# WIRRAL RETAIL STUDY UPDATE - CONVENIENCE [SCENARIO 1]

TABLE 1 - SURVEY AREA POPULATION FORECASTS

				POPULATION	PROJECTIONS			
SURVEY ZONE	2010	2011	2012	2014	2018	2019	2021	2030
Zone 1 - West Kirby / Hoylake	25,606	25,481	25,331	25,016	24,602	24,546	24,344	23,655
Zone 2a - Moreton / Leasowe	25,444	25,451	25,405	25,370	25,368	25,396	25,405	25,537
Zone 2b - Upton	28,608	28,455	28,388	28,205	27,942	27,885	27,772	27,408
Zone 3a - Wallasey	28,788	28,800	28,854	28,979	29,340	29,395	29,646	30,360
Zone 3b - New Brighton	29,198	29,177	29,081	29,021	29,004	28,990	28,989	28,921
Zone 4a - Birkenhead North	21,535	21,631	21,710	21,915	22,256	22,416	22,625	23,302
Zone 4b - Birkenhead South	29,491	29,565	29,558	29,761	30,098	30,177	30,415	31,075
Zone 4c - Birkenhead West	37,606	37,671	37,668	37,716	37,778	37,833	37,881	38,041
Zone 5a - Bromborough	27,222	27,083	27,083	27,041	26,937	26,942	26,952	26,718
Zone 5b - Bebington	27,378	27,251	27,164	26,971	26,831	26,735	26,638	26,145
Zone 6 - Heswall	27,844	27,656	27,471	27,016	26,330	26,166	25,912	24,641
TOTAL	308,720	308,221	307,713	307,011	306,486	306,481	306,579	305,803

	POPULATION	GROWTH (%)	
2010 - 2011	2011-2014	2011-2018	2011-2030
-0.5%	-1.8%	-3.4%	-7.2%
0.0%	-0.3%	-0.3%	0.3%
-0.5%	-0.9%	-1.8%	-3.7%
0.0%	0.6%	1.9%	5.4%
-0.1%	-0.5%	-0.6%	-0.9%
0.4%	1.3%	2.9%	7.7%
0.3%	0.7%	1.8%	5.1%
0.2%	0.1%	0.3%	1.0%
-0.5%	-0.2%	-0.5%	-1.3%
-0.5%	-1.0%	-1.5%	<b>-4</b> .1%
-0.7%	-2.3%	-4.8%	-10.9%

Source: Experian Retail Planner Report (Summary Demographics - 2010 Base)

#### Notes

1. All Survey Zones as per 2009 Borough Retail Study (RTP)

TABLE 2 - CONVENIENCE EXPENDITURE PER CAPITA FORECASTS, 2010 - 2030

SURVEY ZONE	2010	2010	2011	2011	2012	2012	2014	2014	2018	2018	2021	2021	2030	2030
SURVET ZONE	(£)	Minus SfT (£)												
Zone 1 - West Kirby / Hoylake	£2,194	£2,113	£2,187	£2,096	£2,179	£2,078	£2,201	£2,082	£2,245	£2,110	£2,286	£2,142	£2,412	£2,243
Zone 2a - Moreton / Leasowe	£1,892	£1,822	£1,886	£1,807	£1,879	£1,792	£1,898	£1,795	£1,936	£1,820	£1,971	£1,847	£2,080	£1,934
Zone 2b - Upton	£1,978	£1,905	£1,972	£1,889	£1,964	£1,874	£1,984	£1,877	£2,024	£1,902	£2,060	£1,931	£2,174	£2,022
Zone 3a - Wallasey	£1,846	£1,778	£1,840	£1,763	£1,833	£1,749	£1,851	£1,751	£1,889	£1,775	£1,923	£1,802	£2,029	£1,887
Zone 3b - New Brighton	£2,074	£1,997	£2,068	£1,981	£2,060	£1,965	£2,080	£1,968	£2,122	£1,995	£2,160	£2,024	£2,280	£2,120
Zone 4a - Birkenhead North	£1,732	£1,668	£1,727	£1,654	£1,720	£1,641	£1,737	£1,643	£1,772	£1,666	£1,804	£1,691	£1,904	£1,771
Zone 4b - Birkenhead South	£1,938	£1,866	£1,932	£1,851	£1,924	£1,836	£1,944	£1,839	£1,983	£1,864	£2,019	£1,892	£2,130	£1,981
Zone 4c - Birkenhead West	£1,958	£1,886	£1,952	£1,870	£1,944	£1,855	£1,964	£1,858	£2,003	£1,883	£2,040	£1,911	£2,152	£2,002
Zone 5a - Bromborough	£2,019	£1,944	£2,013	£1,928	£2,005	£1,913	£2,025	£1,916	£2,066	£1,942	£2,103	£1,971	£2,220	£2,064
Zone 5b - Bebington	£2,162	£2,082	£2,156	£2,065	£2,147	£2,048	£2,168	£2,051	£2,212	£2,079	£2,252	£2,110	£2,377	£2,210
Zone 6 - Heswall	£2,403	£2,314	£2,396	£2,295	£2,386	£2,276	£2,410	£2,280	£2,459	£2,311	£2,503	£2,346	£2,642	£2,457

- 1. Expenditure per Capita Forecasts derived from Experian Retail Planner (Fine Expenditure) Report; All Expenditure Figures given in 2010 Prices
- 2. Growth in per capita retail expenditure for Convenience Goods (Source: Experian Retail Planner Briefing Note 9 (September 2011)

	2011	2012	2012-18	2019-30
Growth	-0.3%	-0.4%	0.5%	0.6%

3. Deductions for Special Forms of Trading (SfT) (Source: - Experian Retail Planner Briefing Note 9 (September 2011)

	2010	2011	2012	2014	2018	2021	2030
SFT	3.7%	4.2%	4.6%	5.4%	6.0%	6.3%	7.0%

TABLE 3 - Convenience Expenditure Growth, 2010 - 2030

CURVEY ZONE	2010	2011	2012	2014	2018	2021	2030		EXPENDITURE	GROWTH (£)	
SURVEY ZONE	(£)	(£)	(£)	(£)	(£)	(£)	(£)	2011-2012	2011-2018	2011-2021	2011-2030
Zone 1 - West Kirby / Hoylake	£54,100,920	£53,396,619	£52,649,206	£52,075,356	£51,914,151	£52,133,029	£53,060,234	-£747,413	-£1,482,468	-£1,263,589	-£336,385
Zone 2a - Moreton / Leasowe	£46,358,866	£45,992,461	£45,534,776	£45,542,761	£46,162,156	£46,916,406	£49,397,002	-£457,685	£169,695	£923,944	£3,404,541
Zone 2b - Upton	£54,492,919	£53,758,302	£53,194,160	£52,933,444	£53,157,249	£53,618,893	£55,425,959	-£564,142	-£601,053	-£139,409	£1,667,657
Zone 3a - Wallasey	£51,176,370	£50,779,083	£50,459,227	£50,756,638	£52,091,939	£53,417,333	£57,298,473	-£319,855	£1,312,857	£2,638,250	£6,519,390
Zone 3b - New Brighton	£58,316,056	£57,797,633	£57,137,464	£57,108,254	£57,855,596	£58,684,902	£61,324,165	-£660,169	£57,962	£887,269	£3,526,532
Zone 4a - Birkenhead North	£35,918,571	£35,783,692	£35,621,367	£36,013,648	£37,074,365	£38,249,070	£41,262,038	-£162,325	£1,290,673	£2,465,377	£5,478,345
Zone 4b - Birkenhead South	£55,038,876	£54,725,826	£54,266,485	£54,724,153	£56,100,939	£57,534,189	£61,570,757	-£459,341	£1,375,113	£2,808,363	£6,844,931
Zone 4c - Birkenhead West	£70,908,144	£70,449,920	£69,869,578	£70,067,411	£71,142,704	£72,396,659	£76,150,752	-£580,342	£692,785	£1,946,739	£5,700,832
Zone 5a - Bromborough	£52,927,653	£52,226,841	£51,800,740	£51,800,843	£52,307,536	£53,114,331	£55,150,550	-£426,101	£80,696	£887,490	£2,923,709
Zone 5b - Bebington	£57,001,160	£56,272,836	£55,635,537	£55,326,156	£55,791,915	£56,213,640	£57,790,163	-£637,299	-£480,921	-£59,196	£1,517,327
Zone 6 - Heswall	£64,433,494	£63,475,160	£62,536,146	£61,596,009	£60,853,190	£60,776,979	£60,537,110	-£939,014	-£2,621,970	-£2,698,181	-£2,938,050
TOTAL	£600,673,030	£594,658,373	£588,704,685	£587,944,673	£594,451,741	£603,055,430	£628,967,203	-£5,953,688	-£206,632	£8,397,057	£34,308,830

<sup>1.</sup> Expenditure Growth derived from Population Projections (Table 1) \* Expenditure per Capita figures (less SfT deduction) (Table 2)

TABLE 4a - MAIN FOOD SHOPPING EXPENDITURE (75%)

SURVEY ZONE	2010	2011	2012	2014	2018	2021	2030
SURVET ZONE	(£)	(£)	(£)	(£)	(£)	(£)	(£)
Zone 1 - West Kirby / Hoylake	£40,575,690	£40,047,464	£39,486,905	£39,056,517	£38,935,613	£39,099,772	£39,795,175
Zone 2a - Moreton / Leasowe	£34,769,150	£34,494,346	£34,151,082	£34,157,071	£34,621,617	£35,187,304	£37,047,752
Zone 2b - Upton	£40,869,689	£40,318,727	£39,895,620	£39,700,083	£39,867,937	£40,214,170	£41,569,469
Zone 3a - Wallasey	£38,382,278	£38,084,312	£37,844,420	£38,067,479	£39,068,955	£40,063,000	£42,973,855
Zone 3b - New Brighton	£43,737,042	£43,348,225	£42,853,098	£42,831,190	£43,391,697	£44,013,677	£45,993,124
Zone 4a - Birkenhead North	£26,938,928	£26,837,769	£26,716,025	£27,010,236	£27,805,774	£28,686,802	£30,946,528
Zone 4b - Birkenhead South	£41,279,157	£41,044,369	£40,699,863	£41,043,115	£42,075,704	£43,150,642	£46,178,068
Zone 4c - Birkenhead West	£53,181,108	£52,837,440	£52,402,184	£52,550,558	£53,357,028	£54,297,494	£57,113,064
Zone 5a - Bromborough	£39,695,740	£39,170,131	£38,850,555	£38,850,632	£39,230,652	£39,835,748	£41,362,913
Zone 5b - Bebington	£42,750,870	£42,204,627	£41,726,653	£41,494,617	£41,843,936	£42,160,230	£43,342,622
Zone 6 - Heswall	£48,325,121	£47,606,370	£46,902,109	£46,197,007	£45,639,893	£45,582,734	£45,402,832
TOTAL	£450,504,772	£445,993,780	£441,528,514	£440,958,505	£445,838,806	£452,291,573	£471,725,402

TABLE 4B - TOP-UP FOOD SHOPPING EXPENDITURE (25%)

CHRVEY ZONE	2010	2011	2012	2014	2018	2021	2030
SURVEY ZONE	(£)	(£)	(£)	(£)	(£)	(£)	(£)
Zone 1 - West Kirby / Hoylake	£13,525,230	£13,349,155	£13,162,302	£13,018,839	£12,978,538	£13,033,257	£13,265,058
Zone 2a - Moreton / Leasowe	£11,589,717	£11,498,115	£11,383,694	£11,385,690	£11,540,539	£11,729,101	£12,349,251
Zone 2b - Upton	£13,623,230	£13,439,576	£13,298,540	£13,233,361	£13,289,312	£13,404,723	£13,856,490
Zone 3a - Wallasey	£12,794,093	£12,694,771	£12,614,807	£12,689,160	£13,022,985	£13,354,333	£14,324,618
Zone 3b - New Brighton	£14,579,014	£14,449,408	£14,284,366	£14,277,063	£14,463,899	£14,671,226	£15,331,041
Zone 4a - Birkenhead North	£8,979,643	£8,945,923	£8,905,342	£9,003,412	£9,268,591	£9,562,267	£10,315,509
Zone 4b - Birkenhead South	£13,759,719	£13,681,456	£13,566,621	£13,681,038	£14,025,235	£14,383,547	£15,392,689
Zone 4c - Birkenhead West	£17,727,036	£17,612,480	£17,467,395	£17,516,853	£17,785,676	£18,099,165	£19,037,688
Zone 5a - Bromborough	£13,231,913	£13,056,710	£12,950,185	£12,950,211	£13,076,884	£13,278,583	£13,787,638
Zone 5b - Bebington	£14,250,290	£14,068,209	£13,908,884	£13,831,539	£13,947,979	£14,053,410	£14,447,541
Zone 6 - Heswall	£16,108,374	£15,868,790	£15,634,036	£15,399,002	£15,213,298	£15,194,245	£15,134,277
TOTAL	£150,168,257	£148,664,593	£147,176,171	£146,986,168	£148,612,935	£150,763,858	£157,241,801

Table 5a - Main Food Market Share Analysis (2011	)												
Destinations		Zone 1 - West Kirby	Zone 2a - Moreton / Leasowe	Zone 2b - Upton	Zone 3a - Wallasey	Zone 3b - New Brighton	Zone 4a - Birkenhead North	Zone 4b - Birkenhead South	Zone 4c - Birkenhead West	Zone 5a - Bromborough	Zone 5b - Bebington	Zone 6 - Heswall	SURVEY TURNOVER
	%	0.8%	0.0%	0.0%	0.0%	Hoylake 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Sainsburys Local, Market Street Local Shops, Hoylake Town Centre	£	£320,380	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£320,380
Co-Op, Market Street	£ %	£680,807 2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	£680,807
Somerfield, Market Street	£ %	£1,001,187 0.0% £0	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£1,001,187
HOYLAKE TOTAL	% £	5.0% £2,002,373	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£2,002,373
Local Shops, West Kirby	%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Morrisons, West Kirby	£ %	£320,380 51.2% £20,504,302	£0 7.3% £2,518,087	£0 3.9% £1.572.430	£0 0.0% £0	£0 0.8% £346,786	£0 2.1% £563,593	0.0% £0	£0 0.8% £422,700	£0 0.0% £0	£0 0.0% £0	£0 0.7% £333,245	£320,380 £26,261,142
WEST KIRBY TOTAL	% £	52.0% £20,824,681	7.3% £2,518,087	3.9% £1,572,430	0.0% £0	0.8% £346,786	2.1% £563,593	0.0% £0	0.8% £422,700	0.0% £0	0.0% £0	0.7% £333,245	£26,581,522
WEST KIRBY (ZONE 1) CATCHMENT TOTAL	% £	57.0% £22,827,055	7.3% £2,518,087	3.9% £1,572,430	0.0% £0	0.8% £346,786	2.1% £563,593	0.0% £0	0.8% £422,700	0.0% £0	0.0% £0	0.7% £333,245	£28,583,895
Tesco Express, Hoylake Road	% £	0.0% £0	1.6% £551,910	0.0% £0	0.0% £0	0.0% £0	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£551,910
Iceland, Hoylake Road	% £	0.0% £0	9.7% £3,345,952	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£3,345,952
Somerfield, Hoylake Road	% £	0.8% £320,380	11.3% £3,897,861	2.3% £927,331	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£5,145,572
Local Shops, Moreton Town Centre	% £	0.0% £0 0.8%	3.2% £1,103,819 25.8%	0.0% £0	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	£1,103,819
MORETON TOTAL	£	£320,380	£8,899,541	£927,331	£0	£0 hment - Loc	£0	£0	£0	£0	£0	£0	£10,147,252
Somerfield, Greasby	% £	0.0% £0	0.8% £275,955 4.8%	0.8% £322,550	0.0% £0 1.7%	0.0% £0 1.6%	0.0%	0.0% <b>£0</b>	0.0%	0.0% £0	0.0%	0.0% £0	£598,505
Lidl, Leasowe Road, Leasowe	£	0.0% £0 0.8%	4.8% £1,655,729 31,4%	0.0% £0 3.1%	£647,433	£693,572	0.0% £0 0.0%	0.0% £0 0.0%	0.8% £422,700 0.8%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	£3,419,433
MORETON (ZONE 2A) CATCHMENT TOTAL	£	£320,380	£10,831,225	£1,249,881	£647,433	£693,572 Upton	93	£0	£422,700	£0	£0	£0	£14,165,189
Asda, Woodchurch Road (Arrowe Park)	% £	3.3% £1,321,566	5.6% £1,931,683	25.6% £10,321,594	0.0% £0	0.0% £0	9.5% £2,549,588	14.4% £5,910,389	27.5% £14,530,296	0.0% £0	0.0% £0	9.6% £4,570,212	£41,135,328
Sainsburys, Upton Bypass	% £	17.4% £6,968,259 0.0%	8.9% £3,069,997 0.0%	49.6% £19,998,088 0.0%	1.7% £647,433 0.0%	2.4% £1,040,357 0.0%	6.3% £1,690,779 0.0%	1.6% £656,710 0.0%	9.2% £4,861,044 0.0%	0.8% £313,361 0.0%	2.3% £970,706 0.0%	9.6% £4,570,212 0.0%	£44,786,948
Upton Village	£	£0 20.7%	£0 14.5%	£0 75.2%	£0 1.7%	£0 2.4%	£0 15.8%	£0 16.0%	£0 36.7%	£0 0.8%	£0 2.3%	£0 19.2%	£0
UPTON TOTAL Saughall Massle	£ %	£8,289,825 0.0%	£5,001,680 0.0%	£30,319,682 0.0%	£647,433 0.0%	£1,040,357 0.0%	£4,240,368 0.0%	£6,567,099 0.0%	£19,391,340 0.0%	£313,361 0.0%	£970,706 0.0%	£9,140,423 0.0%	£85,922,276
UPTON (ZONE 28) CATCHMENT TOTAL	£ %	£0 20.7% £8,289,825	£0 14.5% £5,001,680	£0 75.2% £30,319,682	£0 1.7% £647.433	£0 2.4% £1,040,357	£0 15.8% £4.240.368	£0 16.0% £6.567.099	£0 36.7% £19,391,340	£0 0.8% £313,361	£0 2.3% £970,706	£0 19.2% £9,140,423	£0 £85,922,276
Co On Trafalcas Parad III II	%	0.0%	£5,001,680 0.0%	0.0%		esey / Lisca 0.8%		0.0%	0.0%	0.0%	0.0%	0.0%	200,122,2/6
Co-Op, Trafalgar Road, Wallasey iceland, Wallasey	£	£0 0.0%	£0 0.8%	£0 0.0%	£304,674 10.7%	£346,786 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£651,460
Somerfield, Wallasey Village	£ %	£0 0.0% £0	£275,955 0.0% £0	£0 0.8% £322.550	£4,075,021 4.1% £1,561,457	£0 0.8% £346.786	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£4,350,976
Local Shops, Wallasey Village	£ %	£0 0.0% £0	0.0% £0	£322,550 0.0% £0	£1,561,457 0.0% £0	£346,786 0.0% £0	£0 1.1% £295,215	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	0.0% £0	£0 0.0% £0	£2,230,792 £295,215
Local Shops, Liscard Town Centre	% £	0.0% £0	1.6% £551,910	0.0% £0	1.7% £647,433	0.8% £346,786	1.1% £295,215	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£1,841,344
Asda, Seaview Road, Liscard	% £	4.1% £1,641,946	8.9% £3,069,997	0.8% £322,550	55.4% £21,098,709	71.5% £30,993,981	9.5% £2,549,588	1.6% £656,710	3.1% £1,637,961	0.0% £0	0.0% £0	0.7% £333,245	£62,304,686
WALLASEY / LISCARD TOTAL	£	4.1% £1,641,946	11.3% £3,897,861	1.6% £645,100 W	72.7% £27,687,295 allasey / Lis	73.9% £32,034,338 scard - Loco	11.7% £3,140,019	1.6% £656,710	3.1% £1,637,961	0.0% £0	0.0% £0	0.7% £333,245	£71,674,474
Seacombe	% £	0.0% £0	0.8% £275,955	0.0% £0	2.5% £952,108	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£1,228,063
Local Shops, Claughton Village	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.8% £328,355	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£328,355
Local Shops, New Brighton	% £	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 1.6%	0.0% £0 1.1%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	£0
Somerfield New Brighton	£	£0 4.1%	£0 12.1%	£0 1.6%	£0 75.2%	£693,572 75.5%	£295,215	£0 2.4%	£0 3.1%	£0 0.0%	£0 0.0%	£0 0.7%	£988,787
WALLASEY (ZONES 3A + 3B) CATCHMENT TOTAL	£	£1,641,946	£4,173,816	£645,100		£32,727,910 irkenhead	£3,435,234	£985,065	£1,637,961	£0	£0	£333,245	£74,219,679
Co-op Church Road Birkenhead	% £	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0	0.0% £0 0.0%	2.1% £563,593	0.0% £0	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	£563,593
Iceland, Grange Rd, Birkenhead	% £ %	£0 0.0%	£0 0.0%	£0 0.0%	£304,674 0.0%	£0 0.0%	£1,422,402 0.0%	£985,065 0.8%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£2,712,141
Iceland, Stanley Rd, Birkenhead  M&S, Birkenhead	£	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 1.1%	£328,355 0.8%	£0 0.8%	£0 0.0%	£0 0.8%	£0 0.8%	£328,355
Co-Op, Laird Street, Birkenhead	£ %	0.0%	0.0%	0.0%	0.0%	0.0%	£295,215 0.0%	£328,355	£422,700 0.0%	0.0%	£337,637	£380,851 0.0%	£1,764,758
Aldi, Laird Street, Birkenhead	£ %	£0 0.8% £320,380	£0 0.8% £275,955	£0 2.3% £927,331	£0 0.8% £304,674	£0 0.8% £346,786	£0 14.7% £3,945,152	£656,710 3.2% £1,313,420	£0 3.8% £2,007,823	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£656,710 £9,441,520
Netto, Salisbury Road	% £	0.0% £0	0.0% £0	0.0% £0	0.8% £304,674	0.0% £0	4.2% £1,127,186	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£1,431,861
Local Shops, Birkenhead Town Centre	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	2.1% £563,593	0.8% £328,355	0.8% £422,700	0.0% £0	1.5% £633,069	0.0% £0	£1,947,717
BIRKENHEAD TOTAL	% £	0.8% £320,380	0.8% £275,955	2.3% £927,331	2.4% £914,023 Rirks	0.8% £346,786 enhead Oute	29.5% £7,917,142	9.6% £3,940,259	5.4% £2,853,222	0.0% £0	2.3% £970,706	0.8% £380,851	£18,846,655
Sainsbury's, Woodschurch Road	% £	0.0% £0	0.0% £0	0.8% £322,550	0.0% £0	0.0% £0	1.1% £295,215	11.2% £4,596,969	27.5% £14,530,296	0.0% £0	5.3% £2,236,845	2.2% £1,047,340	£23,029,216
Tesco Extra, Bidston	% £	6.6% £2,643,133	29.0% £10,003,360	6.2% £2,499,761	14.9% £5,674,562	17.1% £7,412,546	26.0% £6,977,820	5.6% £2,298,485	16.0% £8,453,990	0.0% £0	3.0% £1,266,139	2.2% £1,047,340	£48,277,137
Aldi, Woodchurch Road, Prenton	% £	0.8% £320,380 0.0%	0.0% £0 0.0%	0.8% £322,550 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	1.1% £295,215 0.0%	0.8% £328,355 4.0%	0.8% £422,700 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.7% £333,245 0.0%	£2,022,444
Lidl, St Pauls Road, Rock Ferry	% £	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£1,641,775	£0 0.0%	£0 3.2%	£0 8.3%	£0 0.0%	£1,641,775
Tesco Metro, Bebington Road, Rock Ferry  Local Shops, Prenton	£	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£7,552,164 0.8%	£0 0.8%	£1,253,444 0.0%	£3,502,984 0.0%	£0 0.0%	£12,308,592
Co-Op, Tranmere	£ %	0.0%	0.0%	0.0%	0.0%	0.0%	£0 2.1% £543.593	£328,355 0.0%	£422,700 0.0%	0.0%	0.0%	0.0%	£751,054
Somerfield, Noctorum	£ %	£0 0.0% £0	0.0% £0	£0 1.6% £645,100	0.0% £0	£0 0.0% £0	£563,593 0.0% £0	£0 0.0% £0	£0 2.3% £1,215,261	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£563,593 £1,860,361
BIRKENHEAD OUTER TOTAL	% £	7.4% £2,963,512	29.0% £10,003,360	9.4% £3,789,960	14.9% £5,674,562	17.1% £7,412,546	30.3% £8,131,844	40.8% £16,746,103	47.4% £25,044,947	3.2% £1,253,444	16.6% £7,005,968	5.1% £2,427,925	£90,454,172
BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL	% £	8.2% £3,283,892	29.8% £10,279,315	11.7% £4,717,291	17.3% £6,588,586 (Brombor	17.9% £7,759,332	59.8% £16,048,986	50.4% £20,686,362	52.8% £27,898,168	3.2% £1,253,444	18.9% £7,976,674	5.9% £2,808,776	£109,300,827
Asda, Welton Rd, Croft Business Park	% £	0.8% £320,380	0.8% £275,955	0.8% £322,550	0.8% £304,674	0.0% £0	9.5% £2,549,588	16.8% £6,895,454	0.8% £422,700	71.2% £27,889,133	54.5% £23,001,522	4.4% £2,094,680	£64,076,635
Aldi, Bebington Road, New Ferry	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.6% £656,710	0.0% £0	6.4% £2,506,888	3.8% £1,603,776	0.0% £0	£4,767,374
Somerfield, Allport Lane, Bromborough	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% <b>£0</b>	0.0% £0	0.0% £0	0.0% £0	4.8% £1,880,166	3.8% £1,603,776	0.0% £0	£3,483,942
Co-Op, Allport Lane, Bromborough	% £	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.8% £313,361 0.0%	0.0% £0 0.8%	0.0% £0 0.0%	£313,361
Local Shops, Bromborough Somerfield, Church Road, Bebington	£ %	£0 0.0%	<b>£0</b> 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	<b>£0</b> 0.0%	£0 0.0%	£0 0.8%	£337,637 6.8%	<b>£0</b> 0.0%	£337,637
Somerfield, Church Road, Bebington Somerfield, New Chester Road, New Ferry	£	£0 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	£0 2.4%	0.0%	£313,361 3.2%	£2,869,915 0.0%	£0 0.7%	£3,183,276
Iceland, New Chester Road, New Ferry	£ %	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£985,065 1.6% £656,710	£0 0.8% £422,700	£1,253,444 3.2% £1,253,444	£0 0.0% £0	£333,245 0.0% £0	£2,571,754 £2,332,854
Co-Op, Cross Lane, Bebington	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	2.3% £970,706	0.0% £0	£970,706
Local Shops, Bebington	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.8% £337,637	0.0% £0	£337,637
BROMBOROUGH / BEBINGTON TOTAL	% £	0.8% £320,380	0.8% £275,955	0.8% £322,550	0.8% £304,674	0.0% £0 Heswall	9.5% £2,549,588	22.4% £9,193,939	1.6% £845,399	90.4% £35,409,798	72.8% £30,724,968	5.1% £2,427,925	£82,375,176
Aldi, May Road	% £	4.1% £1,641,946	0.0% £0	0.8% £322,550	0.0% £0	0.8% £346,786	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0% £0	7.4% £3,522,871	£5,834,153
Iceland, Heswall	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.7% £333,245	£333,245
M&S Simply Food, Telegraph Road	% £ %	0.8% £320,380 2.5%	0.0% £0 1.6%	0.0% £0 1.6%	0.0% £0 0.0%	0.8% £346,786 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.8% £422,700 0.8%	1.6% £626,722 0.0%	0.0% £0 0.0%	0.7% £333,245 58.5%	£2,049,832
Tesco, Telegraph Road	% £ %	2.5% £1,001,187 0.8%	1.6% £551,910 0.0%	1.6% £645,100 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.8% £422,700 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	58.5% £27,849,726 0.7%	£30,470,622
Local Shops, Heswall Town Centre HESWALL TOTAL	£	£320,380 8.2%	£0 1.6%	£0 2.4%	£0 0.0%	£0 1.6%	£0 0.0%	£0 0.0%	£0 1.6%	£0 1.6%	£0 0.0%	£333,245 68.0%	£653,624
Pensby	£ %	£3,283,892 0.0%	£551,910 0.0%	£967,649 0.0%	0.0%	£693,572 0.0%	0.0%	0.0%	£845,399 0.0%	£626,722 0.0%	0.0%	£32,372,332 0.0%	£39,341,475
HESWALL (ZONE 6) CATCHMENT TOTAL	£ %	£0 8.2% £3,283,892	£0 1.6% £551,910	£0 2.4% £967,649	0.0% £0	£0 1.6% £693,572	£0 0.0% £0	£0 0.0% £0	£0 1.6% £845,399	£0 1.6% £626,722	£0 0.0% £0	£0 68.0% £32,372,332	£0 £39,341,475
WIRRAL BOROUGH TOTAL	% £	99.8% £39,967,369	97.5% £33,631,987	98.7% £39,794,583	96.7% £36,827,530	99.8% £43,261,528	100.0% £26,837,769	91.2% £37,432,465	97.4% £51,463,667	96.0% £37,603,325	94.0% £39,672,349	99.6% £47,415,945	97.3% £433,908,518
Asda Ellesmere Port	%	0.0%	0.8%	0.0%	1.7%	Other 0.0%	0.0%	0.0%	0.0%	0.8%	1.5%	0.0%	£1.010
Sainsbury's Ellesmere Port	£ %	£0 0.0% £0	£275,955 0.0% £0	£0 0.0% £0	£647,433 0.0% £0	£0 0.0% £0	£0 0.0% £0	0.0% £0	£0 0.0% £0	£313,361 2.4% £940,083	£633,069 2.3% £970,706	£0 0.0% £0	£1,869,819 £1,910,790
Morrison's Ellesmere Port	% £	0.0% £0	0.0% £0	0.8% £322,550	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.8% £313,361	0.0% £0	0.0% £0	£635,911
OTHER	% £	0.2% £80,095	1.7% £586,404	0.5% £201,594	1.6% £609,349	0.2% £86,696	0.0%	8.8% £3,611,905	2.6% £1,373,773	0.0% £0	2.2% £928,502	0.4% £190,425	£7,668,743
OTHER TOTAL	% £	0.2% £80,095 100.0%	2.5% £862,359 100.0%	1.3% £524,143 100.0%	3.3% £1,256,782 100.0%	0.2% £86,696 100.0%	0.0% £0 100.0%	8.8% £3,611,905 100.0%	2.6% £1,373,773 100.0%	4.0% £1,566,805 100.0%	6.0% £2,532,278 100.0%	0.4% £190,425 100.0%	£12,085,262
OVERALL TOTAL			. ,,.										

Table 5B - Top-Up Food Market Share Analysis (2011 Zone 4a -Birkenhead North Zone 1 - West Kirby Zone 3a -Wallasey Zone 3b - New Brighton Zone 4c -rkenhead W Zone 5b -Bebington insburys Local, Market Street % /.0% £ £1,041,234 ocal Shops, Hoylake Town Centre £1,428,360 -Op, Market Street £654,109 erfield, Market Street £520,617 West Kirby 0.0% 2.8% €0 £444,326 % 11.7% £ £1,561,851 1.0% £89,459 orrisons. West Kirby £ £4,538,713 £252,959 £255,352 £0 £0 £125,243 £136,815 £0 £0 £0 £587,145 ST KIRBY (ZONE 1) CATCHMENT TOTAL co Express. Hovlake Road land. Hovlake Road £885,355 nerfield, Hoylake Road £133,492 £1,644,230 cal Shops, Moreton Town Centre £133,492 £3,667,899 reton Catchment - Local Provision 4.0% £459,925 14.4% £1,935,299 erfield, Greasby , Leasowe Road, Leasowe 2.2% £252,959 0.9% £142,819 £447,932 ETON (ZONE 2A) CATCHMENT TOTAL Upton 0.0% 3.7% £0 £587,145 Asda, Woodchurch Road (Arrowe Park) 0.0% 1.1% 16.3% £0 £126,479 £2,190,651 5.0% 8.5% £684,073 £1,497,061 0.0% £0 ainsburys, Upton Bypass £252,959 £144,494 £241,540 £136,815 £193,737 £444,326 ughall Massie ON (ZONE 2B) CATCHMENT TOTAL Co-Op, Trafalgar Road, Wallasey £144,494 land, Wallasey £126,479 £134,396 £1,701,099 £881,414 £130,567 £0 nerfield, Wallasey Village £914,023 £881,414 £126,479 £0 cal Shops, Wallasey Village 6.2% 7.1% £787,076 £1,025,908 £133,492 £252,959 al Shops, Liscard Town Centre 12.4% 15.3% £1,574,152 £2,210,759 £505,917 £2,742,070 £4,869,451 £252,959 £241,540 £193,737 LLASEY / LISCARD TOTAL allasey / Liscard - Local Provisior cal Shops. New Brighton LLASEY (ZONES 3A + 3B) CATCHMENT TOTAL o-op Church Road Birkenhead £0 £241,540 £547,258 land, Grange Rd, Birkenhead £684,073 5.3% £933,461 £492,026 land, Stanley Rd, Birkenhead 3.1% £393,538 3.0% £410,444 9.6% £1,690,798 3.1% £447,932 2.7% £241,540 1.0% £130,567 0.9% £142,819 £154,750 Co-Op, Laird Street, Birkenhead £255,352 £984,052 £410,444 Aldi, Laird Street, Birkenhead 1.0% £144,494 8.2% £733,566 1.1% £193,737 £273,629 £389,748 £266,590 Netto, Salisbury Road £125,243 £309,501 £193,737 £133,492 £379,438 £2,325,940 £1,217,650 £757,337 £255,352 £154,750 £142,819 Sainsbury's, Woodschurch Road esco Extra, Bidston £632,396 £757,337 £142,819 £134,396 £136,815 ıldi, Woodchurch Road, Prenton £134,396 £273,629 £757,337 £142,819 idl, St Pauls Road, Rock Ferry £0 £807,206 £193,737 £154,750 £0 sco Metro, Bebington Road, Rock Ferry £134,396 £0 £125,243 £2,572,114 £261,134 £2,025,822 £0 ocal Shops, Prenton £255,352 £144,494 -Op, Tranmere 6.9% £944,020 £241,540 nerfield, Noctorum £0 £0 £134,396 £0 £0 £1,866,923 £0 £0 £428,457 5.6% £787,820 di, Bebington Road, New Ferry nerfield, Allport Lane, Bromborough o-Op, Allport Lane, Bromborough £665,892 £619,001 ocal Shops, Bromborough £665,892 £154,750 erfield, Church Road, Bebington £261,134 £2,658,891 3.0% £410,444 erfield, New Chester Road, New Ferry £796,459 land, New Chester Road, New Ferry 5.1% £665,892 -Op, Cross Lane, Bebington 14.4% £2,025,822 2.0% £261,134 ocal Shops, Bebington 1.0% 1.1% £136,815 £193,737 £1,097,320 leswal Aldi, May Road £133,492 land, Heswall &S Simply Food, Telegraph Road sco, Telegraph Road £193,737 0.0% 5.6% £0 £888,652 ocal Shops, Heswall Town Centre 0.0% £0 SWALL TOTAL £0 £0 £0 £0 WALL (ZONE 6) CATCHMENT TOTAL RAL BOROUGH TOTAL Other Asda Ellesmere Port 1.1% £154,750 £134,396 £126,948 £130,567 £154,750 son's Ellesmere Port £894,592 10.6% 9.1% 16.6% £1,450,234 £1,602,736 £2,167,414 £926,718 £751,369 £1,121,329 £413,932 £1,384,276 £956,638 £2,650,088 ER TOTAL

RALL TOTAL

| Table 5C - Overall Convenience Market Share An  | -11- (   
   
  | 2011)  |  |   |  
   |  |   |  
   |   |  |  |   
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Destinations	idiysis (	
   
  | Zone 1 - West<br>Kirby   | Zone 2a -<br>Moreton /<br>Leasowe  | Zone 2b - Upton   | Zone 3a -<br>Wallasey  
   | Zone 3b - New<br>Brighton  | Zone 4a -<br>Birkenhead<br>North  | Zone 4b -<br>Birkenhead<br>South   
   | Zone 4c -<br>Birkenhead<br>West   | Zone 5a -<br>Bromborough   | Zone 5b -<br>Bebington   | Zone 6 - Heswall  
  | SURVEY<br>TURNOVER  |
| Sainsburys Local, Market Street   | %  
   
  | 2.6%   | 0.0%   | 0.0%  | 0.0%   
   | Hoylake<br>0.0%  | 0.0%  | 0.0%   
   | 0.0%  | 0.0%   | 0.3%   | 0.0%  
  |   |
| Local Shops, Hoylake Town Centre  | £<br>%   
   
  | £1,361,614<br>4.0%   | £0<br>0.0%<br>£0   | £0<br>0.0%<br>£0  | 0.0%   
   | £0<br>0.0%<br>£0   | 0.0%  | £0<br>0.0%<br>£0   
   | £0<br>0.0%<br>£0  | £0<br>0.0%<br>£0   | £154,750<br>0.0%<br>£0   | £0<br>0.0%<br>£0  
  | £1,516,364<br>£2,109,166  |
| Co-Op, Market Street  | %<br>£   
   
  | £2,109,166<br>3.1%   | 0.0%<br>£0   | 0.0%  | £0<br>0.0%<br>£0   
   | 0.0%<br>£0   | £0<br>0.0%<br>£0  | 0.0%<br>£0   
   | 0.0%<br>£0  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  
  |   |
| Somerfield, Market Street   | %<br>£   
   
  | £1,655,295<br>1.0%<br>£520,617   | 0.0%<br>£0   | £0<br>0.0%<br>£0  | 0.0%<br>£0   
   | 0.0%<br>£0   | 0.0%<br>£0  | 0.0%<br>£0   
   | 0.0%<br>£0  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  
  | £1,655,295<br>£520,617  |
| HOYLAKE TOTAL   | %<br>£   
   
  | 10.6%<br>£5,646,692  | 0.0%<br>£0   | 0.0%<br>£0  | 0.0%<br>£0   
   | 0.0%<br>£0   | 0.0%<br>£0  | 0.0%<br>£0   
   | 0.0%<br>£0  | 0.0%<br>£0   | 0.3%<br>£154,750   | 0.0%<br>£0  
  | £5,801,443  |
|   | 1 %  
   
  | 3.5%   | 0.0%   | 0.0%  |  
   | Vest Kirby   | 0.3%  | 0.0%   
   | 0.0%  | 0.0%   | 0.0%   | 0.7%  
  |   |
| Local Shops, West Kirby   | £  
   
  | £1,882,231<br>46.9%  | £0<br>6.0%   | £0<br>3.4%  | £0<br>0.0%   
   | £0<br>0.6%   | £89,459<br>1.9%   | £0<br>0.3%   
   | £0<br>0.6%  | £0<br>0.0%   | £0<br>0.0%   | £444,326<br>1.5%  
  | £2,416,016  |
| Morrisons, West Kirby   | £  
   
  | £25,043,014<br>50.4%   | £2,771,046<br>6.0%   | £1,827,782<br>3.4%  | £0<br>0.0%   
   | £346,786<br>0.6%   | £688,836<br>2.2%  | £136,815<br>0.3%   
   | £422,700<br>0.6%  | £0<br>0.0%   | £0<br>0.0%   | £920,390<br>2.2%  
  | £32,157,368   |
| WEST KIRBY TOTAL WEST KIRBY (ZONE 1) CATCHMENT TOTAL  | £<br>%   
   
  | £26,925,245<br>61.0%   | £2,771,046<br>6.0%   | £1,827,782<br>3.4%  | £0<br>0.0%   
   | £346,786<br>0.6%   | £778,295<br>2.2%  | £136,815<br>0.3%   
   | £422,700<br>0.6%  | £0<br>0.0%   | £0<br>0.3%   | £1,364,716<br>2.2%  
  | £34,573,384   |
| WEST KIRBT (ZONE T) CATCHMENT TOTAL   | £  
   
  | £32,571,938  | £2,771,046   | £1,827,782  |  
   | £346,786<br>Moreton  | £778,295  | £136,815   
   | £422,700  | £0   | £154,750   | £1,364,716  
  | £40,374,827   |
| Tesco Express, Hoylake Road   | %<br>£   
   
  | 0.5%<br>£253,634   | 4.0%<br>£1,816,702   | 0.3%<br>£134,396  | 0.0%<br>£0   
   | 0.0%<br>£0   | 0.0%<br>£0  | 0.0%<br>£0   
   | 0.3%<br>£193,737  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  
  | £2,398,469  |
| Iceland, Hoylake Road   | %<br>£   
   
  | 0.5%<br>£253,634   | 9.2%<br>£4,231,306   | 0.3%<br>£134,396  | 0.0%<br>£0   
   | 0.0%<br>£0   | 0.4%<br>£125,243  | 0.0%<br>£0   
   | 0.0%<br>£0  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  
  | £4,744,579  |
| Somerfield, Hoylake Road  | %<br>£   
   
  | 0.9%<br>£453,871   | 12.1%<br>£5,542,092  | 1.7%<br>£927,331  | 0.0%<br>£0   
   | 0.0%<br>£0   | 0.0%<br>£0  | 0.0%<br>£0   
   | 0.0%<br>£0  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  
  | £6,923,294  |
| Local Shops, Moreton Town Centre  | %<br>£   
   
  | 0.3%<br>£133,492   | 10.4%<br>£4,771,718  | 0.5%<br>£255,352  | 0.0%<br>£0   
   | 0.0%<br>£0   | 0.0%<br>£0  | 0.0%<br>£0   
   | 0.0%<br>£0  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  
  | £5,160,561  |
| MORETON TOTAL   | %<br>£   
   
  | 2.1%<br>£1,094,631   | 35.6%<br>£16,361,818   | 2.7%<br>£1,451,474  | 0.0%<br>£0   
   | 0.0%<br>£0   | 0.4%<br>£125,243  | 0.0%<br>£0   
   | 0.3%<br>£193,737  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  
  | £19,226,903   |
| Somerfield, Greasby   | %<br>£   
   
  | 0.0%   | 1.6%<br>£735.879   | 4.2%<br>£2,257,849  | 0.0%<br>£0   
   | 0.0%<br>£0   | 0.0%<br>£0  | 0.0%<br>£0   
   | 0.0%<br>£0  | 0.0%   | 0.0%<br>£0   | 0.0%<br>£0  
  | £2.993.728  |
| Lidi, Leasowe Road, Leasowe   | %<br>£   
   
  | £0<br>0.0%<br>£0   | 4.2%<br>£1,908,687   | 0.0%<br>£0  | 1.8%<br>£914,023   
   | 2.0%<br>£1,141,503   | 0.0%<br>£0  | 0.0%<br>£0   
   | 0.6%<br>£422,700  | £0<br>0.0%<br>£0   | 0.0%<br>£0   | 0.2%<br>£142,819  
  | £4,529,733  |
| MORETON (ZONE 2A) CATCHMENT TOTAL   | %  
   
  | 2.1%<br>£1,094,631   | 41.3%<br>£19.006.385   | 6.9%<br>£3.709.323  | 1.8%<br>£914,023   
   | 2.0%<br>£1,141,503   | 0.4%<br>£125.243  | 0.0%<br>£0   
   | 0.9%<br>£616.437  | 0.0%<br>£0   | 0.0%<br>£0   | 0.2%<br>£142,819  
  | £26.750.364   |
|   | 1 %  
   
  | 2.5%   | 4.5%   | 23.3%   | 0.0%   
   | Upton<br>0.0%  | 7.1%  | 12.1%  
   | 22.8%   | 0.0%   | 0.0%   | 8.1%  
  | 120,730,364   |
| Asda, Woodchurch Road (Arrowe Park)   | £  
   
  | £1,321,566   | £2,058,163<br>7.2%   | £12,512,245   | £0<br>1.3%   
   | £0<br>2.1%   | £2,549,588<br>5.4%  | £6,594,462   
   | £16,027,357<br>7.2%   | £0<br>0.6%   | £0   | £5,157,357<br>7.9%  
  | £46,220,737   |
| Sainsburys, Upton Bypass  | %<br>£   
   
  | £7,622,367<br>0.0%   | £3,322,955<br>0.0%   | £23,102,630   | £647,433<br>0.0%   
   | £1,184,851<br>0.0%   | £1,932,319<br>0.0%  | £793,524<br>0.0%   
   | £5,054,782<br>0.0%  | £313,361<br>0.0%   | £970,706<br>0.0%   | £5,014,538<br>0.0%  
  | £49,959,469   |
| Upton Village   | £  
   
  | £0<br>16.8%  | £0<br>11.7%  | £1,034,847<br>68.2%   | £0<br>1.3%   
   | £0<br>2.1%   | £0<br>12.5%   | £0<br>13.5%  
   | £0<br>29.9%   | £0<br>0.6%   | £0   | £0<br>16.0%   
  | £1,034,847  |
| UPTON TOTAL Squahall Massia   | £ %  
   
  | £8,943,934<br>0.0%   | £5,381,118<br>0.0%   | £36,649,723<br>1.5%   | £647,433<br>0.0%   
   | £1,184,851<br>0.0%   | £4,481,907<br>0.0%  | £7,387,986<br>0.0%   
   | £21,082,139<br>0.0%   | £313,361<br>0.0%   | £970,706<br>0.0%   | £10,171,894<br>0.0%   
  | £97,215,053   |
| Saughall Massie   | £  
   
  | £0<br>16.8%  | £0<br>11.7%  | £779,495<br>69.6%   | £0<br>1.3%   
   | £0<br>2.1%   | £0<br>12.5%   | £0<br>13.5%  
   | £0<br>29.9%   | £0<br>0.6%   | £0<br>1.7%   | £0<br>16.0%   
  | £779,495  |
| UPTON (ZONE 2B) CATCHMENT TOTAL   | £  
   
  | £8,943,934   | £5,381,118   | £37,429,218   |  
   | £1,184,851<br>asey / Lisca   |   | £7,387,986   
   | £21,082,139   | £313,361   | £970,706   | £10,171,894   
  | £97,994,549   |
| Co-Op, Trafalgar Road, Wallasey   | %<br>£   
   
  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  | 1.6%<br>£825,160   
   | 0.9%<br>£491,280   | 0.0%<br>£0  | 0.0%<br>£0   
   | 0.0%<br>£0  | 0.0%<br>£0   | 0.3%<br>£154,750   | 0.0%<br>£0  
  | £1,471,190  |
| Iceland, Wallasey   | %<br>£   
   
  | 0.0%<br>£0   | 0.9%<br>£402,434   | 0.3%<br>£134,396  | 11.4%<br>£5,776,121  
   | 1.5%<br>£881,414   | 0.0%<br>£0  | 0.0%<br>£0   
   | 0.0%<br>£0  | 0.3%<br>£130,567   | 0.0%<br>£0   | 0.0%<br>£0  
  | £7,324,931  |
| Somerfield, Wallasey Village  | %<br>£   
   
  | 0.0%<br>£0   | 0.3%<br>£126,479   | 0.6%<br>£322,550  | 4.9%<br>£2,475,480   
   | 2.1%<br>£1,228,200   | 0.0%<br>£0  | 0.0%<br>£0   
   | 0.0%<br>£0  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  
  | £4,152,709  |
| Local Shops, Wallasey Village   | %<br>£   
   
  | 0.3%<br>£133,492   | 0.6%<br>£252,959   | 0.0%<br>£0  | 1.6%<br>£787,076   
   | 1.8%<br>£1,025,908   | 0.8%<br>£295,215  | 0.0%<br>£0   
   | 0.0%<br>£0  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  
  | £2,494,649  |
| Local Shops, Liscard Town Centre  | %<br>£   
   
  | 0.0%<br>£0   | 2.3%<br>£1,057,827   | 0.0%<br>£0  | 4.4%<br>£2,221,585   
   | 4.4%<br>£2,557,545   | 0.8%<br>£295,215  | 0.0%<br>£0   
   | 0.0%<br>£0  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  
  | £6,132,172  |
| Asda, Seaview Road, Liscard   | %<br>£   
   
  | 3.1%<br>£1,641,946   | 7.2%<br>£3,322,955   | 0.6%<br>£322,550  | 47.0%<br>£23,840,779   
   | 62.1%<br>£35,863,431   | 7.8%<br>£2,791,128  | 1.2%<br>£656,710   
   | 2.6%<br>£1,831,698  | 0.0%<br>£0   | 0.0%<br>£0   | 0.5%<br>£333,245  
  | £70,604,442   |
| WALLASEY / LISCARD TOTAL  | £  
   
  | 3.3%<br>£1,775,438   | 11.2%<br>£5,162,654  | 1.5%<br>£779,495  | 70.8%<br>£35,926,201   
   | 72.8%<br>£42,047,778   | 9.5%<br>£3,381,559  | 1.2%<br>£656,710   
   | 2.6%<br>£1,831,698  | 0.3%<br>£130,567   | 0.3%<br>£154,750   | 0.5%<br>£333,245  
  | £92,180,095   |
| Seacombe  | %  
   
  | 0.0%<br>£0   | 0.6%<br>£275,955   | 0.0%<br>£0  | allasey / Lis<br>4.7%<br>£2,386,617  
   | 0.0%<br>£0   | 0.0%<br>£0  | 0.0%<br>£0   
   | 0.0%<br>£0  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  
  | £2,662,572  |
| Local Shops, Claughton Village  | %<br>£   
   
  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  | 0.0%<br>£0   
   | 0.0%<br>£0   | 2.1%<br>£733.566  | 0.9%<br>£465.170   
   | 1.1%<br>£757,337  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%  
  | £1.956.072  |
| Local Shops, New Brighton   | %<br>£   
   
  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  | 0.0%<br>£0   
   | 0.3%<br>£144,494   | 0.0%<br>£0  | 0.0%<br>£0   
   | 0.0%<br>£0  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  
  | £144,494  |
| Somerfield New Brighton   | %<br>£   
   
  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  | 0.0%<br>£0   
   | 3.5%<br>£2,022,917   | 0.8%<br>£295,215  | 0.0%<br>£0   
   | 0.0%<br>£0  | 0.0%<br>£0   | 0.0%<br>£0   | 0.0%<br>£0  
  | £2,318,133  |
| WALLASEY (ZONES 3A + 3B) CATCHMENT TOTAL  | %<br>£   
   
  | 3.3%<br>£1,775,438   | 11.8%<br>£5,438,609  | 1.5%<br>£779,495  | 75.5%<br>£38,312,818   
   | 76.5%<br>£44,215,189   | 12.3%<br>£4,410,340   | 2.1%<br>£1,121,879   
   | 3.7%<br>£2,589,035  | 0.3%<br>£130,567   | 0.3%<br>£154,750   | 0.5%<br>£333,245  
  | £99,261,365   |
| Co-op Church Road Birkenhead  | %  
   
  | 0.0%   | 0.0%   | 0.0%  | 0.0%   
   | rkenhead<br>0.0%   | 2.3%  | 1.0%   
   | 0.0%  | 0.0%   | 0.0%   | 0.0%  
  |   |
| Iceland, Grange Rd, Birkenhead  | £<br>%   
   
  | £0<br>0.0%   | <b>£0</b><br>0.0%  | £0<br>0.0%  | £0<br>0.6%   
   | £0<br>0.0%   | £805,133<br>5.4%  | £547,258<br>3.1%   
   | £0<br>1.3%  | £0<br>0.0%   | £0<br>0.0%   | £0<br>0.0%  
  | £1,352,391  |
| Iceland, Stanley Rd, Birkenhead   | £<br>%   
   
  | £0<br>0.0%   | <b>£0</b><br>0.0%  | £0<br>0.0%  | £304,674<br>0.0%   
   | £0<br>0.0%   | £1,914,428<br>0.0%  | £1,669,138<br>0.6%   
   | £933,461<br>0.0%  | £0<br>0.0%   | £0<br>0.0%   | £0<br>0.0%  
  | £4,821,701  |
| M&S, Birkenhead   | £<br>%   
   
  | £0<br>0.0%   | £0<br>0.0%   | £0<br>0.0%  | £0<br>0.8%   
   | £0<br>0.8%   | £0<br>1.5%  | £328,355   
   | £0<br>3.0%  | £0<br>0.3%   | £0<br>0.9%   | £0<br>0.8%  
  | £328,355  |
| Co-Op, Laird Street, Birkenhead   | £<br>%   
   
  | £0<br>0.0%   | £0<br>0.0%   | £0<br>0.5%  | £393,538<br>0.0%   
   | £447,932<br>0.0%   | £536,755<br>2.8%  | £738,799<br>2.0%   
   | £2,113,498<br>0.0%  | £130,567<br>0.0%   | £492,387<br>0.0%   | £523,670<br>0.0%  
  | £5,377,146  |
| Aldi, Laird Street, Birkenhead  | £<br>%   
   
  | £0<br>0.6%   | £0<br>0.6%   | £255,352<br>2.5%  | £0<br>1.1%   
   | £0<br>0.9%   | £984,052<br>13.1%   | £1,067,154<br>2.9%   
   | £0<br>3.1%  | £0<br>0.0%   | £0<br>0.0%   | £0<br>0.0%  
  | £2,306,557  |
| Netto, Salisbury Road   | £<br>%   
   
  | £320,380<br>0.0%   | £275,955<br>0.0%   | £1,317,078<br>0.0%  | £571,265<br>0.6%   
   | £491,280<br>0.0%   | £4,678,718<br>3.5%  | £1,587,049   
   | £2,201,560<br>0.3%  | £0<br>0.0%   | £0<br>0.6%   | £0<br>0.0%  
  | £11,443,284   |
| Local Shops, Birkenhead Town Centre   | £<br>%   
   
  | 0.3%   | 0.8%   | £0<br>0.5%  | £304,674<br>0.0%   
   | 0.0%   | £1,252,429<br>8.1%  | £547,258<br>2.8%   
   | £193,737  | 0.0%   | £309,501   | 0.2%  
  | £2,607,600  |
| BIRKENHEAD TOTAL  | %<br>£   
   
  | £133,492<br>0.9%<br>£453.871   | £379,438<br>1.4%<br>£655,393   | £255,352<br>3.4%<br>£1,827,782  | £0<br>3.1%<br>£1,574,152   
   | 1.6%<br>£939,212   | £2,889,533<br>36.5%<br>£13.061.048  | £1,546,005<br>14.7%<br>£8,031,015  
   | £1,180,036<br>9.4%<br>£6,622,292  | £0<br>0.3%<br>£130,567   | £787,820<br>2.8%<br>£1,589,708   | £142,819<br>1.1%<br>£666,489  
  | £7,314,494<br>£35,551,528   |
|   | 1 %  
   
  | 0.0%   | 0.0%   | 0.6%  |  
   | nhead Oute   |   | 10.4%  
   | 26.8%   | 0.3%   | 4.0%   | 1.9%  
  | 200,001,020   |
| Sainsbury's, Woodschurch Road   | £  
   
  | £0<br>5.9%   | £0<br>23.1%  | £322,550  | £0<br>12.7%  
   | £0   | £420,458  | £5,677,804<br>4.5%   
   | £18,845,354   | £130,567   | £2,236,845<br>2.5%   | £1,190,159  
  | £28,823,738   |
| Tesco Extra, Bidston  | £  
   
  | £3,163,750<br>0.6%   | £10,635,757  | £2,634,157<br>0.9%  | £6,461,638<br>0.0%   
   | £8,293,960<br>0.0%   | £7,469,846<br>0.8%  | £2,435,299   
   | £9,211,327  | £0<br>0.0%   | £1,420,889   | £1,190,159  
  | £52,916,782   |
| Aldi, Woodchurch Road, Prenton  | £<br>%   
   
  | £320,380<br>0.0%   | £0<br>0.0%   | £456,946<br>0.0%  | £0<br>0.0%   
   | £0<br>0.0%   | £295,215<br>0.0%  | £601,984<br>4.5%   
   | £1,180,036<br>0.3%  | £0<br>0.0%   | £0<br>0.3%   | £476,064  
  | £3,330,625  |
| Lidi, St Pauls Road, Rock Ferry   | £<br>%   
   
  | £0<br>0.0%   | £0<br>0.0%   | £0<br>0.3%  | £0<br>0.0%   
   | £0<br>0.0%   | £0<br>0.4%  | £2,448,981   
   | £193,737  | £0   |  | 0.0%  
  |   |
| Tesco Metro, Bebington Road, Rock Ferry  Local Shops, Prenton   | £  
   
  | £0<br>0.0%   | £0<br>0.0%   | £134,396  | £0   
   |  |   | 18.5%  
   | 0.0%  | 2.9%   | £154,750<br>9.8%   | £0<br>0.0%  
  | £2,797,468  |
| Co-Op, Tranmere   | £  
   
  |  |  | 0.5%  | 0.0%   
   | £0<br>0.3%   | £125,243<br>0.0%  | £10,124,278<br>0.6%  
   | £0<br>1.7%  | £1,514,578<br>0.0%   | 9.8%<br>£5,528,806<br>0.0%   | £0<br>0.0%<br>£0<br>0.0%  
  | £17,427,301   |
|   | %  
   
  | 0.0%   | 0.0%   | £255,352<br>0.0%  | £0<br>0.0%   
   | 0.3%<br>£144,494<br>0.0%   | £125,243<br>0.0%<br>£0<br>2.3%  | £10,124,278<br>0.6%<br>£328,355<br>1.7%  
   | £0<br>1.7%<br>£1,180,036<br>0.0%  | £1,514,578<br>0.0%<br>£0<br>0.0%   | 9.8%<br>£5,528,806<br>0.0%<br>£0<br>0.0%   | £0<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%  
  | £17,427,301<br>£1,908,237   |
| Somerfield, Noctorum  | %<br>£<br>%  
   
  | 0.0%<br>£0<br>0.0%   | 0.0%<br>£0<br>0.0%   | £255,352<br>0.0%<br>£0<br>1.5%  | £0<br>0.0%<br>£0<br>0.0%   
   | 0.3%<br>£144,494<br>0.0%<br>£0<br>0.0%   | £125,243<br>0.0%<br>£0<br>2.3%<br>£805,133<br>0.0%  | £10,124,278<br>0.6%<br>£328,355<br>1.7%<br>£944,020<br>0.0%  
   | £0<br>1.7%<br>£1,180,036<br>0.0%<br>£0<br>4.4%  | £1,514,578<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%   | 9.8%<br>£5,528,806<br>0.0%<br>£0<br>0.0%<br>£0   | £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0%   
  | £17,427,301<br>£1,908,237<br>£1,749,154   |
| Somerfield, Noctorum  BIRKENHEAD OUTER TOTAL  | %<br>£   
   
  | 0.0%<br>£0<br>0.0%<br>£0<br>6.5%   | 0.0%<br>£0<br>0.0%<br>£0<br>23.1%  | £255,352<br>0.0%<br>£0<br>1.5%<br>£779,495<br>8.5%  | £0<br>0.0%<br>£0<br>0.0%<br>£0<br>12.7%  
   | 0.3%<br>£144,494<br>0.0%<br>£0<br>0.0%<br>£0<br>14.6%  | £125,243<br>0.0%<br>£0<br>2.3%<br>£805,133<br>0.0%<br>£0<br>25.5%   | £10,124,278<br>0.6%<br>£328,355<br>1.7%<br>£944,020<br>0.0%<br>£0<br>41.2%   
   | £0<br>1.7%<br>£1,180,036<br>0.0%<br>£0<br>4.4%<br>£3,082,184<br>47.8%   | £1,514,578 0.0% £0 0.0% £0 0.0% £0 0.0% £0 3.2%  | 9.8%<br>£5,528,806<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%<br>£0   | £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 4.5%   
  | £17,427,301<br>£1,908,237<br>£1,749,154<br>£3,861,679   |
|   | %<br>£<br>%  
   
  | 0.0%<br>£0<br>0.0%<br>£0   | 0.0%<br>£0<br>0.0%<br>£0   | £255,352<br>0.0%<br>£0<br>1.5%<br>£779,495  | £0<br>0.0%<br>£0<br>0.0%<br>£0   
   | 0.3%<br>£144,494<br>0.0%<br>£0<br>0.0%<br>£0   | £125,243<br>0.0%<br>£0<br>2.3%<br>£805,133<br>0.0%<br>£0  | £10,124,278<br>0.6%<br>£328,355<br>1.7%<br>£944,020<br>0.0%<br>£0  
   | £0<br>1.7%<br>£1,180,036<br>0.0%<br>£0<br>4.4%  | £1,514,578<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%   | 9.8%<br>£5,528,806<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%   | £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0  
  | £17,427,301<br>£1,908,237<br>£1,749,154   |
| BIRKENHEAD OUTER TOTAL BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  | %<br>£<br>%<br>£<br>%  
   
  | 0.0%<br>£0<br>0.0%<br>£0<br>6.5%<br>£3,484,129<br>7.4%<br>£3,938,001   | 0.0%<br>£0<br>0.0%<br>£0<br>23.1%<br>£10,635,757<br>24.6%<br>£11,291,149   | £255,352<br>0.0%<br>£0<br>1.5%<br>£779,495<br>8.5%<br>£4,582,895<br>11.9%   | £0<br>0.0%<br>£0<br>0.0%<br>£0<br>12.7%<br>£6,461,638<br>15.8%<br>£8,035,790   
   | 0.3%<br>£144,494<br>0.0%<br>£0<br>0.0%<br>£0<br>14.6%<br>£8,438,454<br>16.2%   | £125,243<br>0.0%<br>£0<br>2.3%<br>£805,133<br>0.0%<br>£0<br>25.5%<br>£9,115,896<br>62.0%<br>£22,176,943   | £10,124,278  0.6% £328,355  1.7% £944,020  0.0% £0  41,2% £22,660,722  55,9% £30,591,737   
   | £0<br>1.7%<br>£1,180,036<br>0.0%<br>£0<br>4.4%<br>£3,082,184<br>47.8%<br>£33,692,674<br>57.2%<br>£40,314,967  | £1,514,578 0.0% £0 0.0% £0 0.0% £0 0.0% £0 3.2% £1,645,145 3.4%  | 9.8%<br>£5,528,806<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%<br>£0<br>16.6%<br>£9,341,291<br>19.4%<br>£10,930,998  | £0<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%<br>£0<br>4.5%<br>£2.854.382<br>£2.854.382<br>£3.522.871  
  | £17,427,301<br>£1,908,237<br>£1,749,154<br>£3,861,679<br>£112,814,984   |
| BIRKENHEAD OUTER TOTAL  BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd. Croft Business Park   | %<br>£<br>%<br>£<br>%<br>£   
   
  | 0.0%<br>£0<br>0.0%<br>£0<br>6.5%<br>£3,484,129<br>7.4%   | 0.0%<br>£0<br>0.0%<br>£0<br>23.1%<br>£10,635,757<br>24.6%  | £255,352<br>0.0%<br>£0<br>1.5%<br>£779,495<br>8.5%<br>£4,582,895<br>11.9%<br>£6,410,678   | £0<br>0.0%<br>£0<br>0.0%<br>£0<br>12.7%<br>£6,461,638<br>15.8%<br>£8,035,790<br>(Brombore  
   | 0.3%<br>£144,494<br>0.0%<br>£0<br>0.0%<br>£0<br>14.6%<br>£8,438,454<br>16.2%<br>£9,377,666<br>cough / Bebi   | £125,243<br>0.0%<br>£0<br>2.3%<br>£805,133<br>0.0%<br>£0<br>25,5%<br>£9,115,896<br>62,0%<br>£22,176,943   | £10,124,278<br>0.6%<br>£328,355<br>1.7%<br>£944,020<br>0.0%<br>£0<br>41.2%<br>£22,560,722<br>55.9%   
   | £0<br>1.7%<br>£1,180,036<br>0.0%<br>£0<br>4.4%<br>£3,082,184<br>47.8%<br>£33,692,674<br>57.2%   | £1,514,578<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%<br>£0<br>3.2%<br>£1,445,145<br>3.4%<br>£1,775,713   | 9.8% £5,528,806 0.0% £0 0.0% £0 0.0% £0 16.6% £1 19.4%   | £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 4.5% £0 5.6%   
  | £17,427,301<br>£1,908,237<br>£1,749,154<br>£3,861,679<br>£112,814,984   |
| BIRKENHEAD OUTER TOTAL  BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asdo, Welton Rd, Croft Business Park  Ald, Beblington Road, New Ferry  | %<br>£<br>%<br>£<br>%<br>£   
   
  | 0.0%<br>£0<br>0.0%<br>£0<br>6.5%<br>£3,484,129<br>7.4%<br>£3,738,001   | 0.0%<br>£0<br>0.0%<br>£0<br>23.1%<br>£10,635,757<br>24.6%<br>£11,291,149   | £255,352<br>0.0%<br>£0<br>1.5%<br>£779,495<br>8.5%<br>£4,582,895<br>11.9%<br>£6,410,678<br>0.6%<br>£322,550   | £0<br>0.0%<br>£0<br>0.0%<br>£0<br>12.7%<br>£6,461,638<br>15.8%<br>£8,035,790<br>(Brombore<br>0.6%<br>£304,674  
   | 0.3%<br>£144,494<br>0.0%<br>£0<br>0.0%<br>£0<br>14.6%<br>£8,438,454<br>16.2%<br>£9,377,666<br>ough / Bebit<br>0.0%   | £125,243<br>0.0%<br>£0<br>2.3%<br>£805,133<br>0.0%<br>£0<br>25,5%<br>£9,115,896<br>62,0%<br>£22,176,943<br>ngton)<br>7.8%<br>£2,791,128   | £10,124,278 0.6% £328,355 1.7% £944,020 0.0% £0 41.2% £22,540,722 55.9% £30,591,737  
   | £0<br>1.7%<br>£1.180,036<br>0.0%<br>£0<br>4.4%<br>£3,082,184<br>47.8%<br>£33,692,674<br>57.2%<br>£40,314,967  | £1,514,578 0.0% £0 0.0% £0 0.0% £0 0.0% £0 3.2% £1,445,145 3.4% £1,775,713   | 9.8%<br>£5,528,806<br>£0<br>0.0%<br>£0<br>0.0%<br>£0<br>16.6%<br>£9,341,291<br>19.4%<br>£10,930,998  | £0<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%<br>£0<br>4.5%<br>£2,854,382<br>£2,854,382<br>5.6%<br>£3,522,671  
  | £17,427,301<br>£1,908,237<br>£1,749,154<br>£3,861,679<br>£112,814,984<br>£148,366,512   |
| BIRKENHEAD OUTER TOTAL  BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  ASda, Welton Rd, Croft Business Park  Ald, Beblington Road, New Ferry  Somerfield, Allport Lone, Bromborough   | % £ % £ % £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ £ % £ £ £ £ % £  
   
  | 0.0%<br>£0<br>0.0%<br>£0<br>6.5%<br>£3.494,129<br>7.4%<br>£3,938,001<br>0.6%<br>£320,380<br>0.0%<br>£0   | 0.0%<br>£0<br>0.0%<br>£0<br>23.1%<br>£10,435,757<br>24.6%<br>£11,291,149<br>0.6%<br>£275,955<br>0.0%<br>£0   | £255.352<br>0.0%<br>£0<br>1.5%<br>£779.495<br>8.5%<br>£4,582.895<br>11.9%<br>£6,410.678<br>0.4%<br>£322.550<br>0.0%<br>£0   | £0<br>0.0%<br>£0<br>0.0%<br>£0<br>12.7%<br>£6.441.638<br>15.8%<br>£8.035,790<br>(Brombore<br>0.6%<br>£304.674<br>0.3%<br>£126,948  
   | 0.3%<br>£144,494<br>£0<br>0.0%<br>£0<br>14.6%<br>£8.438,454<br>16.2%<br>£9.377,666<br>ough / Bebii<br>0.0%<br>£0   | £125,243<br>0.0%<br>£0<br>2.3%<br>£805,133<br>0.0%<br>£0<br>25,5%<br>£9,115,896<br>62,0%<br>£22,176,943<br>ng<br>7,8%<br>£2,791,128<br>0.4%<br>£125,243   | £10,124,278<br>0.5%<br>£328,355<br>1.7%<br>£944,020<br>0.0%<br>£0<br>41,2%<br>£22,560,722<br>55.5%<br>£30,591,737<br>12,6%<br>£4,6%<br>£6,975,454<br>2.0%<br>£1,067,154  
   | £0 1.7% £1.180,036 0.0% £0 4.4% £3,082,184 47.8% £33,892,674 57.2% £40,314,967  | £1,514,578<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%<br>£0<br>3.2%<br>£1,645,145<br>3.4%<br>£1,775,713<br>58.8%<br>£30,683,269<br>7.4%<br>£3,969,240   | 9.8%<br>£5.528.806<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%<br>£0<br>19.4%<br>£10,730,798<br>42.3%<br>£23,789,341<br>4.8%<br>£2,701,096   | £0<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%<br>£0<br>4.5%<br>£2.856.382<br>5.6%<br>£3.522.871  
  | £17,427,301<br>£1,908,237<br>£1,749,154<br>£3,861,679<br>£112,814,984<br>£148,366,512   |
| BIRKENHEAD OUTER TOTAL  BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd, Croft Business Park  Aid. Bebington Road. New Ferry  Somerfield, Allport Lane, Bromborough  Co-Op, Allport Lane, Bromborough  | %<br>£<br>%<br>£<br>%<br>£<br>%<br>£   
   
  | 0.0%<br>£0<br>0.0%<br>£0<br>6.5%<br>£3.484,129<br>7.4%<br>£3,938,001<br>0.6%<br>£320,380<br>0.0%<br>£0   | 0.0%<br>£0<br>0.0%<br>£0<br>23.1%<br>£10.635,757<br>24.6%<br>£11.291,149<br>0.6%<br>£275,955<br>0.0%<br>£0   | £255.352<br>0.0%<br>£0<br>1.5%<br>£779,495<br>8.5%<br>£4,582,895<br>11.9%<br>£6,410,678<br>0.6%<br>£322,550<br>0.0%<br>£0   | £0<br>0.0%<br>£0<br>0.0%<br>£0<br>12.7%<br>£6,461,638<br>15.8%<br>£8,035,790<br>(Brombort<br>0.6%<br>£304,674<br>0.3%<br>£126,948<br>0.0%<br>£0  
   | 0.3% £144,494 0.0% £0 0.0% £0 14.6% £8,438,454 16.2% £9,377,666 cough / Bebit 0.0% £0 0.0% £0  | £125,243<br>0.0%<br>£0<br>2.3%<br>£805,133<br>0.0%<br>£0<br>25.5%<br>£9,115,896<br>62.0%<br>£22,176,943<br><b>7</b> ,8%<br>£2,2176,943<br><b>1</b> ,00%<br>£2,0%<br>£2,176,943<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£2,0%<br>£  | £10,124,278 0.0% £328,355 1.7% £944,020 0.0% £0 41,2% £22,540,722 55,9% £30,591,737 12,6% £4,954,544 2.0% £1,067,154 0.0% £0 0.0%  
   | £0<br>1.7%<br>£1,180,036<br>£0,0%<br>£0<br>4.4%<br>£3,082,184<br>47.8%<br>£33,692,674<br>57.2%<br>£40,314,967<br>0.6%<br>£42,700<br>0.0%<br>£0  | £1,514,578 0.0% £0 0.0% £0 0.0% £0 0.0% £1,645,145 3.4% £1,775,713  58.8% £30,683,269 7.8% £3,969,240  | 9.8%<br>5.528.806<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%<br>£0<br>10.6%<br>£0,341.291<br>19.4%<br>£10,93.9%<br>£23,789.341<br>42.3%<br>£22,789.341<br>£23,789.341   | £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0  
  | £17,427,301<br>£1,908,237<br>£1,749,154<br>£3,861,679<br>£112,814,984<br>£148,366,512<br>£67,900,131<br>£7,989,680<br>£6,828,947<br>£1,598,254  |
| BRKENHEAD OUTER TOTAL  BREENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd, Croft Business Park  Aldi, Bebington Road, New Ferry  Somerfield, Allport Lane, Bromborough  Co-Op, Allport Lane, Bromborough   | % £ £ % \$ £ £ % \$ £ £ % \$ £ £ % \$ % \$ £ £ % \$ % \$   
   
  | 0.0% 50 0.0%   | 0.0% £0 0.0% £0 0.0% £0 0.0% £0 23.1% £10.435.757 24.6% £11.291.149 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0  | \$255.332<br>0.076<br>\$0<br>1.5%<br>\$279,495<br>8.5%<br>\$4.892,895<br>1.17%<br>\$6.410,478<br>0.6%<br>\$232,590<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%  |
\$0<br>0.0%<br>\$0<br>0.0%<br>\$2<br>\$2,461,438<br>\$15,8%<br>\$8,035,790<br>\$10,6%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10,0%<br>\$10 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\$125,243<br>0.0%<br>\$0<br>2.3%<br>\$805,133<br>0.0%<br>\$91,15,896<br>\$22,176,943<br>ngton)<br>7.8%<br>\$22,176,943<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0. | E10.124.278  0.4%  5232.355  1.7%  5244.020  0.0%  60  1.2%  522.540,723  12.4% 
12.4%     | \$0<br>1.7%<br>\$1.180,036<br>0.0%<br>0.0%<br>\$3.487,84<br>\$3.492,674<br>\$33,592,674<br>\$2.2700<br>0.6%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%   | \$1.514.578 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 3.2% \$1.445,145 3.2% \$1.775,713  58.8% \$230,483,269 7.58 \$23,949,240 \$24,262,201 1.9% \$4.262,201 1.9% \$4.262,201 1.9% \$4.262,201   | 9.9%<br>5.528.806<br>0.0%<br>60<br>0.0%<br>60<br>60<br>10.6.6%<br>59.341.291<br>19.4%<br>223.789.341<br>4.2%<br>222.789.341<br>1.1%<br>52.769.096<br>1.1%<br>52.769.096<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>53.769.341<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1.1%<br>1 |
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| BIRKENHEAD OUTER TOTAL  BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd, Croft Business Park  Aid. Bebington Road. New Ferry  Somerfield, Allport Lane, Bromborough  Co-Op, Allport Lane, Bromborough  | % £ £ % £ £ % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % % £ £ % % % % £ £ %  
   
  | 0.0% 50 0.0% 5 | 0.0% £0  | 225.322<br>0.0%<br>50<br>1.5%<br>2779,495<br>8.5%<br>64.582,658<br>64.450,478<br>0.4%<br>50,00%<br>50<br>0.0%<br>50<br>0.0%<br>50<br>0.0%<br>50<br>0.0%   | \$0<br>0.0%<br>\$0<br>0.0%<br>\$5<br>\$2<br>\$12.7%<br>\$4.441,54%<br>\$8.035,790<br>0.6%<br>\$204.574<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%  
   | 0.3% £144.494 0.0% £0  | \$125,243<br>0.0%<br>\$0<br>2.3%<br>\$805,133<br>0.0%<br>\$25,5%<br>\$21,15,898<br>\$22,175,943<br>\$22,175,943<br>\$22,175,943<br>\$22,175,943<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,000<br>\$20,00  | E10.124.278  0.6%  5228,355  1.7%  5744,020  0.0%  622,540,722  525,540,722  12.6%  620,591,737  12.6%  620,591,737  12.6%  620,591,737  12.6%  620,091,737  12.6%  620,091,737  
   | \$0<br>1.7%<br>\$1.180,036<br>0.0%<br>\$0.00%<br>\$4.482.84<br>\$43.692,474<br>\$33.692,474<br>\$0.00%<br>\$40.314.967<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0   | \$1.514.578 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 3.2% \$1.465,145 \$4.545,145 \$5.85% \$23,683,269 7.5713 \$58.8% \$23,683,269 1.1% \$24,282,601 1.1% \$24,282,601 1.1% \$25,74,475 \$3,747,375   | 9.9%<br>5.528.800<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%<br>£0<br>10.6%<br>£0<br>10.8%<br>£0,341.291<br>19.4%<br>£10.930.498<br>£237.89.341<br>4.5%<br>£2270.096<br>4.5%<br>£2270.096<br>4.5%<br>£237.89.341<br>1.1%<br>£238.9361<br>1.1%<br>£258.346<br>£39.006<br>9.2%<br>£39.006<br>9.2%   |
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| BIRKENHEAD OUTER TOTAL  BERENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd, Croft Business Park  Ald, Beblington Road, New Ferry  Somerfield, Allport Lane, Bromborough  Co-Op. Allport Lane, Bromborough  Local Shops, Bromborough  Somerfield, Church Road, Beblington   | % £ £ % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % % £ £ % % % £ £ % % % £ £ %  
   
  | 0.0% 50 0.0% 5 | 0.0% £0 0.0% £0 0.0% £0 10 0.0% £0 10 0.43.757 23.1% £10,245.757 0.45% £275,955 0.00% £0 0.00 | \$255.322<br>0.0%<br>\$0<br>1.5%<br>\$2779,495<br>8.5%<br>84.582,495<br>11.5%<br>\$24.410,478<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0 |
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| BRIKENHEAD OUTER TOTAL  BRIENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd. Croft Business Park  Aldl, Beblington Road. New Ferry  Somerfield, Allport Lane, Bromborough  Co-Op, Allport Lane, Bromborough  tocal Shops, Bromborough  Somerfield, Church Road, Beblington  Somerfield, New Chester Road, New Ferry   | \$\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\  
   
  | 0.0% 60 0.0% 60 6.5% 63,484,129 6.5% 62,484,129 60 6.5% 60 60 60 60 60 60 60 60 60 60 60 60 60   | 0.0% 0 0.0% 50 0.0% 50 0.0% 50 0.0% 50 0.0% 50 0.0% 510,435,757 0.435,757 0.0% 60 0.0% 50 0.0% | \$255.382<br>0.0%<br>\$0<br>1.5%<br>2779,475<br>8.5%<br>8.4582,875<br>8.4582,875<br>11.5%<br>\$4.410,476<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0     |
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60.00%  60.00   | \$0<br>1.7%<br>\$1.180,036<br>0.0%<br>\$0<br>4.4%<br>\$2.8%<br>\$3.4%,24%<br>\$2.3%<br>\$40,314,967<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0 | \$1.514.578 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 3.2% \$1.445.145 \$2.175.713 \$5.872 \$2.30.483.249 7.6% \$3.982.40 1.2% \$2.76.713 1.3% \$2.776.713   | 9.9%<br>5.528.00<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%<br>£0<br>0.0%<br>£0<br>16.4%<br>£9.341.291<br>19.4%<br>£23.789.341<br>4.23%<br>£23.789.341<br>4.8%<br>£23.789.341<br>1.17%<br>£27.009<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789.341<br>1.17%<br>£3.789<br>£3.789<br>£3.789<br>£3.789<br>£3.789<br>£3.789<br>£3.789<br>£3.789<br>£3.789<br>£3.789<br>£3.789<br>£3. 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| BIRKENHEAD OUTER TOTAL  BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd. Croft Business Park  Ald, Beblington Road, New Ferry  Somerfield, Allport Lane, Bromborough  Co-Op, Allport Lane, Bromborough  tocal Shops, Bromborough  Somerfield, Church Road, Beblington  Somerfield, Church Road, Beblington  Somerfield, New Chester Road, New Ferry  Iceland, New Chester Road, New Ferry  | % £ £ % £ £ % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % % £ £ % % % £ £ % % % % £ £ % % % % £ £ %  
   
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60 0.0% 60   | \$0 1.7% \$1.100,036 0.0% \$1.100,036 0.0% \$2.0% \$2.27.0% \$2.0%   | E1.514.578  O.0%  E0  O.0%  E0  O.0%  E0  O.0%  E1.461.145  3.4%  E1.775.73  S3.49240  F2.482.401  F2.482.401  F2.483.482  F2.483.482  F2.583.483.249  F2.583.483.249  F2.583.483.240  F2.583.   | 9.8%   5.528.806   0.0%   60   0.0%   60   1   |
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| BIRKENHEAD OUTER TOTAL  BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd, Croff Business Park  Aid, Bebington Road, New Ferry  Somerfield, Allgort Lane, Bromborough  Co-Op, Allport Lane, Bromborough  tocal Shops, Bromborough  Somerfield, Church Road, Bebington  Somerfield, New Chester Road, New Ferry  Celand, New Chester Road, New Ferry  Co-Op, Cross Lane, Bebington  | % £ £ % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ % % £ £ £ % % £ £ £ % % £ £ £ % % £ £ £ £ % % £ £ £ £ % % £ £ £ % % £ £ £ % % £ £ £ £ % % £ £ £ £ % % £ £ £ £ % % £ £ £ £ % % £ £ £ £ % % £ £ £ £ % % £ £ £ £ % % £ £ £ £ % % £ £ £ £ % % £ £ £ % % £ £ £ % % £ £ £ £ % % £ £ % % £ £ % £ £ % % £ £ £ % £ £ % £ £ % £ £ £ £ £ % £ £ £ £ £ % £  
   
  | 0.0% 60 0.0% 62 0.0% 6 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%  | # 255.32  |
\$0<br>0.0%<br>\$0<br>10.0%<br>\$0<br>12.7%<br>\$E.441.33<br>15.8%<br>\$E.441.33<br>15.8%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%  | 0.3% £144494 0.0% £0 0.0% £0 0.0% £0 14.6% £8.438.454 16.7% £9.377.464 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0%  | \$125,243  .0.0%  10  2.3%  200,300  2.5%  500,133  .0.0%  500,25,9%  59,115,89%  52,115,89%  52,79%  52,79%  500,00%  500  .0.0%   | E10.124.278 0.124.278 0.226.355 1.7% 5226.355 1.7% 5744.020 0.0% 61 41.7% 522.540.722 53.7% 53.7% 53.7% 630.591.737 12.26
630.591.737 12.26 630.591.737 12.2   | \$0 1.7% \$1.100.036 0.0% \$1.100.036 0.0% \$1.000   | E1.514.578  O.0%  £0  O.0%  £0  O.0%  £0  O.0%  £0  O.0%  £0  O.0%  £1.465  E1.465,145  E1.775,713  E3.0483,2%  E3   | 9.9% 5.528.806 0.0% 60   |
\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$2.864.382<br>\$3.822.871<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.   | £17.427,301<br>£1,708,237<br>£1,749,154<br>£3,861,679<br>£112,814,984<br>£148,346,512<br>£47,900,131<br>£7,989,680<br>£6,828,947<br>£1,598,254<br>£1,522,530<br>£4,103,301<br>£3,778,657<br>£3,277,665<br>£3,277,665  |
| BIRKENHEAD OUTER TOTAL  BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd, Croft Business Park  Aldi, Bebington Road, New Ferry  Somerfield, Allport Lane, Bromborough  Co-Op, Allport Lane, Bromborough  tocal Shops, Bromborough  Somerfield, Church Road, Bebington  Somerfield, New Chester Road, New Ferry  Cedond, New Chester Road, New Ferry  Co-Op, Cross Lane, Bebington  Local Shops, Bebington  BROMBOROUGH / BEBINGTON TOTAL  | % £ % £ £ % £ £ % £ £ % £ % £  
   
  | 0.0% 50 0.0% 5 | 0.0% £0 0.0% £0 0.0% £0 0.0% £0 23.1% 23.1% 24.6% £10.435,757 24.6% £275,955 0.0% £0 0.0%  | 255.322 0.0% 10.5% 10.5% 2779.495 8.5% 8.5% 11.9% 6.4.582,895 11.9% 6.4.10.478 0.0% 6.00%   | 60 0.0% 10 0.0% 10 12.7% 12.8% 12.481.433 15.8% 12.481.433 15.8% 16.035.790 0.0% 10.0%
10.0% 10.   | 0.3% £144.494 0.0% £0 0.0% £0 0.0% £0 0.14.6% £8.438.454 16.7% £9.00 0.0% £0 0 | \$125,243   | E10.124.278 0.124.278 0.228.355 1.7% 9744.020 0.0% 4.12% 922.55.57% 930.591.737 12.6% 930.591.737 12.0% 6.095.464 0.0% 6.00%
6.00% 6   | \$0 1.7% \$1.100.036 0.0% \$0 0.0   | E1.514.578  O.0%  £0  O.0%  £0  O.0%  £0  O.0%  £0  O.0%  £0  O.0%  £1.445 145  S1.775.713  S3.483.249  7.48  S3.483.249  7.48  S3.483.249  7.48  S28  £4.26.601  S28  £4.26.6   | 9.9%   9.5%   9.   | \$0 0.0% \$0 0.0   
   | £17.427,301<br>£1,798,237<br>£1,749,154<br>£3,861,679<br>£112,814,784<br>£148,366,512<br>£67,900,131<br>£7,989,680<br>£6,826,947<br>£1,622,530<br>£6,103,301<br>£3,778,657<br>£2,978,746<br>£3,257,663  |
| BIRKENHEAD OUTER TOTAL  BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd, Croff Business Park  Aid, Bebington Road, New Ferry  Somerfield, Allport Lane, Bromborough  Co-Op, Allport Lane, Bromborough  Local Shops, Bromborough  Somerfield, Church Road, Bebington  Somerfield, New Chester Road, New Ferry  Co-Op, Cross Lane, Bebington  BROMBOROUGH / BEBINGTON TOTAL  | % £ % £ % £ % £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £  
   
  | 0.0% 60 0.0% 62 0.0% 6 | 0.0% £0 0.0% £0 0.0% £0 0.0% £0 23.1% £10.245.757 0.458.757 0.0% £0 0. | # 255.32  | 60 0.0% 10 0.0% 10 12.7% 15 10 12.7% 15 10 12.7% 15 10 12.7% 15 10 10 10 10 10 10 10 10 10 10 10 10 10   
   | 0.3% £144.494 0.0% £0 0.0% £0 0.0% £0 14.6% £8.434.454 14.2% £9.377.446 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0%   | \$125,243   | E10.124.278  
   | \$\pmathcal{\pmathcal   | E1.514.578 0.05 0.05 0.05 0.05 0.05 0.05 0.05 0.0  | 9.9%   9.5%   9.   |
\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$2.864.382<br>\$3.822.871<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.00%<br>\$0.   | £17.427,301<br>£1,708,237<br>£1,749,154<br>£3,861,679<br>£112,814,984<br>£148,346,512<br>£47,900,131<br>£7,989,680<br>£6,828,947<br>£1,598,254<br>£1,522,530<br>£4,103,301<br>£3,778,657<br>£3,277,665<br>£3,277,665  |
| BIRKENHEAD OUTER TOTAL  BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd, Croft Business Park  Aidi, Bebington Road, New Ferry  Somerfield, Allport Lone, Bromborough  Co-Op, Allport Lone, Bromborough  Local Shops, Bromborough  Somerfield, Church Road, Bebington  Somerfield, New Chester Road, New Ferry  Cedand, New Chester Road, New Ferry  Co-Op, Cross Lone, Bebington  Local Shops, Bebington  BROMBOROUGH / BEBINGTON TOTAL  Aidi, May Road  Lecland, Heswell  | \$\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\  
   
  | 0.0% 50 0.0% 5 | 0.0% 0 0.0% 50 0.0% 50 0.0% 50 0.0% 50 0.0% 50 0.0% 510.435.757 0.435.757 0.0% 60 0.0% | \$255.322   |
\$0<br>0.0%<br>\$0<br>0.0%<br>\$2<br>12.7%<br>\$6.441.63<br>\$1.5.6%<br>\$8.050.790<br>0.0%<br>\$204.674<br>0.3%<br>\$124.948<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0  | 0.3% £144.494 0.0% £0 0.0% £0 0.0% £0 14.6% £8.438.454 16.7% £0 0.0% £ | \$125,243 0.0% \$0 2.5% \$0 2.5% \$2805,133 0.0% \$2905,133 0.0% \$212,279 2.5% \$212,279 2.78 \$22,791,230 0.0% \$0 0.   | E10.124.278 0.124.278 0.228.355 1.7% 5240.200 0.0% 61.278 5240.000 61.278 5226.357 1.278 5236.378
5236.378 5236   | \$0 1.7% \$1.100,036 \$0.0% \$1.100,036 \$0.0% \$1.100,036 \$0.0% \$1.000,036 \$0.0% \$1.000,036 \$0.0% \$1.000,036 \$0.0% \$1.000,036 \$0.0% \$1.000,036 \$0.0% \$1.000,036 \$0.0% \$1.000,036 \$0.0% \$1.000,036 \$1.000,03   | E1.514.578  O.0%  E0  O.0%  E0  O.0%  E0  O.0%  E1.461.45  3.2%  E1.478,713  E1.778,713  E3.782,240  E   | 9.9% 5.528.80.0 0.0% 6.0 0.0% 6.0 0.0% 6.0 16.6% 6.9.341.291 19.4% 42.3% 42.3% 42.3% 42.3% 42.3% 52.246.346 1.1% 52.246.346 1.1% 6.90.096 6.0% 6.0% 6.0% 6.0% 6.0% 6.0% 6.0% 6.0   | \$0 0.0% \$0
0.0% \$0 0.0   | E17.427.301 E1.908.237 E1.908.237 E1.749,154 E3.861,679 E112.814.984 £148.364,512 E67.900.131 E7.989,680 E6.828,947 E1.598.254 E1.622.530 E3.778.657 E2.998,746 E3.257,663  |
| BIRKENHEAD OUTER TOTAL  BIRKENHEAD (CONE 4A-4C) CATCHMENT TOTAL  Asda, Wellon Rd, Croff Business Park  Aidi, Bebington Road, New Ferry  Somerfield, Allport Lane, Bromborough  Co-Op, Allport Lane, Bromborough  Local Shops, Bromborough  Somerfield, Church Road, Bebington  Somerfield, Church Road, Bebington  Somerfield, New Chester Road, New Ferry  Icedand, New Chester Road, New Ferry  Co-Op, Cross Lane, Bebington  BROMBOROUGH / BEBINGTON TOTAL  Aidi, May Road  Local Shops, Bebington  Local Shops, Bebington | % £ % £ % % £ % % £ % £ % £ % % £ % £ % % £ %  
   
  | 0.0% 50 0.0% 5 | 0.0% £0 0.0% £0 0.0% £0 0.0% £0 23.1% £10,435.757 0.45% £11,291,149 0.45% £275,955 0.00% £0  | \$255.322   | 60 0.0% 10 0.0% 10 12.7% 15.441.432 15.8%  
   | 0.3% £144.494 0.0% £0 0.0% £0 0.0% £0 14.6% £8.438.454 16.2% £9.377.464 0.0% £0 0.0% £ | \$125,243   | \$10,124,278 0,265 2228,355 1,7% \$2228,355 1,7% \$240,020 0,7% \$41,278 \$222,540,737 \$22,540,737 \$24,020 0,78 \$25,579,737 \$26,854,544 0,78 \$20 0,78 \$2 | \$0 1.7% \$1.100,036 \$0.0% \$1.100,036 \$0.0% \$1.20
\$1.20    | E1.514.578 0.05 0.05 0.05 0.05 0.005   | 9.9%   9.9%   1.0%   1.   |
\$0<br>0.0%<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$2.86.382<br>\$5.5%<br>\$3.572.871<br>\$0.00%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$2.86.382<br>\$0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.00<br>0.0  | E17.427.301 E1.708.237 E1.709.237 E1.749.154 E3.861.677 E112.814.784 E148.364.512 E67.900.131 E7.789.680 E6.828.947 E1.598.254 E1.622.530 E6.103.301 E3.778.657 E2.798.746 E3.257.643   |
| BBRENHEAD OUTER TOTAL  BBRENHEAD (CONE 4A4C) CATCHMENT TOTAL  Asda, Welton Rd, Croft Business Park  Aidi, Bebington Road, New Ferry  Somerfield, Allport Lane, Bromborough  Co-Op, Allport Lane, Bromborough  Local Shops, Bromborough  Somerfield, Church Road, Bebington  Somerfield, Church Road, Bebington  Somerfield, New Chester Road, New Ferry  Co-Op, Cross Lane, Bebington  Local Shops, Bebington  BROMBOROUGH / BEBINGTON TOTAL  Aidi, May Road  Celand, Heswall  M&S Simply Food, Telegraph Road  Tesco, Telegraph Road   | % £ % £ % £ % £ % £ % £ % £ % £ % £ % £  
   
  | 0.0% 50 0.0% 5 | 0.0% 00 0.0% 0 | \$255.322   | 60 0.0% 10 0.0% 10 12.7% 16 12.7% 18 16.481.438 15.8% 18.038.790 (Brombort 0.6% 120.7% 10 0.0% 10
0.0% 10 0.0%   | 0.3% £144.474 0.0% £0 0.0% £0 0.0% £0 14.6% £8.438.454 14.5% £9.438.454 14.5% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0%  | \$125,243 0.0% \$0 2.5% \$0 2.5% \$80,103 0.0% \$20,50% \$21,50% \$21,50% \$21,50% \$22,70% \$23,70% \$23,70% \$24,70% \$25   | E10.124.278  0.0%  1.7%  2228.355  1.7%  244.020  0.0%  60  41.278  2228.360,723  12.265  2.0% 
2.0%     | \$0<br>1.7%<br>\$1.180,036<br>0.0%<br>\$0<br>4.485,184<br>47.8%<br>\$43,87,274<br>\$23,872,274<br>\$23,872,274<br>\$240,314,967<br>0.0%<br>\$422,700<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0   | \$1.514.578 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$1.646,145 3.2% \$1.1446,145 3.2% \$1.775,713 \$2.1775,71  | 9.8% 5.528.800 0.0% 60 0.0% 60 0.0% 60 10.6.6% 69.341.291 19.4% 62.3% 623.789.341 4.8% 622.793.341 11.8% 623.789 623.789 623.789 623.789 623.789 623.789 623.789 623.789 623.789 623.789 623.789   | \$0 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.   
  | £17.427,301<br>£1,908,237<br>£1,749,154<br>£3,861,679<br>£112,814,984<br>£148,346,512<br>£47,900,131<br>£47,900,131<br>£47,909,480<br>£6,828,947<br>£1,598,254<br>£1,622,530<br>£4,103,301<br>£3,2778,657<br>£2,998,746<br>£3,257,663<br>£1,765,509<br>£103,843,418   |
| BBRENHEAD COTER TOTAL  BBRENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd. Croft Business Park  Ald, Beblington Road, New Ferry  Somerfield, Allport Lane, Bromborough  Co-Op, Allport Lane, Bromborough  tocal Shops, Bromborough  Somerfield, Church Road, Beblington  Somerfield, Church Road, Beblington  Somerfield, New Chester Road, New Ferry  Cedand, New Chester Road, New Ferry  Co-Op, Cross Lane, Beblington  BROMBOROUGH / BEBINGTON TOTAL  Aldi, May Road  Iceland, Heswall  M&S Simply Food, Telegraph Road  Tesco, Telegraph Road  Tesco, Telegraph Road  Tesco, Telegraph Road  Cocal Shops, Heswall Town Centre   | % £ % £ % £ % £ % £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ £ % £ % £ £ £ % £ £ £ % £ £ £ % £ £ £ £ £ % £  
   
  | 0.0% 60 0.0% 60 0.0% 60 6.5% 62,484,129 62,484,129 60 60 60 60 60 60 60 60 60 60 60 60 60  | 0.0% 0 0.0% 0 0.0% 50 0.0% 50 0.0% 50 0.0% 50 0.0% 510,435,757 0.435,757 0.0% 60 0.0%  | \$255.322 0.0% \$0 1.5% \$0 1.5% \$279,495 8.5% 8.5% 8.4582,895 11.9% \$4.410.478 0.0% \$0 0   |
\$0<br>0.0%<br>\$0<br>10.0%<br>\$0<br>12.7%<br>\$2.471,88<br>\$4.471,89<br>\$1.5,876<br>\$2.471,89<br>\$1.5,876<br>\$2.48,776<br>\$2.48,776<br>\$2.48,776<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0<br>0.0%<br>\$0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0  | 0.3% £144.494 0.0% £0 0.0% £0 0.0% £0 14.6% £84.384.454 16.2% £9.377.446 0.0% £0 0.0%  | \$125,243 0.0% \$0 2.3% \$0 2.3% \$2805,133 0.0% \$2805,133 0.0% \$212,278 \$212,278 \$22,278 \$22,278 \$22,278 \$22,278 \$23,278  | E10.124.278  
   | \$0 1.7% \$1.100,036 \$0.0% \$1.100,036 \$0.0% \$1.0% \$1.00 \$0.00 \$0.0% \$1.00 \$0.00 \$0.0% \$1.00 \$0.00  | \$1.514.578 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$1.451.455 3.478 \$1.778,713 \$21,778,713 \$21,778,713 \$23,482,240 \$23,742,240 \$24,722,40 \$24,722,40 \$25,742,748 \$25,748 \$25,748,748 \$25,748,748 \$25,748,748 \$25,748,748 \$25,748,748 \$25,748,748 \$25,748,748 \$25,748,748 \$25,748,748 \$25,748,748 \$25,748 \$25,748,748 \$25,748,748 \$25,748,748 \$25,748,748 \$25,748,748 \$25,748,748 \$25,748,748 \$25,748,748 \$25,748,748 \$25,748,748 \$25,748 \$25,748,748 \$25,748,748 \$25,748 \$25,748 \$25,748 \$25,748 \$25,748  | 9 9% 9 9% 10 5 528 80 0 10% 10 10 10 10 10 10 10 10 10 10 10 10 10   | \$0 0.0% \$0
0.0% \$0 0.0   | £17,427,301<br>£1,908,237<br>£1,749,154<br>£3,861,679<br>£112,814,984<br>£148,346,512<br>£47,990,131<br>£7,989,680<br>£6,828,947<br>£1,522,530<br>£6,103,301<br>£3,778,657<br>£2,998,746<br>£1,745,509<br>£103,843,418<br>£1,745,509<br>£103,843,418<br>£1,745,509<br>£103,843,418  |
| BIRKENHEAD OUTER TOTAL  BIRKENHEAD (ZONE AA-4C) CATCHMENT TOTAL  Asda, Welton Rd, Croft Business Park  Aid, Beblington Road, New Ferry  Somerfield, Allport Lane, Bromborough  Co-Op, Allport Lane, Bromborough  Somerfield, Church Road, Beblington  Somerfield, New Chester Road, New Ferry  Cecland, New Chester Road, New Ferry  Co-Op, Cross Lane, Beblington  BROMBOROUGH / BEBINGTON TOTAL  Aid, May Road  Cecland, Herwall  MAS Slimply Food, Telegraph Road  Tesco, Telegraph Road  Cocal Shops, Heswall Town Centre  MESWALL TOTAL  | % £ % £ % £ % £ % £ % £ % £ % £ % £ % £  
   
  | 0.0% 60 0.0% 62 0.0% 6 | 0.0% 0 0.0% 0 0.0% 5 0 0.0% 5 0 0.0% 5 0 0.0% 5 0 0.43.57 0.43.57 0.43.57 0.6% 5 0 0.0% 5 0 0 0.0% 5 0 0 0.0% 5 0 0.0% 5 0 0 0.0% 5 0 0 0.0% 5 0 0.0% 5 0 0.0% 5 0 0.0% 5 0 0.0% 5 0 0.0% 5 0 0.0% 5 0 0.0% 5 0 0. | 255.32 0.0% 10 1.5% 279.495 0.3% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5% 0.0% 0.0   | 60 0.0% 10 0.0% 10 12.2% 18 18 18 18 18 18 18 18 18 18 18 18 18  
   | 0.3% £144.494 0.0% £0 0.0% £0 0.0% £0 14.6% £84.384.64 16.2% £9.377.446 0.0% £0 0.0%   | \$125,243  .0.0%  \$0  2.3%  \$80  2.3%  \$805,133  .0.0%  \$905,133  .0.0%  \$915,25%  \$915,20%  \$915   | E10.124.278 0.228.355 1.7% 1.244.020 0.0% 41.2% 1.24.250 0.0% 41.2% 1.24.250 0.0% 1.25.250.722 1.25.30.722 1.25.30.723
1.25.30.723 1.25.30.723 1.25.30.723 1.25.30.723 1.25.30.723 1.25.30.723 1.25.30.723 1.25.30.723 1.25.30.723 1.25.30.723 1.25.30.723 1.25.30.723 1.25.30.723 1.25.30.723 1.25.30   | \$\frac{\pmatrix}{\pmatrix}\$ \text{1.180,036} \\ \pmatrix\$ \text{2.1.180,036} \\ \pmatrix\$ \text{2.0.18} \\ \pmatrix\$ \text{2.85} \\ \pmatrix\$ \text{2.84} \\ \pmatrix\$ \text{2.87} \\ \pmatrix\$ \text{2.3.47,2.74} \\ \pmatrix\$ \text{2.3.47,2.74} \\ \pmatrix\$ \text{2.3.47,2.74} \\ \pmatrix\$ \text{2.3.47,2.74} \\ \pmatrix\$ \text{2.70} \\ \pmatrix\$ \text{2.00} \\ \pmatrix\$ \   | \$1.514.578 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$1.445.145 3.478 \$1.775.73 \$2.40 3.788 \$2.345.240 \$2.385.240 \$  | 9.9% 5.528.80.0 0.0% 6.0 0.0% 6.0 0.0% 6.0 16.6% 6.9.341.291 19.4% 42.3% 42.3% 42.3% 42.3% 42.3% 42.3% 62.240.394 11.7% 62.240.394 11.7% 62.240.394 11.7% 62.240.394 62.3% 62.240.394 62.3% 62.240.394 62.3% 62.240.394 62.3% 62.240.394 62.3% 62.240.394 62.3% 62.240.394 62.3% 62.240.394 62.3% 62.240.394 62.3% 62.240.394 62.3% 62.240.394 62.3% 62.240.394 62.3% 62.240.394 62.3% 62.240.394 62.3% 62.240.394 62.3% 62.240.394 62.3% 62.240.394 62.3% 62.240.394 62.3% 62   | \$0 0.0% \$0 0.0   
   | £17,427,301<br>£1,908,237<br>£1,749,154<br>£3,861,679<br>£112,814,984<br>£148,346,512<br>£67,900,131<br>£7,989,680<br>£6,828,947<br>£1,598,254<br>£1,598,254<br>£1,598,254<br>£1,598,254<br>£1,598,254<br>£1,598,254<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509<br>£1,765,509  |
| BIRKENHEAD CUTER TOTAL  BIRKENHEAD (ZONE AA-4C) CATCHMENT TOTAL  Asda, Welton Rd, Croft Business Park  Aidi, Bebington Road, New Ferry  Somerfield, Allgort Lane, Bromborough  Co-Op, Allport Lane, Bromborough  Local Shops, Bromborough  Somerfield, Church Road, Bebington  Somerfield, New Chester Road, New Ferry  Co-Op, Cross Lane, Bebington  Local Shops, Bebington  BROMBOROUGH / BEBINGTON TOTAL  Aidi, May Road  Lectand, Heswall  M&S Simply Food, Telegraph Road  Tesco, Telegraph Road  Local Shops, Heswall Town Centre  HESWALL TOTAL  | <ul> <li>完全</li> <l< td=""><td>0.0% 60 0.0% 62 0.0% 6</td><td>0.0% 0 0.0% 0 0.0% 50 0.0% 50 0.0% 50 0.0% 50 0.0% 50 0.0% 50 0.0% 60</td><td>2355,382 0.076 10 1.076 10 1.076 10 1.077 10 1.077 11 11 11 11 11 11 11 11 11 11 11 11 1</td><td>60 0.0% 10 0.0% 10 12.7% 18.441.33 15.8% 18.441.33 15.8% 18.431.432 10.0% 10.0</td><td>0.3% £144.494 0.0% £0 0.0% £0 0.0% £8.438.454 1.6.2% £9.377.446 0.0% £0
0.0% £0 0.0% £</td><td>\$125,243 </td><td>E10.124.278 0.124.278 0.228.355 1.7% 524.020 0.0% 6.0 6.128.25.50.722 52.50.722 52.50.723 12.25.</td><td>\$0 1.7% \$1.100,036 \$0.0% \$1.100,036 \$0.0% \$2.0% \$2.270 \$0.0%</td><td>E1.514.578  O.0%  E0.0%  E0.0%  E0.0%  E1.645.145  3.4%  E1.775.713  E1.775.713  E3.745.240  E3.745.24</td><td>9.85  5.528.80  0.0%  60  0.0%  60  1.6.6%  52.341.291  179.46  52.3789.341  42.3%  52.3789.341  42.3%  52.3789.341  1.1%  52.3789.341  1.1%  52.789.341  1.1%  52.789.341  0.0%  60  0.0%</td><td>\$0 0.0%</td><td>£17.427,301<br/>£1,908,237<br/>£1,908,237<br/>£1,749,154<br/>£3,861,679<br/>£112,814,984<br/>£148,364,512<br/>£67,900,131<br/>£7,989,480<br/>£6,828,947<br/>£1,598,254<br/>£1,622,530<br/>£3,778,657<br/>£1,622,530<br/>£1,622,530<br/>£1,622,530<br/>£1,622,530<br/>£1,622,530<br/>£1,622,530<br/>£1,745,509<br/>£1,745,509<br/>£1,745,643<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,745,647<br/>£1,74</td></l<></ul> | 0.0% 60 0.0% 62 0.0%
62 0.0% 6 | 0.0% 0 0.0% 0 0.0% 50 0.0% 50 0.0% 50 0.0% 50 0.0% 50 0.0% 50 0.0% 60  | 2355,382 0.076 10 1.076 10 1.076 10 1.077 10 1.077 11 11 11 11 11 11 11 11 11 11 11 11 1  | 60 0.0% 10 0.0% 10 12.7% 18.441.33 15.8% 18.441.33 15.8% 18.431.432 10.0% 10.0   | 0.3% £144.494 0.0% £0 0.0% £0 0.0% £8.438.454 1.6.2% £9.377.446 0.0% £0
0.0% £0 0.0% £ | \$125,243   | E10.124.278 0.124.278 0.228.355 1.7% 524.020 0.0% 6.0 6.128.25.50.722 52.50.722 52.50.723 12.25.   | \$0 1.7% \$1.100,036 \$0.0% \$1.100,036 \$0.0% \$2.0% \$2.270 \$0.0%  
  | E1.514.578  O.0%  E0.0%  E0.0%  E0.0%  E1.645.145  3.4%  E1.775.713  E1.775.713  E3.745.240  E3.745.24   | 9.85  5.528.80  0.0%  60  0.0%  60  1.6.6%  52.341.291  179.46  52.3789.341  42.3%  52.3789.341  42.3%  52.3789.341  1.1%  52.3789.341  1.1%  52.789.341  1.1%  52.789.341  0.0%  60  0.0%   | \$0 0.0%   |
£17.427,301<br>£1,908,237<br>£1,908,237<br>£1,749,154<br>£3,861,679<br>£112,814,984<br>£148,364,512<br>£67,900,131<br>£7,989,480<br>£6,828,947<br>£1,598,254<br>£1,622,530<br>£3,778,657<br>£1,622,530<br>£1,622,530<br>£1,622,530<br>£1,622,530<br>£1,622,530<br>£1,622,530<br>£1,745,509<br>£1,745,509<br>£1,745,643<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,745,647<br>£1,74 |
| BIRKENHEAD OUTER TOTAL  BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd, Croff Business Park  Aid, Bebington Road, New Ferry  Somerfield, Allport Lane, Bromborough  Co-Op, Allport Lane, Bromborough  Local Shops, Bromborough  Somerfield, Church Road, Bebington  Somerfield, New Chester Road, New Ferry  Co-Op, Cross Lane, Bebington  BROMBOROUGH / BEBINGTON TOTAL  Aid, May Road  Liceland, Heswall  MAS Simply Food, Telegraph Road  Tesco, Telegraph Road  Local Shops, Heswall Town Centre  HESWALL (ZONE 6) CATCHMENT TOTAL  | 先<br>を<br>を<br>を<br>を<br>を<br>を<br>を<br>を<br>を<br>を<br>を<br>を<br>を   
   
  | 0.0% 60 0.0% 60 0.0% 60 0.0% 62.484.129 62.484.129 60 0.0% 60 60 60 60 60 60 60 60 60 60 60 60 60  | 0.0% 0 0.0% 6 0.0% 5 0.0% 5 0.0% 6 0. | 2355,382 0.076 10 1.5% 2779,495 0.5% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5  | 60 0.0% 10 0.0% 10 12.7% 18 18 18 18 18 18 18 18 18 18 18 18 18  
   | 0.3% £144.494 0.0% £0 0.0% £0 1.2% £246.786 0.0% £0 0. | \$125,243   | E10.124.278 0.28.355 1.7% 5228.355 1.7% 5240.200 0.0% 61 61.2% 522.540.722 530.791.737 52.850.791.737
52.850.791.737 52.850.791.737 52.850.791.737 52.850.791.737 52.850.791.737 52.850.791.737 52.850.791.737 52.850.791.737 52.850.791.737 52.850.791.737 52.850.791.737 52.850.79   | \$\pmathcal{\pmathcal   | E1.514.578  O.0%  E0  O.0%  E0  O.0%  E0  O.0%  E1.445.145  3.378  E1.775.713  S3.98  E3.942.240  S.78  E4.822.01  S.78  E5.74.475  S.78  E5.74.475  S.78  E5.74.785  E5.   | 9.9% 9.9% 9.5528.800 0.0% 9.0 0.0% 9.0 0.0% 9.0 16.46% 9.341.291 19.46 11.75 10.70.198 42.3% 42.3% 42.3% 42.3% 42.3% 52.246.346 11.1% 52.246.346 11.246.3   | \$0 0.00%  
   | E17.427.301 E1,908.237 E1,908.237 E1,749,154 E3,661,679 E112.814.984 E148.364,512 E67,900.131 E7,989,680 E.6.828,947 E1,598.254 E1,598.254 E1,622,530 E6,103,301 E7,785,577 E1,785,509 E103,843,418 E7,443,442 E1,344,716 E4,576,902 E34,094.089 E1,542,277 E51,021,426 E95,1021,426  |
| BIRKENHEAD COTES TOTAL  BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd, Croff Business Park  Aldi, Bebington Road, New Ferry  Somerfield, Allport Lane, Bromborough  Co-Op, Allport Lane, Bromborough  Local Shops, Bromborough  Somerfield, Church Road, Bebington  Somerfield, New Chester Road, New Ferry  Local Shops, Bebington  BROMBOROUGH / BEBINGTON TOTAL  Aldi, May Road  Local Shops, Bebington  BROMBOROUGH / BEBINGTON TOTAL  Aldi, May Road  Local Shops, Bromborough  MAS Simply Food, Telegraph Road  Tesco, Telegraph Road  Local Shops, Heswall Town Centre  HESWALL TOTAL   | <ul> <li>完全</li> <l< td=""><td>0.0% 60 0.0% 60 0.0% 60 0.0% 62.484,129 62.484,129 62.0380 0.0% 60 60 60 60 60 60 60 60 60 60 60 60 60</td><td>0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%</td><td>2355.382 0.0% 1.0% 10 10 10 10 10 10 10 10 10 10 10 10 10</td><td>60 0.0% 10 0.0% 10 12.7% 18 10 12.7% 18 10.8% 18.8% 18.8% 18.8% 19.8% 10.0% 10</td><td>0.3% £144494 0.0% £0 0</td><td>\$125,243 </td><td>E10.124.278 0.124.278 0.226.355 1.7% 5240.200 0.0% 61 41.7% 524.500 0.0% 62.5000 62.5000 6</td><td>\$\frac{\text{f0}}{1.7\text{7}}\$ \$\frac{\text{1.180,036}}{0.0\text{5}}\$ \$\frac{\text{1.180,036}}{0.0\text{5}}\$ \$\frac{\text{5.180,036}}{0.0\text{5}}\$ \$\frac{\text{4.48\text{5}}}{0.0\text{5}}\$ \$\frac{\text{4.48\text{5}}}{4.8\text{5}}\$ \$\frac{\text{5.24\text{6.72.74}}}{2.2\text{7.2\text{5}}}\$ \$\frac{\text{5.23\text{6.72.74}}}{0.0\text{5}}\$ \$\frac{\text{5.20\text{7.00}}{0.0\text{5}}\$ \$\frac{\text{5.00}}{0.0\text{5}}\$ \$\frac{\text{5.00}}{0.0\text{5}}\$ \$\frac{\text{5.00}}{0.0\text{5}}\$ \$\frac{\text{5.00}}{0.0\text{5}}\$ \$\frac{\text{5.00}}{0.0\text{5}}\$ \$\frac{\text{5.00}}{0.0\text{5.00}}\$ \$\text{</td><td>E1.514.578  O.0%  E0  O.0%  E0  O.0%  E0  O.0%  E1.445.145  S.3.4%  S.</td><td>9.9% 5.528.804 0.0% 6.0 0.0% 6.0 0.0% 6.0 16.6% 6.9.341.291 19.4% 42.3% 42.3% 42.3% 42.3% 42.3% 42.3% 42.3% 62.246.346 1.1% 62.246.346 1.1% 62.246.346 1.1% 62.246.346 1.1% 62.246.346 1.1% 62.3% 62.3% 62.3% 62.3% 62.3% 63.3</td><td>\$0 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$2 50 0.0% \$2 50 0.0% \$0 0.0%</td><td>£17.427.301<br/>£1.708.237<br/>£1.708.237<br/>£1.749.154<br/>£112.814.984<br/>£148.364.512<br/>£67.900.131<br/>£7.999.680<br/>£6.828.947<br/>£1.598.254<br/>£1.622.530<br/>£3.778.657<br/>£2.998.746<br/>£3.257.663<br/>£1.765.509<br/>£103.643.418<br/>£4.576.902<br/>£3.697.902<br/>£3.697.902<br/>£3.697.902<br/>£3.697.902<br/>£3.697.902<br/>£3.697.902<br/>£3.697.902<br/>£3.697.902<br/>£3.697.902</td></l<></ul>   | 0.0% 60 0.0% 60 0.0% 60 0.0% 62.484,129 62.484,129 62.0380 0.0% 60 60 60 60 60 60 60 60 60 60 60 60 60   | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%  | 2355.382 0.0% 1.0% 10 10 10 10 10 10 10 10 10 10 10 10 10   | 60 0.0% 10 0.0% 10 12.7% 18 10 12.7% 18 10.8% 18.8% 18.8% 18.8% 19.8% 10.0% 10   | 0.3% £144494 0.0% £0 0 | \$125,243   | E10.124.278 0.124.278 0.226.355 1.7% 5240.200 0.0% 61 41.7% 524.500 0.0% 62.5000 62.5000 6   | \$\frac{\text{f0}}{1.7\text{7}}\$ \$\frac{\text{1.180,036}}{0.0\text{5}}\$ \$\frac{\text{1.180,036}}{0.0\text{5}}\$ \$\frac{\text{5.180,036}}{0.0\text{5}}\$ \$\frac{\text{4.48\text{5}}}{0.0\text{5}}\$ \$\frac{\text{4.48\text{5}}}{4.8\text{5}}\$ \$\frac{\text{5.24\text{6.72.74}}}{2.2\text{7.2\text{5}}}\$ \$\frac{\text{5.23\text{6.72.74}}}{0.0\text{5}}\$ \$\frac{\text{5.20\text{7.00}}{0.0\text{5}}\$ \$\frac{\text{5.00}}{0.0\text{5}}\$ \$\frac{\text{5.00}}{0.0\text{5}}\$ \$\frac{\text{5.00}}{0.0\text{5}}\$ \$\frac{\text{5.00}}{0.0\text{5}}\$ \$\frac{\text{5.00}}{0.0\text{5}}\$ \$\frac{\text{5.00}}{0.0\text{5.00}}\$ \$\text{   | E1.514.578  O.0%  E0  O.0%  E0  O.0%  E0  O.0%  E1.445.145  S.3.4%  S.   | 9.9% 5.528.804 0.0% 6.0 0.0% 6.0 0.0% 6.0 16.6% 6.9.341.291 19.4% 42.3% 42.3% 42.3% 42.3% 42.3% 42.3% 42.3% 62.246.346 1.1% 62.246.346 1.1% 62.246.346 1.1% 62.246.346 1.1% 62.246.346 1.1% 62.3% 62.3% 62.3% 62.3% 62.3% 63.3   | \$0 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$2 50 0.0% \$2 50 0.0% \$0 0.0%   | £17.427.301<br>£1.708.237<br>£1.708.237<br>£1.749.154<br>£112.814.984<br>£148.364.512<br>£67.900.131<br>£7.999.680<br>£6.828.947<br>£1.598.254<br>£1.622.530<br>£3.778.657<br>£2.998.746<br>£3.257.663<br>£1.765.509<br>£103.643.418<br>£4.576.902<br>£3.697.902<br>£3.697.902<br>£3.697.902<br>£3.697.902<br>£3.697.902<br>£3.697.902<br>£3.697.902<br>£3.697.902<br>£3.697.902  |
| BIRKENHEAD OUTER TOTAL  BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd, Croff Business Park  Aid, Bebington Road, New Ferry  Somerfield, Allport Lane, Bromborough  Co-Op, Allport Lane, Bromborough  Local Shops, Bromborough  Somerfield, Church Road, Bebington  Somerfield, New Chester Road, New Ferry  Co-Op, Cross Lane, Bebington  BROMBOROUGH / BEBINGTON TOTAL  Aid, May Road  Liceland, Heswall  MAS Simply Food, Telegraph Road  Tesco, Telegraph Road  Local Shops, Heswall Town Centre  HESWALL (ZONE 6) CATCHMENT TOTAL  | 元 e 2 m e   | 0.0% 60 0.0% 60 0.0% 60 6.0% 62.484,129 62.484,129 60 0.0% 60 60 60 60 60 60 60 60 60 60 60 60 60  | 0.0% 0.0% 0.0% 10. | ### 2155.382  ***O.O.K**  **E.O.O.K**  **E.O.O.O.K**  **E.O.O.C.K**  **E.O.C.K**  **E.O.C  | 60 0.0% 10 0.0% 10 12.7% 12.4% 13.6% 15.8%   | 0.3% £144.494 0.0% £0 0.0% £0 0.0% £8.438.454 1.6.2% £9.377.446 0.0% £0 0.0%   | \$125,243   | E10.124.278 0.124.278 0.226.355 1.7% 0.200 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.  | \$\frac{\text{f0}}{1.7\text{78}}\$ \$\frac{\text{1.180,036}}{0.0\text{78}}\$ \$\frac{\text{1.180,036}}{0.0\text{78}}\$ \$\frac{\text{2.34,42,54}}{4.7\text{87}}\$ \$\frac{\text{2.34,42,54}}{4.7\text{87}}\$ \$\frac{\text{2.34,42,54}}{4.7\text{87}}\$ \$\frac{\text{2.34,42,54}}{6.0\text{87}}\$ \$\frac{\text{2.270}}{0.0\text{8}}\$ \$\frac{\text{2.270}}{0.0\text{8}}\$ \$\frac{\text{2.270}}{0.0\text{8}}\$ \$\frac{\text{2.270}}{0.0\text{8}}\$ \$\frac{\text{2.270}}{0.0\text{8}}\$ \$\frac{\text{2.270}}{0.0\text{8}}\$ \$\frac{\text{5.0}}{0.0\text{8}}\$ \$\   | E1.514.578  O.0%  E0  O.0%  E0  O.0%  E0  O.0%  E1.465.165  S.3.4%  E1.775.713  S.3.4%  E3.0483.296  E4.0483.296  E4.0483.296  E5.0489.296  E5.0489.   | 9.9%  5.528.806  0.0%  60  0.0%  60  10.6%  50  11.6.6%  59.341.291  19.4%  223.789.341  4.0%  522.789.341  1.1%  523.789.341  1.1%  524.348  525.789.341  1.1%  525.528.806  0.0%  60  60  60  60  60  60  60  60  60   | \$0 0.0% \$0 0.0   | E17.427.301 E1.708.237 E1.709.237 E1.749.154 E3.861.677 E112.814.784 E148.364.512 E67.900.131 E7.789.680 E6.828.947 E1.598.254 E1.622.530 E6.103.301 E7.785.765 E1.765.507  |
| BIRKENHEAD CUTER TOTAL  BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd, Croff Business Park  Aid, Bebinglon Road, New Ferry  Somerfield, Allgort Lane, Bromborough  Co-Op, Allport Lane, Bromborough  Local Shops, Bromborough  Somerfield, Church Road, Bebinglon  Somerfield, New Chester Road, New Ferry  Co-Op, Cross Lane, Bebinglon  BROMBOROUGH / BEBINGTON TOTAL  Aid, May Road  Cestand, Heswall  MAS Simply Food, Telegraph Road  Tesco, Telegraph Road  Cocal Shops, Heswall Town Centre  HESWALL (ZONE 6) CATCHMENT TOTAL  WERALL SOBOUGH TOTAL   | 元 e 2 元 e  
   
  | 0.0% 60 0.0% 62 0.0% 6 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%  | ### 235.322   | 60 0.0% 10 0.0% 10 0.0% 10 12 7% 12 12 7% 12 13 15 15 15 15 15 15 15 15 15 15 15 15 15   
   | 0.3% £144.494 0.0% £0 0.0% £0 0.0% £10 0.0% £24.384.64 1.6.2% £24.377.44 0.0% £0 0.0%  | \$125,243   | E10.124.278 0.226.355 1.7% 0.226.355 1.7% 0.207 0.0% 0.0% 0.0% 0.0% 0.0% 1.225.357 1.237
1.237 1   | \$\begin{array}{c} \text{f} \\ \text{0} \\ \text{1.180.036} \\ \text{0.0%} \\ \text{1.180.036} \\ \text{0.0%} \\ \text{1.180.036} \\ \text{0.0%} \\ \text{5.27} \\ \text{4.4%} \\ \text{1.487} \\ \text{5.274} \\ \text{4.270} \\ \text{0.0%} \\ \text{5.274} \\ \text{5.274} \\ \text{5.274} \\ \text{5.274} \\ \text{5.274} \\ \text{5.274} \\ \text{6.2700} \\ \text{0.0%} \\ \text{5.00} \   | E1.514.578  O.0%  E0  O.0%  E0  O.0%  E0  O.0%  E1.445  E1.775.713  E1.775.713  E3.0483.289  7.0%  E3.0483.289  7.0%  E3.0483.289  E3.058  E3.0683.289  E3.0683.289  E3.0783.289  E3.0783.2   | 9.85  5.528.806  0.0%  60  0.0%  60  10  10  10  10  10  10  10  10  10  | \$0 0.0% \$0 0.0   | E17.427.301 E1.708.237 E1.749.154 E1.749.154 E1.48.364.512 E1.48.364.512 E4.7900.131 E7.799.680 E6.7900.131 E7.799.680 E6.328.747 E1.598.254 E1.598.254 E1.598.254 E1.598.254 E1.422.530 E1.343.418 E1.422.530 E1.745.507 E1.343.418 E7.443.442 E1.344.716 E4.576.702 E5.475.675 E5.475.675   
   |
| BIRKENHEAD CUTER TOTAL  BIRKENHEAD (CONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd, Croft Business Park  Aid, Bebington Road, New Ferry  Somerfield, Allport Lane, Bromborough  Co-Op, Allport Lane, Bromborough  Co-Op, Bromborough  Somerfield, Church Road, Bebington  Somerfield, New Chester Road, New Ferry  Co-Incompany  Co-Op, Cross Lane, Bebington  BROMBOROUGH / BEBINGTON TOTAL  Aid, May Road  Cestand, Heswall  MAS Simply Food, Telegraph Road  Tesco, Telegraph Road  Cocal Shops, Heswall Town Centre  HESWALL (ZONE 6) CATCHMENT TOTAL  WIERALL BOROUGH TOTAL  Asda Ellesmere Port  Moorson's Elesmere Port  Moorson's Elesmere Port   | <ul> <li>完全</li> </ul>   
   
  | 0.0% 60 0.0% 60 0.0% 60 0.0% 60 6.5% 62,484,129 0.6% 62,203,80 0.0% 60 | 0.0% 00 0.0% 1 | ### 235.322   | 60 0.0% 10 0.0% 10 12.7% 15 10 12.7% 15 10 12.7% 15 10 12.7% 15 10 12.7% 15 10 10 10 10 10 10 10 10 10 10 10 10 10   
   | 0.3% £144.494 0.0% £0 0.0% £0 14.6% £8.434.454 14.2% £9.377.446 0.0% £0 0.0% £ | \$125,243  0.0%  10  2.5%  2605,133  0.0%  25.5%  42.0%  43.00  43   | E10.124.278  
                                       | \$\pmathcal{\pmathcal   | E1.514.578  0.05  0.05  0.05  0.05  0.05  0.07   | 9.9% 9.9% 9.5528.800 0.0% 9.0 0.0% 9.0 0.0% 9.0 16.6% 9.341.291 19.4% 19.379 42.3% 19.379 42.3% 19.379 42.3% 11.3% 11.3% 12.340.341 11.3% 12.340.341 11.3% 12.340.340 11.340 11.3   | \$0 0.00%
0.00% 0.0  | E17.427.301 E1.708.237 E1.749.154 E3.861,677 E112.814.764 E146.364.512 E67.900,131 E7.799.680 E6.828,947 E1.598.254 E1.598.254 E1.598.254 E1.422.530 E1.745.507 E103.843.418 E7.443.442 E1.344.716 E3.697.403 E1.344.716 E3.697.426 E3.697.426 E5.697.812.426 E5.697.812.4461   |
| BIRKENHEAD CUTER TOTAL  BIRKENHEAD (ZONE 4A-4C) CATCHMENT TOTAL  Asda, Welton Rd, Croff Business Park  Aid, Bebinglon Road, New Ferry  Somerfield, Allgort Lane, Bromborough  Co-Op, Allport Lane, Bromborough  Local Shops, Bromborough  Somerfield, Church Road, Bebinglon  Somerfield, New Chester Road, New Ferry  Co-Op, Cross Lane, Bebinglon  BROMBOROUGH / BEBINGTON TOTAL  Aid, May Road  Cestand, Heswall  MAS Simply Food, Telegraph Road  Tesco, Telegraph Road  Cocal Shops, Heswall Town Centre  HESWALL (ZONE 6) CATCHMENT TOTAL  WERALL SOBOUGH TOTAL   | 元  
   
  | 0.0% 60 0.0% 60 0.0% 62.484,129 0.0% 62.484,129 0.0% 60 0.0% 6 | 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%  | \$255.322   |
\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>12.7%<br>\$E.441.63<br>0.05.76<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0.0%<br>\$0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0<br>0 | 0.3% £144.494 0.0% £0 0.0% £0 0.0% £0 14.6% £8.438.454 16.7% £9.377.464 0.0% £0 0.0% £ | \$125,243   | E10.124.278 0.124.278 0.228.355 1.7% 1.240.00 0.0% 4.12% 1.25.357% 1.20%
1.20%   | \$\frac{\text{f0}}{1.7\text{78}}\$ \$\frac{\text{f1}}{1.00,036}\$ \$\frac{\text{f1}}{0.00}\$ \$\frac{\text{f1}}{0.00}\$ \$\frac{\text{f2}}{0.00}\$ \$\t   | E1.514.578  O.0%  10  O.0%  10  O.0%  E0  O.0%  E0  O.0%  E1.445 145  S.8.68   | 9.8%  5.528.800  0.0%  60  0.0%  60  10  10  10  10  10  10  10  10  10  | \$0 0.0%   \$0 0.0  | E17.427.301 E1.749.154 E1.749.154 E1.841.4794 E112.814.794 E112.814.794 E148.354.512 E67.790.131 E7.789.680 E6.828.797 E1.598.254 E1.622.530 E1.745.507 E1.03.843.418 E7.443.442 E1.344.716 E4.576.792 E1.344.716 E4.576.792 E5.07.425 E5.07.425 E5.07.425 E5.07.425 E5.07.425 E5.07.425 E5.07.425  
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TABLE 6 - Floorspace Turnover Performance (2011)

Existing Stores	Net Convenience Floorspace (sq. m)	Company 'Benchmark' Sales Density (£ / m²)	'Benchmark' Store Turnover (£)	Survey-derived Turnover (£)	Trading Performance against Company 'Benchmark'
Morrison's (West Kirby)	1,672	£11,988	£20,043,936	£32,157,368	£12,113,432
Sainsbury's (Upton)	3,366	£12,526	£42,162,516	£49,959,469	£7,796,953
Asda (Arrowe Park)	2,817	£14,933	£42,066,261	£46,220,737	£4,154,476
Asda (Liscard)	2,716	£14,933	£40,558,028	£70,604,442	£30,046,414
Sainsbury's (Prenton)	1,472	£12,526	£18,438,272	£28,823,738	£10,385,466
Tesco Metro (Rock Ferry)	788	£12,842	£10,119,496	£17,427,301	£7,307,805
Tesco Extra (Bidston)	5,829	£12,842	£74,856,018	£52,916,782	-£21,939,236
Asda (Croft Business Park)	2,544	£14,933	£37,989,552	£67,900,131	£29,910,579
Tesco (Heswall)	2,580	£12,842	£33,132,360	£36,094,089	£2,961,729
Wirral - Main Stores Total	2,580		£33,132,360	£36,094,089	£2,961,729

- 1. Floorspace and Net Convenience Ratio based on IGD / GOAD and GVA Site Visits
- 2. Company Benchmark Sales Density (£/ sq. m) based on Verdict Data (2010-11)

TABLE 7 - Convenience Retail Commitments

Commitment	Convenience Floorspace (sq. m)		'Benchmark' Store Turnover 2011 (£)
Morrison's New Brighton	2,246	£11,988	£26,925,048
Asda Birkenhead	2,555	£14,933	£38,153,815

1. Floorspace Split derived from Planning Permission Decision Notices / Applicants RIA

Table 8 - (Baseline + Growth) Capacity

CONVENIENCE GOODS							
	2011	2012	2013	2014	2018	2021	2030
Catchment Expenditure (£)	£594,658,373	£588,704,685	£588,277,068	£587,944,673	£594,451,741	£603,055,430	£628,967,203
Current Retention Level (%)	95.4%	95.4%	95.4%	95.4%	95.4%	95.4%	95.4%
Retained Expenditure (£)	£567,169,670	£561,491,198	£561,083,348	£560,766,318	£566,972,591	£575,178,565	£599,892,539
Current Turnover	£567,612,461	£567,612,461	£569,882,911	£572,162,442	£581,372,116	£584,867,329	£595,479,556
RESIDUAL CAPACITY (£)	-£442,790	-£6,121,263	-£8,799,562	-£11,396,124	-£14,399,525	-£9,688,765	£4,412,983
Commitments	£65,078,863	£65,078,863	£65,339,178	£65,600,535	£66,656,458	£67,057,197	£68,273,928
OVERALL CAPACITY (£)	-£65,521,653	-£71,200,126	-£74,138,741	-£76,996,660	-£81,055,983	-£76,745,962	-£63,860,946
Sales per m² net in new shops (£)	£11,500	£11,500	£11,546	£11,592	£11,779	£11,850	£12,065
Capacity for new floorspace (m <sup>2</sup> net)	-5,698	-6,191	-6,421	-6,642	-6,882	-6,477	-5,293
Capacity for new floorspace (m² gross)	-8,139	-8,845	-9,173	-9,489	-9,831	-9,252	-7,562

### Notes

- 1. Sales Efficiency Growth; 0% p.a. (2011-2012); 0.4% p.a. (2013-2018); 0.2% p.a. (2018-2030); Source Experian Retail Planner Note 9 (September 2011)
- 2. Gross to Net ratio for new floorspace is 70%
- 3. New Shop Sales Density based on GVA professional judgement
- 4. Current Retention Level based on Overall Wirral Convenience Market Share (Table 5c)
- 5. Retention Level assumed to remain static