WIRRAL RETAIL STUDY UPDATE - COMPARISON [SCENARIO 1]

TABLE 1 - SURVEY AREA POPULATION FORECASTS

SURVEY ZONE			POPU	LATION PROJEC	TIONS		
SURVEY ZONE	2010	2011	2012	2014	2018	2021	2030
Zone 1 - West Kirby / Hoylake	25,606	25,481	25,331	25,016	24,602	24,344	23,655
Zone 2a - Moreton / Leasowe	25,444	25,451	25,405	25,370	25,368	25,405	25,537
Zone 2b - Upton	28,608	28,455	28,388	28,205	27,942	27,772	27,408
Zone 3a - Wallasey	28,788	28,800	28,854	28,979	29,340	29,646	30,360
Zone 3b - New Brighton	29,198	29,177	29,081	29,021	29,004	28,989	28,921
Zone 4a - Birkenhead North	21,535	21,631	21,710	21,915	22,256	22,625	23,302
Zone 4b - Birkenhead South	29,491	29,565	29,558	29,761	30,098	30,415	31,075
Zone 4c - Birkenhead West	37,606	37,671	37,668	37,716	37,778	37,881	38,041
Zone 5a - Bromborough	27,222	27,083	27,083	27,041	26,937	26,952	26,718
Zone 5b - Bebington	27,378	27,251	27,164	26,971	26,831	26,638	26,145
Zone 6 - Heswall	27,844	27,656	27,471	27,016	26,330	25,912	24,641
TOTAL	308,720	308,221	307,713	307,011	306,486	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%	-4.1%
-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

TABLE 2 - EXPENDITURE BREAKDOWN

Comparison Go	oods by Sector	CLOTHING / FASHION GOODS	FURNITURE & CARPETS	DIY GOODS	DOMESTIC APPLIANCES	SPECIALIST GOODS	Total Comparison Spend (£)
Zone 1 - West Kirby	Expenditure (£)	£915	£507	£332	£744	£877	£3,375
/ Hoylake	Weighting	27.1%	15.0%	9.8%	22.0%	26.0%	£3,375
Zone 2a - Moreton	Expenditure (£)	£710	£342	£250	£606	£689	£2,597
/ Leasowe	Weighting	27.3%	13.2%	9.6%	23.3%	26.5%	12,377
Zone 2b - Upton	Expenditure (£)	£738	£382	£268	£628	£736	£2,752
zone zo - opion	Weighting	26.8%	13.9%	9.7%	22.8%	26.7%	£2,732
Zone 3a - Wallasev	Expenditure (£)	£634	£300	£229	£537	£608	£2,308
zone sa - Wallasey	Weighting	27.5%	13.0%	9.9%	23.3%	26.3%	£2,308
Zone 3b - New	Expenditure (£)	£809	£406	£272	£678	£796	£2,961
Brighton	Weighting	27.3%	13.7%	9.2%	22.9%	26.9%	12,701
Zone 4a -	Expenditure (£)	£568	£255	£185	£484	£533	£2.025
Birkenhead North	Weighting	28.0%	12.6%	9.1%	23.9%	26.3%	12,023
Zone 4b -	Expenditure (£)	£671	£318	£237	£560	£640	£2,426
Birkenhead South	Weighting	27.7%	13.1%	9.8%	23.1%	26.4%	12,420
Zone 4c -	Expenditure (£)	£766	£383	£247	£632	£721	£2.749
Birkenhead West	Weighting	27.9%	13.9%	9.0%	23.0%	26.2%	12,747
Zone 5a -	Expenditure (£)	£753	£375	£269	£642	£755	£2,794
Bromborough	Weighting	27.0%	13.4%	9.6%	23.0%	27.0%	12,774
Zone 5b -	Expenditure (£)	£845	£447	£313	£699	£844	£3,148
Bebington	Weighting	26.8%	14.2%	9.9%	22.2%	26.8%	£3,140
Zono (Hossyrall	Expenditure (£)	£965	£546	£370	£806	£934	£2 £21
Zone 6 - Heswall	Weighting	26.7%	15.1%	10.2%	22.3%	25.8%	£3,621
TOTAL	Expenditure Average	£761	£387	£270	£638	£739	£2,796

^{1.} Expenditure Weighting derived from Experian Retail Planner Report (Fine Expenditure)

TABLE 3 - COMPARISON EXPENDITURE FORECASTS

CHDVEV ADEA	2010	2010	2011	2011	2012	2012	2014	2014	2018	2018	2021	2021	2030	2030
SURVEY AREA	(£)	Minus SfT (£)												
Zone 1 - West Kirby / Hoylake	£3,375	£3,358	£3,392	£3,053	£3,446	£3,071	£3,624	£3,178	£4,079	£3,561	£4,457	£3,904	£5,816	£5,118
Zone 2a - Moreton / Leasowe	£2,597	£2,584	£2,610	£2,349	£2,652	£2,363	£2,789	£2,446	£3,139	£2,740	£3,430	£3,004	£4,475	£3,938
Zone 2b - Upton	£2,752	£2,738	£2,766	£2,489	£2,810	£2,504	£2,955	£2,592	£3,326	£2,904	£3,634	£3,184	£4,742	£4,173
Zone 3a - Wallasey	£2,308	£2,296	£2,320	£2,088	£2,357	£2,100	£2,478	£2,173	£2,789	£2,435	£3,048	£2,670	£3,977	£3,500
Zone 3b - New Brighton	£2,961	£2,946	£2,976	£2,678	£3,023	£2,694	£3,180	£2,788	£3,579	£3,124	£3,910	£3,426	£5,102	£4,490
Zone 4a - Birkenhead North	£2,025	£2,015	£2,035	£1,832	£2,068	£1,842	£2,174	£1,907	£2,447	£2,137	£2,674	£2,343	£3,489	£3,071
Zone 4b - Birkenhead South	£2,426	£2,414	£2,438	£2,194	£2,477	£2,207	£2,605	£2,285	£2,932	£2,560	£3,204	£2,807	£4,180	£3,679
Zone 4c - Birkenhead West	£2,749	£2,735	£2,763	£2,486	£2,807	£2,501	£2,952	£2,589	£3,322	£2,900	£3,630	£3,180	£4,737	£4,168
Zone 5a - Bromborough	£2,794	£2,780	£2,808	£2,527	£2,853	£2,542	£3,000	£2,631	£3,377	£2,948	£3,690	£3,232	£4,814	£4,237
Zone 5b - Bebington	£3,148	£3,132	£3,164	£2,847	£3,214	£2,864	£3,380	£2,965	£3,805	£3,321	£4,157	£3,642	£5,424	£4,773
Zone 6 - Heswall	£3,621	£3,603	£3,639	£3,275	£3,697	£3,294	£3,888	£3,410	£4,376	£3,820	£4,782	£4,189	£6,239	£5,491

	2011	2012	2013	2014-2030
Expend. Growth (p.a.)	0.5%	1.6%	2.1%	3.0%

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

	2010	2011	2012	2014	2018	2021	2030
Comparison Goods	8.8%	10.0%	10.90%	12.3%	12.7%	12.4%	12.0%

^{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 Comparison Goods: (Source: - Experian Retail Planner Briefing Note 9 / GVA)

TABLE 4A - TOTAL COMPARISON SPEND (2011 - 2030)

COMPARISON GOODS	2011	2012	2014	2018	2021	2030
Zone 1 - West Kirby / Hoylake	£77,785,530	£77,779,220	£79,508,576	£87,605,237	£95,050,221	£121,059,182
Zone 2a - Moreton / Leasowe	£59,784,055	£60,024,510	£62,046,137	£69,509,483	£76,327,065	£100,564,067
Zone 2b - Upton	£70,829,731	£71,075,627	£73,096,547	£81,131,928	£88,418,471	£114,373,860
Zone 3a - Wallasey	£60,122,477	£60,586,980	£62,985,637	£71,446,637	£79,157,000	£106,252,358
Zone 3b - New Brighton	£78,142,556	£78,340,298	£80,923,212	£90,611,263	£99,302,243	£129,853,218
Zone 4a - Birkenhead North	£39,619,610	£39,996,531	£41,791,584	£47,550,821	£53,003,071	£71,551,580
Zone 4b - Birkenhead South	£64,874,982	£65,238,402	£67,992,443	£77,039,652	£85,362,285	£114,314,926
Zone 4c - Birkenhead West	£93,667,830	£94,207,347	£97,638,859	£109,571,998	£120,471,298	£158,572,425
Zone 5a - Bromborough	£68,443,426	£68,843,136	£71,149,439	£79,407,497	£87,117,382	£113,196,071
Zone 5b - Bebington	£77,593,571	£77,797,550	£79,956,560	£89,116,365	£97,011,619	£124,802,813
Zone 6 - Heswall	£90,578,779	£90,498,310	£92,123,812	£100,592,422	£108,546,763	£135,296,904
TOTAL COMPARISON SPEND	£781,442,548	£784,387,911	£809,212,807	£903,583,303	£989,767,418	£1,289,837,403

TABLE 4B - TOTAL COMPARISON SPEND (2011)

COMPARISON GOODS	CLOTHING / FASHION GOODS	FURNITURE & CARPETS	DIY GOODS	DOMESTIC APPLIANCES	SPECIALIST GOODS	ZONE TOTAL
Zone 1 - West Kirby / Hoylake	£21,088,522	£11,685,115	£7,651,791	£17,147,388	£20,212,714	£77,785,530
Zone 2a - Moreton / Leasowe	£16,344,505	£7,872,987	£5,755,107	£13,950,380	£15,861,076	£59,784,055
Zone 2b - Upton	£18,994,310	£9,831,743	£6,897,663	£16,163,180	£18,942,835	£70,829,731
Zone 3a - Wallasey	£16,515,446	£7,814,880	£5,965,358	£13,988,635	£15,838,157	£60,122,477
Zone 3b - New Brighton	£21,349,993	£10,714,582	£7,178,242	£17,892,824	£21,006,915	£78,142,556
Zone 4a - Birkenhead North	£11,113,056	£4,989,136	£3,619,569	£9,469,576	£10,428,273	£39,619,610
Zone 4b - Birkenhead South	£17,943,575	£8,503,811	£6,337,746	£14,975,264	£17,114,587	£64,874,982
Zone 4c - Birkenhead West	£26,100,239	£13,050,120	£8,416,135	£21,534,401	£24,566,935	£93,667,830
Zone 5a - Bromborough	£18,445,920	£9,186,215	£6,589,578	£15,726,800	£18,494,913	£68,443,426
Zone 5b - Bebington	£20,828,007	£11,017,893	£7,714,990	£17,229,322	£20,803,359	£77,593,571
Zone 6 - Heswall	£24,139,332	£13,658,109	£9,255,495	£20,161,971	£23,363,872	£90,578,779
TOTAL COMPARISON SPEND	£212,862,905	£108,324,591	£75,381,675	£178,239,742	£206,633,636	£781,442,548

TABLE 4C - PRIMARY DESTINATION COMPARISON SPEND (70%)

COMPARISON GOODS	CLOTHING / FASHION GOODS	FURNITURE & CARPETS	DIY GOODS	DOMESTIC APPLIANCES	SPECIALIST GOODS	ZONE TOTAL
Zone 1 - West Kirby / Hoylake	£14,761,965	£8,179,581	£5,356,254	£12,003,172	£14,148,900	£54,449,871
Zone 2a - Moreton / Leasowe	£11,441,153	£5,511,091	£4,028,575	£9,765,266	£11,102,753	£41,848,839
Zone 2b - Upton	£13,296,017	£6,882,220	£4,828,364	£11,314,226	£13,259,984	£49,580,812
Zone 3a - Wallasey	£11,560,812	£5,470,416	£4,175,751	£9,792,045	£11,086,710	£42,085,734
Zone 3b - New Brighton	£14,944,995	£7,500,208	£5,024,770	£12,524,977	£14,704,840	£54,699,789
Zone 4a - Birkenhead North	£7,779,139	£3,492,395	£2,533,699	£6,628,703	£7,299,791	£27,733,727
Zone 4b - Birkenhead South	£12,560,503	£5,952,667	£4,436,422	£10,482,685	£11,980,211	£45,412,487
Zone 4c - Birkenhead West	£18,270,168	£9,135,084	£5,891,294	£15,074,081	£17,196,855	£65,567,481
Zone 5a - Bromborough	£12,912,144	£6,430,351	£4,612,705	£11,008,760	£12,946,439	£47,910,398
Zone 5b - Bebington	£14,579,605	£7,712,525	£5,400,493	£12,060,525	£14,562,351	£54,315,500
Zone 6 - Heswall	£16,897,533	£9,560,676	£6,478,847	£14,113,379	£16,354,710	£63,405,145
TOTAL COMPARISON SPEND	£149,004,034	£75,827,213	£52,767,172	£124,767,819	£144,643,545	£547,009,784

TABLE 4D - SECONDARY DESTINATION COMPARISON SPEND (30%)

COMPARISON GOODS	CLOTHING / FASHION GOODS	FURNITURE & CARPETS	DIY GOODS	DOMESTIC APPLIANCES	SPECIALIST GOODS	ZONE TOTAL
Zone 1 - West Kirby / Hoylake	£6,326,556	£3,505,535	£2,295,537	£5,144,216	£6,063,814	£23,335,659
Zone 2a - Moreton / Leasowe	£4,903,351	£2,361,896	£1,726,532	£4,185,114	£4,758,323	£17,935,217
Zone 2b - Upton	£5,698,293	£2,949,523	£2,069,299	£4,848,954	£5,682,850	£21,248,919
Zone 3a - Wallasey	£4,954,634	£2,344,464	£1,789,608	£4,196,591	£4,751,447	£18,036,743
Zone 3b - New Brighton	£6,404,998	£3,214,375	£2,153,473	£5,367,847	£6,302,074	£23,442,767
Zone 4a - Birkenhead North	£3,333,917	£1,496,741	£1,085,871	£2,840,873	£3,128,482	£11,885,883
Zone 4b - Birkenhead South	£5,383,073	£2,551,143	£1,901,324	£4,492,579	£5,134,376	£19,462,495
Zone 4c - Birkenhead West	£7,830,072	£3,915,036	£2,524,840	£6,460,320	£7,370,081	£28,100,349
Zone 5a - Bromborough	£5,533,776	£2,755,865	£1,976,873	£4,718,040	£5,548,474	£20,533,028
Zone 5b - Bebington	£6,248,402	£3,305,368	£2,314,497	£5,168,797	£6,241,008	£23,278,071
Zone 6 - Heswall	£7,241,800	£4,097,433	£2,776,649	£6,048,591	£7,009,162	£27,173,634
TOTAL COMPARISON SPEND	£63,858,872	£32,497,377	£22,614,502	£53,471,922	£61,990,091	£234,432,764

TABLE 5a - Clothing Primary Destination (2011)

TABLE 5a - Clothing Prima	iy be.	simulion (2011	,										
DESTINATIONS	M/S	Zone 1 - West Kirby	Zone 2a - Moreton	Zone 2b - Upton	Zone 3a - Wallasey	Zone 3b - New Brighton	Zone 4a - Birkenhead	Zone 4b - Birkenhead	Zone 4c - Birkenhead	Zone 5a - Bromborough	Zone 5b - Bebington	Zone 6 - Heswall	SURVEY TURNOVER
						Wirro	North	South	West				
	%	23.8%	47.1%	39.0%	28.7%	21.7%	51.6%	58.5%	52.8%	18.5%	25.4%	29.3%	
Birkenhead Town Centre	£	£3,513,348	£5,388,783	£5,185,447	£3,317,953	£3,243,064	£4,014,036	£7,347,894	£9,646,648	£2,388,747	£3,703,220	£4,950,977	£52,700,116
Birkenhead (Grange Road West)	% £	1.6% £236,191	0.8% £91,529	2.4% £319,104	1.6% £184,973	1.7% £254,065	11.8% £917,938	5.7% £715,949	3.9% £712,537	0.8% £103,297	3.8% £554,025	0.8% £135,180	£4,224,789
	%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14,224,767
Birkenhead (Oxton Road)	£	£0	£0	£0	£92,486	£0	£0	£0	£0	£0	£0	£0	£92,486
Wallasey Village	% £	0.0% £0	0.0% £0	0.8% £106.368	1.6% £184.973	0.8% £119.560	0.0% £0	0.0%	1.6% £292.323	0.8% £103.297	0.8% £116.637	0.0% £0	£923.158
	%	1.6%	9.2%	0.8%	36.9%	24.2%	2.2%	0.0%	0.8%	0.0%	0.0%	0.0%	1723,156
Liscard	£	£236,191	£1,052,586	£106,368	£4,265,940	£3,616,689	£171,141	£0	£146,161	£0	£0	£0	£9,595,077
Bromborough	% £	0.0% £0	0.0% £0	1.6% £212,736	0.0% £0	0.8% £119,560	0.0% £0	2.4% £301,452	1.6% £292,323	8.9% £1,149,181	6.9% £1,005,993	0.8% £135,180	£3.216.425
	%	0.0%	0.0%	0.8%	0.0%	0.0%	1.1%	0.8%	0.0%	0.0%	0.0%	0.0%	23,210,425
Tranmere	£	£0	£0	£106,368	£0	£0	£85,571	£100,484	£0	£0	£0	£0	£292,423
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	0.0% £0	0.0% £0	£0
Upton	%	1.6%	0.8%	4.9%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.8%	
opion	£	£236,191	£91,529	£651,505	£0	£0	£0	£0	£584,645	£0	£0	£135,180	£1,699,051
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	3.2% £413,189	0.0% £0	0.0% £0	£413,189
	%	0.8%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2410,107
Moreton	£	£118,096	£480,528	£0	£0	£0	£0	£0	£0	£0	£0	£0	£598,624
Leasowe	% £	0.0% £0	0.0% £0	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£O
Uovlako	%	0.8%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20
Hoylake	£	£118,096	£0	£106,368	£0	£0	£0	£0	£0	£0	£0	£0	£224,464
Heswall	% £	2.4% £354,287	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.8% £146,161	0.0% £0	0.0% £0	10.6% £1,791,138	£2,291,587
New Brighton	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22,271,007
bigilion	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Greasby	% £	0.0% £0	0.0% £0	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0
	%	7.9%	1.7%	1.6%	0.8%	0.8%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	20
West Kirkby	£	£1,166,195	£194,500	£212,736	£92,486	£119,560	£0	£0	£146,161	£0	£0	£0	£1,931,639
WIRRAL TOTAL	% £	40.5% £5,978,596	63.8% £7,299,456	52.7% £7,007,001	70.4% £8 138 812	50.0% £7.472.497	66.7% £5 188 484	67.4% £8.465.779	65.5% £11,966,960	32.2% £4,157,710	36.9% £5,379,874	42.3% £7,147,656	£78,203,027
		23,776,376	17,277,430	27,007,001	20,130,012	Foodsto	507.00700	20,400,777	211,700,700	24,107,710	23,377,674	27,147,000	170,203,027
Tesco Extra (Bidston Moss)	%	0.8%	1.7%	0.0%	0.0%	0.8%	3.2%	0.0%	0.8%	0.8%	0.0%	0.8%	
resco Exita (Stasion Moss)	£	£118,096	£194,500	£0	£0	£119,560	£248,932	£0	£146,161	£103,297	£0	£135,180	£1,065,726
Sainsbury's (Upton)	% £	0.8% £118,096	0.0% £0	0.8% £106,368	0.0% £0	0.8% £119,560	0.0% £0	0.0% £0	0.8% £146,161	0.0% £0	0.0% £0	0.0% £0	£490,185
Asda (Arrowe Park)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%	0.0%	0.0%	0.0%	
Podd (Allowe Falk)	£	£0	£0	£0	£0	£0	£0	£100,484	£146,161	£0	£0	£0	£246,645
Asda (Croft Business Park)	% £	0.0% £0	0.0% £0	0.0%	0.0% £0	0.8% £119.560	0.0% £0	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£119.560
Asda (Liscard)	%	0.0%	0.0%	0.0%	1.6%	4.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	
rodd (ascald)	£	£0	£0	£0	£184,973	£627,690	£85,571	0.8%	£0 2.4%	£0 0.8%	0.0%	£0	£898,233
WIRRAL FOODSTORES TOTAL	% £	1.6% £236,191	1.7% £194,500	0.8% £106,368	1.6% £184,973	6.6% £986,370	4.3% £334,503	£100,484	£438,484	£103,297	0.0% £0	0.8% £135,180	£2,820,350
				•	Out	-of-Centre	Retail Parks					•	
B&Q (Bidston Link Road)	%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£ %	£0 0.0%	£0 0.0%	0.0%	£0 0.0%	£119,560 0.0%	£0 0.0%	0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£119,560
Homebase (Upton)	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Homebase (Bromborough)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Croft Retail Park	£	£0 3.2%	£0 2.5%	£0 5.7%	0.8%	£0 0.8%	£0 5.4%	£0 7.3%	£0 2.4%	£0 29.8%	£0 18.5%	£0 9.8%	£0
(Bromborough)	£	£472,383	£286,029	£757,873	£92,486	£119,560	£420,074	£916,917	£438,484	£3,847,819	£2,697,227	£1,655,958	£11,704,809
Junction One Retail Park (Bidston Moss)	%	1.6%	0.8%	0.8%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0000
	£	£236,191 0.0%	£91,529 0.0%	£106,368 0.0%	0.0%	£119,560 3.3%	£0 0.0%	£0 3.3%	£0 0.0%	£0 0.8%	£0 0.0%	£0 0.0%	£553,649
The Rock Retail Park	£	£0	£0	£0	£0	£493,185	£0	£414,497	£0	£103,297	£0	£0	£1,010,979
RETAIL PARK TOTAL	% £	4.8% £708 574	3.3% £377.558	6.5% £864.241	0.8% £92.486	5.7%	5.4% £420,074	10.6%	2.4% £438.484	30.6% £3.951.116	18.5%	9.8%	£13.388.997
	<u> </u>	1/06,5/4	13//,558	1004,241	172,486	£851,865 Othe		£1,031,413	1436,484	23,701,116	£2,697,227	£1,655,958	£13,388,997
Cheshire Oaks	%	7.1%	4.2%	8.1%	0.8%	6.7%	2.2%	2.4%	2.4%	12.9%	10.0%	7.3%	
CCJIME OUKS	£	£1,048,100	£480,528	£1,076,977	£92,486	£1,001,315	£171,141	£301,452	£438,484	£1,665,667	£1,457,961	£1,233,520	£8,967,631
Ellesmere Port TC	% £	0.0% £0	0.8% £91,529	0.8% £106,368	2.5% £289,020	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.5% £218,694	1.6% £270,361	£975,972
Neston	%	0.8%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	
	£	£118,096	£0	£0	£92,486	£0	£0	£0	£0	£0	£218,694	£0	£429,276
Chester CC	% £	7.1% £1,048,100	4.2% £480,528	3.3% £438,769	0.8% £92,486	2.5% £373,625	1.1% £85,571	4.9% £615,465	5.5% £1,004,859	7.3% £942,587	9.2% £1,341,324	17.1% £2,889,478	£9,312,791
Chester (Retail Parks)	%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.8%	0.0%	0.0%	0.8%	0.0%	
	£	£0	£0	£0	£0	£119,560	£0	£100,484	£0	£0	£116,637	£0	£336,681
Broughton Shopping Park (Flintshire)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.8% £103,297	0.0% £0	0.8% £135,180	£238,477
Liverpool CC	%	31.0%	19.3%	21.1%	17.2%	25.0%	16.1%	8.9%	15.0%	12.1%	17.7%	13.8%	
	£	£4,576,209	£2,208,143	£2,805,460	£1,988,460	£3,736,249	£1,252,441	£1,117,885	£2,740,525	£1,562,369	£2,580,590	£2,331,859	£26,900,190
Trafford Centre	% £	0.0% £0	0.0% £0	0.8% £106,368	0.8% £92,486	0.0% £0	0.0% £0	0.8% £100,484	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£299,339
Gemini RP (Warrington)	%	0.0%	0.0%	0.0%	0.0%	0.8%	1.1%	0.0%	0.0%	0.0%	0.0%	0.8%	
Central of (Harington)	£	£0	£0	£0	£0	£119,560	£85,571	£0	£0	£0	£0	£135,180	£340,311
OTHER	% £	7.1% £1,048,100	2.7% £308,911	5.9% £784,465	4.3% £497,115	1.9% £283,955	3.1% £241,153	3.4% £427,057	6.8% £1,242,371	3.3% £426,101	3.9% £568,605	5.7% £963,159	£6,790,992
OTHER TOTAL	%	53.1%	31.2%	40.0%	27.2%	37.7%	23.6%	21.2%	29.7%	36.4%	44.6%	47.1%	
	£	£7,838,603	£3,569,640	£5,318,407	£3,144,541	£5,634,263	£1,835,877	£2,662,827	£5,426,240	£4,700,020	£6,502,504	£7,958,738	£54,591,659
CATCHMENT TOTAL	% £	100.0% £14,761,965	100.0% £11,441,153	100.0% £13,296,017	100.0% £11,560,812	100.0% £14,944,995	100.0% £7,779,139	100.0% £12,560,503	100.0% £18,270,168	100.0% £12,912,144	100.0% £14,579,605	100.0% £16,897,533	£149,004,034
	• •	2 01,700	2,.41,100	2.2,270,017	2.1,200,012	2.1,144,778	21,117,107	2.2,200,000	2.2,270,100	2.2,	2,277,000	2.2,277,000	,304,004

TABLE 5b - Clothing Secondary Destination (2011)

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DESTINATIONS	M/S	Zone 1 - West Kirby	Zone 2a - Moreton	Zone 2b - Upton	Zone 3a - Wallasey	Zone 3b - New Brighton	Zone 4a - Birkenhead	Zone 4b - Birkenhead South	Zone 4c - Birkenhead	Zone 5a - Bromborough	Zone 5b - Bebington	Zone 6 - Heswall	SURVEY TURNOVER
						Wirro	North	South	West		-		
Birkenhead Town Centre	%	30.1%	36.7%	32.5%	23.1%	28.8%	46.6%	56.0%	47.9%	20.0%	27.0%	23.5%	
DIRECTION CELLIC	£ %	£1,904,293 2.7%	£1,799,530	£1,851,945 3.4%	£1,144,520 1.7%	£1,844,639 2.7%	£1,553,605 9.1%	£3,014,521 6.9%	£3,750,604 4.3%	£1,106,755 0.9%	£1,687,069 2.6%	£1,701,823	£21,359,305
Birkenhead (Grange Road West)	£	£170,817	£88,260	£193,742	£84,229	£172,935	£303,386	£371,432	£336,693	£49,804	£162,458	£123,111	£2,056,868
Birkenhead (Oxton Road)	%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0 0.0%	£0 0.9%	£96,871 0.9%	£0 1.7%	£0 0.9%	0.0%	£0 0.0%	0.0%	0.0%	0.0%	0.0%	£96,871
Wallasey Village	£	£0	£44,130	£51,285	£84,229	£57,645	£0	£0	£0	£0	£0	£0	£237,289
Liscard	% £	0.0% £0	7.3% £357,945	0.0% £0	35.5% £1.758.895	21.6% £1,383,480	1.1% £36.673	0.0% £0	0.0% £0	0.9% £49,804	0.0% £0	0.0% £0	£3 586 796
Bromborough	%	0.0%	0.0%	0.0%	1.7%	0.0%	1.1%	0.9%	0.0%	6.1%	6.1%	0.9%	13,366,776
Bromborougn	£	£0	£0	£0	£84,229	£0	£36,673	£48,448	£0	£337,560	£381,153	£65,176	£953,239
Tranmere	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.9% £48.448	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£48,448
Bebington	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	
	£ %	£0 0.9%	£0 0.0%	£0 1.7%	0.0%	£0 0.0%	£0 0.0%	0.0%	£0 0.9%	£0 0.9%	£0 0.0%	£65,176 0.0%	£65,176
Upton	£	£56,939	£0	£96,871	£0	£0	£0	£0	£70,471	£49,804	£0	£0	£274,085
New Ferry	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	
	£ %	£0 0.0%	£0 4.6%	£0 0.9%	0.0%	£0 0.0%	£0	£0 0.9%	£0 0.9%	£49,804 0.0%	£0 0.0%	0.0%	£49,804
Moreton	£	£0	£225,554	£51,285	£0	£0	£36,673	£48,448	£70,471	£0	£0	£0	£432,430
Leasowe	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	670.471
	£ %	£0 2.7%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£70,471 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£70,471
Hoylake	£	£170,817	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£170,817
Heswall	% £	1.8% £113,878	0.0% £0	0.9% £51,285	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.9% £70,471	0.0% £0	0.0% £0	7.8% £564,860	£800,494
	%	£113,878 0.0%	0.0%	£51,285 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	£564,860 0.0%	1000,474
New Brighton	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Greasby	% £	0.0% £0	0.0% £0	0.9%	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0%	0.0% £0	£51,285
	%	8.0%	0.9%	£51,285 3.4%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	251,265
West Kirkby	£	£506,125	£44,130	£193,742	£0	£57,645	£0	£0	£0	£0	£0	£0	£801,642
WIRRAL TOTAL	% £	46.2% £2,922,869	52.2% £2,559,549	46.3% £2,638,310	63.7% £3,156,102	54.9% £3,516,344	59.0% £1,967,011	65.6% £3,531,296	55.8% £4,369,180	29.7% £1,643,531	35.7% £2,230,680	34.8% £2,520,146	621.055.019
	-	12,722,007	12,557,547	12,030,310	23,156,102	Foodsto		13,531,276	24,367,160	£1,643,531	12,230,660	12,520,146	£31,055,018
Tesco Extra (Bidston Moss)	%	0.9%	0.9%	0.0%	1.7%	1.8%	1.1%	0.0%	0.9%	0.0%	0.9%	0.9%	
resco Exira (biasion moss)	£	£56,939	£44,130	£0	£84,229	£115,290	£36,673	£0	£70,471	£0	£56,236	£65,176	£529,143
Sainsbury's (Upton)	% £	0.9% £56,939	0.0% £0	0.9% £51,285	0.8% £39,637	0.0% £0	0.0% £0	0.9% £48,448	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£196,308
Asda (Arrowe Park)	%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	
	£ %	£0 0.0%	£0 0.0%	£51,285 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£70,471 0.0%	£0 0.0%	£0 0.9%	0.0%	£121,755
Asda (Croft Business Park)	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£56,236	£0	£56,236
Asda (Liscard)	% £	0.0% £0	0.9% £44.130	0.0% £0	0.0% £0	1.8% £115.290	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0%	0.0%	£159,420
	%	1.8%	1.8%	1.8%	2.5%	3.6%	1.1%	0.9%	1.8%	0.0%	1.8%	0.9%	1157,420
WIRRAL FOODSTORES TOTAL	£	£113,878	£88,260	£102,569	£123,866	£230,580	£36,673	£48,448	£140,941	£0	£112,471	£65,176	£1,062,863
						-of-Centre				0.0%		0.00	
B&Q (Bidston Link Road)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	0.0% £0	0.0% £0	£0
Homebase (Upton)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	0.0%	0.0%	£0 0.0%	£0 0.0%	£0
Homebase (Bromborough)	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Croft Retail Park (Bromborough)	%	2.7%	1.8%	1.7%	1.7%	2.7%	2.3%	2.6%	4.3%	26.1%	7.8%	6.1%	
	£	£170,817 0.0%	£88,260 1.8%	£96,871 0.9%	£84,229 0.0%	£172,935 0.0%	£76,680 0.0%	£139,960 0.0%	£336,693 0.0%	£1,444,316 0.0%	£487,375 0.0%	£441,750 0.0%	£3,539,886
Junction One Retail Park (Bidston Moss)	£	£0	£88,260	£51,285	£0	0.0% £0	0.0% £0	£0	£0	£0	0.0% £0	£0	£139,545
The Rock Retail Park	%	0.0%	0.0%	0.0%	0.8%	0.0%	2.3%	1.7%	0.9%	0.0%	0.0%	0.0%	
	£	£0 2.7%	£0 3.6%	£0 2.6%	£39,637 2.5%	£0 2.7%	£76,680 4.6%	£91,512 4.3%	£70,471 5.2%	£0 26.1%	£0 7.8%	£0 6.1%	£278,300
RETAIL PARK TOTAL	£	£170,817	£176,521	£148,156	£123,866	£172,935	£153,360	£231,472	£407,164	£1,444,316	£487,375	£441,750	£3,957,731
						Othe							
Cheshire Oaks	% £	4.4% £278,368	0.9% £44,130	6.0% £341,898	0.0% £0	7.2% £461,160	2.3% £76,680	0.9% £48,448	2.6% £203,582	7.8% £431,635	8.7% £543,611	6.1% £441,750	£2,871,261
Ellesmere Port TC	%	0.0%	0.9%	0.9%	2.5%	0.0%	1.1%	0.0%	0.0%	1.7%	0.9%	1.7%	
continue rottic	£	£0	£44,130	£51,285	£123,866	£0	£36,673	£0	£0	£94,074	£56,236	£123,111	£529,374
Neston	% £	0.0% £0	0.0% £0	0.9% £51,285	0.0% £0	0.0% £0	0.0% £0	0.9% £48,448	0.9% £70,471	0.0% £0	0.0% £0	0.0% £0	£170,203
Chester CC	%	13.3%	8.3%	12.0%	4.1%	4.5%	0.0%	2.6%	6.0%	12.2%	11.3%	19.1%	
	£	£841,432	£406,978	£683,795	£203,140	£288,225	£0	£139,960	£469,804	£675,121	£706,069	£1,383,184	£5,797,708
Chester (Retail Parks)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.9% £48,448	0.9% £70,471	0.0% £0	0.0% £0	0.0% £0	£118,918
Broughton Shopping Park	%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	
(Flintshire)	£ %	£0 28.3%	£0 29.4%	£0 23.9%	£39,637 21.5%	£0 24.3%	£0 29.5%	£0 18.1%	£0 23.1%	£49,804 17.4%	£0 27.0%	£0 27.8%	£89,441
Liverpool CC	% £	28.3% £1,790,415	29.4% £1,441,585	23.9% £1,361,892	21.5% £1,065,246	24.3% £1,556,414	29.5% £983,505	18.1% £974,336	23.1% £1,808,747	17.4% £962,877	27.0% £1,687,069	27.8% £2,013,220	£15,645,308
Trafford Centre	%	0.9%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£56,939 0.0%	£0 0.0%	£0 0.0%	£39,637 0.0%	£0 0.0%	£0 1.1%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.9%	£0 0.0%	£96,576
Gemini RP (Warrington)	£	£0	£0	£0	£0	£0	£36,673	£0	£0	£0	£56,236	£0	£92,909
OTHER	%	2.4%	2.9%	5.6%	1.6%	2.8%	1.3%	5.8%	3.7%	4.2%	5.9%	3.5%	
	£	£151,837 49.3%	£142,197	£319,104 49.3%	£79,274 31.3%	£179,340 38.8%	£43,341 35.3%	£312,218 29.2%	£289,713 37.2%	£232,419 44.2%	£368,656 54.7%	£253,463 58.2%	£2,371,562
OTHER TOTAL	£	£3,118,992	£2,079,021	£2,809,258	£1,550,800	£2,485,139	£1,176,873	£1,571,857	£2,912,787	£2,445,929	£3,417,876	£4,214,727	£27,783,260
CATCHMENT TOTAL	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
i	£	£6,326,556	£4,903,351	£5,698,293	£4,954,634	£6,404,998	£3,333,917	£5,383,073	£7,830,072	£5,533,776	£6,248,402	£7,241,800	£63,858,872

TABLE 6a - Furniture Primary Destination (2011)

DESTINATIONS	M/S	Zone 1 - West Kirby	Zone 2a - Moreton	Zone 2b - Upton	Zone 3a - Wallasey	Zone 3b - New Brighton	Zone 4a - Birkenhead	Zone 4b - Birkenhead	Zone 4c - Birkenhead	Zone 5a - Bromborough	Zone 5b - Bebington	Zone 6 - Heswall	SURVEY TURNOVER
		КШБУ	Moreion		Wallasey	Wirro	North	South	West	bioinboloogii	bearigion		TORITOTER
Birkenhead Town Centre	% £	17.2% £1,406,888	25.3% £1,394,306	24.3% £1,672,380	26.7% £1,460,601	15.9% £1,192,533	47.9% £1,672,857	41.2% £2,452,499	35.9% £3,279,495	13.6% £874,528	13.0% £1,002,628	11.8% £1,128,160	£17,536,875
Birkenhead (Grange Road West)	%	2.0%	2.3%	1.0%	1.1%	0.0%	2.7%	3.1%	2.9%	0.0%	1.9%	0.0%	
Birkenhead (Oxton Road)	£	£163,592	£126,755	£68,822 0.0%	£60,175 0.0%	£0 0.0%	£94,295 0.0%	£184,533	£264,917	£0 0.0%	£146,538	£0 0.0%	£1,109,626
	£	£81,796 0.0%	£0 1.2%	£0 0.0%	£0 6.7%	£0 3.4%	£0 0.0%	£0 1.0%	£91,351 0.0%	£0 1.0%	£0 0.0%	£0 3.2%	£173,147
Wallasey Village	£	£0	£66,133	£0 0.0%	£366,518	£255,007	£0	£59,527 0.0%	£0 1.0%	£64,304 0.0%	£0 0.0%	£305,942 0.0%	£1,117,430
Liscard	£	£81,796	£66,133	0.0% £0	£913,559	£2,212,561	£94,295	£0	£91,351	£0	£0	£0	£3,459,695
Bromborough	% £	1.0% £81,796	1.2% £66,133	1.9% £130,762	2.2% £120,349	0.0% £0	0.0% £0	2.1% £125,006	0.0% £0	5.9% £379,391	10.2% £786,678	1.1% £105,167	£1,795,282
Tranmere	% £	0.0% £0	0.0%	1.0% £68,822	0.0% £0	0.0% £0	1.4% £48,894	3.1% £184,533	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£302.248
Bebington	%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	2.8%	0.0%	
	£	£0 0.0%	£66,133 0.0%	£0 6.8%	£0 1.1%	£0 0.0%	£0 1.4%	£59,527 0.0%	£0 1.0%	£0 0.0%	£215,951 0.9%	£0 1.1%	£341,610
Upton	£	£0 0.0%	£0 0.0%	£467,991 0.0%	£60,175 0.0%	£0 1.1%	£48,894 0.0%	£0 3.1%	£91,351 0.0%	£0 3.9%	£69,413 5.6%	£105,167 0.0%	£842,990
New Ferry	£	£0	£0	£0	£0	£82,502	£0	£184,533	£0	£250,784	£431,901	£0	£949,720
Moreton	% £	2.0% £163,592	5.7% £314,132	0.0% £0	2.2% £120,349	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.0% £64,304	0.9% £69,413	1.1% £105,167	£836,957
Leasowe	%	0.0% £0	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0%	£0
Hoylake	% £	10.1%	1.2%	1.0% £68.822	0.0% £0	0.0% £0	1.4%	0.0%	0.0%	0.0% £0	0.0%	0.0%	£1.009.986
Heswall	%	£826,138 3.0%	£66,133 0.0%	0.0%	0.0%	1.1%	£48,894 0.0%	0.0%	1.9%	0.0%	0.9%	£0 15.1%	
	£	£245,387 0.0%	0.0%	£0 0.0%	£0 0.0%	£82,502	£0 0.0%	£0 0.0%	£173,567 0.0%	£0 0.0%	£69,413 0.0%	£1,443,662 0.0%	£2,014,531
New Brighton	£	£0	£0	£0	£0	£82,502	£0	£0	£0	£0	£0	£0	£82,502
Greasby	% £	0.0% £0	0.0% £0	1.0% £68,822	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£68,822
West Kirkby	% £	10.1% £826,138	0.0% £0	0.0% £0	0.0% £0	1.1% £82,502	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.1% £105,167	£1,013,807
WIRRAL TOTAL	% £	47.4% £3,877,121	39.3% £2,165,859	37.0% £2,546,421	56.7% £3,101,726	53.2% £3,990,110	57.5% £2,008,127	54.6% £3,250,156	43.7% £3,992,032	25.4% £1,633,309	36.2% £2,791,934	34.5% £3,298,433	£32,655,229
		23,077,121	12,163,657	22,040,421	23,101,726	Foodsto		23,230,130	23,772,032	21,633,307	22,771,734	13,276,433	132,633,227
Tesco Extra (Bidston Moss)	% £	1.0% £81,796	1.2% £66,133	0.0% £0	0.0%	1.1% £82,502	0.0%	0.0% £0	0.0%	0.0% £0	0.0%	0.0% £0	£230,431
Sainsbury's (Upton)	% £	1.0% £81,796	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% 00	0.0% £0	0.0% £0	£81,796
Asda (Arrowe Park)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.9%	£0 0.0%	£0
Asda (Croft Business Park)	£	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 2.3%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£69,413 0.0%	£0 0.0%	£69,413
Asda (Liscard)	£	£0	£0	£0	£0	£172,505	£0	£0	£0	£0	£0	£0	£172,505
WIRRAL FOODSTORES TOTAL	% £	2.0% £163,592	1.2% £66,133	0.0% £0	0.0% 90	3.4% £255,007	0.0% 90	0.0% £0	0.0% £0	0.0% £0	0.9% £69,413	0.0% £0	£554,144
	%	2.0%	4.6%	1.9%	Out	-of-Centre	Retail Parks	0.0%	4.9%	0.0%	1.9%	1.1%	
B&Q (Bidston Link Road)	£	£163,592	£253,510	£130,762	£60,175	£82,502	£94,295	£0	£447,619	£0	£146,538	£105,167	£1,484,160
Homebase (Upton)	% £	0.0% £0	2.3% £126,755	2.9% £199,584	1.1% £60,175	0.0% £0	2.7% £94,295	1.0% £59,527	3.9% £356,268	0.0% £0	0.0% £0	0.0% £0	£896,604
Homebase (Bromborough)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.0% £59,527	0.0% £0	1.0%	0.0% £0	0.0% £0	£123.830
Croft Retail Park (Bromborough)	%	4.0%	2.3%	4.9%	6.7%	2.3%	2.7%	14.4%	9.7%	32.0%	23.1%	7.5%	
Junction One Retail Park	£ %	£327,183 2.0%	£126,755 10.0%	£337,229 10.5%	£366,518 8.9%	£172,505 9.1%	£94,295 11.0%	£857,184 1.0%	£886,103 5.5%	£2,057,712 1.9%	£1,781,593 0.0%	£717,051 4.0%	£7,724,128
(Bidston Moss)	£	£163,592	£551,109 2.3%	£722,633 2.9%	£486,867	£682,519 0.0%	£384,163	£59,527 2.1%	£502,430	£122,177 0.0%	£0 0.9%	£382,427	£4,057,443
The Rock Retail Park	£	£0 8.0%	£126,755	£199,584	£60,175	£0 12.5%	£48,894 20.5%	£125,006	£91,351 25.0%	£0 34.9%	£69,413 25.9%	£105,167	£826,345
RETAIL PARK TOTAL	£	8.0% £654,366	£1,184,885	£1,589,793	£1,033,909	£937,526	£715,941	£1,160,770	£2,283,771	£2,244,192	£1,997,544	£1,309,813	£15,112,509
Charles O.	%	1.0%	1.2%	0.0%	2.2%	Othe	r 1.4%	0.0%	1.9%	1.0%	0.0%	1.1%	
Cheshire Oaks	£	£81,796 0.0%	£66,133	£0 0.0%	£120,349	£82,502 0.0%	£48,894 0.0%	£0 1.0%	£173,567	£64,304 3.9%	£0 1.9%	£105,167	£742,711
Ellesmere Port TC	% £	£0	£0	£0	£0	£0	£0	£59,527	£0	£250,784	£146,538	£0	£456,848
Neston	% £	3.0% £245,387	0.0% £0	1.9% £130,762	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.9% £69,413	4.3% £411,109	£856,671
Chester CC	% £	13.1% £1.071.525	5.7% £314.132	7.8% £536.813	5.6% £306.343	4.5% £337.509	2.7% £94.295	4.1% £244.059	3.9% £356.268	9.7% £623.744	10.2% £786.678	10.8% £1.032.553	£5,703,920
Chester (Retail Parks)	%	3.0%	2.3%	5.8%	0.0%	5.7%	5.4%	3.1%	0.0%	4.9%	2.8%	8.6%	
Broughton Shopping Park	£	£245,387 0.0%	£126,755 2.3%	£399,169 1.9%	£0 1.1%	£427,512 0.0%	£188,589	£184,533 0.0%	0.0%	£315,087 0.0%	£215,951 0.0%	£822,218 0.0%	£2,925,201
(Flintshire)	£	£0 9.1%	£126,755	£130,762 12.6%	£60,175 6.7%	£0 18.2%	£0 8.2%	£0 9.3%	£0 11.7%	£0 10.7%	£0 13.0%	£0 17.2%	£317,692
Liverpool CC	£	£744,342	£567,642	£867,160	£366,518	£1,365,038	£286,376	£553,598	£1,068,805	£688,048	£1,002,628	£1,644,436	£9,154,591
Trafford Centre	% £	1.0% £81,796	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£81,796
Gemini RP (Warrington)	% £	1.0% £81,796	2.3% £126,755	1.9% £130,762	0.0% £0	0.0% £0	0.0% £0	1.0% £59,527	1.9% £173,567	1.0% £64,304	0.0% £0	2.2% £210,335	£847,045
OTHER	% £	11.4% £932,472	13.9% £766,042	8.0% £550,578	8.8% £481,397	1.4%	4.3% £150,173	7.4% £440,497	11.9% £1,087,075	8.5% £546,580	8.2% £632,427	7.6%	£6,418,855
OTHER TOTAL	%	42.6%	38.0%	39.9%	24.4%	£105,003 30.9%	22.0%	25.9%	31.3%	39.7%	37.0%	£726,611 51.8%	
	£ %	£3,484,501 100.0%	£2,094,215 100.0%	£2,746,006 100.0%	£1,334,782 100.0%	£2,317,564 100.0%	£768,327 100.0%	£1,541,741 100.0%	£2,859,281 100.0%	£2,552,849 100.0%	£2,853,634 100.0%	£4,952,430 100.0%	£27,505,330
CATCHMENT TOTAL	£	£8,179,581	£5,511,091	£6,882,220	£5,470,416	£7,500,208	£3,492,395	£5,952,667	£9,135,084	£6,430,351	£7,712,525	£9,560,676	£75,827,213

TABLE 6b - Furniture Secondary Destination (2011)

Destinations	2006 6 - Heswall 20.0% £819.487 60 0.0% £0	SURVEY TURNOVER £7,429,255 £452,841 £187,574 £418,520 £1,522,532 £420,700 £0 £69,456 £334,908
Bikenhed fown Centre	£819.487 0.075 £0 0.075	£452.861 £187,574 £418,520 £1,522.532 £420,700 £0 £49,656 £334.908
## ## ## ## ## ## ## ## ## ## ## ## ##	£819.487 0.075 £0 0.075	£452.861 £187,574 £418,520 £1,522.532 £420,700 £0 £49,656 £334.908
Bikenhed (Grunge Road West 1.8% 1.8% 1.8% 1.0% 1.0% 1.4% 1.2% 1.2% 2.9%	0.0% E0 0.0% ED 0.0% E	£452.861 £187,574 £418,520 £1,522.532 £420,700 £0 £49,656 £334.908
Birchend (Oxfon Road)	0.0% £0 0.0% £	£187,574 £418,520 £1,522,532 £420,700 £0 £334,908
## 6	\$0 0.0% \$0 0.0% \$0 0.0% \$0 0.0% \$0 1.7% \$29,655 1.7% \$29,655 0.0% \$0 0.0% 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	£418,520 £1,522,532 £620,700 £0 £69,656 £334,908
B	0.0% £0 0.0% £0 0.0% £0 0.0% £0 1.7% £0 1.7% £69.655 1.7% £69.655 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0	£418,520 £1,522,532 £620,700 £0 £69,656 £334,908
Molecol February	60 0.0% 60 0.0	£1,522,532 £620,700 £0 £69,656 £334,908
Second S	0.0% £0 0.0%	£1,522,532 £620,700 £0 £69,656 £334,908
Bear Fig.	£0 0.0% £0 0.0% £0 1.7% £49,656 1.7% £0 0.0% £0 0.0% £0 0.0%	£620,700 £0 £69,656 £334,908
Temporough Tem	0.0% £0 0.0% £0 1.7% £69,656 1.7% £69,656 0.0% £0 0.0% £0 0.0% £0 1.7%	£620,700 £0 £69,656 £334,908
Fig.	0.0% £0 1.7% £49,656 1.7% £49,656 0.0% £0 0.0% £0 0.0% £0 1.7%	£0 £69,656 £334,908
Fig.	£0 1.7% £69,656 1.7% £69,656 0.0% £0 0.0% £0 0.0% £0	£69,656 £334,908 £120,024
E E E E E E E E E E	1.7% £69,656 1.7% £69,656 0.0% £0 0.0% £0 0.0% £0 0.0% £0	£69,656 £334,908 £120,024
Bebindon E 60 60 60 60 60 60 60	£69,656 1.7% £69,656 0.0% £0 0.0% £0 0.0% £0 10.0% £0	£334,908 £120,024
1.5% 0.0%	1.7% £69,656 0.0% £0 0.0% £0 0.0% £0 0.0% £0	£334,908 £120,024
	£69,656 0.0% £0 0.0% £0 0.0% £0 0.0% £0 11.7%	£120,024
New Ferry E 60 C0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% £0 0.0% £0 0.0% £0 0.0% £0 0.0% £0 11.7%	£120,024
New New Yeary E \$0 \$0 \$0 \$0 \$0 \$0 \$0	0.0% £0 0.0% £0 0.0% £0 11.7%	
Restrict	£0 0.0% £0 0.0% £0 11.7%	£304 k99
E \$42,046 \$111,000 \$274,688 \$60 \$45,001 \$279,938 \$60 \$	0.0% £0 0.0% £0 11.7%	£304 A99
Resolve E E E E E E E E E	£0 0.0% £0 11.7%	2224,011
Noylocke S	0.0% £0 11.7%	
E 255,944 637,740 638,344 60 60 60 60 60 60 60	£0 11.7%	£45,001
New Mighton 5	11.7%	£332,038
Fig.		2112,000
New Brighton E 60 60 60 60 60 60 60 60 60 60 60 60 60	1477,400	£700,656
E E0 E0 E0 E0 E0 E0 E0	0.0%	
Creative E E0 E0 E74.688 E0 E0 E0 E0 E0 E0 E0	£0	£140,898
E E0 E0 £74,888 £0 <th< td=""><td>0.0%</td><td></td></th<>	0.0%	
West Kirkby £ £133,838 £0	£0	£76,688
WIRRALTOTAL % 35.2% 51.6% 39.0% 59.9% 42.2% 50.0% 61.0% 41.8% 13.8% 34.5% E E1.233,948 E1.218,738 E1.150.314 E1.404.334 E1.356,446 E748,370 E1.556,197 E1.636,485 E380.309 E1.140.352	0.0%	
WIREALTOTAL E £ 1,233,448 £1,218,738 £1,150,314 £1,404,334 £1,356,466 £748,370 £1,556,197 £1,436,485 £380,309 £1,140,352	£0 35.1%	£307,703
	£1,438,199	£13,263,713
		515,555,115
% 49% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.	0.0%	
Tesco Extra (Bidston Moss) £ £171,771 £0 £0 £0 £45,001 £0 £0 £0 £0 £0 £0 £0 £0	£0	£216,772
Salisbury's (Uplon) % 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0%	
£ £0 £0 £0 £0 £0 £0 £0 £0 £0	£0	£0
Asda (Arrowe Park)	1.7%	
£ £0 £0 £38,344 £0 £0 £0 £0 £0 £0	£69,656	£108,000
Audo (Croff Business Park) £ 50 50 50 50 50 50 50 50 50 50 50 50 50	0.0% £0	£0
\$ 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0%	20
Asda (Liscard) £ £0 £0 £0 £0 £0 £0 £0 £0 £0 £0 £0 £0 £	£0	£0
WIRRAL FOODSTORES TOTAL % 4.9% 0.0% 1.3% 0.0% 1.4% 0.0% 0.0% 0.0% 0.0%	1.7%	
£ £171,771 £0 £38,344 £0 £45,001 £0 £0 £0 £0 £0	£69,656	£324,773
Out-of-Centre Retail Parks		
8&Q (Bidston Link Road) 5 2.4% 4.7% 3.9% 4.6% 4.1% 2.0% 0.0% 8.9% 1.5% 0.0%	0.0%	
£ £84,133 £111,009 £115,031 £107,845 £131,789 £29,935 £0 £348,438 £41,338 £0	£0	£969,519
Homebase (Uplon) S	0.0% £0	£222.864
S 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0%	1222,004
Homebase (Bromborough) £ £0 £0 £0 £0 £0 £0 £0 £0 £0 £0	£0	£0
% 3.7% 1.6% 7.8% 4.6% 6.8% 2.0% 13.5% 7.6% 33.8% 22.7%	8.3%	
Coff Refoil Park (Bromborough) c £129,705 £37,770 £230,063 £107,845 £218,577 £29,735 £344,404 £275,543 £931,482 £750,318	£340,087	£3,417,750
Junction One Retail Park % 0.0% 10.3% 6.1% 6.2% 4.1% 10.0% 0.9% 6.0% 3.1% 1.3%	1.7%	
(Bidston Moss) £ £0 £243.275 £179.921 £145.357 £131.789 £149.674 £22.940 £234.902 £85.432 £42.970	£69,656	£1,305,937
The Rock Retail Park 5 0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 1.3% 0.0% 0.0% 5 5 0 537.790 50 50 50 50 50 50 50 50 50 50	0.0% £0	£88,686
of 4.10° 23.00° 20.40° 14.00° 14.00° 14.00° 14.40° 23.00° 29.40° 24.00°	10.0%	206,686
RETAIL PARK TOTAL 5.1% 24.7% 20.4% 10.7% 10.0% 14.0% 14.0% 1.4.0% 2.2.0% 20.4% 2.2.0% 2.4.0%	£409,743	£6,004,756
Other		
ec 3.760 1.460 0.060 0.060 2.060 1.460 1.360 0.060 1.360	0.0%	
Cheshire Cols	£0	£327,011
Bissurer Fort IC % 0.0% 0.0% 0.0% 1.5% 0.0% 0.0% 0.0% 0.0% 3.1% 0.0%	0.0%	
E E0 E0 E0 E35,167 E0 E0 E0 E85,432 E0	£0	£120,599
Neston % 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.3% 0.0% 1.3%	1.7%	
£ £0 £0 £0 £0 £0 £0 £0 £0 £50,895 £0 £42,970	£69,656	£163,522
Chester CC \$\begin{array}{cccccccccccccccccccccccccccccccccccc	13.3% £544,959	£2,974,618
C 3.6C 1.6C 7.9C 0.0C 5.4C 4.0C 0.0C 1.3C 7.7C 2.6C	5.0%	12,7/4,016
Chester (Retail Parks) 5 £ £124,199 £37,770 £230,063 £0 £175,576 £59,870 £0 £50,895 £212,202 £85,400	£204,872	£1,181,406
Broughton Shopping Park % 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0%	
(fiinhhire) £ £0 £0 £0 £0 £0 £0 £0 £0 £0	£0	£0
Liverpool CC % 22.0% 10.9% 18.2% 9.2% 28.4% 12.0% 6.8% 10.1% 12.3% 18.7%	25.0%	
£ £771,218 £257,447 £536,813 £215,691 £912,882 £179,609 £173,478 £395,419 £338,971 £618,104	£1,024,358	£5,423,989
Trafford Centre % 0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 1.3% 0.0% 0.0%	0.0%	
£ £0 £0 £0 £0 £0 £0 £35,716 £50,895 £0 £0	£0	£86,611
Complet BP (Mandandar) % 0.0% 0.0% 0.0% 0.0% 1.4% 2.0% 1.4% 1.3% 1.5% 0.0%	0.0% £0	£202,886
	£0 8.2%	1202,686
Germin Ref (Warnington) £ £0 £0 £0 £0 £0 £45,001 £29,935 £35,716 £50,895 £41,338 £0 \$ \$ \$11.1% \$8.3% \$7.9% \$9.4% \$6.7% \$10.0% \$5.5% \$8.9% \$6.3% \$5.4%		£2,423,493
Genimi er (warmigon) £ £0 £0 £0 £0 £0 £0 £45,001 £29,935 £35,716 £50,895 £41,338 £0 OTHER \$ 11.1% 8.3% 2.9% 9.4% 4.2% 10.0% 5.5% 8.9% 4.3% 5.6%	£335,989	
Gemini et (tramingion) £ £0 £0 £0 £0 £0 £0 £0 £45,001 £29,935 £35,716 £50,895 £41,338 £0 OTHER £ \$111,1% 8.3% 2.9% 9.4% 6.2% 10.0% 5.5% 8.9% 6.3% 5.6% £ £389,114 £194,037 £85,536 £220,380 £199,291 £149,74 £140,313 £346,438 £173,619 £185,101		
Femiliar (Warmignor) E E0 E0 E0 E0 E45.001 E29.935 E35.716 E50.895 E41.338 E0	£335,989	£12,904,136
Gemin V (Worington) E ED ED ED E45.001 E29.935 E35.716 E50.895 E41.338 ED OTHER S 11.1% 8.3% 2.2% 9.4% 6.2% 10.0% 5.5% 8.9% 6.3% 5.6% 5.6% E 2881/14 E196.037 885.536 E20.300 E199.291 E189.24 E10.031 E348.438 E173.419 E185.101 OTHER TOTAL % 5.38% 2.5.% 39.3% 2.2.2% 41.4% 3.6.0% 24.6% 34.4% 47.8% 41.5%	£335,989 53.2%	£12,904,136

TABLE 7a - DIY Goods Primary Destination (2011)

DESTINATIONS	M/S	Zone 1 - West Kirby	Zone 2a - Moreton	Zone 2b - Upton	Zone 3a - Wallasey	Zone 3b - New Brighton	Zone 4a - Birkenhead	Zone 4b - Birkenhead	Zone 4c - Birkenhead	Zone 5a - Bromborough	Zone 5b - Bebington	Zone 6 - Heswall	SURVEY TURNOVER
		/			,	Wirro	North	South	West				
Birkenhead Town Centre	%	4.2%	3.6%	7.5%	2.8%	1.8%	17.6%	23.4%	7.5%	7.5%	2.7%	2.6%	
birkerinedd Iowii Cerine	£	£224,963	£145,029	£362,127	£116,921	£90,446	£445,931	£1,038,123	£441,847	£345,953	£145,813	£168,450	£3,525,602
Birkenhead (Grange Road West)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.9% £45,223	4.7% £119,084	0.0% £0	0.8% £47,130	0.8% £36,902	1.8% £97,209	0.0% £0	£345,548
Birkenhead (Oxton Road)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	
	£ %	£0 1.7%	£0 0.9%	£0 0.8%	£0 8.3%	£0 4.5%	0.0%	£0 0.9%	£0 0.0%	£0 0.0%	£97,209 0.0%	£0 0.9%	£97,209
Wallasey Village	£	£91,056	£36,257	£38,627	£346,587	£226,115	£0	£39,928	£0	£0	£0	£58,310	£836,880
Liscard	% £	0.0% £0	5.5% £221,572	0.0% £0	15.6% £651,417	17.1% £859,236	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£1,732,224
	%	0.0%	0.9%	0.0%	0.0%	0.0%	2.4%	5.8%	1.7%	20.8%	10.0%	1.8%	11,732,224
Bromborough	£	£0	£36,257	£0	£0	£0	£60,809	£257,312	£100,152	£959,443	£540,049	£116,619	£2,070,642
Tranmere	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.2% £30,404	1.8% £79,856	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£110,260
Bebington	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	
	£	£0 4.2%	£0 0.0%	£0 7.5%	£0 0.9%	£0 0.9%	£0 1.2%	£0 0.9%	£0 0.0%	£0 0.0%	£48,604 0.0%	£0 3.5%	£48,604
Upton	£	£224,963	£0	£362,127	£37,582	£45,223	£30,404	£39,928	£0	£0	£0	£226,760	£966,986
New Ferry	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.9%	0.0%	
	£ %	£0 0.0%	£0 6.4%	£0 3.3%	£0 0.9%	£0 0.9%	£0 1.2%	£0 0.0%	£0 0.0%	£78,416 0.8%	£48,604 0.0%	£0 0.0%	£127,020
Moreton	£	£0	£257,829	£159,336	£37,582	£45,223	£30,404	£0	£0	£36,902	£0	£0	£567,276
Leasowe	% £	0.0% £0	0.0% £0	0.0% £0	0.9% £37.582	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£37.582
Hoylake	%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	207,002
	£	£133,906	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£133,906
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	14.0% £907,039	£907,039
New Brighton	%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0 0.8%	£0 0.0%	£0 0.0%	£0 0.0%	£271,338 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	0.0%	£0 0.0%	£0 0.0%	£271,338
Greasby	£	£42,850	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£42,850
West Kirkby	%	13.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£ %	£712,382 26.7%	£0 17.3%	£0 19.1%	£0 29.4%	£0 31.5%	£0 28.3%	£0 32.8%	£0 10.0%	£0 31.6%	£0 18.1%	£0 22.8%	£712,382
WIRRAL TOTAL	٤	£1,430,120	£696,944	£922,218	£1,227,671	£1,582,802	£717,037	£1,455,146	£589,129	£1,457,615	£977,489	£1,477,177	£12,533,347
						Foodsto							
Tesco Extra (Bidston Moss)	% £	0.0% £0	0.9% £36,257	0.0% £0	0.0% £0	0.9% £45,223	0.0% £0	0.0% £0	0.0% £0	0.8% £36,902	0.0% £0	0.0% £0	£118,382
Sainsbury's (Upton)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£ %	0.0%	0.0%	£0 0.0%	£0 0.0%	0.0%	0.0%	£0 0.0%	0.0%	0.0%	0.0%	£0 0.0%	£0
Asda (Arrowe Park)	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Asda (Croft Business Park)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£ %	£0 0.0%	0.0%	£0 0.0%	£0 0.0%	£0 0.0%	0.0%	£0 0.0%	0.0%	£0 0.0%	£0 0.0%	£0 0.0%	20
Asda (Liscard)	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
WIRRAL FOODSTORES TOTAL	% £	0.0% £0	0.9% £36.257	0.0% £0	0.0% £0	0.9% £45.223	0.0%	0.0%	0.0%	0.8% £36.902	0.0%	0.0% £0	£118,382
			,			-of-Centre				,			
B&Q (Bidston Link Road)	%	40.0%	61.8%	34.2%	57.8%	51.3%	43.5%	36.4%	61.7%	18.3%	48.2%	45.6%	
	£ %	£2,142,502 13.3%	£2,489,659 6.4%	£1,651,300 26.7%	£2,413,584 0.9%	£2,577,707	£1,102,159 3.5%	£1,614,858 4.7%	£3,634,929 15.0%	£844,125 0.8%	£2,603,038 2.7%	£2,954,354 12.3%	£24,028,214
Homebase (Upton)	£	£712,382	£257,829	£1,289,173	£37,582	£90,446	£88,679	£208,512	£883,694	£36,902	£145,813	£796,898	£4,547,910
Homebase (Bromborough)	% £	0.0%	0.0%	0.0%	0.9% £37.582	0.0%	0.0%	0.9%	0.0%	11.7% £539.686	10.0%	0.0%	£1 157 245
Could Barball Barb (2	%	0.0%	0.0%	£0 0.0%	£37,582 0.9%	0.0%	£0 2.4%	£39,928 0.0%	0.8%	£539,686 5.8%	£540,049 8.2%	£0 0.9%	11,107,245
Croft Retail Park (Bromborough)	£	£0	£0	£0	£37,582	£0	£60,809	£0	£47,130	£267,537	£442,840	£58,310	£914,208
Junction One Retail Park (Bidston Moss)	% £	18.3% £980,194	11.8% £475,372	18.4% £888,419	3.6% £150,327	0.9% £45,223	16.5% £418,060	10.3% £456,951	2.5% £147,282	6.7% £309,051	0.9% £48,604	9.7% £628,448	£4,547,933
The Rock Retail Park	%	0.0%	0.0%	0.8%	0.9%	0.9%	4.7%	7.5%	1.7%	5.0%	3.6%	1.8%	
	£	£0	£0 80.0%	£38,627	£37,582	£45,223	£119,084	£332,732	£100,152	£230,635	£194,418	£116,619	£1,215,071
RETAIL PARK TOTAL	% £	71.6% £3,835,078	80.0% £3,222,860	80.1% £3,867,519	65.0% £2,714,238	54.9% £2,758,598	70.6% £1,788,791	59.8% £2,652,980	81.7% £4,813,187	48.3% £2,227,936	73.6% £3,974,763	70.3% £4,554,629	£36,410,581
						Othe							
Cheshire Oaks	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0
Ellesmere Port TC	%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	20
Liesmere Fort IC	£	£0	£0	£0	£37,582	£0	£0	£0	£0	£152,219	£0	£0	£189,801
Neston	% £	0.0% £0	0.0% £0	0.0% £0	0.9% £37,582	0.0% £0	0.0% £0	0.9% £39,928	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£77,510
Chester CC	%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	
	£	£42,850	200.0%	90	£0 0.0%	£0 0.0%	£0 0.0%	200	200.0%	£0 0.0%	£48,604	£0 0.9%	£91,454
Chester (Retail Parks)	% £	0.0% £0	0.0% £0	0.0% £0	£0	£0	£0	0.0% £0	0.0% £0	£0	0.0% £0	£58,310	£58,310
Broughton Shopping Park (Flintshire)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0 0.0%	£0 1.8%	£0 0.0%	£0 1.8%	£0 0.9%	£0 0.0%	£0 0.0%	£0 0.8%	£0 0.8%	£0 0.9%	£0 0.9%	20
Liverpool CC	£	£0	£72,514	£0	£75,164	£45,223	£0	£0	£47,130	£36,902	£48,604	£58,310	£383,847
Trafford Centre	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0
Gemini RP (Warrington)	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
OTHER	% £	0.9% £48,206	£0	0.8% £38,627	2.0% £83,515	11.8% £592,923	1.1% £27,871	6.5% £288,367	7.5% £441.847	15.2% £701,131	6.5% £351,032	5.1% £330,421	£2,903,941
OTHER TOTAL	%	1.7%	1.8%	0.8%	5.6%	12.7%	1.1%	7.4%	8.3%	19.3%	8.3%	6.9%	12,703,741
OTHER TOTAL	٤	£91,056	£72,514	£38,627	£233,842	£638,146	£27,871	£328,295	£488,977	£890,252	£448,241	£447,040	£3,704,862
CATCHMENT TOTAL	% £	100.0% £5,356,254	100.0% £4,028,575	100.0% £4,828,364	100.0% £4,175,751	100.0% £5,024,770	100.0% £2,533,699	100.0% £4,436,422	100.0% £5,891,294	100.0% £4,612,705	100.0% £5,400,493	100.0% £6,478,847	£52,767,172
		20,000,204	27,020,070	27,020,004	24,110,701	20,024,770	22,000,011	£4,400,422	20,071,274	24,012,700	20,400,473	20,470,047	202,107,172

TABLE 7b - DIY Goods Secondary Destination (2011)

DESTINATIONS	M/S	Zone 1 - West Kirby	Zone 2a - Moreton	Zone 2b - Upton	Zone 3a - Wallasey	Zone 3b - New Brighton	Zone 4a - Birkenhead	Zone 4b - Birkenhead	Zone 4c - Birkenhead	Zone 5a - Bromborough	Zone 5b - Bebington	Zone 6 - Heswall	SURVEY TURNOVER
		,			,	Wirro	North	South	West				
Birkenhead Town Centre	%	5.8%	5.3%	9.8%	6.1%	1.0%	17.1%	25.8%	4.7%	5.4%	5.4%	6.1%	
bilkerineda lowii Cerine	£	£133,141 0.0%	£91,506 0.0%	£202,791	£109,166	£21,535	£185,684	£490,542	£118,667 0.0%	£106,751	£124,983	£169,376	£1,754,142
Birkenhead (Grange Road West)	% £	£0	£0	0.0% £0	£17,896	£0	5.3% £57,551	£20,915	£0	£21,746	£25,459	0.0% £0	£143,567
Birkenhead (Oxton Road)	%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.9%	0.0%	2.2%	0.0%	
	£	£0 2.9%	£0 2.1%	£0 1.0%	£0 7.1%	£0 2.9%	£28,233 0.0%	£0	£22,724 0.0%	£0 1.1%	£50,919 0.0%	£0 2.0%	£101,875
Wallasey Village	£	£66,571	£36,257	£20,693	£127,062	£62,451	£0	£20,915	£0	£21,746	£0	£55,533	£411,227
Liscard	% £	1.0% £22,955	7.4% £127,763	1.0% £20,693	16.3% £291,706	13.7% £295,026	0.0% £0	0.0% £0	0.9% £22,724	1.1% £21,746	0.0% £0	0.0% £0	£802,613
Bromborough	%	0.0%	1.1%	1.0%	1.0%	0.0%	1.3%	1.1%	0.9%	16.3%	14.0%	2.0%	
Brott Broody.	£	0.0%	£18,992 0.0%	£20,693	£17,896	£0 0.0%	£14,116 0.0%	£20,915	£22,724 0.0%	£322,230 0.0%	£324,030 0.0%	£55,533	£817,128
Tranmere	% £	£0	£0	£0	£0	£0	£0	£20,915	£0	£0	£0	£0	£20,915
Bebington	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0 2.9%	£0 1.1%	£0 3.9%	0.0%	£0 1.0%	£0 2.6%	£0 0.0%	£0 0.0%	£0 0.0%	0.0%	£0 4.1%	£0
Upton	£	£66,571	£18,992	£80,703	£0	£21,535	£28,233	£0	£0	£0	£0	£113,843	£329,875
New Ferry	% £	0.0% £0	0.0% £0	0.0% £0	1.0% £17,896	0.0% £0	0.0% £0	0.0% £0	0.0% £0	2.2% £43.491	2.2% £50.919	0.0% £0	£112,306
Moreton	%	1.0%	8.4%	3.9%	1.0%	1.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	2112,000
Moreion	£	£22,955	£145,029	£80,703	£17,896	£21,535	£0	£0	£47,972	£0	£0	£0	£336,090
Leasowe	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0
Hoylake	%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£22,955	£0 0.0%	£0 0.0%	0.0%	£0 0.0%	0.0%	£0 0.0%	£0 0.0%	0.0%	0.0%	£0 11.2%	£22,955
Heswall	£	£22,955	£0	£0	£0	£0	£0	£0	£0	£0	£0	£310,985	£333,940
New Brighton	%	0.0% £0	0.0% £0	0.0% £0	0.0% £0	4.9% £105.520	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0%	0.0% £0	£105.520
Greasby	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2103,020
Gleusby	£	£0 13.5%	£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
West Kirkby	% £	£309,898	£0	£0	£0	£0	0.0% £0	£0	£0	£0	0.0% £0	£0	£309,898
WIRRAL TOTAL	%	29.1%	25.4%	20.6%	33.5%	24.5%	28.9%	30.2%	9.3%	27.2%	24.9%	25.4%	
	£	£668,001	£438,539	£426,276	£599,519	£527,601 Foodsto	£313,817	£574,200	£234,810	£537,710	£576,310	£705,269	£5,602,050
Tesco Extra (Bidston Moss)	%	0.0%	0.0%	0.0%	1.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	
lesco Extra (Biaston Moss)	£	£0	£0	£0	£17,896	£21,535	£0	£0	£0	£0	£25,459	£0	£64,890
Sainsbury's (Upton)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0
Asda (Arrowe Park)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
,	£	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	0.0%	£0 0.0%	£0
Asda (Croft Business Park)	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Asda (Liscard)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0
WIRRAL FOODSTORES TOTAL	%	0.0%	0.0%	0.0%	1.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	20
WIRKAE FOODSTOKES TOTAL	£	£0	£0	£0	£17,896	£21,535	£0	£0	£0	£0	£25,459	£0	£64,890
	%	26.9%	52.6%	38.2%	46.9%	-of-Centre	Retail Parks	26.9%	65.1%	23.9%	44.1%	34.7%	
B&Q (Bidston Link Road)	£	£617,500	£908,156	£790,472	£839,326	£1,371,762	£399,600	£511,456	£1,643,671	£472,473	£1,020,693	£963,497	£9,538,606
Homebase (Upton)	% £	17.3% £397,128	9.5% £164,021	26.5% £548,364	1.0% £17,896	1.0% £21,535	5.3% £57,551	6.5% £123,586	15.1% £381,251	1.1% £21,746	4.3% £99,523	20.4% £566,436	£2.399.037
Homebase (Bromborough)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	13.0%	8.6%	0.0%	22,077,007
nonebase (aromborough)	£	£0	£0	£0	£0	£0	£0	£41,829	£0	£256,994	£199,047	£0	£497,869
Croft Retail Park (Bromborough)	% £	0.0% £0	0.0% £0	1.0% £20,693	1.0% £17,896	1.0% £21,535	2.6% £28,233	0.0% £0	0.9% £22,724	5.4% £106,751	5.4% £124,983	2.0% £55,533	£398,347
Junction One Retail Park (Bidston Moss)	% £	22.2%	8.3%	10.8%	2.0%	3.9%	19.8%	11.8%	2.8%	5.4%	0.0%	12.2%	£1.951.730
The Rock Retail Park	%	£509,609 0.0%	£143,302 0.0%	£223,484	£35,792 3.1%	£83,985 0.0%	£215,002 3.9%	£224,356 10.8%	£70,696 1.9%	£106,751 6.5%	£0 1.1%	£338,751	11,751,730
IIIE KOCK KEIGII PAIK	£	£0	£0	£20,693	£55,478	£0	£42,349	£205,343	£47,972	£128,497	£25,922	£27,766	£554,020
RETAIL PARK TOTAL	% £	66.4% £1,524,237	70.4% £1,215,479	77.5% £1,603,707	54.0% £966,388	69.6% £1,498,817	68.4% £742,736	58.2% £1,106,570	85.8% £2,166,313	55.3% £1,093,211	63.5% £1,470,168	70.3% £1,951,984	£15,339,610
						Othe	er						
Cheshire Oaks	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.0% £21,535	0.0% £0	1.1% £20,915	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£42,449
Ellesmere Port TC	%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.1%	1.0%	
	£	£0	£0	£0	£17,896	£0	£0	£0	£0	£21,746	£25,459	£27,766	£92,868
Neston	% £	0.0% £0	0.0% £0	0.0% £0	1.0% £17,896	0.0% £0	0.0% £0	1.1% £20,915	0.9% £22,724	0.0% £0	0.0% £0	0.0% £0	£61,534
Chester CC	%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	1.0%	
	£	£22,955 0.0%	£0 0.0%	£0 0.0%	0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£50,919 0.0%	£27,766 1.0%	£101,641
Chester (Retail Parks)	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£27,766	£27,766
Broughton Shopping Park (Flintshire)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0%	0.0% £0	£0
Liverpool CC	%	0.0%	4.2%	1.0%	2.0%	3.9%	2.6%	3.2%	0.0%	1.1%	0.0%	0.0%	
	£	£0	£72,514	£20,693	£35,792	£83,985	£28,233	£60,842	£0	£21,746	£0	£0	£323,806
Trafford Centre	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0
Gemini RP (Warrington)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0 3.5%	£0 0.0%	£0 0.9%	£0 7.5%	£0 0.0%	£0 0.1%	£0 6.2%	£0 4.0%	£0 15.3%	£0 7.2%	£0 1.3%	£0
OTHER	£	£80,344	£0	£18,624	£134,221	£0	£1,086	£117,882	£100,994	£302,462	£166,644	£36,096	£958,351
OTHER TOTAL	% £	4.5% £103,299	4.2% £72,514	1.9% £39,317	11.5% £205,805	4.9% £105,520	2.7% £29,319	11.6% £220,554	4.9% £123,717	17.5% £345,953	10.5% £243,022	4.3% £119,396	£1,608,415
CATCHMENT TOTAL	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	21,000,410
CATCHMENT TOTAL	£	£2,295,537	£1,726,532	£2,069,299	£1,789,608	£2,153,473	£1,085,871	£1,901,324	£2,524,840	£1,976,873	£2,314,960	£2,776,649	£22,614,965

TABLE 8a - Domestic Appliances Primary Destination (2011)

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DESTINATIONS	M/S	Zone 1 - West Kirby	Zone 2a - Moreton	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
	<u> </u>					Wirro		200m	wesi				
Birkenhead Town Centre	%	11.6%	16.5%	12.5%	22.0%	7.8%	27.2%	22.8%	16.8%	0.9%	5.7%	6.1%	
	£	£1,392,368	£1,611,269 0.0%	£1,414,278 4,2%	£2,154,250 2.0%	£976,948 0.0%	£1,803,007	£2,390,052 3.0%	£2,532,446 3.5%	£99,079 0.0%	£687,450 0.0%	£860,916 1.8%	£15,922,063
Birkenhead (Grange Road West)	£	£132,035	£0	£475,197	£195,841	£0	£656,242	£314,481	£527,593	£0	£0	£254,041	£2,555,429
Birkenhead (Oxton Road)	% £	0.0% £0	0.0% £0	0.0% £0	1.0% £97,920	0.0% £0	3.7% £245,262	4.0% £419,307	5.3% £798,926	0.0% £0	0.0% £0	0.9% £127,020	£1.688.437
Wallasey Village	%	0.0%	1.1%	0.0%	0.0%	2.9%	0.0%	2.0%	0.9%	0.0%	0.0%	0.0%	11,000,437
wallasey village	£	£0	£107,418	£0	£0	£363,224	£0	£209,654	£135,667	£0	£0	£0	£815,963
Liscard	% £	1.1% £132,035	6.6% £644,508	1.0% £113,142	21.0% £2,056,329	17.5% £2,191,871	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£5,137,885
Bromborough	%	3.2%	1.1%	6.2%	6.0%	1.0%	0.0%	4.0%	0.0%	3.7%	10.5%	4.4%	
	£	£384,101	£107,418	£701,482 0.0%	£587,523	£125,250	0.0%	£419,307	0.0%	£407,324 0.0%	£1,266,355	£620,989	£4,619,749
Tranmere	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Bebington	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.0% £125,250	0.0% £0	0.0% £0	0.9% £135,667	0.0% £0	1.0% £120,605	0.0% £0	£381.522
	%	0.0%	0.0%	5.2%	1.0%	1.0%	2.5%	0.0%	0.9%	0.0%	0.0%	0.9%	1301,022
Upton	£	£0	£0	£588,340	£97,920	£125,250	£165,718	£0	£135,667	£0	£0 1.0%	£127,020	£1,239,915
New Ferry	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	2.0% £209,654	0.0% £0	2.8% £308,245	£120,605	0.0% £0	£638,504
Moreton	%	4.2%	14.3%	3.1%	1.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.9%	
	£ %	£504,133 0.0%	£1,396,433 0.0%	£350,741 0.0%	£97,920 0.0%	£0 0.0%	£0 0.0%	0.0%	£135,667	0.0%	0.0%	£127,020 0.0%	£2,611,915
Leasowe	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Hoylake	% £	1.1% £132,035	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£132,035
Heswall	%	1.1%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	2.02,000
nes#dil	£	£132,035	£0	£0	£0	£125,250	£0	£0	£0	£0	£0	£860,916	£1,118,201
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% £0	0.0% £0	0.0% £0	0.0% £0	£0
Greasby	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£ %	£0 8.4%	0.0%	£0 1.0%	0.0%	0.0%	£0 0.0%	0.0%	£0 0.0%	0.0%	0.0%	£0 0.9%	£0
West Kirkby	£	£1,008,266	£0	£113,142	£0	£0	£0	£0	£0	£0	£0	£127,020	£1,248,429
WIRRAL TOTAL	% £	31.8%	39.6% £3.867.045	33.2%	54.0%	32.2% £4.033.043	43.3%	37.8% £3.962.455	29.2%	7.4% £814.648	18.2%	22.0%	£38.110.046
	£	£3,817,009	£3,867,U45	£3,756,323	£5,287,704	Foodsto	£2,870,228 pres	£3,962,455	£4,401,632	2814,648	£2,195,016	£3,104,943	£38,110,046
Tesco Extra (Bidston Moss)	%	4.2%	6.6%	4.2%	1.0%	5.8%	2.5%	1.0%	2.7%	0.0%	1.9%	1.8%	
,	£ %	£504,133 0.0%	£644,508 1.0%	£475,197 0.0%	£97,920 0.0%	£726,449 0.0%	£165,718 0.0%	£104,827 0.0%	£407,000 0.0%	£0 0.0%	£229,150 0.0%	£254,041 0.0%	£3,608,943
Sainsbury's (Upton)	£	£0	£97,653	£0	£0	£0	£0	£0	£0	£0	£0	£0	£97,653
Asda (Arrowe Park)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.8%	0.0%	0.0%	0.0%	
	£ %	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£104,827 2.0%	£271,333 0.9%	0.0%	0.0%	£0 0.0%	£376,160
Asda (Croft Business Park)	٤	£0	£0	£0	£0	£0	£0	£209,654	£135,667	£0	£0	£0	£345,320
Asda (Liscard)	% £	0.0% £0	1.1% £107.418	0.0% £0	1.0% £97,920	2.9% £363,224	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£568,563
WIRRAL FOODSTORES TOTAL	%	4.2%	8.7%	4.2%	2.0%	8.7%	2.5%	4.0%	5.4%	0.0%	1.9%	1.8%	
	£	£504,133	£849,578	£475,197	£195,841	£1,089,673	£165,718	£419,307	£814,000	£0	£229,150	£254,041	£4,996,639
	%	1.1%	2.2%	1.0%	0.0%	-of-Centre	1.2%	1.0%	2.7%	0.0%	0.0%	0.9%	
B&Q (Bidston Link Road)	£	£132,035	£214,836	£113,142	£0	£125,250	£79,544	£104,827	£407,000	£0	£0	£127,020	£1,303,655
Homebase (Upton)	% £	2.1% £252,067	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.9% £127,020	£379.087
Homebase (Bromborough)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	
	£ %	£0 25.3%	£0 34.1%	£0 37.5%	£0 29.0%	£0 32.0%	£0 37.0%	£104,827 43.6%	£0 45.1%	£0 74.1%	£0 53.3%	£0 37.7%	£104,827
Croft Retail Park (Bromborough)	£	£3,036,802	£3,329,956	£4,242,835	£2,839,693	£4,007,993	£2,452,620	£4,570,451	£6,798,410	£8,157,491	£6,428,260	£5,320,744	£51,185,255
Junction One Retail Park (Bidston Moss)	% £	6.4% £768,203	3.3% £322,254	1.0% £113,142	1.0% £97,920	0.0% £0	3.7% £245.262	0.0% £0	1.8% £271,333	0.0% £0	0.0% £0	2.7% £381,061	£2.199.176
The Rock Retail Park	%	0.0%	0.0%	0.0%	2.0%	1.0%	2.5%	2.0%	2.7%	0.0%	1.0%	1.8%	12,177,176
AUCK KEIGII FOIK	£	£0	£0	20.07	£195,841	£125,250	£165,718	£209,654	£407,000	£0	£120,605	£254,041	£1,478,108
RETAIL PARK TOTAL	% £	34.9% £4,189,107	39.6% £3,867,045	39.5% £4,469,119	32.0% £3,133,454	34.0% £4,258,492	44.4% £2,943,144	47.6% £4,989,758	52.3% £7,883,744	74.1% £8,157,491	54.3% £6,548,865	44.0% £6,209,887	£56,650,108
						Othe							
Cheshire Oaks	% £	1.1% £132,035	1.1% £107,418	2.1% £237,599	0.0% £0	1.0% £125,250	0.0% £0	2.0% £209,654	0.0% £0	1.9% £209,166	2.9% £349,755	1.8% £254,041	£1,624,918
Ellesmere Port TC	%	0.0%	1.1%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	4.6%	1.0%	1.8%	
	£	£0	£107,418	£0	£293,761	£0	£0	£0	£0	£506,403	£120,605	£254,041	£1,282,228
Neston	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0
Chester CC	%	4.2%	1.1%	1.0%	0.0%	0.0%	1.2%	0.0%	0.0%	1.9%	3.8%	4.4%	50.005.155
	£	£504,133 0.0%	£107,418 0.0%	£113,142 0.0%	£0 1.0%	£0 0.0%	£79,544 0.0%	£0 0.0%	£0 0.0%	£209,166 0.0%	£458,300 0.0%	£620,989 2.6%	£2,092,693
Chester (Retail Parks)	£	£0	£0	£0	£97,920	£0	£0	£0	£0	£0	£0	£366,948	£464,868
Broughton Shopping Park (Flintshire)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0
Liverpool CC	%	20.0%	5.5%	15.6%	7.0%	19.4%	8.6%	6.9%	9.7%	6.5%	13.3%	19.3%	
	£	£2,400,634 0.0%	£537,090 0.0%	£1,765,019 0.0%	£685,443 0.0%	£2,429,846 0.0%	£570,068 0.0%	£723,305 0.0%	£1,462,186 0.0%	£715,569 0.0%	£1,604,050 0.0%	£2,723,882 0.0%	£15,617,093
Trafford Centre	£	£0	£0	0.0% £0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Gemini RP (Warrington)	% £	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0
OTHER	%	£0 3.8%	3.3%	£0 4.4%	1.0%	£0 4.7%	0.0%	1.7%	£0 3.4%	£0 3.6%	£0 4.6%	£0 2.3%	
OTHER	£	£456,121	£322,254	£497,826	£97,920	£588,674	£0	£178,206	£512,519	£396,315	£554,784	£324,608	£3,929,226
OTHER TOTAL	% £	29.1% £3,492,923	12.1% £1,181,597	23.1% £2,613,586	12.0% £1,175,045	25.1% £3,143,769	9.8% £649,613	10.6% £1,111,165	13.1% £1,974,705	18.5% £2,036,621	25.6% £3,087,495	32.2% £4,544,508	£25,011,026
CATCHMENT TOTAL	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
<u> </u>	£	£12,003,172	£9,765,266	£11,314,226	£9,792,045	£12,524,977	£6,628,703	£10,482,685	£15,074,081	£11,008,760	£12,060,525	£14,113,379	£124,767,819

TABLE 8b - Domestic Appliances Secondary Destination (2011)

DESTINATIONS	M/S	Zone 1 - West Kirby	Zone 2a - Moreton	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
						Wirro		South	west				
Birkenhead Town Centre	% £	10.0% £514,422	19.7% £824,467	12.0% £581,874	20.0% £839,318	9.0% £483,106	27.0% £767,036	27.3% £1,226,474	20.5% £1,324,366	5.8% £273,646	6.0% £310,128	8.5% £514,130	£7,658,968
Birkenhead (Grange Road West)	% £	0.0% £0	0.0% £0	2.7% £130.922	1.3% £54.556	0.0% £0	9.5% £269.883	3.9% £175.211	0.0% £0	0.0% £0	1.2% £62.026	1.2% £72.583	£765,180
Birkenhead (Oxton Road)	%	0.0%	0.0%	1.3%	0.0%	0.0%	3.2%	1.3%	6.0%	0.0%	2.4%	1.2%	1765,180
	£	£0 0.0%	£0 2.6%	£63,036	£0 1.3%	£0	£90,908 0.0%	£58,404	£387,619 0.0%	£0 0.0%	£124,051 0.0%	£72,583	£796,601
Wallasey Village	£	£0	£108,813	£63,036	£54,556	£59,046	£0	£58,404	£0	£0	£0	£0	£343,855
Liscard	% £	0.0% £0	3.9% £163,219	1.3% £63,036	20.0% £839,318	13.5% £724,659	1.6% £45,454	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£1,835,687
Bromborough	% £	0.0%	0.0%	0.0%	2.5% £104.915	1.1% £59.046	0.0% £0	1.3% £58.404	0.0% £0	4.7% £221.748	1.2% £62.026	0.0%	£506,138
Tranmere	%	£0 0.0%	0.0%	£0 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1506,138
Iranmere	£	£0 0.0%	£0 0.0%	£0 1.3%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0
Bebington	£	£0	£0	£63,036	£0	£0	£0	£0	£0	£0	£0	£0	£63,036
Upton	% £	0.0% £0	0.0% £0	1.3% £63,036	0.0% £0	0.0% £0	1.6% £45,454	1.3% £58,404	1.2% £77,524	0.0% £0	0.0% £0	0.0% £0	£244,418
New Ferry	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	2.3%	1.2%	0.0%	
	£	£0 5.7%	£0 9.2%	£0 2.7%	£0 1.3%	£0 0.0%	£0 0.0%	£58,404 1.3%	£0 0.0%	£108,515 0.0%	£62,026 0.0%	£0 0.0%	£228,944
Moreton	£	£293,220	£385,030	£130,922	£54,556	£0	£0	£58,404	£0	£0	£0	£0	£922,132
Leasowe	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.2% £77,524	0.0% £0	0.0% £0	0.0% £0	£77,524
Hoylake	% £	2.9% £149,182	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£149,182
Heswall	%	2.9%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	
	£ %	£149,182 0.0%	£0 0.0%	£0 0.0%	£54,556 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	0.0%	£296,381 0.0%	£500,119
New Brighton	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Greasby	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0
West Kirkby	%	5.7%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£293,220 27.2%	£0 35.4%	£193,958 27.9%	£0 47.7%	£0 24.7%	£0 42.9%	£0 39.0%	£0 28.9%	£0 12.8%	£0 12.0%	£0 15.8%	£487,178
WIRRAL TOTAL	£	£1,399,227	£1,481,530	£1,352,858	£2,001,774	£1,325,858	£1,218,734	£1,752,106	£1,867,033	£603,909	£620,256	£955,677	£14,578,962
	%	1.4%	7.9%	1.3%	2.5%	Foodsto	res	0.0%	2.4%	1.2%	1.2%	3.7%	
Tesco Extra (Bidston Moss)	£	£72,019	£330,624	£63,036	£104,915	£300,599	£45,454	£0	£155,048	£56,616	£62,026	£223,798	£1,414,135
Sainsbury's (Upton)	% £	0.0% £0	0.0% £0	1.3% £63,036	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.2% £77,524	0.0% £0	0.0%	0.0% £0	£140,560
Asda (Arrowe Park)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.2%	0.0%	0.0%	0.0%	
	£	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£58,404 0.0%	£77,524 0.0%	0.0%	0.0%	£0 0.0%	£135,927
Asda (Croft Business Park)	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Asda (Liscard)	% £	0.0% £0	0.0% £0	0.0% £0	1.3% £54,556	2.2% £118,093	0.0% £0	£0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£172,648
WIRRAL FOODSTORES TOTAL	%	1.4%	7.9%	2.6%	3.8%	7.8%	1.6%	1.3%	4.8%	1.2%	1.2%	3.7%	
	£	£72,019	£330,624	£126,073	£159,470	£418,692 -of-Centre	£45,454 Retail Parks	£58,404	£310,095	£56,616	£62,026	£223,798	£1,863,271
B&Q (Bidston Link Road)	%	1.4%	3.9%	2.7%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	
	£	£72,019 0.0%	£163,219	£130,922 0.0%	£0 0.0%	£118,093 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	0.0%	0.0%	£72,583 0.0%	£556,836
Homebase (Upton)	£	£0	£54,406	£0	£0	£0	£0	£0	£0	£0	£0	£0	£54,406
Homebase (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	1.2% £62,026	0.0% £0	£62,026
Croft Retail Park (Bromborough)	% £	38.6% £1,985,668	35.5% £1,485,715	32.0% £1,551,665	27.5% £1,154,062	41.6% £2,233,024	34.9% £991,465	41.6% £1,868,913	43.4% £2,803,779	64.0% £3,019,546	56.6% £2,925,539	42.7% £2,582,748	£22,602,125
Junction One Retail Park	%	1.4%	2.6%	1.3%	1.3%	1.1%	0.0%	1.3%	3.6%	1.2%	0.0%	2.4%	122,602,125
(Bidston Moss)	£	£72,019	£108,813 0.0%	£63,036	£54,556 0.0%	£59,046	£0 3.2%	£58,404 0.0%	£232,572	£56,616 3.5%	£0 0.0%	£145,166 0.0%	£850,228
The Rock Retail Park	£	£72,019	£0	£63,036	£0	£59,046	£90,908	£0	£77,524	£165,131	£0	£0	£527,665
RETAIL PARK TOTAL	% £	42.8% £2,201,725	43.3% £1,812,154	37.3% £1,808,660	28.8% £1,208,618	46.0% £2,469,210	38.1% £1,082,373	42.9% £1,927,316	48.2% £3,113,874	68.7% £3,241,294	57.8% £2,987,564	46.3% £2,800,498	£24,653,286
						Othe							
Cheshire Oaks	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.6% £45,454	0.0% £0	0.0% £0	2.3% £108,515	1.2% £62,026	1.2% £72,583	£288,578
Ellesmere Port TC	%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	2.4%	
Norton	£	£0 0.0%	£54,406 0.0%	£63,036 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 1.3%	£0 0.0%	£165,131 0.0%	0.0%	£145,166 0.0%	£427,740
Neston	£	£0	£0	£0	£0	£0	£0	£58,404	£0	£0	£0	£0	£58,404
Chester CC	% £	2.9% £149,182	1.3% £54,406	0.0% £0	1.3% £54,556	1.1% £59,046	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.2% £62,026	2.4% £145,166	£524,383
Chester (Retail Parks)	% £	2.9% £149,182	1.3% £54,406	0.0% £0	1.3% £54,556	1.1% £59,046	0.0% £0	0.0% £0	0.0% £0	0.0%	1.2% £62,026	2.4% £145,166	£524,383
Broughton Shopping Park	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
(Flintshire)	£	£0 17.1%	£0 7.9%	£0 20.0%	£0 10.0%	£0 18.0%	£0 12.7%	£0 7.8%	£0 13.3%	£0 7.0%	£0 16.9%	£0 18.3%	£0
Liverpool CC	£	£879,661	£330,624	£969,791	£419,659	£966,213	£360,791	£350,421	£859,223	£330,263	£873,527	£1,106,892	£7,447,064
Trafford Centre	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.2% £72,583	£72,583
Gemini RP (Warrington)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	
	£	£0 5.7%	£0 1.6%	£0 10.9%	£0 7.1%	£0 1.3%	£0 3.1%	£0 7.7%	£0 4.8%	£0 4.5%	£62,026 7.3%	£0 6.3%	£62,026
OTHER	£	£293,220	£66,962	£528,536	£297,958	£69,782	£88,067	£345,929	£310,095	£212,312	£377,322	£381,061	£2,971,244
OTHER TOTAL	% £	28.6% £1,471,246	13.4% £560,805	32.2% £1,561,363	19.7% £826,728	21.5% £1,154,087	17.4% £494,312	16.8% £754,753	18.1% £1,169,318	17.3% £816,221	29.0% £1,498,951	34.2% £2,068,618	£12,376,403
CATCHMENT TOTAL	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	£	£5,144,216	£4,185,114	£4,848,954	£4,196,591	£5,367,847	£2,840,873	£4,492,579	£6,460,320	£4,718,040	£5,168,797	£6,048,591	£53,471,922

TABLE 9a - Specialist Goods Primary Destination (2011)

1	TABLE 9a - Specialist Good	as Prim	iary Destination	on (2011)										
Part	DESTINATIONS	M/S			Zone 2b - Upton		Brighton	Birkenhead North	Birkenhead	Birkenhead			Zone 6 - Heswall	
		or	22.007	24 407	20 407	2 4 207			45 107	47 007	21 707	20.407	14 407	
The control of the property of	Birkenhead Town Centre													£46,477,592
Part	Birkenhead (Grange Road West)													
														£5,229,072
1	Birkenhead (Oxton Road)													£593.303
1	W-II VIII	%												
1	wallasey village													£528,898
1	Liscard													
1														112,467,308
The second column	Bromborough													£1,478,690
1	Tranmere													
Column	indimere.	_												£227,624
Part	Bebington													61 700 000
The color		_												11,770,077
The content of the	Upton							£0			£0		£0	£490,619
T. 1.56 1.	New Ferry													
T. 1968 (1966) (_												£220,573
The color	Moreton													£1 709 241
Temporal Program F		_												2.,,2.
Part	Leasowe	£						£0					£0	£0
Table Tabl	Hoylake													
														1562,710
The designation T	Heswall													£3,580,204
Part	New Brighton	_												
Teach Fig. Section Control	Bilgillon	_		£0	£0	£0		£0		£0				£0
March 1	Greasby													
Tell 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1														£470,196
Page	West Kirkby		2012,0	01170	111,50		110,10			11.50				£6,109,825
1 1 1 1 1 1 1 1 1 1	WIRRAL TOTAL			71.2%		77.1%	60.3%	76.0%	54.0%			47.1%		
Part Company	WIRKAE TOTAL	£	£8,758,169	£7,905,160	£6,696,292	£8,547,853			£6,469,314	£10,644,853	£5,541,076	£6,858,867	£6,100,308	£81,936,753
Fig. 19-10														
Company Comp	Tesco Extra (Bidston Moss)					211.70			11130				110,10	E1 520 55A
Commonwork C														£1,030,004
1	Sainsbury's (Upton)													£167,723
Acceptable Floring Flo	Asda (Arrowe Park)													
AND COLOR 10	, , , , , , , , , , , , , , , , , , , ,													£399,876
AND QUICONS) \$ 0.0%	Asda (Croft Business Park)													60
Page	Asda (Liscard)	£	£0	£0	£0	£0	£647,013	£0	£0	£0	£0	£0	£0	£647,013
Section Sect	WIRRAL FOODSTORES TOTAL													
## ACC (Middon Link Rood) ## 5 0.0%		£	£0	£0	£318,240				£335,446	£240,756	£0	£218,435	£245,321	£2,753,165
Formation Form		er.	0.0%	0.0%	0.0%				0.0%	0.0%	0.0%	0.0%	0.0%	
Control Cont	B&Q (Bidston Link Road)													£0
Control Cont	Homobaso (Unton)	%	0.0%	0.0%			0.0%				0.0%		0.0%	
Croft Refold Pork (Bombosouph) E 50 50 50 50 50 50 50	nomebase (opion)	_												£0
Cord Retail Park (Bromborouph S. S.65% 1.5% 1.26% 4.3% 4.3% 8.8% 0.0% 1.7% 7.7% 33.3% 10.3% 14.5% 1.45% 1.45% 1.45% 1.25%	Homebase (Bromborough)													
Color Refull Park Color Color Refull Park Color														10
Second S	Croft Retail Park (Bromborough)													£16,344,812
The Rock Reball Park 1						0.0%								
REPAIL PARK TOTAL E \$1,986,985 \$0 \$0 \$0 \$0 \$220,973 \$270,972 \$140,723 \$240,755 \$0 \$0 \$0 \$1,077,23 \$1,075 \$	(Bidston Moss)													£1,752,225
RETAIL PARK TOTAL \$ 9.8% 1.5% 16.0% 4.3% 10.3% 5.8% 22.5% 9.8% 33.3% 10.3% 17.9% 11.44.24.5 \$ 13.86.272 \$18.64.541 \$21.21.578 \$474.729 \$1.51.64.579 \$408.788 \$22.95% 78.8% 33.3% 10.3% 17.9% 11.14.24.5 Cheshive Coals \$ 2.8% 1.5% 2.5% 0.0% 1.5% 0.0% 0.0% 0.0% 0.0% 0.0% 1.6% 2.99% 4.00% 12.25.517 Cheshive Coals \$ 0.0% 1.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.6% 2.99% 4.00% 12.25.517 Elleumere Port TC \$ 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	The Rock Retail Park													£1.097 228
EFERT PARK FOAL	DETAIL DARK	_												21,017,220
Cheshe Cods	RETAIL PARK TOTAL						£1,514,599	£408,788						£19,194,265
Elemente Port C \$ 239,149														
Remote Portic F	Cheshire Oaks													
E SO														£2,725,517
Neston S	Ellesmere Port TC													£1,600,946
Chester CC 5 5.6% 6.1% 7.4% 0.0% 5.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 14.4% 0.0% 0.0% 0.0% 0.0% 14.7223 15.443.455 15754.31 Chester Geol Porks) 6 6 60 60 60 60 60 60 60 60 60 60 60 60	Neston	_												
F	немоп	£	£0	£0	£0	£0	£220,573	£0	£0	£0	£0	£0	£0	£220,573
Chester (Seloil Porks) \$\frac{\pi}{2}\$ 0.0\% 0.	Chester CC													60.755.151
These (seed Forks) £ 50 50 50 50 50 50 50 50 50 50 50 50 50														£9,759,631
Securition Shopping Park S	Chester (Retail Parks)													£167,723
FileHolive E 10 10 10 10 10 10 10	Broughton Shopping Park													
Very pool CC E \$2,589,249 \$1,487,418 \$1,430,478 \$1,243,885 \$1,735,171 \$1,219,065 \$1,018,318 \$2,147,024 \$214,286 \$2,140,464 \$1,700,890 \$18,547,150 \$1,017	(Flintshire)	_												£0
Trolford Cenhe	Liverpool CC													610 647 160
February		_												£18,547,150
Cemint R (Worrington)	Trafford Centre													£240,756
OTHER 15 10 50 50 50 50 50 50 50 50 50 50 50 50 50	Gemini RP (Warrington)									0.0%				
TOTHER E £228.382 £333.083 £530.399 £321,515 £205.848 £124.096 £1,273.843 £754,642 £828.572 £2,140,646 £725.762 \$1,747.047 OTHER TOTAL \$ 28.3% 27.3% 31.1% 15.7% 22.1% 18.4% 20.7% 26.5% 22.5% 24.1% 41.3% 43.3% £ \$4,004.139 £331.082 £4123.85 £1,740.13 £3.24.770 £13.415 £2.47.904 £4.425.94 £3.094.199 £5.875.124 £7.0815.90 \$40,759.343 CACKIMENTIONAL \$ 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%	(maningion)													£0
OTHER TOTAL 5 28.3% 27.3% 31.1% 15.7% 22.1% 18.4% 20.7% 26.5% 23.5% 41.1% 43.3% 2	OTHER													67.407.047
Office FOTAL E \$4,004.139 \$3,031,052 \$4,123.855 \$1,740,413 \$3,249,770 \$1,343,162 \$2,479,704 \$4,625,954 \$3,074,199 \$5,985,126 \$7,081,590 \$40,759,343 \$100.0% \$1		_												27,477,087
CAICHMENT TOTAL % 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%	OTHER TOTAL													£40,759,363
E E14,148,900 E11,102,753 E13,259,984 E11,086,710 E14,704,840 E7,299,791 E11,980,211 E17,194,855 E12,946,439 E14,542,351 E16,354,712 E144,442,546	CATCHMENT TOTAL	-										100.0%		
	Simen Total	£	£14,148,900	£11,102,753	£13,259,984	£11,086,710	£14,704,840	£7,299,791	£11,980,211	£17,196,855	£12,946,439	£14,562,351	£16,354,712	£144,643,546

TABLE 9b - Specialist Goods Secondary Destination (2011)

		Olidaly Desili											
DESTINATIONS	M/S	Zone 1 - West Kirby	Zone 2a - Moreton	Zone 2b - Upton	Zone 3a - Wallasey	Zone 3b - New Brighton	Zone 4a - Birkenhead	Zone 4b - Birkenhead	Zone 4c - Birkenhead	Zone 5a - Bromborough	Zone 5b - Bebington	Zone 6 - Heswall	SURVEY TURNOVER
		KE Dy	moreion		Hullasey	Wirro	North	South	West	bromboroogn	bebington		TORITOTER
	%	26.2%	36.4%	28.8%	43.1%	22.5%	46.7%	49.1%	28.8%	37.0%	31.6%	22.4%	
Birkenhead Town Centre	£	£1,588,719	£1,732,029	£1,636,661	£2,047,874	£1,417,967	£1,461,001	£2,520,979	£2,122,583	£2,052,935	£1,972,158	£1,570,052	£20,122,959
Birkenhead (Grange Road West)	% £	0.0% £0	1.8% £85.650	4.5% £255.728	0.0% £0	2.0% £126.041	15.6% £488.043	7.3% £374.809	5.8% £427.465	0.0% £0	3.5% £218.435	2.0% £140.183	£2.116.355
	%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.8%	0.0%	12,110,355
Birkenhead (Oxton Road)	£	£90,957	£0	£0	£0	£0	£0	£0	£0	£105,421	£112,338	£0	£308,716
Wallasey Village	% £	0.0% £0	1.8% £85.650	0.0% £0	0.0% £0	2.0% £126.041	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£211.691
	%	1.5%	10.9%	0.0%	25.9%	20.4%	2.2%	0.0%	1.9%	0.0%	0.0%	0.0%	2211,071
Liscard	£	£90,957	£518,657	£0	£1,230,625	£1,285,623	£68,827	£0	£140,032	£0	£0	£0	£3,334,720
Bromborough	% £	0.0% £0	0.0% £0	1.5% £85.243	1.7% £80.775	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.9% £105.421	3.5% £218.435	0.0% £0	£489.874
Tranmere	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	1.8%	0.0%	2407,074
Iranmere	£	£0	£0	£0	£0	£0	£0	£92,419	£0	£0	£112,338	£0	£204,757
Bebington	% £	0.0% £0	0.0% £0	3.0% £170,486	0.0% £0	0.0% £0	2.2% £68,827	0.0% £0	0.0% £0	3.7% £205.294	1.8% £112,338	2.0% £140,183	£697.127
Upton	%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
opion	£	£0	£0	£170,486	£0	£0	£0	£0	£0	£0	£0	£0	£170,486
New Ferry	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	2.0% £126.041	0.0% £0	0.0% £0	0.0% £0	0.0% £0	3.5% £218.435	0.0% £0	£344.477
Moreton	%	0.0%	5.5%	1.5%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	
Moreion	£	£0	£261,708	£85,243	£0	£0	£0	£92,419	£0	£0	£0	£0	£439,369
Leasowe	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.8% £92,419	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£92,419
Hoylake	%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£466,914	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£466,914
Heswall	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.9% £140,032	0.0% £0	0.0% £0	18.4% £1,289,686	£1,429,717
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 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 2.2%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0
Greasby	% £	£0	0.0% £0	£0	£0	£0	£68,827	£0	£0	£0	£0	£0	£68,827
West Kirkby	%	13.8%	7.3%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	
,	£	£836,806 50.7%	£347,358 63.7%	£255,728 46.8%	£0 70.7%	£0 48.9%	£0 68.9%	£0 61.8%	£0 38.4%	£0 44.5%	£112,338 49.3%	£0 44.8%	£1,552,230
WIRRAL TOTAL	£	£3,074,354	£3,031,052	£2,659,574	£3,359,273	£3,081,714	£2,155,524	£3,173,044	£2,830,111	£2,469,071	£3,076,817	£3,140,104	£32,050,638
			•		•	Foodsto	ores		•		•		•
Tesco Extra (Bidston Moss)	%	0.0%	0.0%	1.5%	1.7%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	%	£0 0.0%	£0 1.8%	£85,243 0.0%	£80,775 0.0%	£258,385 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£424,402
Sainsbury's (Upton)	£	£0	£85,650	£0	£0	£0	£0	£0	£0	£0	£0	£0	£85,650
Asda (Arrowe Park)	%	0.0%	0.0%	1.5% £85.243	0.0%	0.0% £0	0.0% £0	0.0% £0	1.9% £140,032	0.0%	0.0% £0	0.0% £0	£225.274
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	1225,274
Asda (Croft Business Park)	£	£0	£0	£0	£0	£0	£0	£92,419	£0	£0	£0	£0	£92,419
Asda (Liscard)	% £	0.0% £0	0.0%	0.0% £0	0.0% £0	2.0% £126,041	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£126,041
WIRRAL FOODSTORES TOTAL	%	0.0%	1.8%	3.0%	1.7%	6.1%	0.0%	1.8%	1.9%	0.0%	0.0%	0.0%	2120,041
WIRKAE TOODSTOKES TOTAL	£	£0	£85,650	£170,486	£80,775	£384,427	£0	£92,419	£140,032	£0	£0	£0	£953,787
	%	0.0%	0.0%	0.0%	Out	o.0%	Retail Parks	0.0%	0.0%	0.0%	0.0%	0.0%	
B&Q (Bidston Link Road)	% £	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Homebase (Upton)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
** *	£ %	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0
Homebase (Bromborough)	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Croft Retail Park (Bromborough)	%	6.2%	3.6%	10.6%	3.4%	6.1%	4.4%	12.7%	13.5%	24.1%	8.8%	12.2%	
Junction One Retail Park	£	£375,956 1.5%	£171,300 0.0%	£602,382 0.0%	£161,549	£384,427 0.0%	£137,653 0.0%	£652,066 1.8%	£994,961 1.9%	£1,337,182 0.0%	£549,209 0.0%	£855,118 0.0%	£6,221,802
(Bidston Moss)	£	£90,957	£0	£0	£80,775	£0	£0	£92,419	£140,032	£0	£0	£0	£404,182
The Rock Retail Park	%	0.0%	0.0%	1.5%	0.0%	0.0%	2.2%	1.8%	3.8%	0.0%	1.8%	0.0%	0/20
	£ %	£0 7.7%	£0 3.6%	£85,243 12.1%	£0 5.1%	£0 6.1%	£68,827 6.6%	£92,419 16.3%	£280,063	£0 24.1%	£112,338	£0 12.2%	£638,889
RETAIL PARK TOTAL	£	£466,914	£171,300	£687,625	£242,324	£384,427	£206,480	£836,903	£1,415,055	£1,337,182	£661,547	£855,118	£7,264,874
						Othe							
Cheshire Oaks	% £	3.1% £187,978	0.0% £0	3.0% £170,486	1.7% £80,775	0.0% £0	0.0% £0	1.8% £92,419	0.0% £0	3.7% £205,294	3.5% £218,435	6.1% £427,559	£1,382,945
Ellesmere Port TC	%	0.0%	1.8%	6.1%	0.0%	0.0%	0.0%	0.0%	1.9%	1.9%	1.8%	0.0%	
-	£	£0	£85,650	£346,654	£0	£0	£0	£0	£140,032	£105,421	£112,338	£0	£790,094
Neston	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0%	0.0% £0	£0
Chester CC	%	9.2%	1.8%	7.6%	1.7%	2.0%	0.0%	5.5%	3.8%	13.0%	8.8%	24.5%	
	£	£557,871 0.0%	£85,650 0.0%	£431,897 0.0%	£80,775 0.0%	£126,041 0.0%	£0 0.0%	£282,391 0.0%	£280,063 0.0%	£721,302 0.0%	£549,209 0.0%	£1,717,245 0.0%	£4,832,442
Chester (Retail Parks)	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Broughton Shopping Park (Flintshire)	%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0 21.5%	£85,650 20.0%	£0 12.1%	£0 19.0%	£0 36.7%	£0 22.2%	£0 9.1%	£0 30.8%	£0 9.3%	£0 21.1%	£0 8.2%	£85,650
Liverpool CC	£	£1,303,720	£951,665	£687,625	£902,775	£2,312,861	£694,523	£467,228	£2,269,985	£516,008	£1,316,853	£574,751	£11,997,994
Trafford Centre	% £	0.0%	0.0% £0	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0%	0.0% £0	£0
	%	£0 0.0%	0.0%	£0 0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	£0 0.0%	0.0%	20
Gemini RP (Warrington)	£	£0	£0	£0	£0	£0	£0	£92,419	£0	£0	£0	£0	£92,419
OTHER	% £	7.8% £472,978	5.5% £261,708	9.3% £528,505	0.1% £4,751	0.2% £12.604	2.3% £71,955	1.9% £97,553	4.0% £294,803	3.5% £194,197	4.9% £305,809	4.2% £294,385	£2.539.248
	%	£472,978 41.6%	£261,708 30.9%	£528,505 38.1%	£4,751 22.5%	£12,604 38.9%	£71,955 24.5%	£97,553 20.1%	£294,803 40.5%	£194,197 31.4%	£305,809 40.1%	£294,385 43.0%	12,007,248
OTHER TOTAL	£	£2,522,547	£1,470,322	£2,165,166	£1,069,076	£2,451,507	£766,478	£1,032,010	£2,984,883	£1,742,221	£2,502,644	£3,013,939	£21,720,792
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
CATCHMENT TOTAL	£	£6,063,814	£4,758,323	£5,682,850	£4,751,447	£6,302,074	£3,128,482	£5,134,376	£7,370,081	£5,548,474	£6,241,008	£7,009,162	£61,990,091

r	г —						Zone 4a -	Zone 4b -	Zone 4c -				
DESTINATIONS	M/S	Zone 1 - West Kirby	Zone 2a - Moreton	Zone 2b - Upton	Zone 3a - Wallasey	Zone 3b - New Brighton	Birkenhead North	Birkenhead South	Birkenhead West	Zone 5a - Bromborough	Zone 5b - Bebington	Zone 6 - Heswall	SURVEY TURNOVER
						Wirro		500	11031				
Birkenhead Town Centre	%	18.7%	29.6%	24.8%	25.8%	15.8%	42.2%	41.9%	34.7%	16.9%	18.6%	16.1%	
	£ %	£14,571,537	£17,692,015	£17,555,247 3.0%	£15,497,405	£12,337,232	£16,721,868 9.5%	£27,195,445 4.2%	£32,542,330 3.9%	£11,564,617 0.3%	£14,443,639 2.9%	£14,565,543	£194,686,878
Birkenhead (Grange Road West)	£	£984,852	£763,067	£2,093,255	£597,669	£1,069,706	£3,746,634	£2,729,378	£3,617,991	£211,748	£2,214,574	£970,419	£18,999,294
Birkenhead (Oxton Road)	%	0.3%	0.1%	0.2%	0.3%	0.0%	1.0%	1.0%	1.4%	0.5%	0.8%	0.2%	
	£ %	£256,886 0.2%	£37,790 1.2%	£159,907 0.4%	£190,407 2.5%	£0 1.7%	£394,337 0.0%	£681,150 0.7%	£1,300,620 0.5%	£312,564 0.6%	£602,952 0.2%	£199,605 0.5%	£4,136,219
Wallasey Village	£	£157,627	£724,418	£280,009	£1,499,662	£1,314,091	£0	£457,307	£478,885	£396,489	£116,637	£419,784	£5,844,910
Liscard	%	1.2%	7.7%	0.7%	28.6%	23.8%	1.8%	0.0%	0.5%	0.1%	0.3%	0.3%	
	£ %	£960,104 0.6%	£4,586,722 0.4%	£462,360	£17,174,426	£18,588,042 0.4%	£716,416	£0 2.0%	£451,163 0.7%	£71,550 7.0%	£218,435 6.9%	£245,321	£43,474,538
Bromborough	£	£465,897	£228,800	£1,150,916	£1,103,531	£303,856	£111,598	£1,266,560	£655,954	£4,824,693	£5,357,395	£1,098,665	£16,567,866
Tranmere	%	0.0%	0.0%	0.2%	0.0%	0.0%	0.4%	1.2%	0.0%	0.0%	0.1%	0.0%	£1,206,674
	£ %	£0 0.0%	£0 0.1%	£175,190 0.8%	£0 0.0%	£0 0.2%	£164,868 0.5%	£754,277 0.1%	£0 0.4%	£0 0.6%	£112,338	£0 0.6%	11,200,074
Bebington	£	£0	£66,133	£551,762	£0	£125,250	£207,523	£59,527	£376,423	£412,437	£1,138,242	£520,336	£3,457,631
Upton	% £	0.8% £584,664	0.2% £110,521	4.2% £3,010,022	0.4% £230,844	0.2% £192,007	0.8% £318,702	0.2% £98,331	1.2% £1,108,429	0.1% £49,804	0.1% £112,383	0.9% £777,627	£6,593,333
	%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.8%	0.0%	1.9%	1.3%	0.0%	20,373,333
New Ferry	£	£0	£0	£0	£17,896	£429,116	£0	£488,306	£0	£1,293,782	£975,461	£0	£3,204,561
Moreton	% £	1.7% £1,342,147	8.2% £4.920.686	1.3% £934,916	0.5% £328,303	0.1% £111,759	0.2% £97,012	0.6% £366,993	0.3% £254.109	0.1% £101,205	0.1% £69,413	0.3% £232,188	£8.758.732
Leasowe	%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	22,700,702
LUSUME	£	£0	£0	£0	£37,582	£45,001	£0	£92,419	£147,994	£0	£0	£0	£322,996
Hoylake	% £	3.4% £2,672,116	0.5% £270,465	0.3% £213,534	0.0% £0	0.0% £0	0.1% £48,894	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£3,205,009
Heswall	%	1.6%	0.0%	0.1%	0.1%	0.3%	0.0%	0.0%	1.2%	0.0%	0.4%	11.7%	
	£	£1,257,876	£0 0.0%	£89,628	£54,556	£207,752 0.7%	£0 0.0%	£0 0.0%	£1,109,618	£0 0.0%	£330,818	£10,626,239	£13,676,487
New Brighton	% £	0.0% £0	£0	0.0% £0	0.0% £0	£549,362	£0	£0	0.1% £50,895	£0	0.0% £0	£0	£600,258
Greasby	%	0.1%	0.0%	0.7%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	£	£42,850 12.7%	£0	£528,294	£0	£0	£207,523	£0 0.0%	£0	£0	£0	£0	£778,667
West Kirkby	% £	£9,862,857	£1,263,255	£1,950,546	£92,486	£480,280	£0	£0	£437,813	£0	£155,308	£232,188	£14,474,733
WIRRAL TOTAL	%	42.6%	51.3%	41.2%	61.2%	45.8%	57.4%	52.7%	45.4%	28.1%	33.3%	33.0%	
	£	£33,159,414	£30,663,873	£29,155,586	£36,824,767	£35,753,455 Foodsto	£22,735,376	£34,189,693	£42,532,224	£19,238,889	£25,847,594	£29,887,914	£339,988,785
	%	1.3%	2.2%	1.1%	1.2%	2.7%	1.3%	0.4%	0.8%	0.3%	0.8%	1.0%	
Tesco Extra (Bidston Moss)	£	£1,004,754	£1,316,152	£782,596	£707,249	£2,140,985	£496,777	£272,550	£778,680	£196,815	£591,306	£923,516	£9,211,380
Sainsbury's (Upton)	% £	0.3% £256,831	0.3% £183,302	0.3% £220,689	0.1% £39,637	0.2% £119,560	0.0% £0	0.3% £216,171	0.2% £223,685	0.0% £0	0.0% £0	0.0% £0	£1.259.875
Asda (Arrowe Park)	%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.4%	1.0%	0.0%	0.0%	0.1%	21,237,070
Asaa (Allowe Falk)	£	£0	£0	£333,991	£0	£0	£0	£263,714	£946,277	£0	£0	£69,656	£1,613,639
Asda (Croft Business Park)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.2% £119,560	0.0% £0	0.5% £302,072	0.1% £135,667	0.0% £0	0.2% £125,648	0.0% £0	£682,947
Asda (Liscard)	%	0.0%	0.3%	0.0%	0.6%	2.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0	£151,548	£0	£337,449	£2,169,856 5.8%	£85,571	£0	£0 2.2%	£0 0.3%	£0 0.9%	£0	£2,744,424
WIRRAL FOODSTORES TOTAL	£	£1,261,584	£1,651,002	£1,337,277	£1,084,335	£4,549,961	£582,348	£1,054,507	£2,084,309	£196,815	£716,954	£993,172	£15,512,264
		-			Out	-of-Centre	Retail Parks						
B&Q (Bidston Link Road)	% £	4.1% £3,211,780	6.9% £4,140,390	4.1% £2,931,630	5.7% £3,420,930	5.8% £4,526,663	4.3% £1,705,533	3.4% £2,231,140	6.9% £6,481,657	2.0% £1,357,936	4.9% £3,770,269	4.7% £4,222,622	£38,000,550
U (U-1)	%	1.8%	1.2%	3.0%	0.3%	0.1%	0.6%	0.6%	1.7%	0.1%	0.3%	1.6%	230,000,330
Homebase (Upton)	£	£1,361,576	£714,020	£2,113,809	£150,819	£111,981	£240,525	£391,625	£1,621,213	£58,647	£245,337	£1,490,355	£8,499,908
Homebase (Bromborough)	% £	0.0% £0	0.0% £0	0.0% £0	0.1% £37,582	0.0% £0	0.0% £0	0.4% £246,110	0.0% £0	1.3% £860,984	1.0% £801,122	0.0% £0	£1,945,797
Craft Batail Bady (Brambaranah)	%	9.4%	9.5%	13.6%	8.9%	11.0%	10.8%	18.1%	14.8%	37.2%	22.8%	16.0%	21,740,777
Croft Retail Park (Bromborough)	£	£7,290,853	£5,692,347	£9,642,969	£5,338,589	£8,624,582	£4,291,762	£11,709,996	£13,829,607	£25,481,000	£17,687,267	£14,464,150	£124,053,122
Junction One Retail Park (Bidston Moss)	% £	4.1% £3,216,935	3.4% £2,023,915	3.8% £2,666,528	1.7% £1,051,594	1.4% £1,122,123	3.9% £1,550,858	1.7% £1,082,340	2.0% £1,840,002	1.0% £680,027	0.1% £91,574	2.7% £2,436,151	£17,762,048
The Rock Retail Park	%	0.3%	0.3%	0.6%	0.6%	1.2%	2.2%	2.5%	1.5%	0.9%	0.7%	0.6%	
	£	£270,104 19.7%	£164,545 21.3%	£407,183 25.1%	£388,712 17.3%	£943,276 19.6%	£882,551 21.9%	£1,638,885 26.7%	£1,366,184 26.8%	£627,561 42.5%	£522,696 29.8%	£503,594 25.5%	£7,715,291
RETAIL PARK TOTAL	£	£15,351,247	£12,735,217	£17,762,120	£10,388,226	£15,328,624	£8,671,230	£17,300,096	£25,138,664	42.5% £29,066,155	£23,118,264	£23,116,873	£197,976,716
						Othe							
Cheshire Oaks	% £	2.9% £2,254,151	1.5% £902,541	3.0% £2,158,459	0.5% £293,610	2.4% £1,912,334	0.9% £372,103	1.1% £708,603	0.9% £866,528	4.2% £2,891,723	4.0% £3,097,066	3.9% £3,515,902	£18,973,020
Ellormoro Post TO	%	0.0%	0.9%	1.7%	1.6%	0.0%	0.1%	0.1%	0.1%	2.3%	1.4%	0.9%	2.3,773,020
Ellesmere Port TC	£	£0	£549,675	£1,217,082	£952,506	£0	£36,673	£59,527	£140,032	£1,588,353	£1,102,179	£820,445	£6,466,471
Neston	% £	0.5% £363,483	0.0% £0	0.3% £182,047	0.2% £147,964	0.3% £220,573	0.0% £0	0.3% £167,694	0.2% £144,090	0.0% £0	0.4% £331,077	0.5% £480,765	£2,037,692
Chester CC	%	7.1%	3.7%	4.9%	1.3%	2.6%	0.9%	2.3%	3.1%	7.4%	6.8%	13.3%	
	£	£5,500,128	£2,199,600 0.4%	£3,492,405	£809,978 0.3%	£2,052,032	£349,214 0.6%	£1,488,517	£2,940,945	£5,074,715	£5,258,951 0.6%	£12,024,794	£41,191,281
Chester (Retail Parks)	% £	0.7% £520,769	0.4% £218,952	0.9% £629,232	£152,476	1.0% £779,694	£248,459	0.8% £501,187	0.1% £121,366	0.8% £527,289	£480,553	1.8% £1,625,280	£5,805,257
Broughton Shopping Park	%	0.0%	0.4%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%	
(Flintshire)	£ %	£0 19.4%	£212,405 13.6%	£130,762 15.0%	£99,812 11.7%	£0 19.4%	£0 14.1%	£0 8.4%	£0 14.7%	£153,101 8.2%	£0 15.3%	£135,180 14.5%	£731,260
Liverpool CC	£	£15,055,448	£8,126,842	£10,645,431	£7,018,632	£15,143,882	£5,574,612	£5,439,412	£13,799,043	£5,587,039	£11,872,090	£13,178,599	£111,441,031
Trafford Centre	%	0.2%	0.0%	0.2%	0.2%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	0.1%	
	£ %	£138,735 0.1%	£0 0.2%	£106,368 0.2%	£132,124 0.0%	£0 0.2%	£0 0.4%	£136,200 0.3%	£291,651 0.2%	£0 0.2%	£0 0.2%	£72,583	£877,661
Gemini RP (Warrington)	£	£81,796	£126,755	£130,762	£0	£164,561	£152,178	£187,661	£224,462	£105,641	£118,261	£345,515	£1,637,594
OTHER	%	5.3%	4.0%	5.5%	3.7%	2.9%	2.3%	5.6%	5.7%	5.9%	7.3%	4.8%	629 902 055
	£	£4,098,774 36.0%	£2,397,193 24.6%	£3,882,200 31.9%	£2,218,045 19.7%	£2,237,440 28.8%	£897,416 19.3%	£3,641,885 19.0%	£5,384,517 25.5%	£4,013,707 29.1%	£5,651,045 36.0%	£4,381,757 40.4%	£38,803,980
OTHER TOTAL	£	£28,013,284	£14,733,963	£22,574,748	£11,825,148	£22,510,516	£7,630,657	£12,330,686	£23,912,634	£19,941,568	£27,911,221	£36,580,822	£227,965,247
CATCHMENT TOTAL	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	6701 440 01-
Ī	£	£77,785,530	£59,784,055	£70,829,731	£60,122,477	£78,142,556	£39,619,610	£64,874,982	£93,667,830	£68,443,426	£77,594,034	£90,578,781	£781,443,012

Table 11a - BIRKENHEAD TOWN CENTRE COMPARISON FLOORSPACE

DESTINATIONS	Floorspace (Gross) (m²)	Floorspace (Net) (m²)	Net Comparison Ratio (%)	Net Comparison Floorspace	Comparison Floorspace
BIRKENHEAD TOWN CENTRE SHOPS	46,655	32,659	100.0%	32,659	32,659
TOWN CENTRE TOTAL	46,655	32,659		32,659	32,659

1. Gross to Net Ratio 70%

Table 11b - BIRKENHEAD TOWN CENTRE (BASELINE + GROWTH) COMPARISON CAPACITY

	COMPARISON GO	OODS				
	2011	2012	2014	2018	2021	2030
TOWN CENTRE Survey Derived Catchment Expenditure (£)	£194,686,878	£195,660,312	£205,762,254	£231,587,229	£253,061,618	£330,188,014
Existing (NET) Town Centre Comparison Floorspace (m²)	32,659	32,659	32,659	32,659	32,659	32,659
Sales per m² net (£)	£5,961	£6,003	£6,184	£6,616	£6,959	£8,099
Sales from Existing Floorspace (£)	£194,686,878	£196,049,686	£201,975,287	£216,063,818	£227,271,462	£264,504,754
RESIDUAL CAPACITY (£)	£0	-£389,374	£3,786,966	£15,523,411	£25,790,157	£65,683,260
Sales per m² net in new shops (£)	£5,000	£5,035	£5,228	£5,593	£5,883	£6,847
Capacity for new floorspace (m² net)	0	-77	724	2,775	4,384	9,593
Capacity for new floorspace (m ² gross)	0	-110	1,035	3,965	6,262	13,704

- 1. Comparison Goods Expend. Growth; 0.5% p.a. (2011-2012); 1.6% p.a. (2012-2013); 2.1% p.a. (2013-2014); and 3% p.a. (2014-); Source Experian Retail Planner Note 9 (September 2011)
- 2. Sales Efficiency Growth; 0.7% p.a. (2011-2012); 1.8% p.a. (2012-2013); 1.5% p.a. (2013-2014); and 1.7% p.a. (2014-); Source Experian Retail Planner Note 9 (September 2011)
- 3. Gross to Net ratio for new floorspace is 70%
- 4. New Shop Sales Density based on GVA judgement having regard to existing centre

Table 12 - (BASELINE + GROWTH) COMPARISON CAPACITY

	COMPARISON GO	OODS				
	2011	2012	2014	2018	2021	2030
Catchment Expenditure (£)	£781,442,548	£784,387,911	£809,212,807	£903,583,303	£989,767,418	£1,289,837,403
Current Retention Level (%)	70.8%	70.8%	70.8%	70.8%	70.8%	70.8%
Retained Expenditure (£)	£553,477,766	£555,563,898	£573,146,801	£639,987,250	£701,029,475	£913,562,137
Current Turnover	£553,477,766	£557,352,110	£575,895,215	£616,066,057	£648,022,582	£754,186,435
RESIDUAL CAPACITY (£)	£0	-£1,788,212	-£2,748,414	£23,921,193	£53,006,893	£159,375,702
Sales per m² net in new shops (£)	£5,000	£5,035	£5,228	£5,593	£5,883	£6,847
Capacity for new floorspace (m² net)	0	-355	-526	4,277	9,010	23,277
Capacity for new floorspace (m ² gross)	0	-507	-751	6,110	12,871	33,252

- 1. Comparison Goods Expend. Growth; 0.5% p.a. (2011-2012); 1.6% p.a. (2012-2013); 2.1% p.a. (2013-2014); and 3% p.a. (2014-); Source Experian Retail Planner Note 9 (September 2011)
- 2. Sales Efficiency Growth; 0.7% p.a. (2011-2012); 1.8% p.a. (2012-2013); 1.5% p.a. (2013-2014); and 1.7% p.a. (2014-); Source Experian Retail Planner Note 9 (September 2011)
- 3. Gross to Net ratio for new floorspace is 70%
- 4. New Shop Sales Density based on GVA judgement having regard to existing centre

Table 13 - Commitments (Comparison)

Application Ref.	Proposal	Address	Gross Floorspace (sqm)	Net Comparison Floorspace (sqm)	2011 Sales Density (£/sqm)	2011 Turnover (£) from OCA	2012	2014	2018	2021	2030
APP/11/01118	Class A1 Non-Food Retail (Bulky)	Hind Street, Birkenhead	8,500	5,950	£4,250	£25,287,500	£25,464,513	£26,311,717	£28,147,057	£29,607,099	£34,457,553
APP/2008/6097	Mezzanine (Lawful Development Certificate)	MFI Unit, Bidston Moss	2,407	1,685	£4,250	£7,160,825	£7,210,951	£7,450,859	£7,970,584	£8,384,034	£9,757,568
APP/2009/5518	Neighbourhood Centre	Church Road, Tranmere	1,000	153	£2,000	£306,000	£308,142	£318,394	£340,603	£358,271	£416,965
APP/2008/5912	Redevelopment of former Kwik Save	Telegraph Road, Heswall	1,120	448	£2,000	£896,000	£902,272	£932,291	£997,321	£1,049,054	£1,220,918
OUT/2007/6508	Morrison's Foodstore	Kings Parade, New Brighton	5,946	743	£6,800	£5,052,400	£5,087,767	£5,257,037	£5,623,735	£5,915,449	£6,884,561
APP/2007/5951	Asda Foodstore	Claughton Road, Birkenhead	8,800	1,719	£6,997	£12,027,843	£12,112,038	£12,515,005	£13,387,974	£14,082,434	£16,389,522
TOTAL			27,773	10,698		£50,730,568	£51,085,682	£52,785,303	£56,467,275	£59,396,340	£69,127,088

- 1. Gross to Net 70%
- 2. Peel Seacombe Floorspace based on 651 sqm net comparison max. for full application (400 sqm net supermarket; 251 sqm net other Class A1 and 1,610 sqm net comparison from outline application (70% gross to net; 50% of net to be Class A1)
- 3. Sales Density (£/sqm) based on GVA Professional Judgment having regard to nature of provision
- 4. Asda and Morrison's Comparison Sales Density (£/sqm) derived from Verdict 2011 (GVA Analysis)
- 5. Sales Efficiency Growth; 0.7% p.a. (2011-2012); 1.8% p.a. (2012-2013); 1.5% p.a. (2013-2014); and 1.7% p.a. (2014-); Source Experian Retail Planner Note 9 (September 2011)

Table 14 - CAPACITY (COMMITMENTS)

COMPARISON GOODS											
	2011	2012	2014	2018	2021	2030					
Catchment Expenditure (£)	£781,442,548	£784,387,911	£809,212,807	£903,583,303	£989,767,418	£1,289,837,403					
Current Retention Level (%)	70.8%	70.8%	70.8%	70.8%	70.8%	70.8%					
Retained Expenditure (£)	£553,477,766	£555,563,898	£573,146,801	£639,987,250	£701,029,475	£913,562,137					
Current Turnover	£553,477,766	£557,352,110	£575,895,215	£616,066,057	£648,022,582	£754,186,435					
COMMITMENTS	£50,730,568	£51,085,682	£52,785,303	£56,467,275	£59,396,340	£69,127,088					
RESIDUAL CAPACITY (£)	-£50,730,568	-£52,873,894	-£55,533,716	-£32,546,082	-£6,389,447	£90,248,614					
Sales per m² net in new shops (£)	£5,000	£5,035	£5,228	£5,593	£5,883	£6,847					
Capacity for new floorspace (m² net)	-10,146	-10,501	-10,622	-5,819	-1,086	13,181					
Capacity for new floorspace (m² gross)	-14,494	-15,002	-15,174	-8,313	-1,551	18,830					

- 1. Comparison Goods Expend. Growth; 0.5% p.a. (2011-2012); 1.6% p.a. (2012-2013); 2.1% p.a. (2013-2014); and 3% p.a. (2014-); Source Experian Retail Planner Note 9 (September 2011)
- 2. Sales Efficiency Growth; 0.7% p.a. (2011-2012); 1.8% p.a. (2012-2013); 1.5% p.a. (2013-2014); and 1.7% p.a. (2014-); Source Experian Retail Planner Note 9 (September 2011)
- 3. Gross to Net ratio for new floorspace is 70%
- 4. New Shop Sales Density based on GVA judgement having regard to existing centre