnover per sq. m and average clothing retailer
- Turnover per sq. m of Mercury News estimate - £4,000 per sq. m in 2010 in 2010 prices
- Turnover per sq. m of The Perfume Shop as per The Fragrance Shop
- Turnover per sq. m of Next Home based on information provided by operator
- Turnover per sq. m of facilities projected forward utilising Experian Forecast sales density increases taken from Figure 4b, page 12 of Retail Planner Briefing Note 9, September 2011 (2010: -0.3%, 2011: 0.7%, 2012: 1.8%, 2013: 1.5%, 2014-29: 1.7%)
- Net floorspace of Marks and Spencer store excludes net sales area of foodstore as included in IGD foodstores database 2010 (sq. m)
- Turnover per sq. m of Pets at Home, Carphone Warehouse, Boots and Orange not provided as turnover per outlet figures only provided within Mintel Retail Rankings 2011
- Pets at Home, Carphone Warehouse, Boots and Orange 2010 turnover per outlet figures from Mintel Retail Rankings projected to 2012 utilising Experian Forecast sales density increases taken from Figure 4b, page 12 of Retail Planner Briefing Note 9, September 2011

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Table 9 - Benchmark Comparison Goods Turnover of Commitments in 2012 Projected

Zone	Facility	Application Reference	Gross Floorspace (sq. m)	Net Sales Floorspace (sq. m)	Proportion of Comparison Goods Floorspace (%)	Net Comparison Goods Floorspace (sq. m)	Turnover per sq. m 2012 (£)	Turnover 2012 (£m)	Turnover 2013 (£m)	Turnover 2014 (£m)	Turnover 2019 (£m)	Turnover 2024 (£m)	Turnover 2029 (£m)
Zone 7 - Braunstone and Fosse Park	Sainsbury's, Fosse Park, Grove Farm Triangle, Enderby, LE9 5WT - Extension	10/0573/1/PX	15,308	3,277	75.00%	2,458	£6,931	£17.03	£17.29	£17.58	£19.13	£20.81	£22.64
	Currys Mezzanine, Unit 1 Fosse Retail Park	09/0770/1/PX	-	1,460	100.00%	1,460	£6,992	£10.21	£10.36	£10.54	£11.46	£12.47	£13.57
Zone 9 - North Blaby	Glenfield Park Retail Centre	10/0118/1/OX	1,400	1,120	50.00%	560	£3,588	£2.01	£2.04	£2.07	£2.26	£2.45	£2.67
Total Overall Catchment Area			16,708	5,857	-	4,478	-	£29.25	£29.69	£30.20	£32.85	£35.74	£38.88

Notes

- 2010 prices
- Assumed Gross to net ratio of Glenfield Park Neighbourhood Centre 80% and of this, 50% is used for the sale of comparison goods with a turnover per sq. m in 2010 of £3,500 per sq. m
- Sainsburys Fosse Park net sales area obtained from submitted Transport Assessment (9,300 sq. m) and figure in Table 9 above represents the uplift from the previous net sales area set out in Table 8 (6,023 sq. m) assumes 25% used for the sale of convenience goods and 75% for the sale of comparison goods
- Waitrose Oadby gross and net sales areas taken from Planning and Retail Statement of March 2009
- Turnover per sq. m of named retailers obtained from Verdict on Grocers 2011 and Mintel Retail Rankings 2011 unless otherwise specified
- Turnover of Commitments projected utilising Experian Forecast sales density increases taken from Figure 4b, page 12 of Retail Planner Briefing Note 9, September 2011 (2010: -0.3%, 2011: 0.7%, 2012: 1.8%, 2013: 1.5%, 2014-29: 1.7%)

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Table 10a - Capacity for Additional Comparison Goods Floorspace - Overall Catchment Area - Existing Retention Rate

Row From RTP Study	Blaby District	2012	2013	2014	2019	2024	2029
A	Total Population	144,246	145,452	146,507	152,837	159,017	164,594
B	Total Available Expenditure (£m)	£358.29	£365.56	£376.68	£453.99	£550.08	£661.57
C	Retained Expenditure (£m)	£137.96	£140.76	£145.04	£174.81	£211.81	£254.73
D	Retention Rate (%)	38.50%	38.50%	38.50%	38.50%	38.50%	38.50%
E	Inflow From Outside Overall Catchment Area (£m)	-	-	-	-	-	-
F	Total Turnover of Comparison Goods Facilities From Overall Catchment Area (£m)	£137.96	£140.03	£142.41	£154.93	£168.56	£183.38
H	Turnover of Commitments From the Overall Catchment Area (£m)	£15.53	£15.76	£16.03	£17.44	£18.97	£20.64
I	Residual Capacity (£m)	-£15.53	-£15.03	-£13.40	£2.43	£24.28	£50.71
J	Turnover per sq. m (£)	£6,000	£6,090	£6,194	£6,738	£7,331	£7,975
K	Net Floorspace Equivalent (sq. m)	-2,588	-2,469	-2,164	361	3,312	6,358
L	Gross Floorspace Equivalent (sq. m)	-3,451	-3,291	-2,885	482	4,415	8,478

Notes

1. 2010 prices
2. Total available expenditure taken from Table 4
3. Existing Market Share taken from Table 7
4. Turnover of existing facilities within the Overall Catchment Area taken from Table 6
5. Turnover of Commitments taken from Table 9, assumed Sainsburys and Currys Fosse Park will obtain 50% of their trade from outside the Overall Catchment Area and Glenfield Park Retail Centre 5% of its trade from outside the Overall Catchment Area
6. Net floorspace equivalent divides the expenditure capacity by an average turnover per sq. m of £6,000 as per RTP Study
7. Gross floorspace equivalent assumes a gross to net ratio of 75%
8. Comparison goods sales densities projected forwards utilising Experian Forecast growth rates taken from Figure 4b , page 12 of Experian Retail Planner Briefing Note 9, September 2011
9. Total population taken from Table 1
10. All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant comparison goods proposal

Table 11a - Capacity for Additional Comparison Goods Floorspace - Overall Catchment Area - Increase in Retention Rate to 46%

Row From RTP Study	Blaby District	2012	2013	2014	2019	2024	2029
A	Total Population	144,246	145,452	146,507	152,837	159,017	164,594
B	Total Available Expenditure (£m)	£358.29	£365.56	£376.68	£453.99	£550.08	£661.57
C	Retained Expenditure (£m)	£137.96	£142.57	£146.91	£190.68	£242.04	£304.32
D	Retention Rate (%)	38.50%	39.00%	39.00%	42.00%	44.00%	46.00%
E	Inflow From Outside Overall Catchment Area (£m)	-	-	-	-	-	-
F	Total Turnover of Comparison Goods Facilities From Overall Catchment Area (£m)	£137.96	£140.03	£142.41	£154.93	£168.56	£183.38
H	Turnover of Commitments From the Overall Catchment Area (£m)	£15.53	£15.76	£16.03	£17.44	£18.97	£20.64
I	Residual Capacity (£m)	-£15.53	-£13.22	-£11.53	£18.30	£54.50	£100.30
J	Turnover per sq. m (£)	£6,000	£6,090	£6,194	£6,738	£7,331	£7,975
K	Net Floorspace Equivalent (sq. m)	-2,588	-2,171	-1,862	2,716	7,435	12,576
L	Gross Floorspace Equivalent (sq. m)	-3,451	-2,895	-2,483	3,621	9,913	16,768

Notes

1. 2010 prices
2. Total available expenditure taken from Table 4
3. Existing Market Share taken from Table 7
4. Turnover of existing facilities within the Overall Catchment Area taken from Table 6
5. Turnover of Commitments taken from Table 9, assumed Sainsburys and Currys Fosse Park will obtain 50% of their trade from outside the Overall Catchment Area and Glenfield Park Retail Centre 5% of its trade from outside the Overall Catchment Area
6. Net floorspace equivalent divides the expenditure capacity by an average turnover per sq. m of £6,000 as per RTP Study
7. Gross floorspace equivalent assumes a gross to net ratio of 75%
8. Comparison goods sales densities projected forwards utilising Experian Forecast growth rates taken from Figure 4b , page 12 of Experian Retail Planner Briefing Note 9, September 2011
9. Total population taken from Table 1
10. Increase in retention rate of around 8% in line with RTP modelled increase in retention rate for convenience goods
11. All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant comparison goods proposal

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Table 10b - Capacity for Additional Comparison Goods Floorspace - Overall Catchment Area - Existing Retention Rate - Housing Allocations Population Growth Scenario

Row From RTP Study	Blaby District	2012	2013	2014	2019	2024	2029
A	Total Population	144,406	145,841	147,275	153,922	161,242	167,744
B	Total Available Expenditure (£m)	£359.73	£367.60	£379.75	£458.54	£559.40	£676.18
C	Retained Expenditure (£m)	£138.51	£141.54	£146.22	£176.56	£215.39	£260.36
D	Retention Rate (%)	38.50%	38.50%	38.50%	38.50%	38.50%	38.50%
E	Inflow From Outside Overall Catchment Area (£m)	-	-	-	-	-	-
F	Total Turnover of Comparison Goods Facilities From Overall Catchment Area	£138.51	£140.59	£142.98	£155.55	£169.23	£184.12
H	Turnover of Commitments From the Overall Catchment Area (£m)	£15.53	£15.76	£16.03	£17.44	£18.97	£20.64
I	Residual Capacity (£m)	-£15.53	-£14.81	-£12.79	£3.56	£27.19	£55.60
J	Turnover per sq. m (£)	£6,000	£6,090	£6,194	£6,738	£7,331	£7,975
K	Net Floorspace Equivalent (sq. m)	-2,588	-2,432	-2,065	529	3,708	6,972
L	Gross Floorspace Equivalent (sq. m)	-3,451	-3,242	-2,753	705	4,945	9,296

Notes

- 2010 prices
- Total available expenditure taken from Table 4
- Existing Market Share taken from Table 7
- Turnover of existing facilities within the Overall Catchment Area taken from Table 6
- Turnover of Commitments taken from Table 9, assumed Sainsburys and Currys Fosse Park will obtain 50% of their trade from outside the Overall Catchment Area and Glenfield Park Retail Centre 5% of its trade from outside the Overall Catchment Area
- Net floorspace equivalent divides the expenditure capacity by an average turnover per sq. m of £6,000 as per RTP Study
- Gross floorspace equivalent assumes a gross to net ratio of 75%
- Comparison goods sales densities projected forwards utilising Experian Forecast growth rates taken from Figure 4b , page 12 of Experian Retail Planner Briefing Note 9, September 2011
- Total population taken from Table 1
- All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant comparison goods proposal**

Table 11b - Capacity for Additional Comparison Goods Floorspace - Overall Catchment Area - Increase in Retention Rate to 46% - Housing Allocations Population Growth

Row From RTP Study	Blaby District	2012	2013	2014	2019	2024	2029
A	Total Population	144,406	145,841	147,275	153,922	161,242	167,744
B	Total Available Expenditure (£m)	£359.73	£367.60	£379.75	£458.54	£559.40	£676.18
C	Retained Expenditure (£m)	£138.51	£143.36	£148.10	£192.59	£246.13	£311.04
D	Retention Rate (%)	38.50%	39.00%	39.00%	42.00%	44.00%	46.00%
E	Inflow From Outside Overall Catchment Area (£m)	-	-	-	-	-	-
F	Total Turnover of Comparison Goods Facilities From Overall Catchment Area	£138.51	£140.59	£142.98	£155.55	£169.23	£184.12
H	Turnover of Commitments From the Overall Catchment Area (£m)	£15.53	£15.76	£16.03	£17.44	£18.97	£20.64
I	Residual Capacity (£m)	-£15.53	-£12.99	-£10.91	£19.59	£57.93	£106.28
J	Turnover per sq. m (£)	£6,000	£6,090	£6,194	£6,738	£7,331	£7,975
K	Net Floorspace Equivalent (sq. m)	-2,588	-2,133	-1,761	2,907	7,902	13,326
L	Gross Floorspace Equivalent (sq. m)	-3,451	-2,844	-2,348	3,876	10,536	17,769

Notes

- 2010 prices
- Total available expenditure taken from Table 4
- Existing Market Share taken from Table 7
- Turnover of existing facilities within the Overall Catchment Area taken from Table 6
- Turnover of Commitments taken from Table 9, assumed Sainsburys and Currys Fosse Park will obtain 50% of their trade from outside the Overall Catchment Area and Glenfield Park Retail Centre 5% of its trade from outside the Overall Catchment Area
- Net floorspace equivalent divides the expenditure capacity by an average turnover per sq. m of £6,000 as per RTP Study
- Gross floorspace equivalent assumes a gross to net ratio of 75%
- Comparison goods sales densities projected forwards utilising Experian Forecast growth rates taken from Figure 4b , page 12 of Experian Retail Planner Briefing Note 9, September 2011
- Total population taken from Table 1
- Increase in retention rate of around 8% in line with RTP modelled increase in retention rate for convenience goods
- All floorspace figures are indicative and the 'capacity' for a particular proposal will depend upon the specific net sales area and turnover per sq. m of any relevant comparison goods proposal**

Appendix 4 – Housing Allocations Analysis

Drivers Jonas Deloitte

Appendix 4 - Housing Allocations Analysis

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Job title:

Blaby Retail Study Update 2012

Client:

Blaby District Council

Date:

July 2012

Blaby District Council
Blaby Retail Study Update 2012
Housing Allocations Analysis

Table 1 - Study Area Housing Allocations

Area	Retail Study Zone	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	Total
Elmesthorpe (ES)	1	30	40	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100
Sapcote	1	5	25	40	50	20	20	0	0	0	0	10	10	10	20	0	0	0	0	0	210
Sharnford	1	0	0	0	0	0	0	0	0	0	0	5	5	0	0	0	0	0	0	0	10
Stoney Stanton	1	20	20	10	20	25	20	15	5	0	2	0	0	0	0	0	0	0	0	0	137
Thurlaston	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Huncote	2	10	39	45	7	0	17	20	0	0	0	0	0	0	0	0	0	0	0	0	138
Croft	2	5	5	0	0	0	0	10	15	15	0	0	0	0	0	0	0	0	0	0	50
Blaby	3	50	50	50	0	19	20	20	20	10	10	5	0	0	15	13	0	15	15	20	332
Cosby	3	36	36	0	0	0	0	5	6	0	0	15	15	20	0	0	0	0	0	0	133
Whetstone	3	20	40	40	40	35	35	35	0	0	0	0	8	11	5	4	5	20	20	10	328
Countesthorpe	4	70	80	80	21	0	8	26	0	0	0	0	0	0	0	15	15	20	20	20	375
Littlethorpe	5	30	24	16	20	15	15	0	0	0	0	0	0	0	0	0	0	0	0	0	120
Narborough	5	20	20	15	15	29	21	10	10	0	0	14	7	0	0	0	0	0	0	0	161
LFE / Lubbesthorpe	5	0	0	91	91	91	100	300	300	300	400	400	400	400	400	350	350	300	300	0	4,573
Enderby	5	0	10	10	0	0	0	15	20	23	14	2	2	1	0	0	0	20	12	0	129
Glen Parva	6	0	0	0	0	0	0	0	0	10	10	0	10	10	0	0	0	0	3	3	46
Braunstone Town	7	10	25	13	17	0	11	0	0	0	0	0	0	0	0	0	0	0	0	0	76
Kirby Muxloe	9	10	15	10	0	0	0	0	0	0	0	0	10	0	10	10	0	10	0	10	85
Glenfield	9	0	0	0	0	91	91	91	10	10	10	10	10	10	0	0	0	0	0	0	333
Total		316	429	450	281	325	358	547	386	368	446	461	477	462	450	392	370	385	370	63	7,336

Notes

1. Base Housing Allocations data provided by Blaby District Council during April 2012

Table 2 - Blaby Strategic Housing Land Availability Assessment Housing Projections Up to 2029 By Retail Study Zone

Retail Study Zone	Total Number of Allocations Within Zone by 2029
Zone 1 - South West Blaby	457
Zone 2 - West Blaby	188
Zone 3 - Blaby Town and Whetstone	793
Zone 4 - South East Blaby	375
Zone 5 - Enderby and Narborough	4,983
Zone 6 - Glen Parva	46
Zone 7 - Braunstone and Fosse Park	76
Zone 8 - Leicester Forest East	-
Zone 9 - North Blaby	418
Total	7,336

Notes

1. Base Housing Allocations data provided by Blaby District Council during April 2012

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Table 3a - Calculation of Additional Population Created Through Housing Allocations - Retail Study Zones

Zone	Total Completions by 2029	Number of Households Within Zone 2010	Population of Zone 2010	Average Household Size of Zone in 2010	Population Increase As A Result of Allocations	Population In 2012 Utilising ONS Projections	Population In 2029 Utilising ONS Projections	Population Increase To 2029 Utilising ONS Projections	Difference (Additional Population Increase Due to Allocations)
Zone 1 - South West Blaby	457	3,775	8,907	2.4	1,004	9,020	10,293	1,272	-269
Zone 2 - West Blaby	188	9,434	22,185	2.4	412	22,467	25,636	3,169	-2,758
Zone 3 - Blaby Town and Whetstone	793	6,876	16,287	2.4	1,749	16,494	18,821	2,327	-578
Zone 4 - South East Blaby	375	8,545	20,653	2.4	844	20,915	23,866	2,950	-2,107
Zone 5 - Enderby and Narborough	4,983	6,225	14,669	2.4	10,932	14,855	16,951	2,096	8,837
Zone 6 - Glen Parva	46	6,452	15,166	2.4	101	15,359	17,525	2,167	-2,066
Zone 7 - Braunstone and Fosse Park	76	6,125	15,460	2.5	179	15,656	17,865	2,209	-2,030
Zone 8 - Leicester Forest East	-	5,604	13,765	2.5	0	13,940	15,906	1,966	-1,966
Zone 9 - North Blaby	418	6,544	15,345	2.3	913	15,540	17,732	2,192	-1,280
Total Study Area	7,336	59,580	142,437	2	16,132	144,246	164,594	20,348	-4,216

Notes

1. Base Housing Allocations data provided by Blaby District Council during April 2012
2. Assumes average household size declines by 6.9% in accordance with the national average (decrease from 2.32 in 2006 to 2.16 in 2026 taken from DCLG Housing Projections to 2031, England)
3. Base population and household data taken from Experian Micromarketer in May 2012
4. ONS population changes taken from ONS 2012 2010-based Sub-national Population Projections, published March 2012

Table 3b - Calculation of Additional Population Created Through Housing Allocations - Blaby District

Total Blaby District	Total Completions by 2029	Number of Households Within District 2010	Population of District 2010	Average Household Size of District in 2010	Population Increase As A Result of Allocations	Population In 2012 Utilising ONS Projections	Population In 2029 Utilising ONS Projections	Population Increase To 2029 Utilising ONS Projections	Difference (Additional Population Increase Due to Allocations)
Blaby District	7,336	39,187	94,587	2.41	16,486	95,788	109,301	13,512	2,974

Notes

1. Base Housing Allocations data provided by Blaby District Council during April 2012
2. Assumes average household size declines by 7% in accordance with the national average (decrease from 2.32 in 2006 to 2.16 in 2026 taken from DCLG Housing Projections to 2031, England)
3. Base population and household data taken from Experian Micromarketer in June 2012
4. ONS population changes taken from ONS 2012 2010-based Sub-national Population Projections, published March 2012

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Table 4 - Additional Capacity Created Through Allocations in Zone 1 - South West Blaby

Zone 1 South West Blaby		Additional Population	Expenditure Per Head in 2029 (£)	Total Available Expenditure Created in 2029 (£m)	Scenario Market Share (%)	Total Additional Expenditure Retained in Catchment
Convenience Goods	Scenario A	-269	£2,077	£0.56	12.95%	£0.07
	Scenario B	-269	£2,077	£0.56	15.00%	£0.08
Comparison Goods	Scenario A	-269	£4,458	£1.20	1.08%	£0.01
	Scenario B	-269	£4,458	£1.20	5.00%	£0.06

Notes

- 2010 prices
- Base Housing Allocations data provided by Blaby District Council during April 2012
- Expenditure per head in 2028 excludes the proportion of expenditure spent through NSRT means
- Population, expenditure and market share data taken from convenience goods capacity assessment and comparison goods capacity assessment
- Scenario A is existing market share of 12.95% and 1.08%, Scenario B is an increase in market share to 15% and 5% for convenience and comparison goods respectively

Table 5 - Additional Capacity Created Through Allocations in Zone 2 - West Blaby

Zone 2 West Blaby		Additional Population	Expenditure Per Head in 2028 (£)	Total Available Expenditure Created in 2028 (£m)	Scenario Market Share (%)	Total Additional Expenditure Retained in Catchment
Convenience Goods	Scenario A	-2,758	£1,992	£5.49	10.63%	£0.58
	Scenario B	-2,758	£1,992	£5.49	15.00%	£0.82
Comparison Goods	Scenario A	-2,758	£4,063	£11.20	0.32%	£0.04
	Scenario B	-2,758	£4,063	£11.20	5.00%	£0.56

Notes

- 2010 prices
- Base Housing Allocations data provided by Blaby District Council during April 2012
- Expenditure per head in 2028 excludes the proportion of expenditure spent through NSRT means
- Population, expenditure and market share data taken from convenience goods capacity assessment and comparison goods capacity assessment
- Scenario A is existing market share of 10.63% and 0.32%, Scenario B is an increase in market share to 15% and 5% for convenience and comparison goods respectively

Table 6 - Additional Capacity Created Through Allocations in Zone 3 - Blaby Town and Whetstone

Zone 3 Blaby Town and Whetstone		Additional Population	Expenditure Per Head in 2028 (£)	Total Available Expenditure Created in 2028 (£m)	Scenario Market Share (%)	Total Additional Expenditure Retained in Catchment
Convenience Goods	Scenario A	-578	£1,981	£1.14	39.82%	£0.46
	Scenario B	-578	£1,981	£1.14	45.00%	£0.52
Comparison Goods	Scenario A	-578	£4,153	£2.40	6.62%	£0.16
	Scenario B	-578	£4,153	£2.40	10.00%	£0.24

Notes

- 2010 prices
- Base Housing Allocations data provided by Blaby District Council during April 2012
- Expenditure per head in 2028 excludes the proportion of expenditure spent through NSRT means
- Population, expenditure and market share data taken from convenience goods capacity assessment and comparison goods capacity assessment
- Scenario A is existing market share of 39.82% and 6.62%, Scenario B is an increase in market share to 45% and 10% for convenience and comparison goods respectively

Table 7 - Additional Capacity Created Through Allocations in Zone 4 - South East Blaby

Zone 4 South East Blaby		Additional Population	Expenditure Per Head in 2028 (£)	Total Available Expenditure Created in 2028 (£m)	Scenario Market Share (%)	Total Additional Expenditure Retained in Catchment
Convenience Goods	Scenario A	-2,107	£1,994	£4.20	7.81%	£0.33
	Scenario B	-2,107	£1,994	£4.20	10.00%	£0.42
Comparison Goods	Scenario A	-2,107	£4,221	£8.89	0.00%	£0.00
	Scenario B	-2,107	£4,221	£8.89	5.00%	£0.44

Notes

- 2010 prices
- Base Housing Allocations data provided by Blaby District Council during April 2012
- Expenditure per head in 2028 excludes the proportion of expenditure spent through NSRT means
- Population, expenditure and market share data taken from convenience goods capacity assessment and comparison goods capacity assessment
- Scenario A is existing market share of 7.81% and 0%, Scenario B is an increase in market share to 10% and 5% for convenience and comparison goods respectively

Table 8 - Additional Capacity Created Through Allocations in Zone 5 - Enderby and Narborough

Zone 5 Enderby and Narborough		Additional Population	Expenditure Per Head in 2028 (£)	Total Available Expenditure Created in 2028 (£m)	Scenario Market Share (%)	Total Additional Expenditure Retained in Catchment
Convenience Goods	Scenario A	8,837	£2,005	£17.72	16.52%	£2.93
	Scenario B	8,837	£2,005	£17.72	20.00%	£3.54
Comparison Goods	Scenario A	8,837	£4,303	£38.03	1.69%	£0.64
	Scenario B	8,837	£4,303	£38.03	5.00%	£1.90

Notes

- 2010 prices
- Base Housing Allocations data provided by Blaby District Council during April 2012
- Expenditure per head in 2028 excludes the proportion of expenditure spent through NSRT means
- Population, expenditure and market share data taken from convenience goods capacity assessment and comparison goods capacity assessment
- Scenario A is existing market share of 16.52% and 1.69%, Scenario B is an increase in market share to 20% and 5% for convenience and comparison goods respectively

Table 9 - Additional Capacity Created Through Allocations in Zone 6 - Glen Parva

Zone 6 Glen Parva		Additional Population	Expenditure Per Head in 2028 (£)	Total Available Expenditure Created in 2028 (£m)	Scenario Market Share (%)	Total Additional Expenditure Retained in Catchment
Convenience Goods	Scenario A	-2,066	£1,792	£3.70	9.41%	£0.35
	Scenario B	-2,066	£1,792	£3.70	15.00%	£0.56
Comparison Goods	Scenario A	-2,066	£3,239	£6.69	0.10%	£0.01
	Scenario B	-2,066	£3,239	£6.69	5.00%	£0.33

Notes

- 2010 prices
- Base Housing Allocations data provided by Blaby District Council during April 2012
- Expenditure per head in 2028 excludes the proportion of expenditure spent through NSRT means
- Population, expenditure and market share data taken from convenience goods capacity assessment and comparison goods capacity assessment
- Scenario A is existing market share of 9.41% and 0.10%, Scenario B is an increase in market share to 15% and 5% for convenience and comparison goods respectively

Table 10 - Additional Capacity Created Through Allocations in Zone 7 - Braunstone and Fosse Park

Zone 7 Braunstone and Fosse Park		Additional Population	Expenditure Per Head in 2028 (£)	Total Available Expenditure Created in 2028 (£m)	Scenario Market Share (%)	Total Additional Expenditure Retained in Catchment
Convenience Goods	Scenario A	-2,030	£1,727	-£3.51	85.33%	-£2.99
	Scenario B	-2,030	£1,727	-£3.51	90.00%	-£3.16
Comparison Goods	Scenario A	-2,030	£3,457	-£7.02	30.15%	-£2.12
	Scenario B	-2,030	£3,457	-£7.02	35.00%	-£2.46

Notes

- 2010 prices
- Base Housing Allocations data provided by Blaby District Council during April 2012
- Expenditure per head in 2028 excludes the proportion of expenditure spent through NSRT means
- Population, expenditure and market share data taken from convenience goods capacity assessment and comparison goods capacity assessment
- Scenario A is existing market share of 85.33% and 30.15%, Scenario B is an increase in market share to 90% and 35% for convenience and comparison goods respectively

Table 11 - Additional Capacity Created Through Allocations in Zone 8 - Leicester Forest East

Zone 8 Leicester Forest East		Additional Population	Expenditure Per Head in 2028 (£)	Total Available Expenditure Created in 2028 (£m)	Scenario Market Share (%)	Total Additional Expenditure Retained in Catchment
Convenience Goods	Scenario A	-1,966	£1,893	-£3.72	11.41%	-£0.42
	Scenario B	-1,966	£1,893	-£3.72	15.00%	-£0.56
Comparison Goods	Scenario A	-1,966	£4,122	-£8.11	0.54%	-£0.04
	Scenario B	-1,966	£4,122	-£8.11	5.00%	-£0.41

Notes

- 2010 prices
- Base Housing Allocations data provided by Blaby District Council during April 2012
- Expenditure per head in 2028 excludes the proportion of expenditure spent through NSRT means
- Population, expenditure and market share data taken from convenience goods capacity assessment and comparison goods capacity assessment
- Scenario A is existing market share of 11.41% and 0.54%, Scenario B is an increase in market share to 15% and 5% for convenience and comparison goods respectively

Table 12 - Additional Capacity Created Through Allocations in Zone 9 - North Blaby

Zone 9 North Blaby		Additional Population	Expenditure Per Head in 2028 (£)	Total Available Expenditure Created in 2028 (£m)	Scenario Market Share (%)	Total Additional Expenditure Retained in Catchment
Convenience Goods	Scenario A	-1,280	£2,058	-£2.63	28.76%	-£0.76
	Scenario B	-1,280	£2,058	-£2.63	30.00%	-£0.79
Comparison Goods	Scenario A	-1,280	£4,263	-£5.45	3.38%	-£0.18
	Scenario B	-1,280	£4,263	-£5.45	5.00%	-£0.27

Notes

- 2010 prices
- Base Housing Allocations data provided by Blaby District Council during April 2012
- Expenditure per head in 2028 excludes the proportion of expenditure spent through NSRT means
- Population, expenditure and market share data taken from convenience goods capacity assessment and comparison goods capacity assessment
- Scenario A is existing market share of 28.76% and 3.38%, Scenario B is an increase in market share to 30% and 5% for convenience and comparison goods respectively

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