

Wirral Council

STRATEGY FOR TOWN CENTRES, RETAIL AND COMMERCIAL LEISURE

Volume 2 - Figures and Spreadsheets



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December 2009

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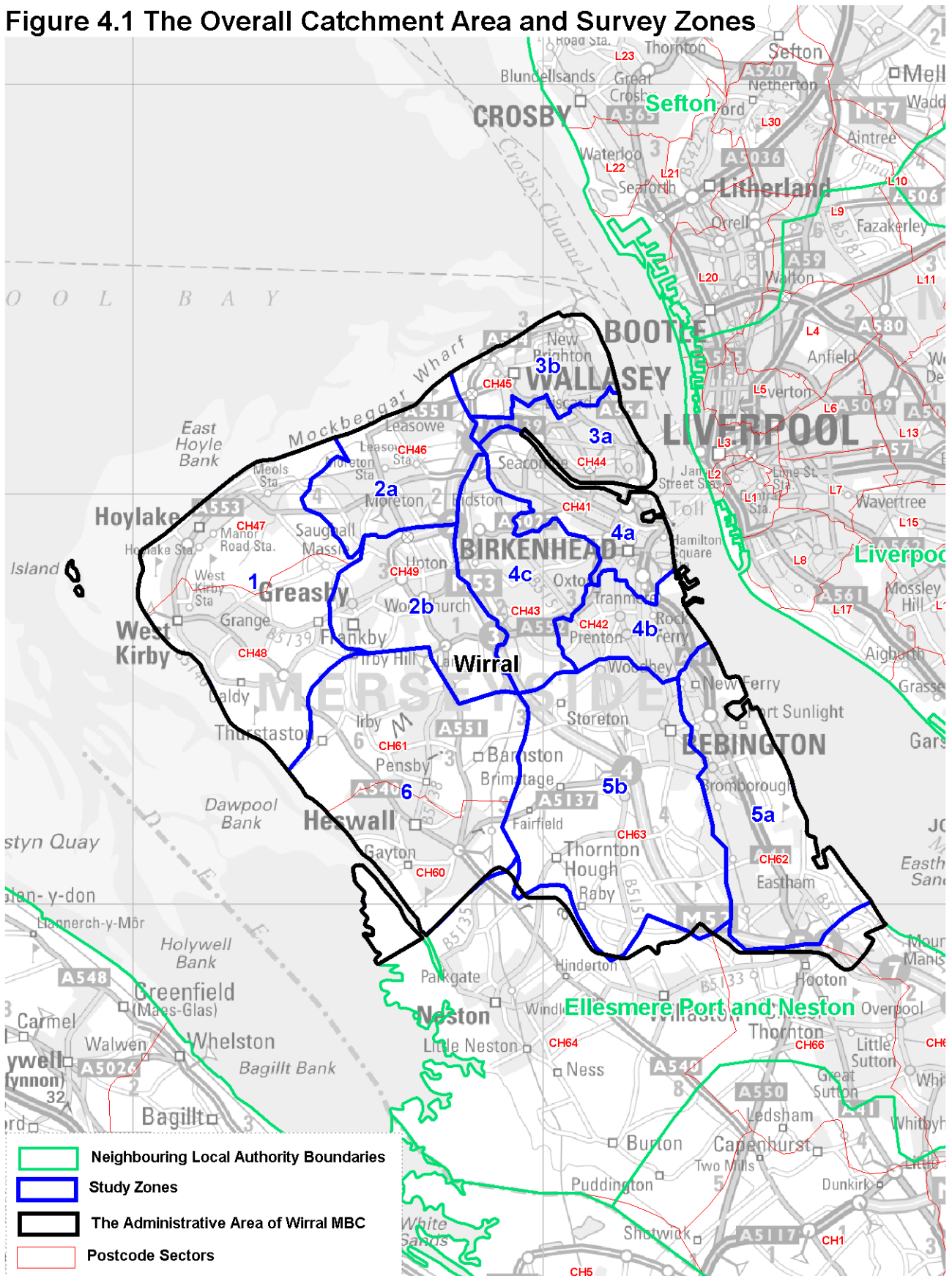
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Figure 4.1 The Overall Catchment Area and Survey Zones



Digital Map Data © Collins Bartholomew Ltd 2008

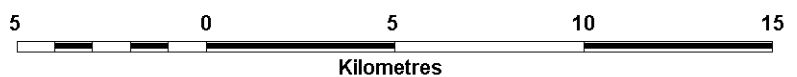
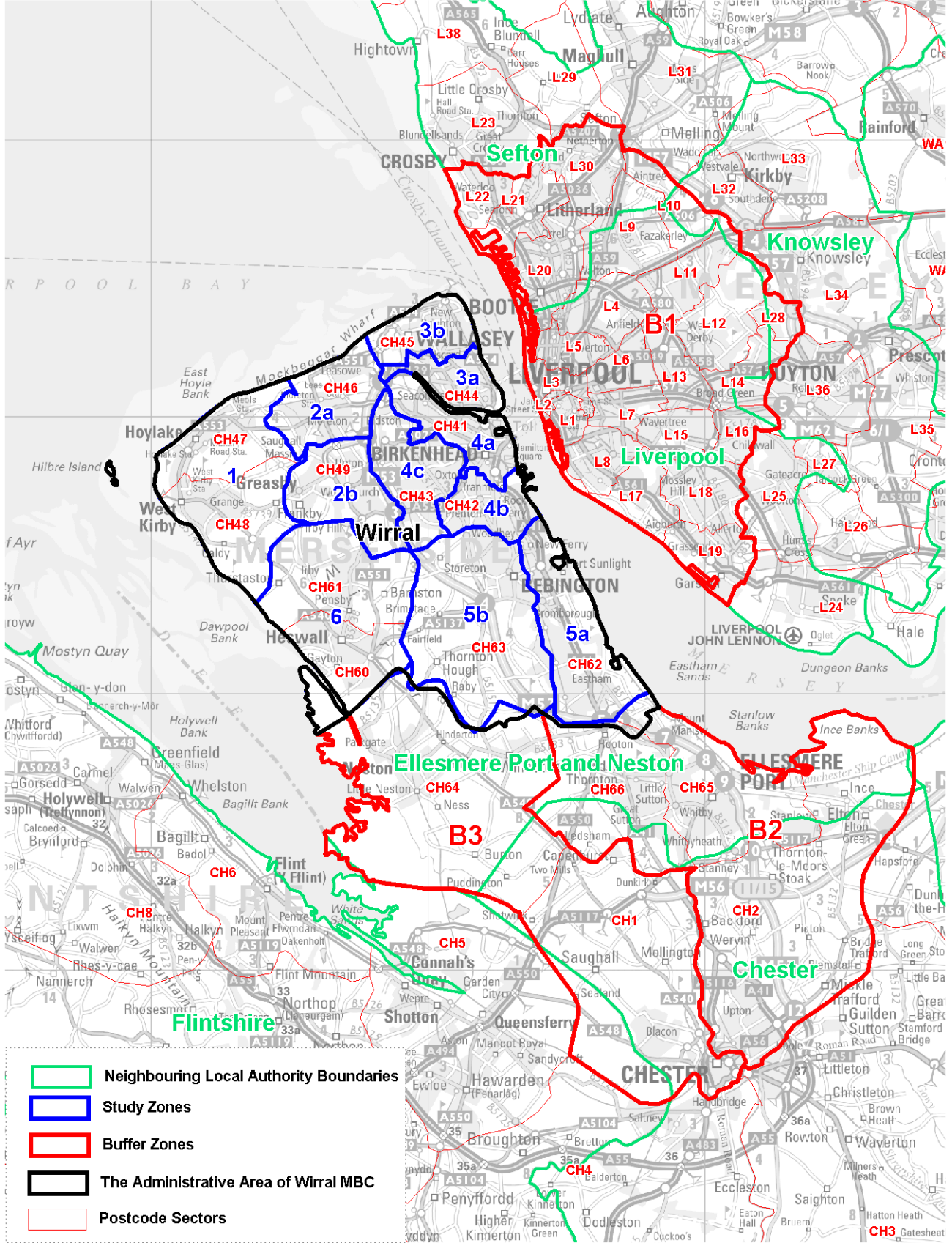
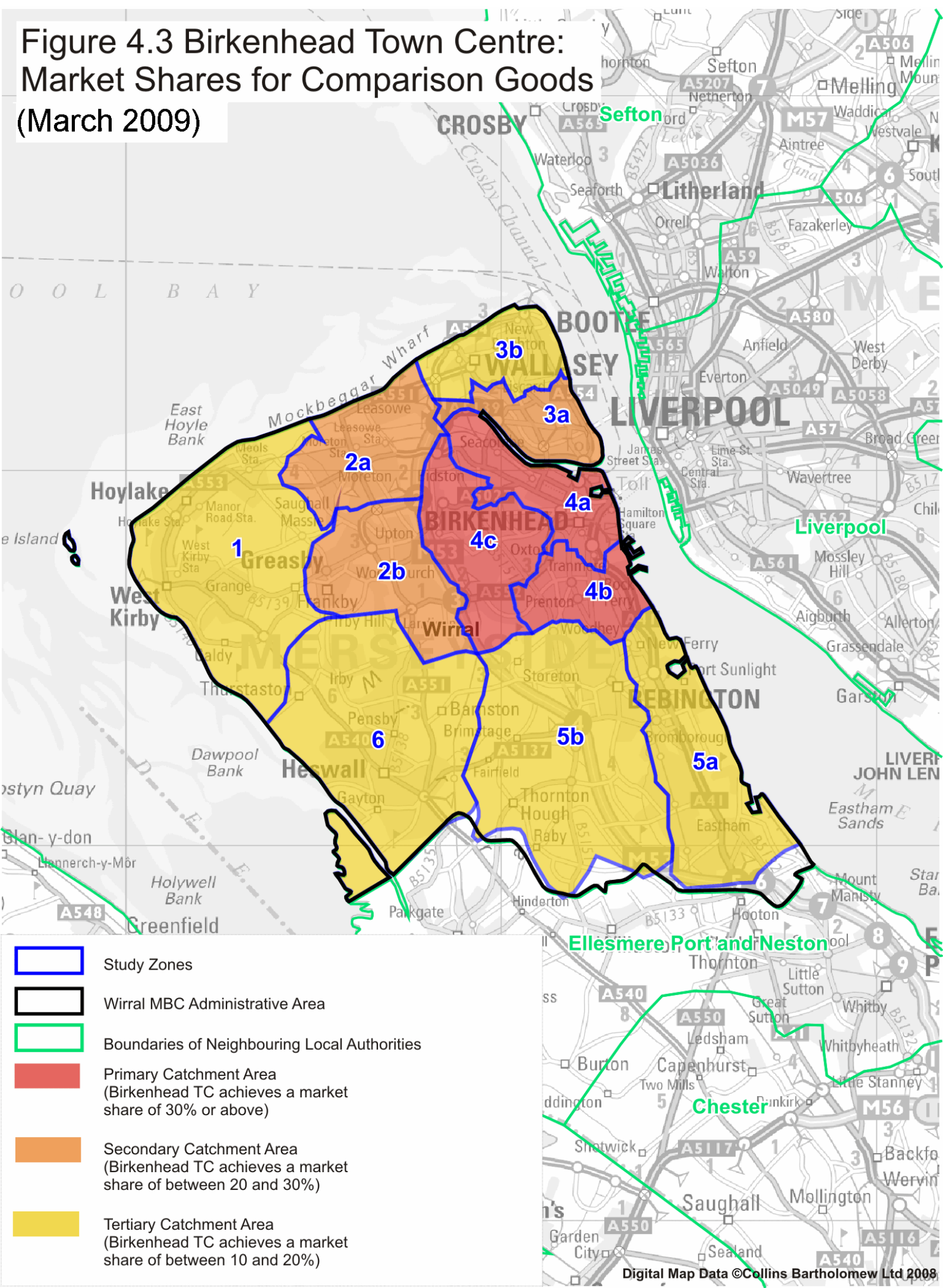








Figure 4.2 The Overall Catchment Area, Survey Zones and Three Buffer Areas



**Figure 4.3 Birkenhead Town Centre:
Market Shares for Comparison Goods
(March 2009)**



-  Study Zones
-  Wirral MBC Administrative Area
-  Boundaries of Neighbouring Local Authorities
-  Primary Catchment Area
(Birkenhead TC achieves a market share of 30% or above)
-  Secondary Catchment Area
(Birkenhead TC achieves a market share of between 20 and 30%)
-  Tertiary Catchment Area
(Birkenhead TC achieves a market share of between 10 and 20%)

**Figure 4.4 Birkenhead Town Centre:
Market Shares for Comparison Goods
(April 2008)**

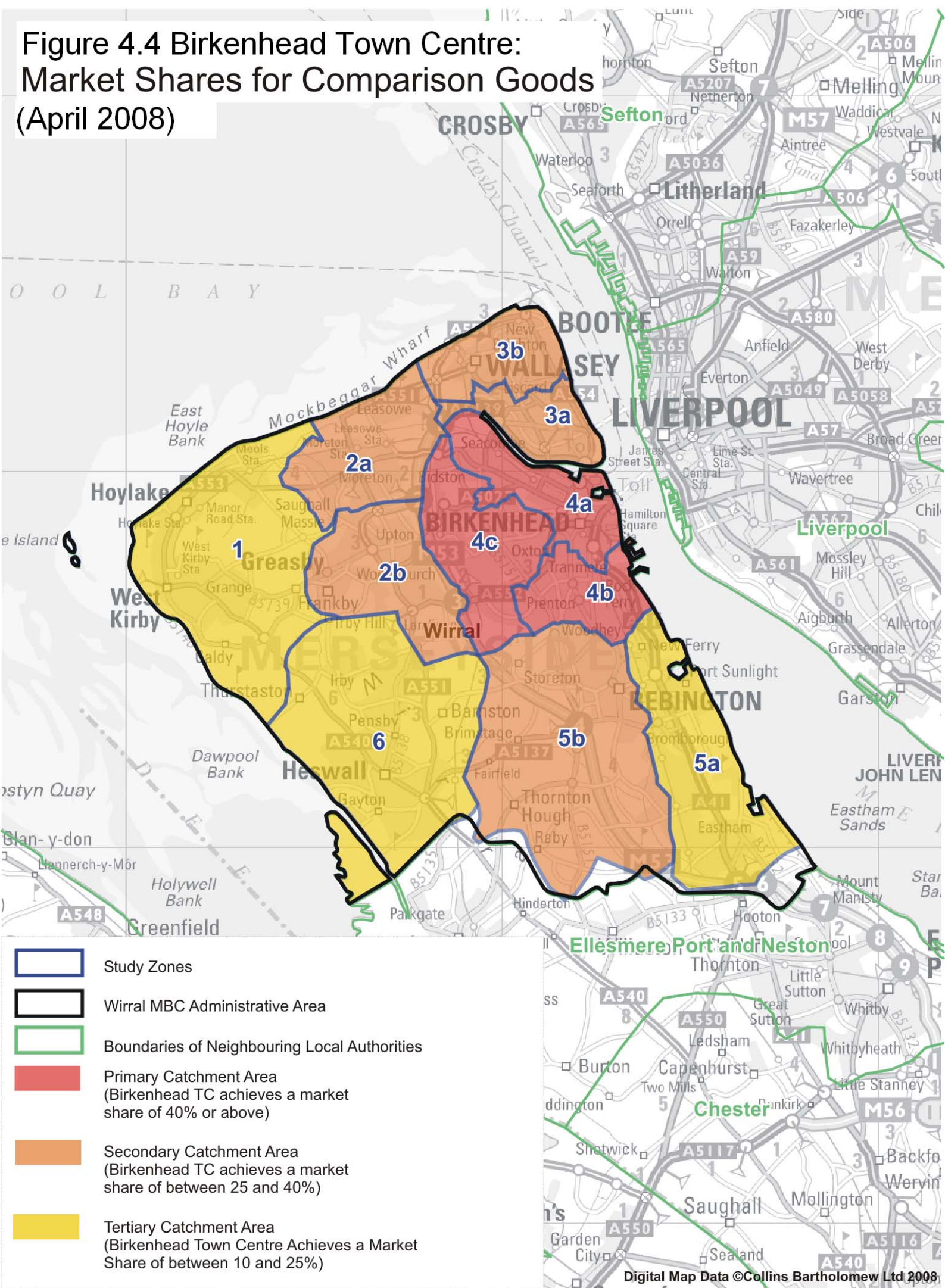


Figure 5.1 Location of Cinemas

● Cinemas

▭ Wirral MBC

Drivetime isochrones from Birkenhead Town Centre

▭ 25 Minute drivetime catchment

▭ 18 Minute drivetime catchment

List of Cinemas

1. The Plaza Cinema
2. Odeon Cinema
3. Cineworld
4. Odeon Cinema
5. Natl Amusements (UK)
6. Woolton Picture House
7. Odeon Cinema
8. Showcase Cinemas
9. Vue Cinema
10. UGC Cinemas
11. Vue Cinema
12. Odeon Cinema

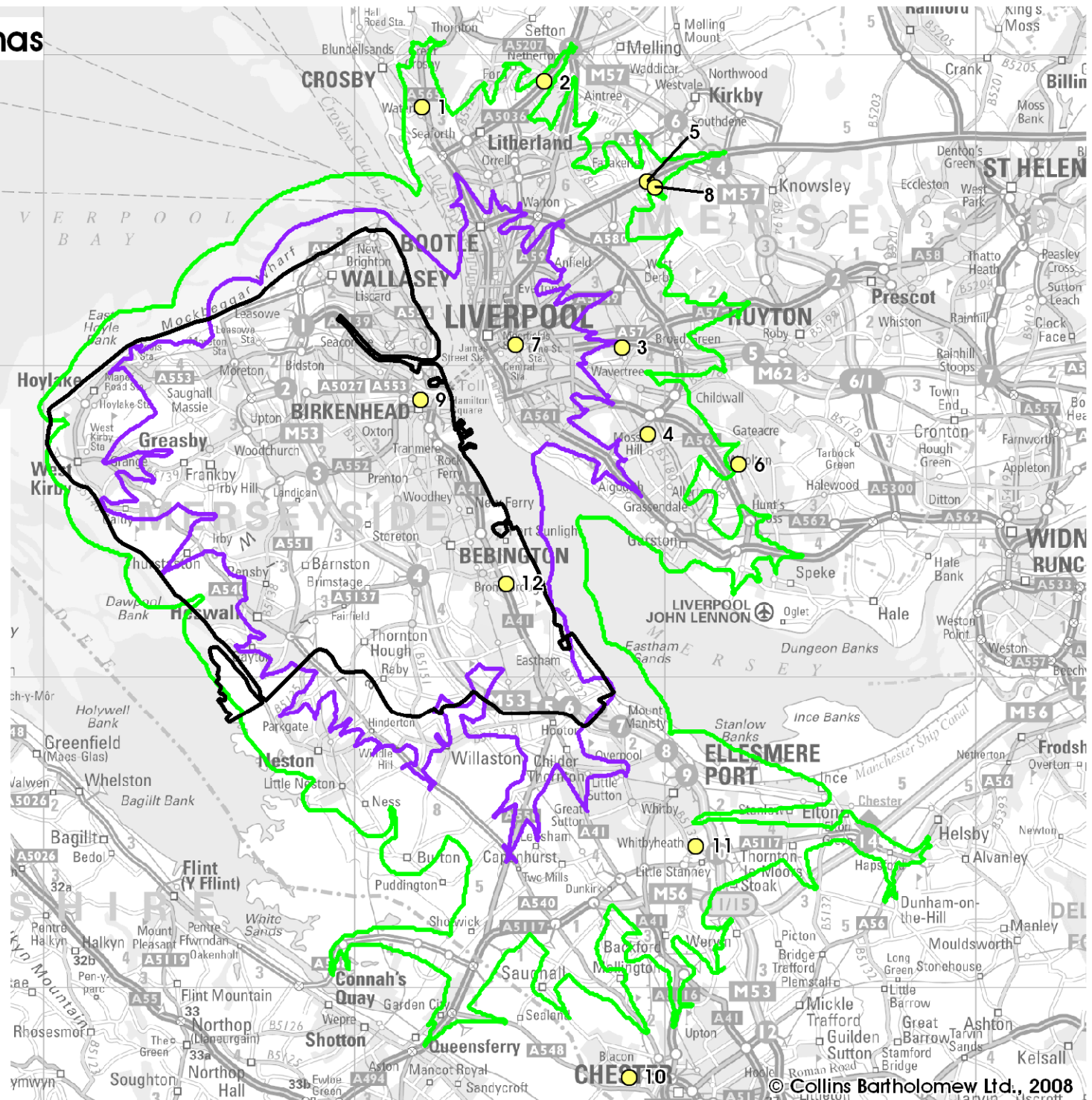


Figure 5.2 Location of Bingo Halls and Casinos

- Bingo Halls (17)
- Casinos (3)

▭ Wirral MBC

Drivetime isochrones from Birkenhead town centre

- ▭ 18 Minute drivetime catchment
- ▭ 25 Minute drivetime catchment

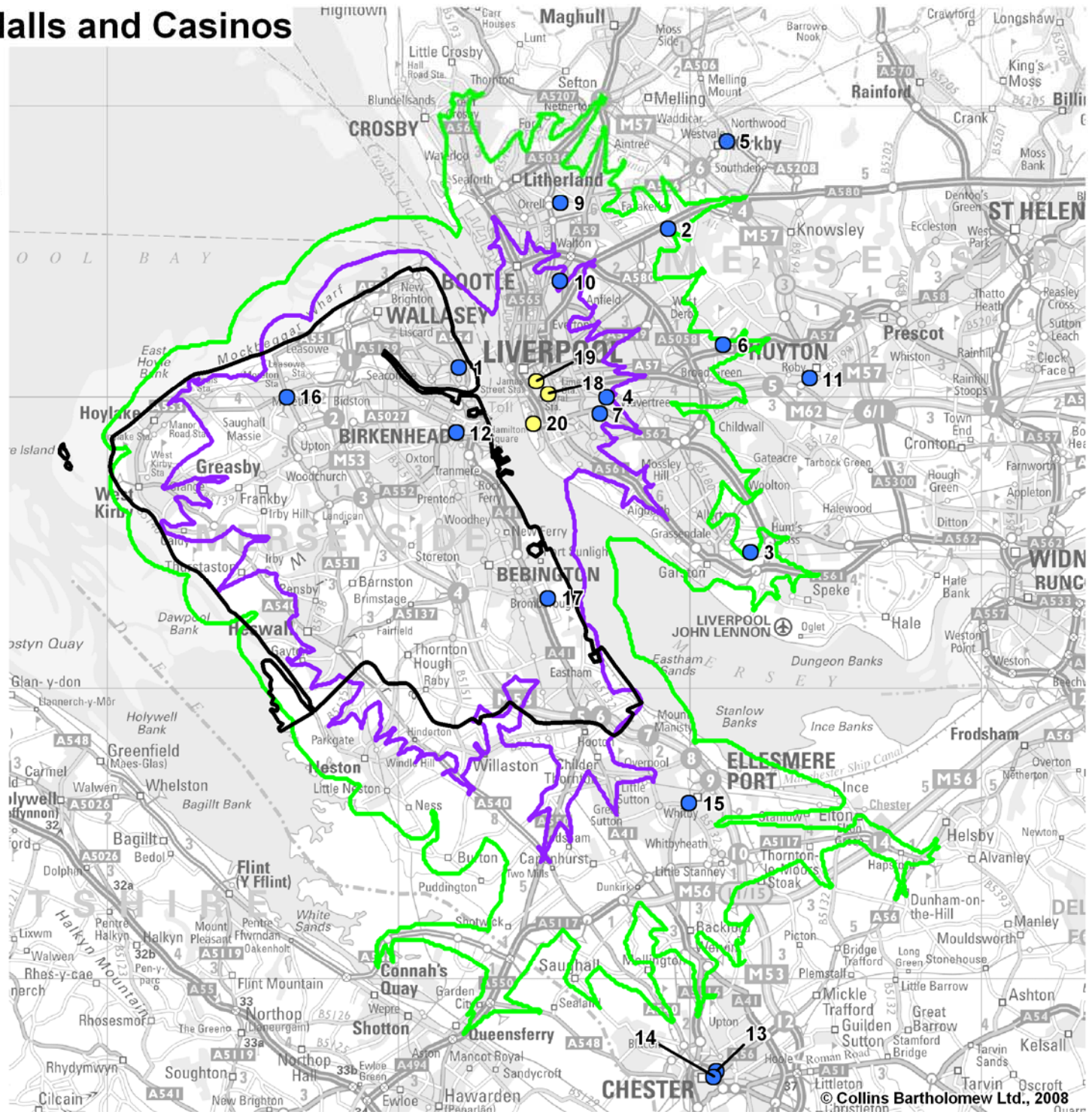
List of Bingo Halls & Casinos

Bingo Halls

1. Embassy Bingo and Social Club
2. Gala Clubs
3. Buckingham Bingo Club
4. Gala Clubs
5. Gala Clubs
6. Mecca
7. Seldons Bingo & Social Club
8. Pavilion Bingo Club
9. Carlton Bingo Social Club
10. Paradise Island Bingo
11. Buckingham Bingo Club
12. Mecca
13. H.B Leisure
14. Mecca
15. Mecca
16. Top Ten Bingo
17. Gala Clubs

Casinos

18. Mint Casino
19. Circus Casino
20. Gala Leo



2 WIRRAL RETAIL SPREADSHEETS

Comparison Sector (Scenario 1).....	Spreadsheets 1.1 to 1.9
Comparison Sector (Scenario 2).....	Spreadsheets 2.1 to 2.9
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Convenience Sector (Scenario 1)	Spreadsheets 5.1 to 5.7
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Spreadsheet 1.1 - Definition of Zones

Zone	Postcode	Local Authority
Zone 1	CH47	Wirral
	CH48	Wirral
Zone 2a	CH46	Wirral
Zone 2b	CH49	Wirral
Zone 3a	CH44	Wirral
Zone 3b	CH45	Wirral
Zone 4a	CH41	Wirral
Zone 4b	CH42	Wirral
Zone 4c	CH43	Wirral
Zone 5a	CH62	Wirral
Zone 5b	CH63	Wirral
Zone 6	CH60	Wirral
	CH61	Wirral

Spreadsheet 1.2 - Population Projections (ONS)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	All Zones Total
Population 2006	25,784	26,003	28,244	29,942	28,964	18,647	30,750	35,164	28,049	29,178	30,491	311,216
Population 2009	25,751	25,970	28,208	29,904	28,927	18,623	30,710	35,119	28,013	29,140	30,452	310,816
Population 2011	25,751	25,970	28,208	29,904	28,927	18,623	30,710	35,119	28,013	29,140	30,452	310,816
Population 2014	25,784	26,003	28,244	29,942	28,964	18,647	30,750	35,164	28,049	29,178	30,491	311,216
Population 2016	25,817	26,036	28,280	29,980	29,001	18,671	30,790	35,209	28,085	29,216	30,530	311,616
Population 2021	25,950	26,170	28,426	30,134	29,150	18,767	30,948	35,390	28,229	29,366	30,687	313,216
Population 2026	26,057	26,279	28,544	30,260	29,271	18,845	31,076	35,537	28,346	29,487	30,814	314,516
Change in population 2009 - 2011												
Numeric change	0	0	0	0	0	0	0	0	0	0	0	0
Percentage change	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Change in population 2011 - 2014												
Numeric change	33	33	36	38	37	24	40	45	36	38	39	400
Percentage change	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Change in population 2014 - 2016												
Numeric change	33	33	36	38	37	24	40	45	36	38	39	400
Percentage change	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Change in population 2016 - 2021												
Numeric change	133	134	145	154	149	96	158	181	144	150	157	1,600
Percentage change	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Change in population 2021 - 2026												
Numeric change	108	109	118	125	121	78	128	147	117	122	127	1,300
Percentage change	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%
Change in population 2009 - 2026												
Numeric change	307	309	336	356	344	222	366	418	333	347	363	3,700
Percentage change	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%

NOTES:

(1) Population data were sourced from MapInfo and Oxford Economics (mid-year 2006). The population in each zone was projected forward to the base year and forecast years using population multipliers derived from ONS 2006-based Sub-National Population Projections (published 12 June 2008).

Spreadsheet 1.3 - Comparison Goods Expenditure (per capita)

Year	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	£	£	£	£	£	£	£	£	£	£	£
2006	3,090	2,737	2,824	2,538	2,912	2,344	2,534	2,832	2,859	2,989	3,054
2009	3,462	3,067	3,164	2,844	3,263	2,626	2,839	3,173	3,203	3,349	3,422
2011	3,588	3,178	3,279	2,947	3,382	2,722	2,943	3,289	3,320	3,471	3,547
2014	3,786	3,354	3,460	3,110	3,568	2,872	3,105	3,470	3,503	3,662	3,742
2016	3,924	3,476	3,586	3,223	3,698	2,977	3,218	3,596	3,631	3,796	3,878
2021	5,214	4,619	4,765	4,283	4,914	3,955	4,276	4,779	4,825	5,044	5,154
2026	6,421	5,687	5,868	5,274	6,051	4,871	5,265	5,885	5,941	6,211	6,346

NOTES:

(1) Expenditure data derived from Mapinfo 2006 per capita annual comparison goods expenditure estimates, which we have obtained through our in-house GIS system.
(2) The 2006 MapInfo expenditure data have been projected forward to the base year and forecast years using forecast growth rates of: 4.91% from 2006 to 2008 (Oxford Economics Retail Briefings Update Revised March 2009); 1.805% from 2008 to 2016 (Midpoint of MapInfo forecast from Retail Spending Outlook Revised Version March 2009 and Experian Retail Planner Briefing Note 6.1 February 2009 Changes, Table 3); 5.85% from 2016 to 2021 (Midpoint of medium term past trend from MapInfo Brief 08/02, Table 3 and medium term past trend from Experian Retail Planner Briefing Note 6.1, Table 3.2); 4.25% from 2021 to 2026 (Midpoint of ultra long term past trend from MapInfo Brief 08/02, Table 3 and ultra long term past trend from Experian Retail Planner Briefing Note 6.1, Table 3.2).

All monetary values are held constant at 2006 prices.

Spreadsheet 1.4 - Total Comparison Goods Expenditure and Expenditure Growth (ONS)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	All Zones Total
Year	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Total expenditure 2009	89.16	79.64	89.26	85.04	94.38	48.91	87.20	111.44	89.74	97.59	104.20	976.56
Inclusive of spending on SFT in 2009 of average of 10.3%	9.56	8.04	9.87	8.63	12.39	5.20	8.05	11.18	10.53	9.09	8.07	100.60
Total expenditure 2011	92.40	82.54	92.51	88.14	97.82	50.69	90.37	115.50	93.01	101.15	108.00	1012.13
Inclusive of spending on SFT in 2011 of average of 11.74%	11.29	9.49	11.66	10.19	14.63	6.14	9.50	13.20	12.44	10.74	9.53	118.83
Total expenditure 2014	97.62	87.21	97.73	93.12	103.35	53.56	95.48	122.02	98.26	106.86	114.10	1069.31
Inclusive of spending on SFT in 2014 of 13.9%	13.57	12.12	13.58	12.94	14.37	7.44	13.27	16.96	13.66	14.85	15.86	148.63
Total expenditure 2016	101.31	90.50	101.42	96.63	107.25	55.58	99.08	126.63	101.97	110.90	118.41	1109.68
Inclusive of spending on SFT in 2016 of 13.9%	14.08	12.58	14.10	13.43	14.91	7.73	13.77	17.60	14.17	15.41	16.46	154.25
Total expenditure 2021	135.31	120.87	135.46	129.06	143.24	74.23	132.34	169.13	136.19	148.12	158.15	1482.10
Inclusive of spending on SFT in 2021 of 13.9%	18.81	16.80	18.83	17.94	19.91	10.32	18.39	23.51	18.93	20.59	21.98	206.01
Total expenditure 2026	167.31	149.45	167.49	159.58	177.11	91.78	163.63	209.12	168.40	183.14	195.54	1832.55
Inclusive of spending on SFT in 2026 of 13.9%	23.26	20.77	23.28	22.18	24.62	12.76	22.74	29.07	23.41	25.46	27.18	254.72
Growth in total expenditure 2009 - 2011	3.25	2.90	3.25	3.10	3.44	1.78	3.18	4.06	3.27	3.55	3.80	35.57
Growth in total expenditure 2011 - 2014	5.22	4.66	5.23	4.98	5.53	2.86	5.11	6.52	5.25	5.71	6.10	57.18
Growth in total expenditure 2014 - 2016	3.69	3.29	3.69	3.52	3.90	2.02	3.61	4.61	3.71	4.03	4.31	40.37
Growth in total expenditure 2016 - 2021	34.00	30.37	34.04	32.43	35.99	18.65	33.25	42.50	34.22	37.22	39.74	372.42
Growth in total expenditure 2021 - 2026	32.00	28.58	32.03	30.52	33.87	17.55	31.29	39.99	32.20	35.02	37.40	350.45
Growth in total expenditure 2009 - 2026	78.15	69.81	78.24	74.54	82.73	42.87	76.43	97.68	78.66	85.55	91.34	855.99
Growth in spending on SFT 2009 - 2011	1.73	1.46	1.79	1.56	2.24	0.94	1.46	2.03	1.91	1.65	1.46	18.23
Growth in spending on SFT 2011 - 2014	2.28	2.63	1.92	2.75	-0.27	1.30	3.77	3.76	1.22	4.12	6.33	29.80
Growth in spending on SFT 2014 - 2016	0.51	0.46	0.51	0.49	0.54	0.28	0.50	0.64	0.52	0.56	0.60	5.61
Growth in spending on SFT 2016 - 2021	4.73	4.22	4.73	4.51	5.00	2.59	4.62	5.91	4.76	5.17	5.52	51.77
Growth in spending on SFT 2021 - 2026	4.45	3.97	4.45	4.24	4.71	2.44	4.35	5.56	4.48	4.87	5.20	48.71
Growth in spending on SFT 2009 - 2026	13.69	12.74	13.41	13.55	12.23	7.56	14.70	17.89	12.88	16.37	19.11	154.12

NOTES:

(1) The figures in the above table are the products of multiplying the data presented in Spreadsheet 1.2 (population) by Spreadsheet 1.3 (per capita comparison goods expenditure), and are in millions of pounds (£m).

(2) The total expenditure in 2009 includes a percentage of expenditure on Special Forms of Trading (SFT) (i.e. mail order, TV and internet shopping) derived from the telephone survey of households. The proportion of expenditure spent on SFT in 2009 is based on the survey results and varies between the different zones, ranging from 7.7% of expenditure in Zone 6 to 13.1% of expenditure in Zone 3b. We have assumed that expenditure on SFT will increase proportionally in each zone between 2009 and 2011, to an average of 11.74% across the survey zones in 2011. By 2014 we would expect the proportion of spending on SFT to be broadly equal across all zones, and to have reached 13.9% before levelling off to remain at 13.9% in 2016 (the levels estimated by Experian in Retail Planner Briefing Note 6.1, October 08, updated January 09 (Table 5.1)). Experian does not estimate SFT market shares beyond 2016, and so we assume spending on SFT will remain at 13.9% in 2021 and 2026.

All monetary values are held constant at 2006 prices.

Spreadsheet 1.5 - Comparison Goods Spending Patterns in 2009 as a Percentage Across the Study Area Zones (including SFT)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	10.89	2.39	2.63	0.09	0.46	0.00	0.00	0.34	0.00	0.35	0.14
Hoylake Town Centre	3.62	0.43	0.24	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.23	0.23	0.04	0.05	0.10	0.00	0.00	0.00	0.51	0.00	0.22
Total Zone 1	14.74	3.05	2.92	0.15	0.57	0.10	0.00	0.34	0.51	0.35	0.35
Zone 2a											
Moreton Town Centre	1.26	6.67	1.25	0.39	0.19	0.37	0.66	0.23	0.11	0.06	0.14
Other, Zone 2a	0.00	0.00	0.00	0.05	0.09	0.00	0.26	0.16	0.00	0.00	0.00
Total Zone 2a	1.26	6.67	1.25	0.44	0.27	0.37	0.92	0.39	0.11	0.06	0.14
Zone 2b											
Upton Village	0.73	0.17	3.30	0.28	0.16	0.66	0.14	0.90	0.10	0.15	0.73
Other, Zone 2b	2.14	1.97	5.63	0.36	0.24	1.49	1.30	3.25	0.10	0.37	2.12
Total Zone 2b	2.87	2.14	8.94	0.64	0.40	2.15	1.44	4.16	0.20	0.53	2.86
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	8.51	10.75	8.23	7.74	8.65	8.61	5.49	10.18	3.58	5.18	7.04
Other, Zone 3a	0.00	0.08	0.07	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Total Zone 3a	8.51	10.83	8.29	8.39	8.65	8.61	5.49	10.18	3.58	5.18	7.09
Zone 3b											
Liscard Town Centre	1.06	7.00	0.48	25.78	21.97	2.02	0.00	0.51	0.16	0.21	0.22
Wallasey Village	0.26	1.40	0.38	2.37	1.41	0.00	0.57	0.29	0.42	0.09	0.37
Other, Zone 3b	0.00	0.08	0.00	0.05	0.98	0.00	0.00	0.08	0.00	0.00	0.00
Total Zone 3b	1.32	8.49	0.86	28.19	24.36	2.02	0.57	0.87	0.58	0.30	0.59
Zone 4a											
Birkenhead Town Centre	17.52	26.28	22.67	24.18	14.43	36.53	40.16	31.02	16.27	18.19	15.66
Birkenhead (Grange Road West and Oxton Road)	1.62	1.47	2.84	0.88	1.29	9.09	4.70	4.42	0.76	3.60	1.18
The Rock Retail Park, Wirral	0.30	0.27	0.60	0.51	0.77	2.27	2.26	1.31	0.96	0.63	0.34
Other, Zone 4a	0.00	0.15	0.06	0.00	0.15	0.14	0.45	0.05	0.00	0.00	0.00
Total Zone 4a	19.44	28.18	26.17	25.57	16.64	48.04	47.57	36.80	17.99	22.43	17.19
Zone 4b											
Prenton (Woodchurch Road) Town Centre	0.00	0.00	0.55	0.00	0.00	0.00	0.15	0.60	0.04	0.00	0.04
Other, Zone 4b	0.05	0.00	0.16	0.00	0.00	0.61	1.66	0.55	0.68	1.71	0.12
Total Zone 4b	0.05	0.00	0.71	0.00	0.00	0.61	1.81	1.15	0.73	1.71	0.16
Zone 4c											
Other, Zone 4c	1.01	1.46	0.75	1.14	2.24	1.01	0.27	0.48	0.22	0.67	0.80
Total Zone 4c	1.01	1.46	0.75	1.14	2.24	1.01	0.27	0.48	0.22	0.67	0.80
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	7.01	6.46	9.73	6.14	8.19	7.12	14.49	11.44	30.45	18.62	13.01
Bromborough Village	0.48	0.38	1.70	1.82	0.31	0.38	1.49	0.47	6.10	6.94	1.13
New Ferry Town Centre	0.00	0.00	0.00	0.05	0.52	0.00	0.51	0.00	1.42	1.29	0.00
Other, Zone 5a	0.24	0.00	0.09	0.09	0.06	0.13	0.07	0.05	1.30	0.46	0.06
Total Zone 5a	7.72	6.84	11.51	8.11	9.09	7.63	16.56	11.96	39.27	27.31	14.20
Zone 5b											
Other, Zone 5b	0.00	0.08	0.87	0.00	0.06	0.67	0.27	0.24	0.71	1.23	0.73
Total Zone 5b	0.00	0.08	0.87	0.00	0.06	0.67	0.27	0.24	0.71	1.23	0.73
Zone 6											
Heswall Town Centre	1.44	0.00	0.18	0.08	0.13	0.00	0.00	1.05	0.00	0.66	11.31
Other, Zone 6	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	1.51	0.00	0.18	0.08	0.13	0.00	0.00	1.05	0.00	0.66	11.31
TOTAL FOR STUDY AREA	58.44	67.73	62.45	72.71	62.42	71.21	74.91	67.63	63.91	60.44	55.41

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Spreadsheet 1.6 - Comparison Goods Spending Patterns in 2009 Across the Study Area Zones (including SFT)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	9.71	1.90	2.35	0.08	0.44	0.00	0.00	0.38	0.00	0.34	0.14	15.33	1.6%
Hoylake Town Centre	3.23	0.34	0.22	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	3.84	0.4%
Other, Zone 1	0.21	0.19	0.04	0.05	0.10	0.00	0.00	0.00	0.46	0.00	0.23	1.27	0.1%
Total Zone 1	13.14	2.43	2.60	0.13	0.54	0.05	0.00	0.38	0.46	0.34	0.37	20.44	2.1%
Zone 2a													
Moreton Town Centre	1.12	5.31	1.12	0.33	0.18	0.18	0.58	0.26	0.10	0.06	0.14	9.38	1.0%
Other, Zone 2a	0.00	0.00	0.00	0.04	0.08	0.00	0.23	0.18	0.00	0.00	0.00	0.53	0.1%
Total Zone 2a	1.12	5.31	1.12	0.37	0.26	0.18	0.81	0.44	0.10	0.06	0.14	9.91	1.0%
Zone 2b													
Upton Village	0.65	0.13	2.95	0.24	0.15	0.32	0.12	1.01	0.09	0.15	0.76	6.58	0.7%
Other, Zone 2b	1.91	1.57	5.03	0.31	0.23	0.73	1.14	3.63	0.09	0.37	2.21	17.21	1.8%
Total Zone 2b	2.56	1.70	7.98	0.55	0.38	1.05	1.26	4.63	0.18	0.52	2.98	23.78	2.4%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	7.59	8.56	7.34	6.58	8.17	4.21	4.79	11.35	3.21	5.06	7.34	74.19	7.6%
Other, Zone 3a	0.00	0.07	0.06	0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.73	0.1%
Total Zone 3a	7.59	8.63	7.40	7.13	8.17	4.21	4.79	11.35	3.21	5.06	7.39	74.92	7.7%
Zone 3b													
Liscard Town Centre	0.95	5.58	0.43	21.92	20.73	0.99	0.00	0.56	0.14	0.20	0.23	51.72	5.3%
Wallasey Village	0.23	1.12	0.34	2.01	1.33	0.00	0.50	0.33	0.38	0.09	0.38	6.71	0.7%
Other, Zone 3b	0.00	0.07	0.00	0.04	0.92	0.00	0.00	0.08	0.00	0.00	0.00	1.11	0.1%
Total Zone 3b	1.18	6.76	0.77	23.97	22.99	0.99	0.50	0.97	0.52	0.29	0.61	59.55	6.1%
Zone 4a													
Birkenhead Town Centre	15.62	20.93	20.23	20.56	13.62	17.87	35.02	34.57	14.60	17.76	16.32	227.10	23.3%
Birkenhead (Grange Road West and Oxtou Road)	1.44	1.17	2.54	0.75	1.22	4.44	4.10	4.92	0.68	3.51	1.23	26.00	2.7%
The Rock Retail Park, Wirral	0.27	0.21	0.53	0.43	0.73	1.11	1.97	1.46	0.86	0.62	0.36	8.55	0.9%
Other, Zone 4a	0.00	0.12	0.06	0.00	0.14	0.07	0.40	0.06	0.00	0.00	0.00	0.85	0.1%
Total Zone 4a	17.33	22.44	23.36	21.74	15.70	23.50	41.48	41.01	16.14	21.89	17.91	262.50	26.9%
Zone 4b													
Prenton (Woodchurch Road) Town Centre	0.00	0.00	0.49	0.00	0.00	0.00	0.13	0.67	0.04	0.00	0.05	1.38	0.1%
Other, Zone 4b	0.05	0.00	0.14	0.00	0.00	0.30	1.45	0.61	0.61	1.67	0.12	4.96	0.5%
Total Zone 4b	0.05	0.00	0.63	0.00	0.00	0.30	1.58	1.28	0.65	1.67	0.17	6.34	0.6%
Zone 4c													
Other, Zone 4c	0.90	1.16	0.67	0.97	2.11	0.50	0.24	0.53	0.20	0.66	0.84	8.76	0.9%
Total Zone 4c	0.90	1.16	0.67	0.97	2.11	0.50	0.24	0.53	0.20	0.66	0.84	8.76	0.9%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	6.25	5.15	8.68	5.22	7.73	3.48	12.64	12.75	27.33	18.18	13.56	120.95	12.4%
Bromborough Village	0.42	0.30	1.51	1.55	0.30	0.19	1.30	0.52	5.48	6.77	1.18	19.52	2.0%
New Ferry Town Centre	0.00	0.00	0.00	0.05	0.49	0.00	0.44	0.00	1.27	1.26	0.00	3.51	0.4%
Other, Zone 5a	0.21	0.00	0.08	0.08	0.06	0.06	0.06	0.06	1.17	0.45	0.07	2.29	0.2%
Total Zone 5a	6.88	5.45	10.28	6.90	8.58	3.73	14.44	13.33	35.24	26.66	14.80	146.28	15.0%
Zone 5b													
Other, Zone 5b	0.00	0.06	0.78	0.00	0.06	0.33	0.23	0.27	0.64	1.20	0.76	4.33	0.4%
Total Zone 5b	0.00	0.06	0.78	0.00	0.06	0.33	0.23	0.27	0.64	1.20	0.76	4.33	0.4%
Zone 6													
Heswall Town Centre	1.28	0.00	0.17	0.07	0.13	0.00	0.00	1.17	0.00	0.64	11.79	15.24	1.6%
Other, Zone 6	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.0%
Total Zone 6	1.34	0.00	0.17	0.07	0.13	0.00	0.00	1.17	0.00	0.64	11.79	15.31	1.6%
TOTAL FOR STUDY AREA	52.10	53.94	55.74	61.83	58.91	34.83	65.32	75.37	57.35	58.98	57.74	632.11	64.7%

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Spreadsheet 1.6 continued...

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer 1													
Liverpool City Centre	15.10	10.44	11.79	9.70	16.99	6.59	6.93	16.67	6.92	14.42	14.28	129.82	13.3%
Other, Buffer 1	0.13	0.09	0.08	0.10	0.18	0.19	0.37	0.06	0.23	0.00	0.06	1.47	0.2%
Total Buffer 1	15.23	10.53	11.86	9.80	17.16	6.77	7.30	16.73	7.16	14.42	14.33	131.29	13.4%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	2.41	0.92	2.31	0.41	1.87	0.47	0.81	0.77	3.18	3.45	3.77	20.37	2.1%
Ellesmere Port Town Centre	0.00	0.73	1.66	0.99	0.00	0.07	0.06	0.28	1.74	1.17	0.78	7.49	0.8%
Other, Buffer 2	0.00	0.00	0.06	0.00	0.00	0.11	0.00	0.06	1.04	0.45	0.00	1.72	0.2%
Total Buffer 2	2.41	1.65	4.03	1.41	1.87	0.66	0.87	1.11	5.95	5.07	4.55	29.58	3.0%
Buffer 3													
Chester City Centre	6.20	2.77	4.63	1.24	2.07	0.43	2.14	3.46	6.59	6.42	14.22	50.18	5.1%
Other, Buffer 3	1.03	0.21	1.08	0.29	1.01	0.34	0.78	0.84	0.72	1.03	2.03	9.37	1.0%
Total Buffer 3	7.23	2.99	5.70	1.54	3.08	0.77	2.92	4.30	7.31	7.45	16.25	59.54	6.1%
TOTAL FOR BUFFER AREA	24.87	15.17	21.59	12.74	22.12	8.20	11.08	22.14	20.42	26.94	35.14	220.42	22.6%
Outside Buffer Area													
Other, Outside Buffer Area	2.62	2.50	2.05	1.83	0.96	0.68	2.75	2.75	1.44	2.58	3.26	23.43	2.4%
Internet	8.16	3.86	7.57	4.42	9.19	3.18	4.91	8.05	5.78	6.89	5.27	67.27	6.9%
Home Catalogue	1.01	3.21	1.56	3.92	2.74	1.60	3.13	2.45	2.93	1.30	1.15	25.00	2.6%
TV / Interactive shopping	0.39	0.97	0.74	0.29	0.46	0.42	0.00	0.68	1.82	0.90	1.65	8.32	0.9%
TOTAL OUTSIDE BUFFER AREA	12.18	10.53	11.92	10.46	13.35	5.89	10.80	13.93	11.97	11.68	11.33	124.03	12.7%
OVERALL TOTAL	89.16	79.64	89.26	85.04	94.38	48.91	87.20	111.44	89.74	97.59	104.20	976.56	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure in 2009 (Spreadsheet 1.4) by the market share (Spreadsheet 1.5). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure retained by each centre by the total expenditure in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 1.7 - Total Expenditure on Different Categories of Comparison Goods & Expenditure Growth

Table A - Per Capita Expenditure on Different Categories of Comparison Goods in 2006 and 2009

	Expenditure Category	Expenditure per capita (£)										
		Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
2006	Clothes and Shoes	783	705	721	667	745	618	662	731	730	762	768
	Furniture, Carpets, Soft Household Furnishings	442	381	396	347	411	320	348	398	401	423	438
	DIY and Decorating Goods	317	284	293	263	300	248	264	291	298	306	315
	Domestic Appliances	491	436	450	404	463	373	403	450	456	476	486
	Other Goods	1,057	930	966	857	993	786	857	961	977	1,020	1,048
	Total Comparison Goods Expenditure	3,090	2,737	2,824	2,538	2,912	2,344	2,534	2,832	2,859	2,989	3,054
2009	Clothes and Shoes	877	790	808	747	835	692	742	819	818	854	861
	Furniture, Carpets, Soft Household Furnishings	495	427	444	389	461	359	390	446	449	474	491
	DIY and Decorating Goods	355	318	328	295	336	278	296	326	334	343	353
	Domestic Appliances	550	489	504	453	519	418	452	504	511	533	545
	Other Goods	1,184	1,042	1,082	960	1,113	881	960	1,077	1,095	1,143	1,174
	Total Comparison Goods Expenditure	3,462	3,067	3,164	2,844	3,263	2,626	2,839	3,173	3,203	3,349	3,422

Table B - Population in 2009

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total for all Zones
Population 2009	25,751	25,970	28,208	29,904	28,927	18,623	30,710	35,119	28,013	29,140	30,452	310,816

Table C - Total Expenditure on Different Categories of Comparison Goods, 2009

	Expenditure Category	Total Expenditure (in £m)										Total for all Zones (in £m)	
		Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b		Zone 6
2009	Clothes and Shoes	22.6	20.5	22.8	22.3	24.1	12.9	22.8	28.8	22.9	24.9	26.2	250.8
	Furniture, Carpets, Soft Household Furnishings	12.8	11.1	12.5	11.6	13.3	6.7	12.0	15.7	12.6	13.8	14.9	137.0
	DIY and Decorating Goods	9.1	8.3	9.3	8.8	9.7	5.2	9.1	11.5	9.4	10.0	10.7	101.0
	Domestic Appliances	14.2	12.7	14.2	13.5	15.0	7.8	13.9	17.7	14.3	15.5	16.6	155.4
	Other Goods	30.5	27.1	30.5	28.7	32.2	16.4	29.5	37.8	30.7	33.3	35.8	332.4
	Total Comparison Goods Expenditure	89.2	79.6	89.3	85.0	94.4	48.9	87.2	111.4	89.7	97.6	104.2	976.6

NOTES:

(1) Table A sets out per capita expenditure for the five different categories of comparison goods. The expenditure data are derived from MapInfo 2006 per capita annual comparison goods expenditure estimates, which we have obtained through our in-house GIS system. The 2006 MapInfo expenditure data have been projected forward to the base year (2009) using the MapInfo forecast growth rates of 4.91% from 2006 to 2008 (Oxford Economics Retail Briefings Update Revised March 2009) and 1.805% from 2008 to 2009 (Midpoint of MapInfo forecast from Retail Spending Outlook Revised Version March 2009 and Experian Retail Planner Briefing Note 6.1 February 2009 changes, Table 3).

(2) Table B sets out the total population in each zone in 2009.

(3) The figures in Table C are the products of multiplying the data presented in Table A (2009 per capita expenditure) by Table B (population), and are in millions of pounds (£m).

All monetary values are held constant at 2006 prices.

Spreadsheet 1.8a - Clothes and Shoes: Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	7.42	1.30	2.35	0.37	0.79	0.00	0.00	0.32	0.00	0.00	0.00
Hoylake Town Centre	1.79	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.00	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 1	9.21	1.30	2.73	0.37	1.21	0.00	0.00	0.32	0.00	0.00	0.00
Zone 2a											
Moreton Town Centre	0.42	4.40	0.40	0.00	0.00	0.60	0.41	0.35	0.00	0.00	0.00
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00
Total Zone 2a	0.42	4.40	0.40	0.00	0.00	0.60	0.41	0.70	0.00	0.00	0.00
Zone 2b											
Upton Village	1.29	0.42	3.08	0.00	0.00	0.00	0.00	1.96	0.40	0.00	0.37
Other, Zone 2b	0.88	0.00	3.13	0.39	0.38	0.58	1.19	1.69	0.00	0.00	0.37
Total Zone 2b	2.17	0.42	6.21	0.39	0.38	0.58	1.19	3.66	0.40	0.00	0.75
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	0.83	2.22	1.56	0.00	0.76	0.00	0.41	0.99	0.00	0.00	0.37
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	0.83	2.22	1.56	0.00	0.76	0.00	0.41	0.99	0.00	0.00	0.37
Zone 3b											
Liscard Town Centre	0.83	7.87	0.38	34.83	24.52	2.35	0.00	0.32	0.40	0.00	0.00
Wallasey Village	0.00	0.46	0.78	1.52	0.79	0.00	0.00	0.65	0.38	0.36	0.00
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3b	0.83	8.33	1.16	36.35	25.31	2.35	0.00	0.97	0.78	0.36	0.00
Zone 4a											
Birkenhead Town Centre	25.89	37.92	33.40	24.57	23.94	44.34	54.66	47.57	18.05	24.75	25.19
Birkenhead (Grange Road West and Oxton Road)	2.21	1.34	3.53	1.89	2.00	9.45	5.89	4.03	0.78	3.46	1.19
Other, Zone 4a	0.00	0.00	0.00	0.39	1.53	1.20	2.31	0.35	0.38	0.00	0.00
Total Zone 4a	28.10	39.26	36.93	26.85	27.47	54.99	62.86	51.95	19.22	28.21	26.37
Zone 4b											
Other, Zone 4b	0.00	0.00	0.78	0.00	0.00	0.58	1.57	0.65	0.40	0.41	0.00
Total Zone 4b	0.00	0.00	0.78	0.00	0.00	0.58	1.57	0.65	0.40	0.41	0.00
Zone 4c											
Other, Zone 4c	0.88	1.30	0.00	0.78	1.21	2.35	0.00	0.67	0.38	0.41	0.78
Total Zone 4c	0.88	1.30	0.00	0.78	1.21	2.35	0.00	0.67	0.38	0.41	0.78
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	3.04	2.18	3.47	1.15	2.00	3.53	4.59	3.07	26.22	12.86	7.32
Bromborough Village	0.00	0.00	0.76	0.78	0.38	0.60	1.53	0.65	7.02	6.15	0.78
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.93	0.00	0.00
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00
Total Zone 5a	3.04	2.18	4.23	1.92	2.38	4.13	6.12	3.71	35.55	19.01	8.10
Zone 5b											
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41
Total Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41
Zone 6											
Heswall Town Centre	2.17	0.00	0.40	0.00	0.00	0.00	0.00	0.67	0.00	0.36	8.88
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	2.17	0.00	0.40	0.00	0.00	0.00	0.00	0.67	0.00	0.36	8.88
TOTAL FOR STUDY AREA	47.85	59.40	54.39	66.65	58.73	65.59	72.56	64.29	56.74	48.77	45.66

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Spreadsheet 1.8b - Clothes and Shoes: Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	1.68	0.27	0.54	0.08	0.19	0.00	0.00	0.09	0.00	0.00	0.00	2.85	1.1%
Hoylake Town Centre	0.41	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.2%
Other, Zone 1	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.0%
Total Zone 1	2.08	0.27	0.62	0.08	0.29	0.00	0.00	0.09	0.00	0.00	0.00	3.44	1.4%
Zone 2a													
Moreton Town Centre	0.09	0.90	0.09	0.00	0.00	0.08	0.09	0.10	0.00	0.00	0.00	1.36	0.5%
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.10	0.0%
Total Zone 2a	0.09	0.90	0.09	0.00	0.00	0.08	0.09	0.20	0.00	0.00	0.00	1.46	0.6%
Zone 2b													
Upton Village	0.29	0.09	0.70	0.00	0.00	0.00	0.00	0.56	0.09	0.00	0.10	1.83	0.7%
Other, Zone 2b	0.20	0.00	0.71	0.09	0.09	0.07	0.27	0.49	0.00	0.00	0.10	2.02	0.8%
Total Zone 2b	0.49	0.09	1.42	0.09	0.09	0.07	0.27	1.05	0.09	0.00	0.20	3.86	1.5%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	0.19	0.46	0.35	0.00	0.18	0.00	0.09	0.29	0.00	0.00	0.10	1.66	0.7%
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 3a	0.19	0.46	0.35	0.00	0.18	0.00	0.09	0.29	0.00	0.00	0.10	1.66	0.7%
Zone 3b													
Liscard Town Centre	0.19	1.61	0.09	7.78	5.92	0.30	0.00	0.09	0.09	0.00	0.00	16.08	6.4%
Wallasey Village	0.00	0.09	0.18	0.34	0.19	0.00	0.00	0.19	0.09	0.09	0.00	1.17	0.5%
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 3b	0.19	1.71	0.26	8.12	6.11	0.30	0.00	0.28	0.18	0.09	0.00	17.25	6.9%
Zone 4a													
Birkenhead Town Centre	5.85	7.78	7.61	5.49	5.78	5.72	12.45	13.68	4.14	6.16	6.60	81.26	32.4%
Birkenhead (Grange Road West and Oxton Road)	0.50	0.28	0.80	0.42	0.48	1.22	1.34	1.16	0.18	0.86	0.31	7.56	3.0%
Other, Zone 4a	0.00	0.00	0.00	0.09	0.37	0.16	0.53	0.10	0.09	0.00	0.00	1.33	0.5%
Total Zone 4a	6.35	8.05	8.41	6.00	6.63	7.09	14.32	14.94	4.40	7.02	6.91	90.14	35.9%
Zone 4b													
Other, Zone 4b	0.00	0.00	0.18	0.00	0.00	0.07	0.36	0.19	0.09	0.10	0.00	0.99	0.4%
Total Zone 4b	0.00	0.00	0.18	0.00	0.00	0.07	0.36	0.19	0.09	0.10	0.00	0.99	0.4%
Zone 4c													
Other, Zone 4c	0.20	0.27	0.00	0.17	0.29	0.30	0.00	0.19	0.09	0.10	0.20	1.82	0.7%
Total Zone 4c	0.20	0.27	0.00	0.17	0.29	0.30	0.00	0.19	0.09	0.10	0.20	1.82	0.7%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	0.69	0.45	0.79	0.26	0.48	0.46	1.05	0.88	6.01	3.20	1.92	16.17	6.4%
Bromborough Village	0.00	0.00	0.17	0.17	0.09	0.08	0.35	0.19	1.61	1.53	0.20	4.40	1.8%
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.44	0.2%
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.09	0.0%
Total Zone 5a	0.69	0.45	0.96	0.43	0.58	0.53	1.39	1.07	8.15	4.73	2.12	21.10	8.4%
Zone 5b													
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.0%
Total Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.0%
Zone 6													
Heswall Town Centre	0.49	0.00	0.09	0.00	0.00	0.00	0.00	0.19	0.00	0.09	2.33	3.19	1.3%
Other, 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	0.0%
Total Zone 6	0.49	0.00	0.09	0.00	0.00	0.00	0.00	0.19	0.00	0.09	2.33	3.19	1.3%
TOTAL FOR STUDY AREA	10.76	12.19	12.39	14.90	14.18	8.46	16.53	18.49	13.00	12.13	11.97	145.00	57.8%

Continued over page

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer 1													
Liverpool City Centre	6.39	4.55	4.79	4.16	5.65	2.68	2.90	5.16	3.16	5.25	5.28	49.97	19.9%
Other, Buffer 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.09	0.0%
Total Buffer 1	6.39	4.55	4.79	4.16	5.65	2.68	2.90	5.16	3.25	5.25	5.28	50.06	20.0%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	1.27	0.52	1.50	0.08	1.54	0.31	0.35	0.58	2.23	2.20	1.63	12.21	4.9%
Ellesmere Port	0.00	0.18	0.18	0.51	0.00	0.08	0.00	0.00	0.18	0.28	0.41	1.82	0.7%
Other, Buffer 2	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.19	0.00	0.27	0.1%
Total Buffer 2	1.27	0.70	1.68	0.59	1.54	0.46	0.35	0.58	2.42	2.68	2.03	14.29	5.7%
Buffer 3													
Chester City Centre	2.20	1.19	1.61	0.52	0.78	0.07	0.79	1.55	2.08	2.42	4.60	17.81	7.1%
Other, Buffer 3	0.09	0.00	0.09	0.08	0.09	0.00	0.19	0.20	0.00	0.27	0.10	1.12	0.4%
Total Buffer 3	2.30	1.19	1.70	0.60	0.87	0.07	0.98	1.75	2.08	2.69	4.70	18.92	7.5%
TOTAL FOR BUFFER AREA	9.96	6.44	8.18	5.35	8.05	3.22	4.22	7.49	7.74	10.61	12.01	83.27	33.2%
Outside Buffer Area													
Other, Outside Buffer Area	1.06	0.36	0.71	0.84	0.48	0.31	0.80	0.67	0.72	0.78	1.01	7.74	3.1%
Internet	0.50	0.35	0.80	0.34	0.58	0.46	0.25	0.86	0.27	0.67	0.41	5.48	2.2%
Home Catalogue	0.30	1.18	0.71	0.92	0.76	0.46	0.98	1.07	1.17	0.49	0.60	8.64	3.4%
TV / Interactive shopping	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.19	0.00	0.19	0.20	0.69	0.3%
TOTAL OUTSIDE BUFFER AREA	1.86	1.89	2.22	2.10	1.91	1.22	2.03	2.78	2.17	2.13	2.23	22.55	9.0%
OVERALL TOTAL	22.59	20.51	22.79	22.35	24.15	12.90	22.78	28.76	22.91	24.88	26.20	250.83	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total clothes and shoes expenditure in 2009 (Spreadsheet 1.7, Table C) by the market share (Spreadsheet 1.8a). The figures in the 'Total' column are the sum of the clothes and shoes expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on clothes and shoes retained by each centre by the total expenditure on clothes and shoes in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 1.8c - Furniture, Carpets and Soft Household Furnishings: Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	7.48	0.00	0.00	0.00	0.49	0.00	0.00	0.54	0.00	0.65	0.51
Hoylake Town Centre	8.07	1.37	1.06	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	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	15.55	1.37	1.06	0.00	0.49	0.72	0.00	0.54	0.00	0.65	0.51
Zone 2a											
Moreton Town Centre	1.60	5.21	1.20	1.01	0.63	1.02	0.00	0.00	0.46	0.45	0.51
Other, Zone 2a	0.00	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 2a	1.60	5.21	1.20	1.01	1.25	1.02	0.00	0.00	0.46	0.45	0.51
Zone 2b											
Upton Village	0.00	0.00	3.78	1.18	0.00	0.72	0.00	1.99	0.00	1.10	1.30
Other, Zone 2b	0.50	3.56	4.83	1.18	0.00	1.45	0.47	2.29	0.00	0.00	0.79
Total Zone 2b	0.50	3.56	8.61	2.36	0.00	2.17	0.47	4.28	0.00	1.10	2.10
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	9.26	14.80	11.94	10.29	8.60	13.37	1.56	13.56	4.37	1.54	4.14
Other, Zone 3a	0.00	0.00	0.00	2.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	9.26	14.80	11.94	12.48	8.60	13.37	1.56	13.56	4.37	1.54	4.14
Zone 3b											
Liscard Town Centre	0.50	5.47	0.00	18.39	22.83	2.47	0.00	0.92	0.00	0.00	0.00
Wallasey Village	0.00	2.19	0.00	6.41	2.08	0.00	1.72	0.54	0.46	0.00	1.53
Other, Zone 3b	0.00	0.00	0.00	0.00	2.36	0.00	0.00	0.54	0.00	0.00	0.00
Total Zone 3b	0.50	7.66	0.00	24.80	27.27	2.47	1.72	1.99	0.46	0.00	1.53
Zone 4a											
Birkenhead Town Centre	14.55	24.10	25.22	22.09	13.67	39.38	43.53	29.85	9.91	14.04	15.14
Birkenhead (Grange Road West and Oxton Road)	3.88	2.74	0.45	0.51	0.63	3.49	3.28	2.60	0.00	2.19	0.00
Other, Zone 4a	0.00	3.02	1.82	0.51	0.63	1.75	3.43	1.30	0.00	0.45	0.51
Total Zone 4a	18.43	29.86	27.49	23.10	14.92	44.62	50.24	33.76	9.91	16.68	15.65
Zone 4b											
Other, Zone 4b	0.00	0.00	0.45	0.00	0.00	0.72	0.93	1.30	1.15	0.45	0.51
Total Zone 4b	0.00	0.00	0.45	0.00	0.00	0.72	0.93	1.30	1.15	0.45	0.51
Zone 4c											
Other, Zone 4c	2.88	1.10	0.00	0.00	1.11	0.72	0.00	0.00	0.00	0.65	0.00
Total Zone 4c	2.88	1.10	0.00	0.00	1.11	0.72	0.00	0.00	0.00	0.65	0.00
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	3.79	1.92	5.89	5.06	4.10	2.47	13.26	8.34	30.81	22.65	7.54
Bromborough Village	0.50	0.55	0.91	3.04	0.00	0.00	1.56	0.00	4.83	10.11	0.51
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.49	0.00	2.03	0.00	2.54	3.33	0.00
Other, Zone 5a	0.00	0.00	0.00	0.68	0.00	0.00	0.00	0.00	0.46	0.00	0.00
Total Zone 5a	4.29	2.47	6.80	8.77	4.58	2.47	16.85	8.34	38.64	36.08	8.05
Zone 5b											
Other, Zone 5b	0.00	0.55	0.00	0.00	0.00	0.00	0.47	0.00	0.00	1.34	0.79
Total Zone 5b	0.00	0.55	0.00	0.00	0.00	0.00	0.47	0.00	0.00	1.34	0.79
Zone 6											
Heswall Town Centre	2.60	0.00	0.60	0.00	0.49	0.00	0.00	1.84	0.00	1.10	13.21
Other, Zone 6	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	3.10	0.00	0.60	0.00	0.49	0.00	0.00	1.84	0.00	1.10	13.21
TOTAL FOR STUDY AREA	56.10	66.56	58.17	72.51	58.71	68.29	72.23	65.62	54.99	60.02	47.00

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Spreadsheet 1.8d - Furniture, Carpets and Soft Household Furnishings: Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	0.95	0.00	0.00	0.00	0.06	0.00	0.00	0.08	0.00	0.09	0.08	1.27	0.9%
Hoylake Town Centre	1.03	0.15	0.13	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	1.36	1.0%
Other, 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	0.0%
Total Zone 1	1.98	0.15	0.13	0.00	0.06	0.05	0.00	0.08	0.00	0.09	0.08	2.63	1.9%
Zone 2a													
Moreton Town Centre	0.20	0.58	0.15	0.12	0.08	0.07	0.00	0.00	0.06	0.06	0.08	1.40	1.0%
Other, Zone 2a	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.1%
Total Zone 2a	0.20	0.58	0.15	0.12	0.17	0.07	0.00	0.00	0.06	0.06	0.08	1.48	1.1%
Zone 2b													
Upton Village	0.00	0.00	0.47	0.14	0.00	0.05	0.00	0.31	0.00	0.15	0.19	1.32	1.0%
Other, Zone 2b	0.06	0.39	0.60	0.14	0.00	0.10	0.06	0.36	0.00	0.00	0.12	1.83	1.3%
Total Zone 2b	0.06	0.39	1.08	0.27	0.00	0.15	0.06	0.67	0.00	0.15	0.31	3.15	2.3%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	1.18	1.64	1.49	1.20	1.15	0.89	0.19	2.12	0.55	0.21	0.62	11.24	8.2%
Other, Zone 3a	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.2%
Total Zone 3a	1.18	1.64	1.49	1.45	1.15	0.89	0.19	2.12	0.55	0.21	0.62	11.50	8.4%
Zone 3b													
Liscard Town Centre	0.06	0.61	0.00	2.14	3.04	0.16	0.00	0.14	0.00	0.00	0.00	6.16	4.5%
Wallasey Village	0.00	0.24	0.00	0.75	0.28	0.00	0.21	0.08	0.06	0.00	0.23	1.84	1.3%
Other, Zone 3b	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.08	0.00	0.00	0.00	0.40	0.3%
Total Zone 3b	0.06	0.85	0.00	2.88	3.63	0.16	0.21	0.31	0.06	0.00	0.23	8.40	6.1%
Zone 4a													
Birkenhead Town Centre	1.86	2.67	3.16	2.57	1.82	2.63	5.21	4.68	1.25	1.94	2.26	30.04	21.9%
Birkenhead (Grange Road West and Oxton Road)	0.49	0.30	0.06	0.06	0.08	0.23	0.39	0.41	0.00	0.30	0.00	2.33	1.7%
Other, Zone 4a	0.00	0.33	0.23	0.06	0.08	0.12	0.41	0.20	0.00	0.06	0.08	1.57	1.1%
Total Zone 4a	2.35	3.31	3.44	2.69	1.99	2.98	6.02	5.29	1.25	2.30	2.34	33.95	24.8%
Zone 4b													
Other, Zone 4b	0.00	0.00	0.06	0.00	0.00	0.05	0.11	0.20	0.14	0.06	0.08	0.70	0.5%
Total Zone 4b	0.00	0.00	0.06	0.00	0.00	0.05	0.11	0.20	0.14	0.06	0.08	0.70	0.5%
Zone 4c													
Other, Zone 4c	0.37	0.12	0.00	0.00	0.15	0.05	0.00	0.00	0.00	0.09	0.00	0.78	0.6%
Total Zone 4c	0.37	0.12	0.00	0.00	0.15	0.05	0.00	0.00	0.00	0.09	0.00	0.78	0.6%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	0.48	0.21	0.74	0.59	0.55	0.16	1.59	1.31	3.88	3.13	1.13	13.76	10.0%
Bromborough Village	0.06	0.06	0.11	0.35	0.00	0.00	0.19	0.00	0.61	1.40	0.08	2.86	2.1%
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.06	0.00	0.24	0.00	0.32	0.46	0.00	1.09	0.8%
Other, Zone 5a	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.14	0.1%
Total Zone 5a	0.55	0.27	0.85	1.02	0.61	0.16	2.02	1.31	4.86	4.98	1.20	17.84	13.0%
Zone 5b													
Other, Zone 5b	0.00	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.18	0.12	0.42	0.3%
Total Zone 5b	0.00	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.18	0.12	0.42	0.3%
Zone 6													
Heswall Town Centre	0.33	0.00	0.08	0.00	0.06	0.00	0.00	0.29	0.00	0.15	1.97	2.88	2.1%
Other, Zone 6	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.0%
Total Zone 6	0.39	0.00	0.08	0.00	0.06	0.00	0.00	0.29	0.00	0.15	1.97	2.95	2.2%
TOTAL FOR STUDY AREA	7.15	7.38	7.28	8.43	7.82	4.56	8.65	10.28	6.92	8.29	7.02	83.79	61.2%

Continued over page

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Liverpool City Centre	1.80	1.03	1.80	0.82	2.87	0.58	0.88	1.59	1.33	2.12	3.19	18.02	13.2%
Other, Buffer 1	0.06	0.09	0.08	0.00	0.00	0.00	0.06	0.06	0.14	0.00	0.00	0.49	0.4%
Total Buffer 1	1.86	1.12	1.87	0.82	2.87	0.58	0.93	1.65	1.48	2.12	3.19	18.51	13.5%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	0.29	0.15	0.00	0.12	0.06	0.12	0.07	0.20	0.06	0.09	0.08	1.24	0.9%
Ellesmere Port	0.00	0.00	0.00	0.08	0.00	0.00	0.06	0.00	0.41	0.12	0.00	0.66	0.5%
Other, Buffer 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.06	0.0%
Total Buffer 2	0.29	0.15	0.00	0.20	0.06	0.12	0.13	0.20	0.52	0.21	0.08	1.97	1.4%
Buffer 3													
Chester City Centre	1.52	0.49	1.06	0.45	0.26	0.30	0.67	0.97	1.53	1.49	1.71	10.45	7.6%
Greyhound Retail Park, Chaser Court, Chester	0.14	0.09	0.79	0.00	0.36	0.16	0.11	0.08	0.40	0.15	0.62	2.92	2.1%
Other, Buffer 3	0.55	0.12	0.11	0.00	0.38	0.16	0.06	0.14	0.32	0.36	0.77	2.98	2.2%
Total Buffer 3	2.21	0.70	1.97	0.45	1.00	0.63	0.84	1.20	2.25	2.00	3.10	16.35	11.9%
TOTAL FOR BUFFER AREA	4.37	1.97	3.84	1.47	3.93	1.33	1.91	3.06	4.25	4.33	6.37	36.83	26.9%
Outside Buffer Area													
Other, Outside Buffer Area	0.41	1.06	0.55	0.55	0.25	0.32	0.54	1.13	0.43	0.76	0.89	6.89	5.0%
Internet	0.69	0.21	0.57	0.41	0.90	0.05	0.50	0.67	0.17	0.36	0.35	4.88	3.6%
Home Catalogue	0.14	0.46	0.28	0.76	0.43	0.42	0.37	0.53	0.66	0.00	0.24	4.29	3.1%
TV / Interactive shopping	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.06	0.08	0.28	0.2%
TOTAL OUTSIDE BUFFER AREA	1.23	1.73	1.40	1.73	1.57	0.79	1.42	2.33	1.41	1.19	1.55	16.35	11.9%
OVERALL TOTAL	12.75	11.09	12.52	11.63	13.32	6.68	11.97	15.66	12.59	13.81	14.94	136.96	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on furniture, carpets and soft household furnishings in 2009 (Spreadsheet 1.7) by the market share (Spreadsheet 1.8c). The figures in the 'Total' column are the sum of the expenditure on furniture, carpets and soft household furnishings attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on furniture, carpets and soft household furnishings retained by each centre by the total expenditure on furniture, carpets and soft household furnishings in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 1.8e - DIY & Decorating Goods: Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	13.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hoylake Town Centre	1.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.00	0.00	0.42	0.50	0.00	0.00	0.00	0.00	0.54	0.00	0.00
Total Zone 1	15.32	0.00	0.42	0.50	0.00	0.00	0.00	0.00	0.54	0.00	0.00
Zone 2a											
Moreton Town Centre	0.52	7.02	3.63	0.95	0.92	0.69	0.00	0.83	0.42	0.00	0.00
Other, Zone 2a	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 2a	0.52	7.02	3.63	1.39	0.92	0.69	0.00	0.83	0.42	0.00	0.00
Zone 2b											
Homebase, Upton Bypass, Upton	15.52	7.60	26.57	0.95	1.36	4.39	5.42	15.16	0.95	3.51	16.80
Upton Village	3.80	0.57	5.71	0.45	0.92	2.23	0.46	0.00	0.00	0.00	3.68
Other, Zone 2b	0.45	0.00	0.00	0.00	0.00	0.00	0.00	1.19	0.00	0.00	0.00
Total Zone 2b	19.77	8.17	32.28	1.39	2.28	6.62	5.88	16.35	0.95	3.51	20.48
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	53.06	67.46	50.76	55.30	65.27	56.86	42.67	66.65	27.02	46.59	50.81
Other, Zone 3a	0.00	0.00	0.00	2.45	0.00	0.00	0.00	0.00	0.00	0.00	0.42
Total Zone 3a	53.06	67.46	50.76	57.75	65.27	56.86	42.67	66.65	27.02	46.59	51.23
Zone 3b											
Liscard Town Centre	0.52	5.95	0.49	15.59	15.50	0.00	0.00	0.41	0.54	0.00	0.00
Wallasey Village	2.45	1.65	0.91	7.52	3.64	0.00	0.98	0.00	0.54	0.00	1.42
New Brighton (Seabank Road)	0.00	0.00	0.00	0.00	5.04	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 3b	0.00	0.00	0.00	0.45	0.44	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3b	2.96	7.60	1.40	23.55	24.61	0.00	0.98	0.41	1.08	0.00	1.42
Zone 4a											
Birkenhead Town Centre	5.35	4.87	8.65	4.34	1.36	17.49	24.95	6.16	6.44	4.05	4.26
The Rock Retail Park	0.00	0.00	0.91	1.95	0.44	4.39	8.88	1.56	5.73	2.36	1.34
Birkenhead (Grange Road West and Oxtan Road)	0.00	0.00	0.00	0.50	0.44	5.93	0.52	0.78	0.95	3.43	0.00
Other, Zone 4a	0.00	0.00	0.00	0.00	0.00	0.00	0.98	0.00	0.00	0.00	0.00
Total Zone 4a	5.35	4.87	9.56	6.79	2.24	27.81	35.33	8.50	13.12	9.84	5.60
Zone 4b											
Other, Zone 4b	0.52	0.00	0.49	0.00	0.00	0.69	4.31	4.14	1.37	1.53	0.84
Total Zone 4b	0.52	0.00	0.49	0.00	0.00	0.69	4.31	4.14	1.37	1.53	0.84
Zone 4c											
Other, Zone 4c	0.00	0.50	0.00	0.50	0.92	0.00	0.00	0.00	0.42	0.54	0.00
Total Zone 4c	0.00	0.50	0.00	0.50	0.92	0.00	0.00	0.00	0.42	0.54	0.00
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	0.00	0.00	0.49	1.39	0.48	2.93	1.50	0.78	17.89	16.08	1.42
Bromborough Village	0.00	1.07	0.49	0.50	0.00	2.16	3.27	1.15	18.48	11.99	1.84
New Ferry Town Centre	0.00	0.00	0.00	0.50	0.00	0.00	0.00	0.00	1.91	1.53	0.00
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.35	0.45	0.00
Total Zone 5a	0.00	1.07	0.98	2.39	0.48	5.09	4.77	1.93	42.63	30.05	3.26
Zone 5b											
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.99	0.00
Total Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.99	0.00
Zone 6											
Heswall Town Centre	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.64
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.64
TOTAL FOR STUDY AREA	98.00	96.70	99.51	94.27	96.72	97.77	93.94	98.81	87.54	93.05	95.48

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Spreadsheet 1.8f - DIY & Decorating Goods: Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	1.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.23	1.2%
Hoylake Town Centre	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.2%
Other, Zone 1	0.00	0.00	0.04	0.04	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.13	0.1%
Total Zone 1	1.40	0.00	0.04	0.04	0.00	0.00	0.00	0.00	0.05	0.00	0.00	1.53	1.5%
Zone 2a													
Moreton Town Centre	0.05	0.58	0.34	0.08	0.09	0.04	0.00	0.09	0.04	0.00	0.00	1.31	1.3%
Other, Zone 2a	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.0%
Total Zone 2a	0.05	0.58	0.34	0.12	0.09	0.04	0.00	0.09	0.04	0.00	0.00	1.35	1.3%
Zone 2b													
Homebase, Upton Bypass, Upton	1.42	0.63	2.46	0.08	0.13	0.23	0.49	1.74	0.09	0.35	1.81	9.42	9.3%
Upton Village	0.35	0.05	0.53	0.04	0.09	0.12	0.04	0.00	0.00	0.00	0.40	1.61	1.6%
Other, Zone 2b	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.18	0.2%
Total Zone 2b	1.81	0.68	2.99	0.12	0.22	0.34	0.53	1.87	0.09	0.35	2.20	11.21	11.1%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	4.85	5.57	4.70	4.87	6.35	2.94	3.88	7.63	2.53	4.65	5.46	53.44	52.9%
Other, Zone 3a	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.26	0.3%
Total Zone 3a	4.85	5.57	4.70	5.09	6.35	2.94	3.88	7.63	2.53	4.65	5.51	53.70	53.2%
Zone 3b													
Liscard Town Centre	0.05	0.49	0.05	1.37	1.51	0.00	0.00	0.05	0.05	0.00	0.00	3.56	3.5%
Wallasey Village	0.22	0.14	0.08	0.66	0.35	0.00	0.09	0.00	0.05	0.00	0.15	1.75	1.7%
New Brighton (Seabank Road)	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.5%
Other, Zone 3b	0.00	0.00	0.00	0.04	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.1%
Total Zone 3b	0.27	0.63	0.13	2.08	2.39	0.00	0.09	0.05	0.10	0.00	0.15	5.89	5.8%
Zone 4a													
Birkenhead Town Centre	0.49	0.40	0.80	0.38	0.13	0.91	2.27	0.70	0.60	0.40	0.46	7.55	7.5%
The Rock Retail Park	0.00	0.00	0.08	0.17	0.04	0.23	0.81	0.18	0.54	0.24	0.14	2.43	2.4%
Birkenhead (Grange Road West and Oxton Road)	0.00	0.00	0.00	0.04	0.04	0.31	0.05	0.09	0.09	0.34	0.00	0.96	1.0%
Other, Zone 4a	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.09	0.1%
Total Zone 4a	0.49	0.40	0.89	0.60	0.22	1.44	3.21	0.97	1.23	0.98	0.60	11.03	10.9%
Zone 4b													
Other, Zone 4b	0.05	0.00	0.05	0.00	0.00	0.04	0.39	0.47	0.13	0.15	0.09	1.37	1.4%
Total Zone 4b	0.05	0.00	0.05	0.00	0.00	0.04	0.39	0.47	0.13	0.15	0.09	1.37	1.4%
Zone 4c													
Other, Zone 4c	0.00	0.04	0.00	0.04	0.09	0.00	0.00	0.00	0.04	0.05	0.00	0.27	0.3%
Total Zone 4c	0.00	0.04	0.00	0.04	0.09	0.00	0.00	0.00	0.04	0.05	0.00	0.27	0.3%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	0.00	0.00	0.05	0.12	0.05	0.15	0.14	0.09	1.67	1.61	0.15	4.02	4.0%
Bromborough Village	0.00	0.09	0.05	0.04	0.00	0.11	0.30	0.13	1.73	1.20	0.20	3.84	3.8%
New Ferry Town Centre	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.18	0.15	0.00	0.38	0.4%
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.05	0.00	0.45	0.4%
Total Zone 5a	0.00	0.09	0.09	0.21	0.05	0.26	0.43	0.22	3.99	3.00	0.35	8.70	8.6%
Zone 5b													
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.10	0.1%
Total Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.10	0.1%
Zone 6													
Heswall Town Centre	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.36	1.41	1.4%
Other, 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	0.0%
Total Zone 6	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.36	1.41	1.4%
TOTAL FOR STUDY AREA	8.96	7.99	9.22	8.31	9.40	5.06	8.53	11.31	8.19	9.30	10.28	96.54	95.6%

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Spreadsheet 1.8f continued.

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Liverpool City Centre	0.00	0.27	0.05	0.17	0.23	0.08	0.14	0.04	0.09	0.05	0.05	1.16	1.1%
Other, Buffer 1	0.00	0.00	0.00	0.04	0.04	0.00	0.23	0.00	0.00	0.00	0.05	0.37	0.4%
Total Buffer 1	0.00	0.27	0.05	0.21	0.27	0.08	0.37	0.04	0.09	0.05	0.10	1.52	1.5%
Buffer 2													
B&Q, Station Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.74	0.25	0.00	1.03	1.0%
Cheshire Oaks Designer Outlet Centre	0.00	0.00	0.00	0.00	0.05	0.00	0.05	0.00	0.00	0.00	0.00	0.09	0.1%
Ellesmere Port Town Centre	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.21	0.05	0.05	0.40	0.4%
Other, Buffer 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.04	0.0%
Total Buffer 2	0.00	0.00	0.00	0.08	0.05	0.04	0.05	0.00	0.99	0.31	0.05	1.56	1.5%
Buffer 3													
Chester City Centre	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.05	0.29	0.3%
Other, Buffer 3	0.09	0.00	0.00	0.08	0.00	0.00	0.09	0.05	0.00	0.05	0.19	0.55	0.5%
Total Buffer 3	0.18	0.00	0.00	0.08	0.00	0.00	0.09	0.05	0.00	0.20	0.24	0.84	0.8%
TOTAL FOR BUFFER AREA	0.18	0.27	0.05	0.38	0.32	0.12	0.50	0.09	1.08	0.55	0.40	3.93	3.9%
Outside Buffer Area													
Other, Outside Buffer Area	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.04	0.14	0.05	0.27	0.3%
Internet	0.00	0.00	0.00	0.08	0.00	0.00	0.05	0.00	0.05	0.00	0.05	0.23	0.2%
Home Catalogue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05	0.0%
TV / Interactive shopping	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
TOTAL OUTSIDE BUFFER AREA	0.00	0.00	0.00	0.13	0.00	0.00	0.05	0.05	0.09	0.14	0.09	0.55	0.5%
OVERALL TOTAL	9.15	8.26	9.26	8.81	9.72	5.17	9.08	11.45	9.35	9.99	10.75	101.01	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on DIY and decorating goods in 2009 (Spreadsheet 1.7) by the market share (Spreadsheet 1.8e). The figures in the 'Total' column are the sum of the expenditure on DIY and decorating goods attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on DIY and decorating goods retained by each centre by the total expenditure on DIY and decorating goods in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 1.8g - Domestic Appliances: Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	5.42	0.00	2.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39
Hoylake Town Centre	1.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	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	7.02	0.00	2.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39
Zone 2a											
Moreton Town Centre	4.08	9.81	2.32	0.92	0.00	0.00	0.55	0.33	0.00	0.00	0.39
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.00
Total Zone 2a	4.08	9.81	2.32	0.92	0.00	0.00	0.55	0.78	0.00	0.00	0.39
Zone 2b											
Upton Village	0.00	0.00	2.59	0.40	0.40	1.96	0.55	0.78	0.00	0.00	0.39
Other, Zone 2b	0.89	0.63	0.95	0.00	0.00	0.00	0.96	1.99	0.00	0.00	0.78
Total Zone 2b	0.89	0.63	3.55	0.40	0.40	1.96	1.51	2.77	0.00	0.00	1.17
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	4.27	5.65	2.45	0.92	1.81	2.38	0.96	2.99	0.51	0.00	3.16
Other, Zone 3a	0.00	0.51	0.41	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	4.27	6.16	2.86	1.43	1.81	2.38	0.96	2.99	0.51	0.00	3.16
Zone 3b											
Liscard Town Centre	0.45	4.91	0.95	17.96	14.94	0.77	0.00	0.00	0.00	0.00	0.00
Wallasey Village	0.00	1.76	0.54	0.52	1.66	0.00	1.37	0.33	0.00	0.00	0.00
Other, Zone 3b	0.00	0.51	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3b	0.45	7.17	1.50	18.48	17.00	0.77	1.37	0.33	0.00	0.00	0.00
Zone 4a											
Birkenhead Town Centre	7.91	15.82	9.81	17.45	6.95	22.08	21.37	16.18	2.97	5.03	6.46
Birkenhead (Grange Road West and Oxton Road)	0.45	0.00	3.27	1.72	0.00	11.34	5.07	6.65	0.00	1.58	2.24
Other, Zone 4a	0.57	0.00	0.54	0.80	1.27	2.73	0.82	1.44	1.53	0.40	0.78
Total Zone 4a	8.93	15.82	13.62	19.96	8.21	36.14	27.26	24.28	4.50	7.01	9.47
Zone 4b											
Other, Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.96	1.11	0.42	0.00	0.00
Total Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.96	1.11	0.42	0.00	0.00
Zone 4c											
Tesco Extra, Bidston Link Road, Bidston	2.36	5.65	2.18	1.43	4.74	1.96	0.41	1.88	0.51	1.33	2.38
Other, Zone 4c	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 4c	2.36	5.65	2.18	1.43	4.74	1.96	0.41	1.88	0.51	1.33	2.38
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	24.19	29.77	27.80	23.86	31.42	29.50	37.80	38.58	61.39	47.66	36.73
Bromborough Village	2.49	1.13	5.72	5.49	1.34	0.00	3.29	0.00	3.71	7.03	4.08
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.37	0.00	2.27	0.93	0.00
Other, Zone 5a	1.47	0.00	0.54	0.00	0.40	0.77	0.41	0.33	2.87	2.53	0.39
Total Zone 5a	28.15	30.90	34.06	29.35	33.15	30.27	42.87	38.92	70.25	58.15	41.20
Zone 5b											
Other, Zone 5b	0.00	0.00	0.54	0.00	0.40	0.00	0.00	0.33	0.00	0.40	0.00
Total Zone 5b	0.00	0.00	0.54	0.00	0.40	0.00	0.00	0.33	0.00	0.40	0.00
Zone 6											
Heswall Town Centre	1.60	0.00	0.00	0.52	0.40	0.00	0.00	0.00	0.00	0.00	4.86
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	1.60	0.00	0.00	0.52	0.40	0.00	0.00	0.00	0.00	0.00	4.86
TOTAL FOR STUDY AREA	57.75	76.12	62.67	72.48	66.11	73.48	75.89	73.40	76.18	66.88	63.02

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Spreadsheet 1.8h - Domestic Appliances: Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	0.77	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	1.12	0.7%
Hoylake Town Centre	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.1%
Other, 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	0.0%
Total Zone 1	0.99	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	1.35	0.9%
Zone 2a													
Moreton Town Centre	0.58	1.24	0.33	0.12	0.00	0.00	0.08	0.06	0.00	0.00	0.06	2.48	1.6%
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08	0.1%
Total Zone 2a	0.58	1.24	0.33	0.12	0.00	0.00	0.08	0.14	0.00	0.00	0.06	2.56	1.6%
Zone 2b													
Upton Village	0.00	0.00	0.37	0.05	0.06	0.15	0.08	0.14	0.00	0.00	0.06	0.91	0.6%
Other, Zone 2b	0.13	0.08	0.14	0.00	0.00	0.00	0.13	0.35	0.00	0.00	0.13	0.96	0.6%
Total Zone 2b	0.13	0.08	0.50	0.05	0.06	0.15	0.21	0.49	0.00	0.00	0.19	1.87	1.2%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	0.61	0.72	0.35	0.12	0.27	0.19	0.13	0.53	0.07	0.00	0.52	3.51	2.3%
Other, Zone 3a	0.00	0.06	0.06	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.1%
Total Zone 3a	0.61	0.78	0.41	0.19	0.27	0.19	0.13	0.53	0.07	0.00	0.52	3.70	2.4%
Zone 3b													
Liscard Town Centre	0.06	0.62	0.14	2.43	2.24	0.06	0.00	0.00	0.00	0.00	0.00	5.55	3.6%
Wallasey Village	0.00	0.22	0.08	0.07	0.25	0.00	0.19	0.06	0.00	0.00	0.00	0.87	0.6%
Other, Zone 3b	0.00	0.06	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.1%
Total Zone 3b	0.06	0.91	0.21	2.50	2.55	0.06	0.19	0.06	0.00	0.00	0.00	6.55	4.2%
Zone 4a													
Birkenhead Town Centre	1.12	2.01	1.40	2.36	1.04	1.72	2.96	2.87	0.42	0.78	1.07	17.75	11.4%
Birkenhead (Grange Road West and Oxton Road)	0.06	0.00	0.47	0.23	0.00	0.88	0.70	1.18	0.00	0.25	0.37	4.14	2.7%
Other, Zone 4a	0.08	0.00	0.08	0.11	0.19	0.21	0.11	0.26	0.22	0.06	0.13	1.45	0.9%
Total Zone 4a	1.27	2.01	1.94	2.70	1.23	2.81	3.78	4.30	0.64	1.09	1.57	23.34	15.0%
Zone 4b													
Other, Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.20	0.06	0.00	0.00	0.39	0.3%
Total Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.20	0.06	0.00	0.00	0.39	0.3%
Zone 4c													
Tesco Extra, Bidston Link Road, Bidston	0.33	0.72	0.31	0.19	0.71	0.15	0.06	0.33	0.07	0.21	0.39	3.48	2.2%
Other, Zone 4c	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 4c	0.33	0.72	0.31	0.19	0.71	0.15	0.06	0.33	0.07	0.21	0.39	3.48	2.2%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	3.43	3.78	3.95	3.23	4.71	2.30	5.24	6.83	8.79	7.41	6.09	55.76	35.9%
Bromborough Village	0.35	0.14	0.81	0.74	0.20	0.00	0.46	0.00	0.53	1.09	0.68	5.01	3.2%
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.32	0.14	0.00	0.66	0.4%
Other, Zone 5a	0.21	0.00	0.08	0.00	0.06	0.06	0.06	0.06	0.41	0.39	0.06	1.39	0.9%
Total Zone 5a	3.99	3.92	4.84	3.97	4.98	2.36	5.95	6.89	10.05	9.04	6.83	62.81	40.4%
Zone 5b													
Other, Zone 5b	0.00	0.00	0.08	0.00	0.06	0.00	0.00	0.06	0.00	0.06	0.00	0.26	0.2%
Total Zone 5b	0.00	0.00	0.08	0.00	0.06	0.00	0.00	0.06	0.00	0.06	0.00	0.26	0.2%
Zone 6													
Heswall Town Centre	0.23	0.00	0.00	0.07	0.06	0.00	0.00	0.00	0.00	0.00	0.81	1.16	0.7%
Other, 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	0.0%
Total Zone 6	0.23	0.00	0.00	0.07	0.06	0.00	0.00	0.00	0.00	0.00	0.81	1.16	0.7%
TOTAL FOR STUDY AREA	8.18	9.66	8.91	9.81	9.92	5.72	10.52	13.00	10.90	10.40	10.45	107.47	69.2%

Continued over page

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Liverpool City Centre	1.97	0.72	2.03	0.94	2.38	0.70	0.86	1.79	0.86	2.02	2.90	17.15	11.0%
Other, Buffer 1	0.06	0.00	0.00	0.05	0.13	0.00	0.08	0.00	0.00	0.00	0.00	0.32	0.2%
Total Buffer 1	2.03	0.72	2.03	0.99	2.51	0.70	0.93	1.79	0.86	2.02	2.90	17.48	11.2%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	0.06	0.06	0.12	0.00	0.06	0.06	0.11	0.00	0.27	0.27	0.22	1.23	0.8%
Ellesmere Port Town Centre	0.00	0.14	0.08	0.16	0.00	0.00	0.00	0.00	0.52	0.06	0.31	1.27	0.8%
Other, Buffer 2	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.12	0.1%
Total Buffer 2	0.06	0.21	0.25	0.16	0.06	0.06	0.11	0.06	0.78	0.33	0.52	2.61	1.7%
Buffer 3													
Chester City Centre	0.42	0.14	0.06	0.07	0.07	0.05	0.00	0.00	0.12	0.33	0.50	1.75	1.1%
Other, Buffer 3	0.16	0.00	0.08	0.12	0.00	0.00	0.15	0.16	0.00	0.00	0.37	1.04	0.7%
Total Buffer 3	0.58	0.14	0.14	0.19	0.07	0.05	0.15	0.16	0.12	0.33	0.87	2.80	1.8%
TOTAL FOR BUFFER AREA	2.68	1.07	2.42	1.35	2.64	0.80	1.20	2.00	1.76	2.68	4.30	22.89	14.7%
Outside Buffer Area													
Other, Outside Buffer Area	0.14	0.21	0.06	0.07	0.06	0.06	0.08	0.00	0.06	0.25	0.24	1.22	0.8%
Internet	2.60	1.04	2.42	1.12	1.93	0.62	1.50	1.90	1.24	1.67	1.22	17.28	11.1%
Home Catalogue	0.56	0.72	0.41	1.12	0.27	0.58	0.57	0.80	0.28	0.56	0.31	6.16	4.0%
TV / Interactive shopping	0.00	0.00	0.00	0.07	0.18	0.00	0.00	0.00	0.07	0.00	0.06	0.39	0.2%
TOTAL OUTSIDE BUFFER AREA	3.31	1.96	2.89	2.38	2.44	1.26	2.15	2.71	1.65	2.47	1.84	25.05	16.1%
OVERALL TOTAL	14.17	12.69	14.22	13.54	15.01	7.78	13.87	17.71	14.31	15.54	16.58	155.42	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on domestic appliances in 2009 (Spreadsheet 1.7) by the market share (Spreadsheet 1.8h). The figures in the 'Total' column are the sum of the expenditure on domestic appliances attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on domestic appliances retained by each centre by the total expenditure on domestic appliances in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 1.8i - 'Other Goods': Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	16.73	6.11	5.04	0.00	0.57	0.00	0.00	0.55	0.00	0.76	0.00
Hoylake Town Centre	4.67	0.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.68	0.69	0.00	0.00	0.00	0.00	0.00	0.00	1.36	0.00	0.65
Total Zone 1	22.09	7.50	5.04	0.00	0.57	0.00	0.00	0.55	1.36	0.76	0.65
Zone 2a											
Moreton Town Centre	0.63	7.36	0.65	0.00	0.00	0.00	1.38	0.00	0.00	0.00	0.00
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00
Total Zone 2a	0.63	7.36	0.65	0.00	0.00	0.00	2.16	0.00	0.00	0.00	0.00
Zone 2b											
Upton Village	0.00	0.00	2.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 2b	0.00	1.67	3.49	0.00	0.00	1.98	0.60	1.30	0.00	0.00	0.00
Total Zone 2b	0.00	1.67	6.34	0.00	0.00	1.98	0.60	1.30	0.00	0.00	0.00
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	1.93	0.00	1.03	0.75	0.00	0.85	1.38	1.30	0.00	0.00	1.30
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	1.93	0.00	1.03	0.75	0.00	0.85	1.38	1.30	0.00	0.00	1.30
Zone 3b											
Liscard Town Centre	1.93	8.33	0.52	29.05	25.13	2.83	0.00	0.75	0.00	0.61	0.65
Wallasey Village	0.00	1.53	0.00	0.60	0.77	0.00	0.00	0.00	0.61	0.00	0.00
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3b	1.93	9.86	0.52	29.65	25.90	2.83	0.00	0.75	0.61	0.61	0.65
Zone 4a											
Birkenhead Town Centre	20.96	30.28	24.19	34.28	15.36	42.49	41.75	34.12	27.12	25.83	16.79
Birkenhead (Grange Road West and Oxton Road)	1.31	2.22	4.01	0.00	1.92	11.06	5.53	5.54	1.36	5.32	1.53
Other, Zone 4a	0.63	0.00	0.65	0.00	0.57	2.83	1.38	2.04	0.00	0.76	0.00
Total Zone 4a	22.89	32.50	28.85	34.28	17.85	56.38	48.67	41.69	28.48	31.91	18.32
Zone 4b											
Other, Zone 4b	0.00	0.00	1.16	0.00	0.00	0.85	1.99	0.55	0.75	4.10	0.00
Total Zone 4b	0.00	0.00	1.16	0.00	0.00	0.85	1.99	0.55	0.75	4.10	0.00
Zone 4c											
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 4c	0.00	0.00	1.16	1.94	2.69	0.00	0.60	0.00	0.00	0.61	0.65
Total Zone 4c	0.00	0.00	1.16	1.94	2.69	0.00	0.60	0.00	0.00	0.61	0.65
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	5.24	2.36	10.22	3.28	5.76	2.27	15.29	9.27	22.51	8.06	11.76
Bromborough Village	0.00	0.00	1.16	0.75	0.00	0.00	0.00	0.55	3.19	4.56	0.00
New Ferry Town Centre	0.00	0.00	0.00	0.00	1.34	0.00	0.00	0.00	0.00	1.52	0.00
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.61	0.00	0.00
Total Zone 5a	5.24	2.36	11.38	4.02	7.10	2.27	15.29	9.82	26.30	14.14	11.76
Zone 5b											
Other, Zone 5b	0.00	0.00	2.33	0.00	0.00	1.98	0.60	0.55	2.10	2.59	1.53
Total Zone 5b	0.00	0.00	2.33	0.00	0.00	1.98	0.60	0.55	2.10	2.59	1.53
Zone 6											
Heswall Town Centre	0.63	0.00	0.00	0.00	0.00	0.00	0.00	1.85	0.00	1.22	15.04
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	0.63	0.00	0.00	0.00	0.00	0.00	0.00	1.85	0.00	1.22	15.04
TOTAL FOR STUDY AREA	55.34	61.25	58.47	70.84	54.11	67.14	71.30	58.34	59.59	55.93	49.89

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Spreadsheet 1.8j - 'Other Goods': Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	5.10	1.65	1.54	0.00	0.18	0.00	0.00	0.21	0.00	0.25	0.00	8.94	2.7%
Hoylake Town Centre	1.43	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.61	0.5%
Other, Zone 1	0.21	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.23	1.04	0.3%
Total Zone 1	6.74	2.03	1.54	0.00	0.18	0.00	0.00	0.21	0.42	0.25	0.23	11.60	3.5%
Zone 2a													
Moreton Town Centre	0.19	1.99	0.20	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	2.79	0.8%
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.23	0.1%
Total Zone 2a	0.19	1.99	0.20	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	3.02	0.9%
Zone 2b													
Upton Village	0.00	0.00	0.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.3%
Other, Zone 2b	0.00	0.45	1.07	0.00	0.00	0.33	0.18	0.49	0.00	0.00	0.00	2.51	0.8%
Total Zone 2b	0.00	0.45	1.94	0.00	0.00	0.33	0.18	0.49	0.00	0.00	0.00	3.38	1.0%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	0.59	0.00	0.31	0.21	0.00	0.14	0.41	0.49	0.00	0.00	0.46	2.62	0.8%
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 3a	0.59	0.00	0.31	0.21	0.00	0.14	0.41	0.49	0.00	0.00	0.46	2.62	0.8%
Zone 3b													
Liscard Town Centre	0.59	2.26	0.16	8.34	8.09	0.46	0.00	0.28	0.00	0.20	0.23	20.61	6.2%
Wallasey Village	0.00	0.41	0.00	0.17	0.25	0.00	0.00	0.00	0.19	0.00	0.00	1.02	0.3%
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 3b	0.59	2.67	0.16	8.51	8.34	0.46	0.00	0.28	0.19	0.20	0.23	21.63	6.5%
Zone 4a													
Birkenhead Town Centre	6.39	8.19	7.39	9.84	4.94	6.97	12.31	12.90	8.32	8.60	6.00	91.87	27.6%
Birkenhead (Grange Road West and Oxton Road)	0.40	0.60	1.22	0.00	0.62	1.81	1.63	2.09	0.42	1.77	0.55	11.12	3.3%
Other, Zone 4a	0.19	0.00	0.20	0.00	0.18	0.46	0.41	0.77	0.00	0.25	0.00	2.47	0.7%
Total Zone 4a	6.98	8.79	8.81	9.84	5.75	9.25	14.35	15.77	8.73	10.63	6.55	105.45	31.7%
Zone 4b													
Other, Zone 4b	0.00	0.00	0.36	0.00	0.00	0.14	0.59	0.21	0.23	1.37	0.00	2.88	0.9%
Total Zone 4b	0.00	0.00	0.36	0.00	0.00	0.14	0.59	0.21	0.23	1.37	0.00	2.88	0.9%
Zone 4c													
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Other, Zone 4c	0.00	0.00	0.36	0.56	0.87	0.00	0.18	0.00	0.00	0.20	0.23	2.39	0.7%
Total Zone 4c	0.00	0.00	0.36	0.56	0.87	0.00	0.18	0.00	0.00	0.20	0.23	2.39	0.7%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	1.60	0.64	3.12	0.94	1.85	0.37	4.51	3.50	6.90	2.68	4.20	30.32	9.1%
Bromborough Village	0.00	0.00	0.36	0.21	0.00	0.00	0.00	0.21	0.98	1.52	0.00	3.27	1.0%
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.50	0.00	0.94	0.3%
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.19	0.1%
Total Zone 5a	1.60	0.64	3.47	1.16	2.29	0.37	4.51	3.71	8.07	4.71	4.20	34.72	10.4%
Zone 5b													
Other, Zone 5b	0.00	0.00	0.71	0.00	0.00	0.33	0.18	0.21	0.64	0.86	0.55	3.47	1.0%
Total Zone 5b	0.00	0.00	0.71	0.00	0.00	0.33	0.18	0.21	0.64	0.86	0.55	3.47	1.0%
Zone 6													
Heswall Town Centre	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.41	5.38	6.67	2.0%
Other, 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	0.0%
Total Zone 6	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.41	5.38	6.67	2.0%
TOTAL FOR STUDY AREA	16.88	16.58	17.85	20.28	17.42	11.01	21.03	22.06	18.27	18.63	17.84	197.84	59.5%

Continued over page

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Liverpool City Centre	5.00	3.95	3.16	3.72	5.94	2.60	2.22	8.20	1.52	5.06	2.88	44.24	13.3%
Other, Buffer 1	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.19	0.1%
Total Buffer 1	5.00	3.95	3.16	3.72	5.94	2.79	2.22	8.20	1.52	5.06	2.88	44.43	13.4%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	0.80	0.19	0.71	0.21	0.18	0.00	0.23	0.00	0.64	0.91	1.87	5.75	1.7%
Ellesmere Port Town Centre	0.00	0.41	1.42	0.17	0.00	0.00	0.28	0.42	0.66	0.00	0.00	3.36	1.0%
Other, Buffer 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.19	0.1%
Total Buffer 2	0.80	0.60	2.13	0.39	0.18	0.00	0.23	0.28	1.25	1.57	1.87	9.30	2.8%
Buffer 3													
Chester City Centre	2.02	0.98	1.94	0.21	0.99	0.00	0.69	0.98	2.91	2.07	7.48	20.27	6.1%
Other, Buffer 3	0.00	0.00	0.00	0.00	0.18	0.00	0.18	0.21	0.00	0.20	0.00	0.77	0.2%
Total Buffer 3	2.02	0.98	1.94	0.21	1.17	0.00	0.87	1.19	2.91	2.28	7.48	21.04	6.3%
TOTAL FOR BUFFER AREA	7.82	5.53	7.23	4.32	7.29	2.79	3.32	9.67	5.68	8.90	12.23	74.77	22.5%
Outside Buffer Area													
Other, Outside Buffer Area	1.03	0.86	0.75	0.34	0.18	0.00	1.35	0.98	0.19	0.66	1.09	7.44	2.2%
Internet	4.38	2.26	3.79	2.44	5.81	2.04	2.57	4.62	4.07	4.20	3.28	39.46	11.9%
Home Catalogue	0.00	0.86	0.16	1.11	1.30	0.14	1.22	0.00	0.83	0.25	0.00	5.88	1.8%
TV / Interactive shopping	0.40	0.98	0.75	0.21	0.18	0.42	0.00	0.49	1.62	0.66	1.32	7.04	2.1%
TOTAL OUTSIDE BUFFER AREA	5.80	4.96	5.45	4.11	7.48	2.60	5.15	6.09	6.71	5.77	5.69	59.81	18.0%
OVERALL TOTAL	30.50	27.06	30.53	28.71	32.18	16.40	29.49	37.82	30.67	33.30	35.76	332.43	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on 'other goods' in 2009 (Spreadsheet 1.7) by the market share (Spreadsheet 1.8i). The figures in the 'Total' column are the sum of the expenditure on 'other goods' attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on 'other goods' retained by each centre by the total expenditure in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 1.9a - Summary of Capacity for Comparison Goods: Scenario 1A (Moderate Decrease in Retention Rate from 64.7% to 60%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	976.6	1,012.1	1,069.3	1,109.7	1,482.1	1,832.6	35.6	57.2	40.4	372.4	350.5	92.7	133.1	505.5	856.0	
B. Current retention level of centres within the study area (%)	64.7%	64.2%	63.3%	62.8%	61.4%	60.0%										
C. Retained expenditure (£m) (=A*B)	632.1	649.5	677.3	696.7	909.9	1,099.5	17.4	27.8	19.4	213.2	189.7	45.2	64.6	277.8	467.4	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	632.1	640.7	653.9	662.8	739.0	799.9										
E. Improvement in sales densities of centres and stores (£m)							8.6	13.1	8.9	76.2	61.0	21.7	30.7	106.8	167.8	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		18.2	48.0	53.6	105.4	154.1	18.2	29.8	5.6	51.8	48.7	48.0	53.6	105.4	154.1	
Commitments ⁽⁴⁾																
3 retail warehouses, Croft Retail Park, Bromborough		8.8	9.0	9.2	10.2	11.0										
Morrisons superstore, Kings Parade, New Brighton		6.3	6.5	6.5	7.3	7.9										
Asda superstore, Claughton Road, Oliver Street, Birkenhead		11.8	12.0	12.2	13.6	14.7										
9 mixed use units, fmr. KwikSave, Telegraph Road, Heswall		0.9	0.9	0.9	1.0	1.1										
Mezzanine, Croft Retail Park, Bromborough		1.9	1.9	1.9	2.1	2.3										
4 retail units, fmr. KwikSave Shopping Centre, Stanley Road, Birkenhead		1.9	1.9	2.0	2.2	2.4										
Mixed use development, adj. gas holders, Hind Street, Birkenhead		17.2	17.6	17.8	19.9	21.5										
Mezzanine, Adsa, Welton Road, Bromborough		6.2	6.3	6.4	7.1	7.7										
Retail unit, Croft Retail Park, Bromborough		1.8	1.9	1.9	2.1	2.3										
Aldi foodstore plus 1 retail unit, Bridge Road, West Kirby		2.1	2.1	2.2	2.4	2.6										
7 mixed use units, Church Road, Tranmere		0.3	0.3	0.3	0.4	0.4										
G. Turnover from commitments (£m)	0.0	59.2	60.4	61.3	68.3	73.9	59.2	1.2	0.8	7.0	5.6	60.4	61.3	68.3	73.9	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-68.7	-85.1	-81.0	-2.8	71.5	-68.7	-16.4	4.1	78.2	74.3	-85.1	-81.0	-2.8	71.5	
Comparison assessment ⁽⁶⁾																
I. Assumed sales density (£/sq.m)	5,000	5,068	5,172	5,242	5,845	6,327										
J. Floorspace requirement (net sq.m) (=H/I)	0	-13,551	-16,447	-15,452	-479	11,306	-13,551	-2,895	995	14,973	11,785	-16,447	-15,452	-479	11,306	
K. Floorspace requirement (gross sq.m)	0	-19,359	-23,495	-22,074	-685	16,152	-19,359	-4,136	1,421	21,389	16,836	-23,495	-22,074	-685	16,152	

NOTES:

- (1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share decreases for each of the forecast years.
- (2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).
- (3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 1.4.
- (4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth.
- (5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres/stores' turnover, growth in SFT and commitments.
- (6) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £5,000/sq.m in 2009, which is forecast to increase at a rate of 0.68% per annum between 2008 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 1.9b - Summary of Capacity for Comparison Goods: Scenario 1B (Static Retention Rate: 64.7%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	976.6	1,012.1	1,069.3	1,109.7	1,482.1	1,832.6	35.6	57.2	40.4	372.4	350.5	92.7	133.1	505.5	856.0	
B. Current retention level of centres within the study area (%)	64.7%	64.7%	64.7%	64.7%	64.7%	64.7%										
C. Retained expenditure (£m) (=A*B)	632.1	655.1	692.1	718.3	959.3	1,186.2	23.0	37.0	26.1	241.1	226.8	60.0	86.2	327.2	554.1	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	632.1	640.7	653.9	662.8	739.0	799.9										
E. Improvement in sales densities of centres and stores (£m)							8.6	13.1	8.9	76.2	61.0	21.7	30.7	106.8	167.8	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		18.2	48.0	53.6	105.4	154.1	18.2	29.8	5.6	51.8	48.7	48.0	53.6	105.4	154.1	
Commitments ⁽⁴⁾																
3 retail warehouses, Croft Retail Park, Bromborough		8.8	9.0	9.2	10.2	11.0										
Morrisons superstore, Kings Parade, New Brighton		6.3	6.5	6.5	7.3	7.9										
Asda superstore, Claughton Road, Oliver Street, Birkenhead		11.8	12.0	12.2	13.6	14.7										
9 mixed use units, fmr. KwikSave, Telegraph Road, Heswall		0.9	0.9	0.9	1.0	1.1										
Mezzanine, Croft Retail Park, Bromborough		1.9	1.9	1.9	2.1	2.3										
4 retail units, fmr. KwikSave Shopping Centre, Stanley Road, Birkenhead		1.9	1.9	2.0	2.2	2.4										
Mixed use development, adj. gas holders, Hind Street, Birkenhead		17.2	17.6	17.8	19.9	21.5										
Mezzanine, Adsa, Welton Road, Bromborough		6.2	6.3	6.4	7.1	7.7										
Retail unit, Croft Retail Park, Bromborough		1.8	1.9	1.9	2.1	2.3										
Aldi foodstore plus 1 retail unit, Bridge Road, West Kirby		2.1	2.1	2.2	2.4	2.6										
7 mixed use units, Church Road, Tranmere		0.3	0.3	0.3	0.4	0.4										
G. Turnover from commitments (£m)	0.0	59.2	60.4	61.3	68.3	73.9	59.2	1.2	0.8	7.0	5.6	60.4	61.3	68.3	73.9	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-63.0	-70.2	-59.4	46.7	158.2	-63.0	-7.1	10.8	106.1	111.5	-70.2	-59.4	46.7	158.2	
Comparison assessment ⁽⁶⁾																
I. Assumed sales density (£/sq.m)	5,000	5,068	5,172	5,242	5,845	6,327										
J. Floorspace requirement (net sq.m) (=H/I)	0	-12,440	-13,571	-11,330	7,984	25,001	-12,440	-1,131	2,241	19,315	17,017	-13,571	-11,330	7,984	25,001	
K. Floorspace requirement (gross sq.m)	0	-17,772	-19,388	-16,186	11,406	35,716	-17,772	-1,616	3,201	27,592	24,310	-19,388	-16,186	11,406	35,716	

NOTES:

(1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share remains constant for each of the forecast years.

(2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 1.4.

(4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres/stores' turnover, growth in SFT and commitments.

(6) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £5,000/sq.m in 2009, which is forecast to increase at a rate of 0.68% per annum between 2008 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 1.9c - Summary of Capacity for Comparison Goods: Scenario 1C (Moderate Increase in Retention Rate from 64.7% to 70%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	976.6	1,012.1	1,069.3	1,109.7	1,482.1	1,832.6	35.6	57.2	40.4	372.4	350.5	92.7	133.1	505.5	856.0	
B. Current retention level of centres within the study area (%)	64.7%	65.3%	66.3%	66.9%	68.4%	70.0%										
C. Retained expenditure (£m) (=A*B)	632.1	661.4	708.7	742.4	1,014.5	1,282.8	29.3	47.3	33.6	272.1	268.3	76.6	110.3	382.4	650.7	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	632.1	640.7	653.9	662.8	739.0	799.9										
E. Improvement in sales densities of centres and stores (£m)							8.6	13.1	8.9	76.2	61.0	21.7	30.7	106.8	167.8	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		18.2	48.0	53.6	105.4	154.1	18.2	29.8	5.6	51.8	48.7	48.0	53.6	105.4	154.1	
Commitments ⁽⁴⁾																
3 retail warehouses, Croft Retail Park, Bromborough		8.8	9.0	9.2	10.2	11.0										
Morrisons superstore, Kings Parade, New Brighton		6.3	6.5	6.5	7.3	7.9										
Asda superstore, Cloughton Road, Oliver Street, Birkenhead		11.8	12.0	12.2	13.6	14.7										
9 mixed use units, fmr. KwikSave, Telegraph Road, Heswall		0.9	0.9	0.9	1.0	1.1										
Mezzanine, Croft Retail Park, Bromborough		1.9	1.9	1.9	2.1	2.3										
4 retail units, fmr. KwikSave Shopping Centre, Stanley Road, Birkenhead		1.9	1.9	2.0	2.2	2.4										
Mixed use development, adj. gas holders, Hind Street, Birkenhead		17.2	17.6	17.8	19.9	21.5										
Mezzanine, Adsa, Welton Road, Bromborough		6.2	6.3	6.4	7.1	7.7										
Retail unit, Croft Retail Park, Bromborough		1.8	1.9	1.9	2.1	2.3										
Aldi foodstore plus 1 retail unit, Bridge Road, West Kirby		2.1	2.1	2.2	2.4	2.6										
7 mixed use units, Church Road, Tranmere		0.3	0.3	0.3	0.4	0.4										
G. Turnover from commitments (£m)	0.0	59.2	60.4	61.3	68.3	73.9	59.2	1.2	0.8	7.0	5.6	60.4	61.3	68.3	73.9	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-56.8	-53.6	-35.3	101.8	254.8	-56.8	3.2	18.3	137.1	153.0	-53.6	-35.3	101.8	254.8	
Comparison assessment ⁽⁶⁾																
I. Assumed sales density (£/sq.m)	5,000	5,068	5,172	5,242	5,845	6,327										
J. Floorspace requirement (net sq.m) (=H/I)	0	-11,202	-10,366	-6,736	17,419	40,268	-11,202	836	3,630	24,155	22,849	-10,366	-6,736	17,419	40,268	
K. Floorspace requirement (gross sq.m)	0	-16,003	-14,808	-9,623	24,885	57,526	-16,003	1,194	5,186	34,507	32,642	-14,808	-9,623	24,885	57,526	

NOTES:

(1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share moderately increases for each of the forecast years.

(2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 1.4.

(4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth.

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres/stores' turnover, growth in SFT and commitments.

(6) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £5,000/sq.m in 2009, which is forecast to increase at a rate of 0.68% per annum between 2008 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 1.9d - Summary of Capacity for Comparison Goods: Scenario 1D (Significant Increase in Retention Rate from 64.7% to 75%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	976.6	1,012.1	1,069.3	1,109.7	1,482.1	1,832.6	35.6	57.2	40.4	372.4	350.5	92.7	133.1	505.5	856.0	
B. Current retention level of centres within the study area (%)	64.7%	65.9%	67.7%	69.0%	72.0%	75.0%										
C. Retained expenditure (£m) (=A*B)	632.1	667.4	724.5	765.2	1,066.8	1,374.4	35.3	57.1	40.8	301.6	307.6	92.3	133.1	434.7	742.3	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	632.1	640.7	653.9	662.8	739.0	799.9										
E. Improvement in sales densities of centres and stores (£m)							8.6	13.1	8.9	76.2	61.0	21.7	30.7	106.8	167.8	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		18.2	48.0	53.6	105.4	154.1	18.2	29.8	5.6	51.8	48.7	48.0	53.6	105.4	154.1	
Commitments ⁽⁴⁾																
3 retail warehouses, Croft Retail Park, Bromborough		8.8	9.0	9.2	10.2	11.0										
Morrisons superstore, Kings Parade, New Brighton		6.3	6.5	6.5	7.3	7.9										
Asda superstore, Cloughton Road, Oliver Street, Birkenhead		11.8	12.0	12.2	13.6	14.7										
9 mixed use units, fmr. KwikSave, Telegraph Road, Heswall		0.9	0.9	0.9	1.0	1.1										
Mezzanine, Croft Retail Park, Bromborough		1.9	1.9	1.9	2.1	2.3										
4 retail units, fmr. KwikSave Shopping Centre, Stanley Road, Birkenhead		1.9	1.9	2.0	2.2	2.4										
Mixed use development, adj. gas holders, Hind Street, Birkenhead		17.2	17.6	17.8	19.9	21.5										
Mezzanine, Adsa, Welton Road, Bromborough		6.2	6.3	6.4	7.1	7.7										
Retail unit, Croft Retail Park, Bromborough		1.8	1.9	1.9	2.1	2.3										
Aldi foodstore plus 1 retail unit, Bridge Road, West Kirby		2.1	2.1	2.2	2.4	2.6										
7 mixed use units, Church Road, Tranmere		0.3	0.3	0.3	0.4	0.4										
G. Turnover from commitments (£m)	0.0	59.2	60.4	61.3	68.3	73.9	59.2	1.2	0.8	7.0	5.6	60.4	61.3	68.3	73.9	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-50.8	-37.9	-12.5	154.1	346.4	-50.8	12.9	25.4	166.6	192.3	-37.9	-12.5	154.1	346.4	
Comparison assessment ⁽⁶⁾																
I. Assumed sales density (£/sq.m)	5,000	5,068	5,172	5,242	5,845	6,327										
J. Floorspace requirement (net sq.m) (=H/I)	0	-10,027	-7,325	-2,378	26,369	54,750	-10,027	2,702	4,947	28,747	28,381	-7,325	-2,378	26,369	54,750	
K. Floorspace requirement (gross sq.m)	0	-14,325	-10,465	-3,397	37,669	78,214	-14,325	3,860	7,068	41,067	40,544	-10,465	-3,397	37,669	78,214	

NOTES:

- (1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share significantly increases for each of the forecast years.
- (2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).
- (3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 1.4.
- (4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth.
- (5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres'/stores' turnover, growth in SFT and commitments.
- (6) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £5,000/sq.m in 2009, which is forecast to increase at a rate of 0.68% per annum between 2008 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 2.1 - Definition of Zones

Zone	Postcode	Local Authority
Zone 1	CH47	Wirral
	CH48	Wirral
Zone 2a	CH46	Wirral
Zone 2b	CH49	Wirral
Zone 3a	CH44	Wirral
Zone 3b	CH45	Wirral
Zone 4a	CH41	Wirral
Zone 4b	CH42	Wirral
Zone 4c	CH43	Wirral
Zone 5a	CH62	Wirral
Zone 5b	CH63	Wirral
Zone 6	CH60	Wirral
	CH61	Wirral

Spreadsheet 2.2 - Population Projections (ONS)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	All Zones Total
Population 2006	25,784	26,003	28,244	29,942	28,964	18,647	30,750	35,164	28,049	29,178	30,491	311,216
Population 2009	25,751	25,970	28,208	29,904	28,927	18,623	30,710	35,119	28,013	29,140	30,452	310,816
Population 2011	25,751	25,970	28,208	29,904	28,927	18,623	30,710	35,119	28,013	29,140	30,452	310,816
Population 2014	25,784	26,003	28,244	29,942	28,964	18,647	30,750	35,164	28,049	29,178	30,491	311,216
Population 2016	25,817	26,036	28,280	29,980	29,001	18,671	30,790	35,209	28,085	29,216	30,530	311,616
Population 2021	25,950	26,170	28,426	30,134	29,150	18,767	30,948	35,390	28,229	29,366	30,687	313,216
Population 2026	26,057	26,279	28,544	30,260	29,271	18,845	31,076	35,537	28,346	29,487	30,814	314,516
Change in population 2009 - 2011												
Numeric change	0	0	0	0	0	0	0	0	0	0	0	0
Percentage change	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Change in population 2011 - 2014												
Numeric change	33	33	36	38	37	24	40	45	36	38	39	400
Percentage change	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Change in population 2014 - 2016												
Numeric change	33	33	36	38	37	24	40	45	36	38	39	400
Percentage change	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Change in population 2016 - 2021												
Numeric change	133	134	145	154	149	96	158	181	144	150	157	1,600
Percentage change	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Change in population 2021 - 2026												
Numeric change	108	109	118	125	121	78	128	147	117	122	127	1,300
Percentage change	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%
Change in population 2009 - 2026												
Numeric change	307	309	336	356	344	222	366	418	333	347	363	3,700
Percentage change	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%

NOTES:

(1) Population data were sourced from MapInfo and Oxford Economics (mid-year 2006). The population in each zone was projected forward to the base year and forecast years using population multipliers derived from ONS 2006-based Sub-National Population Projections (published 12 June 2008).

Spreadsheet 2.3 - Comparison Goods Expenditure (per capita)

Year	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	£	£	£	£	£	£	£	£	£	£	£
2006	3,090	2,737	2,824	2,538	2,912	2,344	2,534	2,832	2,859	2,989	3,054
2009	3,462	3,067	3,164	2,844	3,263	2,626	2,839	3,173	3,203	3,349	3,422
2011	3,588	3,178	3,279	2,947	3,382	2,722	2,943	3,289	3,320	3,471	3,547
2014	3,786	3,354	3,460	3,110	3,568	2,872	3,105	3,470	3,503	3,662	3,742
2016	3,924	3,476	3,586	3,223	3,698	2,977	3,218	3,596	3,631	3,796	3,878
2021	5,214	4,619	4,765	4,283	4,914	3,955	4,276	4,779	4,825	5,044	5,154
2026	6,421	5,687	5,868	5,274	6,051	4,871	5,265	5,885	5,941	6,211	6,346

NOTES:

(1) Expenditure data derived from Mapinfo 2006 per capita annual comparison goods expenditure estimates, which we have obtained through our in-house GIS system.
(2) The 2006 MapInfo expenditure data have been projected forward to the base year and forecast years using forecast growth rates of: 4.91% from 2006 to 2008 (Oxford Economics Retail Briefings Update Revised March 2009); 1.805% from 2008 to 2016 (Midpoint of MapInfo forecast from Retail Spending Outlook Revised Version March 2009 and Experian Retail Planner Briefing Note 6.1 February 2009 Changes, Table 3); 5.85% from 2016 to 2021 (Midpoint of medium term past trend from MapInfo Brief 08/02, Table 3 and medium term past trend from Experian Retail Planner Briefing Note 6.1, Table 3.2); 4.25% from 2021 to 2026 (Midpoint of ultra long term past trend from MapInfo Brief 08/02, Table 3 and ultra long term past trend from Experian Retail Planner Briefing Note 6.1, Table 3.2).

All monetary values are held constant at 2006 prices.

Spreadsheet 2.4 - Total Comparison Goods Expenditure and Expenditure Growth (ONS)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	All Zones Total
Year	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Total expenditure 2009	89.16	79.64	89.26	85.04	94.38	48.91	87.20	111.44	89.74	97.59	104.20	976.56
Inclusive of spending on SFT in 2009 of average of 10.3%	9.56	8.04	9.87	8.63	12.39	5.20	8.05	11.18	10.53	9.09	8.07	100.60
Total expenditure 2011	92.40	82.54	92.51	88.14	97.82	50.69	90.37	115.50	93.01	101.15	108.00	1012.13
Inclusive of spending on SFT in 2011 of average of 11.74%	11.29	9.49	11.66	10.19	14.63	6.14	9.50	13.20	12.44	10.74	9.53	118.83
Total expenditure 2014	97.62	87.21	97.73	93.12	103.35	53.56	95.48	122.02	98.26	106.86	114.10	1069.31
Inclusive of spending on SFT in 2014 of 13.9%	13.57	12.12	13.58	12.94	14.37	7.44	13.27	16.96	13.66	14.85	15.86	148.63
Total expenditure 2016	101.31	90.50	101.42	96.63	107.25	55.58	99.08	126.63	101.97	110.90	118.41	1109.68
Inclusive of spending on SFT in 2016 of 13.9%	14.08	12.58	14.10	13.43	14.91	7.73	13.77	17.60	14.17	15.41	16.46	154.25
Total expenditure 2021	135.31	120.87	135.46	129.06	143.24	74.23	132.34	169.13	136.19	148.12	158.15	1482.10
Inclusive of spending on SFT in 2021 of 13.9%	18.81	16.80	18.83	17.94	19.91	10.32	18.39	23.51	18.93	20.59	21.98	206.01
Total expenditure 2026	167.31	149.45	167.49	159.58	177.11	91.78	163.63	209.12	168.40	183.14	195.54	1832.55
Inclusive of spending on SFT in 2026 of 13.9%	23.26	20.77	23.28	22.18	24.62	12.76	22.74	29.07	23.41	25.46	27.18	254.72
Growth in total expenditure 2009 - 2011	3.25	2.90	3.25	3.10	3.44	1.78	3.18	4.06	3.27	3.55	3.80	35.57
Growth in total expenditure 2011 - 2014	5.22	4.66	5.23	4.98	5.53	2.86	5.11	6.52	5.25	5.71	6.10	57.18
Growth in total expenditure 2014 - 2016	3.69	3.29	3.69	3.52	3.90	2.02	3.61	4.61	3.71	4.03	4.31	40.37
Growth in total expenditure 2016 - 2021	34.00	30.37	34.04	32.43	35.99	18.65	33.25	42.50	34.22	37.22	39.74	372.42
Growth in total expenditure 2021 - 2026	32.00	28.58	32.03	30.52	33.87	17.55	31.29	39.99	32.20	35.02	37.40	350.45
Growth in total expenditure 2009 - 2026	78.15	69.81	78.24	74.54	82.73	42.87	76.43	97.68	78.66	85.55	91.34	855.99
Growth in spending on SFT 2009 - 2011	1.73	1.46	1.79	1.56	2.24	0.94	1.46	2.03	1.91	1.65	1.46	18.23
Growth in spending on SFT 2011 - 2014	2.28	2.63	1.92	2.75	-0.27	1.30	3.77	3.76	1.22	4.12	6.33	29.80
Growth in spending on SFT 2014 - 2016	0.51	0.46	0.51	0.49	0.54	0.28	0.50	0.64	0.52	0.56	0.60	5.61
Growth in spending on SFT 2016 - 2021	4.73	4.22	4.73	4.51	5.00	2.59	4.62	5.91	4.76	5.17	5.52	51.77
Growth in spending on SFT 2021 - 2026	4.45	3.97	4.45	4.24	4.71	2.44	4.35	5.56	4.48	4.87	5.20	48.71
Growth in spending on SFT 2009 - 2026	13.69	12.74	13.41	13.55	12.23	7.56	14.70	17.89	12.88	16.37	19.11	154.12

NOTES:

(1) The figures in the above table are the products of multiplying the data presented in Spreadsheet 2.2 (population) by Spreadsheet 2.3 (per capita comparison goods expenditure), and are in millions of pounds (£m).

(2) The total expenditure in 2009 includes a percentage of expenditure on Special Forms of Trading (SFT) (i.e. mail order, TV and internet shopping) derived from the telephone survey of households. The proportion of expenditure spent on SFT in 2009 is based on the survey results and varies between the different zones, ranging from 7.7% of expenditure in Zone 6 to 13.1% of expenditure in Zone 3b. We have assumed that expenditure on SFT will increase proportionally in each zone between 2009 and 2011, to an average of 11.74% across the survey zones in 2011. By 2014 we would expect the proportion of spending on SFT to be broadly equal across all zones, and to have reached 13.9% before levelling off to remain at 13.9% in 2016 (the levels estimated by Experian in Retail Planner Briefing Note 6.1, October 08, updated January 09 (Table 5.1)). Experian does not estimate SFT market shares beyond 2016, and so we assume spending on SFT will remain at 13.9% in 2021 and 2026.

All monetary values are held constant at 2006 prices.

Spreadsheet 2.5 - Comparison Goods Spending Patterns in 2009 as a Percentage Across the Study Area Zones (including SFT)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	10.89	2.39	2.63	0.09	0.46	0.00	0.00	0.34	0.00	0.35	0.14
Hoylake Town Centre	3.62	0.43	0.24	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.23	0.23	0.04	0.05	0.10	0.00	0.00	0.00	0.51	0.00	0.22
Total Zone 1	14.74	3.05	2.92	0.15	0.57	0.10	0.00	0.34	0.51	0.35	0.35
Zone 2a											
Moreton Town Centre	1.26	6.67	1.25	0.39	0.19	0.37	0.66	0.23	0.11	0.06	0.14
Other, Zone 2a	0.00	0.00	0.00	0.05	0.09	0.00	0.26	0.16	0.00	0.00	0.00
Total Zone 2a	1.26	6.67	1.25	0.44	0.27	0.37	0.92	0.39	0.11	0.06	0.14
Zone 2b											
Upton Village	0.73	0.17	3.30	0.28	0.16	0.66	0.14	0.90	0.10	0.15	0.73
Other, Zone 2b	2.14	1.97	5.63	0.36	0.24	1.49	1.30	3.25	0.10	0.37	2.12
Total Zone 2b	2.87	2.14	8.94	0.64	0.40	2.15	1.44	4.16	0.20	0.53	2.86
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	8.51	10.75	8.23	7.74	8.65	8.61	5.49	10.18	3.58	5.18	7.04
Other, Zone 3a	0.00	0.08	0.07	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Total Zone 3a	8.51	10.83	8.29	8.39	8.65	8.61	5.49	10.18	3.58	5.18	7.09
Zone 3b											
Liscard Town Centre	1.06	7.00	0.48	25.78	21.97	2.02	0.00	0.51	0.16	0.21	0.22
Wallasey Village	0.26	1.40	0.38	2.37	1.41	0.00	0.57	0.29	0.42	0.09	0.37
Other, Zone 3b	0.00	0.08	0.00	0.05	0.98	0.00	0.00	0.08	0.00	0.00	0.00
Total Zone 3b	1.32	8.49	0.86	28.19	24.36	2.02	0.57	0.87	0.58	0.30	0.59
Zone 4a											
Birkenhead Town Centre	17.52	26.28	22.67	24.18	14.43	36.53	40.16	31.02	16.27	18.19	15.66
Birkenhead (Grange Road West and Oxton Road)	1.62	1.47	2.84	0.88	1.29	9.09	4.70	4.42	0.76	3.60	1.18
The Rock Retail Park, Wirral	0.30	0.27	0.60	0.51	0.77	2.27	2.26	1.31	0.96	0.63	0.34
Other, Zone 4a	0.00	0.15	0.06	0.00	0.15	0.14	0.45	0.05	0.00	0.00	0.00
Total Zone 4a	19.44	28.18	26.17	25.57	16.64	48.04	47.57	36.80	17.99	22.43	17.19
Zone 4b											
Prenton (Woodchurch Road) Town Centre	0.00	0.00	0.55	0.00	0.00	0.00	0.15	0.60	0.04	0.00	0.04
Other, Zone 4b	0.05	0.00	0.16	0.00	0.00	0.61	1.66	0.55	0.68	1.71	0.12
Total Zone 4b	0.05	0.00	0.71	0.00	0.00	0.61	1.81	1.15	0.73	1.71	0.16
Zone 4c											
Other, Zone 4c	1.01	1.46	0.75	1.14	2.24	1.01	0.27	0.48	0.22	0.67	0.80
Total Zone 4c	1.01	1.46	0.75	1.14	2.24	1.01	0.27	0.48	0.22	0.67	0.80
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	7.01	6.46	9.73	6.14	8.19	7.12	14.49	11.44	30.45	18.62	13.01
Bromborough Village	0.48	0.38	1.70	1.82	0.31	0.38	1.49	0.47	6.10	6.94	1.13
New Ferry Town Centre	0.00	0.00	0.00	0.05	0.52	0.00	0.51	0.00	1.42	1.29	0.00
Other, Zone 5a	0.24	0.00	0.09	0.09	0.06	0.13	0.07	0.05	1.30	0.46	0.06
Total Zone 5a	7.72	6.84	11.51	8.11	9.09	7.63	16.56	11.96	39.27	27.31	14.20
Zone 5b											
Other, Zone 5b	0.00	0.08	0.87	0.00	0.06	0.67	0.27	0.24	0.71	1.23	0.73
Total Zone 5b	0.00	0.08	0.87	0.00	0.06	0.67	0.27	0.24	0.71	1.23	0.73
Zone 6											
Heswall Town Centre	1.44	0.00	0.18	0.08	0.13	0.00	0.00	1.05	0.00	0.66	11.31
Other, Zone 6	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	1.51	0.00	0.18	0.08	0.13	0.00	0.00	1.05	0.00	0.66	11.31
TOTAL FOR STUDY AREA	58.44	67.73	62.45	72.71	62.42	71.21	74.91	67.63	63.91	60.44	55.41

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Spreadsheet 2.6 - Comparison Goods Spending Patterns in 2009 Across the Study Area Zones (including SFT)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	9.71	1.90	2.35	0.08	0.44	0.00	0.00	0.38	0.00	0.34	0.14	15.33	1.6%
Hoylake Town Centre	3.23	0.34	0.22	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	3.84	0.4%
Other, Zone 1	0.21	0.19	0.04	0.05	0.10	0.00	0.00	0.00	0.46	0.00	0.23	1.27	0.1%
Total Zone 1	13.14	2.43	2.60	0.13	0.54	0.05	0.00	0.38	0.46	0.34	0.37	20.44	2.1%
Zone 2a													
Moreton Town Centre	1.12	5.31	1.12	0.33	0.18	0.18	0.58	0.26	0.10	0.06	0.14	9.38	1.0%
Other, Zone 2a	0.00	0.00	0.00	0.04	0.08	0.00	0.23	0.18	0.00	0.00	0.00	0.53	0.1%
Total Zone 2a	1.12	5.31	1.12	0.37	0.26	0.18	0.81	0.44	0.10	0.06	0.14	9.91	1.0%
Zone 2b													
Upton Village	0.65	0.13	2.95	0.24	0.15	0.32	0.12	1.01	0.09	0.15	0.76	6.58	0.7%
Other, Zone 2b	1.91	1.57	5.03	0.31	0.23	0.73	1.14	3.63	0.09	0.37	2.21	17.21	1.8%
Total Zone 2b	2.56	1.70	7.98	0.55	0.38	1.05	1.26	4.63	0.18	0.52	2.98	23.78	2.4%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	7.59	8.56	7.34	6.58	8.17	4.21	4.79	11.35	3.21	5.06	7.34	74.19	7.6%
Other, Zone 3a	0.00	0.07	0.06	0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.73	0.1%
Total Zone 3a	7.59	8.63	7.40	7.13	8.17	4.21	4.79	11.35	3.21	5.06	7.39	74.92	7.7%
Zone 3b													
Liscard Town Centre	0.95	5.58	0.43	21.92	20.73	0.99	0.00	0.56	0.14	0.20	0.23	51.72	5.3%
Wallasey Village	0.23	1.12	0.34	2.01	1.33	0.00	0.50	0.33	0.38	0.09	0.38	6.71	0.7%
Other, Zone 3b	0.00	0.07	0.00	0.04	0.92	0.00	0.00	0.08	0.00	0.00	0.00	1.11	0.1%
Total Zone 3b	1.18	6.76	0.77	23.97	22.99	0.99	0.50	0.97	0.52	0.29	0.61	59.55	6.1%
Zone 4a													
Birkenhead Town Centre	15.62	20.93	20.23	20.56	13.62	17.87	35.02	34.57	14.60	17.76	16.32	227.10	23.3%
Birkenhead (Grange Road West and Oxton Road)	1.44	1.17	2.54	0.75	1.22	4.44	4.10	4.92	0.68	3.51	1.23	26.00	2.7%
The Rock Retail Park, Wirral	0.27	0.21	0.53	0.43	0.73	1.11	1.97	1.46	0.86	0.62	0.36	8.55	0.9%
Other, Zone 4a	0.00	0.12	0.06	0.00	0.14	0.07	0.40	0.06	0.00	0.00	0.00	0.85	0.1%
Total Zone 4a	17.33	22.44	23.36	21.74	15.70	23.50	41.48	41.01	16.14	21.89	17.91	262.50	26.9%
Zone 4b													
Prenton (Woodchurch Road) Town Centre	0.00	0.00	0.49	0.00	0.00	0.00	0.13	0.67	0.04	0.00	0.05	1.38	0.1%
Other, Zone 4b	0.05	0.00	0.14	0.00	0.00	0.30	1.45	0.61	0.61	1.67	0.12	4.96	0.5%
Total Zone 4b	0.05	0.00	0.63	0.00	0.00	0.30	1.58	1.28	0.65	1.67	0.17	6.34	0.6%
Zone 4c													
Other, Zone 4c	0.90	1.16	0.67	0.97	2.11	0.50	0.24	0.53	0.20	0.66	0.84	8.76	0.9%
Total Zone 4c	0.90	1.16	0.67	0.97	2.11	0.50	0.24	0.53	0.20	0.66	0.84	8.76	0.9%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	6.25	5.15	8.68	5.22	7.73	3.48	12.64	12.75	27.33	18.18	13.56	120.95	12.4%
Bromborough Village	0.42	0.30	1.51	1.55	0.30	0.19	1.30	0.52	5.48	6.77	1.18	19.52	2.0%
New Ferry Town Centre	0.00	0.00	0.00	0.05	0.49	0.00	0.44	0.00	1.27	1.26	0.00	3.51	0.4%
Other, Zone 5a	0.21	0.00	0.08	0.08	0.06	0.06	0.06	0.06	1.17	0.45	0.07	2.29	0.2%
Total Zone 5a	6.88	5.45	10.28	6.90	8.58	3.73	14.44	13.33	35.24	26.66	14.80	146.28	15.0%
Zone 5b													
Other, Zone 5b	0.00	0.06	0.78	0.00	0.06	0.33	0.23	0.27	0.64	1.20	0.76	4.33	0.4%
Total Zone 5b	0.00	0.06	0.78	0.00	0.06	0.33	0.23	0.27	0.64	1.20	0.76	4.33	0.4%
Zone 6													
Heswall Town Centre	1.28	0.00	0.17	0.07	0.13	0.00	0.00	1.17	0.00	0.64	11.79	15.24	1.6%
Other, Zone 6	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.0%
Total Zone 6	1.34	0.00	0.17	0.07	0.13	0.00	0.00	1.17	0.00	0.64	11.79	15.31	1.6%
TOTAL FOR STUDY AREA	52.10	53.94	55.74	61.83	58.91	34.83	65.32	75.37	57.35	58.98	57.74	632.11	64.7%

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Spreadsheet 2.6 continued...

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer 1													
Liverpool City Centre	15.10	10.44	11.79	9.70	16.99	6.59	6.93	16.67	6.92	14.42	14.28	129.82	13.3%
Other, Buffer 1	0.13	0.09	0.08	0.10	0.18	0.19	0.37	0.06	0.23	0.00	0.06	1.47	0.2%
Total Buffer 1	15.23	10.53	11.86	9.80	17.16	6.77	7.30	16.73	7.16	14.42	14.33	131.29	13.4%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	2.41	0.92	2.31	0.41	1.87	0.47	0.81	0.77	3.18	3.45	3.77	20.37	2.1%
Ellesmere Port Town Centre	0.00	0.73	1.66	0.99	0.00	0.07	0.06	0.28	1.74	1.17	0.78	7.49	0.8%
Other, Buffer 2	0.00	0.00	0.06	0.00	0.00	0.11	0.00	0.06	1.04	0.45	0.00	1.72	0.2%
Total Buffer 2	2.41	1.65	4.03	1.41	1.87	0.66	0.87	1.11	5.95	5.07	4.55	29.58	3.0%
Buffer 3													
Chester City Centre	6.20	2.77	4.63	1.24	2.07	0.43	2.14	3.46	6.59	6.42	14.22	50.18	5.1%
Other, Buffer 3	1.03	0.21	1.08	0.29	1.01	0.34	0.78	0.84	0.72	1.03	2.03	9.37	1.0%
Total Buffer 3	7.23	2.99	5.70	1.54	3.08	0.77	2.92	4.30	7.31	7.45	16.25	59.54	6.1%
TOTAL FOR BUFFER AREA	24.87	15.17	21.59	12.74	22.12	8.20	11.08	22.14	20.42	26.94	35.14	220.42	22.6%
Outside Buffer Area													
Other, Outside Buffer Area	2.62	2.50	2.05	1.83	0.96	0.68	2.75	2.75	1.44	2.58	3.26	23.43	2.4%
Internet	8.16	3.86	7.57	4.42	9.19	3.18	4.91	8.05	5.78	6.89	5.27	67.27	6.9%
Home Catalogue	1.01	3.21	1.56	3.92	2.74	1.60	3.13	2.45	2.93	1.30	1.15	25.00	2.6%
TV / Interactive shopping	0.39	0.97	0.74	0.29	0.46	0.42	0.00	0.68	1.82	0.90	1.65	8.32	0.9%
TOTAL OUTSIDE BUFFER AREA	12.18	10.53	11.92	10.46	13.35	5.89	10.80	13.93	11.97	11.68	11.33	124.03	12.7%
OVERALL TOTAL	89.16	79.64	89.26	85.04	94.38	48.91	87.20	111.44	89.74	97.59	104.20	976.56	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure in 2009 (Spreadsheet 2.4) by the market share (Spreadsheet 2.5). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure retained by each centre by the total expenditure in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 2.7 - Total Expenditure on Different Categories of Comparison Goods & Expenditure Growth

Table A - Per Capita Expenditure on Different Categories of Comparison Goods in 2006 and 2009

	Expenditure Category	Expenditure per capita (£)										
		Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
2006	Clothes and Shoes	783	705	721	667	745	618	662	731	730	762	768
	Furniture, Carpets, Soft Household Furnishings	442	381	396	347	411	320	348	398	401	423	438
	DIY and Decorating Goods	317	284	293	263	300	248	264	291	298	306	315
	Domestic Appliances	491	436	450	404	463	373	403	450	456	476	486
	Other Goods	1,057	930	966	857	993	786	857	961	977	1,020	1,048
	Total Comparison Goods Expenditure	3,090	2,737	2,824	2,538	2,912	2,344	2,534	2,832	2,859	2,989	3,054
2009	Clothes and Shoes	877	790	808	747	835	692	742	819	818	854	861
	Furniture, Carpets, Soft Household Furnishings	495	427	444	389	461	359	390	446	449	474	491
	DIY and Decorating Goods	355	318	328	295	336	278	296	326	334	343	353
	Domestic Appliances	550	489	504	453	519	418	452	504	511	533	545
	Other Goods	1,184	1,042	1,082	960	1,113	881	960	1,077	1,095	1,143	1,174
	Total Comparison Goods Expenditure	3,462	3,067	3,164	2,844	3,263	2,626	2,839	3,173	3,203	3,349	3,422

Table B - Population in 2009

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total for all Zones
Population 2009	25,751	25,970	28,208	29,904	28,927	18,623	30,710	35,119	28,013	29,140	30,452	310,816

Table C - Total Expenditure on Different Categories of Comparison Goods, 2009

	Expenditure Category	Total Expenditure (in £m)											Total for all Zones (in £m)
		Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	
2009	Clothes and Shoes	22.6	20.5	22.8	22.3	24.1	12.9	22.8	28.8	22.9	24.9	26.2	250.8
	Furniture, Carpets, Soft Household Furnishings	12.8	11.1	12.5	11.6	13.3	6.7	12.0	15.7	12.6	13.8	14.9	137.0
	DIY and Decorating Goods	9.1	8.3	9.3	8.8	9.7	5.2	9.1	11.5	9.4	10.0	10.7	101.0
	Domestic Appliances	14.2	12.7	14.2	13.5	15.0	7.8	13.9	17.7	14.3	15.5	16.6	155.4
	Other Goods	30.5	27.1	30.5	28.7	32.2	16.4	29.5	37.8	30.7	33.3	35.8	332.4
	Total Comparison Goods Expenditure	89.2	79.6	89.3	85.0	94.4	48.9	87.2	111.4	89.7	97.6	104.2	976.6

NOTES:

(1) Table A sets out per capita expenditure for the five different categories of comparison goods. The expenditure data are derived from MapInfo 2006 per capita annual comparison goods expenditure estimates, which we have obtained through our in-house GIS system. The 2006 MapInfo expenditure data have been projected forward to the base year (2009) using the MapInfo forecast growth rates of 4.91% from 2006 to 2008 (Oxford Economics Retail Briefings Update Revised March 2009) and 1.805% from 2008 to 2009 (Midpoint of MapInfo forecast from Retail Spending Outlook Revised Version March 2009 and Experian Retail Planner Briefing Note 6.1 February 2009 changes, Table 3).

(2) Table B sets out the total population in each zone in 2009.

(3) The figures in Table C are the products of multiplying the data presented in Table A (2009 per capita expenditure) by Table B (population), and are in millions of pounds (£m).

All monetary values are held constant at 2006 prices.

Spreadsheet 2.8a - Clothes and Shoes: Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	7.42	1.30	2.35	0.37	0.79	0.00	0.00	0.32	0.00	0.00	0.00
Hoylake Town Centre	1.79	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.00	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 1	9.21	1.30	2.73	0.37	1.21	0.00	0.00	0.32	0.00	0.00	0.00
Zone 2a											
Moreton Town Centre	0.42	4.40	0.40	0.00	0.00	0.60	0.41	0.35	0.00	0.00	0.00
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00
Total Zone 2a	0.42	4.40	0.40	0.00	0.00	0.60	0.41	0.70	0.00	0.00	0.00
Zone 2b											
Upton Village	1.29	0.42	3.08	0.00	0.00	0.00	0.00	1.96	0.40	0.00	0.37
Other, Zone 2b	0.88	0.00	3.13	0.39	0.38	0.58	1.19	1.69	0.00	0.00	0.37
Total Zone 2b	2.17	0.42	6.21	0.39	0.38	0.58	1.19	3.66	0.40	0.00	0.75
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	0.83	2.22	1.56	0.00	0.76	0.00	0.41	0.99	0.00	0.00	0.37
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	0.83	2.22	1.56	0.00	0.76	0.00	0.41	0.99	0.00	0.00	0.37
Zone 3b											
Liscard Town Centre	0.83	7.87	0.38	34.83	24.52	2.35	0.00	0.32	0.40	0.00	0.00
Wallasey Village	0.00	0.46	0.78	1.52	0.79	0.00	0.00	0.65	0.38	0.36	0.00
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3b	0.83	8.33	1.16	36.35	25.31	2.35	0.00	0.97	0.78	0.36	0.00
Zone 4a											
Birkenhead Town Centre	25.89	37.92	33.40	24.57	23.94	44.34	54.66	47.57	18.05	24.75	25.19
Birkenhead (Grange Road West and Oxton Road)	2.21	1.34	3.53	1.89	2.00	9.45	5.89	4.03	0.78	3.46	1.19
Other, Zone 4a	0.00	0.00	0.00	0.39	1.53	1.20	2.31	0.35	0.38	0.00	0.00
Total Zone 4a	28.10	39.26	36.93	26.85	27.47	54.99	62.86	51.95	19.22	28.21	26.37
Zone 4b											
Other, Zone 4b	0.00	0.00	0.78	0.00	0.00	0.58	1.57	0.65	0.40	0.41	0.00
Total Zone 4b	0.00	0.00	0.78	0.00	0.00	0.58	1.57	0.65	0.40	0.41	0.00
Zone 4c											
Other, Zone 4c	0.88	1.30	0.00	0.78	1.21	2.35	0.00	0.67	0.38	0.41	0.78
Total Zone 4c	0.88	1.30	0.00	0.78	1.21	2.35	0.00	0.67	0.38	0.41	0.78
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	3.04	2.18	3.47	1.15	2.00	3.53	4.59	3.07	26.22	12.86	7.32
Bromborough Village	0.00	0.00	0.76	0.78	0.38	0.60	1.53	0.65	7.02	6.15	0.78
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.93	0.00	0.00
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00
Total Zone 5a	3.04	2.18	4.23	1.92	2.38	4.13	6.12	3.71	35.55	19.01	8.10
Zone 5b											
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41
Total Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41
Zone 6											
Heswall Town Centre	2.17	0.00	0.40	0.00	0.00	0.00	0.00	0.67	0.00	0.36	8.88
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	2.17	0.00	0.40	0.00	0.00	0.00	0.00	0.67	0.00	0.36	8.88
TOTAL FOR STUDY AREA	47.85	59.40	54.39	66.65	58.73	65.59	72.56	64.29	56.74	48.77	45.66

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Spreadsheet 2.8b - Clothes and Shoes: Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	1.68	0.27	0.54	0.08	0.19	0.00	0.00	0.09	0.00	0.00	0.00	2.85	1.1%
Hoylake Town Centre	0.41	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.2%
Other, Zone 1	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.0%
Total Zone 1	2.08	0.27	0.62	0.08	0.29	0.00	0.00	0.09	0.00	0.00	0.00	3.44	1.4%
Zone 2a													
Moreton Town Centre	0.09	0.90	0.09	0.00	0.00	0.08	0.09	0.10	0.00	0.00	0.00	1.36	0.5%
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.10	0.0%
Total Zone 2a	0.09	0.90	0.09	0.00	0.00	0.08	0.09	0.20	0.00	0.00	0.00	1.46	0.6%
Zone 2b													
Upton Village	0.29	0.09	0.70	0.00	0.00	0.00	0.00	0.56	0.09	0.00	0.10	1.83	0.7%
Other, Zone 2b	0.20	0.00	0.71	0.09	0.09	0.07	0.27	0.49	0.00	0.00	0.10	2.02	0.8%
Total Zone 2b	0.49	0.09	1.42	0.09	0.09	0.07	0.27	1.05	0.09	0.00	0.20	3.86	1.5%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	0.19	0.46	0.35	0.00	0.18	0.00	0.09	0.29	0.00	0.00	0.10	1.66	0.7%
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 3a	0.19	0.46	0.35	0.00	0.18	0.00	0.09	0.29	0.00	0.00	0.10	1.66	0.7%
Zone 3b													
Liscard Town Centre	0.19	1.61	0.09	7.78	5.92	0.30	0.00	0.09	0.09	0.00	0.00	16.08	6.4%
Wallasey Village	0.00	0.09	0.18	0.34	0.19	0.00	0.00	0.19	0.09	0.09	0.00	1.17	0.5%
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 3b	0.19	1.71	0.26	8.12	6.11	0.30	0.00	0.28	0.18	0.09	0.00	17.25	6.9%
Zone 4a													
Birkenhead Town Centre	5.85	7.78	7.61	5.49	5.78	5.72	12.45	13.68	4.14	6.16	6.60	81.26	32.4%
Birkenhead (Grange Road West and Oxton Road)	0.50	0.28	0.80	0.42	0.48	1.22	1.34	1.16	0.18	0.86	0.31	7.56	3.0%
Other, Zone 4a	0.00	0.00	0.00	0.09	0.37	0.16	0.53	0.10	0.09	0.00	0.00	1.33	0.5%
Total Zone 4a	6.35	8.05	8.41	6.00	6.63	7.09	14.32	14.94	4.40	7.02	6.91	90.14	35.9%
Zone 4b													
Other, Zone 4b	0.00	0.00	0.18	0.00	0.00	0.07	0.36	0.19	0.09	0.10	0.00	0.99	0.4%
Total Zone 4b	0.00	0.00	0.18	0.00	0.00	0.07	0.36	0.19	0.09	0.10	0.00	0.99	0.4%
Zone 4c													
Other, Zone 4c	0.20	0.27	0.00	0.17	0.29	0.30	0.00	0.19	0.09	0.10	0.20	1.82	0.7%
Total Zone 4c	0.20	0.27	0.00	0.17	0.29	0.30	0.00	0.19	0.09	0.10	0.20	1.82	0.7%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	0.69	0.45	0.79	0.26	0.48	0.46	1.05	0.88	6.01	3.20	1.92	16.17	6.4%
Bromborough Village	0.00	0.00	0.17	0.17	0.09	0.08	0.35	0.19	1.61	1.53	0.20	4.40	1.8%
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.44	0.2%
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.09	0.0%
Total Zone 5a	0.69	0.45	0.96	0.43	0.58	0.53	1.39	1.07	8.15	4.73	2.12	21.10	8.4%
Zone 5b													
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.0%
Total Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.0%
Zone 6													
Heswall Town Centre	0.49	0.00	0.09	0.00	0.00	0.00	0.00	0.19	0.00	0.09	2.33	3.19	1.3%
Other, 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	0.0%
Total Zone 6	0.49	0.00	0.09	0.00	0.00	0.00	0.00	0.19	0.00	0.09	2.33	3.19	1.3%
TOTAL FOR STUDY AREA	10.76	12.19	12.39	14.90	14.18	8.46	16.53	18.49	13.00	12.13	11.97	145.00	57.8%

Continued over page

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer 1													
Liverpool City Centre	6.39	4.55	4.79	4.16	5.65	2.68	2.90	5.16	3.16	5.25	5.28	49.97	19.9%
Other, Buffer 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.09	0.0%
Total Buffer 1	6.39	4.55	4.79	4.16	5.65	2.68	2.90	5.16	3.25	5.25	5.28	50.06	20.0%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	1.27	0.52	1.50	0.08	1.54	0.31	0.35	0.58	2.23	2.20	1.63	12.21	4.9%
Ellesmere Port	0.00	0.18	0.18	0.51	0.00	0.08	0.00	0.00	0.18	0.28	0.41	1.82	0.7%
Other, Buffer 2	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.19	0.00	0.27	0.1%
Total Buffer 2	1.27	0.70	1.68	0.59	1.54	0.46	0.35	0.58	2.42	2.68	2.03	14.29	5.7%
Buffer 3													
Chester City Centre	2.20	1.19	1.61	0.52	0.78	0.07	0.79	1.55	2.08	2.42	4.60	17.81	7.1%
Other, Buffer 3	0.09	0.00	0.09	0.08	0.09	0.00	0.19	0.20	0.00	0.27	0.10	1.12	0.4%
Total Buffer 3	2.30	1.19	1.70	0.60	0.87	0.07	0.98	1.75	2.08	2.69	4.70	18.92	7.5%
TOTAL FOR BUFFER AREA	9.96	6.44	8.18	5.35	8.05	3.22	4.22	7.49	7.74	10.61	12.01	83.27	33.2%
Outside Buffer Area													
Other, Outside Buffer Area	1.06	0.36	0.71	0.84	0.48	0.31	0.80	0.67	0.72	0.78	1.01	7.74	3.1%
Internet	0.50	0.35	0.80	0.34	0.58	0.46	0.25	0.86	0.27	0.67	0.41	5.48	2.2%
Home Catalogue	0.30	1.18	0.71	0.92	0.76	0.46	0.98	1.07	1.17	0.49	0.60	8.64	3.4%
TV / Interactive shopping	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.19	0.00	0.19	0.20	0.69	0.3%
TOTAL OUTSIDE BUFFER AREA	1.86	1.89	2.22	2.10	1.91	1.22	2.03	2.78	2.17	2.13	2.23	22.55	9.0%
OVERALL TOTAL	22.59	20.51	22.79	22.35	24.15	12.90	22.78	28.76	22.91	24.88	26.20	250.83	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total clothes and shoes expenditure in 2009 (Spreadsheet 2.7, Table C) by the market share (Spreadsheet 2.8a). The figures in the 'Total' column are the sum of the clothes and shoes expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on clothes and shoes retained by each centre by the total expenditure on clothes and shoes in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 2.8c - Furniture, Carpets and Soft Household Furnishings: Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	7.48	0.00	0.00	0.00	0.49	0.00	0.00	0.54	0.00	0.65	0.51
Hoylake Town Centre	8.07	1.37	1.06	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	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	15.55	1.37	1.06	0.00	0.49	0.72	0.00	0.54	0.00	0.65	0.51
Zone 2a											
Moreton Town Centre	1.60	5.21	1.20	1.01	0.63	1.02	0.00	0.00	0.46	0.45	0.51
Other, Zone 2a	0.00	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 2a	1.60	5.21	1.20	1.01	1.25	1.02	0.00	0.00	0.46	0.45	0.51
Zone 2b											
Upton Village	0.00	0.00	3.78	1.18	0.00	0.72	0.00	1.99	0.00	1.10	1.30
Other, Zone 2b	0.50	3.56	4.83	1.18	0.00	1.45	0.47	2.29	0.00	0.00	0.79
Total Zone 2b	0.50	3.56	8.61	2.36	0.00	2.17	0.47	4.28	0.00	1.10	2.10
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	9.26	14.80	11.94	10.29	8.60	13.37	1.56	13.56	4.37	1.54	4.14
Other, Zone 3a	0.00	0.00	0.00	2.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	9.26	14.80	11.94	12.48	8.60	13.37	1.56	13.56	4.37	1.54	4.14
Zone 3b											
Liscard Town Centre	0.50	5.47	0.00	18.39	22.83	2.47	0.00	0.92	0.00	0.00	0.00
Wallasey Village	0.00	2.19	0.00	6.41	2.08	0.00	1.72	0.54	0.46	0.00	1.53
Other, Zone 3b	0.00	0.00	0.00	0.00	2.36	0.00	0.00	0.54	0.00	0.00	0.00
Total Zone 3b	0.50	7.66	0.00	24.80	27.27	2.47	1.72	1.99	0.46	0.00	1.53
Zone 4a											
Birkenhead Town Centre	14.55	24.10	25.22	22.09	13.67	39.38	43.53	29.85	9.91	14.04	15.14
Birkenhead (Grange Road West and Oxton Road)	3.88	2.74	0.45	0.51	0.63	3.49	3.28	2.60	0.00	2.19	0.00
Other, Zone 4a	0.00	3.02	1.82	0.51	0.63	1.75	3.43	1.30	0.00	0.45	0.51
Total Zone 4a	18.43	29.86	27.49	23.10	14.92	44.62	50.24	33.76	9.91	16.68	15.65
Zone 4b											
Other, Zone 4b	0.00	0.00	0.45	0.00	0.00	0.72	0.93	1.30	1.15	0.45	0.51
Total Zone 4b	0.00	0.00	0.45	0.00	0.00	0.72	0.93	1.30	1.15	0.45	0.51
Zone 4c											
Other, Zone 4c	2.88	1.10	0.00	0.00	1.11	0.72	0.00	0.00	0.00	0.65	0.00
Total Zone 4c	2.88	1.10	0.00	0.00	1.11	0.72	0.00	0.00	0.00	0.65	0.00
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	3.79	1.92	5.89	5.06	4.10	2.47	13.26	8.34	30.81	22.65	7.54
Bromborough Village	0.50	0.55	0.91	3.04	0.00	0.00	1.56	0.00	4.83	10.11	0.51
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.49	0.00	2.03	0.00	2.54	3.33	0.00
Other, Zone 5a	0.00	0.00	0.00	0.68	0.00	0.00	0.00	0.00	0.46	0.00	0.00
Total Zone 5a	4.29	2.47	6.80	8.77	4.58	2.47	16.85	8.34	38.64	36.08	8.05
Zone 5b											
Other, Zone 5b	0.00	0.55	0.00	0.00	0.00	0.00	0.47	0.00	0.00	1.34	0.79
Total Zone 5b	0.00	0.55	0.00	0.00	0.00	0.00	0.47	0.00	0.00	1.34	0.79
Zone 6											
Heswall Town Centre	2.60	0.00	0.60	0.00	0.49	0.00	0.00	1.84	0.00	1.10	13.21
Other, Zone 6	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	3.10	0.00	0.60	0.00	0.49	0.00	0.00	1.84	0.00	1.10	13.21
TOTAL FOR STUDY AREA	56.10	66.56	58.17	72.51	58.71	68.29	72.23	65.62	54.99	60.02	47.00

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Spreadsheet 2.8d - Furniture, Carpets and Soft Household Furnishings: Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	0.95	0.00	0.00	0.00	0.06	0.00	0.00	0.08	0.00	0.09	0.08	1.27	0.9%
Hoylake Town Centre	1.03	0.15	0.13	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	1.36	1.0%
Other, 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	0.0%
Total Zone 1	1.98	0.15	0.13	0.00	0.06	0.05	0.00	0.08	0.00	0.09	0.08	2.63	1.9%
Zone 2a													
Moreton Town Centre	0.20	0.58	0.15	0.12	0.08	0.07	0.00	0.00	0.06	0.06	0.08	1.40	1.0%
Other, Zone 2a	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.1%
Total Zone 2a	0.20	0.58	0.15	0.12	0.17	0.07	0.00	0.00	0.06	0.06	0.08	1.48	1.1%
Zone 2b													
Upton Village	0.00	0.00	0.47	0.14	0.00	0.05	0.00	0.31	0.00	0.15	0.19	1.32	1.0%
Other, Zone 2b	0.06	0.39	0.60	0.14	0.00	0.10	0.06	0.36	0.00	0.00	0.12	1.83	1.3%
Total Zone 2b	0.06	0.39	1.08	0.27	0.00	0.15	0.06	0.67	0.00	0.15	0.31	3.15	2.3%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	1.18	1.64	1.49	1.20	1.15	0.89	0.19	2.12	0.55	0.21	0.62	11.24	8.2%
Other, Zone 3a	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.2%
Total Zone 3a	1.18	1.64	1.49	1.45	1.15	0.89	0.19	2.12	0.55	0.21	0.62	11.50	8.4%
Zone 3b													
Liscard Town Centre	0.06	0.61	0.00	2.14	3.04	0.16	0.00	0.14	0.00	0.00	0.00	6.16	4.5%
Wallasey Village	0.00	0.24	0.00	0.75	0.28	0.00	0.21	0.08	0.06	0.00	0.23	1.84	1.3%
Other, Zone 3b	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.08	0.00	0.00	0.00	0.40	0.3%
Total Zone 3b	0.06	0.85	0.00	2.88	3.63	0.16	0.21	0.31	0.06	0.00	0.23	8.40	6.1%
Zone 4a													
Birkenhead Town Centre	1.86	2.67	3.16	2.57	1.82	2.63	5.21	4.68	1.25	1.94	2.26	30.04	21.9%
Birkenhead (Grange Road West and Oxton Road)	0.49	0.30	0.06	0.06	0.08	0.23	0.39	0.41	0.00	0.30	0.00	2.33	1.7%
Other, Zone 4a	0.00	0.33	0.23	0.06	0.08	0.12	0.41	0.20	0.00	0.06	0.08	1.57	1.1%
Total Zone 4a	2.35	3.31	3.44	2.69	1.99	2.98	6.02	5.29	1.25	2.30	2.34	33.95	24.8%
Zone 4b													
Other, Zone 4b	0.00	0.00	0.06	0.00	0.00	0.05	0.11	0.20	0.14	0.06	0.08	0.70	0.5%
Total Zone 4b	0.00	0.00	0.06	0.00	0.00	0.05	0.11	0.20	0.14	0.06	0.08	0.70	0.5%
Zone 4c													
Other, Zone 4c	0.37	0.12	0.00	0.00	0.15	0.05	0.00	0.00	0.00	0.09	0.00	0.78	0.6%
Total Zone 4c	0.37	0.12	0.00	0.00	0.15	0.05	0.00	0.00	0.00	0.09	0.00	0.78	0.6%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	0.48	0.21	0.74	0.59	0.55	0.16	1.59	1.31	3.88	3.13	1.13	13.76	10.0%
Bromborough Village	0.06	0.06	0.11	0.35	0.00	0.00	0.19	0.00	0.61	1.40	0.08	2.86	2.1%
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.06	0.00	0.24	0.00	0.32	0.46	0.00	1.09	0.8%
Other, Zone 5a	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.14	0.1%
Total Zone 5a	0.55	0.27	0.85	1.02	0.61	0.16	2.02	1.31	4.86	4.98	1.20	17.84	13.0%
Zone 5b													
Other, Zone 5b	0.00	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.18	0.12	0.42	0.3%
Total Zone 5b	0.00	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.18	0.12	0.42	0.3%
Zone 6													
Heswall Town Centre	0.33	0.00	0.08	0.00	0.06	0.00	0.00	0.29	0.00	0.15	1.97	2.88	2.1%
Other, Zone 6	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.0%
Total Zone 6	0.39	0.00	0.08	0.00	0.06	0.00	0.00	0.29	0.00	0.15	1.97	2.95	2.2%
TOTAL FOR STUDY AREA	7.15	7.38	7.28	8.43	7.82	4.56	8.65	10.28	6.92	8.29	7.02	83.79	61.2%

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	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Liverpool City Centre	1.80	1.03	1.80	0.82	2.87	0.58	0.88	1.59	1.33	2.12	3.19	18.02	13.2%
Other, Buffer 1	0.06	0.09	0.08	0.00	0.00	0.00	0.06	0.06	0.14	0.00	0.00	0.49	0.4%
Total Buffer 1	1.86	1.12	1.87	0.82	2.87	0.58	0.93	1.65	1.48	2.12	3.19	18.51	13.5%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	0.29	0.15	0.00	0.12	0.06	0.12	0.07	0.20	0.06	0.09	0.08	1.24	0.9%
Ellesmere Port	0.00	0.00	0.00	0.08	0.00	0.00	0.06	0.00	0.41	0.12	0.00	0.66	0.5%
Other, Buffer 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.06	0.0%
Total Buffer 2	0.29	0.15	0.00	0.20	0.06	0.12	0.13	0.20	0.52	0.21	0.08	1.97	1.4%
Buffer 3													
Chester City Centre	1.52	0.49	1.06	0.45	0.26	0.30	0.67	0.97	1.53	1.49	1.71	10.45	7.6%
Greyhound Retail Park, Chaser Court, Chester	0.14	0.09	0.79	0.00	0.36	0.16	0.11	0.08	0.40	0.15	0.62	2.92	2.1%
Other, Buffer 3	0.55	0.12	0.11	0.00	0.38	0.16	0.06	0.14	0.32	0.36	0.77	2.98	2.2%
Total Buffer 3	2.21	0.70	1.97	0.45	1.00	0.63	0.84	1.20	2.25	2.00	3.10	16.35	11.9%
TOTAL FOR BUFFER AREA	4.37	1.97	3.84	1.47	3.93	1.33	1.91	3.06	4.25	4.33	6.37	36.83	26.9%
Outside Buffer Area													
Other, Outside Buffer Area	0.41	1.06	0.55	0.55	0.25	0.32	0.54	1.13	0.43	0.76	0.89	6.89	5.0%
Internet	0.69	0.21	0.57	0.41	0.90	0.05	0.50	0.67	0.17	0.36	0.35	4.88	3.6%
Home Catalogue	0.14	0.46	0.28	0.76	0.43	0.42	0.37	0.53	0.66	0.00	0.24	4.29	3.1%
TV / Interactive shopping	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.06	0.08	0.28	0.2%
TOTAL OUTSIDE BUFFER AREA	1.23	1.73	1.40	1.73	1.57	0.79	1.42	2.33	1.41	1.19	1.55	16.35	11.9%

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on furniture, carpets and soft household furnishings in 2009 (Spreadsheet 2.7) by the market share (Spreadsheet 2.8c). The figures in the 'Total' column are the sum of the expenditure on furniture, carpets and soft household furnishings attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on furniture, carpets and soft household furnishings retained by each centre by the total expenditure on furniture, carpets and soft household furnishings in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 2.8e - DIY & Decorating Goods: Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	13.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hoylake Town Centre	1.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.00	0.00	0.42	0.50	0.00	0.00	0.00	0.00	0.54	0.00	0.00
Total Zone 1	15.32	0.00	0.42	0.50	0.00	0.00	0.00	0.00	0.54	0.00	0.00
Zone 2a											
Moreton Town Centre	0.52	7.02	3.63	0.95	0.92	0.69	0.00	0.83	0.42	0.00	0.00
Other, Zone 2a	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 2a	0.52	7.02	3.63	1.39	0.92	0.69	0.00	0.83	0.42	0.00	0.00
Zone 2b											
Homebase, Upton Bypass, Upton	15.52	7.60	26.57	0.95	1.36	4.39	5.42	15.16	0.95	3.51	16.80
Upton Village	3.80	0.57	5.71	0.45	0.92	2.23	0.46	0.00	0.00	0.00	3.68
Other, Zone 2b	0.45	0.00	0.00	0.00	0.00	0.00	0.00	1.19	0.00	0.00	0.00
Total Zone 2b	19.77	8.17	32.28	1.39	2.28	6.62	5.88	16.35	0.95	3.51	20.48
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	53.06	67.46	50.76	55.30	65.27	56.86	42.67	66.65	27.02	46.59	50.81
Other, Zone 3a	0.00	0.00	0.00	2.45	0.00	0.00	0.00	0.00	0.00	0.00	0.42
Total Zone 3a	53.06	67.46	50.76	57.75	65.27	56.86	42.67	66.65	27.02	46.59	51.23
Zone 3b											
Liscard Town Centre	0.52	5.95	0.49	15.59	15.50	0.00	0.00	0.41	0.54	0.00	0.00
Wallasey Village	2.45	1.65	0.91	7.52	3.64	0.00	0.98	0.00	0.54	0.00	1.42
New Brighton (Seabank Road)	0.00	0.00	0.00	0.00	5.04	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 3b	0.00	0.00	0.00	0.45	0.44	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3b	2.96	7.60	1.40	23.55	24.61	0.00	0.98	0.41	1.08	0.00	1.42
Zone 4a											
Birkenhead Town Centre	5.35	4.87	8.65	4.34	1.36	17.49	24.95	6.16	6.44	4.05	4.26
The Rock Retail Park	0.00	0.00	0.91	1.95	0.44	4.39	8.88	1.56	5.73	2.36	1.34
Birkenhead (Grange Road West and Oxtan Road)	0.00	0.00	0.00	0.50	0.44	5.93	0.52	0.78	0.95	3.43	0.00
Other, Zone 4a	0.00	0.00	0.00	0.00	0.00	0.00	0.98	0.00	0.00	0.00	0.00
Total Zone 4a	5.35	4.87	9.56	6.79	2.24	27.81	35.33	8.50	13.12	9.84	5.60
Zone 4b											
Other, Zone 4b	0.52	0.00	0.49	0.00	0.00	0.69	4.31	4.14	1.37	1.53	0.84
Total Zone 4b	0.52	0.00	0.49	0.00	0.00	0.69	4.31	4.14	1.37	1.53	0.84
Zone 4c											
Other, Zone 4c	0.00	0.50	0.00	0.50	0.92	0.00	0.00	0.00	0.42	0.54	0.00
Total Zone 4c	0.00	0.50	0.00	0.50	0.92	0.00	0.00	0.00	0.42	0.54	0.00
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	0.00	0.00	0.49	1.39	0.48	2.93	1.50	0.78	17.89	16.08	1.42
Bromborough Village	0.00	1.07	0.49	0.50	0.00	2.16	3.27	1.15	18.48	11.99	1.84
New Ferry Town Centre	0.00	0.00	0.00	0.50	0.00	0.00	0.00	0.00	1.91	1.53	0.00
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.35	0.45	0.00
Total Zone 5a	0.00	1.07	0.98	2.39	0.48	5.09	4.77	1.93	42.63	30.05	3.26
Zone 5b											
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.99	0.00
Total Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.99	0.00
Zone 6											
Heswall Town Centre	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.64
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.64
TOTAL FOR STUDY AREA	98.00	96.70	99.51	94.27	96.72	97.77	93.94	98.81	87.54	93.05	95.48

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Spreadsheet 2.8f - DIY & Decorating Goods: Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	1.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.23	1.2%
Hoylake Town Centre	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.2%
Other, Zone 1	0.00	0.00	0.04	0.04	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.13	0.1%
Total Zone 1	1.40	0.00	0.04	0.04	0.00	0.00	0.00	0.00	0.05	0.00	0.00	1.53	1.5%
Zone 2a													
Moreton Town Centre	0.05	0.58	0.34	0.08	0.09	0.04	0.00	0.09	0.04	0.00	0.00	1.31	1.3%
Other, Zone 2a	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.0%
Total Zone 2a	0.05	0.58	0.34	0.12	0.09	0.04	0.00	0.09	0.04	0.00	0.00	1.35	1.3%
Zone 2b													
Homebase, Upton Bypass, Upton	1.42	0.63	2.46	0.08	0.13	0.23	0.49	1.74	0.09	0.35	1.81	9.42	9.3%
Upton Village	0.35	0.05	0.53	0.04	0.09	0.12	0.04	0.00	0.00	0.00	0.40	1.61	1.6%
Other, Zone 2b	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.18	0.2%
Total Zone 2b	1.81	0.68	2.99	0.12	0.22	0.34	0.53	1.87	0.09	0.35	2.20	11.21	11.1%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	4.85	5.57	4.70	4.87	6.35	2.94	3.88	7.63	2.53	4.65	5.46	53.44	52.9%
Other, Zone 3a	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.26	0.3%
Total Zone 3a	4.85	5.57	4.70	5.09	6.35	2.94	3.88	7.63	2.53	4.65	5.51	53.70	53.2%
Zone 3b													
Liscard Town Centre	0.05	0.49	0.05	1.37	1.51	0.00	0.00	0.05	0.05	0.00	0.00	3.56	3.5%
Wallasey Village	0.22	0.14	0.08	0.66	0.35	0.00	0.09	0.00	0.05	0.00	0.15	1.75	1.7%
New Brighton (Seabank Road)	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.5%
Other, Zone 3b	0.00	0.00	0.00	0.04	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.1%
Total Zone 3b	0.27	0.63	0.13	2.08	2.39	0.00	0.09	0.05	0.10	0.00	0.15	5.89	5.8%
Zone 4a													
Birkenhead Town Centre	0.49	0.40	0.80	0.38	0.13	0.91	2.27	0.70	0.60	0.40	0.46	7.55	7.5%
The Rock Retail Park	0.00	0.00	0.08	0.17	0.04	0.23	0.81	0.18	0.54	0.24	0.14	2.43	2.4%
Birkenhead (Grange Road West and Oxton Road)	0.00	0.00	0.00	0.04	0.04	0.31	0.05	0.09	0.09	0.34	0.00	0.96	1.0%
Other, Zone 4a	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.09	0.1%
Total Zone 4a	0.49	0.40	0.89	0.60	0.22	1.44	3.21	0.97	1.23	0.98	0.60	11.03	10.9%
Zone 4b													
Other, Zone 4b	0.05	0.00	0.05	0.00	0.00	0.04	0.39	0.47	0.13	0.15	0.09	1.37	1.4%
Total Zone 4b	0.05	0.00	0.05	0.00	0.00	0.04	0.39	0.47	0.13	0.15	0.09	1.37	1.4%
Zone 4c													
Other, Zone 4c	0.00	0.04	0.00	0.04	0.09	0.00	0.00	0.00	0.04	0.05	0.00	0.27	0.3%
Total Zone 4c	0.00	0.04	0.00	0.04	0.09	0.00	0.00	0.00	0.04	0.05	0.00	0.27	0.3%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	0.00	0.00	0.05	0.12	0.05	0.15	0.14	0.09	1.67	1.61	0.15	4.02	4.0%
Bromborough Village	0.00	0.09	0.05	0.04	0.00	0.11	0.30	0.13	1.73	1.20	0.20	3.84	3.8%
New Ferry Town Centre	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.18	0.15	0.00	0.38	0.4%
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.05	0.00	0.45	0.4%
Total Zone 5a	0.00	0.09	0.09	0.21	0.05	0.26	0.43	0.22	3.99	3.00	0.35	8.70	8.6%
Zone 5b													
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.10	0.1%
Total Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.10	0.1%
Zone 6													
Heswall Town Centre	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.36	1.41	1.4%
Other, 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	0.0%
Total Zone 6	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.36	1.41	1.4%
TOTAL FOR STUDY AREA	8.96	7.99	9.22	8.31	9.40	5.06	8.53	11.31	8.19	9.30	10.28	96.54	95.6%

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Spreadsheet 2.8f continued...

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Liverpool City Centre	0.00	0.27	0.05	0.17	0.23	0.08	0.14	0.04	0.09	0.05	0.05	1.16	1.1%
Other, Buffer 1	0.00	0.00	0.00	0.04	0.04	0.00	0.23	0.00	0.00	0.00	0.05	0.37	0.4%
Total Buffer 1	0.00	0.27	0.05	0.21	0.27	0.08	0.37	0.04	0.09	0.05	0.10	1.52	1.5%
Buffer 2													
B&Q, Station Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.74	0.25	0.00	1.03	1.0%
Cheshire Oaks Designer Outlet Centre	0.00	0.00	0.00	0.00	0.05	0.00	0.05	0.00	0.00	0.00	0.00	0.09	0.1%
Ellesmere Port Town Centre	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.21	0.05	0.05	0.40	0.4%
Other, Buffer 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.04	0.0%
Total Buffer 2	0.00	0.00	0.00	0.08	0.05	0.04	0.05	0.00	0.99	0.31	0.05	1.56	1.5%
Buffer 3													
Chester City Centre	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.05	0.29	0.3%
Other, Buffer 3	0.09	0.00	0.00	0.08	0.00	0.00	0.09	0.05	0.00	0.05	0.19	0.55	0.5%
Total Buffer 3	0.18	0.00	0.00	0.08	0.00	0.00	0.09	0.05	0.00	0.20	0.24	0.84	0.8%
TOTAL FOR BUFFER AREA	0.18	0.27	0.05	0.38	0.32	0.12	0.50	0.09	1.08	0.55	0.40	3.93	3.9%
Outside Buffer Area													
Other, Outside Buffer Area	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.04	0.14	0.05	0.27	0.3%
Internet	0.00	0.00	0.00	0.08	0.00	0.00	0.05	0.00	0.05	0.00	0.05	0.23	0.2%
Home Catalogue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05	0.0%
TV / Interactive shopping	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
TOTAL OUTSIDE BUFFER AREA	0.00	0.00	0.00	0.13	0.00	0.00	0.05	0.05	0.09	0.14	0.09	0.55	0.5%
OVERALL TOTAL	9.15	8.26	9.26	8.81	9.72	5.17	9.08	11.45	9.35	9.99	10.75	101.01	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on DIY and decorating goods in 2009 (Spreadsheet 2.7) by the market share (Spreadsheet 2.8e). The figures in the 'Total' column are the sum of the expenditure on DIY and decorating goods attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on DIY and decorating goods retained by each centre by the total expenditure on DIY and decorating goods in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 2.8g - Domestic Appliances: Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	5.42	0.00	2.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39
Hoylake Town Centre	1.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	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	7.02	0.00	2.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39
Zone 2a											
Moreton Town Centre	4.08	9.81	2.32	0.92	0.00	0.00	0.55	0.33	0.00	0.00	0.39
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.00
Total Zone 2a	4.08	9.81	2.32	0.92	0.00	0.00	0.55	0.78	0.00	0.00	0.39
Zone 2b											
Upton Village	0.00	0.00	2.59	0.40	0.40	1.96	0.55	0.78	0.00	0.00	0.39
Other, Zone 2b	0.89	0.63	0.95	0.00	0.00	0.00	0.96	1.99	0.00	0.00	0.78
Total Zone 2b	0.89	0.63	3.55	0.40	0.40	1.96	1.51	2.77	0.00	0.00	1.17
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	4.27	5.65	2.45	0.92	1.81	2.38	0.96	2.99	0.51	0.00	3.16
Other, Zone 3a	0.00	0.51	0.41	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	4.27	6.16	2.86	1.43	1.81	2.38	0.96	2.99	0.51	0.00	3.16
Zone 3b											
Liscard Town Centre	0.45	4.91	0.95	17.96	14.94	0.77	0.00	0.00	0.00	0.00	0.00
Wallasey Village	0.00	1.76	0.54	0.52	1.66	0.00	1.37	0.33	0.00	0.00	0.00
Other, Zone 3b	0.00	0.51	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3b	0.45	7.17	1.50	18.48	17.00	0.77	1.37	0.33	0.00	0.00	0.00
Zone 4a											
Birkenhead Town Centre	7.91	15.82	9.81	17.45	6.95	22.08	21.37	16.18	2.97	5.03	6.46
Birkenhead (Grange Road West and Oxton Road)	0.45	0.00	3.27	1.72	0.00	11.34	5.07	6.65	0.00	1.58	2.24
Other, Zone 4a	0.57	0.00	0.54	0.80	1.27	2.73	0.82	1.44	1.53	0.40	0.78
Total Zone 4a	8.93	15.82	13.62	19.96	8.21	36.14	27.26	24.28	4.50	7.01	9.47
Zone 4b											
Other, Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.96	1.11	0.42	0.00	0.00
Total Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.96	1.11	0.42	0.00	0.00
Zone 4c											
Tesco Extra, Bidston Link Road, Bidston	2.36	5.65	2.18	1.43	4.74	1.96	0.41	1.88	0.51	1.33	2.38
Other, Zone 4c	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 4c	2.36	5.65	2.18	1.43	4.74	1.96	0.41	1.88	0.51	1.33	2.38
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	24.19	29.77	27.80	23.86	31.42	29.50	37.80	38.58	61.39	47.66	36.73
Bromborough Village	2.49	1.13	5.72	5.49	1.34	0.00	3.29	0.00	3.71	7.03	4.08
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.37	0.00	2.27	0.93	0.00
Other, Zone 5a	1.47	0.00	0.54	0.00	0.40	0.77	0.41	0.33	2.87	2.53	0.39
Total Zone 5a	28.15	30.90	34.06	29.35	33.15	30.27	42.87	38.92	70.25	58.15	41.20
Zone 5b											
Other, Zone 5b	0.00	0.00	0.54	0.00	0.40	0.00	0.00	0.33	0.00	0.40	0.00
Total Zone 5b	0.00	0.00	0.54	0.00	0.40	0.00	0.00	0.33	0.00	0.40	0.00
Zone 6											
Heswall Town Centre	1.60	0.00	0.00	0.52	0.40	0.00	0.00	0.00	0.00	0.00	4.86
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	1.60	0.00	0.00	0.52	0.40	0.00	0.00	0.00	0.00	0.00	4.86
TOTAL FOR STUDY AREA	57.75	76.12	62.67	72.48	66.11	73.48	75.89	73.40	76.18	66.88	63.02

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Spreadsheet 2.8h - Domestic Appliances: Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	0.77	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	1.12	0.7%
Hoylake Town Centre	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.1%
Other, 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	0.0%
Total Zone 1	0.99	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	1.35	0.9%
Zone 2a													
Moreton Town Centre	0.58	1.24	0.33	0.12	0.00	0.00	0.08	0.06	0.00	0.00	0.06	2.48	1.6%
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08	0.1%
Total Zone 2a	0.58	1.24	0.33	0.12	0.00	0.00	0.08	0.14	0.00	0.00	0.06	2.56	1.6%
Zone 2b													
Upton Village	0.00	0.00	0.37	0.05	0.06	0.15	0.08	0.14	0.00	0.00	0.06	0.91	0.6%
Other, Zone 2b	0.13	0.08	0.14	0.00	0.00	0.00	0.13	0.35	0.00	0.00	0.13	0.96	0.6%
Total Zone 2b	0.13	0.08	0.50	0.05	0.06	0.15	0.21	0.49	0.00	0.00	0.19	1.87	1.2%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	0.61	0.72	0.35	0.12	0.27	0.19	0.13	0.53	0.07	0.00	0.52	3.51	2.3%
Other, Zone 3a	0.00	0.06	0.06	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.1%
Total Zone 3a	0.61	0.78	0.41	0.19	0.27	0.19	0.13	0.53	0.07	0.00	0.52	3.70	2.4%
Zone 3b													
Liscard Town Centre	0.06	0.62	0.14	2.43	2.24	0.06	0.00	0.00	0.00	0.00	0.00	5.55	3.6%
Wallasey Village	0.00	0.22	0.08	0.07	0.25	0.00	0.19	0.06	0.00	0.00	0.00	0.87	0.6%
Other, Zone 3b	0.00	0.06	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.1%
Total Zone 3b	0.06	0.91	0.21	2.50	2.55	0.06	0.19	0.06	0.00	0.00	0.00	6.55	4.2%
Zone 4a													
Birkenhead Town Centre	1.12	2.01	1.40	2.36	1.04	1.72	2.96	2.87	0.42	0.78	1.07	17.75	11.4%
Birkenhead (Grange Road West and Oxton Road)	0.06	0.00	0.47	0.23	0.00	0.88	0.70	1.18	0.00	0.25	0.37	4.14	2.7%
Other, Zone 4a	0.08	0.00	0.08	0.11	0.19	0.21	0.11	0.26	0.22	0.06	0.13	1.45	0.9%
Total Zone 4a	1.27	2.01	1.94	2.70	1.23	2.81	3.78	4.30	0.64	1.09	1.57	23.34	15.0%
Zone 4b													
Other, Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.20	0.06	0.00	0.00	0.39	0.3%
Total Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.20	0.06	0.00	0.00	0.39	0.3%
Zone 4c													
Tesco Extra, Bidston Link Road, Bidston	0.33	0.72	0.31	0.19	0.71	0.15	0.06	0.33	0.07	0.21	0.39	3.48	2.2%
Other, Zone 4c	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 4c	0.33	0.72	0.31	0.19	0.71	0.15	0.06	0.33	0.07	0.21	0.39	3.48	2.2%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	3.43	3.78	3.95	3.23	4.71	2.30	5.24	6.83	8.79	7.41	6.09	55.76	35.9%
Bromborough Village	0.35	0.14	0.81	0.74	0.20	0.00	0.46	0.00	0.53	1.09	0.68	5.01	3.2%
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.32	0.14	0.00	0.66	0.4%
Other, Zone 5a	0.21	0.00	0.08	0.00	0.06	0.06	0.06	0.06	0.41	0.39	0.06	1.39	0.9%
Total Zone 5a	3.99	3.92	4.84	3.97	4.98	2.36	5.95	6.89	10.05	9.04	6.83	62.81	40.4%
Zone 5b													
Other, Zone 5b	0.00	0.00	0.08	0.00	0.06	0.00	0.00	0.06	0.00	0.06	0.00	0.26	0.2%
Total Zone 5b	0.00	0.00	0.08	0.00	0.06	0.00	0.00	0.06	0.00	0.06	0.00	0.26	0.2%
Zone 6													
Heswall Town Centre	0.23	0.00	0.00	0.07	0.06	0.00	0.00	0.00	0.00	0.00	0.81	1.16	0.7%
Other, 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	0.0%
Total Zone 6	0.23	0.00	0.00	0.07	0.06	0.00	0.00	0.00	0.00	0.00	0.81	1.16	0.7%
TOTAL FOR STUDY AREA	8.18	9.86	8.91	9.81	9.92	5.72	10.52	13.00	10.90	10.40	10.45	107.47	69.2%

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	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Liverpool City Centre	1.97	0.72	2.03	0.94	2.38	0.70	0.86	1.79	0.86	2.02	2.90	17.15	11.0%
Other, Buffer 1	0.06	0.00	0.00	0.05	0.13	0.00	0.08	0.00	0.00	0.00	0.00	0.32	0.2%
Total Buffer 1	2.03	0.72	2.03	0.99	2.51	0.70	0.93	1.79	0.86	2.02	2.90	17.48	11.2%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	0.06	0.06	0.12	0.00	0.06	0.06	0.11	0.00	0.27	0.27	0.22	1.23	0.8%
Ellesmere Port Town Centre	0.00	0.14	0.08	0.16	0.00	0.00	0.00	0.00	0.52	0.06	0.31	1.27	0.8%
Other, Buffer 2	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.12	0.1%
Total Buffer 2	0.06	0.21	0.25	0.16	0.06	0.06	0.11	0.06	0.78	0.33	0.52	2.61	1.7%
Buffer 3													
Chester City Centre	0.42	0.14	0.06	0.07	0.07	0.05	0.00	0.00	0.12	0.33	0.50	1.75	1.1%
Other, Buffer 3	0.16	0.00	0.08	0.12	0.00	0.00	0.15	0.16	0.00	0.00	0.37	1.04	0.7%
Total Buffer 3	0.58	0.14	0.14	0.19	0.07	0.05	0.15	0.16	0.12	0.33	0.87	2.80	1.8%
TOTAL FOR BUFFER AREA	2.68	1.07	2.42	1.35	2.64	0.80	1.20	2.00	1.76	2.68	4.30	22.89	14.7%
Outside Buffer Area													
Other, Outside Buffer Area	0.14	0.21	0.06	0.07	0.06	0.06	0.08	0.00	0.06	0.25	0.24	1.22	0.8%
Internet	2.60	1.04	2.42	1.12	1.93	0.62	1.50	1.90	1.24	1.67	1.22	17.28	11.1%
Home Catalogue	0.56	0.72	0.41	1.12	0.27	0.58	0.57	0.80	0.28	0.56	0.31	6.16	4.0%
TV / Interactive shopping	0.00	0.00	0.00	0.07	0.18	0.00	0.00	0.00	0.07	0.00	0.06	0.39	0.2%
TOTAL OUTSIDE BUFFER AREA	3.31	1.96	2.89	2.38	2.44	1.26	2.15	2.71	1.65	2.47	1.84	25.05	16.1%
OVERALL TOTAL	14.17	12.69	14.22	13.54	15.01	7.78	13.87	17.71	14.31	15.54	16.58	155.42	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on domestic appliances in 2009 (Spreadsheet 2.7) by the market share (Spreadsheet 2.8h). The figures in the 'Total' column are the sum of the expenditure on domestic appliances attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on domestic appliances retained by each centre by the total expenditure on domestic appliances in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 2.8i - 'Other Goods': Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	16.73	6.11	5.04	0.00	0.57	0.00	0.00	0.55	0.00	0.76	0.00
Hoylake Town Centre	4.67	0.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.68	0.69	0.00	0.00	0.00	0.00	0.00	0.00	1.36	0.00	0.65
Total Zone 1	22.09	7.50	5.04	0.00	0.57	0.00	0.00	0.55	1.36	0.76	0.65
Zone 2a											
Moreton Town Centre	0.63	7.36	0.65	0.00	0.00	0.00	1.38	0.00	0.00	0.00	0.00
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00
Total Zone 2a	0.63	7.36	0.65	0.00	0.00	0.00	2.16	0.00	0.00	0.00	0.00
Zone 2b											
Upton Village	0.00	0.00	2.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 2b	0.00	1.67	3.49	0.00	0.00	1.98	0.60	1.30	0.00	0.00	0.00
Total Zone 2b	0.00	1.67	6.34	0.00	0.00	1.98	0.60	1.30	0.00	0.00	0.00
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	1.93	0.00	1.03	0.75	0.00	0.85	1.38	1.30	0.00	0.00	1.30
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	1.93	0.00	1.03	0.75	0.00	0.85	1.38	1.30	0.00	0.00	1.30
Zone 3b											
Liscard Town Centre	1.93	8.33	0.52	29.05	25.13	2.83	0.00	0.75	0.00	0.61	0.65
Wallasey Village	0.00	1.53	0.00	0.60	0.77	0.00	0.00	0.00	0.61	0.00	0.00
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3b	1.93	9.86	0.52	29.65	25.90	2.83	0.00	0.75	0.61	0.61	0.65
Zone 4a											
Birkenhead Town Centre	20.96	30.28	24.19	34.28	15.36	42.49	41.75	34.12	27.12	25.83	16.79
Birkenhead (Grange Road West and Oxton Road)	1.31	2.22	4.01	0.00	1.92	11.06	5.53	5.54	1.36	5.32	1.53
Other, Zone 4a	0.63	0.00	0.65	0.00	0.57	2.83	1.38	2.04	0.00	0.76	0.00
Total Zone 4a	22.89	32.50	28.85	34.28	17.85	56.38	48.67	41.69	28.48	31.91	18.32
Zone 4b											
Other, Zone 4b	0.00	0.00	1.16	0.00	0.00	0.85	1.99	0.55	0.75	4.10	0.00
Total Zone 4b	0.00	0.00	1.16	0.00	0.00	0.85	1.99	0.55	0.75	4.10	0.00
Zone 4c											
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 4c	0.00	0.00	1.16	1.94	2.69	0.00	0.60	0.00	0.00	0.61	0.65
Total Zone 4c	0.00	0.00	1.16	1.94	2.69	0.00	0.60	0.00	0.00	0.61	0.65
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	5.24	2.36	10.22	3.28	5.76	2.27	15.29	9.27	22.51	8.06	11.76
Bromborough Village	0.00	0.00	1.16	0.75	0.00	0.00	0.00	0.55	3.19	4.56	0.00
New Ferry Town Centre	0.00	0.00	0.00	0.00	1.34	0.00	0.00	0.00	0.00	1.52	0.00
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.61	0.00	0.00
Total Zone 5a	5.24	2.36	11.38	4.02	7.10	2.27	15.29	9.82	26.30	14.14	11.76
Zone 5b											
Other, Zone 5b	0.00	0.00	2.33	0.00	0.00	1.98	0.60	0.55	2.10	2.59	1.53
Total Zone 5b	0.00	0.00	2.33	0.00	0.00	1.98	0.60	0.55	2.10	2.59	1.53
Zone 6											
Heswall Town Centre	0.63	0.00	0.00	0.00	0.00	0.00	0.00	1.85	0.00	1.22	15.04
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	0.63	0.00	0.00	0.00	0.00	0.00	0.00	1.85	0.00	1.22	15.04
TOTAL FOR STUDY AREA	55.34	61.25	58.47	70.84	54.11	67.14	71.30	58.34	59.59	55.93	49.89

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Spreadsheet 2.8j - 'Other Goods': Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	5.10	1.65	1.54	0.00	0.18	0.00	0.00	0.21	0.00	0.25	0.00	8.94	2.7%
Hoylake Town Centre	1.43	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.61	0.5%
Other, Zone 1	0.21	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.23	1.04	0.3%
Total Zone 1	6.74	2.03	1.54	0.00	0.18	0.00	0.00	0.21	0.42	0.25	0.23	11.60	3.5%
Zone 2a													
Moreton Town Centre	0.19	1.99	0.20	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	2.79	0.8%
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.23	0.1%
Total Zone 2a	0.19	1.99	0.20	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	3.02	0.9%
Zone 2b													
Upton Village	0.00	0.00	0.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.3%
Other, Zone 2b	0.00	0.45	1.07	0.00	0.00	0.33	0.18	0.49	0.00	0.00	0.00	2.51	0.8%
Total Zone 2b	0.00	0.45	1.94	0.00	0.00	0.33	0.18	0.49	0.00	0.00	0.00	3.38	1.0%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	0.59	0.00	0.31	0.21	0.00	0.14	0.41	0.49	0.00	0.00	0.46	2.62	0.8%
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 3a	0.59	0.00	0.31	0.21	0.00	0.14	0.41	0.49	0.00	0.00	0.46	2.62	0.8%
Zone 3b													
Liscard Town Centre	0.59	2.26	0.16	8.34	8.09	0.46	0.00	0.28	0.00	0.20	0.23	20.61	6.2%
Wallasey Village	0.00	0.41	0.00	0.17	0.25	0.00	0.00	0.00	0.19	0.00	0.00	1.02	0.3%
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 3b	0.59	2.67	0.16	8.51	8.34	0.46	0.00	0.28	0.19	0.20	0.23	21.63	6.5%
Zone 4a													
Birkenhead Town Centre	6.39	8.19	7.39	9.84	4.94	6.97	12.31	12.90	8.32	8.60	6.00	91.87	27.6%
Birkenhead (Grange Road West and Oxton Road)	0.40	0.60	1.22	0.00	0.62	1.81	1.63	2.09	0.42	1.77	0.55	11.12	3.3%
Other, Zone 4a	0.19	0.00	0.20	0.00	0.18	0.46	0.41	0.77	0.00	0.25	0.00	2.47	0.7%
Total Zone 4a	6.98	8.79	8.81	9.84	5.75	9.25	14.35	15.77	8.73	10.63	6.55	105.45	31.7%
Zone 4b													
Other, Zone 4b	0.00	0.00	0.36	0.00	0.00	0.14	0.59	0.21	0.23	1.37	0.00	2.88	0.9%
Total Zone 4b	0.00	0.00	0.36	0.00	0.00	0.14	0.59	0.21	0.23	1.37	0.00	2.88	0.9%
Zone 4c													
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Other, Zone 4c	0.00	0.00	0.36	0.56	0.87	0.00	0.18	0.00	0.00	0.20	0.23	2.39	0.7%
Total Zone 4c	0.00	0.00	0.36	0.56	0.87	0.00	0.18	0.00	0.00	0.20	0.23	2.39	0.7%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	1.60	0.64	3.12	0.94	1.85	0.37	4.51	3.50	6.90	2.68	4.20	30.32	9.1%
Bromborough Village	0.00	0.00	0.36	0.21	0.00	0.00	0.00	0.21	0.98	1.52	0.00	3.27	1.0%
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.50	0.00	0.94	0.3%
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.19	0.1%
Total Zone 5a	1.60	0.64	3.47	1.16	2.29	0.37	4.51	3.71	8.07	4.71	4.20	34.72	10.4%
Zone 5b													
Other, Zone 5b	0.00	0.00	0.71	0.00	0.00	0.33	0.18	0.21	0.64	0.86	0.55	3.47	1.0%
Total Zone 5b	0.00	0.00	0.71	0.00	0.00	0.33	0.18	0.21	0.64	0.86	0.55	3.47	1.0%
Zone 6													
Heswall Town Centre	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.41	5.38	6.67	2.0%
Other, 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	0.0%
Total Zone 6	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.41	5.38	6.67	2.0%
TOTAL FOR STUDY AREA	16.88	16.58	17.85	20.28	17.42	11.01	21.03	22.06	18.27	18.63	17.84	197.84	59.5%

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	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Liverpool City Centre	5.00	3.95	3.16	3.72	5.94	2.60	2.22	8.20	1.52	5.06	2.88	44.24	13.3%
Other, Buffer 1	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.19	0.1%
Total Buffer 1	5.00	3.95	3.16	3.72	5.94	2.79	2.22	8.20	1.52	5.06	2.88	44.43	13.4%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	0.80	0.19	0.71	0.21	0.18	0.00	0.23	0.00	0.64	0.91	1.87	5.75	1.7%
Ellesmere Port Town Centre	0.00	0.41	1.42	0.17	0.00	0.00	0.28	0.42	0.66	0.00	0.00	3.36	1.0%
Other, Buffer 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.19	0.1%
Total Buffer 2	0.80	0.60	2.13	0.39	0.18	0.00	0.23	0.28	1.25	1.57	1.87	9.30	2.8%
Buffer 3													
Chester City Centre	2.02	0.98	1.94	0.21	0.99	0.00	0.69	0.98	2.91	2.07	7.48	20.27	6.1%
Other, Buffer 3	0.00	0.00	0.00	0.00	0.18	0.00	0.18	0.21	0.00	0.20	0.00	0.77	0.2%
Total Buffer 3	2.02	0.98	1.94	0.21	1.17	0.00	0.87	1.19	2.91	2.28	7.48	21.04	6.3%
TOTAL FOR BUFFER AREA	7.82	5.53	7.23	4.32	7.29	2.79	3.32	9.67	5.68	8.90	12.23	74.77	22.5%
Outside Buffer Area													
Other, Outside Buffer Area	1.03	0.86	0.75	0.34	0.18	0.00	1.35	0.98	0.19	0.66	1.09	7.44	2.2%
Internet	4.38	2.26	3.79	2.44	5.81	2.04	2.57	4.62	4.07	4.20	3.28	39.46	11.9%
Home Catalogue	0.00	0.86	0.16	1.11	1.30	0.14	1.22	0.00	0.83	0.25	0.00	5.88	1.8%
TV / Interactive shopping	0.40	0.98	0.75	0.21	0.18	0.42	0.00	0.49	1.62	0.66	1.32	7.04	2.1%
TOTAL OUTSIDE BUFFER AREA	5.80	4.96	5.45	4.11	7.48	2.60	5.15	6.09	6.71	5.77	5.69	59.81	18.0%
OVERALL TOTAL	30.50	27.06	30.53	28.71	32.18	16.40	29.49	37.82	30.67	33.30	35.76	332.43	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on 'other goods' in 2009 (Spreadsheet 2.7) by the market share (Spreadsheet 2.8i). The figures in the 'Total' column are the sum of the expenditure on 'other goods' attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on 'other goods' retained by each centre by the total expenditure in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 2.9a - Summary of Capacity for Comparison Goods: Scenario 2A (Low Floorspace Efficiency Growth, Moderate Decrease in Retention Rate from 64.7% to 60%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	976.6	1,012.1	1,069.3	1,109.7	1,482.1	1,832.6	35.6	57.2	40.4	372.4	350.5	92.7	133.1	505.5	856.0	
B. Current retention level of centres within the study area (%)	64.7%	64.2%	63.3%	62.8%	61.4%	60.0%										
C. Retained expenditure (£m) (=A*B)	632.1	649.5	677.3	696.7	909.9	1,099.5	17.4	27.8	19.4	213.2	189.7	45.2	64.6	277.8	467.4	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	632.1	636.4	642.9	647.3	683.7	711.4										
E. Improvement in sales densities of centres and stores (£m)							4.3	6.5	4.4	36.4	27.8	10.8	15.2	51.6	79.3	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		18.2	48.0	53.6	105.4	154.1	18.2	29.8	5.6	51.8	48.7	48.0	53.6	105.4	154.1	
Commitments ⁽⁴⁾																
3 retail warehouses, Croft Retail Park, Bromborough		8.8	8.9	8.9	9.4	9.8										
Morrisons superstore, Kings Parade, New Brighton		6.3	6.3	6.4	6.7	7.0										
Asda superstore, Cloughton Road, Oliver Street, Birkenhead		11.7	11.8	11.9	12.6	13.1										
9 mixed use units, fmr. KwikSave, Telegraph Road, Heswall		0.9	0.9	0.9	1.0	1.0										
Mezzanine, Croft Retail Park, Bromborough		1.8	1.9	1.9	2.0	2.1										
4 retail units, fmr. KwikSave Shopping Centre, Stanley Road, Birkenhead		1.9	1.9	1.9	2.0	2.1										
Mixed use development, adj. gas holders, Hind Street, Birkenhead		17.1	17.3	17.4	18.4	19.1										
Mezzanine, Adsa, Welton Road, Bromborough		6.0	6.1	6.1	6.5	6.8										
Retail unit, Croft Retail Park, Bromborough		1.8	1.8	1.8	1.9	2.0										
Aldi foodstore plus 1 retail unit, Bridge Road, West Kirby		2.1	2.1	2.1	2.2	2.3										
7 mixed use units, Church Road, Tranmere		0.3	0.3	0.3	0.3	0.3										
G. Turnover from commitments (£m)	0.0	58.7	59.3	59.7	63.1	65.7	58.7	0.6	0.4	3.4	2.6	59.3	59.7	63.1	65.7	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-63.9	-73.0	-64.0	57.7	168.3	-63.9	-9.1	9.0	121.7	110.6	-73.0	-64.0	57.7	168.3	
Comparison assessment ⁽⁶⁾																
I. Assumed sales density (£/sq.m)	5,000	5,034	5,085	5,120	5,408	5,627										
J. Floorspace requirement (net sq.m) (=H/I)	0	-12,687	-14,355	-12,498	10,668	29,910	-12,687	-1,668	1,857	23,166	19,242	-14,355	-12,498	10,668	29,910	
K. Floorspace requirement (gross sq.m)	0	-18,125	-20,507	-17,854	15,240	42,729	-18,125	-2,382	2,653	33,094	27,489	-20,507	-17,854	15,240	42,729	

- NOTES:**
- (1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share decreases for each of the forecast years.
- (2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.34% per annum between 2009 and 2016, 1.1% per annum between 2016 and 2021, and 0.8% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).
- (3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 2.4.
- (4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.34% per annum between 2009 and 2016, 1.1% per annum between 2016 and 2021, and 0.8% per annum between 2021 and 2026 to account for sales density growth.
- (5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres/stores' turnover, growth in SFT and commitments.
- (6) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £5,000/sq.m in 2009, which is forecast to increase at a rate of 0.34% per annum between 2008 and 2016, 1.1% per annum between 2016 and 2021, and 0.8% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 2.9b - Summary of Capacity for Comparison Goods: Scenario 2B (Low Floorspace Efficiency Growth, Static Retention Rate: 64.7%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	976.6	1,012.1	1,069.3	1,109.7	1,482.1	1,832.6	35.6	57.2	40.4	372.4	350.5	92.7	133.1	505.5	856.0	
B. Current retention level of centres within the study area (%)	64.7%	64.7%	64.7%	64.7%	64.7%	64.7%										
C. Retained expenditure (£m) (=A*B)	632.1	655.1	692.1	718.3	959.3	1,186.2	23.0	37.0	26.1	241.1	226.8	60.0	86.2	327.2	554.1	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	632.1	636.4	642.9	647.3	683.7	711.4										
E. Improvement in sales densities of centres and stores (£m)							4.3	6.5	4.4	36.4	27.8	10.8	15.2	51.6	79.3	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		18.2	48.0	53.6	105.4	154.1	18.2	29.8	5.6	51.8	48.7	48.0	53.6	105.4	154.1	
Commitments ⁽⁴⁾																
3 retail warehouses, Croft Retail Park, Bromborough		8.8	8.9	8.9	9.4	9.8										
Morrisons superstore, Kings Parade, New Brighton		6.3	6.3	6.4	6.7	7.0										
Asda superstore, Claughton Road, Oliver Street, Birkenhead		11.7	11.8	11.9	12.6	13.1										
9 mixed use units, fmr. KwikSave, Telegraph Road, Heswall		0.9	0.9	0.9	1.0	1.0										
Mezzanine, Croft Retail Park, Bromborough		1.8	1.9	1.9	2.0	2.1										
4 retail units, fmr. KwikSave Shopping Centre, Stanley Road, Birkenhead		1.9	1.9	1.9	2.0	2.1										
Mixed use development, adj. gas holders, Hind Street, Birkenhead		17.1	17.3	17.4	18.4	19.1										
Mezzanine, Adsa, Welton Road, Bromborough		6.0	6.1	6.1	6.5	6.8										
Retail unit, Croft Retail Park, Bromborough		1.8	1.8	1.8	1.9	2.0										
Aldi foodstore plus 1 retail unit, Bridge Road, West Kirby		2.1	2.1	2.1	2.2	2.3										
7 mixed use units, Church Road, Tranmere		0.3	0.3	0.3	0.3	0.3										
G. Turnover from commitments (£m)	0.0	58.7	59.3	59.7	63.1	65.7	58.7	0.6	0.4	3.4	2.6	59.3	59.7	63.1	65.7	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-58.2	-58.1	-42.4	107.2	255.0	-58.2	0.1	15.7	149.5	147.8	-58.1	-42.4	107.2	255.0	
Comparison assessment ⁽⁶⁾																
Assumed sales density (£/sq.m)	5,000	5,034	5,085	5,120	5,408	5,627										
J. Floorspace requirement (net sq.m) (=H/I)	0	-11,569	-11,431	-8,278	19,816	45,309	-11,569	138	3,153	28,094	25,493	-11,431	-8,278	19,816	45,309	
J. Floorspace requirement (gross sq.m)	0	-16,527	-16,330	-11,826	28,308	64,726	-16,527	197	4,504	40,134	36,419	-16,330	-11,826	28,308	64,726	

NOTES:

(1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share remains constant for each of the forecast years.

(2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.34% per annum between 2009 and 2016, 1.1% per annum between 2016 and 2021, and 0.8% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 2.4.

(4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.34% per annum between 2009 and 2016, 1.1% per annum between 2016 and 2021, and 0.8% per annum between 2021 and 2026 to account for sales density growth

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres/stores' turnover, growth in SFT and commitments.

(6) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £5,000/sq.m in 2009, which is forecast to increase at a rate of 0.34% per annum between 2008 and 2016, 1.1% per annum between 2016 and 2021, and 0.8% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 2.9c - Summary of Capacity for Comparison Goods: Scenario 2C (Low Floorspace Efficiency Growth, Moderate Increase in Retention Rate from 64.7% to 70%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	976.6	1,012.1	1,069.3	1,109.7	1,482.1	1,832.6	35.6	57.2	40.4	372.4	350.5	92.7	133.1	505.5	856.0	
B. Current retention level of centres within the study area (%)	64.7%	65.3%	66.3%	66.9%	68.4%	70.0%										
C. Retained expenditure (£m) (=A*B)	632.1	661.4	708.7	742.4	1,014.5	1,282.8	29.3	47.3	33.6	272.1	268.3	76.6	110.3	382.4	650.7	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	632.1	636.4	642.9	647.3	683.7	711.4										
E. Improvement in sales densities of centres and stores (£m)							4.3	6.5	4.4	36.4	27.8	10.8	15.2	51.6	79.3	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		18.2	48.0	53.6	105.4	154.1	18.2	29.8	5.6	51.8	48.7	48.0	53.6	105.4	154.1	
Commitments ⁽⁴⁾																
3 retail warehouses, Croft Retail Park, Bromborough		8.8	8.9	8.9	9.4	9.8										
Morrisons superstore, Kings Parade, New Brighton		6.3	6.3	6.4	6.7	7.0										
Asda superstore, Cloughton Road, Oliver Street, Birkenhead		11.7	11.8	11.9	12.6	13.1										
9 mixed use units, fmr. KwikSave, Telegraph Road, Heswall		0.9	0.9	0.9	1.0	1.0										
Mezzanine, Croft Retail Park, Bromborough		1.8	1.9	1.9	2.0	2.1										
4 retail units, fmr. KwikSave Shopping Centre, Stanley Road, Birkenhead		1.9	1.9	1.9	2.0	2.1										
Mixed use development, adj. gas holders, Hind Street, Birkenhead		17.1	17.3	17.4	18.4	19.1										
Mezzanine, Adsa, Welton Road, Bromborough		6.0	6.1	6.1	6.5	6.8										
Retail unit, Croft Retail Park, Bromborough		1.8	1.8	1.8	1.9	2.0										
Aldi foodstore plus 1 retail unit, Bridge Road, West Kirby		2.1	2.1	2.1	2.2	2.3										
7 mixed use units, Church Road, Tranmere		0.3	0.3	0.3	0.3	0.3										
G. Turnover from commitments (£m)	0.0	58.7	59.3	59.7	63.1	65.7	58.7	0.6	0.4	3.4	2.6	59.3	59.7	63.1	65.7	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-52.0	-41.6	-18.3	162.3	351.6	-52.0	10.4	23.3	180.6	189.3	-41.6	-18.3	162.3	351.6	
Comparison assessment ⁽⁶⁾																
Assumed sales density (£/sq.m)	5,000	5,034	5,085	5,120	5,408	5,627										
J. Floorspace requirement (net sq.m) (=H/I)	0	-10,322	-8,171	-3,574	30,013	62,475	-10,322	2,151	4,597	33,587	32,461	-8,171	-3,574	30,013	62,475	
J. Floorspace requirement (gross sq.m)	0	-14,746	-11,672	-5,105	42,876	89,250	-14,746	3,073	6,567	47,981	46,373	-11,672	-5,105	42,876	89,250	

- NOTES:**
- (1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share moderately increases for each of the forecast years.
- (2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.34% per annum between 2009 and 2016, 1.1% per annum between 2016 and 2021, and 0.8% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).
- (3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 2.4.
- (4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.34% per annum between 2009 and 2016, 1.1% per annum between 2016 and 2021, and 0.8% per annum between 2021 and 2026 to account for sales density growth.
- (5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres/stores' turnover, growth in SFT and commitments.
- (6) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £5,000/sq.m in 2009, which is forecast to increase at a rate of 0.34% per annum between 2008 and 2016, 1.1% per annum between 2016 and 2021, and 0.8% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 2.9d - Summary of Capacity for Comparison Goods: Scenario 2D (Low Floorspace Efficiency Growth, Significant Increase in Retention Rate from 64.7% to 75%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	976.6	1,012.1	1,069.3	1,109.7	1,482.1	1,832.6	35.6	57.2	40.4	372.4	350.5	92.7	133.1	505.5	856.0	
B. Current retention level of centres within the study area (%)	64.7%	65.9%	67.7%	69.0%	72.0%	75.0%										
C. Retained expenditure (£m) (=A*B)	632.1	667.4	724.5	765.2	1,066.8	1,374.4	35.3	57.1	40.8	301.6	307.6	92.3	133.1	434.7	742.3	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	632.1	636.4	642.9	647.3	683.7	711.4										
E. Improvement in sales densities of centres and stores (£m)							4.3	6.5	4.4	36.4	27.8	10.8	15.2	51.6	79.3	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		18.2	48.0	53.6	105.4	154.1	18.2	29.8	5.6	51.8	48.7	48.0	53.6	105.4	154.1	
Commitments ⁽⁴⁾																
3 retail warehouses, Croft Retail Park, Bromborough		8.8	8.9	8.9	9.4	9.8										
Morrisons superstore, Kings Parade, New Brighton		6.3	6.3	6.4	6.7	7.0										
Asda superstore, Claughton Road, Oliver Street, Birkenhead		11.7	11.8	11.9	12.6	13.1										
9 mixed use units, fmr. KwikSave, Telegraph Road, Heswall		0.9	0.9	0.9	1.0	1.0										
Mezzanine, Croft Retail Park, Bromborough		1.8	1.9	1.9	2.0	2.1										
4 retail units, fmr. KwikSave Shopping Centre, Stanley Road, Birkenhead		1.9	1.9	1.9	2.0	2.1										
Mixed use development, adj. gas holders, Hind Street, Birkenhead		17.1	17.3	17.4	18.4	19.1										
Mezzanine, Adsa, Welton Road, Bromborough		6.0	6.1	6.1	6.5	6.8										
Retail unit, Croft Retail Park, Bromborough		1.8	1.8	1.8	1.9	2.0										
Aldi foodstore plus 1 retail unit, Bridge Road, West Kirby		2.1	2.1	2.1	2.2	2.3										
7 mixed use units, Church Road, Tranmere		0.3	0.3	0.3	0.3	0.3										
G. Turnover from commitments (£m)	0.0	58.7	59.3	59.7	63.1	65.7	58.7	0.6	0.4	3.4	2.6	59.3	59.7	63.1	65.7	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-46.0	-25.8	4.5	214.6	443.2	-46.0	20.2	30.4	210.1	228.6	-25.8	4.5	214.6	443.2	
Comparison assessment ⁽⁶⁾																
Assumed sales density (£/sq.m)	5,000	5,034	5,085	5,120	5,408	5,627										
J. Floorspace requirement (net sq.m) (=H/I)	0	-9,139	-5,079	889	39,686	78,757	-9,139	4,061	5,967	38,798	39,071	-5,079	889	39,686	78,757	
J. Floorspace requirement (gross sq.m)	0	-13,056	-7,255	1,269	56,695	112,510	-13,056	5,801	8,524	55,425	55,815	-7,255	1,269	56,695	112,510	

- NOTES:**
- (1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share significantly increases for each of the forecast years.
- (2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.34% per annum between 2009 and 2016, 1.1% per annum between 2016 and 2021, and 0.8% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).
- (3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 2.4.
- (4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.34% per annum between 2009 and 2016, 1.1% per annum between 2016 and 2021, and 0.8% per annum between 2021 and 2026 to account for sales density growth.
- (5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres/stores' turnover, growth in SFT and commitments.
- (6) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £5,000/sq.m in 2009, which is forecast to increase at a rate of 0.34% per annum between 2008 and 2016, 1.1% per annum between 2016 and 2021, and 0.8% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 3.1 - Definition of Zones

Zone	Postcode	Local Authority
Zone 1	CH47	Wirral
	CH48	Wirral
Zone 2a	CH46	Wirral
Zone 2b	CH49	Wirral
Zone 3a	CH44	Wirral
Zone 3b	CH45	Wirral
Zone 4a	CH41	Wirral
Zone 4b	CH42	Wirral
Zone 4c	CH43	Wirral
Zone 5a	CH62	Wirral
Zone 5b	CH63	Wirral
Zone 6	CH60	Wirral
	CH61	Wirral

Spreadsheet 3.2 - Population Projections (ONS with Wirral Waters)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	All Zones Total
Population 2006	25,784	26,003	28,244	29,942	28,964	18,647	30,750	35,164	28,049	29,178	30,491	311,216
Population 2009	25,751	25,970	28,208	29,904	28,927	18,623	30,710	35,119	28,013	29,140	30,452	310,816
Population 2011	25,746	25,965	28,203	30,257	28,922	18,620	30,705	35,113	28,008	29,135	30,447	311,121
Population 2014	25,722	25,940	28,176	31,672	28,894	20,453	30,676	35,079	27,981	29,107	30,417	314,117
Population 2016	25,703	25,922	28,156	32,462	28,873	22,407	30,654	35,054	27,961	29,087	30,396	316,674
Population 2021	25,693	25,912	28,145	34,375	28,862	26,475	30,642	35,041	27,951	29,076	30,384	322,555
Population 2026	25,688	25,906	28,138	36,043	28,856	29,507	30,635	35,032	27,944	29,069	30,377	327,194
Change in population 2009 - 2011												
Numeric change	-4	-4	-5	354	-5	-3	-5	-6	-5	-5	-5	305
Percentage change	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Change in population 2011 - 2014												
Numeric change	-25	-25	-27	1,415	-28	1,833	-30	-34	-27	-28	-29	2,996
Percentage change	-0.1%	-0.1%	-0.1%	4.7%	-0.1%	9.8%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	1.0%
Change in population 2014 - 2016												
Numeric change	-18	-19	-20	790	-21	1,954	-22	-25	-20	-21	-22	2,557
Percentage change	-0.1%	-0.1%	-0.1%	2.5%	-0.1%	9.6%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	0.8%
Change in population 2016 - 2021												
Numeric change	-10	-10	-11	1,913	-11	4,068	-12	-13	-11	-11	-12	5,881
Percentage change	0.0%	0.0%	0.0%	5.9%	0.0%	18.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Change in population 2021 - 2026												
Numeric change	-6	-6	-7	1,667	-7	3,032	-7	-8	-6	-7	-7	4,639
Percentage change	0.0%	0.0%	0.0%	4.9%	0.0%	11.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Change in population 2009 - 2026												
Numeric change	-63	-64	-69	6,139	-71	10,884	-76	-86	-69	-72	-75	16,378
Percentage change	-0.2%	-0.2%	-0.2%	20.5%	-0.2%	58.4%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	5.3%

NOTES:

(1) Population data were sourced from MapInfo and Oxford Economics (mid-year 2006). The population in each zone was projected forward to the base and forecast years using population multipliers derived from ONS 2006-based Sub-National Population Projections (published 12 June 2008) and we have factored in the additional population growth likely to occur if the Wirral Waters scheme is implemented.

Spreadsheet 3.3 - Comparison Goods Expenditure (per capita)

Year	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	£	£	£	£	£	£	£	£	£	£	£
2006	3,090	2,737	2,824	2,538	2,912	2,344	2,534	2,832	2,859	2,989	3,054
2009	3,462	3,067	3,164	2,844	3,263	2,626	2,839	3,173	3,203	3,349	3,422
2011	3,588	3,178	3,279	2,947	3,382	2,722	2,943	3,289	3,320	3,471	3,547
2014	3,786	3,354	3,460	3,110	3,568	2,872	3,105	3,470	3,503	3,662	3,742
2016	3,924	3,476	3,586	3,223	3,698	2,977	3,218	3,596	3,631	3,796	3,878
2021	5,214	4,619	4,765	4,283	4,914	3,955	4,276	4,779	4,825	5,044	5,154
2026	6,421	5,687	5,868	5,274	6,051	4,871	5,265	5,885	5,941	6,211	6,346

NOTES:

(1) Expenditure data derived from Mapinfo 2006 per capita annual comparison goods expenditure estimates, which we have obtained through our in-house GIS system.
(2) The 2006 MapInfo expenditure data have been projected forward to the base year and forecast years using forecast growth rates of: 4.91% from 2006 to 2008 (Oxford Economics Retail Briefings Update Revised March 2009); 1.805% from 2008 to 2016 (Midpoint of MapInfo forecast from Retail Spending Outlook Revised Version March 2009 and Experian Retail Planner Briefing Note 6.1 February 2009 Changes, Table 3); 5.85% from 2016 to 2021 (Midpoint of medium term past trend from MapInfo Brief 08/02, Table 3 and medium term past trend from Experian Retail Planner Briefing Note 6.1, Table 3.2); 4.25% from 2021 to 2026 (Midpoint of ultra long term past trend from MapInfo Brief 08/02, Table 3 and ultra long term past trend from Experian Retail Planner Briefing Note 6.1, Table 3.2).

All monetary values are held constant at 2006 prices.

Spreadsheet 3.4 - Total Comparison Goods Expenditure and Expenditure Growth (ONS with Wirral Waters)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	All Zones Total
Year	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Total expenditure 2009	89.16	79.64	89.26	85.04	94.38	48.91	87.20	111.44	89.74	97.59	104.20	976.56
Inclusive of spending on SFT in 2009 of average of 10.3%	9.56	8.04	9.87	8.63	12.39	5.20	8.05	11.18	10.53	9.09	8.07	100.60
Total expenditure 2011	92.39	82.53	92.49	89.18	97.80	50.68	90.36	115.48	92.99	101.13	107.98	1013.01
Inclusive of spending on SFT in 2011 of average of 11.74%	11.30	9.50	11.67	10.20	14.64	6.15	9.51	13.21	12.45	10.75	9.54	118.94
Total expenditure 2014	97.39	87.00	97.50	98.50	103.10	58.74	95.25	121.73	98.02	106.61	113.82	1077.64
Inclusive of spending on SFT in 2014 of 13.9%	13.54	12.09	13.55	13.69	14.33	8.17	13.24	16.92	13.63	14.82	15.82	149.79
Total expenditure 2016	100.86	90.10	100.98	104.63	106.78	66.70	98.65	126.07	101.52	110.41	117.89	1124.58
Inclusive of spending on SFT in 2016 of 13.9%	14.02	12.52	14.04	14.54	14.84	9.27	13.71	17.52	14.11	15.35	16.39	156.32
Total expenditure 2021	133.97	119.68	134.12	147.22	141.83	104.72	131.03	167.46	134.85	146.65	156.59	1518.12
Inclusive of spending on SFT in 2021 of 13.9%	18.62	16.64	18.64	20.46	19.71	14.56	18.21	23.28	18.74	20.38	21.77	211.02
Total expenditure 2026	164.93	147.33	165.11	190.08	174.60	143.72	161.30	206.15	166.01	180.54	192.77	1892.53
Inclusive of spending on SFT in 2026 of 13.9%	22.93	20.48	22.95	26.42	24.27	19.98	22.42	28.65	23.07	25.10	26.79	263.06
Growth in total expenditure 2009 - 2011	3.23	2.89	3.24	4.14	3.42	1.77	3.16	4.04	3.25	3.54	3.78	36.45
Growth in total expenditure 2011 - 2014	5.00	4.47	5.01	9.32	5.29	8.06	4.89	6.25	5.03	5.47	5.84	64.63
Growth in total expenditure 2014 - 2016	3.48	3.10	3.48	6.13	3.68	7.96	3.40	4.34	3.50	3.80	4.06	46.94
Growth in total expenditure 2016 - 2021	33.11	29.58	33.15	42.59	35.05	38.02	32.38	41.39	33.33	36.24	38.70	393.54
Growth in total expenditure 2021 - 2026	30.96	27.65	30.99	42.85	32.77	39.00	30.28	38.69	31.16	33.89	36.18	374.41
Growth in total expenditure 2009 - 2026	75.77	67.69	75.86	105.04	80.22	94.80	74.11	94.71	76.27	82.95	88.56	915.98
Growth in spending on SFT 2009 - 2011	1.74	1.46	1.80	1.57	2.26	0.95	1.47	2.04	1.92	1.66	1.47	18.34
Growth in spending on SFT 2011 - 2014	2.23	2.59	1.88	3.49	-0.31	2.02	3.73	3.71	1.17	4.07	6.28	30.86
Growth in spending on SFT 2014 - 2016	0.48	0.43	0.48	0.85	0.51	1.11	0.47	0.60	0.49	0.53	0.56	6.52
Growth in spending on SFT 2016 - 2021	4.60	4.11	4.61	5.92	4.87	5.28	4.50	5.75	4.63	5.04	5.38	54.70
Growth in spending on SFT 2021 - 2026	4.30	3.84	4.31	5.96	4.56	5.42	4.21	5.38	4.33	4.71	5.03	52.04
Growth in spending on SFT 2009 - 2026	13.36	12.44	13.08	17.79	11.88	14.77	14.38	17.48	12.54	16.00	18.72	162.46

NOTES:

(1) The figures in the above table are the products of multiplying the data presented in Spreadsheet 3.2 (population) by Spreadsheet 3.3 (per capita comparison goods expenditure), and are in millions of pounds (£m).
(2) The total expenditure in 2009 includes a percentage of expenditure on Special Forms of Trading (SFT) (i.e. mail order, TV and internet shopping) derived from the telephone survey of households. The proportion of expenditure spent on SFT in 2009 is based on the survey results and varies between the different zones, ranging from 7.7% of expenditure in Zone 6 to 13.1% of expenditure in Zone 3b. We have assumed that expenditure on SFT will increase proportionally in each zone between 2009 and 2011, to an average of 11.74% across the survey zones in 2011. By 2014 we would expect the proportion of spending on SFT to be broadly equal across all zones, and to have reached 13.9% before levelling off to remain at 13.9% in 2016 (the levels estimated by Experian in Retail Planner Briefing Note 6.1, October 08, updated January 09 (Table 5.1)). Experian does not estimate SFT market shares beyond 2016, and so we assume spending on SFT will remain at 13.9% in 2021 and 2026.

All monetary values are held constant at 2006 prices.

Spreadsheet 3.5 - Comparison Goods Spending Patterns in 2009 as a Percentage Across the Study Area Zones (including SFT)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	10.89	2.39	2.63	0.09	0.46	0.00	0.00	0.34	0.00	0.35	0.14
Hoylake Town Centre	3.62	0.43	0.24	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.23	0.23	0.04	0.05	0.10	0.00	0.00	0.00	0.51	0.00	0.22
Total Zone 1	14.74	3.05	2.92	0.15	0.57	0.10	0.00	0.34	0.51	0.35	0.35
Zone 2a											
Moreton Town Centre	1.26	6.67	1.25	0.39	0.19	0.37	0.66	0.23	0.11	0.06	0.14
Other, Zone 2a	0.00	0.00	0.00	0.05	0.09	0.00	0.26	0.16	0.00	0.00	0.00
Total Zone 2a	1.26	6.67	1.25	0.44	0.27	0.37	0.92	0.39	0.11	0.06	0.14
Zone 2b											
Upton Village	0.73	0.17	3.30	0.28	0.16	0.66	0.14	0.90	0.10	0.15	0.73
Other, Zone 2b	2.14	1.97	5.63	0.36	0.24	1.49	1.30	3.25	0.10	0.37	2.12
Total Zone 2b	2.87	2.14	8.94	0.64	0.40	2.15	1.44	4.16	0.20	0.53	2.86
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	8.51	10.75	8.23	7.74	8.65	8.61	5.49	10.18	3.58	5.18	7.04
Other, Zone 3a	0.00	0.08	0.07	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Total Zone 3a	8.51	10.83	8.29	8.39	8.65	8.61	5.49	10.18	3.58	5.18	7.09
Zone 3b											
Liscard Town Centre	1.06	7.00	0.48	25.78	21.97	2.02	0.00	0.51	0.16	0.21	0.22
Wallasey Village	0.26	1.40	0.38	2.37	1.41	0.00	0.57	0.29	0.42	0.09	0.37
Other, Zone 3b	0.00	0.08	0.00	0.05	0.98	0.00	0.00	0.08	0.00	0.00	0.00
Total Zone 3b	1.32	8.49	0.86	28.19	24.36	2.02	0.57	0.87	0.58	0.30	0.59
Zone 4a											
Birkenhead Town Centre	17.52	26.28	22.67	24.18	14.43	36.53	40.16	31.02	16.27	18.19	15.66
Birkenhead (Grange Road West and Oxton Road)	1.62	1.47	2.84	0.88	1.29	9.09	4.70	4.42	0.76	3.60	1.18
The Rock Retail Park, Wirral	0.30	0.27	0.60	0.51	0.77	2.27	2.26	1.31	0.96	0.63	0.34
Other, Zone 4a	0.00	0.15	0.06	0.00	0.15	0.14	0.45	0.05	0.00	0.00	0.00
Total Zone 4a	19.44	28.18	26.17	25.57	16.64	48.04	47.57	36.80	17.99	22.43	17.19
Zone 4b											
Prenton (Woodchurch Road) Town Centre	0.00	0.00	0.55	0.00	0.00	0.00	0.15	0.60	0.04	0.00	0.04
Other, Zone 4b	0.05	0.00	0.16	0.00	0.00	0.61	1.66	0.55	0.68	1.71	0.12
Total Zone 4b	0.05	0.00	0.71	0.00	0.00	0.61	1.81	1.15	0.73	1.71	0.16
Zone 4c											
Other, Zone 4c	1.01	1.46	0.75	1.14	2.24	1.01	0.27	0.48	0.22	0.67	0.80
Total Zone 4c	1.01	1.46	0.75	1.14	2.24	1.01	0.27	0.48	0.22	0.67	0.80
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	7.01	6.46	9.73	6.14	8.19	7.12	14.49	11.44	30.45	18.62	13.01
Bromborough Village	0.48	0.38	1.70	1.82	0.31	0.38	1.49	0.47	6.10	6.94	1.13
New Ferry Town Centre	0.00	0.00	0.00	0.05	0.52	0.00	0.51	0.00	1.42	1.29	0.00
Other, Zone 5a	0.24	0.00	0.09	0.09	0.06	0.13	0.07	0.05	1.30	0.46	0.06
Total Zone 5a	7.72	6.84	11.51	8.11	9.09	7.63	16.56	11.96	39.27	27.31	14.20
Zone 5b											
Other, Zone 5b	0.00	0.08	0.87	0.00	0.06	0.67	0.27	0.24	0.71	1.23	0.73
Total Zone 5b	0.00	0.08	0.87	0.00	0.06	0.67	0.27	0.24	0.71	1.23	0.73
Zone 6											
Heswall Town Centre	1.44	0.00	0.18	0.08	0.13	0.00	0.00	1.05	0.00	0.66	11.31
Other, Zone 6	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	1.51	0.00	0.18	0.08	0.13	0.00	0.00	1.05	0.00	0.66	11.31
TOTAL FOR STUDY AREA	58.44	67.73	62.45	72.71	62.42	71.21	74.91	67.63	63.91	60.44	55.41

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Spreadsheet 3.6 - Comparison Goods Spending Patterns in 2009 Across the Study Area Zones (including SFT)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	9.71	1.90	2.35	0.08	0.44	0.00	0.00	0.38	0.00	0.34	0.14	15.33	1.6%
Hoylake Town Centre	3.23	0.34	0.22	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	3.84	0.4%
Other, Zone 1	0.21	0.19	0.04	0.05	0.10	0.00	0.00	0.00	0.46	0.00	0.23	1.27	0.1%
Total Zone 1	13.14	2.43	2.60	0.13	0.54	0.05	0.00	0.38	0.46	0.34	0.37	20.44	2.1%
Zone 2a													
Moreton Town Centre	1.12	5.31	1.12	0.33	0.18	0.18	0.58	0.26	0.10	0.06	0.14	9.38	1.0%
Other, Zone 2a	0.00	0.00	0.00	0.04	0.08	0.00	0.23	0.18	0.00	0.00	0.00	0.53	0.1%
Total Zone 2a	1.12	5.31	1.12	0.37	0.26	0.18	0.81	0.44	0.10	0.06	0.14	9.91	1.0%
Zone 2b													
Upton Village	0.65	0.13	2.95	0.24	0.15	0.32	0.12	1.01	0.09	0.15	0.76	6.58	0.7%
Other, Zone 2b	1.91	1.57	5.03	0.31	0.23	0.73	1.14	3.63	0.09	0.37	2.21	17.21	1.8%
Total Zone 2b	2.56	1.70	7.98	0.55	0.38	1.05	1.26	4.63	0.18	0.52	2.98	23.78	2.4%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	7.59	8.56	7.34	6.58	8.17	4.21	4.79	11.35	3.21	5.06	7.34	74.19	7.6%
Other, Zone 3a	0.00	0.07	0.06	0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.73	0.1%
Total Zone 3a	7.59	8.63	7.40	7.13	8.17	4.21	4.79	11.35	3.21	5.06	7.39	74.92	7.7%
Zone 3b													
Liscard Town Centre	0.95	5.58	0.43	21.92	20.73	0.99	0.00	0.56	0.14	0.20	0.23	51.72	5.3%
Wallasey Village	0.23	1.12	0.34	2.01	1.33	0.00	0.50	0.33	0.38	0.09	0.38	6.71	0.7%
Other, Zone 3b	0.00	0.07	0.00	0.04	0.92	0.00	0.00	0.08	0.00	0.00	0.00	1.11	0.1%
Total Zone 3b	1.18	6.76	0.77	23.97	22.99	0.99	0.50	0.97	0.52	0.29	0.61	59.55	6.1%
Zone 4a													
Birkenhead Town Centre	15.62	20.93	20.23	20.56	13.62	17.87	35.02	34.57	14.60	17.76	16.32	227.10	23.3%
Birkenhead (Grange Road West and Oxtou Road)	1.44	1.17	2.54	0.75	1.22	4.44	4.10	4.92	0.68	3.51	1.23	26.00	2.7%
The Rock Retail Park, Wirral	0.27	0.21	0.53	0.43	0.73	1.11	1.97	1.46	0.86	0.62	0.36	8.55	0.9%
Other, Zone 4a	0.00	0.12	0.06	0.00	0.14	0.07	0.40	0.06	0.00	0.00	0.00	0.85	0.1%
Total Zone 4a	17.33	22.44	23.36	21.74	15.70	23.50	41.48	41.01	16.14	21.89	17.91	262.50	26.9%
Zone 4b													
Prenton (Woodchurch Road) Town Centre	0.00	0.00	0.49	0.00	0.00	0.00	0.13	0.67	0.04	0.00	0.05	1.38	0.1%
Other, Zone 4b	0.05	0.00	0.14	0.00	0.00	0.30	1.45	0.61	0.61	1.67	0.12	4.96	0.5%
Total Zone 4b	0.05	0.00	0.63	0.00	0.00	0.30	1.58	1.28	0.65	1.67	0.17	6.34	0.6%
Zone 4c													
Other, Zone 4c	0.90	1.16	0.67	0.97	2.11	0.50	0.24	0.53	0.20	0.66	0.84	8.76	0.9%
Total Zone 4c	0.90	1.16	0.67	0.97	2.11	0.50	0.24	0.53	0.20	0.66	0.84	8.76	0.9%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	6.25	5.15	8.68	5.22	7.73	3.48	12.64	12.75	27.33	18.18	13.56	120.95	12.4%
Bromborough Village	0.42	0.30	1.51	1.55	0.30	0.19	1.30	0.52	5.48	6.77	1.18	19.52	2.0%
New Ferry Town Centre	0.00	0.00	0.00	0.05	0.49	0.00	0.44	0.00	1.27	1.26	0.00	3.51	0.4%
Other, Zone 5a	0.21	0.00	0.08	0.08	0.06	0.06	0.06	0.06	1.17	0.45	0.07	2.29	0.2%
Total Zone 5a	6.88	5.45	10.28	6.90	8.58	3.73	14.44	13.33	35.24	26.66	14.80	146.28	15.0%
Zone 5b													
Other, Zone 5b	0.00	0.06	0.78	0.00	0.06	0.33	0.23	0.27	0.64	1.20	0.76	4.33	0.4%
Total Zone 5b	0.00	0.06	0.78	0.00	0.06	0.33	0.23	0.27	0.64	1.20	0.76	4.33	0.4%
Zone 6													
Heswall Town Centre	1.28	0.00	0.17	0.07	0.13	0.00	0.00	1.17	0.00	0.64	11.79	15.24	1.6%
Other, Zone 6	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.0%
Total Zone 6	1.34	0.00	0.17	0.07	0.13	0.00	0.00	1.17	0.00	0.64	11.79	15.31	1.6%
TOTAL FOR STUDY AREA	52.10	53.94	55.74	61.83	58.91	34.83	65.32	75.37	57.35	58.98	57.74	632.11	64.7%

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Spreadsheet 3.6 continued...

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer 1													
Liverpool City Centre	15.10	10.44	11.79	9.70	16.99	6.59	6.93	16.67	6.92	14.42	14.28	129.82	13.3%
Other, Buffer 1	0.13	0.09	0.08	0.10	0.18	0.19	0.37	0.06	0.23	0.00	0.06	1.47	0.2%
Total Buffer 1	15.23	10.53	11.86	9.80	17.16	6.77	7.30	16.73	7.16	14.42	14.33	131.29	13.4%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	2.41	0.92	2.31	0.41	1.87	0.47	0.81	0.77	3.18	3.45	3.77	20.37	2.1%
Ellesmere Port Town Centre	0.00	0.73	1.66	0.99	0.00	0.07	0.06	0.28	1.74	1.17	0.78	7.49	0.8%
Other, Buffer 2	0.00	0.00	0.06	0.00	0.00	0.11	0.00	0.06	1.04	0.45	0.00	1.72	0.2%
Total Buffer 2	2.41	1.65	4.03	1.41	1.87	0.66	0.87	1.11	5.95	5.07	4.55	29.58	3.0%
Buffer 3													
Chester City Centre	6.20	2.77	4.63	1.24	2.07	0.43	2.14	3.46	6.59	6.42	14.22	50.18	5.1%
Other, Buffer 3	1.03	0.21	1.08	0.29	1.01	0.34	0.78	0.84	0.72	1.03	2.03	9.37	1.0%
Total Buffer 3	7.23	2.99	5.70	1.54	3.08	0.77	2.92	4.30	7.31	7.45	16.25	59.54	6.1%
TOTAL FOR BUFFER AREA	24.87	15.17	21.59	12.74	22.12	8.20	11.08	22.14	20.42	26.94	35.14	220.42	22.6%
Outside Buffer Area													
Other, Outside Buffer Area	2.62	2.50	2.05	1.83	0.96	0.68	2.75	2.75	1.44	2.58	3.26	23.43	2.4%
Internet	8.16	3.86	7.57	4.42	9.19	3.18	4.91	8.05	5.78	6.89	5.27	67.27	6.9%
Home Catalogue	1.01	3.21	1.56	3.92	2.74	1.60	3.13	2.45	2.93	1.30	1.15	25.00	2.6%
TV / Interactive shopping	0.39	0.97	0.74	0.29	0.46	0.42	0.00	0.68	1.82	0.90	1.65	8.32	0.9%
TOTAL OUTSIDE BUFFER AREA	12.18	10.53	11.92	10.46	13.35	5.89	10.80	13.93	11.97	11.68	11.33	124.03	12.7%
OVERALL TOTAL	89.16	79.64	89.26	85.04	94.38	48.91	87.20	111.44	89.74	97.59	104.20	976.56	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure in 2009 (Spreadsheet 3.4) by the market share (Spreadsheet 3.5). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure retained by each centre by the total expenditure in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 3.7 - Total Expenditure on Different Categories of Comparison Goods & Expenditure Growth

Table A - Per Capita Expenditure on Different Categories of Comparison Goods in 2006 and 2009

	Expenditure Category	Expenditure per capita (£)										
		Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
2006	Clothes and Shoes	783	705	721	667	745	618	662	731	730	762	768
	Furniture, Carpets, Soft Household Furnishings	442	381	396	347	411	320	348	398	401	423	438
	DIY and Decorating Goods	317	284	293	263	300	248	264	291	298	306	315
	Domestic Appliances	491	436	450	404	463	373	403	450	456	476	486
	Other Goods	1,057	930	966	857	993	786	857	961	977	1,020	1,048
	Total Comparison Goods Expenditure	3,090	2,737	2,824	2,538	2,912	2,344	2,534	2,832	2,859	2,989	3,054
2009	Clothes and Shoes	877	790	808	747	835	692	742	819	818	854	861
	Furniture, Carpets, Soft Household Furnishings	495	427	444	389	461	359	390	446	449	474	491
	DIY and Decorating Goods	355	318	328	295	336	278	296	326	334	343	353
	Domestic Appliances	550	489	504	453	519	418	452	504	511	533	545
	Other Goods	1,184	1,042	1,082	960	1,113	881	960	1,077	1,095	1,143	1,174
	Total Comparison Goods Expenditure	3,462	3,067	3,164	2,844	3,263	2,626	2,839	3,173	3,203	3,349	3,422

Table B - Population in 2009

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total for all Zones
Population 2009	25,751	25,970	28,208	29,904	28,927	18,623	30,710	35,119	28,013	29,140	30,452	310,816

Table C - Total Expenditure on Different Categories of Comparison Goods, 2009

	Expenditure Category	Total Expenditure (in £m)										Total for all Zones (in £m)	
		Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b		Zone 6
2009	Clothes and Shoes	22.6	20.5	22.8	22.3	24.1	12.9	22.8	28.8	22.9	24.9	26.2	250.8
	Furniture, Carpets, Soft Household Furnishings	12.8	11.1	12.5	11.6	13.3	6.7	12.0	15.7	12.6	13.8	14.9	137.0
	DIY and Decorating Goods	9.1	8.3	9.3	8.8	9.7	5.2	9.1	11.5	9.4	10.0	10.7	101.0
	Domestic Appliances	14.2	12.7	14.2	13.5	15.0	7.8	13.9	17.7	14.3	15.5	16.6	155.4
	Other Goods	30.5	27.1	30.5	28.7	32.2	16.4	29.5	37.8	30.7	33.3	35.8	332.4
	Total Comparison Goods Expenditure	89.2	79.6	89.3	85.0	94.4	48.9	87.2	111.4	89.7	97.6	104.2	976.6

NOTES:

(1) Table A sets out per capita expenditure for the five different categories of comparison goods. The expenditure data are derived from MapInfo 2006 per capita annual comparison goods expenditure estimates, which we have obtained through our in-house GIS system. The 2006 MapInfo expenditure data have been projected forward to the base year (2009) using the MapInfo forecast growth rates of 4.91% from 2006 to 2008 (Oxford Economics Retail Briefings Update Revised March 2009) and 1.805% from 2008 to 2009 (Midpoint of MapInfo forecast from Retail Spending Outlook Revised Version March 2009 and Experian Retail Planner Briefing Note 6.1 February 2009 changes, Table 3).

(2) Table B sets out the total population in each zone in 2009.

(3) The figures in Table C are the products of multiplying the data presented in Table A (2009 per capita expenditure) by Table B (population), and are in millions of pounds (£m).

All monetary values are held constant at 2006 prices.

Spreadsheet 3.8a - Clothes and Shoes: Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	7.42	1.30	2.35	0.37	0.79	0.00	0.00	0.32	0.00	0.00	0.00
Hoylake Town Centre	1.79	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.00	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 1	9.21	1.30	2.73	0.37	1.21	0.00	0.00	0.32	0.00	0.00	0.00
Zone 2a											
Moreton Town Centre	0.42	4.40	0.40	0.00	0.00	0.60	0.41	0.35	0.00	0.00	0.00
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00
Total Zone 2a	0.42	4.40	0.40	0.00	0.00	0.60	0.41	0.70	0.00	0.00	0.00
Zone 2b											
Upton Village	1.29	0.42	3.08	0.00	0.00	0.00	0.00	1.96	0.40	0.00	0.37
Other, Zone 2b	0.88	0.00	3.13	0.39	0.38	0.58	1.19	1.69	0.00	0.00	0.37
Total Zone 2b	2.17	0.42	6.21	0.39	0.38	0.58	1.19	3.66	0.40	0.00	0.75
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	0.83	2.22	1.56	0.00	0.76	0.00	0.41	0.99	0.00	0.00	0.37
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	0.83	2.22	1.56	0.00	0.76	0.00	0.41	0.99	0.00	0.00	0.37
Zone 3b											
Liscard Town Centre	0.83	7.87	0.38	34.83	24.52	2.35	0.00	0.32	0.40	0.00	0.00
Wallasey Village	0.00	0.46	0.78	1.52	0.79	0.00	0.00	0.65	0.38	0.36	0.00
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3b	0.83	8.33	1.16	36.35	25.31	2.35	0.00	0.97	0.78	0.36	0.00
Zone 4a											
Birkenhead Town Centre	25.89	37.92	33.40	24.57	23.94	44.34	54.66	47.57	18.05	24.75	25.19
Birkenhead (Grange Road West and Oxton Road)	2.21	1.34	3.53	1.89	2.00	9.45	5.89	4.03	0.78	3.46	1.19
Other, Zone 4a	0.00	0.00	0.00	0.39	1.53	1.20	2.31	0.35	0.38	0.00	0.00
Total Zone 4a	28.10	39.26	36.93	26.85	27.47	54.99	62.86	51.95	19.22	28.21	26.37
Zone 4b											
Other, Zone 4b	0.00	0.00	0.78	0.00	0.00	0.58	1.57	0.65	0.40	0.41	0.00
Total Zone 4b	0.00	0.00	0.78	0.00	0.00	0.58	1.57	0.65	0.40	0.41	0.00
Zone 4c											
Other, Zone 4c	0.88	1.30	0.00	0.78	1.21	2.35	0.00	0.67	0.38	0.41	0.78
Total Zone 4c	0.88	1.30	0.00	0.78	1.21	2.35	0.00	0.67	0.38	0.41	0.78
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	3.04	2.18	3.47	1.15	2.00	3.53	4.59	3.07	26.22	12.86	7.32
Bromborough Village	0.00	0.00	0.76	0.78	0.38	0.60	1.53	0.65	7.02	6.15	0.78
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.93	0.00	0.00
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00
Total Zone 5a	3.04	2.18	4.23	1.92	2.38	4.13	6.12	3.71	35.55	19.01	8.10
Zone 5b											
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41
Total Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41
Zone 6											
Heswall Town Centre	2.17	0.00	0.40	0.00	0.00	0.00	0.00	0.67	0.00	0.36	8.88
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	2.17	0.00	0.40	0.00	0.00	0.00	0.00	0.67	0.00	0.36	8.88
TOTAL FOR STUDY AREA	47.85	59.40	54.39	66.65	58.73	65.59	72.56	64.29	56.74	48.77	45.66

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Spreadsheet 3.8b - Clothes and Shoes: Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	1.68	0.27	0.54	0.08	0.19	0.00	0.00	0.09	0.00	0.00	0.00	2.85	1.1%
Hoylake Town Centre	0.41	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.2%
Other, Zone 1	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.0%
Total Zone 1	2.08	0.27	0.62	0.08	0.29	0.00	0.00	0.09	0.00	0.00	0.00	3.44	1.4%
Zone 2a													
Moreton Town Centre	0.09	0.90	0.09	0.00	0.00	0.08	0.09	0.10	0.00	0.00	0.00	1.36	0.5%
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.10	0.0%
Total Zone 2a	0.09	0.90	0.09	0.00	0.00	0.08	0.09	0.20	0.00	0.00	0.00	1.46	0.6%
Zone 2b													
Upton Village	0.29	0.09	0.70	0.00	0.00	0.00	0.00	0.56	0.09	0.00	0.10	1.83	0.7%
Other, Zone 2b	0.20	0.00	0.71	0.09	0.09	0.07	0.27	0.49	0.00	0.00	0.10	2.02	0.8%
Total Zone 2b	0.49	0.09	1.42	0.09	0.09	0.07	0.27	1.05	0.09	0.00	0.20	3.86	1.5%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	0.19	0.46	0.35	0.00	0.18	0.00	0.09	0.29	0.00	0.00	0.10	1.66	0.7%
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 3a	0.19	0.46	0.35	0.00	0.18	0.00	0.09	0.29	0.00	0.00	0.10	1.66	0.7%
Zone 3b													
Liscard Town Centre	0.19	1.61	0.09	7.78	5.92	0.30	0.00	0.09	0.09	0.00	0.00	16.08	6.4%
Wallasey Village	0.00	0.09	0.18	0.34	0.19	0.00	0.00	0.19	0.09	0.09	0.00	1.17	0.5%
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 3b	0.19	1.71	0.26	8.12	6.11	0.30	0.00	0.28	0.18	0.09	0.00	17.25	6.9%
Zone 4a													
Birkenhead Town Centre	5.85	7.78	7.61	5.49	5.78	5.72	12.45	13.68	4.14	6.16	6.60	81.26	32.4%
Birkenhead (Grange Road West and Oxton Road)	0.50	0.28	0.80	0.42	0.48	1.22	1.34	1.16	0.18	0.86	0.31	7.56	3.0%
Other, Zone 4a	0.00	0.00	0.00	0.09	0.37	0.16	0.53	0.10	0.09	0.00	0.00	1.33	0.5%
Total Zone 4a	6.35	8.05	8.41	6.00	6.63	7.09	14.32	14.94	4.40	7.02	6.91	90.14	35.9%
Zone 4b													
Other, Zone 4b	0.00	0.00	0.18	0.00	0.00	0.07	0.36	0.19	0.09	0.10	0.00	0.99	0.4%
Total Zone 4b	0.00	0.00	0.18	0.00	0.00	0.07	0.36	0.19	0.09	0.10	0.00	0.99	0.4%
Zone 4c													
Other, Zone 4c	0.20	0.27	0.00	0.17	0.29	0.30	0.00	0.19	0.09	0.10	0.20	1.82	0.7%
Total Zone 4c	0.20	0.27	0.00	0.17	0.29	0.30	0.00	0.19	0.09	0.10	0.20	1.82	0.7%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	0.69	0.45	0.79	0.26	0.48	0.46	1.05	0.88	6.01	3.20	1.92	16.17	6.4%
Bromborough Village	0.00	0.00	0.17	0.17	0.09	0.08	0.35	0.19	1.61	1.53	0.20	4.40	1.8%
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.44	0.2%
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.09	0.0%
Total Zone 5a	0.69	0.45	0.96	0.43	0.58	0.53	1.39	1.07	8.15	4.73	2.12	21.10	8.4%
Zone 5b													
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.0%
Total Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.0%
Zone 6													
Heswall Town Centre	0.49	0.00	0.09	0.00	0.00	0.00	0.00	0.19	0.00	0.09	2.33	3.19	1.3%
Other, 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	0.0%
Total Zone 6	0.49	0.00	0.09	0.00	0.00	0.00	0.00	0.19	0.00	0.09	2.33	3.19	1.3%
TOTAL FOR STUDY AREA	10.76	12.19	12.39	14.90	14.18	8.46	16.53	18.49	13.00	12.13	11.97	145.00	57.8%

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	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer 1													
Liverpool City Centre	6.39	4.55	4.79	4.16	5.65	2.68	2.90	5.16	3.16	5.25	5.28	49.97	19.9%
Other, Buffer 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.09	0.0%
Total Buffer 1	6.39	4.55	4.79	4.16	5.65	2.68	2.90	5.16	3.25	5.25	5.28	50.06	20.0%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	1.27	0.52	1.50	0.08	1.54	0.31	0.35	0.58	2.23	2.20	1.63	12.21	4.9%
Ellesmere Port	0.00	0.18	0.18	0.51	0.00	0.08	0.00	0.00	0.18	0.28	0.41	1.82	0.7%
Other, Buffer 2	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.19	0.00	0.27	0.1%
Total Buffer 2	1.27	0.70	1.68	0.59	1.54	0.46	0.35	0.58	2.42	2.68	2.03	14.29	5.7%
Buffer 3													
Chester City Centre	2.20	1.19	1.61	0.52	0.78	0.07	0.79	1.55	2.08	2.42	4.60	17.81	7.1%
Other, Buffer 3	0.09	0.00	0.09	0.08	0.09	0.00	0.19	0.20	0.00	0.27	0.10	1.12	0.4%
Total Buffer 3	2.30	1.19	1.70	0.60	0.87	0.07	0.98	1.75	2.08	2.69	4.70	18.92	7.5%
TOTAL FOR BUFFER AREA	9.96	6.44	8.18	5.35	8.05	3.22	4.22	7.49	7.74	10.61	12.01	83.27	33.2%
Outside Buffer Area													
Other, Outside Buffer Area	1.06	0.36	0.71	0.84	0.48	0.31	0.80	0.67	0.72	0.78	1.01	7.74	3.1%
Internet	0.50	0.35	0.80	0.34	0.58	0.46	0.25	0.86	0.27	0.67	0.41	5.48	2.2%
Home Catalogue	0.30	1.18	0.71	0.92	0.76	0.46	0.98	1.07	1.17	0.49	0.60	8.64	3.4%
TV / Interactive shopping	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.19	0.00	0.19	0.20	0.69	0.3%
TOTAL OUTSIDE BUFFER AREA	1.86	1.89	2.22	2.10	1.91	1.22	2.03	2.78	2.17	2.13	2.23	22.55	9.0%
OVERALL TOTAL	22.59	20.51	22.79	22.35	24.15	12.90	22.78	28.76	22.91	24.88	26.20	250.83	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total clothes and shoes expenditure in 2009 (Spreadsheet 3.7, Table C) by the market share (Spreadsheet 3.8a). The figures in the 'Total' column are the sum of the clothes and shoes expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on clothes and shoes retained by each centre by the total expenditure on clothes and shoes in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 3.8c - Furniture, Carpets and Soft Household Furnishings: Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	7.48	0.00	0.00	0.00	0.49	0.00	0.00	0.54	0.00	0.65	0.51
Hoylake Town Centre	8.07	1.37	1.06	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	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	15.55	1.37	1.06	0.00	0.49	0.72	0.00	0.54	0.00	0.65	0.51
Zone 2a											
Moreton Town Centre	1.60	5.21	1.20	1.01	0.63	1.02	0.00	0.00	0.46	0.45	0.51
Other, Zone 2a	0.00	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 2a	1.60	5.21	1.20	1.01	1.25	1.02	0.00	0.00	0.46	0.45	0.51
Zone 2b											
Upton Village	0.00	0.00	3.78	1.18	0.00	0.72	0.00	1.99	0.00	1.10	1.30
Other, Zone 2b	0.50	3.56	4.83	1.18	0.00	1.45	0.47	2.29	0.00	0.00	0.79
Total Zone 2b	0.50	3.56	8.61	2.36	0.00	2.17	0.47	4.28	0.00	1.10	2.10
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	9.26	14.80	11.94	10.29	8.60	13.37	1.56	13.56	4.37	1.54	4.14
Other, Zone 3a	0.00	0.00	0.00	2.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	9.26	14.80	11.94	12.48	8.60	13.37	1.56	13.56	4.37	1.54	4.14
Zone 3b											
Liscard Town Centre	0.50	5.47	0.00	18.39	22.83	2.47	0.00	0.92	0.00	0.00	0.00
Wallasey Village	0.00	2.19	0.00	6.41	2.08	0.00	1.72	0.54	0.46	0.00	1.53
Other, Zone 3b	0.00	0.00	0.00	0.00	2.36	0.00	0.00	0.54	0.00	0.00	0.00
Total Zone 3b	0.50	7.66	0.00	24.80	27.27	2.47	1.72	1.99	0.46	0.00	1.53
Zone 4a											
Birkenhead Town Centre	14.55	24.10	25.22	22.09	13.67	39.38	43.53	29.85	9.91	14.04	15.14
Birkenhead (Grange Road West and Oxton Road)	3.88	2.74	0.45	0.51	0.63	3.49	3.28	2.60	0.00	2.19	0.00
Other, Zone 4a	0.00	3.02	1.82	0.51	0.63	1.75	3.43	1.30	0.00	0.45	0.51
Total Zone 4a	18.43	29.86	27.49	23.10	14.92	44.62	50.24	33.76	9.91	16.68	15.65
Zone 4b											
Other, Zone 4b	0.00	0.00	0.45	0.00	0.00	0.72	0.93	1.30	1.15	0.45	0.51
Total Zone 4b	0.00	0.00	0.45	0.00	0.00	0.72	0.93	1.30	1.15	0.45	0.51
Zone 4c											
Other, Zone 4c	2.88	1.10	0.00	0.00	1.11	0.72	0.00	0.00	0.00	0.65	0.00
Total Zone 4c	2.88	1.10	0.00	0.00	1.11	0.72	0.00	0.00	0.00	0.65	0.00
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	3.79	1.92	5.89	5.06	4.10	2.47	13.26	8.34	30.81	22.65	7.54
Bromborough Village	0.50	0.55	0.91	3.04	0.00	0.00	1.56	0.00	4.83	10.11	0.51
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.49	0.00	2.03	0.00	2.54	3.33	0.00
Other, Zone 5a	0.00	0.00	0.00	0.68	0.00	0.00	0.00	0.00	0.46	0.00	0.00
Total Zone 5a	4.29	2.47	6.80	8.77	4.58	2.47	16.85	8.34	38.64	36.08	8.05
Zone 5b											
Other, Zone 5b	0.00	0.55	0.00	0.00	0.00	0.00	0.47	0.00	0.00	1.34	0.79
Total Zone 5b	0.00	0.55	0.00	0.00	0.00	0.00	0.47	0.00	0.00	1.34	0.79
Zone 6											
Heswall Town Centre	2.60	0.00	0.60	0.00	0.49	0.00	0.00	1.84	0.00	1.10	13.21
Other, Zone 6	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	3.10	0.00	0.60	0.00	0.49	0.00	0.00	1.84	0.00	1.10	13.21
TOTAL FOR STUDY AREA	56.10	66.56	58.17	72.51	58.71	68.29	72.23	65.62	54.99	60.02	47.00

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Spreadsheet 3.8d - Furniture, Carpets and Soft Household Furnishings: Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	0.95	0.00	0.00	0.00	0.06	0.00	0.00	0.08	0.00	0.09	0.08	1.27	0.9%
Hoylake Town Centre	1.03	0.15	0.13	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	1.36	1.0%
Other, 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	0.0%
Total Zone 1	1.98	0.15	0.13	0.00	0.06	0.05	0.00	0.08	0.00	0.09	0.08	2.63	1.9%
Zone 2a													
Moreton Town Centre	0.20	0.58	0.15	0.12	0.08	0.07	0.00	0.00	0.06	0.06	0.08	1.40	1.0%
Other, Zone 2a	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.1%
Total Zone 2a	0.20	0.58	0.15	0.12	0.17	0.07	0.00	0.00	0.06	0.06	0.08	1.48	1.1%
Zone 2b													
Upton Village	0.00	0.00	0.47	0.14	0.00	0.05	0.00	0.31	0.00	0.15	0.19	1.32	1.0%
Other, Zone 2b	0.06	0.39	0.60	0.14	0.00	0.10	0.06	0.36	0.00	0.00	0.12	1.83	1.3%
Total Zone 2b	0.06	0.39	1.08	0.27	0.00	0.15	0.06	0.67	0.00	0.15	0.31	3.15	2.3%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	1.18	1.64	1.49	1.20	1.15	0.89	0.19	2.12	0.55	0.21	0.62	11.24	8.2%
Other, Zone 3a	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.2%
Total Zone 3a	1.18	1.64	1.49	1.45	1.15	0.89	0.19	2.12	0.55	0.21	0.62	11.50	8.4%
Zone 3b													
Liscard Town Centre	0.06	0.61	0.00	2.14	3.04	0.16	0.00	0.14	0.00	0.00	0.00	6.16	4.5%
Wallasey Village	0.00	0.24	0.00	0.75	0.28	0.00	0.21	0.08	0.06	0.00	0.23	1.84	1.3%
Other, Zone 3b	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.08	0.00	0.00	0.00	0.40	0.3%
Total Zone 3b	0.06	0.85	0.00	2.88	3.63	0.16	0.21	0.31	0.06	0.00	0.23	8.40	6.1%
Zone 4a													
Birkenhead Town Centre	1.86	2.67	3.16	2.57	1.82	2.63	5.21	4.68	1.25	1.94	2.26	30.04	21.9%
Birkenhead (Grange Road West and Oxton Road)	0.49	0.30	0.06	0.06	0.08	0.23	0.39	0.41	0.00	0.30	0.00	2.33	1.7%
Other, Zone 4a	0.00	0.33	0.23	0.06	0.08	0.12	0.41	0.20	0.00	0.06	0.08	1.57	1.1%
Total Zone 4a	2.35	3.31	3.44	2.69	1.99	2.98	6.02	5.29	1.25	2.30	2.34	33.95	24.8%
Zone 4b													
Other, Zone 4b	0.00	0.00	0.06	0.00	0.00	0.05	0.11	0.20	0.14	0.06	0.08	0.70	0.5%
Total Zone 4b	0.00	0.00	0.06	0.00	0.00	0.05	0.11	0.20	0.14	0.06	0.08	0.70	0.5%
Zone 4c													
Other, Zone 4c	0.37	0.12	0.00	0.00	0.15	0.05	0.00	0.00	0.00	0.09	0.00	0.78	0.6%
Total Zone 4c	0.37	0.12	0.00	0.00	0.15	0.05	0.00	0.00	0.00	0.09	0.00	0.78	0.6%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	0.48	0.21	0.74	0.59	0.55	0.16	1.59	1.31	3.88	3.13	1.13	13.76	10.0%
Bromborough Village	0.06	0.06	0.11	0.35	0.00	0.00	0.19	0.00	0.61	1.40	0.08	2.86	2.1%
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.06	0.00	0.24	0.00	0.32	0.46	0.00	1.09	0.8%
Other, Zone 5a	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.14	0.1%
Total Zone 5a	0.55	0.27	0.85	1.02	0.61	0.16	2.02	1.31	4.86	4.98	1.20	17.84	13.0%
Zone 5b													
Other, Zone 5b	0.00	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.18	0.12	0.42	0.3%
Total Zone 5b	0.00	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.18	0.12	0.42	0.3%
Zone 6													
Heswall Town Centre	0.33	0.00	0.08	0.00	0.06	0.00	0.00	0.29	0.00	0.15	1.97	2.88	2.1%
Other, Zone 6	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.0%
Total Zone 6	0.39	0.00	0.08	0.00	0.06	0.00	0.00	0.29	0.00	0.15	1.97	2.95	2.2%
TOTAL FOR STUDY AREA	7.15	7.38	7.28	8.43	7.82	4.56	8.65	10.28	6.92	8.29	7.02	83.79	61.2%

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	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Liverpool City Centre	1.80	1.03	1.80	0.82	2.87	0.58	0.88	1.59	1.33	2.12	3.19	18.02	13.2%
Other, Buffer 1	0.06	0.09	0.08	0.00	0.00	0.00	0.06	0.06	0.14	0.00	0.00	0.49	0.4%
Total Buffer 1	1.86	1.12	1.87	0.82	2.87	0.58	0.93	1.65	1.48	2.12	3.19	18.51	13.5%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	0.29	0.15	0.00	0.12	0.06	0.12	0.07	0.20	0.06	0.09	0.08	1.24	0.9%
Ellesmere Port	0.00	0.00	0.00	0.08	0.00	0.00	0.06	0.00	0.41	0.12	0.00	0.66	0.5%
Other, Buffer 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.06	0.0%
Total Buffer 2	0.29	0.15	0.00	0.20	0.06	0.12	0.13	0.20	0.52	0.21	0.08	1.97	1.4%
Buffer 3													
Chester City Centre	1.52	0.49	1.06	0.45	0.26	0.30	0.67	0.97	1.53	1.49	1.71	10.45	7.6%
Greyhound Retail Park, Chaser Court, Chester	0.14	0.09	0.79	0.00	0.36	0.16	0.11	0.08	0.40	0.15	0.62	2.92	2.1%
Other, Buffer 3	0.55	0.12	0.11	0.00	0.38	0.16	0.06	0.14	0.32	0.36	0.77	2.98	2.2%
Total Buffer 3	2.21	0.70	1.97	0.45	1.00	0.63	0.84	1.20	2.25	2.00	3.10	16.35	11.9%
TOTAL FOR BUFFER AREA	4.37	1.97	3.84	1.47	3.93	1.33	1.91	3.06	4.25	4.33	6.37	36.83	26.9%
Outside Buffer Area													
Other, Outside Buffer Area	0.41	1.06	0.55	0.55	0.25	0.32	0.54	1.13	0.43	0.76	0.89	6.89	5.0%
Internet	0.69	0.21	0.57	0.41	0.90	0.05	0.50	0.67	0.17	0.36	0.35	4.88	3.6%
Home Catalogue	0.14	0.46	0.28	0.76	0.43	0.42	0.37	0.53	0.66	0.00	0.24	4.29	3.1%
TV / Interactive shopping	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.06	0.08	0.28	0.2%
TOTAL OUTSIDE BUFFER AREA	1.23	1.73	1.40	1.73	1.57	0.79	1.42	2.33	1.41	1.19	1.55	16.35	11.9%

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on furniture, carpets and soft household furnishings in 2009 (Spreadsheet 3.7) by the market share (Spreadsheet 3.8c). The figures in the 'Total' column are the sum of the expenditure on furniture, carpets and soft household furnishings attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on furniture, carpets and soft household furnishings retained by each centre by the total expenditure on furniture, carpets and soft household furnishings in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 3.8e - DIY & Decorating Goods: Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	13.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hoylake Town Centre	1.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.00	0.00	0.42	0.50	0.00	0.00	0.00	0.00	0.54	0.00	0.00
Total Zone 1	15.32	0.00	0.42	0.50	0.00	0.00	0.00	0.00	0.54	0.00	0.00
Zone 2a											
Moreton Town Centre	0.52	7.02	3.63	0.95	0.92	0.69	0.00	0.83	0.42	0.00	0.00
Other, Zone 2a	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 2a	0.52	7.02	3.63	1.39	0.92	0.69	0.00	0.83	0.42	0.00	0.00
Zone 2b											
Homebase, Upton Bypass, Upton	15.52	7.60	26.57	0.95	1.36	4.39	5.42	15.16	0.95	3.51	16.80
Upton Village	3.80	0.57	5.71	0.45	0.92	2.23	0.46	0.00	0.00	0.00	3.68
Other, Zone 2b	0.45	0.00	0.00	0.00	0.00	0.00	0.00	1.19	0.00	0.00	0.00
Total Zone 2b	19.77	8.17	32.28	1.39	2.28	6.62	5.88	16.35	0.95	3.51	20.48
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	53.06	67.46	50.76	55.30	65.27	56.86	42.67	66.65	27.02	46.59	50.81
Other, Zone 3a	0.00	0.00	0.00	2.45	0.00	0.00	0.00	0.00	0.00	0.00	0.42
Total Zone 3a	53.06	67.46	50.76	57.75	65.27	56.86	42.67	66.65	27.02	46.59	51.23
Zone 3b											
Liscard Town Centre	0.52	5.95	0.49	15.59	15.50	0.00	0.00	0.41	0.54	0.00	0.00
Wallasey Village	2.45	1.65	0.91	7.52	3.64	0.00	0.98	0.00	0.54	0.00	1.42
New Brighton (Seabank Road)	0.00	0.00	0.00	0.00	5.04	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 3b	0.00	0.00	0.00	0.45	0.44	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3b	2.96	7.60	1.40	23.55	24.61	0.00	0.98	0.41	1.08	0.00	1.42
Zone 4a											
Birkenhead Town Centre	5.35	4.87	8.65	4.34	1.36	17.49	24.95	6.16	6.44	4.05	4.26
The Rock Retail Park	0.00	0.00	0.91	1.95	0.44	4.39	8.88	1.56	5.73	2.36	1.34
Birkenhead (Grange Road West and Oxtan Road)	0.00	0.00	0.00	0.50	0.44	5.93	0.52	0.78	0.95	3.43	0.00
Other, Zone 4a	0.00	0.00	0.00	0.00	0.00	0.00	0.98	0.00	0.00	0.00	0.00
Total Zone 4a	5.35	4.87	9.56	6.79	2.24	27.81	35.33	8.50	13.12	9.84	5.60
Zone 4b											
Other, Zone 4b	0.52	0.00	0.49	0.00	0.00	0.69	4.31	4.14	1.37	1.53	0.84
Total Zone 4b	0.52	0.00	0.49	0.00	0.00	0.69	4.31	4.14	1.37	1.53	0.84
Zone 4c											
Other, Zone 4c	0.00	0.50	0.00	0.50	0.92	0.00	0.00	0.00	0.42	0.54	0.00
Total Zone 4c	0.00	0.50	0.00	0.50	0.92	0.00	0.00	0.00	0.42	0.54	0.00
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	0.00	0.00	0.49	1.39	0.48	2.93	1.50	0.78	17.89	16.08	1.42
Bromborough Village	0.00	1.07	0.49	0.50	0.00	2.16	3.27	1.15	18.48	11.99	1.84
New Ferry Town Centre	0.00	0.00	0.00	0.50	0.00	0.00	0.00	0.00	1.91	1.53	0.00
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.35	0.45	0.00
Total Zone 5a	0.00	1.07	0.98	2.39	0.48	5.09	4.77	1.93	42.63	30.05	3.26
Zone 5b											
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.99	0.00
Total Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.99	0.00
Zone 6											
Heswall Town Centre	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.64
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.64
TOTAL FOR STUDY AREA	98.00	96.70	99.51	94.27	96.72	97.77	93.94	98.81	87.54	93.05	95.48

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Spreadsheet 3.8f - DIY & Decorating Goods: Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	1.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.23	1.2%
Hoylake Town Centre	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.2%
Other, Zone 1	0.00	0.00	0.04	0.04	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.13	0.1%
Total Zone 1	1.40	0.00	0.04	0.04	0.00	0.00	0.00	0.00	0.05	0.00	0.00	1.53	1.5%
Zone 2a													
Moreton Town Centre	0.05	0.58	0.34	0.08	0.09	0.04	0.00	0.09	0.04	0.00	0.00	1.31	1.3%
Other, Zone 2a	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.0%
Total Zone 2a	0.05	0.58	0.34	0.12	0.09	0.04	0.00	0.09	0.04	0.00	0.00	1.35	1.3%
Zone 2b													
Homebase, Upton Bypass, Upton	1.42	0.63	2.46	0.08	0.13	0.23	0.49	1.74	0.09	0.35	1.81	9.42	9.3%
Upton Village	0.35	0.05	0.53	0.04	0.09	0.12	0.04	0.00	0.00	0.00	0.40	1.61	1.6%
Other, Zone 2b	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.18	0.2%
Total Zone 2b	1.81	0.68	2.99	0.12	0.22	0.34	0.53	1.87	0.09	0.35	2.20	11.21	11.1%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	4.85	5.57	4.70	4.87	6.35	2.94	3.88	7.63	2.53	4.65	5.46	53.44	52.9%
Other, Zone 3a	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.26	0.3%
Total Zone 3a	4.85	5.57	4.70	5.09	6.35	2.94	3.88	7.63	2.53	4.65	5.51	53.70	53.2%
Zone 3b													
Liscard Town Centre	0.05	0.49	0.05	1.37	1.51	0.00	0.00	0.05	0.05	0.00	0.00	3.56	3.5%
Wallasey Village	0.22	0.14	0.08	0.66	0.35	0.00	0.09	0.00	0.05	0.00	0.15	1.75	1.7%
New Brighton (Seabank Road)	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.5%
Other, Zone 3b	0.00	0.00	0.00	0.04	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.1%
Total Zone 3b	0.27	0.63	0.13	2.08	2.39	0.00	0.09	0.05	0.10	0.00	0.15	5.89	5.8%
Zone 4a													
Birkenhead Town Centre	0.49	0.40	0.80	0.38	0.13	0.91	2.27	0.70	0.60	0.40	0.46	7.55	7.5%
The Rock Retail Park	0.00	0.00	0.08	0.17	0.04	0.23	0.81	0.18	0.54	0.24	0.14	2.43	2.4%
Birkenhead (Grange Road West and Oxton Road)	0.00	0.00	0.00	0.04	0.04	0.31	0.05	0.09	0.09	0.34	0.00	0.96	1.0%
Other, Zone 4a	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.09	0.1%
Total Zone 4a	0.49	0.40	0.89	0.60	0.22	1.44	3.21	0.97	1.23	0.98	0.60	11.03	10.9%
Zone 4b													
Other, Zone 4b	0.05	0.00	0.05	0.00	0.00	0.04	0.39	0.47	0.13	0.15	0.09	1.37	1.4%
Total Zone 4b	0.05	0.00	0.05	0.00	0.00	0.04	0.39	0.47	0.13	0.15	0.09	1.37	1.4%
Zone 4c													
Other, Zone 4c	0.00	0.04	0.00	0.04	0.09	0.00	0.00	0.00	0.04	0.05	0.00	0.27	0.3%
Total Zone 4c	0.00	0.04	0.00	0.04	0.09	0.00	0.00	0.00	0.04	0.05	0.00	0.27	0.3%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	0.00	0.00	0.05	0.12	0.05	0.15	0.14	0.09	1.67	1.61	0.15	4.02	4.0%
Bromborough Village	0.00	0.09	0.05	0.04	0.00	0.11	0.30	0.13	1.73	1.20	0.20	3.84	3.8%
New Ferry Town Centre	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.18	0.15	0.00	0.38	0.4%
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.05	0.00	0.45	0.4%
Total Zone 5a	0.00	0.09	0.09	0.21	0.05	0.26	0.43	0.22	3.99	3.00	0.35	8.70	8.6%
Zone 5b													
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.10	0.1%
Total Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.10	0.1%
Zone 6													
Heswall Town Centre	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.36	1.41	1.4%
Other, 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	0.0%
Total Zone 6	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.36	1.41	1.4%
TOTAL FOR STUDY AREA	8.96	7.99	9.22	8.31	9.40	5.06	8.53	11.31	8.19	9.30	10.28	96.54	95.6%

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Spreadsheet 3.8f continued.

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Liverpool City Centre	0.00	0.27	0.05	0.17	0.23	0.08	0.14	0.04	0.09	0.05	0.05	1.16	1.1%
Other, Buffer 1	0.00	0.00	0.00	0.04	0.04	0.00	0.23	0.00	0.00	0.00	0.05	0.37	0.4%
Total Buffer 1	0.00	0.27	0.05	0.21	0.27	0.08	0.37	0.04	0.09	0.05	0.10	1.52	1.5%
Buffer 2													
B&Q, Station Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.74	0.25	0.00	1.03	1.0%
Cheshire Oaks Designer Outlet Centre	0.00	0.00	0.00	0.00	0.05	0.00	0.05	0.00	0.00	0.00	0.00	0.09	0.1%
Ellesmere Port Town Centre	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.21	0.05	0.05	0.40	0.4%
Other, Buffer 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.04	0.0%
Total Buffer 2	0.00	0.00	0.00	0.08	0.05	0.04	0.05	0.00	0.99	0.31	0.05	1.56	1.5%
Buffer 3													
Chester City Centre	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.05	0.29	0.3%
Other, Buffer 3	0.09	0.00	0.00	0.08	0.00	0.00	0.09	0.05	0.00	0.05	0.19	0.55	0.5%
Total Buffer 3	0.18	0.00	0.00	0.08	0.00	0.00	0.09	0.05	0.00	0.20	0.24	0.84	0.8%
TOTAL FOR BUFFER AREA	0.18	0.27	0.05	0.38	0.32	0.12	0.50	0.09	1.08	0.55	0.40	3.93	3.9%
Outside Buffer Area													
Other, Outside Buffer Area	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.04	0.14	0.05	0.27	0.3%
Internet	0.00	0.00	0.00	0.08	0.00	0.00	0.05	0.00	0.05	0.00	0.05	0.23	0.2%
Home Catalogue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05	0.0%
TV / Interactive shopping	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
TOTAL OUTSIDE BUFFER AREA	0.00	0.00	0.00	0.13	0.00	0.00	0.05	0.05	0.09	0.14	0.09	0.55	0.5%
OVERALL TOTAL	9.15	8.26	9.26	8.81	9.72	5.17	9.08	11.45	9.35	9.99	10.75	101.01	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on DIY and decorating goods in 2009 (Spreadsheet 3.7) by the market share (Spreadsheet 3.8e). The figures in the 'Total' column are the sum of the expenditure on DIY and decorating goods attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on DIY and decorating goods retained by each centre by the total expenditure on DIY and decorating goods in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 3.8g - Domestic Appliances: Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	5.42	0.00	2.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39
Hoylake Town Centre	1.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	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	7.02	0.00	2.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39
Zone 2a											
Moreton Town Centre	4.08	9.81	2.32	0.92	0.00	0.00	0.55	0.33	0.00	0.00	0.39
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.00
Total Zone 2a	4.08	9.81	2.32	0.92	0.00	0.00	0.55	0.78	0.00	0.00	0.39
Zone 2b											
Upton Village	0.00	0.00	2.59	0.40	0.40	1.96	0.55	0.78	0.00	0.00	0.39
Other, Zone 2b	0.89	0.63	0.95	0.00	0.00	0.00	0.96	1.99	0.00	0.00	0.78
Total Zone 2b	0.89	0.63	3.55	0.40	0.40	1.96	1.51	2.77	0.00	0.00	1.17
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	4.27	5.65	2.45	0.92	1.81	2.38	0.96	2.99	0.51	0.00	3.16
Other, Zone 3a	0.00	0.51	0.41	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	4.27	6.16	2.86	1.43	1.81	2.38	0.96	2.99	0.51	0.00	3.16
Zone 3b											
Liscard Town Centre	0.45	4.91	0.95	17.96	14.94	0.77	0.00	0.00	0.00	0.00	0.00
Wallasey Village	0.00	1.76	0.54	0.52	1.66	0.00	1.37	0.33	0.00	0.00	0.00
Other, Zone 3b	0.00	0.51	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3b	0.45	7.17	1.50	18.48	17.00	0.77	1.37	0.33	0.00	0.00	0.00
Zone 4a											
Birkenhead Town Centre	7.91	15.82	9.81	17.45	6.95	22.08	21.37	16.18	2.97	5.03	6.46
Birkenhead (Grange Road West and Oxton Road)	0.45	0.00	3.27	1.72	0.00	11.34	5.07	6.65	0.00	1.58	2.24
Other, Zone 4a	0.57	0.00	0.54	0.80	1.27	2.73	0.82	1.44	1.53	0.40	0.78
Total Zone 4a	8.93	15.82	13.62	19.96	8.21	36.14	27.26	24.28	4.50	7.01	9.47
Zone 4b											
Other, Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.96	1.11	0.42	0.00	0.00
Total Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.96	1.11	0.42	0.00	0.00
Zone 4c											
Tesco Extra, Bidston Link Road, Bidston	2.36	5.65	2.18	1.43	4.74	1.96	0.41	1.88	0.51	1.33	2.38
Other, Zone 4c	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 4c	2.36	5.65	2.18	1.43	4.74	1.96	0.41	1.88	0.51	1.33	2.38
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	24.19	29.77	27.80	23.86	31.42	29.50	37.80	38.58	61.39	47.66	36.73
Bromborough Village	2.49	1.13	5.72	5.49	1.34	0.00	3.29	0.00	3.71	7.03	4.08
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.37	0.00	2.27	0.93	0.00
Other, Zone 5a	1.47	0.00	0.54	0.00	0.40	0.77	0.41	0.33	2.87	2.53	0.39
Total Zone 5a	28.15	30.90	34.06	29.35	33.15	30.27	42.87	38.92	70.25	58.15	41.20
Zone 5b											
Other, Zone 5b	0.00	0.00	0.54	0.00	0.40	0.00	0.00	0.33	0.00	0.40	0.00
Total Zone 5b	0.00	0.00	0.54	0.00	0.40	0.00	0.00	0.33	0.00	0.40	0.00
Zone 6											
Heswall Town Centre	1.60	0.00	0.00	0.52	0.40	0.00	0.00	0.00	0.00	0.00	4.86
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	1.60	0.00	0.00	0.52	0.40	0.00	0.00	0.00	0.00	0.00	4.86
TOTAL FOR STUDY AREA	57.75	76.12	62.67	72.48	66.11	73.48	75.89	73.40	76.18	66.88	63.02

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Spreadsheet 3.8h - Domestic Appliances: Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	0.77	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	1.12	0.7%
Hoylake Town Centre	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.1%
Other, 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	0.0%
Total Zone 1	0.99	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	1.35	0.9%
Zone 2a													
Moreton Town Centre	0.58	1.24	0.33	0.12	0.00	0.00	0.08	0.06	0.00	0.00	0.06	2.48	1.6%
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08	0.1%
Total Zone 2a	0.58	1.24	0.33	0.12	0.00	0.00	0.08	0.14	0.00	0.00	0.06	2.56	1.6%
Zone 2b													
Upton Village	0.00	0.00	0.37	0.05	0.06	0.15	0.08	0.14	0.00	0.00	0.06	0.91	0.6%
Other, Zone 2b	0.13	0.08	0.14	0.00	0.00	0.00	0.13	0.35	0.00	0.00	0.13	0.96	0.6%
Total Zone 2b	0.13	0.08	0.50	0.05	0.06	0.15	0.21	0.49	0.00	0.00	0.19	1.87	1.2%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	0.61	0.72	0.35	0.12	0.27	0.19	0.13	0.53	0.07	0.00	0.52	3.51	2.3%
Other, Zone 3a	0.00	0.06	0.06	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.1%
Total Zone 3a	0.61	0.78	0.41	0.19	0.27	0.19	0.13	0.53	0.07	0.00	0.52	3.70	2.4%
Zone 3b													
Liscard Town Centre	0.06	0.62	0.14	2.43	2.24	0.06	0.00	0.00	0.00	0.00	0.00	5.55	3.6%
Wallasey Village	0.00	0.22	0.08	0.07	0.25	0.00	0.19	0.06	0.00	0.00	0.00	0.87	0.6%
Other, Zone 3b	0.00	0.06	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.1%
Total Zone 3b	0.06	0.91	0.21	2.50	2.55	0.06	0.19	0.06	0.00	0.00	0.00	6.55	4.2%
Zone 4a													
Birkenhead Town Centre	1.12	2.01	1.40	2.36	1.04	1.72	2.96	2.87	0.42	0.78	1.07	17.75	11.4%
Birkenhead (Grange Road West and Oxton Road)	0.06	0.00	0.47	0.23	0.00	0.88	0.70	1.18	0.00	0.25	0.37	4.14	2.7%
Other, Zone 4a	0.08	0.00	0.08	0.11	0.19	0.21	0.11	0.26	0.22	0.06	0.13	1.45	0.9%
Total Zone 4a	1.27	2.01	1.94	2.70	1.23	2.81	3.78	4.30	0.64	1.09	1.57	23.34	15.0%
Zone 4b													
Other, Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.20	0.06	0.00	0.00	0.39	0.3%
Total Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.20	0.06	0.00	0.00	0.39	0.3%
Zone 4c													
Tesco Extra, Bidston Link Road, Bidston	0.33	0.72	0.31	0.19	0.71	0.15	0.06	0.33	0.07	0.21	0.39	3.48	2.2%
Other, Zone 4c	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 4c	0.33	0.72	0.31	0.19	0.71	0.15	0.06	0.33	0.07	0.21	0.39	3.48	2.2%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	3.43	3.78	3.95	3.23	4.71	2.30	5.24	6.83	8.79	7.41	6.09	55.76	35.9%
Bromborough Village	0.35	0.14	0.81	0.74	0.20	0.00	0.46	0.00	0.53	1.09	0.68	5.01	3.2%
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.32	0.14	0.00	0.66	0.4%
Other, Zone 5a	0.21	0.00	0.08	0.00	0.06	0.06	0.06	0.06	0.41	0.39	0.06	1.39	0.9%
Total Zone 5a	3.99	3.92	4.84	3.97	4.98	2.36	5.95	6.89	10.05	9.04	6.83	62.81	40.4%
Zone 5b													
Other, Zone 5b	0.00	0.00	0.08	0.00	0.06	0.00	0.00	0.06	0.00	0.06	0.00	0.26	0.2%
Total Zone 5b	0.00	0.00	0.08	0.00	0.06	0.00	0.00	0.06	0.00	0.06	0.00	0.26	0.2%
Zone 6													
Heswall Town Centre	0.23	0.00	0.00	0.07	0.06	0.00	0.00	0.00	0.00	0.00	0.81	1.16	0.7%
Other, 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	0.0%
Total Zone 6	0.23	0.00	0.00	0.07	0.06	0.00	0.00	0.00	0.00	0.00	0.81	1.16	0.7%
TOTAL FOR STUDY AREA	8.18	9.86	8.91	9.81	9.92	5.72	10.52	13.00	10.90	10.40	10.45	107.47	69.2%

Continued over page

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Liverpool City Centre	1.97	0.72	2.03	0.94	2.38	0.70	0.86	1.79	0.86	2.02	2.90	17.15	11.0%
Other, Buffer 1	0.06	0.00	0.00	0.05	0.13	0.00	0.08	0.00	0.00	0.00	0.00	0.32	0.2%
Total Buffer 1	2.03	0.72	2.03	0.99	2.51	0.70	0.93	1.79	0.86	2.02	2.90	17.48	11.2%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	0.06	0.06	0.12	0.00	0.06	0.06	0.11	0.00	0.27	0.27	0.22	1.23	0.8%
Ellesmere Port Town Centre	0.00	0.14	0.08	0.16	0.00	0.00	0.00	0.00	0.52	0.06	0.31	1.27	0.8%
Other, Buffer 2	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.12	0.1%
Total Buffer 2	0.06	0.21	0.25	0.16	0.06	0.06	0.11	0.06	0.78	0.33	0.52	2.61	1.7%
Buffer 3													
Chester City Centre	0.42	0.14	0.06	0.07	0.07	0.05	0.00	0.00	0.12	0.33	0.50	1.75	1.1%
Other, Buffer 3	0.16	0.00	0.08	0.12	0.00	0.00	0.15	0.16	0.00	0.00	0.37	1.04	0.7%
Total Buffer 3	0.58	0.14	0.14	0.19	0.07	0.05	0.15	0.16	0.12	0.33	0.87	2.80	1.8%
TOTAL FOR BUFFER AREA	2.68	1.07	2.42	1.35	2.64	0.80	1.20	2.00	1.76	2.68	4.30	22.89	14.7%
Outside Buffer Area													
Other, Outside Buffer Area	0.14	0.21	0.06	0.07	0.06	0.06	0.08	0.00	0.06	0.25	0.24	1.22	0.8%
Internet	2.60	1.04	2.42	1.12	1.93	0.62	1.50	1.90	1.24	1.67	1.22	17.28	11.1%
Home Catalogue	0.56	0.72	0.41	1.12	0.27	0.58	0.57	0.80	0.28	0.56	0.31	6.16	4.0%
TV / Interactive shopping	0.00	0.00	0.00	0.07	0.18	0.00	0.00	0.00	0.07	0.00	0.06	0.39	0.2%
TOTAL OUTSIDE BUFFER AREA	3.31	1.96	2.89	2.38	2.44	1.26	2.15	2.71	1.65	2.47	1.84	25.05	16.1%
OVERALL TOTAL	14.17	12.69	14.22	13.54	15.01	7.78	13.87	17.71	14.31	15.54	16.58	155.42	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on domestic appliances in 2009 (Spreadsheet 3.7) by the market share (Spreadsheet 3.8h). The figures in the 'Total' column are the sum of the expenditure on domestic appliances attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on domestic appliances retained by each centre by the total expenditure on domestic appliances in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 3.8i - 'Other Goods': Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	16.73	6.11	5.04	0.00	0.57	0.00	0.00	0.55	0.00	0.76	0.00
Hoylake Town Centre	4.67	0.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.68	0.69	0.00	0.00	0.00	0.00	0.00	0.00	1.36	0.00	0.65
Total Zone 1	22.09	7.50	5.04	0.00	0.57	0.00	0.00	0.55	1.36	0.76	0.65
Zone 2a											
Moreton Town Centre	0.63	7.36	0.65	0.00	0.00	0.00	1.38	0.00	0.00	0.00	0.00
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00
Total Zone 2a	0.63	7.36	0.65	0.00	0.00	0.00	2.16	0.00	0.00	0.00	0.00
Zone 2b											
Upton Village	0.00	0.00	2.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 2b	0.00	1.67	3.49	0.00	0.00	1.98	0.60	1.30	0.00	0.00	0.00
Total Zone 2b	0.00	1.67	6.34	0.00	0.00	1.98	0.60	1.30	0.00	0.00	0.00
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	1.93	0.00	1.03	0.75	0.00	0.85	1.38	1.30	0.00	0.00	1.30
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	1.93	0.00	1.03	0.75	0.00	0.85	1.38	1.30	0.00	0.00	1.30
Zone 3b											
Liscard Town Centre	1.93	8.33	0.52	29.05	25.13	2.83	0.00	0.75	0.00	0.61	0.65
Wallasey Village	0.00	1.53	0.00	0.60	0.77	0.00	0.00	0.00	0.61	0.00	0.00
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3b	1.93	9.86	0.52	29.65	25.90	2.83	0.00	0.75	0.61	0.61	0.65
Zone 4a											
Birkenhead Town Centre	20.96	30.28	24.19	34.28	15.36	42.49	41.75	34.12	27.12	25.83	16.79
Birkenhead (Grange Road West and Oxton Road)	1.31	2.22	4.01	0.00	1.92	11.06	5.53	5.54	1.36	5.32	1.53
Other, Zone 4a	0.63	0.00	0.65	0.00	0.57	2.83	1.38	2.04	0.00	0.76	0.00
Total Zone 4a	22.89	32.50	28.85	34.28	17.85	56.38	48.67	41.69	28.48	31.91	18.32
Zone 4b											
Other, Zone 4b	0.00	0.00	1.16	0.00	0.00	0.85	1.99	0.55	0.75	4.10	0.00
Total Zone 4b	0.00	0.00	1.16	0.00	0.00	0.85	1.99	0.55	0.75	4.10	0.00
Zone 4c											
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 4c	0.00	0.00	1.16	1.94	2.69	0.00	0.60	0.00	0.00	0.61	0.65
Total Zone 4c	0.00	0.00	1.16	1.94	2.69	0.00	0.60	0.00	0.00	0.61	0.65
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	5.24	2.36	10.22	3.28	5.76	2.27	15.29	9.27	22.51	8.06	11.76
Bromborough Village	0.00	0.00	1.16	0.75	0.00	0.00	0.00	0.55	3.19	4.56	0.00
New Ferry Town Centre	0.00	0.00	0.00	0.00	1.34	0.00	0.00	0.00	0.00	1.52	0.00
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.61	0.00	0.00
Total Zone 5a	5.24	2.36	11.38	4.02	7.10	2.27	15.29	9.82	26.30	14.14	11.76
Zone 5b											
Other, Zone 5b	0.00	0.00	2.33	0.00	0.00	1.98	0.60	0.55	2.10	2.59	1.53
Total Zone 5b	0.00	0.00	2.33	0.00	0.00	1.98	0.60	0.55	2.10	2.59	1.53
Zone 6											
Heswall Town Centre	0.63	0.00	0.00	0.00	0.00	0.00	0.00	1.85	0.00	1.22	15.04
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	0.63	0.00	0.00	0.00	0.00	0.00	0.00	1.85	0.00	1.22	15.04
TOTAL FOR STUDY AREA	55.34	61.25	58.47	70.84	54.11	67.14	71.30	58.34	59.59	55.93	49.89

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Spreadsheet 3.8j - 'Other Goods': Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	5.10	1.65	1.54	0.00	0.18	0.00	0.00	0.21	0.00	0.25	0.00	8.94	2.7%
Hoylake Town Centre	1.43	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.61	0.5%
Other, Zone 1	0.21	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.23	1.04	0.3%
Total Zone 1	6.74	2.03	1.54	0.00	0.18	0.00	0.00	0.21	0.42	0.25	0.23	11.60	3.5%
Zone 2a													
Moreton Town Centre	0.19	1.99	0.20	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	2.79	0.8%
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.23	0.1%
Total Zone 2a	0.19	1.99	0.20	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	3.02	0.9%
Zone 2b													
Upton Village	0.00	0.00	0.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.3%
Other, Zone 2b	0.00	0.45	1.07	0.00	0.00	0.33	0.18	0.49	0.00	0.00	0.00	2.51	0.8%
Total Zone 2b	0.00	0.45	1.94	0.00	0.00	0.33	0.18	0.49	0.00	0.00	0.00	3.38	1.0%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	0.59	0.00	0.31	0.21	0.00	0.14	0.41	0.49	0.00	0.00	0.46	2.62	0.8%
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 3a	0.59	0.00	0.31	0.21	0.00	0.14	0.41	0.49	0.00	0.00	0.46	2.62	0.8%
Zone 3b													
Liscard Town Centre	0.59	2.26	0.16	8.34	8.09	0.46	0.00	0.28	0.00	0.20	0.23	20.61	6.2%
Wallasey Village	0.00	0.41	0.00	0.17	0.25	0.00	0.00	0.00	0.19	0.00	0.00	1.02	0.3%
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 3b	0.59	2.67	0.16	8.51	8.34	0.46	0.00	0.28	0.19	0.20	0.23	21.63	6.5%
Zone 4a													
Birkenhead Town Centre	6.39	8.19	7.39	9.84	4.94	6.97	12.31	12.90	8.32	8.60	6.00	91.87	27.6%
Birkenhead (Grange Road West and Oxton Road)	0.40	0.60	1.22	0.00	0.62	1.81	1.63	2.09	0.42	1.77	0.55	11.12	3.3%
Other, Zone 4a	0.19	0.00	0.20	0.00	0.18	0.46	0.41	0.77	0.00	0.25	0.00	2.47	0.7%
Total Zone 4a	6.98	8.79	8.81	9.84	5.75	9.25	14.35	15.77	8.73	10.63	6.55	105.45	31.7%
Zone 4b													
Other, Zone 4b	0.00	0.00	0.36	0.00	0.00	0.14	0.59	0.21	0.23	1.37	0.00	2.88	0.9%
Total Zone 4b	0.00	0.00	0.36	0.00	0.00	0.14	0.59	0.21	0.23	1.37	0.00	2.88	0.9%
Zone 4c													
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Other, Zone 4c	0.00	0.00	0.36	0.56	0.87	0.00	0.18	0.00	0.00	0.20	0.23	2.39	0.7%
Total Zone 4c	0.00	0.00	0.36	0.56	0.87	0.00	0.18	0.00	0.00	0.20	0.23	2.39	0.7%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	1.60	0.64	3.12	0.94	1.85	0.37	4.51	3.50	6.90	2.68	4.20	30.32	9.1%
Bromborough Village	0.00	0.00	0.36	0.21	0.00	0.00	0.00	0.21	0.98	1.52	0.00	3.27	1.0%
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.50	0.00	0.94	0.3%
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.19	0.1%
Total Zone 5a	1.60	0.64	3.47	1.16	2.29	0.37	4.51	3.71	8.07	4.71	4.20	34.72	10.4%
Zone 5b													
Other, Zone 5b	0.00	0.00	0.71	0.00	0.00	0.33	0.18	0.21	0.64	0.86	0.55	3.47	1.0%
Total Zone 5b	0.00	0.00	0.71	0.00	0.00	0.33	0.18	0.21	0.64	0.86	0.55	3.47	1.0%
Zone 6													
Heswall Town Centre	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.41	5.38	6.67	2.0%
Other, 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	0.0%
Total Zone 6	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.41	5.38	6.67	2.0%
TOTAL FOR STUDY AREA	16.88	16.58	17.85	20.28	17.42	11.01	21.03	22.06	18.27	18.63	17.84	197.84	59.5%

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	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Liverpool City Centre	5.00	3.95	3.16	3.72	5.94	2.60	2.22	8.20	1.52	5.06	2.88	44.24	13.3%
Other, Buffer 1	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.19	0.1%
Total Buffer 1	5.00	3.95	3.16	3.72	5.94	2.79	2.22	8.20	1.52	5.06	2.88	44.43	13.4%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	0.80	0.19	0.71	0.21	0.18	0.00	0.23	0.00	0.64	0.91	1.87	5.75	1.7%
Ellesmere Port Town Centre	0.00	0.41	1.42	0.17	0.00	0.00	0.00	0.28	0.42	0.66	0.00	3.36	1.0%
Other, Buffer 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.19	0.1%
Total Buffer 2	0.80	0.60	2.13	0.39	0.18	0.00	0.23	0.28	1.25	1.57	1.87	9.30	2.8%
Buffer 3													
Chester City Centre	2.02	0.98	1.94	0.21	0.99	0.00	0.69	0.98	2.91	2.07	7.48	20.27	6.1%
Other, Buffer 3	0.00	0.00	0.00	0.00	0.18	0.00	0.18	0.21	0.00	0.20	0.00	0.77	0.2%
Total Buffer 3	2.02	0.98	1.94	0.21	1.17	0.00	0.87	1.19	2.91	2.28	7.48	21.04	6.3%
TOTAL FOR BUFFER AREA	7.82	5.53	7.23	4.32	7.29	2.79	3.32	9.67	5.68	8.90	12.23	74.77	22.5%
Outside Buffer Area													
Other, Outside Buffer Area	1.03	0.86	0.75	0.34	0.18	0.00	1.35	0.98	0.19	0.66	1.09	7.44	2.2%
Internet	4.38	2.26	3.79	2.44	5.81	2.04	2.57	4.62	4.07	4.20	3.28	39.46	11.9%
Home Catalogue	0.00	0.86	0.16	1.11	1.30	0.14	1.22	0.00	0.83	0.25	0.00	5.88	1.8%
TV / Interactive shopping	0.40	0.98	0.75	0.21	0.18	0.42	0.00	0.49	1.62	0.66	1.32	7.04	2.1%
TOTAL OUTSIDE BUFFER AREA	5.80	4.96	5.45	4.11	7.48	2.60	5.15	6.09	6.71	5.77	5.69	59.81	18.0%
OVERALL TOTAL	30.50	27.06	30.53	28.71	32.18	16.40	29.49	37.82	30.67	33.30	35.76	332.43	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on 'other goods' in 2009 (Spreadsheet 3.7) by the market share (Spreadsheet 3.8i). The figures in the 'Total' column are the sum of the expenditure on 'other goods' attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on 'other goods' retained by each centre by the total expenditure in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 3.9a - Summary of Capacity for Comparison Goods: Scenario 3A (Moderate Decrease in Retention Rate from 64.7% to 60%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	976.6	1,013.0	1,077.6	1,124.6	1,518.1	1,892.5	36.5	64.6	46.9	393.5	374.4	101.1	148.0	541.6	916.0	
B. Current retention level of centres within the study area (%)	64.7%	64.2%	63.3%	62.8%	61.4%	60.0%										
C. Retained expenditure (£m) (=A*B)	632.1	650.1	682.6	706.0	932.0	1,135.5	18.0	32.5	23.5	226.0	203.5	50.4	73.9	299.9	503.4	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	632.1	640.7	653.9	662.8	739.0	799.9										
E. Improvement in sales densities of centres and stores (£m)							8.6	13.1	8.9	76.2	61.0	21.7	30.7	106.8	167.8	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		18.3	49.2	55.7	110.4	162.5	18.3	30.9	6.5	54.7	52.0	49.2	55.7	110.4	162.5	
Commitments ⁽⁴⁾																
3 retail warehouses, Croft Retail Park, Bromborough		8.8	9.0	9.2	10.2	11.0										
Morrisons superstore, Kings Parade, New Brighton		6.3	6.5	6.5	7.3	7.9										
Asda superstore, Claughton Road, Oliver Street, Birkenhead		11.8	12.0	12.2	13.6	14.7										
9 mixed use units, fmr. KwikSave, Telegraph Road, Heswall		0.9	0.9	0.9	1.0	1.1										
Mezzanine, Croft Retail Park, Bromborough		1.9	1.9	1.9	2.1	2.3										
4 retail units, fmr. KwikSave Shopping Centre, Stanley Road, Birkenhead		1.9	1.9	2.0	2.2	2.4										
Mixed use development, adj. gas holders, Hind Street, Birkenhead		17.2	17.6	17.8	19.9	21.5										
Mezzanine, Adsa, Welton Road, Bromborough		6.2	6.3	6.4	7.1	7.7										
Retail unit, Croft Retail Park, Bromborough		1.8	1.9	1.9	2.1	2.3										
Aldi foodstore plus 1 retail unit, Bridge Road, West Kirby		2.1	2.1	2.2	2.4	2.6										
7 mixed use units, Church Road, Tranmere		0.3	0.3	0.3	0.4	0.4										
G. Turnover from commitments (£m)	0.0	59.2	60.4	61.3	68.3	73.9	59.2	1.2	0.8	7.0	5.6	60.4	61.3	68.3	73.9	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-68.2	-80.9	-73.7	14.3	99.2	-68.2	-12.7	7.2	88.0	84.9	-80.9	-73.7	14.3	99.2	
Comparison assessment ⁽⁶⁾																
I. Assumed sales density (£/sq.m)	5,000	5,068	5,172	5,242	5,845	6,327										
J. Floorspace requirement (net sq.m) (=H/I)	0	-13,460	-15,650	-14,063	2,448	15,676	-13,460	-2,190	1,587	16,510	13,229	-15,650	-14,063	2,448	15,676	
K. Floorspace requirement (gross sq.m)	0	-19,229	-22,357	-20,090	3,496	22,395	-19,229	-3,128	2,267	23,586	18,898	-22,357	-20,090	3,496	22,395	

- NOTES:**
- (1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share decreases for each of the forecast years.
- (2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).
- (3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 3.4.
- (4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth
- (5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres'/stores' turnover, growth in SFT and commitments.
- (6) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £5,000/sq.m in 2009, which is forecast to increase at a rate of 0.68% per annum between 2008 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 3.9b - Summary of Capacity for Comparison Goods: Scenario 3B (Static Retention Rate: 64.7%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	976.6	1,013.0	1,077.6	1,124.6	1,518.1	1,892.5	36.5	64.6	46.9	393.5	374.4	101.1	148.0	541.6	916.0	
B. Current retention level of centres within the study area (%)	64.7%	64.7%	64.7%	64.7%	64.7%	64.7%										
C. Retained expenditure (£m) (=A*B)	632.1	655.7	697.5	727.9	982.7	1,225.0	23.6	41.8	30.4	254.7	242.4	65.4	95.8	350.5	592.9	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	632.1	640.7	653.9	662.8	739.0	799.9										
E. Improvement in sales densities of centres and stores (£m)							8.6	13.1	8.9	76.2	61.0	21.7	30.7	106.8	167.8	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		18.3	49.2	55.7	110.4	162.5	18.3	30.9	6.5	54.7	52.0	49.2	55.7	110.4	162.5	
Commitments ⁽⁴⁾																
3 retail warehouses, Croft Retail Park, Bromborough		8.8	9.0	9.2	10.2	11.0										
Morrisons superstore, Kings Parade, New Brighton		6.3	6.5	6.5	7.3	7.9										
Asda superstore, Claughton Road, Oliver Street, Birkenhead		11.8	12.0	12.2	13.6	14.7										
9 mixed use units, fmr. KwikSave, Telegraph Road, Heswall		0.9	0.9	0.9	1.0	1.1										
Mezzanine, Croft Retail Park, Bromborough		1.9	1.9	1.9	2.1	2.3										
4 retail units, fmr. KwikSave Shopping Centre, Stanley Road, Birkenhead		1.9	1.9	2.0	2.2	2.4										
Mixed use development, adj. gas holders, Hind Street, Birkenhead		17.2	17.6	17.8	19.9	21.5										
Mezzanine, Adsa, Welton Road, Bromborough		6.2	6.3	6.4	7.1	7.7										
Retail unit, Croft Retail Park, Bromborough		1.8	1.9	1.9	2.1	2.3										
Aldi foodstore plus 1 retail unit, Bridge Road, West Kirby		2.1	2.1	2.2	2.4	2.6										
7 mixed use units, Church Road, Tranmere		0.3	0.3	0.3	0.4	0.4										
G. Turnover from commitments (£m)	0.0	59.2	60.4	61.3	68.3	73.9	59.2	1.2	0.8	7.0	5.6	60.4	61.3	68.3	73.9	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-62.6	-66.0	-51.8	65.0	188.7	-62.6	-3.4	14.1	116.8	123.7	-66.0	-51.8	65.0	188.7	
Comparison assessment ⁽⁶⁾																
I. Assumed sales density (£/sq.m)	5,000	5,068	5,172	5,242	5,845	6,327										
J. Floorspace requirement (net sq.m) (=H/I)	0	-12,348	-12,752	-9,886	11,117	29,820	-12,348	-404	2,866	21,003	18,703	-12,752	-9,886	11,117	29,820	
K. Floorspace requirement (gross sq.m)	0	-17,640	-18,217	-14,123	15,881	42,599	-17,640	-577	4,094	30,004	26,718	-18,217	-14,123	15,881	42,599	

NOTES:

(1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share remains constant for each of the forecast years.

(2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 3.4.

(4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres/stores' turnover, growth in SFT and commitments.

(6) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £5,000/sq.m in 2009, which is forecast to increase at a rate of 0.68% per annum between 2008 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 3.9c - Summary of Capacity for Comparison Goods: Scenario 3C (Moderate Increase in Retention Rate from 64.7% to 70%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	976.6	1,013.0	1,077.6	1,124.6	1,518.1	1,892.5	36.5	64.6	46.9	393.5	374.4	101.1	148.0	541.6	916.0	
B. Current retention level of centres within the study area (%)	64.7%	65.3%	66.3%	66.9%	68.4%	70.0%										
C. Retained expenditure (£m) (=A*B)	632.1	662.0	714.3	752.3	1,039.1	1,324.8	29.9	52.3	38.1	286.8	285.6	82.1	120.2	407.0	692.7	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	632.1	640.7	653.9	662.8	739.0	799.9										
E. Improvement in sales densities of centres and stores (£m)							8.6	13.1	8.9	76.2	61.0	21.7	30.7	106.8	167.8	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		18.3	49.2	55.7	110.4	162.5	18.3	30.9	6.5	54.7	52.0	49.2	55.7	110.4	162.5	
Commitments ⁽⁴⁾																
3 retail warehouses, Croft Retail Park, Bromborough		8.8	9.0	9.2	10.2	11.0										
Morrisons superstore, Kings Parade, New Brighton		6.3	6.5	6.5	7.3	7.9										
Asda superstore, Cloughton Road, Oliver Street, Birkenhead		11.8	12.0	12.2	13.6	14.7										
9 mixed use units, fmr. KwikSave, Telegraph Road, Heswall		0.9	0.9	0.9	1.0	1.1										
Mezzanine, Croft Retail Park, Bromborough		1.9	1.9	1.9	2.1	2.3										
4 retail units, fmr. KwikSave Shopping Centre, Stanley Road, Birkenhead		1.9	1.9	2.0	2.2	2.4										
Mixed use development, adj. gas holders, Hind Street, Birkenhead		17.2	17.6	17.8	19.9	21.5										
Mezzanine, Adsa, Welton Road, Bromborough		6.2	6.3	6.4	7.1	7.7										
Retail unit, Croft Retail Park, Bromborough		1.8	1.9	1.9	2.1	2.3										
Aldi foodstore plus 1 retail unit, Bridge Road, West Kirby		2.1	2.1	2.2	2.4	2.6										
7 mixed use units, Church Road, Tranmere		0.3	0.3	0.3	0.4	0.4										
G. Turnover from commitments (£m)	0.0	59.2	60.4	61.3	68.3	73.9	59.2	1.2	0.8	7.0	5.6	60.4	61.3	68.3	73.9	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-56.3	-49.2	-27.4	121.5	288.4	-56.3	7.1	21.8	148.9	167.0	-49.2	-27.4	121.5	288.4	
Comparison assessment ⁽⁶⁾																
I. Assumed sales density (£/sq.m)	5,000	5,068	5,172	5,242	5,845	6,327										
J. Floorspace requirement (net sq.m) (=H/I)	0	-11,109	-9,522	-5,230	20,781	45,587	-11,109	1,587	4,292	26,011	24,805	-9,522	-5,230	20,781	45,587	
K. Floorspace requirement (gross sq.m)	0	-15,870	-13,602	-7,471	29,687	65,124	-15,870	2,267	6,131	37,159	35,436	-13,602	-7,471	29,687	65,124	

NOTES:

- (1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share moderately increases for each of the forecast years.
- (2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).
- (3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 3.4.
- (4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth.
- (5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres'/stores' turnover, growth in SFT and commitments.
- (6) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £5,000/sq.m in 2009, which is forecast to increase at a rate of 0.68% per annum between 2008 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 3.9d - Summary of Capacity for Comparison Goods: Scenario 3D (Significant Increase in Retention Rate from 64.7% to 75%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	976.6	1,013.0	1,077.6	1,124.6	1,518.1	1,892.5	36.5	64.6	46.9	393.5	374.4	101.1	148.0	541.6	916.0	
B. Current retention level of centres within the study area (%)	64.7%	65.9%	67.7%	69.0%	72.0%	75.0%										
C. Retained expenditure (£m) (=A*B)	632.1	668.0	730.1	775.5	1,092.7	1,419.4	35.8	62.1	45.4	317.2	326.7	98.0	143.4	460.6	787.3	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	632.1	640.7	653.9	662.8	739.0	799.9										
E. Improvement in sales densities of centres and stores (£m)							8.6	13.1	8.9	76.2	61.0	21.7	30.7	106.8	167.8	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		18.3	49.2	55.7	110.4	162.5	18.3	30.9	6.5	54.7	52.0	49.2	55.7	110.4	162.5	
Commitments ⁽⁴⁾																
3 retail warehouses, Croft Retail Park, Bromborough		8.8	9.0	9.2	10.2	11.0										
Morrisons superstore, Kings Parade, New Brighton		6.3	6.5	6.5	7.3	7.9										
Asda superstore, Cloughton Road, Oliver Street, Birkenhead		11.8	12.0	12.2	13.6	14.7										
9 mixed use units, fmr. KwikSave, Telegraph Road, Heswall		0.9	0.9	0.9	1.0	1.1										
Mezzanine, Croft Retail Park, Bromborough		1.9	1.9	1.9	2.1	2.3										
4 retail units, fmr. KwikSave Shopping Centre, Stanley Road, Birkenhead		1.9	1.9	2.0	2.2	2.4										
Mixed use development, adj. gas holders, Hind Street, Birkenhead		17.2	17.6	17.8	19.9	21.5										
Mezzanine, Adsa, Welton Road, Bromborough		6.2	6.3	6.4	7.1	7.7										
Retail unit, Croft Retail Park, Bromborough		1.8	1.9	1.9	2.1	2.3										
Aldi foodstore plus 1 retail unit, Bridge Road, West Kirby		2.1	2.1	2.2	2.4	2.6										
7 mixed use units, Church Road, Tranmere		0.3	0.3	0.3	0.4	0.4										
G. Turnover from commitments (£m)	0.0	59.2	60.4	61.3	68.3	73.9	59.2	1.2	0.8	7.0	5.6	60.4	61.3	68.3	73.9	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-50.3	-33.4	-4.3	175.0	383.1	-50.3	16.9	29.1	179.3	208.0	-33.4	-4.3	175.0	383.1	
Comparison assessment ⁽⁶⁾																
I. Assumed sales density (£/sq.m)	5,000	5,068	5,172	5,242	5,845	6,327										
J. Floorspace requirement (net sq.m) (=H/I)	0	-9,933	-6,458	-814	29,948	60,542	-9,933	3,475	5,644	30,761	30,594	-6,458	-814	29,948	60,542	
K. Floorspace requirement (gross sq.m)	0	-14,190	-9,225	-1,162	42,783	86,488	-14,190	4,965	8,063	43,945	43,705	-9,225	-1,162	42,783	86,488	

- NOTES:**
- (1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share significantly increases for each of the forecast years.
- (2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).
- (3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 3.4.
- (4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth.
- (5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres/stores' turnover, growth in SFT and commitments.
- (6) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £5,000/sq.m in 2009, which is forecast to increase at a rate of 0.68% per annum between 2008 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 4.1 - Definition of Zones

Zone	Postcode	Local Authority
Zone 1	CH47	Wirral
	CH48	Wirral
Zone 2a	CH46	Wirral
Zone 2b	CH49	Wirral
Zone 3a	CH44	Wirral
Zone 3b	CH45	Wirral
Zone 4a	CH41	Wirral
Zone 4b	CH42	Wirral
Zone 4c	CH43	Wirral
Zone 5a	CH62	Wirral
Zone 5b	CH63	Wirral
Zone 6	CH60	Wirral
	CH61	Wirral

Spreadsheet 4.2 - Population Projections (ONS with Wirral Waters)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	All Zones Total
Population 2006	25,784	26,003	28,244	29,942	28,964	18,647	30,750	35,164	28,049	29,178	30,491	311,216
Population 2009	25,751	25,970	28,208	29,904	28,927	18,623	30,710	35,119	28,013	29,140	30,452	310,816
Population 2011	25,746	25,965	28,203	30,257	28,922	18,620	30,705	35,113	28,008	29,135	30,447	311,121
Population 2014	25,722	25,940	28,176	31,672	28,894	20,453	30,676	35,079	27,981	29,107	30,417	314,117
Population 2016	25,703	25,922	28,156	32,462	28,873	22,407	30,654	35,054	27,961	29,087	30,396	316,674
Population 2021	25,693	25,912	28,145	34,375	28,862	26,475	30,642	35,041	27,951	29,076	30,384	322,555
Population 2026	25,688	25,906	28,138	36,043	28,856	29,507	30,635	35,032	27,944	29,069	30,377	327,194
Change in population 2009 - 2011												
Numeric change	-4	-4	-5	354	-5	-3	-5	-6	-5	-5	-5	305
Percentage change	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Change in population 2011 - 2014												
Numeric change	-25	-25	-27	1,415	-28	1,833	-30	-34	-27	-28	-29	2,996
Percentage change	-0.1%	-0.1%	-0.1%	4.7%	-0.1%	9.8%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	1.0%
Change in population 2014 - 2016												
Numeric change	-18	-19	-20	790	-21	1,954	-22	-25	-20	-21	-22	2,557
Percentage change	-0.1%	-0.1%	-0.1%	2.5%	-0.1%	9.6%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	0.8%
Change in population 2016 - 2021												
Numeric change	-10	-10	-11	1,913	-11	4,068	-12	-13	-11	-11	-12	5,881
Percentage change	0.0%	0.0%	0.0%	5.9%	0.0%	18.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Change in population 2021 - 2026												
Numeric change	-6	-6	-7	1,667	-7	3,032	-7	-8	-6	-7	-7	4,639
Percentage change	0.0%	0.0%	0.0%	4.9%	0.0%	11.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Change in population 2009 - 2026												
Numeric change	-63	-64	-69	6,139	-71	10,884	-76	-86	-69	-72	-75	16,378
Percentage change	-0.2%	-0.2%	-0.2%	20.5%	-0.2%	58.4%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	5.3%

NOTES:

(1) Population data were sourced from MapInfo and Oxford Economics (mid-year 2006). The population in each zone was projected forward to the base and forecast years using population multipliers derived from ONS 2006-based Sub-National Population Projections (published 12 June 2008) and we have factored in the additional population growth likely to occur if the Wirral Waters scheme is implemented.

Spreadsheet 4.3 - Comparison Goods Expenditure (per capita)

Year	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	£	£	£	£	£	£	£	£	£	£	£
2006	3,090	2,737	2,824	2,538	2,912	2,344	2,534	2,832	2,859	2,989	3,054
2009	3,462	3,067	3,164	2,844	3,263	2,626	2,839	3,173	3,203	3,349	3,422
2011	3,588	3,178	3,279	2,947	3,382	2,722	2,943	3,289	3,320	3,471	3,547
2014	3,786	3,354	3,460	3,110	3,568	2,872	3,105	3,470	3,503	3,662	3,742
2016	3,924	3,476	3,586	3,223	3,698	2,977	3,218	3,596	3,631	3,796	3,878
2021	5,214	4,619	4,765	4,283	4,914	3,955	4,276	4,779	4,825	5,044	5,154
2026	6,421	5,687	5,868	5,274	6,051	4,871	5,265	5,885	5,941	6,211	6,346

NOTES:

(1) Expenditure data derived from Mapinfo 2006 per capita annual comparison goods expenditure estimates, which we have obtained through our in-house GIS system.
(2) The 2006 MapInfo expenditure data have been projected forward to the base year and forecast years using forecast growth rates of: 4.91% from 2006 to 2008 (Oxford Economics Retail Briefings Update Revised March 2009); 1.805% from 2008 to 2016 (Midpoint of MapInfo forecast from Retail Spending Outlook Revised Version March 2009 and Experian Retail Planner Briefing Note 6.1 February 2009 Changes, Table 3); 5.85% from 2016 to 2021 (Midpoint of medium term past trend from MapInfo Brief 08/02, Table 3 and medium term past trend from Experian Retail Planner Briefing Note 6.1, Table 3.2); 4.25% from 2021 to 2026 (Midpoint of ultra long term past trend from MapInfo Brief 08/02, Table 3 and ultra long term past trend from Experian Retail Planner Briefing Note 6.1, Table 3.2).

All monetary values are held constant at 2006 prices.

Spreadsheet 4.4 - Total Comparison Goods Expenditure and Expenditure Growth (ONS with Wirral Waters)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	All Zones Total
Year	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Total expenditure 2009	89.16	79.64	89.26	85.04	94.38	48.91	87.20	111.44	89.74	97.59	104.20	976.56
Inclusive of spending on SFT in 2009 of average of 10.3%	9.56	8.04	9.87	8.63	12.39	5.20	8.05	11.18	10.53	9.09	8.07	100.60
Total expenditure 2011	92.39	82.53	92.49	89.18	97.80	50.68	90.36	115.48	92.99	101.13	107.98	1013.01
Inclusive of spending on SFT in 2011 of average of 11.74%	11.30	9.50	11.67	10.20	14.64	6.15	9.51	13.21	12.45	10.75	9.54	118.94
Total expenditure 2014	97.39	87.00	97.50	98.50	103.10	58.74	95.25	121.73	98.02	106.61	113.82	1077.64
Inclusive of spending on SFT in 2014 of 13.9%	13.54	12.09	13.55	13.69	14.33	8.17	13.24	16.92	13.63	14.82	15.82	149.79
Total expenditure 2016	100.86	90.10	100.98	104.63	106.78	66.70	98.65	126.07	101.52	110.41	117.89	1124.58
Inclusive of spending on SFT in 2016 of 13.9%	14.02	12.52	14.04	14.54	14.84	9.27	13.71	17.52	14.11	15.35	16.39	156.32
Total expenditure 2021	133.97	119.68	134.12	147.22	141.83	104.72	131.03	167.46	134.85	146.65	156.59	1518.12
Inclusive of spending on SFT in 2021 of 13.9%	18.62	16.64	18.64	20.46	19.71	14.56	18.21	23.28	18.74	20.38	21.77	211.02
Total expenditure 2026	164.93	147.33	165.11	190.08	174.60	143.72	161.30	206.15	166.01	180.54	192.77	1892.53
Inclusive of spending on SFT in 2026 of 13.9%	22.93	20.48	22.95	26.42	24.27	19.98	22.42	28.65	23.07	25.10	26.79	263.06
Growth in total expenditure 2009 - 2011	3.23	2.89	3.24	4.14	3.42	1.77	3.16	4.04	3.25	3.54	3.78	36.45
Growth in total expenditure 2011 - 2014	5.00	4.47	5.01	9.32	5.29	8.06	4.89	6.25	5.03	5.47	5.84	64.63
Growth in total expenditure 2014 - 2016	3.48	3.10	3.48	6.13	3.68	7.96	3.40	4.34	3.50	3.80	4.06	46.94
Growth in total expenditure 2016 - 2021	33.11	29.58	33.15	42.59	35.05	38.02	32.38	41.39	33.33	36.24	38.70	393.54
Growth in total expenditure 2021 - 2026	30.96	27.65	30.99	42.85	32.77	39.00	30.28	38.69	31.16	33.89	36.18	374.41
Growth in total expenditure 2009 - 2026	75.77	67.69	75.86	105.04	80.22	94.80	74.11	94.71	76.27	82.95	88.56	915.98
Growth in spending on SFT 2009 - 2011	1.74	1.46	1.80	1.57	2.26	0.95	1.47	2.04	1.92	1.66	1.47	18.34
Growth in spending on SFT 2011 - 2014	2.23	2.59	1.88	3.49	-0.31	2.02	3.73	3.71	1.17	4.07	6.28	30.86
Growth in spending on SFT 2014 - 2016	0.48	0.43	0.48	0.85	0.51	1.11	0.47	0.60	0.49	0.53	0.56	6.52
Growth in spending on SFT 2016 - 2021	4.60	4.11	4.61	5.92	4.87	5.28	4.50	5.75	4.63	5.04	5.38	54.70
Growth in spending on SFT 2021 - 2026	4.30	3.84	4.31	5.96	4.56	5.42	4.21	5.38	4.33	4.71	5.03	52.04
Growth in spending on SFT 2009 - 2026	13.36	12.44	13.08	17.79	11.88	14.77	14.38	17.48	12.54	16.00	18.72	162.46

NOTES:

(1) The figures in the above table are the products of multiplying the data presented in Spreadsheet 4.2 (population) by Spreadsheet 4.3 (per capita comparison goods expenditure), and are in millions of pounds (£m).
(2) The total expenditure in 2009 includes a percentage of expenditure on Special Forms of Trading (SFT) (i.e. mail order, TV and internet shopping) derived from the telephone survey of households. The proportion of expenditure spent on SFT in 2009 is based on the survey results and varies between the different zones, ranging from 7.7% of expenditure in Zone 6 to 13.1% of expenditure in Zone 3b. We have assumed that expenditure on SFT will increase proportionally in each zone between 2009 and 2011, to an average of 11.74% across the survey zones in 2011. By 2014 we would expect the proportion of spending on SFT to be broadly equal across all zones, and to have reached 13.9% before levelling off to remain at 13.9% in 2016 (the levels estimated by Experian in Retail Planner Briefing Note 6.1, October 08, updated January 09 (Table 5.1)). Experian does not estimate SFT market shares beyond 2016, and so we assume spending on SFT will remain at 13.9% in 2021 and 2026.

All monetary values are held constant at 2006 prices.

Spreadsheet 4.5 - Comparison Goods Spending Patterns in 2009 as a Percentage Across the Study Area Zones (including SFT)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	10.89	2.39	2.63	0.09	0.46	0.00	0.00	0.34	0.00	0.35	0.14
Hoylake Town Centre	3.62	0.43	0.24	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.23	0.23	0.04	0.05	0.10	0.00	0.00	0.00	0.51	0.00	0.22
Total Zone 1	14.74	3.05	2.92	0.15	0.57	0.10	0.00	0.34	0.51	0.35	0.35
Zone 2a											
Moreton Town Centre	1.26	6.67	1.25	0.39	0.19	0.37	0.66	0.23	0.11	0.06	0.14
Other, Zone 2a	0.00	0.00	0.00	0.05	0.09	0.00	0.26	0.16	0.00	0.00	0.00
Total Zone 2a	1.26	6.67	1.25	0.44	0.27	0.37	0.92	0.39	0.11	0.06	0.14
Zone 2b											
Upton Village	0.73	0.17	3.30	0.28	0.16	0.66	0.14	0.90	0.10	0.15	0.73
Other, Zone 2b	2.14	1.97	5.63	0.36	0.24	1.49	1.30	3.25	0.10	0.37	2.12
Total Zone 2b	2.87	2.14	8.94	0.64	0.40	2.15	1.44	4.16	0.20	0.53	2.86
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	8.51	10.75	8.23	7.74	8.65	8.61	5.49	10.18	3.58	5.18	7.04
Other, Zone 3a	0.00	0.08	0.07	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Total Zone 3a	8.51	10.83	8.29	8.39	8.65	8.61	5.49	10.18	3.58	5.18	7.09
Zone 3b											
Liscard Town Centre	1.06	7.00	0.48	25.78	21.97	2.02	0.00	0.51	0.16	0.21	0.22
Wallasey Village	0.26	1.40	0.38	2.37	1.41	0.00	0.57	0.29	0.42	0.09	0.37
Other, Zone 3b	0.00	0.08	0.00	0.05	0.98	0.00	0.00	0.08	0.00	0.00	0.00
Total Zone 3b	1.32	8.49	0.86	28.19	24.36	2.02	0.57	0.87	0.58	0.30	0.59
Zone 4a											
Birkenhead Town Centre	17.52	26.28	22.67	24.18	14.43	36.53	40.16	31.02	16.27	18.19	15.66
Birkenhead (Grange Road West and Oxton Road)	1.62	1.47	2.84	0.88	1.29	9.09	4.70	4.42	0.76	3.60	1.18
The Rock Retail Park, Wirral	0.30	0.27	0.60	0.51	0.77	2.27	2.26	1.31	0.96	0.63	0.34
Other, Zone 4a	0.00	0.15	0.06	0.00	0.15	0.14	0.45	0.05	0.00	0.00	0.00
Total Zone 4a	19.44	28.18	26.17	25.57	16.64	48.04	47.57	36.80	17.99	22.43	17.19
Zone 4b											
Prenton (Woodchurch Road) Town Centre	0.00	0.00	0.55	0.00	0.00	0.00	0.15	0.60	0.04	0.00	0.04
Other, Zone 4b	0.05	0.00	0.16	0.00	0.00	0.61	1.66	0.55	0.68	1.71	0.12
Total Zone 4b	0.05	0.00	0.71	0.00	0.00	0.61	1.81	1.15	0.73	1.71	0.16
Zone 4c											
Other, Zone 4c	1.01	1.46	0.75	1.14	2.24	1.01	0.27	0.48	0.22	0.67	0.80
Total Zone 4c	1.01	1.46	0.75	1.14	2.24	1.01	0.27	0.48	0.22	0.67	0.80
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	7.01	6.46	9.73	6.14	8.19	7.12	14.49	11.44	30.45	18.62	13.01
Bromborough Village	0.48	0.38	1.70	1.82	0.31	0.38	1.49	0.47	6.10	6.94	1.13
New Ferry Town Centre	0.00	0.00	0.00	0.05	0.52	0.00	0.51	0.00	1.42	1.29	0.00
Other, Zone 5a	0.24	0.00	0.09	0.09	0.06	0.13	0.07	0.05	1.30	0.46	0.06
Total Zone 5a	7.72	6.84	11.51	8.11	9.09	7.63	16.56	11.96	39.27	27.31	14.20
Zone 5b											
Other, Zone 5b	0.00	0.08	0.87	0.00	0.06	0.67	0.27	0.24	0.71	1.23	0.73
Total Zone 5b	0.00	0.08	0.87	0.00	0.06	0.67	0.27	0.24	0.71	1.23	0.73
Zone 6											
Heswall Town Centre	1.44	0.00	0.18	0.08	0.13	0.00	0.00	1.05	0.00	0.66	11.31
Other, Zone 6	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	1.51	0.00	0.18	0.08	0.13	0.00	0.00	1.05	0.00	0.66	11.31
TOTAL FOR STUDY AREA	58.44	67.73	62.45	72.71	62.42	71.21	74.91	67.63	63.91	60.44	55.41

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Spreadsheet 4.6 - Comparison Goods Spending Patterns in 2009 Across the Study Area Zones (including SFT)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	9.71	1.90	2.35	0.08	0.44	0.00	0.00	0.38	0.00	0.34	0.14	15.33	1.6%
Hoylake Town Centre	3.23	0.34	0.22	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	3.84	0.4%
Other, Zone 1	0.21	0.19	0.04	0.05	0.10	0.00	0.00	0.00	0.46	0.00	0.23	1.27	0.1%
Total Zone 1	13.14	2.43	2.60	0.13	0.54	0.05	0.00	0.38	0.46	0.34	0.37	20.44	2.1%
Zone 2a													
Moreton Town Centre	1.12	5.31	1.12	0.33	0.18	0.18	0.58	0.26	0.10	0.06	0.14	9.38	1.0%
Other, Zone 2a	0.00	0.00	0.00	0.04	0.08	0.00	0.23	0.18	0.00	0.00	0.00	0.53	0.1%
Total Zone 2a	1.12	5.31	1.12	0.37	0.26	0.18	0.81	0.44	0.10	0.06	0.14	9.91	1.0%
Zone 2b													
Upton Village	0.65	0.13	2.95	0.24	0.15	0.32	0.12	1.01	0.09	0.15	0.76	6.58	0.7%
Other, Zone 2b	1.91	1.57	5.03	0.31	0.23	0.73	1.14	3.63	0.09	0.37	2.21	17.21	1.8%
Total Zone 2b	2.56	1.70	7.98	0.55	0.38	1.05	1.26	4.63	0.18	0.52	2.98	23.78	2.4%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	7.59	8.56	7.34	6.58	8.17	4.21	4.79	11.35	3.21	5.06	7.34	74.19	7.6%
Other, Zone 3a	0.00	0.07	0.06	0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.73	0.1%
Total Zone 3a	7.59	8.63	7.40	7.13	8.17	4.21	4.79	11.35	3.21	5.06	7.39	74.92	7.7%
Zone 3b													
Liscard Town Centre	0.95	5.58	0.43	21.92	20.73	0.99	0.00	0.56	0.14	0.20	0.23	51.72	5.3%
Wallasey Village	0.23	1.12	0.34	2.01	1.33	0.00	0.50	0.33	0.38	0.09	0.38	6.71	0.7%
Other, Zone 3b	0.00	0.07	0.00	0.04	0.92	0.00	0.00	0.08	0.00	0.00	0.00	1.11	0.1%
Total Zone 3b	1.18	6.76	0.77	23.97	22.99	0.99	0.50	0.97	0.52	0.29	0.61	59.55	6.1%
Zone 4a													
Birkenhead Town Centre	15.62	20.93	20.23	20.56	13.62	17.87	35.02	34.57	14.60	17.76	16.32	227.10	23.3%
Birkenhead (Grange Road West and Oxtou Road)	1.44	1.17	2.54	0.75	1.22	4.44	4.10	4.92	0.68	3.51	1.23	26.00	2.7%
The Rock Retail Park, Wirral	0.27	0.21	0.53	0.43	0.73	1.11	1.97	1.46	0.86	0.62	0.36	8.55	0.9%
Other, Zone 4a	0.00	0.12	0.06	0.00	0.14	0.07	0.40	0.06	0.00	0.00	0.00	0.85	0.1%
Total Zone 4a	17.33	22.44	23.36	21.74	15.70	23.50	41.48	41.01	16.14	21.89	17.91	262.50	26.9%
Zone 4b													
Prenton (Woodchurch Road) Town Centre	0.00	0.00	0.49	0.00	0.00	0.00	0.13	0.67	0.04	0.00	0.05	1.38	0.1%
Other, Zone 4b	0.05	0.00	0.14	0.00	0.00	0.30	1.45	0.61	0.61	1.67	0.12	4.96	0.5%
Total Zone 4b	0.05	0.00	0.63	0.00	0.00	0.30	1.58	1.28	0.65	1.67	0.17	6.34	0.6%
Zone 4c													
Other, Zone 4c	0.90	1.16	0.67	0.97	2.11	0.50	0.24	0.53	0.20	0.66	0.84	8.76	0.9%
Total Zone 4c	0.90	1.16	0.67	0.97	2.11	0.50	0.24	0.53	0.20	0.66	0.84	8.76	0.9%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	6.25	5.15	8.68	5.22	7.73	3.48	12.64	12.75	27.33	18.18	13.56	120.95	12.4%
Bromborough Village	0.42	0.30	1.51	1.55	0.30	0.19	1.30	0.52	5.48	6.77	1.18	19.52	2.0%
New Ferry Town Centre	0.00	0.00	0.00	0.05	0.49	0.00	0.44	0.00	1.27	1.26	0.00	3.51	0.4%
Other, Zone 5a	0.21	0.00	0.08	0.08	0.06	0.06	0.06	0.06	1.17	0.45	0.07	2.29	0.2%
Total Zone 5a	6.88	5.45	10.28	6.90	8.58	3.73	14.44	13.33	35.24	26.66	14.80	146.28	15.0%
Zone 5b													
Other, Zone 5b	0.00	0.06	0.78	0.00	0.06	0.33	0.23	0.27	0.64	1.20	0.76	4.33	0.4%
Total Zone 5b	0.00	0.06	0.78	0.00	0.06	0.33	0.23	0.27	0.64	1.20	0.76	4.33	0.4%
Zone 6													
Heswall Town Centre	1.28	0.00	0.17	0.07	0.13	0.00	0.00	1.17	0.00	0.64	11.79	15.24	1.6%
Other, Zone 6	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.0%
Total Zone 6	1.34	0.00	0.17	0.07	0.13	0.00	0.00	1.17	0.00	0.64	11.79	15.31	1.6%
TOTAL FOR STUDY AREA	52.10	53.94	55.74	61.83	58.91	34.83	65.32	75.37	57.35	58.98	57.74	632.11	64.7%

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Spreadsheet 4.6 continued...

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer 1													
Liverpool City Centre	15.10	10.44	11.79	9.70	16.99	6.59	6.93	16.67	6.92	14.42	14.28	129.82	13.3%
Other, Buffer 1	0.13	0.09	0.08	0.10	0.18	0.19	0.37	0.06	0.23	0.00	0.06	1.47	0.2%
Total Buffer 1	15.23	10.53	11.86	9.80	17.16	6.77	7.30	16.73	7.16	14.42	14.33	131.29	13.4%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	2.41	0.92	2.31	0.41	1.87	0.47	0.81	0.77	3.18	3.45	3.77	20.37	2.1%
Ellesmere Port Town Centre	0.00	0.73	1.66	0.99	0.00	0.07	0.06	0.28	1.74	1.17	0.78	7.49	0.8%
Other, Buffer 2	0.00	0.00	0.06	0.00	0.00	0.11	0.00	0.06	1.04	0.45	0.00	1.72	0.2%
Total Buffer 2	2.41	1.65	4.03	1.41	1.87	0.66	0.87	1.11	5.95	5.07	4.55	29.58	3.0%
Buffer 3													
Chester City Centre	6.20	2.77	4.63	1.24	2.07	0.43	2.14	3.46	6.59	6.42	14.22	50.18	5.1%
Other, Buffer 3	1.03	0.21	1.08	0.29	1.01	0.34	0.78	0.84	0.72	1.03	2.03	9.37	1.0%
Total Buffer 3	7.23	2.99	5.70	1.54	3.08	0.77	2.92	4.30	7.31	7.45	16.25	59.54	6.1%
TOTAL FOR BUFFER AREA	24.87	15.17	21.59	12.74	22.12	8.20	11.08	22.14	20.42	26.94	35.14	220.42	22.6%
Outside Buffer Area													
Other, Outside Buffer Area	2.62	2.50	2.05	1.83	0.96	0.68	2.75	2.75	1.44	2.58	3.26	23.43	2.4%
Internet	8.16	3.86	7.57	4.42	9.19	3.18	4.91	8.05	5.78	6.89	5.27	67.27	6.9%
Home Catalogue	1.01	3.21	1.56	3.92	2.74	1.60	3.13	2.45	2.93	1.30	1.15	25.00	2.6%
TV / Interactive shopping	0.39	0.97	0.74	0.29	0.46	0.42	0.00	0.68	1.82	0.90	1.65	8.32	0.9%
TOTAL OUTSIDE BUFFER AREA	12.18	10.53	11.92	10.46	13.35	5.89	10.80	13.93	11.97	11.68	11.33	124.03	12.7%
OVERALL TOTAL	89.16	79.64	89.26	85.04	94.38	48.91	87.20	111.44	89.74	97.59	104.20	976.56	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure in 2009 (Spreadsheet 4.4) by the market share (Spreadsheet 4.5). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure retained by each centre by the total expenditure in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 4.7 - Total Expenditure on Different Categories of Comparison Goods & Expenditure Growth

Table A - Per Capita Expenditure on Different Categories of Comparison Goods in 2006 and 2009

	Expenditure Category	Expenditure per capita (£)										
		Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
2006	Clothes and Shoes	783	705	721	667	745	618	662	731	730	762	768
	Furniture, Carpets, Soft Household Furnishings	442	381	396	347	411	320	348	398	401	423	438
	DIY and Decorating Goods	317	284	293	263	300	248	264	291	298	306	315
	Domestic Appliances	491	436	450	404	463	373	403	450	456	476	486
	Other Goods	1,057	930	966	857	993	786	857	961	977	1,020	1,048
	Total Comparison Goods Expenditure	3,090	2,737	2,824	2,538	2,912	2,344	2,534	2,832	2,859	2,989	3,054
2009	Clothes and Shoes	877	790	808	747	835	692	742	819	818	854	861
	Furniture, Carpets, Soft Household Furnishings	495	427	444	389	461	359	390	446	449	474	491
	DIY and Decorating Goods	355	318	328	295	336	278	296	326	334	343	353
	Domestic Appliances	550	489	504	453	519	418	452	504	511	533	545
	Other Goods	1,184	1,042	1,082	960	1,113	881	960	1,077	1,095	1,143	1,174
	Total Comparison Goods Expenditure	3,462	3,067	3,164	2,844	3,263	2,626	2,839	3,173	3,203	3,349	3,422

Table B - Population in 2009

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total for all Zones
Population 2009	25,751	25,970	28,208	29,904	28,927	18,623	30,710	35,119	28,013	29,140	30,452	310,816

Table C - Total Expenditure on Different Categories of Comparison Goods, 2009

	Expenditure Category	Total Expenditure (in £m)											Total for all Zones (in £m)
		Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	
2009	Clothes and Shoes	22.6	20.5	22.8	22.3	24.1	12.9	22.8	28.8	22.9	24.9	26.2	250.8
	Furniture, Carpets, Soft Household Furnishings	12.8	11.1	12.5	11.6	13.3	6.7	12.0	15.7	12.6	13.8	14.9	137.0
	DIY and Decorating Goods	9.1	8.3	9.3	8.8	9.7	5.2	9.1	11.5	9.4	10.0	10.7	101.0
	Domestic Appliances	14.2	12.7	14.2	13.5	15.0	7.8	13.9	17.7	14.3	15.5	16.6	155.4
	Other Goods	30.5	27.1	30.5	28.7	32.2	16.4	29.5	37.8	30.7	33.3	35.8	332.4
	Total Comparison Goods Expenditure	89.2	79.6	89.3	85.0	94.4	48.9	87.2	111.4	89.7	97.6	104.2	976.6

NOTES:

(1) Table A sets out per capita expenditure for the five different categories of comparison goods. The expenditure data are derived from MapInfo 2006 per capita annual comparison goods expenditure estimates, which we have obtained through our in-house GIS system. The 2006 MapInfo expenditure data have been projected forward to the base year (2009) using the MapInfo forecast growth rates of 4.91% from 2006 to 2008 (Oxford Economics Retail Briefings Update Revised March 2009) and 1.805% from 2008 to 2009 (Midpoint of MapInfo forecast from Retail Spending Outlook Revised Version March 2009 and Experian Retail Planner Briefing Note 6.1 February 2009 changes, Table 3).

(2) Table B sets out the total population in each zone in 2009.

(3) The figures in Table C are the products of multiplying the data presented in Table A (2009 per capita expenditure) by Table B (population), and are in millions of pounds (£m).

All monetary values are held constant at 2006 prices.

Spreadsheet 4.8a - Clothes and Shoes: Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	7.42	1.30	2.35	0.37	0.79	0.00	0.00	0.32	0.00	0.00	0.00
Hoylake Town Centre	1.79	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.00	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 1	9.21	1.30	2.73	0.37	1.21	0.00	0.00	0.32	0.00	0.00	0.00
Zone 2a											
Moreton Town Centre	0.42	4.40	0.40	0.00	0.00	0.60	0.41	0.35	0.00	0.00	0.00
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00
Total Zone 2a	0.42	4.40	0.40	0.00	0.00	0.60	0.41	0.70	0.00	0.00	0.00
Zone 2b											
Upton Village	1.29	0.42	3.08	0.00	0.00	0.00	0.00	1.96	0.40	0.00	0.37
Other, Zone 2b	0.88	0.00	3.13	0.39	0.38	0.58	1.19	1.69	0.00	0.00	0.37
Total Zone 2b	2.17	0.42	6.21	0.39	0.38	0.58	1.19	3.66	0.40	0.00	0.75
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	0.83	2.22	1.56	0.00	0.76	0.00	0.41	0.99	0.00	0.00	0.37
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	0.83	2.22	1.56	0.00	0.76	0.00	0.41	0.99	0.00	0.00	0.37
Zone 3b											
Liscard Town Centre	0.83	7.87	0.38	34.83	24.52	2.35	0.00	0.32	0.40	0.00	0.00
Wallasey Village	0.00	0.46	0.78	1.52	0.79	0.00	0.00	0.65	0.38	0.36	0.00
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3b	0.83	8.33	1.16	36.35	25.31	2.35	0.00	0.97	0.78	0.36	0.00
Zone 4a											
Birkenhead Town Centre	25.89	37.92	33.40	24.57	23.94	44.34	54.66	47.57	18.05	24.75	25.19
Birkenhead (Grange Road West and Oxton Road)	2.21	1.34	3.53	1.89	2.00	9.45	5.89	4.03	0.78	3.46	1.19
Other, Zone 4a	0.00	0.00	0.00	0.39	1.53	1.20	2.31	0.35	0.38	0.00	0.00
Total Zone 4a	28.10	39.26	36.93	26.85	27.47	54.99	62.86	51.95	19.22	28.21	26.37
Zone 4b											
Other, Zone 4b	0.00	0.00	0.78	0.00	0.00	0.58	1.57	0.65	0.40	0.41	0.00
Total Zone 4b	0.00	0.00	0.78	0.00	0.00	0.58	1.57	0.65	0.40	0.41	0.00
Zone 4c											
Other, Zone 4c	0.88	1.30	0.00	0.78	1.21	2.35	0.00	0.67	0.38	0.41	0.78
Total Zone 4c	0.88	1.30	0.00	0.78	1.21	2.35	0.00	0.67	0.38	0.41	0.78
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	3.04	2.18	3.47	1.15	2.00	3.53	4.59	3.07	26.22	12.86	7.32
Bromborough Village	0.00	0.00	0.76	0.78	0.38	0.60	1.53	0.65	7.02	6.15	0.78
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.93	0.00	0.00
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00
Total Zone 5a	3.04	2.18	4.23	1.92	2.38	4.13	6.12	3.71	35.55	19.01	8.10
Zone 5b											
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41
Total Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41
Zone 6											
Heswall Town Centre	2.17	0.00	0.40	0.00	0.00	0.00	0.00	0.67	0.00	0.36	8.88
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	2.17	0.00	0.40	0.00	0.00	0.00	0.00	0.67	0.00	0.36	8.88
TOTAL FOR STUDY AREA	47.85	59.40	54.39	66.65	58.73	65.59	72.56	64.29	56.74	48.77	45.66

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Spreadsheet 4.8b - Clothes and Shoes: Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	1.68	0.27	0.54	0.08	0.19	0.00	0.00	0.09	0.00	0.00	0.00	2.85	1.1%
Hoylake Town Centre	0.41	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.2%
Other, Zone 1	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.0%
Total Zone 1	2.08	0.27	0.62	0.08	0.29	0.00	0.00	0.09	0.00	0.00	0.00	3.44	1.4%
Zone 2a													
Moreton Town Centre	0.09	0.90	0.09	0.00	0.00	0.08	0.09	0.10	0.00	0.00	0.00	1.36	0.5%
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.10	0.0%
Total Zone 2a	0.09	0.90	0.09	0.00	0.00	0.08	0.09	0.20	0.00	0.00	0.00	1.46	0.6%
Zone 2b													
Upton Village	0.29	0.09	0.70	0.00	0.00	0.00	0.00	0.56	0.09	0.00	0.10	1.83	0.7%
Other, Zone 2b	0.20	0.00	0.71	0.09	0.09	0.07	0.27	0.49	0.00	0.00	0.10	2.02	0.8%
Total Zone 2b	0.49	0.09	1.42	0.09	0.09	0.07	0.27	1.05	0.09	0.00	0.20	3.86	1.5%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	0.19	0.46	0.35	0.00	0.18	0.00	0.09	0.29	0.00	0.00	0.10	1.66	0.7%
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 3a	0.19	0.46	0.35	0.00	0.18	0.00	0.09	0.29	0.00	0.00	0.10	1.66	0.7%
Zone 3b													
Liscard Town Centre	0.19	1.61	0.09	7.78	5.92	0.30	0.00	0.09	0.09	0.00	0.00	16.08	6.4%
Wallasey Village	0.00	0.09	0.18	0.34	0.19	0.00	0.00	0.19	0.09	0.09	0.00	1.17	0.5%
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 3b	0.19	1.71	0.26	8.12	6.11	0.30	0.00	0.28	0.18	0.09	0.00	17.25	6.9%
Zone 4a													
Birkenhead Town Centre	5.85	7.78	7.61	5.49	5.78	5.72	12.45	13.68	4.14	6.16	6.60	81.26	32.4%
Birkenhead (Grange Road West and Oxtan Road)	0.50	0.28	0.80	0.42	0.48	1.22	1.34	1.16	0.18	0.86	0.31	7.56	3.0%
Other, Zone 4a	0.00	0.00	0.00	0.09	0.37	0.16	0.53	0.10	0.09	0.00	0.00	1.33	0.5%
Total Zone 4a	6.35	8.05	8.41	6.00	6.63	7.09	14.32	14.94	4.40	7.02	6.91	90.14	35.9%
Zone 4b													
Other, Zone 4b	0.00	0.00	0.18	0.00	0.00	0.07	0.36	0.19	0.09	0.10	0.00	0.99	0.4%
Total Zone 4b	0.00	0.00	0.18	0.00	0.00	0.07	0.36	0.19	0.09	0.10	0.00	0.99	0.4%
Zone 4c													
Other, Zone 4c	0.20	0.27	0.00	0.17	0.29	0.30	0.00	0.19	0.09	0.10	0.20	1.82	0.7%
Total Zone 4c	0.20	0.27	0.00	0.17	0.29	0.30	0.00	0.19	0.09	0.10	0.20	1.82	0.7%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	0.69	0.45	0.79	0.26	0.48	0.46	1.05	0.88	6.01	3.20	1.92	16.17	6.4%
Bromborough Village	0.00	0.00	0.17	0.17	0.09	0.08	0.35	0.19	1.61	1.53	0.20	4.40	1.8%
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.44	0.2%
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.09	0.0%
Total Zone 5a	0.69	0.45	0.96	0.43	0.58	0.53	1.39	1.07	8.15	4.73	2.12	21.10	8.4%
Zone 5b													
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.0%
Total Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11	0.0%
Zone 6													
Heswall Town Centre	0.49	0.00	0.09	0.00	0.00	0.00	0.00	0.19	0.00	0.09	2.33	3.19	1.3%
Other, 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	0.0%
Total Zone 6	0.49	0.00	0.09	0.00	0.00	0.00	0.00	0.19	0.00	0.09	2.33	3.19	1.3%
TOTAL FOR STUDY AREA	10.76	12.19	12.39	14.90	14.18	8.46	16.53	18.49	13.00	12.13	11.97	145.00	57.8%

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	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer 1													
Liverpool City Centre	6.39	4.55	4.79	4.16	5.65	2.68	2.90	5.16	3.16	5.25	5.28	49.97	19.9%
Other, Buffer 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.09	0.0%
Total Buffer 1	6.39	4.55	4.79	4.16	5.65	2.68	2.90	5.16	3.25	5.25	5.28	50.06	20.0%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	1.27	0.52	1.50	0.08	1.54	0.31	0.35	0.58	2.23	2.20	1.63	12.21	4.9%
Ellesmere Port	0.00	0.18	0.18	0.51	0.00	0.08	0.00	0.00	0.18	0.28	0.41	1.82	0.7%
Other, Buffer 2	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.19	0.00	0.27	0.1%
Total Buffer 2	1.27	0.70	1.68	0.59	1.54	0.46	0.35	0.58	2.42	2.68	2.03	14.29	5.7%
Buffer 3													
Chester City Centre	2.20	1.19	1.61	0.52	0.78	0.07	0.79	1.55	2.08	2.42	4.60	17.81	7.1%
Other, Buffer 3	0.09	0.00	0.09	0.08	0.09	0.00	0.19	0.20	0.00	0.27	0.10	1.12	0.4%
Total Buffer 3	2.30	1.19	1.70	0.60	0.87	0.07	0.98	1.75	2.08	2.69	4.70	18.92	7.5%
TOTAL FOR BUFFER AREA	9.96	6.44	8.18	5.35	8.05	3.22	4.22	7.49	7.74	10.61	12.01	83.27	33.2%
Outside Buffer Area													
Other, Outside Buffer Area	1.06	0.36	0.71	0.84	0.48	0.31	0.80	0.67	0.72	0.78	1.01	7.74	3.1%
Internet	0.50	0.35	0.80	0.34	0.58	0.46	0.25	0.86	0.27	0.67	0.41	5.48	2.2%
Home Catalogue	0.30	1.18	0.71	0.92	0.76	0.46	0.98	1.07	1.17	0.49	0.60	8.64	3.4%
TV / Interactive shopping	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.19	0.00	0.19	0.20	0.69	0.3%
TOTAL OUTSIDE BUFFER AREA	1.86	1.89	2.22	2.10	1.91	1.22	2.03	2.78	2.17	2.13	2.23	22.55	9.0%
OVERALL TOTAL	22.59	20.51	22.79	22.35	24.15	12.90	22.78	28.76	22.91	24.88	26.20	250.83	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total clothes and shoes expenditure in 2009 (Spreadsheet 4.7, Table C) by the market share (Spreadsheet 4.8a). The figures in the 'Total' column are the sum of the clothes and shoes expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on clothes and shoes retained by each centre by the total expenditure on clothes and shoes in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 4.8c - Furniture, Carpets and Soft Household Furnishings: Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	7.48	0.00	0.00	0.00	0.49	0.00	0.00	0.54	0.00	0.65	0.51
Hoylake Town Centre	8.07	1.37	1.06	0.00	0.00	0.72	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	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	15.55	1.37	1.06	0.00	0.49	0.72	0.00	0.54	0.00	0.65	0.51
Zone 2a											
Moreton Town Centre	1.60	5.21	1.20	1.01	0.63	1.02	0.00	0.00	0.46	0.45	0.51
Other, Zone 2a	0.00	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 2a	1.60	5.21	1.20	1.01	1.25	1.02	0.00	0.00	0.46	0.45	0.51
Zone 2b											
Upton Village	0.00	0.00	3.78	1.18	0.00	0.72	0.00	1.99	0.00	1.10	1.30
Other, Zone 2b	0.50	3.56	4.83	1.18	0.00	1.45	0.47	2.29	0.00	0.00	0.79
Total Zone 2b	0.50	3.56	8.61	2.36	0.00	2.17	0.47	4.28	0.00	1.10	2.10
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	9.26	14.80	11.94	10.29	8.60	13.37	1.56	13.56	4.37	1.54	4.14
Other, Zone 3a	0.00	0.00	0.00	2.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	9.26	14.80	11.94	12.48	8.60	13.37	1.56	13.56	4.37	1.54	4.14
Zone 3b											
Liscard Town Centre	0.50	5.47	0.00	18.39	22.83	2.47	0.00	0.92	0.00	0.00	0.00
Wallasey Village	0.00	2.19	0.00	6.41	2.08	0.00	1.72	0.54	0.46	0.00	1.53
Other, Zone 3b	0.00	0.00	0.00	0.00	2.36	0.00	0.00	0.54	0.00	0.00	0.00
Total Zone 3b	0.50	7.66	0.00	24.80	27.27	2.47	1.72	1.99	0.46	0.00	1.53
Zone 4a											
Birkenhead Town Centre	14.55	24.10	25.22	22.09	13.67	39.38	43.53	29.85	9.91	14.04	15.14
Birkenhead (Grange Road West and Oxton Road)	3.88	2.74	0.45	0.51	0.63	3.49	3.28	2.60	0.00	2.19	0.00
Other, Zone 4a	0.00	3.02	1.82	0.51	0.63	1.75	3.43	1.30	0.00	0.45	0.51
Total Zone 4a	18.43	29.86	27.49	23.10	14.92	44.62	50.24	33.76	9.91	16.68	15.65
Zone 4b											
Other, Zone 4b	0.00	0.00	0.45	0.00	0.00	0.72	0.93	1.30	1.15	0.45	0.51
Total Zone 4b	0.00	0.00	0.45	0.00	0.00	0.72	0.93	1.30	1.15	0.45	0.51
Zone 4c											
Other, Zone 4c	2.88	1.10	0.00	0.00	1.11	0.72	0.00	0.00	0.00	0.65	0.00
Total Zone 4c	2.88	1.10	0.00	0.00	1.11	0.72	0.00	0.00	0.00	0.65	0.00
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	3.79	1.92	5.89	5.06	4.10	2.47	13.26	8.34	30.81	22.65	7.54
Bromborough Village	0.50	0.55	0.91	3.04	0.00	0.00	1.56	0.00	4.83	10.11	0.51
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.49	0.00	2.03	0.00	2.54	3.33	0.00
Other, Zone 5a	0.00	0.00	0.00	0.68	0.00	0.00	0.00	0.00	0.46	0.00	0.00
Total Zone 5a	4.29	2.47	6.80	8.77	4.58	2.47	16.85	8.34	38.64	36.08	8.05
Zone 5b											
Other, Zone 5b	0.00	0.55	0.00	0.00	0.00	0.00	0.47	0.00	0.00	1.34	0.79
Total Zone 5b	0.00	0.55	0.00	0.00	0.00	0.00	0.47	0.00	0.00	1.34	0.79
Zone 6											
Heswall Town Centre	2.60	0.00	0.60	0.00	0.49	0.00	0.00	1.84	0.00	1.10	13.21
Other, Zone 6	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	3.10	0.00	0.60	0.00	0.49	0.00	0.00	1.84	0.00	1.10	13.21
TOTAL FOR STUDY AREA	56.10	66.56	58.17	72.51	58.71	68.29	72.23	65.62	54.99	60.02	47.00

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Spreadsheet 4.8d - Furniture, Carpets and Soft Household Furnishings: Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	0.95	0.00	0.00	0.00	0.06	0.00	0.00	0.08	0.00	0.09	0.08	1.27	0.9%
Hoylake Town Centre	1.03	0.15	0.13	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	1.36	1.0%
Other, 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	0.0%
Total Zone 1	1.98	0.15	0.13	0.00	0.06	0.05	0.00	0.08	0.00	0.09	0.08	2.63	1.9%
Zone 2a													
Moreton Town Centre	0.20	0.58	0.15	0.12	0.08	0.07	0.00	0.00	0.06	0.06	0.08	1.40	1.0%
Other, Zone 2a	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.1%
Total Zone 2a	0.20	0.58	0.15	0.12	0.17	0.07	0.00	0.00	0.06	0.06	0.08	1.48	1.1%
Zone 2b													
Upton Village	0.00	0.00	0.47	0.14	0.00	0.05	0.00	0.31	0.00	0.15	0.19	1.32	1.0%
Other, Zone 2b	0.06	0.39	0.60	0.14	0.00	0.10	0.06	0.36	0.00	0.00	0.12	1.83	1.3%
Total Zone 2b	0.06	0.39	1.08	0.27	0.00	0.15	0.06	0.67	0.00	0.15	0.31	3.15	2.3%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	1.18	1.64	1.49	1.20	1.15	0.89	0.19	2.12	0.55	0.21	0.62	11.24	8.2%
Other, Zone 3a	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.2%
Total Zone 3a	1.18	1.64	1.49	1.45	1.15	0.89	0.19	2.12	0.55	0.21	0.62	11.50	8.4%
Zone 3b													
Liscard Town Centre	0.06	0.61	0.00	2.14	3.04	0.16	0.00	0.14	0.00	0.00	0.00	6.16	4.5%
Wallasey Village	0.00	0.24	0.00	0.75	0.28	0.00	0.21	0.08	0.06	0.00	0.23	1.84	1.3%
Other, Zone 3b	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.08	0.00	0.00	0.00	0.40	0.3%
Total Zone 3b	0.06	0.85	0.00	2.88	3.63	0.16	0.21	0.31	0.06	0.00	0.23	8.40	6.1%
Zone 4a													
Birkenhead Town Centre	1.86	2.67	3.16	2.57	1.82	2.63	5.21	4.68	1.25	1.94	2.26	30.04	21.9%
Birkenhead (Grange Road West and Oxton Road)	0.49	0.30	0.06	0.06	0.08	0.23	0.39	0.41	0.00	0.30	0.00	2.33	1.7%
Other, Zone 4a	0.00	0.33	0.23	0.06	0.08	0.12	0.41	0.20	0.00	0.06	0.08	1.57	1.1%
Total Zone 4a	2.35	3.31	3.44	2.69	1.99	2.98	6.02	5.29	1.25	2.30	2.34	33.95	24.8%
Zone 4b													
Other, Zone 4b	0.00	0.00	0.06	0.00	0.00	0.05	0.11	0.20	0.14	0.06	0.08	0.70	0.5%
Total Zone 4b	0.00	0.00	0.06	0.00	0.00	0.05	0.11	0.20	0.14	0.06	0.08	0.70	0.5%
Zone 4c													
Other, Zone 4c	0.37	0.12	0.00	0.00	0.15	0.05	0.00	0.00	0.00	0.09	0.00	0.78	0.6%
Total Zone 4c	0.37	0.12	0.00	0.00	0.15	0.05	0.00	0.00	0.00	0.09	0.00	0.78	0.6%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	0.48	0.21	0.74	0.59	0.55	0.16	1.59	1.31	3.88	3.13	1.13	13.76	10.0%
Bromborough Village	0.06	0.06	0.11	0.35	0.00	0.00	0.19	0.00	0.61	1.40	0.08	2.86	2.1%
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.06	0.00	0.24	0.00	0.32	0.46	0.00	1.09	0.8%
Other, Zone 5a	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.14	0.1%
Total Zone 5a	0.55	0.27	0.85	1.02	0.61	0.16	2.02	1.31	4.86	4.98	1.20	17.84	13.0%
Zone 5b													
Other, Zone 5b	0.00	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.18	0.12	0.42	0.3%
Total Zone 5b	0.00	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.18	0.12	0.42	0.3%
Zone 6													
Heswall Town Centre	0.33	0.00	0.08	0.00	0.06	0.00	0.00	0.29	0.00	0.15	1.97	2.88	2.1%
Other, Zone 6	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.0%
Total Zone 6	0.39	0.00	0.08	0.00	0.06	0.00	0.00	0.29	0.00	0.15	1.97	2.95	2.2%
TOTAL FOR STUDY AREA	7.15	7.38	7.28	8.43	7.82	4.56	8.65	10.28	6.92	8.29	7.02	83.79	61.2%

Continued over page

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Liverpool City Centre	1.80	1.03	1.80	0.82	2.87	0.58	0.88	1.59	1.33	2.12	3.19	18.02	13.2%
Other, Buffer 1	0.06	0.09	0.08	0.00	0.00	0.00	0.06	0.06	0.14	0.00	0.00	0.49	0.4%
Total Buffer 1	1.86	1.12	1.87	0.82	2.87	0.58	0.93	1.65	1.48	2.12	3.19	18.51	13.5%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	0.29	0.15	0.00	0.12	0.06	0.12	0.07	0.20	0.06	0.09	0.08	1.24	0.9%
Ellesmere Port	0.00	0.00	0.00	0.08	0.00	0.00	0.06	0.00	0.41	0.12	0.00	0.66	0.5%
Other, Buffer 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.06	0.0%
Total Buffer 2	0.29	0.15	0.00	0.20	0.06	0.12	0.13	0.20	0.52	0.21	0.08	1.97	1.4%
Buffer 3													
Chester City Centre	1.52	0.49	1.06	0.45	0.26	0.30	0.67	0.97	1.53	1.49	1.71	10.45	7.6%
Greyhound Retail Park, Chaser Court, Chester	0.14	0.09	0.79	0.00	0.36	0.16	0.11	0.08	0.40	0.15	0.62	2.92	2.1%
Other, Buffer 3	0.55	0.12	0.11	0.00	0.38	0.16	0.06	0.14	0.32	0.36	0.77	2.98	2.2%
Total Buffer 3	2.21	0.70	1.97	0.45	1.00	0.63	0.84	1.20	2.25	2.00	3.10	16.35	11.9%
TOTAL FOR BUFFER AREA	4.37	1.97	3.84	1.47	3.93	1.33	1.91	3.06	4.25	4.33	6.37	36.83	26.9%
Outside Buffer Area													
Other, Outside Buffer Area	0.41	1.06	0.55	0.55	0.25	0.32	0.54	1.13	0.43	0.76	0.89	6.89	5.0%
Internet	0.69	0.21	0.57	0.41	0.90	0.05	0.50	0.67	0.17	0.36	0.35	4.88	3.6%
Home Catalogue	0.14	0.46	0.28	0.76	0.43	0.42	0.37	0.53	0.66	0.00	0.24	4.29	3.1%
TV / Interactive shopping	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.06	0.08	0.28	0.2%
TOTAL OUTSIDE BUFFER AREA	1.23	1.73	1.40	1.73	1.57	0.79	1.42	2.33	1.41	1.19	1.55	16.35	11.9%

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on furniture, carpets and soft household furnishings in 2009 (Spreadsheet 4.7) by the market share (Spreadsheet 4.8c). The figures in the 'Total' column are the sum of the expenditure on furniture, carpets and soft household furnishings attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on furniture, carpets and soft household furnishings retained by each centre by the total expenditure on furniture, carpets and soft household furnishings in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 4.8e - DIY & Decorating Goods: Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	13.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hoylake Town Centre	1.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.00	0.00	0.42	0.50	0.00	0.00	0.00	0.00	0.54	0.00	0.00
Total Zone 1	15.32	0.00	0.42	0.50	0.00	0.00	0.00	0.00	0.54	0.00	0.00
Zone 2a											
Moreton Town Centre	0.52	7.02	3.63	0.95	0.92	0.69	0.00	0.83	0.42	0.00	0.00
Other, Zone 2a	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 2a	0.52	7.02	3.63	1.39	0.92	0.69	0.00	0.83	0.42	0.00	0.00
Zone 2b											
Homebase, Upton Bypass, Upton	15.52	7.60	26.57	0.95	1.36	4.39	5.42	15.16	0.95	3.51	16.80
Upton Village	3.80	0.57	5.71	0.45	0.92	2.23	0.46	0.00	0.00	0.00	3.68
Other, Zone 2b	0.45	0.00	0.00	0.00	0.00	0.00	0.00	1.19	0.00	0.00	0.00
Total Zone 2b	19.77	8.17	32.28	1.39	2.28	6.62	5.88	16.35	0.95	3.51	20.48
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	53.06	67.46	50.76	55.30	65.27	56.86	42.67	66.65	27.02	46.59	50.81
Other, Zone 3a	0.00	0.00	0.00	2.45	0.00	0.00	0.00	0.00	0.00	0.00	0.42
Total Zone 3a	53.06	67.46	50.76	57.75	65.27	56.86	42.67	66.65	27.02	46.59	51.23
Zone 3b											
Liscard Town Centre	0.52	5.95	0.49	15.59	15.50	0.00	0.00	0.41	0.54	0.00	0.00
Wallasey Village	2.45	1.65	0.91	7.52	3.64	0.00	0.98	0.00	0.54	0.00	1.42
New Brighton (Seabank Road)	0.00	0.00	0.00	0.00	5.04	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 3b	0.00	0.00	0.00	0.45	0.44	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3b	2.96	7.60	1.40	23.55	24.61	0.00	0.98	0.41	1.08	0.00	1.42
Zone 4a											
Birkenhead Town Centre	5.35	4.87	8.65	4.34	1.36	17.49	24.95	6.16	6.44	4.05	4.26
The Rock Retail Park	0.00	0.00	0.91	1.95	0.44	4.39	8.88	1.56	5.73	2.36	1.34
Birkenhead (Grange Road West and Oxtan Road)	0.00	0.00	0.00	0.50	0.44	5.93	0.52	0.78	0.95	3.43	0.00
Other, Zone 4a	0.00	0.00	0.00	0.00	0.00	0.00	0.98	0.00	0.00	0.00	0.00
Total Zone 4a	5.35	4.87	9.56	6.79	2.24	27.81	35.33	8.50	13.12	9.84	5.60
Zone 4b											
Other, Zone 4b	0.52	0.00	0.49	0.00	0.00	0.69	4.31	4.14	1.37	1.53	0.84
Total Zone 4b	0.52	0.00	0.49	0.00	0.00	0.69	4.31	4.14	1.37	1.53	0.84
Zone 4c											
Other, Zone 4c	0.00	0.50	0.00	0.50	0.92	0.00	0.00	0.00	0.42	0.54	0.00
Total Zone 4c	0.00	0.50	0.00	0.50	0.92	0.00	0.00	0.00	0.42	0.54	0.00
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	0.00	0.00	0.49	1.39	0.48	2.93	1.50	0.78	17.89	16.08	1.42
Bromborough Village	0.00	1.07	0.49	0.50	0.00	2.16	3.27	1.15	18.48	11.99	1.84
New Ferry Town Centre	0.00	0.00	0.00	0.50	0.00	0.00	0.00	0.00	1.91	1.53	0.00
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.35	0.45	0.00
Total Zone 5a	0.00	1.07	0.98	2.39	0.48	5.09	4.77	1.93	42.63	30.05	3.26
Zone 5b											
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.99	0.00
Total Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.99	0.00
Zone 6											
Heswall Town Centre	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.64
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.64
TOTAL FOR STUDY AREA	98.00	96.70	99.51	94.27	96.72	97.77	93.94	98.81	87.54	93.05	95.48

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Spreadsheet 4.8f - DIY & Decorating Goods: Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	1.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.23	1.2%
Hoylake Town Centre	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.2%
Other, Zone 1	0.00	0.00	0.04	0.04	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.13	0.1%
Total Zone 1	1.40	0.00	0.04	0.04	0.00	0.00	0.00	0.00	0.05	0.00	0.00	1.53	1.5%
Zone 2a													
Moreton Town Centre	0.05	0.58	0.34	0.08	0.09	0.04	0.00	0.09	0.04	0.00	0.00	1.31	1.3%
Other, Zone 2a	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.0%
Total Zone 2a	0.05	0.58	0.34	0.12	0.09	0.04	0.00	0.09	0.04	0.00	0.00	1.35	1.3%
Zone 2b													
Homebase, Upton Bypass, Upton	1.42	0.63	2.46	0.08	0.13	0.23	0.49	1.74	0.09	0.35	1.81	9.42	9.3%
Upton Village	0.35	0.05	0.53	0.04	0.09	0.12	0.04	0.00	0.00	0.00	0.40	1.61	1.6%
Other, Zone 2b	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.18	0.2%
Total Zone 2b	1.81	0.68	2.99	0.12	0.22	0.34	0.53	1.87	0.09	0.35	2.20	11.21	11.1%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	4.85	5.57	4.70	4.87	6.35	2.94	3.88	7.63	2.53	4.65	5.46	53.44	52.9%
Other, Zone 3a	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.26	0.3%
Total Zone 3a	4.85	5.57	4.70	5.09	6.35	2.94	3.88	7.63	2.53	4.65	5.51	53.70	53.2%
Zone 3b													
Liscard Town Centre	0.05	0.49	0.05	1.37	1.51	0.00	0.00	0.05	0.05	0.00	0.00	3.56	3.5%
Wallasey Village	0.22	0.14	0.08	0.66	0.35	0.00	0.09	0.00	0.05	0.00	0.15	1.75	1.7%
New Brighton (Seabank Road)	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.5%
Other, Zone 3b	0.00	0.00	0.00	0.04	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.1%
Total Zone 3b	0.27	0.63	0.13	2.08	2.39	0.00	0.09	0.05	0.10	0.00	0.15	5.89	5.8%
Zone 4a													
Birkenhead Town Centre	0.49	0.40	0.80	0.38	0.13	0.91	2.27	0.70	0.60	0.40	0.46	7.55	7.5%
The Rock Retail Park	0.00	0.00	0.08	0.17	0.04	0.23	0.81	0.18	0.54	0.24	0.14	2.43	2.4%
Birkenhead (Grange Road West and Oxton Road)	0.00	0.00	0.00	0.04	0.04	0.31	0.05	0.09	0.09	0.34	0.00	0.96	1.0%
Other, Zone 4a	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.09	0.1%
Total Zone 4a	0.49	0.40	0.89	0.60	0.22	1.44	3.21	0.97	1.23	0.98	0.60	11.03	10.9%
Zone 4b													
Other, Zone 4b	0.05	0.00	0.05	0.00	0.00	0.04	0.39	0.47	0.13	0.15	0.09	1.37	1.4%
Total Zone 4b	0.05	0.00	0.05	0.00	0.00	0.04	0.39	0.47	0.13	0.15	0.09	1.37	1.4%
Zone 4c													
Other, Zone 4c	0.00	0.04	0.00	0.04	0.09	0.00	0.00	0.00	0.04	0.05	0.00	0.27	0.3%
Total Zone 4c	0.00	0.04	0.00	0.04	0.09	0.00	0.00	0.00	0.04	0.05	0.00	0.27	0.3%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	0.00	0.00	0.05	0.12	0.05	0.15	0.14	0.09	1.67	1.61	0.15	4.02	4.0%
Bromborough Village	0.00	0.09	0.05	0.04	0.00	0.11	0.30	0.13	1.73	1.20	0.20	3.84	3.8%
New Ferry Town Centre	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.18	0.15	0.00	0.38	0.4%
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.05	0.00	0.45	0.4%
Total Zone 5a	0.00	0.09	0.09	0.21	0.05	0.26	0.43	0.22	3.99	3.00	0.35	8.70	8.6%
Zone 5b													
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.10	0.1%
Total Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.10	0.1%
Zone 6													
Heswall Town Centre	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.36	1.41	1.4%
Other, 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	0.0%
Total Zone 6	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.36	1.41	1.4%
TOTAL FOR STUDY AREA	8.96	7.99	9.22	8.31	9.40	5.06	8.53	11.31	8.19	9.30	10.28	96.54	95.6%

Continued over page

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Liverpool City Centre	0.00	0.27	0.05	0.17	0.23	0.08	0.14	0.04	0.09	0.05	0.05	1.16	1.1%
Other, Buffer 1	0.00	0.00	0.00	0.04	0.04	0.00	0.23	0.00	0.00	0.00	0.05	0.37	0.4%
Total Buffer 1	0.00	0.27	0.05	0.21	0.27	0.08	0.37	0.04	0.09	0.05	0.10	1.52	1.5%
Buffer 2													
B&Q, Station Road, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.74	0.25	0.00	1.03	1.0%
Cheshire Oaks Designer Outlet Centre	0.00	0.00	0.00	0.00	0.05	0.00	0.05	0.00	0.00	0.00	0.00	0.09	0.1%
Ellesmere Port Town Centre	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.21	0.05	0.05	0.40	0.4%
Other, Buffer 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.04	0.0%
Total Buffer 2	0.00	0.00	0.00	0.08	0.05	0.04	0.05	0.00	0.99	0.31	0.05	1.56	1.5%
Buffer 3													
Chester City Centre	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.05	0.29	0.3%
Other, Buffer 3	0.09	0.00	0.00	0.08	0.00	0.00	0.09	0.05	0.00	0.05	0.19	0.55	0.5%
Total Buffer 3	0.18	0.00	0.00	0.08	0.00	0.00	0.09	0.05	0.00	0.20	0.24	0.84	0.8%
TOTAL FOR BUFFER AREA	0.18	0.27	0.05	0.38	0.32	0.12	0.50	0.09	1.08	0.55	0.40	3.93	3.9%
Outside Buffer Area													
Other, Outside Buffer Area	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.04	0.14	0.05	0.27	0.3%
Internet	0.00	0.00	0.00	0.08	0.00	0.00	0.05	0.00	0.05	0.00	0.05	0.23	0.2%
Home Catalogue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05	0.0%
TV / Interactive shopping	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
TOTAL OUTSIDE BUFFER AREA	0.00	0.00	0.00	0.13	0.00	0.00	0.05	0.05	0.09	0.14	0.09	0.55	0.5%
OVERALL TOTAL	9.15	8.26	9.26	8.81	9.72	5.17	9.08	11.45	9.35	9.99	10.75	101.01	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on DIY and decorating goods in 2009 (Spreadsheet 4.7) by the market share (Spreadsheet 4.8e). The figures in the 'Total' column are the sum of the expenditure on DIY and decorating goods attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on DIY and decorating goods retained by each centre by the total expenditure on DIY and decorating goods in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 4.8g - Domestic Appliances: Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	5.42	0.00	2.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39
Hoylake Town Centre	1.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	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	7.02	0.00	2.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39
Zone 2a											
Moreton Town Centre	4.08	9.81	2.32	0.92	0.00	0.00	0.55	0.33	0.00	0.00	0.39
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.00
Total Zone 2a	4.08	9.81	2.32	0.92	0.00	0.00	0.55	0.78	0.00	0.00	0.39
Zone 2b											
Upton Village	0.00	0.00	2.59	0.40	0.40	1.96	0.55	0.78	0.00	0.00	0.39
Other, Zone 2b	0.89	0.63	0.95	0.00	0.00	0.00	0.96	1.99	0.00	0.00	0.78
Total Zone 2b	0.89	0.63	3.55	0.40	0.40	1.96	1.51	2.77	0.00	0.00	1.17
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	4.27	5.65	2.45	0.92	1.81	2.38	0.96	2.99	0.51	0.00	3.16
Other, Zone 3a	0.00	0.51	0.41	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	4.27	6.16	2.86	1.43	1.81	2.38	0.96	2.99	0.51	0.00	3.16
Zone 3b											
Liscard Town Centre	0.45	4.91	0.95	17.96	14.94	0.77	0.00	0.00	0.00	0.00	0.00
Wallasey Village	0.00	1.76	0.54	0.52	1.66	0.00	1.37	0.33	0.00	0.00	0.00
Other, Zone 3b	0.00	0.51	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3b	0.45	7.17	1.50	18.48	17.00	0.77	1.37	0.33	0.00	0.00	0.00
Zone 4a											
Birkenhead Town Centre	7.91	15.82	9.81	17.45	6.95	22.08	21.37	16.18	2.97	5.03	6.46
Birkenhead (Grange Road West and Oxton Road)	0.45	0.00	3.27	1.72	0.00	11.34	5.07	6.65	0.00	1.58	2.24
Other, Zone 4a	0.57	0.00	0.54	0.80	1.27	2.73	0.82	1.44	1.53	0.40	0.78
Total Zone 4a	8.93	15.82	13.62	19.96	8.21	36.14	27.26	24.28	4.50	7.01	9.47
Zone 4b											
Other, Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.96	1.11	0.42	0.00	0.00
Total Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.96	1.11	0.42	0.00	0.00
Zone 4c											
Tesco Extra, Bidston Link Road, Bidston	2.36	5.65	2.18	1.43	4.74	1.96	0.41	1.88	0.51	1.33	2.38
Other, Zone 4c	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 4c	2.36	5.65	2.18	1.43	4.74	1.96	0.41	1.88	0.51	1.33	2.38
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	24.19	29.77	27.80	23.86	31.42	29.50	37.80	38.58	61.39	47.66	36.73
Bromborough Village	2.49	1.13	5.72	5.49	1.34	0.00	3.29	0.00	3.71	7.03	4.08
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.37	0.00	2.27	0.93	0.00
Other, Zone 5a	1.47	0.00	0.54	0.00	0.40	0.77	0.41	0.33	2.87	2.53	0.39
Total Zone 5a	28.15	30.90	34.06	29.35	33.15	30.27	42.87	38.92	70.25	58.15	41.20
Zone 5b											
Other, Zone 5b	0.00	0.00	0.54	0.00	0.40	0.00	0.00	0.33	0.00	0.40	0.00
Total Zone 5b	0.00	0.00	0.54	0.00	0.40	0.00	0.00	0.33	0.00	0.40	0.00
Zone 6											
Heswall Town Centre	1.60	0.00	0.00	0.52	0.40	0.00	0.00	0.00	0.00	0.00	4.86
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	1.60	0.00	0.00	0.52	0.40	0.00	0.00	0.00	0.00	0.00	4.86
TOTAL FOR STUDY AREA	57.75	76.12	62.67	72.48	66.11	73.48	75.89	73.40	76.18	66.88	63.02

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Spreadsheet 4.8h - Domestic Appliances: Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	0.77	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	1.12	0.7%
Hoylake Town Centre	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.1%
Other, 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	0.0%
Total Zone 1	0.99	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	1.35	0.9%
Zone 2a													
Moreton Town Centre	0.58	1.24	0.33	0.12	0.00	0.00	0.08	0.06	0.00	0.00	0.06	2.48	1.6%
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08	0.1%
Total Zone 2a	0.58	1.24	0.33	0.12	0.00	0.00	0.08	0.14	0.00	0.00	0.06	2.56	1.6%
Zone 2b													
Upton Village	0.00	0.00	0.37	0.05	0.06	0.15	0.08	0.14	0.00	0.00	0.06	0.91	0.6%
Other, Zone 2b	0.13	0.08	0.14	0.00	0.00	0.00	0.13	0.35	0.00	0.00	0.13	0.96	0.6%
Total Zone 2b	0.13	0.08	0.50	0.05	0.06	0.15	0.21	0.49	0.00	0.00	0.19	1.87	1.2%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	0.61	0.72	0.35	0.12	0.27	0.19	0.13	0.53	0.07	0.00	0.52	3.51	2.3%
Other, Zone 3a	0.00	0.06	0.06	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.1%
Total Zone 3a	0.61	0.78	0.41	0.19	0.27	0.19	0.13	0.53	0.07	0.00	0.52	3.70	2.4%
Zone 3b													
Liscard Town Centre	0.06	0.62	0.14	2.43	2.24	0.06	0.00	0.00	0.00	0.00	0.00	5.55	3.6%
Wallasey Village	0.00	0.22	0.08	0.07	0.25	0.00	0.19	0.06	0.00	0.00	0.00	0.87	0.6%
Other, Zone 3b	0.00	0.06	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.1%
Total Zone 3b	0.06	0.91	0.21	2.50	2.55	0.06	0.19	0.06	0.00	0.00	0.00	6.55	4.2%
Zone 4a													
Birkenhead Town Centre	1.12	2.01	1.40	2.36	1.04	1.72	2.96	2.87	0.42	0.78	1.07	17.75	11.4%
Birkenhead (Grange Road West and Oxton Road)	0.06	0.00	0.47	0.23	0.00	0.88	0.70	1.18	0.00	0.25	0.37	4.14	2.7%
Other, Zone 4a	0.08	0.00	0.08	0.11	0.19	0.21	0.11	0.26	0.22	0.06	0.13	1.45	0.9%
Total Zone 4a	1.27	2.01	1.94	2.70	1.23	2.81	3.78	4.30	0.64	1.09	1.57	23.34	15.0%
Zone 4b													
Other, Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.20	0.06	0.00	0.00	0.39	0.3%
Total Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.20	0.06	0.00	0.00	0.39	0.3%
Zone 4c													
Tesco Extra, Bidston Link Road, Bidston	0.33	0.72	0.31	0.19	0.71	0.15	0.06	0.33	0.07	0.21	0.39	3.48	2.2%
Other, Zone 4c	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 4c	0.33	0.72	0.31	0.19	0.71	0.15	0.06	0.33	0.07	0.21	0.39	3.48	2.2%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	3.43	3.78	3.95	3.23	4.71	2.30	5.24	6.83	8.79	7.41	6.09	55.76	35.9%
Bromborough Village	0.35	0.14	0.81	0.74	0.20	0.00	0.46	0.00	0.53	1.09	0.68	5.01	3.2%
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.32	0.14	0.00	0.66	0.4%
Other, Zone 5a	0.21	0.00	0.08	0.00	0.06	0.06	0.06	0.06	0.41	0.39	0.06	1.39	0.9%
Total Zone 5a	3.99	3.92	4.84	3.97	4.98	2.36	5.95	6.89	10.05	9.04	6.83	62.81	40.4%
Zone 5b													
Other, Zone 5b	0.00	0.00	0.08	0.00	0.06	0.00	0.00	0.06	0.00	0.06	0.00	0.26	0.2%
Total Zone 5b	0.00	0.00	0.08	0.00	0.06	0.00	0.00	0.06	0.00	0.06	0.00	0.26	0.2%
Zone 6													
Heswall Town Centre	0.23	0.00	0.00	0.07	0.06	0.00	0.00	0.00	0.00	0.00	0.81	1.16	0.7%
Other, 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	0.0%
Total Zone 6	0.23	0.00	0.00	0.07	0.06	0.00	0.00	0.00	0.00	0.00	0.81	1.16	0.7%
TOTAL FOR STUDY AREA	8.18	9.86	8.91	9.81	9.92	5.72	10.52	13.00	10.90	10.40	10.45	107.47	69.2%

Continued over page

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Liverpool City Centre	1.97	0.72	2.03	0.94	2.38	0.70	0.86	1.79	0.86	2.02	2.90	17.15	11.0%
Other, Buffer 1	0.06	0.00	0.00	0.05	0.13	0.00	0.08	0.00	0.00	0.00	0.00	0.32	0.2%
Total Buffer 1	2.03	0.72	2.03	0.99	2.51	0.70	0.93	1.79	0.86	2.02	2.90	17.48	11.2%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	0.06	0.06	0.12	0.00	0.06	0.06	0.11	0.00	0.27	0.27	0.22	1.23	0.8%
Ellesmere Port Town Centre	0.00	0.14	0.08	0.16	0.00	0.00	0.00	0.00	0.52	0.06	0.31	1.27	0.8%
Other, Buffer 2	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.12	0.1%
Total Buffer 2	0.06	0.21	0.25	0.16	0.06	0.06	0.11	0.06	0.78	0.33	0.52	2.61	1.7%
Buffer 3													
Chester City Centre	0.42	0.14	0.06	0.07	0.07	0.05	0.00	0.00	0.12	0.33	0.50	1.75	1.1%
Other, Buffer 3	0.16	0.00	0.08	0.12	0.00	0.00	0.15	0.16	0.00	0.00	0.37	1.04	0.7%
Total Buffer 3	0.58	0.14	0.14	0.19	0.07	0.05	0.15	0.16	0.12	0.33	0.87	2.80	1.8%
TOTAL FOR BUFFER AREA	2.68	1.07	2.42	1.35	2.64	0.80	1.20	2.00	1.76	2.68	4.30	22.89	14.7%
Outside Buffer Area													
Other, Outside Buffer Area	0.14	0.21	0.06	0.07	0.06	0.06	0.08	0.00	0.06	0.25	0.24	1.22	0.8%
Internet	2.60	1.04	2.42	1.12	1.93	0.62	1.50	1.90	1.24	1.67	1.22	17.28	11.1%
Home Catalogue	0.56	0.72	0.41	1.12	0.27	0.58	0.57	0.80	0.28	0.56	0.31	6.16	4.0%
TV / Interactive shopping	0.00	0.00	0.00	0.07	0.18	0.00	0.00	0.00	0.07	0.00	0.06	0.39	0.2%
TOTAL OUTSIDE BUFFER AREA	3.31	1.96	2.89	2.38	2.44	1.26	2.15	2.71	1.65	2.47	1.84	25.05	16.1%
OVERALL TOTAL	14.17	12.69	14.22	13.54	15.01	7.78	13.87	17.71	14.31	15.54	16.58	155.42	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on domestic appliances in 2009 (Spreadsheet 4.7) by the market share (Spreadsheet 4.8h). The figures in the 'Total' column are the sum of the expenditure on domestic appliances attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on domestic appliances retained by each centre by the total expenditure on domestic appliances in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 4.8i - 'Other Goods': Spending Patterns in 2009 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
West Kirby Town Centre	16.73	6.11	5.04	0.00	0.57	0.00	0.00	0.55	0.00	0.76	0.00
Hoylake Town Centre	4.67	0.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 1	0.68	0.69	0.00	0.00	0.00	0.00	0.00	0.00	1.36	0.00	0.65
Total Zone 1	22.09	7.50	5.04	0.00	0.57	0.00	0.00	0.55	1.36	0.76	0.65
Zone 2a											
Moreton Town Centre	0.63	7.36	0.65	0.00	0.00	0.00	1.38	0.00	0.00	0.00	0.00
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.00
Total Zone 2a	0.63	7.36	0.65	0.00	0.00	0.00	2.16	0.00	0.00	0.00	0.00
Zone 2b											
Upton Village	0.00	0.00	2.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 2b	0.00	1.67	3.49	0.00	0.00	1.98	0.60	1.30	0.00	0.00	0.00
Total Zone 2b	0.00	1.67	6.34	0.00	0.00	1.98	0.60	1.30	0.00	0.00	0.00
Zone 3a											
Junction One Retail Park (inc B&Q), Bidston Link Road	1.93	0.00	1.03	0.75	0.00	0.85	1.38	1.30	0.00	0.00	1.30
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	1.93	0.00	1.03	0.75	0.00	0.85	1.38	1.30	0.00	0.00	1.30
Zone 3b											
Liscard Town Centre	1.93	8.33	0.52	29.05	25.13	2.83	0.00	0.75	0.00	0.61	0.65
Wallasey Village	0.00	1.53	0.00	0.60	0.77	0.00	0.00	0.00	0.61	0.00	0.00
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3b	1.93	9.86	0.52	29.65	25.90	2.83	0.00	0.75	0.61	0.61	0.65
Zone 4a											
Birkenhead Town Centre	20.96	30.28	24.19	34.28	15.36	42.49	41.75	34.12	27.12	25.83	16.79
Birkenhead (Grange Road West and Oxton Road)	1.31	2.22	4.01	0.00	1.92	11.06	5.53	5.54	1.36	5.32	1.53
Other, Zone 4a	0.63	0.00	0.65	0.00	0.57	2.83	1.38	2.04	0.00	0.76	0.00
Total Zone 4a	22.89	32.50	28.85	34.28	17.85	56.38	48.67	41.69	28.48	31.91	18.32
Zone 4b											
Other, Zone 4b	0.00	0.00	1.16	0.00	0.00	0.85	1.99	0.55	0.75	4.10	0.00
Total Zone 4b	0.00	0.00	1.16	0.00	0.00	0.85	1.99	0.55	0.75	4.10	0.00
Zone 4c											
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 4c	0.00	0.00	1.16	1.94	2.69	0.00	0.60	0.00	0.00	0.61	0.65
Total Zone 4c	0.00	0.00	1.16	1.94	2.69	0.00	0.60	0.00	0.00	0.61	0.65
Zone 5a											
Croft Retail and Leisure Park (inc. Homebase)	5.24	2.36	10.22	3.28	5.76	2.27	15.29	9.27	22.51	8.06	11.76
Bromborough Village	0.00	0.00	1.16	0.75	0.00	0.00	0.00	0.55	3.19	4.56	0.00
New Ferry Town Centre	0.00	0.00	0.00	0.00	1.34	0.00	0.00	0.00	0.00	1.52	0.00
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.61	0.00	0.00
Total Zone 5a	5.24	2.36	11.38	4.02	7.10	2.27	15.29	9.82	26.30	14.14	11.76
Zone 5b											
Other, Zone 5b	0.00	0.00	2.33	0.00	0.00	1.98	0.60	0.55	2.10	2.59	1.53
Total Zone 5b	0.00	0.00	2.33	0.00	0.00	1.98	0.60	0.55	2.10	2.59	1.53
Zone 6											
Heswall Town Centre	0.63	0.00	0.00	0.00	0.00	0.00	0.00	1.85	0.00	1.22	15.04
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 6	0.63	0.00	0.00	0.00	0.00	0.00	0.00	1.85	0.00	1.22	15.04
TOTAL FOR STUDY AREA	55.34	61.25	58.47	70.84	54.11	67.14	71.30	58.34	59.59	55.93	49.89

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Spreadsheet 4.8j - 'Other Goods': Spending Patterns in 2009 Across the Study Area Zones

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside Catchment Area													
Zone 1													
West Kirby Town Centre	5.10	1.65	1.54	0.00	0.18	0.00	0.00	0.21	0.00	0.25	0.00	8.94	2.7%
Hoylake Town Centre	1.43	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.61	0.5%
Other, Zone 1	0.21	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.23	1.04	0.3%
Total Zone 1	6.74	2.03	1.54	0.00	0.18	0.00	0.00	0.21	0.42	0.25	0.23	11.60	3.5%
Zone 2a													
Moreton Town Centre	0.19	1.99	0.20	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	2.79	0.8%
Other, Zone 2a	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.23	0.1%
Total Zone 2a	0.19	1.99	0.20	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	3.02	0.9%
Zone 2b													
Upton Village	0.00	0.00	0.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.3%
Other, Zone 2b	0.00	0.45	1.07	0.00	0.00	0.33	0.18	0.49	0.00	0.00	0.00	2.51	0.8%
Total Zone 2b	0.00	0.45	1.94	0.00	0.00	0.33	0.18	0.49	0.00	0.00	0.00	3.38	1.0%
Zone 3a													
Junction One Retail Park (inc B&Q), Bidston Link Road	0.59	0.00	0.31	0.21	0.00	0.14	0.41	0.49	0.00	0.00	0.46	2.62	0.8%
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 3a	0.59	0.00	0.31	0.21	0.00	0.14	0.41	0.49	0.00	0.00	0.46	2.62	0.8%
Zone 3b													
Liscard Town Centre	0.59	2.26	0.16	8.34	8.09	0.46	0.00	0.28	0.00	0.20	0.23	20.61	6.2%
Wallasey Village	0.00	0.41	0.00	0.17	0.25	0.00	0.00	0.00	0.19	0.00	0.00	1.02	0.3%
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Total Zone 3b	0.59	2.67	0.16	8.51	8.34	0.46	0.00	0.28	0.19	0.20	0.23	21.63	6.5%
Zone 4a													
Birkenhead Town Centre	6.39	8.19	7.39	9.84	4.94	6.97	12.31	12.90	8.32	8.60	6.00	91.87	27.6%
Birkenhead (Grange Road West and Oxton Road)	0.40	0.60	1.22	0.00	0.62	1.81	1.63	2.09	0.42	1.77	0.55	11.12	3.3%
Other, Zone 4a	0.19	0.00	0.20	0.00	0.18	0.46	0.41	0.77	0.00	0.25	0.00	2.47	0.7%
Total Zone 4a	6.98	8.79	8.81	9.84	5.75	9.25	14.35	15.77	8.73	10.63	6.55	105.45	31.7%
Zone 4b													
Other, Zone 4b	0.00	0.00	0.36	0.00	0.00	0.14	0.59	0.21	0.23	1.37	0.00	2.88	0.9%
Total Zone 4b	0.00	0.00	0.36	0.00	0.00	0.14	0.59	0.21	0.23	1.37	0.00	2.88	0.9%
Zone 4c													
0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Other, Zone 4c	0.00	0.00	0.36	0.56	0.87	0.00	0.18	0.00	0.00	0.20	0.23	2.39	0.7%
Total Zone 4c	0.00	0.00	0.36	0.56	0.87	0.00	0.18	0.00	0.00	0.20	0.23	2.39	0.7%
Zone 5a													
Croft Retail and Leisure Park (inc. Homebase)	1.60	0.64	3.12	0.94	1.85	0.37	4.51	3.50	6.90	2.68	4.20	30.32	9.1%
Bromborough Village	0.00	0.00	0.36	0.21	0.00	0.00	0.00	0.21	0.98	1.52	0.00	3.27	1.0%
New Ferry Town Centre	0.00	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.50	0.00	0.94	0.3%
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.19	0.1%
Total Zone 5a	1.60	0.64	3.47	1.16	2.29	0.37	4.51	3.71	8.07	4.71	4.20	34.72	10.4%
Zone 5b													
Other, Zone 5b	0.00	0.00	0.71	0.00	0.00	0.33	0.18	0.21	0.64	0.86	0.55	3.47	1.0%
Total Zone 5b	0.00	0.00	0.71	0.00	0.00	0.33	0.18	0.21	0.64	0.86	0.55	3.47	1.0%
Zone 6													
Heswall Town Centre	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.41	5.38	6.67	2.0%
Other, 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	0.0%
Total Zone 6	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.41	5.38	6.67	2.0%
TOTAL FOR STUDY AREA	16.88	16.58	17.85	20.28	17.42	11.01	21.03	22.06	18.27	18.63	17.84	197.84	59.5%

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	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Liverpool City Centre	5.00	3.95	3.16	3.72	5.94	2.60	2.22	8.20	1.52	5.06	2.88	44.24	13.3%
Other, Buffer 1	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.19	0.1%
Total Buffer 1	5.00	3.95	3.16	3.72	5.94	2.79	2.22	8.20	1.52	5.06	2.88	44.43	13.4%
Buffer 2													
Cheshire Oaks Designer Outlet Centre	0.80	0.19	0.71	0.21	0.18	0.00	0.23	0.00	0.64	0.91	1.87	5.75	1.7%
Ellesmere Port Town Centre	0.00	0.41	1.42	0.17	0.00	0.00	0.00	0.28	0.42	0.66	0.00	3.36	1.0%
Other, Buffer 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.19	0.1%
Total Buffer 2	0.80	0.60	2.13	0.39	0.18	0.00	0.23	0.28	1.25	1.57	1.87	9.30	2.8%
Buffer 3													
Chester City Centre	2.02	0.98	1.94	0.21	0.99	0.00	0.69	0.98	2.91	2.07	7.48	20.27	6.1%
Other, Buffer 3	0.00	0.00	0.00	0.00	0.18	0.00	0.18	0.21	0.00	0.20	0.00	0.77	0.2%
Total Buffer 3	2.02	0.98	1.94	0.21	1.17	0.00	0.87	1.19	2.91	2.28	7.48	21.04	6.3%
TOTAL FOR BUFFER AREA	7.82	5.53	7.23	4.32	7.29	2.79	3.32	9.67	5.68	8.90	12.23	74.77	22.5%
Outside Buffer Area													
Other, Outside Buffer Area	1.03	0.86	0.75	0.34	0.18	0.00	1.35	0.98	0.19	0.66	1.09	7.44	2.2%
Internet	4.38	2.26	3.79	2.44	5.81	2.04	2.57	4.62	4.07	4.20	3.28	39.46	11.9%
Home Catalogue	0.00	0.86	0.16	1.11	1.30	0.14	1.22	0.00	0.83	0.25	0.00	5.88	1.8%
TV / Interactive shopping	0.40	0.98	0.75	0.21	0.18	0.42	0.00	0.49	1.62	0.66	1.32	7.04	2.1%
TOTAL OUTSIDE BUFFER AREA	5.80	4.96	5.45	4.11	7.48	2.60	5.15	6.09	6.71	5.77	5.69	59.81	18.0%
OVERALL TOTAL	30.50	27.06	30.53	28.71	32.18	16.40	29.49	37.82	30.67	33.30	35.76	332.43	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on 'other goods' in 2009 (Spreadsheet 4.7) by the market share (Spreadsheet 4.8i). The figures in the 'Total' column are the sum of the expenditure on 'other goods' attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on 'other goods' retained by each centre by the total expenditure in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 4.9a - Summary of Capacity for Comparison Goods: Scenario 4A (Moderate Decrease in Retention Rate from 64.7% to 60%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	976.6	1,013.0	1,077.6	1,124.6	1,518.1	1,892.5	36.5	64.6	46.9	393.5	374.4	101.1	148.0	541.6	916.0	
B. Current retention level of centres within the study area (%)	64.7%	64.2%	63.3%	62.8%	61.4%	60.0%										
C. Retained expenditure (£m) (=A*B)	632.1	650.1	682.6	706.0	932.0	1,135.5	18.0	32.5	23.5	226.0	203.5	50.4	73.9	299.9	503.4	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	632.1	636.4	642.9	647.3	683.7	711.4										
E. Improvement in sales densities of centres and stores (£m)							4.3	6.5	4.4	36.4	27.8	10.8	15.2	51.6	79.3	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		18.3	49.2	55.7	110.4	162.5	18.3	30.9	6.5	54.7	52.0	49.2	55.7	110.4	162.5	
Commitments ⁽⁴⁾																
3 retail warehouses, Croft Retail Park, Bromborough		8.8	8.9	8.9	9.4	9.8										
Morrisons superstore, Kings Parade, New Brighton		6.3	6.3	6.4	6.7	7.0										
Asda superstore, Claughton Road, Oliver Street, Birkenhead		11.7	11.8	11.9	12.6	13.1										
9 mixed use units, fmr. KwikSave, Telegraph Road, Heswall		0.9	0.9	0.9	1.0	1.0										
Mezzanine, Croft Retail Park, Bromborough		1.8	1.9	1.9	2.0	2.1										
4 retail units, fmr. KwikSave Shopping Centre, Stanley Road, Birkenhead		1.9	1.9	1.9	2.0	2.1										
Mixed use development, adj. gas holders, Hind Street, Birkenhead		17.1	17.3	17.4	18.4	19.1										
Mezzanine, Adsa, Welton Road, Bromborough		6.0	6.1	6.1	6.5	6.8										
Retail unit, Croft Retail Park, Bromborough		1.8	1.8	1.8	1.9	2.0										
Aldi foodstore plus 1 retail unit, Bridge Road, West Kirby		2.1	2.1	2.1	2.2	2.3										
7 mixed use units, Church Road, Tranmere		0.3	0.3	0.3	0.3	0.3										
G. Turnover from commitments (£m)	0.0	58.7	59.3	59.7	63.1	65.7	58.7	0.6	0.4	3.4	2.6	59.3	59.7	63.1	65.7	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-63.4	-68.9	-56.7	74.8	196.0	-63.4	-5.5	12.2	131.5	121.2	-68.9	-56.7	74.8	196.0	
Comparison assessment ⁽⁶⁾																
I. Assumed sales density (£/sq.m)	5,000	5,034	5,085	5,120	5,408	5,627										
J. Floorspace requirement (net sq.m) (=H/I)	0	-12,595	-13,545	-11,076	13,831	34,824	-12,595	-949	2,469	24,907	20,993	-13,545	-11,076	13,831	34,824	
K. Floorspace requirement (gross sq.m)	0	-17,994	-19,350	-15,822	19,759	49,748	-17,994	-1,356	3,527	35,581	29,989	-19,350	-15,822	19,759	49,748	

- NOTES:**
- (1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share decreases for each of the forecast years.
- (2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.34% per annum between 2009 and 2016, 1.1% per annum between 2016 and 2021, and 0.8% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).
- (3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 4.4.
- (4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.34% per annum between 2009 and 2016, 1.1% per annum between 2016 and 2021, and 0.8% per annum between 2021 and 2026 to account for sales density growth.
- (5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres/stores' turnover, growth in SFT and commitments.
- (6) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £5,000/sq.m in 2009, which is forecast to increase at a rate of 0.34% per annum between 2008 and 2016, 1.1% per annum between 2016 and 2021, and 0.8% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 4.9b - Summary of Capacity for Comparison Goods: Scenario 4B (Static Retention Rate: 64.7%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	976.6	1,013.0	1,077.6	1,124.6	1,518.1	1,892.5	36.5	64.6	46.9	393.5	374.4	101.1	148.0	541.6	916.0	
B. Current retention level of centres within the study area (%)	64.7%	64.7%	64.7%	64.7%	64.7%	64.7%										
C. Retained expenditure (£m) (=A*B)	632.1	655.7	697.5	727.9	982.7	1,225.0	23.6	41.8	30.4	254.7	242.4	65.4	95.8	350.5	592.9	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	632.1	636.4	642.9	647.3	683.7	711.4										
E. Improvement in sales densities of centres and stores (£m)							4.3	6.5	4.4	36.4	27.8	10.8	15.2	51.6	79.3	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		18.3	49.2	55.7	110.4	162.5	18.3	30.9	6.5	54.7	52.0	49.2	55.7	110.4	162.5	
Commitments ⁽⁴⁾																
3 retail warehouses, Croft Retail Park, Bromborough		8.8	8.9	8.9	9.4	9.8										
Morrisons superstore, Kings Parade, New Brighton		6.3	6.3	6.4	6.7	7.0										
Asda superstore, Claughton Road, Oliver Street, Birkenhead		11.7	11.8	11.9	12.6	13.1										
9 mixed use units, fmr. KwikSave, Telegraph Road, Heswall		0.9	0.9	0.9	1.0	1.0										
Mezzanine, Croft Retail Park, Bromborough		1.8	1.9	1.9	2.0	2.1										
4 retail units, fmr. KwikSave Shopping Centre, Stanley Road, Birkenhead		1.9	1.9	1.9	2.0	2.1										
Mixed use development, adj. gas holders, Hind Street, Birkenhead		17.1	17.3	17.4	18.4	19.1										
Mezzanine, Adsa, Welton Road, Bromborough		6.0	6.1	6.1	6.5	6.8										
Retail unit, Croft Retail Park, Bromborough		1.8	1.8	1.8	1.9	2.0										
Aldi foodstore plus 1 retail unit, Bridge Road, West Kirby		2.1	2.1	2.1	2.2	2.3										
7 mixed use units, Church Road, Tranmere		0.3	0.3	0.3	0.3	0.3										
G. Turnover from commitments (£m)	0.0	58.7	59.3	59.7	63.1	65.7	58.7	0.6	0.4	3.4	2.6	59.3	59.7	63.1	65.7	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-57.8	-53.9	-34.8	125.5	285.5	-57.8	3.9	19.1	160.3	160.0	-53.9	-34.8	125.5	285.5	
Comparison assessment ⁽⁶⁾																
I. Assumed sales density (£/sq.m)	5,000	5,034	5,085	5,120	5,408	5,627										
J. Floorspace requirement (net sq.m) (=H/I)	0	-11,476	-10,598	-6,799	23,201	50,726	-11,476	878	3,798	30,000	27,525	-10,598	-6,799	23,201	50,726	
K. Floorspace requirement (gross sq.m)	0	-16,394	-15,139	-9,713	33,145	72,466	-16,394	1,255	5,426	42,858	39,321	-15,139	-9,713	33,145	72,466	

NOTES:

(1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share remains constant for each of the forecast years.

(2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 4.4.

(4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres/stores' turnover, growth in SFT and commitments.

(6) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £5,000/sq.m in 2009, which is forecast to increase at a rate of 0.68% per annum between 2008 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 4.9c - Summary of Capacity for Comparison Goods: Scenario 4C (Moderate Increase in Retention Rate from 64.7% to 70%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	976.6	1,013.0	1,077.6	1,124.6	1,518.1	1,892.5	36.5	64.6	46.9	393.5	374.4	101.1	148.0	541.6	916.0	
B. Current retention level of centres within the study area (%)	64.7%	65.3%	66.3%	66.9%	68.4%	70.0%										
C. Retained expenditure (£m) (=A*B)	632.1	662.0	714.3	752.3	1,039.1	1,324.8	29.9	52.3	38.1	286.8	285.6	82.1	120.2	407.0	692.7	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	632.1	636.4	642.9	647.3	683.7	711.4										
E. Improvement in sales densities of centres and stores (£m)							4.3	6.5	4.4	36.4	27.8	10.8	15.2	51.6	79.3	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		18.3	49.2	55.7	110.4	162.5	18.3	30.9	6.5	54.7	52.0	49.2	55.7	110.4	162.5	
Commitments ⁽⁴⁾																
3 retail warehouses, Croft Retail Park, Bromborough		8.8	8.9	8.9	9.4	9.8										
Morrisons superstore, Kings Parade, New Brighton		6.3	6.3	6.4	6.7	7.0										
Asda superstore, Cloughton Road, Oliver Street, Birkenhead		11.7	11.8	11.9	12.6	13.1										
9 mixed use units, fmr. KwikSave, Telegraph Road, Heswall		0.9	0.9	0.9	1.0	1.0										
Mezzanine, Croft Retail Park, Bromborough		1.8	1.9	1.9	2.0	2.1										
4 retail units, fmr. KwikSave Shopping Centre, Stanley Road, Birkenhead		1.9	1.9	1.9	2.0	2.1										
Mixed use development, adj. gas holders, Hind Street, Birkenhead		17.1	17.3	17.4	18.4	19.1										
Mezzanine, Adsa, Welton Road, Bromborough		6.0	6.1	6.1	6.5	6.8										
Retail unit, Croft Retail Park, Bromborough		1.8	1.8	1.8	1.9	2.0										
Aldi foodstore plus 1 retail unit, Bridge Road, West Kirby		2.1	2.1	2.1	2.2	2.3										
7 mixed use units, Church Road, Tranmere		0.3	0.3	0.3	0.3	0.3										
G. Turnover from commitments (£m)	0.0	58.7	59.3	59.7	63.1	65.7	58.7	0.6	0.4	3.4	2.6	59.3	59.7	63.1	65.7	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-51.5	-37.2	-10.4	182.0	385.2	-51.5	14.3	26.8	192.4	203.3	-37.2	-10.4	182.0	385.2	
Comparison assessment ⁽⁶⁾																
I. Assumed sales density (£/sq.m)	5,000	5,034	5,085	5,120	5,408	5,627										
J. Floorspace requirement (net sq.m) (=H/I)	0	-10,228	-7,312	-2,032	33,647	68,454	-10,228	2,916	5,281	35,679	34,807	-7,312	-2,032	33,647	68,454	
K. Floorspace requirement (gross sq.m)	0	-14,611	-10,446	-2,902	48,067	97,792	-14,611	4,166	7,544	50,969	49,725	-10,446	-2,902	48,067	97,792	

- NOTES:**
- (1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share moderately increases for each of the forecast years.
- (2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).
- (3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 4.4.
- (4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth.
- (5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres'/stores' turnover, growth in SFT and commitments.
- (6) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £5,000/sq.m in 2009, which is forecast to increase at a rate of 0.68% per annum between 2008 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 4.9d - Summary of Capacity for Comparison Goods: Scenario 4D (Significant Increase in Retention Rate from 64.7% to 75%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	976.6	1,013.0	1,077.6	1,124.6	1,518.1	1,892.5	36.5	64.6	46.9	393.5	374.4	101.1	148.0	541.6	916.0	
B. Current retention level of centres within the study area (%)	64.7%	65.9%	67.7%	69.0%	72.0%	75.0%										
C. Retained expenditure (£m) (=A*B)	632.1	668.0	730.1	775.5	1,092.7	1,419.4	35.8	62.1	45.4	317.2	326.7	98.0	143.4	460.6	787.3	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	632.1	636.4	642.9	647.3	683.7	711.4										
E. Improvement in sales densities of centres and stores (£m)							4.3	6.5	4.4	36.4	27.8	10.8	15.2	51.6	79.3	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		18.3	49.2	55.7	110.4	162.5	18.3	30.9	6.5	54.7	52.0	49.2	55.7	110.4	162.5	
Commitments ⁽⁴⁾																
3 retail warehouses, Croft Retail Park, Bromborough		8.8	8.9	8.9	9.4	9.8										
Morrisons superstore, Kings Parade, New Brighton		6.3	6.3	6.4	6.7	7.0										
Asda superstore, Cloughton Road, Oliver Street, Birkenhead		11.7	11.8	11.9	12.6	13.1										
9 mixed use units, fmr. KwikSave, Telegraph Road, Heswall		0.9	0.9	0.9	1.0	1.0										
Mezzanine, Croft Retail Park, Bromborough		1.8	1.9	1.9	2.0	2.1										
4 retail units, fmr. KwikSave Shopping Centre, Stanley Road, Birkenhead		1.9	1.9	1.9	2.0	2.1										
Mixed use development, adj. gas holders, Hind Street, Birkenhead		17.1	17.3	17.4	18.4	19.1										
Mezzanine, Adsa, Welton Road, Bromborough		6.0	6.1	6.1	6.5	6.8										
Retail unit, Croft Retail Park, Bromborough		1.8	1.8	1.8	1.9	2.0										
Aldi foodstore plus 1 retail unit, Bridge Road, West Kirby		2.1	2.1	2.1	2.2	2.3										
7 mixed use units, Church Road, Tranmere		0.3	0.3	0.3	0.3	0.3										
G. Turnover from commitments (£m)	0.0	58.7	59.3	59.7	63.1	65.7	58.7	0.6	0.4	3.4	2.6	59.3	59.7	63.1	65.7	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-45.5	-21.3	12.8	235.5	479.8	-45.5	24.2	34.1	222.8	244.3	-21.3	12.8	235.5	479.8	
Comparison assessment ⁽⁶⁾																
I. Assumed sales density (£/sq.m)	5,000	5,034	5,085	5,120	5,408	5,627										
J. Floorspace requirement (net sq.m) (=H/I)	0	-9,044	-4,196	2,491	43,555	85,270	-9,044	4,848	6,686	41,064	41,715	-4,196	2,491	43,555	85,270	
K. Floorspace requirement (gross sq.m)	0	-12,920	-5,994	3,558	62,221	121,814	-12,920	6,926	9,552	58,664	59,592	-5,994	3,558	62,221	121,814	

- NOTES:**
- (1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share significantly increases for each of the forecast years.
- (2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).
- (3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 4.4.
- (4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.68% per annum between 2009 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026 to account for sales density growth.
- (5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres'/stores' turnover, growth in SFT and commitments.
- (6) Comparison assessment: this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £5,000/sq.m in 2009, which is forecast to increase at a rate of 0.68% per annum between 2008 and 2016, 2.2% per annum between 2016 and 2021, and 1.6% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 5.1 - Definition of Zones

Zone	Postcode	Local Authority
Zone 1	CH47	Wirral
	CH48	Wirral
Zone 2a	CH46	Wirral
Zone 2b	CH49	Wirral
Zone 3a	CH44	Wirral
Zone 3b	CH45	Wirral
Zone 4a	CH41	Wirral
Zone 4b	CH42	Wirral
Zone 4c	CH43	Wirral
Zone 5a	CH62	Wirral
Zone 5b	CH63	Wirral
Zone 6	CH60	Wirral
	CH61	Wirral

Spreadsheet 5.2 - Population Projections (ONS)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	All Zones Total
Population 2006	25,784	26,003	28,244	29,942	28,964	18,647	30,750	35,164	28,049	29,178	30,491	311,216
Population 2009	25,751	25,970	28,208	29,904	28,927	18,623	30,710	35,119	28,013	29,140	30,452	310,816
Population 2011	25,751	25,970	28,208	29,904	28,927	18,623	30,710	35,119	28,013	29,140	30,452	310,816
Population 2014	25,784	26,003	28,244	29,942	28,964	18,647	30,750	35,164	28,049	29,178	30,491	311,216
Population 2016	25,817	26,036	28,280	29,980	29,001	18,671	30,790	35,209	28,085	29,216	30,530	311,616
Population 2021	25,950	26,170	28,426	30,134	29,150	18,767	30,948	35,390	28,229	29,366	30,687	313,216
Population 2026	26,057	26,279	28,544	30,260	29,271	18,845	31,076	35,537	28,346	29,487	30,814	314,516
Change in population 2009 - 2011												
Numeric change	0	0	0	0	0	0	0	0	0	0	0	0
Percentage change	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Change in population 2011 - 2014												
Numeric change	33	33	36	38	37	24	40	45	36	38	39	400
Percentage change	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Change in population 2014 - 2016												
Numeric change	33	33	36	38	37	24	40	45	36	38	39	400
Percentage change	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Change in population 2016 - 2021												
Numeric change	133	134	145	154	149	96	158	181	144	150	157	1,600
Percentage change	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Change in population 2021 - 2026												
Numeric change	108	109	118	125	121	78	128	147	117	122	127	1,300
Percentage change	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%
Change in population 2009 - 2026												
Numeric change	307	309	336	356	344	222	366	418	333	347	363	3,700
Percentage change	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%

NOTES:

(1) Population data were sourced from MapInfo and Oxford Economics (mid-year 2006). The population in each zone was projected forward to the base year and forecast years using population multipliers derived from ONS 2006-based Sub-National Population Projections (published 12 June 2008).

Spreadsheet 5.3 - Convenience Goods Expenditure (per capita)

Year	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	£	£	£	£	£	£	£	£	£	£	£
2006	1,679	1,581	1,600	1,484	1,632	1,419	1,486	1,599	1,628	1,653	1,678
2009	1,758	1,655	1,675	1,554	1,709	1,486	1,556	1,674	1,704	1,731	1,757
2011	1,766	1,663	1,683	1,561	1,716	1,492	1,563	1,682	1,712	1,738	1,765
2014	1,778	1,674	1,694	1,572	1,728	1,503	1,574	1,693	1,724	1,750	1,777
2016	1,786	1,682	1,702	1,579	1,736	1,510	1,581	1,701	1,732	1,759	1,785
2021	1,863	1,755	1,776	1,647	1,811	1,575	1,649	1,775	1,807	1,835	1,862
2026	1,906	1,795	1,816	1,684	1,852	1,611	1,687	1,815	1,848	1,876	1,905

NOTES:

(1) Expenditure data derived from Mapinfo 2006 per capita annual convenience goods expenditure estimates, which we have obtained through our in-house GIS system.
(2) The 2006 MapInfo expenditure data has been projected forward to the base year and forecast years using forecast growth rates of: 2.20% from 2006 to 2008 (Oxford Economics Retail Briefings Update Revised March 2009); 0.23% from 2008 to 2016 (Midpoint of MapInfo forecast from Retail Spending Outlook Revised Version March 2009 and Experian Retail Planner Briefing Note 6.1 February 2009 Changes, Table 3); 0.85% from 2016 to 2021 (Midpoint of medium term past trend from MapInfo Brief 08/02, Table 3 and medium term past trend from Experian Retail Planner Briefing Note 6.1, Table 3.2); 0.45% from 2021 to 2026 (Midpoint of ultra long term past trend from MapInfo Brief 08/02, Table 3 and ultra long term past trend from Experian Retail Planner Briefing Note 6.1, Table 3.2).

All monetary values are held constant at 2006 prices.

Spreadsheet 5.4 - Total Convenience Goods Expenditure and Expenditure Growth (ONS)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	All Zones Total
Year	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Total expenditure 2009	45.26	42.98	47.25	46.46	49.42	27.67	47.78	58.79	47.74	50.43	53.49	517.27
Inclusive of spending on SFT in 2009 of average of 1.72%	1.07	0.26	0.55	0.83	0.97	0.21	0.83	1.28	0.83	1.41	0.67	8.91
Total expenditure 2011	45.47	43.18	47.47	46.67	49.65	27.79	48.00	59.06	47.96	50.66	53.74	519.65
Inclusive of spending on SFT in 2011 of average of 2.39%	1.63	0.40	0.84	1.26	1.48	0.32	1.26	1.96	1.27	2.15	1.03	13.58
Total expenditure 2014	45.84	43.54	47.86	47.05	50.06	28.02	48.39	59.54	48.36	51.08	54.18	523.92
Inclusive of spending on SFT in 2014 of 3.95%	1.81	1.72	1.89	1.86	1.98	1.11	1.91	2.35	1.91	2.02	2.14	20.69
Total expenditure 2016	46.12	43.79	48.14	47.33	50.35	28.19	48.67	59.89	48.64	51.38	54.50	527.01
Inclusive of spending on SFT in 2016 of 4.05%	1.87	1.77	1.95	1.92	2.04	1.14	1.97	2.43	1.97	2.08	2.21	21.34
Total expenditure 2021	48.36	45.92	50.48	49.63	52.80	29.56	51.04	62.80	51.01	53.87	57.15	552.61
Inclusive of spending on SFT in 2021 of 4.05%	1.96	1.86	2.04	2.01	2.14	1.20	2.07	2.54	2.07	2.18	2.31	22.38
Total expenditure 2026	49.66	47.16	51.84	50.97	54.22	30.35	52.42	64.50	52.38	55.33	58.69	567.50
Inclusive of spending on SFT in 2026 of 4.05%	2.01	1.91	2.10	2.06	2.20	1.23	2.12	2.61	2.12	2.24	2.38	22.98
Growth in total expenditure 2009 - 2011	0.21	0.20	0.22	0.21	0.23	0.13	0.22	0.27	0.22	0.23	0.25	2.38
Growth in total expenditure 2011 - 2014	0.37	0.35	0.39	0.38	0.41	0.23	0.39	0.48	0.39	0.42	0.44	4.27
Growth in total expenditure 2014 - 2016	0.27	0.26	0.28	0.28	0.30	0.17	0.29	0.35	0.29	0.30	0.32	3.09
Growth in total expenditure 2016 - 2021	2.24	2.13	2.34	2.30	2.45	1.37	2.36	2.91	2.36	2.50	2.65	25.60
Growth in total expenditure 2021 - 2026	1.30	1.24	1.36	1.34	1.42	0.80	1.38	1.69	1.37	1.45	1.54	14.89
Growth in total expenditure 2009 - 2026	4.40	4.17	4.59	4.51	4.80	2.69	4.64	5.71	4.64	4.90	5.20	50.24
Growth in spending on SFT 2009 - 2011	0.56	0.14	0.29	0.43	0.51	0.11	0.43	0.67	0.44	0.74	0.35	4.67
Growth in spending on SFT 2011 - 2014	0.18	1.32	1.05	0.60	0.50	0.79	0.65	0.40	0.64	-0.13	1.11	7.11
Growth in spending on SFT 2014 - 2016	0.06	0.05	0.06	0.06	0.06	0.03	0.06	0.07	0.06	0.06	0.07	0.65
Growth in spending on SFT 2016 - 2021	0.09	0.09	0.09	0.09	0.10	0.06	0.10	0.12	0.10	0.10	0.11	1.04
Growth in spending on SFT 2021 - 2026	0.05	0.05	0.06	0.05	0.06	0.03	0.06	0.07	0.06	0.06	0.06	0.60
Growth in spending on SFT 2009 - 2026	0.94	1.65	1.55	1.24	1.23	1.02	1.30	1.33	1.29	0.83	1.70	14.07

NOTES:

(1) The total figures in the above table are the products of multiplying Spreadsheet 5.2 (population) by Spreadsheet 5.3 (per capita convenience goods expenditure), and are in millions of pounds (£m).

(2) The total expenditure in 2009 includes a percentage of expenditure on Special Forms of Trading (SFT) (i.e. outdoor markets and internet and catalogue shopping) derived from the telephone survey of households. The proportion of expenditure spent on SFT in 2009 is based on the survey results and varies between the different zones, ranging from 0.61% of expenditure in Zone 2a to 2.80% of expenditure in Zone 5b. We have assumed that expenditure on SFT will increase proportionally in each zone between 2009 and 2011, to an average of 2.39% across the survey zones in 2011. By 2014, we would expect the proportion of spending on SFT to be broadly equal across all zones, and to have reached 3.95% by 2014 and 4.05% by 2016, where we assume spending on SFT will level off and remain at 4.05% in 2021 and 2026.

All monetary values are held constant at 2006 prices.

Spreadsheet 5.5 - Convenience Goods Spending Patterns in 2009 as a Percentage Across the Study Area Zones (including SFT)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
Morrisons, Dee Lane, West Kirby	43.61	5.82	3.24	0.00	0.56	1.83	0.19	0.57	0.00	0.00	1.25
Other Stores, Hoylake Town Centre	10.89	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.00
Other Stores, West Kirby Town Centre	6.58	0.00	0.34	0.00	0.31	0.00	0.00	0.16	0.00	0.00	0.97
Other Stores, Zone 1	0.95	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 1	62.03	6.04	3.76	0.00	0.88	1.83	0.19	0.72	0.00	0.20	2.22
Zone 2a											
Somerfield, 268 Hoylake Road, Moreton	0.75	11.09	1.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, 303 Hoylake Road, Moreton	0.38	8.62	0.18	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00
Other Stores, Moreton Town Centre	0.56	17.06	1.24	0.12	0.00	0.00	0.00	0.53	0.00	0.00	0.00
Other Stores, Zone 2a	0.00	1.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 2a	1.69	38.20	3.12	0.12	0.00	0.25	0.00	0.53	0.00	0.00	0.00
Zone 2b											
Sainsbury's, Upton Bypass, Upton	13.46	7.05	40.90	1.19	1.96	5.19	1.34	6.84	0.56	1.64	7.64
Asda, Woodchurch Road, Arrowe Park	2.36	4.37	21.96	0.00	0.00	6.98	11.49	21.43	0.00	0.00	7.82
Other Stores, Greasby	0.00	0.77	6.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Stores, Zone 2b	0.11	0.00	4.89	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00
Total Zone 2b	15.93	12.18	74.20	1.19	1.96	12.17	12.83	28.43	0.56	1.64	15.46
Zone 3a											
Other Stores, Seacombe (Borough Road/Poulton Road)	0.00	0.00	0.00	1.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Stores, Zone 3a	0.00	0.57	0.00	2.76	0.19	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	0.00	0.57	0.00	4.59	0.19	0.00	0.00	0.00	0.00	0.00	0.00
Zone 3b											
Asda, Seaview Road, Liscard	3.01	7.05	0.54	44.50	58.59	7.52	1.15	2.39	0.00	0.00	0.54
Iceland, Unit 1, 24-30 Liscard Way, Wallasey	0.00	0.77	0.18	10.38	1.16	0.00	0.00	0.00	0.19	0.00	0.00
Other Stores, Liscard Town Centre	0.00	2.47	0.17	8.16	6.58	0.00	0.00	0.00	0.00	0.00	0.00
Other Stores, Wallasey Village Centre	0.18	0.94	0.54	6.79	5.00	0.75	0.00	0.00	0.00	0.00	0.00
Other Stores, New Brighton (Victoria Road)	0.00	0.00	0.00	0.20	3.64	0.75	0.00	0.00	0.00	0.00	0.00
Other Stores, New Brighton (Seabank Road)	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00
Other Stores, Zone 3b	0.00	4.02	0.00	2.95	2.54	0.00	0.00	0.57	0.00	0.20	0.18
Total Zone 3b	3.19	15.24	1.43	72.98	77.89	9.02	1.15	2.96	0.19	0.20	0.72
Zone 4a											
Aldi, Laird Street, Birkenhead	0.57	0.57	2.26	0.98	0.75	12.47	2.68	2.96	0.00	0.00	0.00
Other Stores, Birkenhead Town Centre	0.39	1.05	0.89	1.42	0.96	16.38	11.83	5.72	0.65	3.13	0.80
Other Stores, Zone 4a	0.00	0.00	0.00	0.59	0.00	7.32	4.53	2.16	0.00	0.14	0.00
Total Zone 4a	0.96	1.62	3.15	3.00	1.71	36.16	19.04	10.84	0.65	3.27	0.80
Zone 4b											
Sainsbury's, Woodchurch Road, Prenton	0.00	0.00	0.54	0.00	0.00	1.00	9.69	24.48	0.19	3.82	1.80
Tesco Metro, 212a Bebington Road, Rockferry	0.00	0.00	0.18	0.00	0.00	0.25	17.06	0.00	2.70	8.70	0.00
Other Stores, Prenton (Woodchurch Road) Town Centre	0.57	0.00	1.27	0.00	0.19	0.75	1.68	3.54	0.00	0.00	0.72
Other Stores, Tranmere (Old Chester Road)	0.00	0.00	0.00	0.00	0.00	0.79	5.38	0.21	0.00	0.20	0.00
Other Stores, Zone 4b	0.00	0.00	0.38	0.12	0.00	6.44	6.70	1.55	0.00	0.20	0.32
Total Zone 4b	0.57	0.00	2.37	0.12	0.19	9.23	40.51	29.77	2.89	12.93	2.84
Zone 4c											
Tesco Extra, Bidston Link Road, Bidston	5.54	22.72	4.75	12.07	13.58	21.25	4.31	12.37	0.00	2.39	1.80
Other Stores, Zone 4c	0.00	0.00	1.34	0.00	0.00	0.88	0.15	6.34	0.00	0.00	0.00
Total Zone 4c	5.54	22.72	6.08	12.07	13.58	22.12	4.46	18.71	0.00	2.39	1.80
Zone 5a											
Asda, Welton Road, Croft Business Park	0.57	0.57	0.54	0.59	0.00	7.52	12.28	0.57	56.05	40.58	3.25
Aldi, Bebington Road, New Ferry	0.00	0.00	0.00	0.20	0.00	0.25	1.72	0.00	6.85	4.17	0.00
Somerfield, 30 Allport Lane, Bromborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.02	3.96	0.00
Other Stores, New Ferry Town Centre	0.00	0.00	0.00	0.20	0.00	0.00	3.94	0.57	8.53	0.54	0.54
Other Stores, Bromborough Village Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	6.09	3.06	0.00
Other Stores, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.41	0.00	0.00
Total Zone 5a	0.57	0.57	0.54	0.98	0.00	7.77	17.93	1.29	86.95	52.30	3.79
Zone 5b											
Somerfield, 2 Church Road, Bebington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.96	8.43	0.00
Other Stores, Bebington (Cross Lane)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56	5.95	0.00
Other Stores, Lower Bebington	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.37	0.00	2.52	0.00
Other Stores, Bebington (Kings Road/Teehay Lane)	0.00	0.00	0.00	0.00	0.00	0.22	0.30	0.00	0.00	1.90	0.15
Other Stores, Zone 5b	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.16	0.68	0.00
Total Zone 5b	0.00	0.00	0.35	0.00	0.00	0.22	0.49	0.37	1.67	19.48	0.15
Zone 6											
Tesco, Telegraph Road, Heswall	1.97	1.23	1.16	0.00	0.00	0.00	0.00	0.78	0.00	0.20	49.19
Aldi, May Road, Heswall	3.19	0.00	0.54	0.00	0.56	0.00	0.00	0.00	0.00	0.00	7.18
Other Stores, Heswall Town Centre	1.35	0.00	0.18	0.00	0.56	0.00	0.38	0.98	1.38	0.00	8.39
Other Stores, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.84
Total Zone 6	6.50	1.23	1.88	0.00	1.13	0.00	0.38	1.76	1.38	0.20	69.60
TOTAL FOR STUDY AREA	96.97	98.38	96.88	95.06	97.52	98.78	96.98	95.38	94.27	92.63	97.37

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	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total (1)	All Zones Market Share (2)
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Other Stores, Liverpool City Centre	0.10	0.14	0.08	0.00	0.26	0.06	0.00	0.43	0.09	0.10	0.00	1.26	0.2%
Other Stores, Buffer 1	0.16	0.00	0.26	0.46	0.00	0.07	0.18	0.12	0.00	0.00	0.09	1.34	0.3%
Total Buffer 1	0.26	0.14	0.34	0.46	0.26	0.13	0.18	0.55	0.09	0.10	0.09	2.60	0.5%
Buffer 2													
Other Stores, Ellesmere Port Town Centre	0.05	0.25	0.17	0.73	0.00	0.00	0.00	0.00	1.28	1.58	0.25	4.31	0.8%
Other Stores, Buffer 2	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.79	0.35	0.28	0.00	1.67	0.3%
Total Buffer 2	0.05	0.25	0.42	0.73	0.00	0.00	0.00	0.79	1.63	1.86	0.25	5.98	1.2%
Buffer 3													
Other Stores, Chester City Centre	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.09	0.35	0.1%
Other Stores, Neston Town Centre	0.00	0.00	0.00	0.28	0.00	0.00	0.44	0.09	0.09	0.34	0.29	1.53	0.3%
Total Buffer 3	0.00	0.00	0.17	0.28	0.00	0.00	0.44	0.09	0.18	0.34	0.38	1.88	0.4%
TOTAL FOR BUFFER AREA	0.30	0.39	0.93	1.47	0.26	0.13	0.62	1.43	1.90	2.31	0.73	10.46	2.0%
Outside Buffer Area													
Other Stores, Outside Buffer Area	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.0%
Internet	1.07	0.26	0.55	0.83	0.97	0.21	0.83	1.28	0.83	1.41	0.67	8.91	1.7%
TOTAL OUTSIDE BUFFER AREA	1.07	0.31	0.55	0.83	0.97	0.21	0.83	1.28	0.83	1.41	0.67	8.96	1.7%
OVERALL TOTAL	45.26	42.98	47.25	46.46	49.42	27.67	47.78	58.79	47.74	50.43	53.49	517.27	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure in 2009 (Spreadsheet 5.4) by the market share (Spreadsheet 5.5). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure retained by each centre by the total expenditure in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 5.7 - Summary of Capacity for Convenience Goods: Scenario 1 (Static Retention Rate: 96.2%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	517.3	519.6	523.9	527.0	552.6	567.5	2.4	4.3	3.1	25.6	14.9	6.6	9.7	35.3	50.2	
B. Current retention level of centres within the study area (%)	96.2%	96.2%	96.2%	96.2%	96.2%	96.2%										
C. Retained expenditure (£m) (=A*B)	497.8	500.1	504.2	507.2	531.9	546.2	2.3	4.1	3.0	24.6	14.3	6.4	9.4	34.0	48.3	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	497.8	499.5	501.9	503.5	518.8	527.1										
E. Improvement in sales densities of centres and stores (£m)							1.6	2.4	1.6	15.3	8.3	4.1	5.7	21.0	29.3	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		4.7	11.8	12.4	13.5	14.1	4.7	7.1	0.6	1.0	0.6	11.8	12.4	13.5	14.1	
Commitments ⁽⁴⁾																
Morrisons superstore, King's Parade, New Brighton		27.6	27.8	27.9	28.7	29.2										
Asda superstore, Claughton Road/Oliver Street, Birkenhead		38.3	38.5	38.6	39.8	40.4										
Aldi foodstore, Bridge Road, West Kirby		3.0	3.0	3.0	3.1	3.2										
G. Turnover from commitments (£m)	0.0	68.9	69.2	69.5	71.6	72.7	68.9	0.3	0.2	2.1	1.1	69.2	69.5	71.6	72.7	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-72.9	-78.7	-78.2	-72.0	-67.7	-72.9	-5.8	0.5	6.2	4.3	-78.7	-78.2	-72.0	-67.7	
Comparison assessment ⁽⁶⁾																
I. Assumed sales density (£/sq.m)	10,000	10,032	10,081	10,114	10,421	10,588										
J. Floorspace requirement (net sq.m) (=H/I)	0	-7,266	-7,804	-7,733	-6,909	-6,395	-7,266	-538	72	824	514	-7,804	-7,733	-6,909	-6,395	
K. Floorspace requirement (gross sq.m)	0	-11,179	-12,006	-11,896	-10,629	-9,838	-11,179	-827	110	1,267	791	-12,006	-11,896	-10,629	-9,838	

NOTES:

(1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share remains constant for each of the forecast years.

(2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.16% per annum between 2009 and 2016, 0.6% per annum between 2016 and 2021, and 0.32% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 5.4.

(4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.16% per annum between 2009 and 2016, 0.6% per annum between 2016 and 2021, and 0.32% per annum between 2021 and 2026 to account for sales density growth

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres'/stores' turnover, growth in SFT and commitments.

(6) Comparison assessment - this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £10,000/sq.m in 2009, which is forecast to increase at a rate of 0.16% per annum between 2009 and 2016, 0.6% per annum between 2016 and 2021, and 0.32% per annum between 2021 and 2026. 65% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

Spreadsheet 6.1 - Definition of Zones

Zone	Postcode	Local Authority
Zone 1	CH47	Wirral
	CH48	Wirral
Zone 2a	CH46	Wirral
Zone 2b	CH49	Wirral
Zone 3a	CH44	Wirral
Zone 3b	CH45	Wirral
Zone 4a	CH41	Wirral
Zone 4b	CH42	Wirral
Zone 4c	CH43	Wirral
Zone 5a	CH62	Wirral
Zone 5b	CH63	Wirral
Zone 6	CH60	Wirral
	CH61	Wirral

Spreadsheet 6.2 - Population Projections (ONS + Wirral Waters)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	All Zones Total
Population 2006	25,784	26,003	28,244	29,942	28,964	18,647	30,750	35,164	28,049	29,178	30,491	311,216
Population 2009	25,751	25,970	28,208	29,904	28,927	18,623	30,710	35,119	28,013	29,140	30,452	310,816
Population 2011	25,746	25,965	28,203	30,257	28,922	18,620	30,705	35,113	28,008	29,135	30,447	311,121
Population 2014	25,722	25,940	28,176	31,672	28,894	20,453	30,676	35,079	27,981	29,107	30,417	314,117
Population 2016	25,703	25,922	28,156	32,462	28,873	22,407	30,654	35,054	27,961	29,087	30,396	316,674
Population 2021	25,693	25,912	28,145	34,375	28,862	26,475	30,642	35,041	27,951	29,076	30,384	322,555
Population 2026	25,688	25,906	28,138	36,043	28,856	29,507	30,635	35,032	27,944	29,069	30,377	327,194
Change in population 2009 - 2011												
Numeric change	-4	-4	-5	354	-5	-3	-5	-6	-5	-5	-5	305
Percentage change	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Change in population 2011 - 2014												
Numeric change	-25	-25	-27	1,415	-28	1,833	-30	-34	-27	-28	-29	2,996
Percentage change	-0.1%	-0.1%	-0.1%	4.7%	-0.1%	9.8%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	1.0%
Change in population 2014 - 2016												
Numeric change	-18	-19	-20	790	-21	1,954	-22	-25	-20	-21	-22	2,557
Percentage change	-0.1%	-0.1%	-0.1%	2.5%	-0.1%	9.6%	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%	0.8%
Change in population 2016 - 2021												
Numeric change	-10	-10	-11	1,913	-11	4,068	-12	-13	-11	-11	-12	5,881
Percentage change	0.0%	0.0%	0.0%	5.9%	0.0%	18.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Change in population 2021 - 2026												
Numeric change	-6	-6	-7	1,667	-7	3,032	-7	-8	-6	-7	-7	4,639
Percentage change	0.0%	0.0%	0.0%	4.9%	0.0%	11.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Change in population 2009 - 2026												
Numeric change	-63	-64	-69	6,139	-71	10,884	-76	-86	-69	-72	-75	16,378
Percentage change	-0.2%	-0.2%	-0.2%	20.5%	-0.2%	58.4%	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%	5.3%

NOTES:

(1) Population data were sourced from MapInfo and Oxford Economics (mid-year 2006). The population in each zone was projected forward to the base year and forecast years using population multipliers derived from ONS 2006-based Sub-National Population Projections (published 12 June 2008) and we have also factored in the additional population growth that will occur if Wirral Waters is implemented.

Spreadsheet 6.3 - Convenience Goods Expenditure (per capita)

Year	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	£	£	£	£	£	£	£	£	£	£	£
2006	1,679	1,581	1,600	1,484	1,632	1,419	1,486	1,599	1,628	1,653	1,678
2009	1,758	1,655	1,675	1,554	1,709	1,486	1,556	1,674	1,704	1,731	1,757
2011	1,766	1,663	1,683	1,561	1,716	1,492	1,563	1,682	1,712	1,738	1,765
2014	1,778	1,674	1,694	1,572	1,728	1,503	1,574	1,693	1,724	1,750	1,777
2016	1,786	1,682	1,702	1,579	1,736	1,510	1,581	1,701	1,732	1,759	1,785
2021	1,863	1,755	1,776	1,647	1,811	1,575	1,649	1,775	1,807	1,835	1,862
2026	1,906	1,795	1,816	1,684	1,852	1,611	1,687	1,815	1,848	1,876	1,905

NOTES:

(1) Expenditure data derived from Mapinfo 2006 per capita annual convenience goods expenditure estimates, which we have obtained through our in-house GIS system.
(2) The 2006 MapInfo expenditure data has been projected forward to the base year and forecast years using forecast growth rates of: 2.20% from 2006 to 2008 (Oxford Economics Retail Briefings Update Revised March 2009); 0.23% from 2008 to 2016 (Midpoint of MapInfo forecast from Retail Spending Outlook Revised Version March 2009 and Experian Retail Planner Briefing Note 6.1 February 2009 Changes, Table 3); 0.85% from 2016 to 2021 (Midpoint of medium term past trend from MapInfo Brief 08/02, Table 3 and medium term past trend from Experian Retail Planner Briefing Note 6.1, Table 3.2); 0.45% from 2021 to 2026 (Midpoint of ultra long term past trend from MapInfo Brief 08/02, Table 3 and ultra long term past trend from Experian Retail Planner Briefing Note 6.1, Table 3.2).

All monetary values are held constant at 2006 prices.

Spreadsheet 6.4 - Total Convenience Goods Expenditure and Expenditure Growth (ONS + Wirral Waters)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	All Zones Total
Year	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
Total expenditure 2009	45.26	42.98	47.25	46.46	49.42	27.67	47.78	58.79	47.74	50.43	53.49	517.27
Inclusive of spending on SFT in 2009 of average of 1.72%	1.07	0.26	0.55	0.83	0.97	0.21	0.83	1.28	0.83	1.41	0.67	8.91
Total expenditure 2011	45.46	43.17	47.46	47.22	49.64	27.79	47.99	59.05	47.95	50.65	53.73	520.12
Inclusive of spending on SFT in 2011 of average of 2.39%	1.63	0.40	0.84	1.26	1.48	0.32	1.26	1.96	1.27	2.15	1.03	13.59
Total expenditure 2014	45.73	43.43	47.74	49.77	49.94	30.73	48.27	59.40	48.24	50.95	54.05	528.26
Inclusive of spending on SFT in 2014 of 3.95%	1.81	1.72	1.89	1.97	1.97	1.21	1.91	2.35	1.91	2.01	2.13	20.87
Total expenditure 2016	45.91	43.60	47.93	51.25	50.13	33.83	48.46	59.63	48.43	51.15	54.26	534.57
Inclusive of spending on SFT in 2016 of 4.05%	1.86	1.77	1.94	2.08	2.03	1.37	1.96	2.42	1.96	2.07	2.20	21.65
Total expenditure 2021	47.88	45.47	49.98	56.62	52.28	41.69	50.54	62.18	50.50	53.34	56.58	567.06
Inclusive of spending on SFT in 2021 of 4.05%	1.94	1.84	2.02	2.29	2.12	1.69	2.05	2.52	2.05	2.16	2.29	22.97
Total expenditure 2026	48.95	46.49	51.10	60.71	53.45	47.52	51.67	63.58	51.64	54.54	57.86	587.51
Inclusive of spending on SFT in 2026 of 4.05%	1.98	1.88	2.07	2.46	2.16	1.92	2.09	2.58	2.09	2.21	2.34	23.79
Growth in total expenditure 2009 - 2011	0.20	0.19	0.21	0.77	0.22	0.12	0.21	0.26	0.21	0.22	0.24	2.85
Growth in total expenditure 2011 - 2014	0.27	0.26	0.28	2.55	0.30	2.95	0.29	0.35	0.29	0.30	0.32	8.14
Growth in total expenditure 2014 - 2016	0.18	0.17	0.19	1.48	0.19	3.09	0.19	0.23	0.19	0.20	0.21	6.31
Growth in total expenditure 2016 - 2021	1.97	1.87	2.05	5.37	2.15	7.87	2.08	2.55	2.07	2.19	2.32	32.49
Growth in total expenditure 2021 - 2026	1.08	1.02	1.12	4.09	1.17	5.83	1.14	1.40	1.13	1.20	1.27	20.46
Growth in total expenditure 2009 - 2026	3.69	3.50	3.85	14.25	4.03	19.86	3.90	4.79	3.89	4.11	4.36	70.25
Growth in spending on SFT 2009 - 2011	0.56	0.14	0.29	0.44	0.51	0.11	0.43	0.67	0.44	0.74	0.35	4.68
Growth in spending on SFT 2011 - 2014	0.18	1.32	1.05	0.70	0.50	0.90	0.65	0.39	0.63	-0.14	1.11	7.27
Growth in spending on SFT 2014 - 2016	0.05	0.05	0.06	0.11	0.06	0.16	0.06	0.07	0.06	0.06	0.06	0.78
Growth in spending on SFT 2016 - 2021	0.08	0.08	0.08	0.22	0.09	0.32	0.08	0.10	0.08	0.09	0.09	1.32
Growth in spending on SFT 2021 - 2026	0.04	0.04	0.05	0.17	0.05	0.24	0.05	0.06	0.05	0.05	0.05	0.83
Growth in spending on SFT 2009 - 2026	0.92	1.62	1.52	1.63	1.20	1.72	1.27	1.29	1.26	0.80	1.67	14.88

NOTES:

(1) The total figures in the above table are the products of multiplying Spreadsheet 5.2 (population) by Spreadsheet 5.3 (per capita convenience goods expenditure), and are in millions of pounds (£m).

(2) The total expenditure in 2009 includes a percentage of expenditure on Special Forms of Trading (SFT) (i.e. outdoor markets and Internet and catalogue shopping) derived from the telephone survey of households. The proportion of expenditure spent on SFT in 2009 is based on the survey results and varies between the different zones, ranging from 0.61% of expenditure in Zone 2a to 2.80% of expenditure in Zone 5b. We have assumed that expenditure on SFT will increase proportionally in each zone between 2009 and 2011, to an average of 2.39% across the survey zones in 2011. By 2014, we would expect the proportion of spending on SFT to be broadly equal across all zones, and to have reached 3.95% by 2014 and 4.05% by 2016, where we assume spending on SFT will level off and remain at 4.05% in 2021 and 2026.

All monetary values are held constant at 2006 prices.

Spreadsheet 6.5 - Convenience Goods Spending Patterns in 2009 as a Percentage Across the Study Area Zones (Including SFT)

	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6
	%	%	%	%	%	%	%	%	%	%	%
Inside Catchment Area											
Zone 1											
Morrisons, Dee Lane, West Kirby	43.61	5.82	3.24	0.00	0.56	1.83	0.19	0.57	0.00	0.00	1.25
Other Stores, Hoylake Town Centre	10.89	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.00
Other Stores, West Kirby Town Centre	6.58	0.00	0.34	0.00	0.31	0.00	0.00	0.16	0.00	0.00	0.97
Other Stores, Zone 1	0.95	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 1	62.03	6.04	3.76	0.00	0.88	1.83	0.19	0.72	0.00	0.20	2.22
Zone 2a											
Somerfield, 268 Hoylake Road, Moreton	0.75	11.09	1.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, 303 Hoylake Road, Moreton	0.38	8.62	0.18	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00
Other Stores, Moreton Town Centre	0.56	17.06	1.24	0.12	0.00	0.00	0.00	0.53	0.00	0.00	0.00
Other Stores, Zone 2a	0.00	1.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 2a	1.69	38.20	3.12	0.12	0.00	0.25	0.00	0.53	0.00	0.00	0.00
Zone 2b											
Sainsbury's, Upton Bypass, Upton	13.46	7.05	40.90	1.19	1.96	5.19	1.34	6.84	0.56	1.64	7.64
Asda, Woodchurch Road, Arrowe Park	2.36	4.37	21.96	0.00	0.00	6.98	11.49	21.43	0.00	0.00	7.82
Other Stores, Greasby	0.00	0.77	6.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Stores, Zone 2b	0.11	0.00	4.89	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00
Total Zone 2b	15.93	12.18	74.20	1.19	1.96	12.17	12.83	28.43	0.56	1.64	15.46
Zone 3a											
Other Stores, Seacombe (Borough Road/Poulton Road)	0.00	0.00	0.00	1.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Stores, Zone 3a	0.00	0.57	0.00	2.76	0.19	0.00	0.00	0.00	0.00	0.00	0.00
Total Zone 3a	0.00	0.57	0.00	4.59	0.19	0.00	0.00	0.00	0.00	0.00	0.00
Zone 3b											
Asda, Seaview Road, Liscard	3.01	7.05	0.54	44.50	58.59	7.52	1.15	2.39	0.00	0.00	0.54
Iceland, Unit 1, 24-30 Liscard Way, Wallasey	0.00	0.77	0.18	10.38	1.16	0.00	0.00	0.00	0.19	0.00	0.00
Other Stores, Liscard Town Centre	0.00	2.47	0.17	8.16	6.58	0.00	0.00	0.00	0.00	0.00	0.00
Other Stores, Wallasey Village Centre	0.18	0.94	0.54	6.79	5.00	0.75	0.00	0.00	0.00	0.00	0.00
Other Stores, New Brighton (Victoria Road)	0.00	0.00	0.00	0.20	3.64	0.75	0.00	0.00	0.00	0.00	0.00
Other Stores, New Brighton (Seabank Road)	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00
Other Stores, Zone 3b	0.00	4.02	0.00	2.95	2.54	0.00	0.00	0.57	0.00	0.20	0.18
Total Zone 3b	3.19	15.24	1.43	72.98	77.89	9.02	1.15	2.96	0.19	0.20	0.72
Zone 4a											
Aldi, Laird Street, Birkenhead	0.57	0.57	2.26	0.98	0.75	12.47	2.68	2.96	0.00	0.00	0.00
Other Stores, Birkenhead Town Centre	0.39	1.05	0.89	1.42	0.96	16.38	11.83	5.72	0.65	3.13	0.80
Other Stores, Zone 4a	0.00	0.00	0.00	0.59	0.00	7.32	4.53	2.16	0.00	0.14	0.00
Total Zone 4a	0.96	1.62	3.15	3.00	1.71	36.18	19.04	10.84	0.65	3.27	0.80
Zone 4b											
Sainsbury's, Woodchurch Road, Prenton	0.00	0.00	0.54	0.00	0.00	1.00	9.69	24.48	0.19	3.82	1.80
Tesco Metro, 212a Bebington Road, Rockferry	0.00	0.00	0.18	0.00	0.00	0.25	17.06	0.00	2.70	8.70	0.00
Other Stores, Prenton (Woodchurch Road) Town Centre	0.57	0.00	1.27	0.00	0.19	0.75	1.68	3.54	0.00	0.00	0.72
Other Stores, Tranmere (Old Chester Road)	0.00	0.00	0.00	0.00	0.00	0.79	5.38	0.21	0.00	0.20	0.00
Other Stores, Zone 4b	0.00	0.00	0.38	0.12	0.00	6.44	6.70	1.55	0.00	0.20	0.32
Total Zone 4b	0.57	0.00	2.37	0.12	0.19	9.23	40.51	29.77	2.89	12.93	2.84
Zone 4c											
Tesco Extra, Bidston Link Road, Bidston	5.54	22.72	4.75	12.07	13.58	21.25	4.31	12.37	0.00	2.39	1.80
Other Stores, Zone 4c	0.00	0.00	1.34	0.00	0.00	0.88	0.15	6.34	0.00	0.00	0.00
Total Zone 4c	5.54	22.72	6.08	12.07	13.58	22.12	4.46	18.71	0.00	2.39	1.80
Zone 5a											
Asda, Welton Road, Croft Business Park	0.57	0.57	0.54	0.59	0.00	7.52	12.28	0.57	56.05	40.58	3.25
Aldi, Bebington Road, New Ferry	0.00	0.00	0.00	0.20	0.00	0.25	1.72	0.00	6.85	4.17	0.00
Somerfield, 30 Allport Lane, Bromborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.02	3.96	0.00
Other Stores, New Ferry Town Centre	0.00	0.00	0.00	0.20	0.00	0.00	3.94	0.57	8.53	0.54	0.54
Other Stores, Bromborough Village Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	6.09	3.06	0.00
Other Stores, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.41	0.00	0.00
Total Zone 5a	0.57	0.57	0.54	0.98	0.00	7.77	17.93	1.29	86.95	52.30	3.79
Zone 5b											
Somerfield, 2 Church Road, Bebington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.96	8.43	0.00
Other Stores, Bebington (Cross Lane)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56	5.95	0.00
Other Stores, Lower Bebington	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.37	0.00	2.52	0.00
Other Stores, Bebington (Kings Road/Teehay Lane)	0.00	0.00	0.00	0.00	0.00	0.22	0.30	0.00	0.00	1.90	0.15
Other Stores, Zone 5b	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.16	0.68	0.00
Total Zone 5b	0.00	0.00	0.35	0.00	0.00	0.22	0.49	0.37	1.67	19.48	0.15
Zone 6											
Tesco, Telegraph Road, Heswall	1.97	1.23	1.16	0.00	0.00	0.00	0.00	0.78	0.00	0.20	49.19
Aldi, May Road, Heswall	3.19	0.00	0.54	0.00	0.56	0.00	0.00	0.00	0.00	0.00	7.18
Other Stores, Heswall Town Centre	1.35	0.00	0.18	0.00	0.56	0.00	0.38	0.98	1.38	0.00	8.39
Other Stores, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.84
Total Zone 6	6.50	1.23	1.88	0.00	1.13	0.00	0.38	1.76	1.38	0.20	69.60
TOTAL FOR STUDY AREA	96.97	98.38	96.88	95.06	97.52	98.78	96.98	95.38	94.27	92.63	97.37

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	Zone 1	Zone 2a	Zone 2b	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 4c	Zone 5a	Zone 5b	Zone 6	Total (1)	All Zones Market Share (2)
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
Buffer Area													
Buffer 1													
Other Stores, Liverpool City Centre	0.10	0.14	0.08	0.00	0.26	0.06	0.00	0.43	0.09	0.10	0.00	1.26	0.2%
Other Stores, Buffer 1	0.16	0.00	0.26	0.46	0.00	0.07	0.18	0.12	0.00	0.00	0.09	1.34	0.3%
Total Buffer 1	0.26	0.14	0.34	0.46	0.26	0.13	0.18	0.55	0.09	0.10	0.09	2.60	0.5%
Buffer 2													
Other Stores, Ellesmere Port Town Centre	0.05	0.25	0.17	0.73	0.00	0.00	0.00	0.00	1.28	1.58	0.25	4.31	0.8%
Other Stores, Buffer 2	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.79	0.35	0.28	0.00	1.67	0.3%
Total Buffer 2	0.05	0.25	0.42	0.73	0.00	0.00	0.00	0.79	1.63	1.86	0.25	5.98	1.2%
Buffer 3													
Other Stores, Chester City Centre	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.09	0.35	0.1%
Other Stores, Neston Town Centre	0.00	0.00	0.00	0.28	0.00	0.00	0.44	0.09	0.09	0.34	0.29	1.53	0.3%
Total Buffer 3	0.00	0.00	0.17	0.28	0.00	0.00	0.44	0.09	0.18	0.34	0.38	1.88	0.4%
TOTAL FOR BUFFER AREA	0.30	0.39	0.93	1.47	0.26	0.13	0.62	1.43	1.90	2.31	0.73	10.46	2.0%
Outside Buffer Area													
Other Stores, Outside Buffer Area	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.0%
Internet	1.07	0.26	0.55	0.83	0.97	0.21	0.83	1.28	0.83	1.41	0.67	8.91	1.7%
TOTAL OUTSIDE BUFFER AREA	1.07	0.31	0.55	0.83	0.97	0.21	0.83	1.28	0.83	1.41	0.67	8.96	1.7%
OVERALL TOTAL	45.26	42.98	47.25	46.46	49.42	27.67	47.78	58.79	47.74	50.43	53.49	517.27	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure in 2009 (Spreadsheet 5.4) by the market share (Spreadsheet 5.5). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure retained by each centre by the total expenditure in the study area.

All monetary values are held constant at 2006 prices.

Spreadsheet 6.7 - Summary of Capacity for Convenience Goods: Scenario 2 (Static Retention Rate: 96.2%)

	2009	2011	2014	2016	2021	2026	2009-11	2011-14	2014-16	2016-21	2021-26	2009-14	2009-16	2009-21	2009-26	
							Change	Change	Change	Change	Change	Change	Change	Change	Change	
Study area expenditure retention ⁽¹⁾																
A. Total study area expenditure (£m)	517.3	520.1	528.3	534.6	567.1	587.5	2.9	8.1	6.3	32.5	20.5	11.0	17.3	49.8	70.2	
B. Current retention level of centres within the study area (%)	96.2%	96.2%	96.2%	96.2%	96.2%	96.2%										
C. Retained expenditure (£m) (=A*B)	497.8	500.6	508.4	514.5	545.8	565.5	2.7	7.8	6.1	31.3	19.7	10.6	16.7	47.9	67.6	
Turnover of centres and stores ⁽²⁾																
D. Centres' and stores' turnover derived from study area (£m)	497.8	499.5	501.9	503.5	518.8	527.1										
E. Improvement in sales densities of centres and stores (£m)							1.6	2.4	1.6	15.3	8.3	4.1	5.7	21.0	29.3	
Special Forms of Trading ⁽³⁾																
F. Growth in spending on SFT (£m)		4.7	12.0	12.7	14.1	14.9	4.7	7.3	0.8	1.3	0.8	12.0	12.7	14.1	14.9	
Commitments ⁽⁴⁾																
Morrisons superstore, King's Parade, New Brighton		27.6	27.8	27.9	28.7	29.2										
Asda superstore, Claughton Road/Oliver Street, Birkenhead		38.3	38.5	38.6	39.8	40.4										
Aldi foodstore, Bridge Road, West Kirby		3.0	3.0	3.0	3.1	3.2										
G. Turnover from commitments (£m)	0.0	68.9	69.2	69.5	71.6	72.7	68.9	0.3	0.2	2.1	1.1	69.2	69.5	71.6	72.7	
H. Residual expenditure (£m) ⁽⁵⁾ (=C-D-F-G)	0.0	-72.5	-74.7	-71.2	-58.7	-49.3	-72.5	-2.2	3.4	12.6	9.4	-74.7	-71.2	-58.7	-49.3	
Comparison assessment ⁽⁶⁾																
I. Assumed sales density (£/sq.m)	10,000	10,032	10,081	10,114	10,421	10,588										
J. Floorspace requirement (net sq.m) (=H/I)	0	-7,222	-7,406	-7,043	-5,631	-4,652	-7,222	-184	363	1,412	979	-7,406	-7,043	-5,631	-4,652	
K. Floorspace requirement (gross sq.m)	0	-11,111	-11,394	-10,835	-8,662	-7,157	-11,111	-283	559	2,173	1,505	-11,394	-10,835	-8,662	-7,157	

NOTES:

(1) Study area expenditure retention - this is the product of the current market share of the study area centres and stores (the cumulative share of the centres and stores within the study area) and the total study area expenditure. The market share remains constant for each of the forecast years.

(2) Turnover of centres and stores - this is the turnover of centres and stores that is derived from study area expenditure only. We have forecast this turnover to increase by 0.16% per annum between 2009 and 2016, 0.6% per annum between 2016 and 2021, and 0.32% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year as set out in Spreadsheet 5.4.

(4) Commitments - this is the turnover of commitments for new floorspace in the study area, which are also assumed to increase by 0.16% per annum between 2009 and 2016, 0.6% per annum between 2016 and 2021, and 0.32% per annum between 2021 and 2026 to account for sales density growth

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres'/stores' turnover, growth in SFT and commitments.

(6) Comparison assessment - this is the conversion of the residual expenditure into a floorspace requirement using a sales density estimate of £10,000/sq.m in 2009, which is forecast to increase at a rate of 0.16% per annum between 2009 and 2016, 0.6% per annum between 2016 and 2021, and 0.32% per annum between 2021 and 2026. 65% net to gross ratio assumed.

All monetary values are held constant at 2006 prices.

3 WIRRAL LEISURE SPREADSHEETS

Leisure Sector Spreadsheet Spreadsheet 7

Spreadsheet 7 - Wirral Leisure Expenditure Forecasts

ZONE	2006 Popt (Source: MapInfo)	Total Leisure Services Exp Per Person (2006, Source: MapInfo)	Total Leisure Services Exp. (2006)	2009 Population	Total Leisure Services Exp Per Person (2009)	Total Leisure Services Exp (2009)	2011 Population	Total Leisure Services Exp Per Person (2011)	Total Leisure Services Exp (2011)	2014 Population	Total Leisure Services Exp Per Person (2014)	Total Leisure Services Exp (2014)	2016 Population	Total Leisure Services Exp Per Person (2016)	Total Leisure Services Exp (2016)	2021 Population	Total Leisure Services Exp Per Person (2021)	Total Leisure Services Exp (2021)	2026 Population	Total Leisure Services Exp Per Person (2026)	Total Leisure Services Exp (2026)
1	25,784	2,055	52,992,230	25,751	2,105	54,204,484	25,751	2,139	55,075,225	25,784	2,191	56,480,230	25,817	2,226	57,461,291	25,950	2,316	60,103,857	26,057	2,410	62,806,400
2a	26,003	1,794	46,649,115	25,970	1,837	47,716,264	25,970	1,867	48,482,778	26,003	1,912	49,719,605	26,036	1,943	50,583,234	26,170	2,022	52,909,488	26,279	2,104	55,288,539
2b	28,244	1,856	52,425,356	28,208	1,901	53,624,642	28,208	1,932	54,486,069	28,244	1,978	55,876,044	28,280	2,010	56,846,610	28,426	2,092	59,460,908	28,544	2,177	62,134,541
3a	29,942	1,665	49,839,591	29,904	1,705	50,979,725	29,904	1,732	51,798,663	29,942	1,774	53,120,081	29,980	1,803	54,042,777	30,134	1,876	56,528,130	30,260	1,952	59,069,892
3b	28,964	1,924	55,720,316	28,927	1,970	56,994,978	28,927	2,002	57,910,546	28,964	2,050	59,387,881	29,001	2,083	60,419,448	29,150	2,168	63,198,056	29,271	2,256	66,039,728
4a	18,647	1,529	28,506,512	18,623	1,566	29,158,629	18,623	1,591	29,627,033	18,647	1,629	30,382,838	18,671	1,656	30,910,588	18,767	1,723	32,332,123	18,845	1,793	33,785,923
4b	30,750	1,662	51,095,629	30,710	1,702	52,264,497	30,710	1,729	53,104,073	30,750	1,771	54,458,793	30,790	1,799	55,404,742	30,948	1,873	57,952,730	31,076	1,949	60,558,548
4c	35,164	1,876	65,970,092	35,119	1,921	67,479,229	35,119	1,952	68,563,215	35,164	2,000	70,312,307	35,209	2,032	71,533,632	35,390	2,114	74,823,365	35,537	2,200	78,187,764
5a	28,049	1,880	52,718,461	28,013	1,925	53,924,453	28,013	1,956	54,790,695	28,049	2,003	56,188,441	28,085	2,035	57,164,434	28,229	2,118	59,793,348	28,346	2,204	62,481,929
5b	29,178	1,981	57,809,700	29,140	2,029	59,132,159	29,140	2,062	60,082,058	29,178	2,112	61,614,790	29,216	2,146	62,685,039	29,366	2,233	65,567,838	29,487	2,324	68,516,066
6	30,491	2,019	61,574,246	30,452	2,068	62,982,823	30,452	2,102	63,994,579	30,491	2,152	65,627,123	30,530	2,187	66,767,065	30,687	2,276	69,837,591	30,814	2,368	72,977,807
TOTAL	311,216		575,301	310,816		588,461,883	310,816		597,914,934	311,216		613,168,132	311,616		623,818,860	313,216		652,507,436	314,516		681,847,139
			575.30			588.46			597.91			613.17			623.82			652.51			681.85

Notes:

1. Population data were sourced from Pitney Bowes MapInfo and Oxford Economics (mid-year 2006). The population was projected forward using population multipliers derived from ONS 2006-based Subnational Population Projections (published 12 June 2008).
2. 2006-based per capita leisure expenditure data were sourced from Pitney Bowes MapInfo. The per capita expenditure was projected forward at a rate of 0.8% per annum (as per Experian Retail Planner Briefing Note 6.1, Table 3.2 - Consensus Forecast, October 2008).

Period	CHANGE	
	(%)	(£m)
2009-11	1.61%	9.45
2009-14	4.20%	24.71
2009-16	6.01%	35.36
2009-21	10.88%	64.05
2009-26	15.87%	93.39

