

QA

Nuneaton and Bedworth Borough Council:

Retail and Leisure Study Update 2013 - Appendix Volume

The signatories below verify that this document has been prepared in accordance with our Quality Manual requirements. These procedures do not affect the content and views expressed by the originator.

The document must be treated as a draft unless it has been signed by the Originators and approved by a Partner.

Date Originators Approved

07.04.14 Bláthnaid Duffy Dr Steven Norris

Associate Partner Partner

Limitations

This document has been prepared for the stated objective and should not be used for any other purpose without the prior written authority of Planning Perspectives; we accept no responsibility or liability for the consequences of this document being used for a purpose other than for which it was commissioned.



CONTENTS:

APPENDIX 1: HOUSEHOLD SURVEY - QUESTIONNAIRE

APPENDIX 2: EXPERIAN GOAD CENTRE CATEGORY REPORTS

APPENDIX 3: RETAILER REQUIREMENTS

APPENDIX 4: STAKEHOLDER CONSULTATION

APPENDIX 5: STUDY AREA

APPENDIX 6: CONVENIENCE GOODS MARKET SHARE ANALYSIS

APPENDIX 7: COMPARISON GOODS MARKET SHARE ANALYSIS

APPENDIX 8: CONVENIENCE CAPACITY - EXPERIAN

POPULATION PROJECTIONS

APPENDIX 9: COMPARISON CAPACITY - EXPERIAN

POPULATION PROJECTIONS

APPENDIX 10: FOODSTORE PROVISION AND SALES

APPENDIX 11: CONVENIENCE CAPACITY - OXFORD ECONOMICS

PROJECTIONS

APPENDIX 12: COMPARISON CAPACITY - OXFORD ECONOMICS

PROJECTIONS

APPENDIX 13: LEISURE NEEDS ASSESSMENT

APPENDIX 14: CINEMA PROVISION PLAN

APPENDIX 15: HEALTH AND FITNESS PROVISION PLAN

Job Number: 200710

Nuneaton & Bedworth Household Survey

Good morning / afternoon / evening, my name is from NEMS Market Research, an independent market research company. We are conducting a short survey into the shopping behaviour of people in the area on behalf of Nuneaton & Bedworth Borough Council to help improve the retail and leisure provision in the area. Do you have a few minutes to answer some questions?

Are you the person responsible for main food shopping in your household? QA

IF 'YES' - CONTINUE INTERVIEW

IF 'NO' – ASK - COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

РС Can I just ask you to confirm your postcode please?

- Postcode (PLEASE WRITE IN) (Not in quota)

Where do you normally go for your household's main food and grocery shopping Q01

i.e. primarily bulk 'trolley' purchases?
DO NOT READ OUT. ONE ANSWER ONLY

- A A Day Newsagent, Nuneaton Road, Bedworth 001
- 002 Aldi, Kingswood Road, Nuneaton Aldi, Mill Street, Bedworth
- 003 004
- 005 006 007 008 009 010

- 011
- Aldi, Mill Street, Bedworth
 Aloe Vera Products, Arbury Road, Nuneaton
 Arden News, Abbey Gate Shopping Precinct, Nuneaton
 Asda, Abbey Park, Coventry
 Asda, Barwell Lane, Hinckley
 Asda, Newtown Road , Nuneaton
 B Hadley, Church Street, Nuneaton
 Bedworth Newsagents, Smorrall Lane, Bedworth
 Bray Stores, Exhall Green, Exhall, Bedworth
 Bright Corner Shop Convenience Stores, Bracebridge Street, Nuneaton
 Cartes News, Dark Lane, Bedworth 012
- Carters News, Dark Lane, Bedworth 013
- 014

- 017 018 019
- 020
- 021
- 022
- 023 024

- 025 026 027 028 029 030
- Bright Corner Shop Convenience Stores, Bracebridge Street
 Carters News, Dark Lane, Bedworth
 Caves Fruit & Veg, Queens Road, Nuneaton
 Co-Op, Coniston Way, Nuneaton
 Co-Op, Charlston Way, Nuneaton
 Co-Op, Kem Street, Attleborough
 Co-Op, New Street, Attleborough
 Co-Op, New Century Way, Nuneaton
 Cospewood News, Copsewood Avenue, Nuneaton
 Cospewood News, Copsewood Avenue, Nuneaton
 Costcutter Ltd, Raven Way, Nuneaton
 Costcutter Supermarket, Wiciff Way, Nuneaton
 Costcutter Supermarket, Wiciff Way, Nuneaton
 D G & P C Rogers, Coventry Road, Exhall, Bedworth
 Dillons Newsagents Ltd, Lutterworth Road, Nuneaton
 Drayton Stores, Drayton Road, Bedworth
 Exton News, Armson Road, Exhall, Bedworth
 Farmloods Ltd, Camborne Drive, Horestone
 G R Supermarket, Church Road, Nuneaton
 Glenco Newsagents, Chequer Street, Bulkington, Bedworth
 G Nuneaton
 Haunchwood Road, Nuneaton
 Heath End News, Heath End Road, Nuneaton 031
- 032
- 033
- Heath End News, Heath End Road, Nuneaton Heron Frozen Foods Ltd, Abbey Street, Nuneaton 034
- 035 Heron News, Abbey Street, Nuneaton Holland & Barrett Ltd. Market Place, Nuneaton
- 036 Holland & Barrett Ltd, Market Place, Nuneaton Holland & Barrett Ltd, Townsend Drive, Attleborough Fields Industrial Estate, Nuneaton Horeston Grange News, Camborne Drive, Nuneaton Hundal Newsagents, Weddington Road, Nuneaton Iceland Foods Pic, Mill Street, Bedworth Iceland Foods Pic, Oueens Road, Nuneaton Iceland, Canon Park Shopping Centre, Coventry Iceland, Clock Towers Shopping Centre, Rugby Iceland, Clock Towers Shopping Centre, Rugby Iceland, Clock Road, Park Shopping Centre, Rugby Iceland, Clock Road, Park Shopping Centre, Rugby Iceland, Clock Road, Park Road,
- 037 038 039 040
- 041 042
- 043
- 044 Iceland, Queens Road, Nuneaton
- 045 J B News, Leicester Street, Bedworth
- 046
- 047 048 049 050 051 052
- J B News, Leicester Street, Bedworth
 J G News, Devon Close, Nuneaton
 J Sainsbury PLC, Austin Drive, Coventry
 J Sainsbury PLC, Dunchurch Road, Rugby
 J Sainsbury PLC, Fletchampstead Highway, Coventry
 J Sainsbury PLC, Trinity Street, Coventry
 J Sainsbury PLC, Vicarage Street, Nuneaton
 Jay Convenience Stores, Hickman Road, Nuneaton
 Jay Supermarket, Edward Street, Nuneaton
 Just for You Newsagent, Heath End Road, Nuneaton
 K & R News, St. Nicolas Park Drive, Nuneaton
 K Reselse Newsagent, Rathbone Close, Kereslev End. E

- 053
- 054
- 055
- Keresley Newsagent, Rathbone Close, Keresley End, Bedworth Kieras News, Newtown Road, Bedworth 056
- Kieras News, Newtown Road, Bedworth
 Larchbank Convenience Store, Tresillian Road, Exhall, Bedworth
 Lidl, Queens Road, Nuneaton
 Mid County Co-Operative, Sherbourne Avenue, Nuneaton
 Minimart, Rugby Road, Bulkington, Bedworth
 Mumtaz Store, Princes Street, Nuneaton
 Netto, Regent Street, Nuneaton
 Newdigate Stores, Oakley Court, Bedworth
 Newe Plus Group Let Coverbox Road Bedworth
- 057 058 059 060 061 062

- 063 064
- 065
- Newdigate Stores, Oakley Court, Bedworth
 News Plus Group Ltd. Coventry Road, Bedworth
 Niko News, Bulkington Road, Bedworth
 One Stop Community Stores Ltd, Higham Lane, Nuneaton
 One Stop Community Stores Ltd, Leicester Road, Bedworth
 P.D.S News, Croft Road, Nuneaton
 P.D.S News, Croft Road, Nuneaton
 Padda Newsagents, Church Road, Nuneaton
 Pinetree Newsagents, Pine Tree Road, Bedworth
 Pundiand Ltd, Abbey Street, Nuneaton
 Premier Stores, Mount Pleasaart Road, Bedworth
 R & R Supermarket, Church Road, Nuneaton
 R K Supermarket, Kingswood Road, Nuneaton 066 067
- 068 069 070 071
- 072
- 073
- 074
- 075 R K Supermarket, Kingswood Road, Nuneaton S & K Supermarkets, Arbury Road, Nuneaton 076
- 077 Saints Liquor Store, Smorrall Lane, Bedworth
- 078
- Saints Elquor Soller, Shiforran Laine, Bedworth Shivom News, Vernons Lane, Nuneaton Somerfield Stores Ltd, Camborne Drive, Nuneaton Sonnys Grocer, Heath End Road, Nuneaton

- 082 083 084 085 086 087 088 099 091 092 093 094 095 099 100 101 102 103 104 105 105 106

- Spar, Leicester Street, Bulkington, Bedworth
 Spar, Lutterworth Road, Nuneaton
 Spar, Trafford Drive, Nuneaton
 Star News, Sherbourne Avenue, Nuneaton
 Star News, Sherbourne Avenue, Nuneaton
 Stokes Pic, All Saints Square, Bedworth
 Supercigs, All Saints Square, Bedworth
 Terry Haskins, Marston Lane, Bedworth
 Terry Haskins, Marston Lane, Bedworth
 Tesco Stores Ltd, Feath Road, Bedworth
 Tesco Stores Ltd, Feath Road, Bedworth
 Tesco, Clifford Bridge Road, Coventry
 Tesco, Jubilee Crescent, Coventry
 Tesco, Jubilee Crescent, Coventry
 Tesco, Jubicster Street / George Street Ringway, Bedworth
 Tesco, Baven Way, Nuneaton
 The Grocers, Pine Tree Road, Bedworth
 The Health Shop Nuneaton Ltd, Coventry Street, Nuneaton
 United News Shops Ltd, College Street, Nuneaton
 United News Shops Ltd, College Street, Nuneaton
 Um Morrison, Alvis Retail Park, Coventry
 Wm Morrison, Alvis Retail Park, Coventry
 Wm Morrison, Skipworth Road, Binley, Coventry
 Internet / Mail Order (PLEASE WRITE IN)
 Other (PLEASE WRITE IN)
 (Don't know / varies)

What is the main reason you choose (store mentioned at Q01) to do your main food and grocery shopping? DO NOT READ OUT. ONE ANSWER ONLY Q02 Accessibility by public transport Choice / price of non- food goods (e.g. clothes, DVDs, etc) Choice of food goods available Clean shopping environment Clubcard / Rewards system Convenient to home Convenient to work Free car parking Good car parking provision Good shopping environment Low prices 2 3 4 5 6 7 8 9 A B C D E F Good shopping environment Low prices Part of shopping trip for non-food goods Preference for retailer Provision of leisure services nearby Provision of services nearby, such as banks and other financial services Quality of fresh food Safe (during the day) Safe (during the evening /night time) Use of cafe Use of cash point / ATM Provision of petrol station / car wash Provision of petrol station / car wash Provision of self service tills L M N O P Q Provision of delicatessen / bakery / fresh fish counter etc Other (PLEASE WRITE IN) No particular reason (Don't know / varies) NOT THOSE WHO MENTIONED INTERNET AT Q01 How do you normally travel to..... [STORE/DESTINATION MENTIONED AT Q01]? Q03 DO NOT READ OUT. ONE ANSWER ONLY Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Using park & ride facility Motorcycle, scooter or moped Motorcycle, scooter or moped Walk Taxi Train Bicycle Other (PLEASE WRITE IN) Not aplicable / goods delivered (Don't know / varies) 8 9 A B C How often do you normally do your main food shopping at ... STORE/DESTINATION MENTIONED AT Q01? DO NOT READ OUT. ONE ANSWER ONLY Q04 More than once a week

More than once a Once a week Once a fortnight Once a month Less often Varies (Don't know)

```
In addition to ...... (STORE MENTIONED AT Q01), are there any other stores that
 Q05
                             you regularly use for your main-food shoppi
DO NOT READ OUT. CAN BE MULTICODED
                             A A Day Newsagent, Nuneaton Road, Bedworth
Aldi, Kingswood Road, Nuneaton
Aldi, Mill Street, Bedworth
 002
                           Aldi, Mill Street, Bedworth
Aloe Vera Products, Arbury Road, Nuneaton
Arden News, Abbey Gate Shopping Precinct, Nuneaton
Asda, Abbey Park, Coventry
Asda, Barwell Lane, Hinckley
Asda, Newtown Road , Nuneaton
B Hadley, Church Street, Nuneaton
B Hadley, Church Street, Nuneaton
Bedworth Newsagents, Smorrall Lane, Bedworth
Bray Stores, Exhall Green, Exhall, Bedworth
Bright Corner Shop Convenience Stores, Bracebridge Street, Nuneaton
Carters News, Dark Lane, Bedworth
Caves Fruit & Veg, Queens Road, Nuneaton
Co-Op. Coniston Way, Nuneaton
 003
 004
 005
 006
 007
 008
009
010
011
012
 013
 014
 015
                             Co-Op, Coniston Way, Nuneaton
 016
                             Co-op, Copper Beech Road , Nuneaton Co-Op, Kem Street, Attleborough
 017
                           Co-Öp, Keim Street, Attleborough
Co-op, New Century Way, Nuneaton
Copsewood News, Copsewood Avenue, Nuneaton
Cornor Shop, Edward Street, Nuneaton
Costcutter Lid, Raven Way, Nuneaton
Costcutter Supermarket, Wiclif Way, Nuneaton
Costcutter Supermarket, Wiclif Way, Nuneaton
Costcutters Nuneaton, Copsewood Avenue, Nuneaton
D G & P C Rogers, Coventry Road, Exhall, Bedworth
Dillions Newsagents Lid, Lutterworth Road, Nuneaton
Drayton Stores, Drayton Road, Bedworth
Exton News, Armson Road, Exhall, Bedworth
Exton News, Armson Road, Exhall, Bedworth
Extramond's Lid Cambrone Drive, Horrestone
 023
 024
025
 026
 027
                             Exton News, Armson Hoad, Exhall, Bedworth Farmfoods Ltd, Camborne Drive, Horestone G R Supermarket, Church Road, Nuneaton Glenco Newsagents, Chequer Street, Bulkington, Bedworth Gt News, Leicester Street, Bulkington, Bedworth Haunchwood News, Haunchwood Road, Nuneaton Heath End News, Heath End Road, Nuneaton Heron Frozen Foods Ltd, Abbey Street, Nuneaton Heron News, Abbey Street, Nuneaton
 028
029
030
031
032
033
 034
 035
                               Heron News, Abbey Street, Nuneaton
Holland & Barrett Ltd, Market Place, Nuneaton
 036
037
                             Holland & Barrett Ltd, Townsend Drive, Attleborough Fields Industrial Estate, Nuneaton
 038
                               Horeston Grange News, Camborne Drive, Nuneato
                            Horeston Grange News, Camborne Drive, Nuneaton Lundal Newsagents, Weddington Road, Nuneaton Iceland Foods Pic, Mill Street, Bedworth Iceland Foods Pic, Oueens Road, Nuneaton Iceland, Cannon Park Shopping Centre, Coventry Iceland, Clock Towers Shopping Centre, Rugby Iceland, Queens Road, Nuneaton J B News, Leicester Street, Bedworth J G News, Devon Close, Nuneaton J Sainsbury PLC, Austin Drive, Coventry J. Sainsbury PLC, Austin Drive, Coventry
 039
040
041
042
043
044
045
 046
 047
                           J Sainsbury PLC, Austin Drive, Coventry
J Sainsbury PLC, Dunchurch Road, Rugby
J Sainsbury PLC, Fletchampstead Highway, Coventry
J Sainsbury PLC, Trinity Street, Coventry
J Sainsbury PLC, Vicarage Street, Nuneaton
Jay Convenience Stores, Hickman Road, Nuneaton
Jay Supermarket, Edward Street, Nuneaton
Just for You Newsagent, Heath End Road, Nuneaton
K & R News, St. Nicolas Park Drive, Nuneaton
K & R News, St. Nicolas Park Drive, Nuneaton
K & R News, St. Nicolas Park Drive, Nuneaton
 048
 049
050
051
052
053
054
055
                             Keresley Newsagent, Rathbone Close, Keresley End, Bedworth Kieras News, Newtown Road, Bedworth
 056
 057
                             Larchbank Convenience Store, Tresillian Road, Exhall, Bedworth
 058
 059
060
061
062
063
064
065
066
                             Lidl. Queens Boad. Nuneaton
                            Lidl, Queens Road, Nuneaton Mid County Co-Operative, Sherbourne Avenue, Nuneaton Minimart, Rugby Road, Bulkington, Bedworth Mumtaz Store, Princes Street, Nuneaton Netto, Regent Street, Nuneaton Newdigate Stores, Oakley Court, Bedworth News Plus Group Ltd, Coventry Road, Bedworth Niko News, Blus Group Ltd, Coventry Road, Bedworth One Stor Computer Stores Ltd. Hicken Lane, Nuneaton Cost Stor Computer Stores Ltd. Hicken Lane, Nuneaton
                               One Stop Community Stores Ltd, Higham Lane, Nuneaton One Stop Community Stores Ltd, Leicester Road, Bedworth
 067
 068
 069
                               P.D.S News, Croft Road, Nuneaton
                           P.D.S. News, Croft Road, Nuneaton
Padda Newsagents, Church Road, Nuneaton
Pinetree Newsagents, Pine Tree Road, Bedworth
Poundland Ltd, Abbey Street, Nuneaton
Premier Stores, Mount Pleasant Road, Bedworth
R & R Supermarket, Church Road, Nuneaton
R K Supermarket, Kingswood Road, Nuneaton
S & K Supermarket, Kringswood Road, Nuneaton
S & K Supermarkets, Arbury Road, Nuneaton
S aints Liquor Store, Smorrall Lane, Bedworth
Sedigles Newsagents, Heath Road, Bedworth
Shipma News Versones Lane, Nuneaton
 070
 071
072
073
074
075
 076
 077
 078
 079
                               Shivom News, Vernons Lane, Nuneaton
080
081
082
083
084
085
                               Somerfield Stores Ltd, Camborne Drive, Nuneaton Sonnys Grocer, Heath End Road, Nuneaton
                             Sonnys Grocer, Heath End Hoad, Nuneaton 
Spar, Leicester Street, Bulkington, Bedworth 
Spar, Lutterworth Road, Nuneaton 
Spar Trafford Drive, Nuneaton 
Star News, Sherbourne Avenue, Nuneaton 
Stokes Pic, All Saints Square, Bedworth 
Supercigs, All Saints Square, Bedworth 
Terry Haskins, Marston Lane, Bedworth 
Tesco Fytra Arena Betail Park Coventry.
 086
 087
088
 089
                                Tesco Extra, Arena Retail Park, Coventry
 090
                                Tesco Stores Ltd, Croft Road, Nuneator
 091
092
093
094
095
096
                                Tesco Stores Ltd. Heath Road, Bedworth
                             Tesco Stores Ltd, Heath Road, Bedworth
Tesco, Clifford Bridge Road, Coventry
Tesco, Lubilee Crescent, Coventry
Tesco, Leicester Street / George Street Ringway, Bedworth
Tesco, Raven Way, Nuneaton
The Co-Op, Abbey Street, Nuneaton
The Grocers, Pine Tree Road, Bedworth
The Badith Shop Nuneaton Ltd Coventry Street Nuneaton
 097
                                The Health Shop Nuneaton Ltd, Coventry Street, Nuneaton
 098
 099
                               United News Shops Ltd, College Street, Nuneaton V J S, Queen Elizabeth Road, Nuneaton
   100
                               Wm Morrison, Alvis Retail Park, Coventry
                             Wm Morrison, Avis Hetall Park, Coventry
Wm Morrison, Hinckley Fields Industrial Estate, Hinckley
Wm Morrison, Skipworth Road, Binley, Coventry
Internet / Mail Order (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
(Don't Know / varies)
(Nowhere else)
```

Q06 How often do you normally do you visit the (STORE MENTIONED AT Q05)? DO NOT READ OUT. ONE ANSWER ONLY More than once a week Once a week Once a fortnight Once a month Less often Varies (Don't know) When you go shopping for main food goods, do you normally link this trip with Q07 another activity? DO NOT READ OUT. CAN BE MULTICODED Yes - non-food shopping GO TO Q08 Yes – non-food shopping Yes – leisure activity Yes – travelling to / from work Yes – travelling to / from school / college Yes - other food shopping Yes – visiting services such as banks and other financial institutions Yes - petrol station / car wash Yes - recycling facilities Yes - childcare / nursery / after school activity Yes - othler of nursery / after school activity No. GO TO Q08 GO TO Q09 GO TO Q10 8 9 A B C No (Don't know / varies) GO TO Q10 GO TO Q10 Q08 Where do you buy non-food goods when it's linked to your main food shopping? DO NOT READ OUT. ONE ANSWER ONLY In-store Towns / Centres Abbey Green Attleborough 001 002 003 004 005 Bedworth Birmingham Birmingham Bulkington Chapel End Coventry Hinckley Horeston Grange Leicester Nuneaton Rugby Solihull 006 007 008 009 010 011 012 013 014 015 Tamworth Specific roads 016 017 018 019 020 021 022 023 024 Arbury Road Armson Road Armson Road Bennetts Road North Bradestone Road Bulkington Road Church Road Copper Beech Road Copsewood Avenue Coventry Road / School Lane Craddock Drive Croft Road 025 026 Croft Road Dark Lane Eadie Street Heath End Road Hickman Road Kingswood Road Lutterworth Road Newcomen Road Newtown Road 027 028 029 030 031 032 033 034 035 036 Newtown Road Nuneaton Road Pine Tree Road Queens Road Rathbone Close Rugby Road Smorral Lane St Nicolas Park Drive Tomkinson Road / Croft Road Trafford Drive Trelawney Road Vernons Lane Vicarage Lane 038 039 040 041 042 043 044 045

Vernons Lane
Vicarage Lane
Webb Street
Weddington Road (corner of Brook Lane)
Weddington Road (opposite Shanklin Drive)
Whittleford Road
Wiclif Way
Retail parks
Bermuda Park, St Davids Way, Nuneaton
Arena Retail Park, Classic Drive Coventry
Junction 1 / Elliots Field Retail & Leisure Park, Leicester Road Rugby
Other

052 053 054

055 056 Other (PLEASE WRITE IN)

(Don't know / can't remember)

Where do you go for leisure activities when it's linked to your main food shopping?

DO NOT READ OUT. ONE ANSWER ONLY

Towns / centres

1 Attleborough
Bedworth
3 Birmingham
4 Bulkington
5 Chapel End
6 Coventry
7 Coventry
8 Hinckley
9 Horeston Grange
A Leicester
B Nuneaton
C Solihull
D Tamworth
Specific roads
E Kingswood Road
F Queens Road
Retail parks
A Retail parks
A Retail parks
B Bernuda Park, St Davids Way, Nuneaton
J Juncion 1 / Eliots Field Retail & Leisure Park, Leicester Road, Rugby
Others
J Other (PLEASE WRITE IN)
K (Don't know / can't remember)

Do you make separate small scale 'top-up' basket food shopping trips for small basic goods such as newspapers, bread, milk and tobacco products, in between your main food shopping trip?
ONE ANSWER ONLY

 1
 Yes
 GO TO Q11

 2
 No
 GO TO Q13

```
Where do you normally do most of your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers,
 Q11
                              bread, milk and tobacco products)?
DO NOT READ OUT. ONE ANSWER ONLY
                               A A Day Newsagent, Nuneaton Road, Bedworth
                               Aldi, Kingswood Road, Nuneaton
 003
                               Aldi, Mill Street, Bedworth
Aloe Vera Products, Arbury Road, Nuneaton
                              Aloe Vera Products, Arbury Hoad, Nuneaton
Arden News, Abbey Gate Shopping Precinct, Nuneaton
Asda, Abbey Park, Coventry
Asda, Barwell Lane, Hinckley
Asda, Newtown Road , Nuneaton
B Hadley, Church Street, Nuneaton
 006
007
008
009
                             Bedworth Newsgents, Somoral Lane, Bedworth
Bray Stores, Exhall Green, Exhall, Bedworth
Bright Corner Shop Convenience Stores, Bracebridge Street, Nuneaton
Carters News, Dark Lane, Bedworth
 010
 011
 012
 013
                            Carters News, Dark Lane, Bedworth
Caves Fruit & Veg, Queens Road, Nuneaton
Co-Op, Coniston Way, Nuneaton
Co-Op, Gopper Beech Road, Nuneaton
Co-Op, Kem Street, Attleborough
Co-Op, New Century Way, Nuneaton
Copsewood News, Copsewood Avenue, Nuneaton
Cornor Shop, Edward Street, Nuneaton
Costcutter Ltd, Raven Way, Nuneaton
Costcutter Ltd, Raven Way, Nuneaton
 014
015
 016
017
018
019
 020
 021
 022
                               Costcutter Supermarket, Wiclif Way, Nuneaton
Costcutters Nuneaton, Copsewood Avenue, Nuneaton
 023
                              D G & P C Rogers, Coventry Road, Exhall, Bedworth
 024
                            D G & P C Rogers, Coventry Road, Exhall, Bedworth Dillons Newsagents Ltd, Lutterworth Road, Nuneaton Drayton Stores, Drayton Road, Bedworth Exton News, Armson Road, Exhall, Bedworth Extron News, Armson Road, Exhall, Bedworth Farmfloods Ltd, Camborne Drive, Horestone G R Supermarket, Church Road, Nuneaton Glenco Newsagents, Chequer Street, Bulkington, Bedworth Haunchwood News, Haunchwood Road, Nuneaton Heath End News, Heath End Road, Nuneaton Heron Frozen Foods Ltd, Abbey Street, Nuneaton Heron News, Abbey Street, Nuneaton
 025
 026
027
028
029
 030
 031
 032
 033
 034
                               Heron News, Abbey Street, Nuneaton
Holland & Barrett Ltd, Market Place, Nuneaton
 035
036
037
038
039
040
041
                              Holland & Barrett Ltd, Market Place, Nuneaton Holland & Barrett Ltd, Townsend Drive, Attleborough Fields Industrial Estate, Nuneaton Horeston Grange News, Camborne Drive, Nuneaton Hundal Newsagenis, Weddington Road, Nuneaton Iceland Foods Pic, Mill Strett, Bedworth Iceland Foods Pic, Mill Strett, Bedworth Iceland Foods Pic, Queens Road, Nuneaton
 042
                               Iceland, Cannon Park Shopping Centre, Coventry Iceland, Clock Towers Shopping Centre, Rugby
 043
                               Iceland, Queens Road, Nuneaton
                            Iceland, Queens Road, Nuneaton
J B News, Leicester Street, Bedworth
J G News, Devon Close, Nuneaton
J Sainsbury PLC, Austin Drive, Coventry
J Sainsbury PLC, Dunchruch Road, Rugby
J Sainsbury PLC, Firity Street, Coventry
J Sainsbury PLC, Trinity Street, Coventry
J Sainsbury PLC, Vicarage Street, Nuneaton
Jay Supermarket, Edward Street, Nuneaton
Jay Supermarket, Edward Street, Nuneaton
 045
 048
049
050
051
 052
 053
054
                             Jay Supermarket, Edward Street, Nuneaton
Just for You Newsagent, Health End Road, Nuneaton
K & R News, St. Nicolas Park Drive, Nuneaton
K & R News, St. Nicolas Park Drive, Nuneaton
K eresley Newsagent, Rathbone Close, Keresley End, Bedworth
Kieras News, Newtown Road, Bedworth
Larchbank Corwenience Store, Tresillian Road, Exhall, Bedworth
Lidl, Queens Road, Nuneaton
Mid County Co-Operative, Sherbourne Avenue, Nuneaton
Minimart, Rugby Road, Bulkington, Bedworth
Mumtaz Store, Princes Street, Nuneaton
Netto Reports Street Nuneaton
 055
056
 057
058
059
060
061
 062
063
                              Netto, Regent Street , Nuneaton
                               Newdigate Stores, Oakley Court, Bedworth
News Plus Group Ltd, Coventry Road, Bedworth
 064
 065
                             News Plus Group Ltd, Coventry Road, Bedworth Niko News, Bukington Road, Bedworth One Stop Community Stores Ltd, Higham Lane, Nuneaton One Stop Community Stores Ltd, Leicester Road, Bedworth P.D.S News, Croft Road, Nuneaton Padda Newsagents, Church Road, Nuneaton Pinetree Newsagents, Pine Tree Road, Bedworth Poundland Ltd, Abbey Street, Nuneaton Premier Stores, Mount Pleasant Road, Bedworth R & R Supermarket, Church Road, Nuneaton R Supermarket, Church Road, Nuneaton R Supermarket, Church Road, Nuneaton
 066
 067
068
069
070
071
 072
 073
 074
 075
                              R K Supermarket, Kingswood Road, Nuneaton
 076
                               S & K Supermarkets, Arbury Road, Nuneaton
Saints Liquor Store, Smorrall Lane, Bedworth
 077
                              Saints Liquor Store, Smorrall Lane, Bedworth 
Sedgies Newsagents, Heath Road, Bedworth 
Shivom News, Vernons Lane, Nuneaton 
Somerfield Stores Ltd, Camborne Drive, Nuneaton 
Sonnys Grocer, Heath End Road, Nuneaton 
Spar, Leicester Street, Bulkington, Bedworth 
Spar, Lutterworth Road, Nuneaton 
Spar, Trafford Drive, Nuneaton 
Star, News, Sharbourne, Augus, Nuneaton
078
079
080
081
082
083
 084
 085
                              Star News, Sherbourne Avenue, Nuneaton
 086
                               Stokes Plc, All Saints Square, Bedworth
                             Slokes Plc, All Saints Square, Bedworth
Supercigs, All Saints Square, Bedworth
Terry Haskins, Marston Lane, Bedworth
Tesco Extra, Arena Retail Park, Coventry
Tesco Stores Ltd, Ortoft Road, Nuneaton
Tesco Stores Ltd, Patalh Road, Bedworth
Tesco, Clifford Bridge Road, Coventry
Tesco, Jubilee Crescent, Coventry
Tesco, Leicester Street / George Street Ringway, Bedworth
Tesco Rawen Way, Nuneaton
 087
 089
090
091
092
093
094
095
                                 Tesco, Raven Way, Nuneaton
                               The Co-Op, Abbey Street, Nuneaton
The Grocers, Pine Tree Road, Bedworth
 096
097
```

The Grocers, Pine Tree Road, Bedworth
The Health Shop Nuneaton Ltd, Coventry Street, Nuneaton
United News Shops Ltd, College Street, Nuneaton
V J S, Queen Elizabeth Road, Nuneaton
Wm Morrison, Alvis Retail Park, Coventry
Wm Morrison, Alvis Retail Park, Coventry
Internet / Mail Order (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
(Dnt) Know, Varies)

(Don't know / varies)

Q12 How often do you normally do your household's shopping for small scale 'top-up' basket food and convenience goods items (including newspapers, bread, milk and tobacco products)? DO NOT READ OUT. ONE ANSWER ONLY Daily More than once a week Once a week Once a fortnight Of all the money you spend on food and household groceries, what share goes to your main food shopping? READ OUT. ONE ANSWER ONLY Q13 0-10% 0-10% 11-20% 21-30% 31-40% 41-50% 51-60% 61-70% 71-80% 91-100% (Don't know / varies) 8 9 A B In which location do you normally do most of your household's non-food 014 shopping? DO NOT READ OUT. ONE ANSWER ONLY Towns / Centres Abbey Green Attleborough Bedworth Birmingham Bulkington Chapel End Coventry Hinckley Horeston Grange Leicester Nuneaton Rugby Solihult Tamworth Specific streets Arbury Road Armson Road Bennetts Road Na 001 002 003 004 005 006 007 008 009 010 011 012 013 014 015 016 017 Bennetts Road North Bennetts Road North Bradestone Road Bulkington Road Church Road Copper Beech Road Copsewood Avenue Coventry Road / School Lane Craddock Drive Croft Road Dark Lane Earlie Street 018 019 020 021 022 023 024 025 026 Dark Lane Eadie Street Heath End Road Hickman Road Kingswood Road Lutterworth Road Newcomen Road Newtown Road Nuneaton Road Pine Tree Road Queens Road 027 028 029 030 031 032 033 034 035 036 037 038 040 041 042 043 044 045 046 047 048 Pine Tree Road Queens Road Rathbone Close Rugby Road Smorral Lane St Nicolas Park Drive Tomkinson Road / Croft Road Trafford Drive Trelawney Road Vernons Lane Vicarage Lane Webb Street Weddington Road (corner of Brook Lane) Weddington Road (corner of Brook Lane) Weddington Road (corposite Shanklin Drive) Whittleford Road Wiclif Way Retail parks Bermuda Park, St Davids Way, Nuneaton Arena Retail Park, Classic Drive Coventry Junction 1 / Elliots Field Retail & Leisure Park, Leicester Road Rugby Others Catalogue / Mail order Internet (PLEASE WRITE IN) Other (PLEASE WRITE IN) (Don't know / can't remember) Queens Road 049 050 051

Where do you normally do most of your household's shopping for (womens, mens, childrens and baby) clothing & footwear items?

DO NOT READ OUT. ONE ANSWER ONLY Q15 DO NOT READ OUT. ONE ANSWER ONLY

Towns / centres
Attleborough
Bedworth Town Centre
Birmingham
Bulkington
Chapel End
Coventry
Hinckley
Horeston Grange
Leicester
Nuneaton Town Centre
Rugby
Solihull
Tamworth
Specific streets
Kingswood Road
Queens Road
Queens Road
Retail parks
Arena Retail Park, Coventry
Fosse Park, Leicester
Hinckley Retail Park, Hinckley
Junction 17 Lilliots Fields Retail & Leisure Park, Rugby
Others
Catalogue / Mail order
Internet (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
(Don't Know / can't remember)
(Do not do this type of shopping)

014 015

016 017 018 019

Where do you normally do most of your household's shopping for furniture, carpets and other floor coverings (such as beds, sofas, tables, fitted carpets, screens, etc)?

DO NOT READ OUT. ONE ANSWER ONLY Q16

- Towns / Centres
 Attleborough
 Bedworth Town Centre
 Birmingham
 Bulkington
 Chapel End
 Coventry
 Hinckley
 Horeston Grange
 Leicoster
 Nuneaton Town Centre
 Rudby 003 004 005 006 007 008 009 010 011 012 013

- 015 016

- 019 020 021 022 023 024 025 026 027 028 029

- Horeston Grange
 Leicester
 Nuneaton Town Centre
 Rugby
 Soilhull
 Tarmworth
 Specific streets
 Focus, Weddington Road, Nuneaton
 Kingswood Road
 Queens Road
 Queens Road
 Retail parks
 Area Retail Park: Marks & Spencer
 Arena Retail Park: Nuneaton
 Bermuda Park: Avminister
 Bermuda Park: Rathinister
 Bermuda Park: Suthinister
 Bermuda Park: Wood Floorz 4U
 Elliot Fields / Junction 1 Retail & Leisure Park: AHF Furniture
 Elliot Fields / Junction 1 Retail & Leisure Park: Hore
 Elliot Fields / Junction 1 Retail & Leisure Park: Hore
 Elliot Fields / Junction 1 Retail & Leisure Park: Ward
 Elliot Fields / Junction 1 Retail & Leisure Park: Ward
 Elliot Fields / Junction 1 Retail & Leisure Park: Ward
 Elliot Fields / Junction 1 Retail & Leisure Park: Ward
 Elliot Fields / Junction 1 Retail & Leisure Park: Ward
 Elliot Fields / Junction 1 Retail & Leisure Park: Ward
 Elliot Fields / Junction 1 Retail & Leisure Park: Ward
 Elliot Fields / Junction 1 Retail & Leisure Park: Workes
 Fosse Park: Leicester
 Fosse Park: Harveys
 Fosse Park: Harveys
 Fosse Park: Warks & Spencer
 Fosse Park: Next Home
 Fosse Park: Ost
 Hinckley Retail Park
 Other
 Catalogue / Mail order
 Internet (PLEASE WRITE IN)
 Other (Catalogue / Catalogue / Catalogue / Catalogue / Catalogue / Mail order
 Internet (PLEASE WRITE IN)
 (Dont Know / Can't remember)
 (Do not do this type of shopping)

- 031 032 033 034 035 036 037

- 041 042 043 044

Where do you normally do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products (such as drills, lawn mowers, hammers, hedge cutters, garden tools, plants, shrubs etc)?

DO NOT READ OUT. ONE ANSWER ONLY Q17 Towns / centres
Attleborough
Bedworth Town Centre
Birmingham
Bulkington
Chapel End
Coventry
Hinckley
Horeston Grange
Leicester
Nuneaton Town Centre 003 004 005 006 007 008 009 Nuneaton Town Centre 012 Rugby Solihull Rugby
Solihull
Tamworth
Specific streets
Kingswood Road
Queens Road
Retail parks
Bermuda Park, Nuneaton
Bermuda Park, Streetix
Elliot Fields / Junction 1 Retail & Leisure Park, Rugby
Elliot Fields / Junction 1 Retail & Leisure Park: Homebase
Elliot Fields / Junction 1 Retail & Leisure Park: Wickes
Focus, Weddington Road, Nuneaton
Hinckley Retail Park
Others
Catalogue / Mail order
Internet (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
(Don tot do this type of shopping)

Where do you normally do most of your shopping for a 015 019 024 025 026 Where do you normally do most of your shopping for audio visual, photographic, computer items (such as stereos, radios, TVs, software, cameras, telephones, CDs & DVDs etc)?

DO NOT READ OUT. ONE ANSWER ONLY Q18 Towns / centres
Attleborough
Bedworth Town Centre
Birmingham
Bulkington
Chapel End
Coventry
Hinckley
Horeston Grange
Leicester
Numeator Town Centre 002 003 004 005 006 007 Horeston Grange
Leicester
Nuneaton Town Centre
Rugby
Solihull
Tamworth
Specific streets
Kingswood Road
Queens Road
Retail parks
Arena Retail Park: Coventry
Arena Retail Park: Carphone Warehouse
Arena Retail Park: Carphone Warehouse
Arena Retail Park: Comenty
Arena Retail Park: Chones 4U
Elliots Fields / Junction 1 Retail & Leisure Park, Rugby
Elliots Fields / Junction 1 Retail & Leisure Park: Comet
Elliots Fields / Junction 1 Retail & Leisure Park: Currys
Fosse Park, Leicester
Fosse Park: Argos Extra
Fosse Park: Currys
Fosse Park: Currys
Fosse Park: Currys
Fosse Park: PC World
Hinckley Retail Park
Others
Catalogue / Mail order
Internet (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
Other (PLEASE WRITE IN)
(Don't Know / Can't remember)
(Do not do this type of shopping) 009 010 011 012 013 018 019 020 021 022 023 026

Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food Q19 DO NOT READ OUT. ONE ANSWER ONLY Towns / centres Towns / centres Attleborough Bedworth Town Centre Birmingham Bulkington Chapel End Coventry Hinckley Horeston Grange Leicester 001 002 003 004 005 006 007 008 009 Nuneaton Town Centre 010 011 Rugby Solihull 012 Solihull Tamworth Specific streets Kingswood Road Queens Road Retail parks Arena Retail Park, Coventry Arena Retail Park Tesco Extra 013 014 015 017 018 Bermuda Park, Nuneaton Bermuda Park: Domestic Appliance Co. 019 Bermuda Park: Domestic Appliance Co. Elliof Fields / Junction 1 Retail & Leisure Park. Rugby Elliot Fields / Junction 1 Retail & Leisure Park: Cornet Elliot Fields / Junction 1 Retail & Leisure Park: Currys Fosse Park. Leicester Fosse Park: Currys Hinckley Retail Park Others Catalogue / Meil order. 020 021 021 022 023 024 025 026 Catalogue / Mail order Internet (PLEASE WRITE IN) 027 028 029 Other (PLEASE WRITE IN) (Don't know / can't remember) (Do not do this type of shopping) 030 031 Where do you normally do most of your household's shopping for large domestic electrical appliances (such as fridges, washing machines, cookers, vacuum cleaners etc)? DO NOT READ OUT. ONE ANSWER ONLY Towns / centres Attleborough Bedworth Town Centre 001 002 003 Birmingham Birmingnam Bulkington Chapel End Coventry Hinckley Horeston Grange Leicester Nuneaton Town Centre Rudby 004 005 006 007 008 009 010 011 Rugby Solihull 012 013 Tamworth Specific streets Specific streets Kingswood Road Queens Road Retail parks Arena Retail Park, Coventry Arena Retail Park: Tesoo Extra Bermda Park: Domestic Appliance Co. Bermuda Park, Nuneaton Elliot Fields / Junction 1 Retail & Leisure Park: Comet Elliot Fields / Junction 1 Retail & Leisure Park: Cornet Elliot Fields / Junction 1 Retail & Leisure Park: Currys Fosse Park: Leicester 014 015 016 017 018 019 020 021 Fosse Park, Leicester 023 Fosse Park, Leicester Fosse Park: Argos Extra Fosse Park: Currys Hinckley Retail Park Others Catalogue / Mail order Internet (PLEASE WRITE IN) Other (PLEASE WRITE IN) (Don't Know / can't remember) (Do not do this type of shopping) 024 025 027 028 029 030 031 Where do you normally do most of your household's shopping for chemist and medical goods, cosmetics and other beauty products (such as medicines, vitamins, classes, contact lenses etcl? DO NOT READ OUT. ONE ANSWER ONLY Q21 Towns / centres Attleborough Bedworth Town Centre Birmingham Bulkington Chapel End 001 002 003 004 005 006 Coventry Hinckley Horeston Grange 007 800 nng Leicester 010 011 012 013 Nuneaton Town Centre Nuneaton Town C Rugby Solihull Tamworth Specific streets Kingswood Road Queens Road 014 015 Queens Road Retail parks Arena Park, Coventry Arena Park: Boots Arena Park: Esoots Arena Park: Tesco Extra Elliof Fields / Junction 1 Retail & Leisure Park, Rugby Elliof Fields / Junction 1 Retail & Leisure Park: Boots Fosse Park, Leicester Fosse Park: Boots Hinckley Retail Park Others 016 017 018 019 020 021 022 023 Others Catalogue / Mail order 024

Internet (PLEASE WRITE IN)

Other (PLEASE WRITE IN) (Don't know / can't remember) (Do not do this type of shopping)

Where do you do most of your household's shopping for games & toys; hobby items; sport and camping goods; and musical instruments? DO NOT READ OUT. ONE ANSWER ONLY Q22 Towns / centres 001 Attleborough Bedworth Town Centre Bedworth To Birmingham Bulkington Chapel End Coventry Hinckley 003 004 005 006 007 008 009 Horeston Grange Leicester Nuneaton Town Centre 010 011 Rugby Solihull 012 Solihull Tamworth Specific streets Krigswood Road Queens Road Retail parks Arena Retail Park; Coventry Arena Retail Park; Came Elliof Fields / Junction 1 Retail & Leisure Park; Rugby Elliot Fields / Junction 1 Retail & Leisure Park; JB Escena Park; Leiscerto 013 014 017 018 019 Elliof Fields / Junction 1 Retail & L Fosse Park, Leicester Fosse Park: JUB Fosse Park: WHSmith Hinckley Retail Park Others Catalogue / Mall order Internet (PLEASE WRITE IN) (Don't know / can't remember) (Do not do this type of shopping) 020 021 026 027 028 029 Where do you do most of your household's shopping for pets & pet related Q23 products? DO NOT READ OUT. ONE ANSWER ONLY Towns / centres Attleborough Bedworth Town Centre Birmingham 001 002 003 004 Bulkington Chapel End 005 Chapel End Coventry Hinckley Horeston Grange Leicester Nuneaton Town Centre Rugby Solihull Tamworth Specific streets Kinnsword Road 006 007 007 008 009 010 011 012 013 014 015 Kingswood Road Queens Road Queens Road Retail parks Elliot Fields / Junction 1 Retail & Leisure Park, Rugby Elliot Fields / Junction 1 Retail & Leisure Park: Pets at Home Hinckley Retail Park Others Catalogue / Mail order Internet (PLEASE WRITE IN) Other (PLEASE WRITE IN) Other (PLEASE WRITE IN) 016 017 018 019 020 021 022 (Don't know / can't remember) (Do not do this type of shopping) 023 Where do you do most of your household's shopping for all other non-food goods including books; jewellery and watches; china, glassware; recreational and luxury goods? DO NOT READ OUT. ONE ANSWER ONLY Q24 Towns / centres Attleborough Bedworth Town Centre Birmingham Bulkington 001 002 003 004 005 Chapel End Chapel End Coventry Hinckley Horeston Grange Leicester Nuneaton Town Centre Rugby Solihull Tamworth Specific streets Kinnsword Road 006 007 008 009 010 011 012 013 014 Kingswood Road Queens Road 015 Retail parks Hetail parks Arena Retail Park, Coventry Arena Retail Park: Borders Arena Retail Park: Clinton Cards Arena Retail Park: Johnsons Dry Clean Fosse Park, Leicester Fosse Park, WH Smith Hinckley Retail Park 016 017 018 019 020 021 022 Others Catalogue / Mail order Internet (PLEASE WRITE IN) 023 024

Other (PLEASE WRITE IN)

(Don't know / can't remember) (Do not do this type of shopping)

Q25 When you do your household's non-food shopping, how do you usually travel? DO NOT READ OUT. ONE ANSWER ONLY Car / van (as driver) Car / van (as passenger) Bus, minibus or coach Using park & ride facility Motorcycle, scooter or moped Motorcycle, scooter or moped Walk Taxi Train Bicycle Other (PLEASE WRITE IN) Not applicable / goods delivered (Don't know / varies) What main improvements to Nuneaton Town Centre would encourage you to visit more often than you currently do? DO NOT READ OUT. CAN BE MULTICODED. WHEN USING OTHER BOX PLEASE BE SPECIFIC. Q26 TRAVEL / PARKING Better / more frequent bus services Better / new train service Better pedestrian links from train station to centre Better access by car Better pedestrian links from car parking into centre Better pedestrian links from car parking Cheaper parking Free parking More / better signage around the centre More parking provision SHOPS SHOPS More/ better covered shopping centres Fewer empty shops / vacancies A Street Market Better Quality Street Markets More clothes & fashion shops More department stores / larger stores G H More discount stores / cheaper goods More independent shops More quality / designer shops A particular retailer or type of shop (PLEASE WRITE IN) FACILITIES FACILITIES Better (more) safety / security / CCTV / police presence Creche More facilities for children More facilities for disabled More toilets Information Centre ENVIRONMENT More predestrained streets ENVIRONMENT More pedestrainised streets Nicer shopping environment More seating / benches More litter bins Less litter / graffiti More public art OTHERS Other (PLEASE WRITE IN) (Don't know) Q R S T (Don't know) (Nothing in particular) What main improvements to Bedworth Town Centre would encourage you to visit Q27 more often than you currently do? DO NOT READ OUT. CAN BE MULTICODED. WHEN USING OTHER BOX PLEASE TRAVEL / PARKING TRAVEL / PARKING Better / more frequent bus services Better / new train service Better pedestrian links from train station to centre Better access by car Better pedestrian links from car parking into centre Cheaper parking Free parking More / better signage around the centre More parking provision SHOPS More/ better covered shopping centres Fewer empty shops / vacancies A Street Market Better Quality Street Markets More clothes & fashion shops More department stores / larger stores More discount stores / cheaper goods More independent shops More quality / designer shops More quality / designer shops More quality retailer or type of shop (PLEASE WRITE IN) FACILITIES Better (more) safety / security / CCTV / police presence More parking provision FACILITIES Better (more) safety / security / CCTV / police presence Creche More facilities for children More facilities for disabled More toilets Information Centre M N O P ENVIRONMENT ENVIRONMENT More pedestrainised streets Nicer shopping environment More seating / benches More little riber Less littler / graffit More public art OTHERS Other (PLEASE WRITE IN) (Don't know) (Nothing in particular) Q R S T

Once a week|Once a fortnight|Once a month|Once every two months|Once every six months|Once a year|Don't go|(Don't know / varies)

- Bingo Cinema
- Gvm / Healthclub / Sports Facility
- Museum or place of historical into Pub/ Bar
- Restaurant Tenpin bowling

- Theatre Other Activity (PLEASE WRITE IN)

Q29 Where did you or members of your household last go to the cinema? DO NOT READ OUT. ONE ANSWER ONLY

- AMC Theatre, Ladywood Middle Way, Broadway Plaza, Birmingham Cineworld Cinema, Broad Street, Broad Street, Birmingham Cineworld Cinema, Leicester Road, Junction 1 / Elliots Field Retail & Leisure Park, Rugby Cineworld Cinema, Mill Lane Arcade Upper, Touchwood, Solihull
- Electric Cinema, Station Street, Birmingham, Birmingham
- IMAX Cinema, Curzon Street, Millenium Point, Birmingham Odean Cinema, New Street, Birmingham, Birmingham
- Odeon Cinema, Avlestone Road, Freemans Park, Leiceste

- Odeon Cinema, Ayelsone Hoad, Freemans Park, Leicester
 Odeon Cinema, Bolebridge Street, Bolebridge Island, Tamworth
 Odeon Cinema, St Davids Way, Bermuda Park, Nuneaton
 Showcase Cinema de Lux, High Cross Road, Leicester, Leicester
 Showcase Cinema, Gielgud Way, Cross Point Business Park, Coventry
 Vue Cinema, Lubbesthorpe Way, Meridian Leisure Park, Braunstone, Leicester
 Vue Cinema, Watson Road, Star City, Birmingham
 Other (PLEASE WRITE IN)
 (Don'd to this artifutiv)

- F G (Don't do this activity)

Where did you or members of your household last go to a gym / healthclub / Q30

sports facility?

- DO NOT READ OUT. ONE ANSWER ONLY
- 001
- 001 002 003 004 005

- 006
- Abbey Social Club, Meadow Street, Nuneaton
 Alack Snooker Centre, Regent Street, Nuneaton
 Attleborough Liberal Club, Bull Street, Nuneaton
 Attleborough Snooker Club, Highfield Road, Nuneaton
 Attleborough Sports Club, Marston Lane, Nuneaton
 Bedworth Conservative Club Lub, Coventry Road, Bedworth
 Bedworth Ex Servicemens Social Club & Institute, Rye Piece Ringway, Bedworth
 Bedworth Ex Servicemens Social Club & Institute, Rye Piece Ringway, Bedworth 007
- 800 Bedworth Leisure Centre, Coventry Road, Bedworth
- 009 010 011 012 013 014 015

- 016
- Bedworth Leisure Centre, Coventry Road, Bedworth
 Bedworth Liberal Club, King Street, Bedwordh
 Bedworth Budpy Football Club, Smarts Road, Bedworth
 Bedworth United Football Club, Smarts Road, Bedworth
 Bedworth United Football and Social Club, Coventry Road, Bedworth
 Bermuda Working Mens Club, Bermuda Village, Nuneaton
 Bulkington War Memorial Club, Stafford Close, Bulkington, Bedworth
 Bulkington War Memorial Club, Stafford Close, Bulkington, Bedworth
 Bulkington Working Mens Club, Chequer Street, Bulkington, Bedworth
 Carnons Health & Fitness Ltd, St. Davids Way, Bermuda Park, Nuneaton
 Chase Birding School, Nuneaton Road Bulkington Bedworth 017
- 018
- 019
- Cannons Health & Fliness Ltd, St. Davids Way, Bermuda Par Chase Riding School, Nuneaton Road, Bulkington, Bedworth Chestruts Ciub Ltd, Old Hinckley Road, Nuneaton Cleaver Squash Filmess Club, Weddington Road, Nuneaton Collycroft Working Mens Club, Leicester Road, Bedworth Coral Bookmakers, Abbey Street, Nuneaton Coral Bookmakers, Riversley Road, Nuneaton Coral Bookmakers, Wernons Lane, Nuneaton Coral Bookmakers, Wernons Lane, Nuneaton Coral Bookmakers, Wednigton Road, Nuneaton Cote Sport, Camp Hill Road, Nuneaton Coventry Karting, Baylon Road, Eyhall, Coventry 020

- 021 022 023 024 025
- 026 Coventry Karting, Bayton Road, Exhall, Coventry 027
- 028 Coventry Welsh Rugby Football Ground, Burbages Lane, Bedworth Etone Sports Centre, Leicester Road, Nuneaton
- 029 030
- 031 032 033 034 035 036

- Etone Sports Centre, Leicester Road, Nuneaton
 Fitness Centre, Corporation Street, Nuneaton
 Grand Bingo & Entertainment Social Club, Camp Hill Road, Nuneaton
 Griff & Coton Sports Club, Heath End Road, Nuneaton
 H J M Caterres Ltd, Abbey Street, Nuneaton
 H J M Caterres Ltd, Abbey Street, Nuneaton
 Haunchwood Sports & Social Club, Valley Road, Salley Common, Nuneaton
 Higham Lane Leisure Association, Ambleside Way, Nuneaton
 Hill E.R., Newland Lane, Coventry
 Ladypace Ltd, Marker Place, Nuneaton
 Lakeside Superbowl, St. Davids Way, Bermuda Park, Nuneaton
 Lions Club of Nuneaton, Chartwell Close, Nuneaton
 Lions Club of Nuneaton, Chartwell Close, Nuneaton
 Liquid Envy, Leicester Road, Nuneaton
- 037
- 038
- 039 040
- 041
- Lions Club of Nuneaton, Chartwell Close, Nuneaton
 Liquid Envy, Leicester Road, Nuneaton
 Newdigate Colliery & District Sports & Social Club, Smorrall Lane, Bedworth
 Nuneaton & North Warwickshire Centre, Valley Road, Galley Common, Nuneaton
 Nuneaton (Ruppy Football Ground), Liberty Way, Attleborouph Fields Ind Estate, Nuneaton
 Nuneaton Bowling Club, Higham Lane, Nuneaton
 Nuneaton Co-perative Sports & Social Club, Dugdale Street, Nuneaton
 Nuneaton Golf Shop, Golf Drive, Nuneaton
 Nuneaton Lawn Tennis Club, Caldwell Road, Nuneaton
 Oldeon Cinemas Ltd, St. Davids Way, Bermuda Park, Nuneaton
 Old Edwardians Rugby Football Club, Weddington Road, Nuneaton
 Palace Bingo, Leicester Road, Bedworth
 Pingles Leisure Centre, Avenue Road, Nuneaton
- 043 044 045 046 047

- 048 049
- 050 051
- 052 053 054 055 056

- Pingles Leisure Centre, Avenue Road, Nuneaton Plough Hill Golf Centre, Plough Hill Road, Nuneaton Reflex, Church Street, Nuneaton Saunders Hall Workingmens Club, Saunders Avenue, Bedworth Sounds Magic Disco, Golf Drive, Nuneaton Sports & Leisure Centres Jubilee Sports Centre, Greenmoor Road, Nuneaton Stockingford Allotment Association, Ansley Road, Nuneaton Stockingford Labour Party Club Ltd, Arbury Road, Nuneaton
- 057 058
- 059
- The Sound Foundry, Seymour Road, Nuneaton Trent Valley House Working Men's Club & Institute, New Street, Bedworth 060
- 061 062
- Irent valley House working wen's club a institute, New Street, Weddington Social Club, Weddington Road, Nuneation Weston Lawn Equitation, Bedworth Road, Bulkington, Bedworth William Hill Bookmakers, Licester Street, Bulkington, Bedworth Woodlands Working Mens Club, Woodlands Road, Bedworth Other (PLEASE WRITE IN) (Don't do this activity) 063 064

Where did you or members of your household last go to a restaurant? DO NOT READ OUT. ONE ANSWER ONLY Q31 Agra Palace Indian Cuisine, Abbey Green, Nuneaton Alties Public House, Newtown Road, Bedworth Anker Inn, Weddington Road, Nuneaton Attleborouph Arms, Highfield Road, Nuneaton B N Ayce, St. Davids Way, Bermuda Park, Nuneaton Balli Hut, Bond Street, Nuneaton Balli Hut, Bond Street, Nuneaton Balli Village, The Square, Attleborough, Nuneaton Balli Village, The Square, Attleborough, Nuneaton Bermuda Park Rig Steak Pub, St. Davids Way, Bermuda Park, Nuneaton Bilberries Public House, Bond Gate, Nuneaton Bilberries Public House, Bond Gate, Nuneaton Bilberries Public House, Bond Gate, Nuneaton 003 004 005 006 Bilberries Public House, Bond Gate, Nuneaton British Queen, King Street, Bedworth Bull & Anchor, Wheelwright Lane, Ash Green, Coventry Cassandras, Abbey Gate Shopping Precinct, Nuneaton Cedar Tree, Avenue Road, Nuneaton Chetwynd Arms, Chetwynd Drive, Nuneaton Chetwynd Restaurant, Chetwynd Drive, Nuneaton Chicago Rock Cafe, Newdegate Street, Nuneaton Contract Besturent, Hisban Lane, Nuneaton 014 015 016 019 Courtyard Restaurant, Higham Lane, Nuneaton Crew, Queens Road, Nuneaton Cricketers Arms, Nuneaton Road, Bedworth Cricketers Arms, Nuneaton Road, Bedworth Crossed Khukris Gurkha Restaurant, Abbey Street, Nuneaton Crow's Nest, Crowhill Road, Nuneaton Crystal Palace Public House, Gadsby Street, Nuneaton Elliots, Abbey Street, Nuneaton Felix Holt, Stratford Street, Nuneaton Flames Grill, Harefield Road, Nuneaton Fox Inn, The Square, Attleborough, Nuneaton George Eliot Hotel Public House, Bridge Street, Nuneaton Griff House Befester, Crystret, Road Griff, Nuneaton Griff House Beefeater, Coventry Road, Griff, Nuneaton Griff House, Coventry Road, Griff, Nuneaton Griff House, Coventry Road, Griff, Nuneaton Griffin Inn, Coventry Road, Griff, Nuneaton Hare & Hounds, Hare & Hounds Lane, Nuneaton Hearty Goodfellow, Arbury Road, Nuneaton Ignitez Indian Cuisine & Cafe Bar, Queens Road, Nuneaton Italian Express, Abbey Sireet, Nuneaton Karens Kabin, Church Street, Nuneaton Kellys Bar, Attleborough, Nuneaton, Warwickshire Kingswood, Kang, Nuneaton La Tavola Calda Hotel, Midland Road, Nuneaton Lanh & Elan Church Road Nuneaton 034 035 036 037 038 Lamb & Flag, Church Road, Nuneaton Leonardos, Newdegate Street, Nuneaton Leonardos, Newdegate Street, Nuneaton Longshoot Hotel, The Long Shoot, Nuneaton Lord Raglan, Coventry Road, Exhall, Coventry Manor Snacks, Manor Court Road, Nuneaton Masons, Coventry Street, Nuneaton McDonald's Restaurants Ltd, Queens Road, Nuneaton McDonald's Restaurants Ltd, St. Davids Way, Bermuda Park, Nuneaton McDonald's Restaurants Ltd, St. Davids Way, Bermuda Park, Nuneaton Meghna Tandoori, King Street, Bedworth Millennium Balti, The Square, Attleborough, Nuneaton Miners Arms, Marston Lane, Bedworth Miners Arms, Whittleford Road, Nuneaton Mount Pleasant. Leicester Road. Bedworth 044 045 046 047 048 050 Mount Pleasant, Leicester Road, Bedworth Mount Pleasant, Leicester Road, Bedworth New Inn, Rugby Road, Bulkington, Bedworth Old Chequers Inn, Chequer Street, Bulkington, Bedworth Pizza Hut UK Ltd, Abbey Street, Nuneaton Plough Inn, Plough Hill Road, Nuneaton Punch Bowl, Tuttle Hill, Nuneaton Railway Tavern, Bond Street, Nuneaton Railway Tavern, Bond Street, Nuneaton 054 055 056 057 058 Rajdhani Indian Restaurant, Camborne Drive, Nuneaton Room at the Top, Abbey Street, Nuneaton 060 Royal Oak, Arbury Road, Nuneaton 063 Royal Oak, Nuneaton Road, Bedworth Royal Oak, Nuneaton Road, Bedworth Rule & Compass, Leicester Street, Bulkington, Bedworth Salutation Inn, Chancery Lane, Nuneaton Shahi Balti, Abbey Street, Nuneaton Starbucks Coffee Company UK Ltd, Market Place, Nuneaton Sunnyside Inn, Northumberland Avenue, Nuneaton Thai Tham, Coton Road, Nuneaton The Acorn, Camborne Drive, Nuneaton The Bear & Ragged Staff, King Street, Bedworth The Beat Inn, Blackhorse Road, Longford, Coventry The Burden Kerbes News Destruction Book Green Nuneaton 065 066 067 068 069

The Boat Inn, Blackhorse Road, Longford, Coventry
The Buddys Kebab Shop Restaurant, Bond Gate, Nuneaton
The Camp Inn, Camp Hill Road, Nuneaton
The Crown Inn, Bond Street, Nuneaton
The Hayrick, Meadowside, Nuneaton
The Hayrick, Meadowside, Nuneaton
The Jailhouse, Chapel Street, Nuneaton
The Newdegate Arms, Newdigate Road, Bedworth
The Parade, Coton Road, Nuneaton
Tony S Cale, Eadie Street, Nuneaton
Town Tilk Albey Green, Nineaton

Town Talk, Abbey Green, Nuneaton Travellers Rest, Bulkington Road, Bedworth

Iraveiers riest, bulkington hoad, betworth Village Parlty, George Street, Attleborough, Nuneaton Weavers Arms, Long Street, Bulkington, Bedworth White Lion, Croft Road, Nuneaton Wing Wah Chinese Restaurant, Bond Street, Nuneaton Yeoman Harvester, St. Nicolas Park Drive, Nuneaton Other (PLEASE WRITE IN) (Don't do this activity)

082

Q32 Where did you or members of your household undertake the activity mentioned? (INTERVIEWERS PLEASE REFER TO Q28 - OTHER ACTIVITY) DO NOT READ OUT. ONE ANSWER ONLY Attleborough 002 Bedworth Bedworth Birmingham Bulkington Chapel End Coventry Hinckley Horeston Grange Leicester Nuneaton Budby 003 004 005 006 007 008 009 010 011 Rugby Solihull 012 013 014 Tamworth Touchwood, Solihull Touchwood, Solihull Kingswood Road Queens Road Bermuda Park, St Davids Way, Nuneaton Arena Retail Park, Classic Drive, Coventry Broadway Plaza, Ladywood Middleway, Birmingham Cross Point Buisness Park, Gielgud Way, Coventry Fosse Park, Fosse Park Avenue, Leicoster Junction 1 / Elliots Field Retail & Leisure Park, Leicester Road, Rugby Meridian Leisure Park, Lubbesthorpe Way, Braunstone, Leicester Star City, Watson Road, Birmingham Other (PLEASE WRITE IN) (Don't do this activity) 015 016 017 018 019 020 021 022 023 024 025 What improvements to Nuneaton's existing leisure offer would make you visit it more often than you currently do, during the day and/or evenings? DO NOT READ OUT. CAN BE MULTICODED UP TO MARK UP TO THREE RESPONSES ONLY. Improved access by foot and cycle Improved public transport More / better car parking More / better car parking More / better disabled acess Improved security / CCTV More / better folicing More street cleaning Improvements in the built environment More / better signposting and information More better parks / green spaces Provision of public toilets Improved street furniture More / better seats More / better seats More / better cultural facilities A cinema A cinema G H I A theatre A theatre A casino More / better health clubs / gyms A swimming pool Ten Pin Bowling Bingo More / better public houses More nightclubs More quality restaurants More pavement cafes Nothing Nothing Other (PLEASE WRITE IN) (Don't do this activity) What improvements to Bedworth's existing leisure offer would make you visit it more often than you currently do? DO NOT READ OUT. CAN BE MULTICODED UP TO MARK UP TO THREE RESPONSES ONLY. Improved access by foot and cycle Improved access by foot and Improved public transport More / better car parking More / better disabled acess Improved security / CCTV More / better policing More / better policing More street cleaning Improvements in the built environment More / better signposting and information More better parks / green spaces Provision of public toilets Improved street furniture More / better seats More / better cultural facilities A cinema 8 9 A B C D E F G H A cinema A theatre A theatre A casino More / better health clubs / gyms A swimming pool Ten Pin Bowling Bingo More / better public houses More nightclubs More quality restaurants More pavement cafes Nothion

Q

Nothing Other (PLEASE WRITE IN) (Don't do this activity)

Finally, I would like to ask you a few questions about yourself and your household. These are for survey control purposes only and the results will not be released identifying you by name. Gender of respondent CODE FROM OBSERVATION GEN Can I just ask, how old are you?
DO NOT READ OUT. ONE ANSWER ONLY AGE 18-24 25-34 35-44 45-54 55-64 65+ (Refused) What is the occupation of the chief wage earner of the household? DO NOT READ OUT. ONE ANSWER ONLY occ Occupation (PLEASE WRITE IN) Basic state pension ONLY (Refused) 1 2 3 How many adults aged 16 years and over, including yourself, live in your DO NOT READ OUT. ONE ANSWER ONLY ADU One Two Three Four or more (Refused) 2 3 4 5 How many children aged 15 years and under, live in your household? DO NOT READ OUT. ONE ANSWER ONLY CHI None One Two Three Four or more (Refused) How many cars does your household own or have the use of? DO NOT READ OUT. ONE ANSWER ONLY None One Two Three or more (Refused) Would you be willing to be recontacted for future quality control purposes? DO NOT READ OUT. ONE ANSWER ONLY FUT Thank & close





Goad Category Report

Bedworth

Survey Date: 24/10/2011



Page 1 07/11/2012

GETTING THE MOST FROM YOUR GOAD CATEGORY REPORT

Each shopping centre has its own unique mix of multiple outlets, independent shops, convenience and comparison stores, food outlets and vacant premises.

Understanding the retail composition of a centre and its effect on local consumers is crucial to the success of any business. By studying the information in the report, you will be able to examine site quality, evaluate threats opportunities, and assess the vitality and viability of the centre. However, you will only achieve this if you are aware of the various implications of the data that you see. This guide is designed to help you interpret the information you see on the Goad Category Report.

1. The Local Area

When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Category Reports are available for the majority of retail centre that we map.

2. The Indexing System

A simple indexing system appears throughout the report. This illustrates the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count.

For example, if restaurants accounted for 10% of a centre's outlets and the UK average was also 10%, the index would be 100. If however, the UK average was 8%, the index would be 125.

The index is an effective gap analysis tool and can be used to identify areas that are under and over represented within a centre. A retail category that is heavily under represented could indicate poor local demand. On the other hand, it could show that there is an untapped market waiting to be serviced. Either way, it provides a strong indication that the site will need to be examined further.

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of

comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

Comparing the number of vacant outlets with the GB average provides a useful insight into the current economic status of a centre. For example, a high index generally represents underdevelopment or decay, while a low index shows a strong retail presence.

5. Multiple Outlets/Major Retailers

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers. The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV are often sufficient in itself to attract consumers to a centre. 30 national multiples have been identified as Major Retailers, (i.e. those retailers most likely to improve the consumer appeal of a centre).

The presence of multiple outlets and major retailers can have a significant impact on neighbouring outlets. While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian

The Goad Centre Report

This defines the retail extent and composition of a centre; showing the number of premises in over 27 retail categories and detailing the space allocation across each of them. A comparison of these figures with the national average illustrates under or over representation by category, allowing you to assess the degree of competition or opportunity within the centre.

The Goad Distribution Report

Goad Distribution Reports provides a top-level analysis of the total retail mix and composition of a centre. It shows the number of premises in 16 categories and details the space allocation across each of them.

Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure. Each category is broken down into the European standard COICOP (Classification of Individual Consumption by Purpose) classification. Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

Goad Paper Plans

These provide a bird's eye view of over 1,250 UK retail centres. The name, retail category, floor space and exact location of all outlets and vacant premises is recorded and mapped. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured. There are also over 800 retail park plans available

Goad Digital Plans

Digital plans are available online through our Goad Network system. This enables the user to View, Interrogate Edit & Print plans to their own requirements. For a demonstration logon to http://www.goadnetwork.co.uk/demologin.asp

Tailored Plans and Extracts

We are able to provide tailored plans and extracts which highlight the information most relevant to your enquiry.

The Retail Address Database

An extensive database covering the addresses of 360,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

For further details on these products or if you have any queries regarding your Goad Category Report, please contact Experian on: Tel: 0845 601 6011

Fax: 0115 968 5003 E-mail:

goad.sales@uk.experian.com



(C) Experian 2007 Navleq 2006 Page 2 07/11/2012



Nearest Location	Distance KM
Coventry - Riley Square Shopping Centre	4.81
Nuneaton	4.82
Coventry - Edgwick	5.87
Coventry - Walsgrave Road	7.69
Coventry	8.42

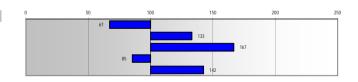
Major Retaile	rs Present			
Department Stores			Clothing	
BhS		0	Burton	0
Debenhams		0	Dorothy Perkins	0
House of Fraser		0	H & M	0
John Lewis		0	New Look	1
Marks & Spencer		0	Next	0
			Primark	0
Mixed Goods Retailers	S		River Island	0
Argos		0	Topman	0
Boots the Chemist		1	Topshop	0
T K Maxx		0		
W H Smith		0	Other Retailers	
Wilkinson		0	Carphone Warehouse	0
			Clarks	0
Supermarkets			Clintons	0
Sainsburys	0		H M V	0
Tesco	0		02	0
Waitrose	0		Superdrug	1
			Phones 4 U	0
			Vodafone	0
			Waterstones	0

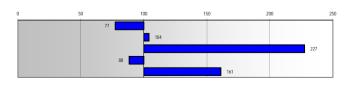
Multiple Counts & Floorspace by Sector

Total Multiple Outlets

Counts	Outlets	Area %	Base %	Index
Comparison	14	29.17	43.44	67
Convenience	7	14.58	10.95	133
Retail Service	8	16.67	9.99	167
Leisure Services	8	16.67	19.52	85
Financial & Business Services	11	22.92	16.09	142

Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	47,000	37.21	48.18	77
Convenience	29,300	23.20	22.30	104
Retail Service	14,400	11.40	5.01	227
Leisure Services	17,300	13.70	15.52	88
Financial & Business Services	18,300	14.49	8.99	161
Total Multiple Floorspace	126,300			







(C) Experian 2007 Navteq 2006

		Base:	Al	II UK Centres								
Sector	Classification						0	50	100	150	200	250
Comparison			Outlets	Area %	Base %	Index	0					
	Antique Shops		0	0.00	0.40	0	0					
	Art & Art Dealers		0	0.00	0.64	0	0					
	Booksellers		0	0.00	0.53	0	0					
	Carpets & Flooring		0	0.00	0.56	0	0					
	Catalogue Showrooms		0	0.00	0.14	0						
	Charity Shops		9	7.32	2.40	305						
	Chemist & Drugstores		4	3.25	1.13	288	0					
	Childrens & Infants Wear		0	0.00	0.46	0			108			
	Clothing General		3	2.44	2.25	108	0					
	Crafts, Gifts, China & Glass		0	0.00	1.51	0	0					
	Cycles & Accessories		0	0.00	0.24	0	0					
	Department & Variety Stores		0	0.00	0.36	0	0					
	DIY & Home Improvement		0	0.00	0.70	0		57				
	Electrical & Other Durable Goods		1	0.81	1.43	57						218
	Florists		2	1.63	0.75	218	0					
	Footwear		0	0.00	1.18	0						
	Furniture Fitted		0	0.00	0.39	0			87			
	Furniture General		1	0.81	0.93	87						
	Gardens & Equipment		0	0.00	0.05	0					198	
	Greeting Cards		2	1.63	0.82	198						223
	Hardware & Household Goods		4	3.25	1.46	223			93			
	Jewellery, Watches & Silver		2	1.63	1.74	93						
	Ladies & Mens Wear & Acc.		0	0.00	1.17	0		29				
	Ladies Wear & Accessories		1	0.81	2.83	29						
	Leather & Travel Goods		0	0.00	0.18	0	,					
	Mens Wear & Accessories		0	0.00	0.88	0						
	Music & Musical Instruments		0	0.00	0.12 0.26	0						
	Music & Video Recordings		2	1.63	1.36				1	20		
	Newsagents & Stationers Office Supplies		0	0.00	0.03	120 0						
	Other Comparison Goods		0	0.00	0.03	0						
	Photographic & Optical		0	0.00	0.70	0						
	Secondhand Goods, Books, etc.		0	0.00	0.17	0	0					
	Sports, Camping & Leisure Goods		0	0.00	0.80	0						
	Telephones & Accessories		0	0.00	1.21	0						
	Textiles & Soft Furnishings		1	0.81	0.69	118			11	18		
	Toiletries, Cosmetics & Beauty Products		2	1.63	0.09	179					179	
	Toys, Games & Hobbies		1	0.81	0.85	96			96			
	Vehicle & Motorcycle Sales		0	0.00	0.03	0						
	Vehicle Accessories		1	0.81	0.21	384						
	Totals		36	29.27	33.05	89						
	iotaio		30	23.21	33.03	09						



(C) Experian 2007 Navleq 2006

onvenience	Outlets	Area %	Base %	Index	0	50	100	150	200	
Bakers & Confectioners	4	3.25	1.82	179					179	
Butchers	2	1.63	0.69	234						23
CTN	1	0.81	0.24	342						
Convenience Stores	0	0.00	1.23	0	0					
Fishmongers	0	0.00	0.11	0	0					
Frozen Foods	1	0.81	0.29	277						
Greengrocers	1	0.81	0.31	266						
Grocers & Delicatessens	0	0.00	0.93	0	0					
Health Foods	0	0.00	0.48	0	0					
Markets	1	0.81	0.11	729						
Off Licences	1	0.81	0.44	183					183	
Shoe Repairs Etc	1	0.81	0.44	185					185	
Supermarkets	1	0.81	0.89	91			91			
Total Convenience	13	10.57	7.98	132		· ·				
ail Service	Outlets	Area %	Base %	Index	0	50	100	150	200	
Clothing & Fancy Dress Hire	1	0.81	0.08	1,067						
Dry Cleaners & Launderettes	1	0.81	0.83	98			98			
Filling Stations	0	0.00	0.22	0	0					
Health & Beauty	5	4.07	7.84	52		52				
Opticians	3	2.44	1.36	179					179	
Other Retail Services	1	0.81	0.52	157				157		
Photo Processing	0	0.00	0.15	0	0					
Photo Studio	0	0.00	0.18	0	0					
Post Offices	1	0.81	0.43	191					191	
Repairs, Alterations & Restoration	0	0.00	0.22	0	0					
Travel Agents	4	3.25	0.98	333						
TV, Cable & Video Rental	0	0.00	0.02	0	0					
Vehicle Rental	0	0.00	0.06	0	0					
Vehicle Repairs & Services	2	1.63	0.50	328						
Video Tape Rental	1	0.81	0.17	476						
Totals	19	15.45	13.54	114		1				
ner Retail	Outlets	Area %	Base %	Index	0	50	100	150	200	
Other Retail Outlets	Outlets 0	0.00	0.16	index						



(C) Experian 2007 Navleq 2006 Page 5 07/11/2012

eisure Services	Outlets	Area %	Base %	Index					
Bars & Wine Bars	0	0.00	1.41	0 0					
Bingo & Amusements	2	1.63	0.44	368					
Cafes	2	1.63	4.06	40	40				
Casinos & Betting Offices	3	2.44	1.38	177				177	
Cinemas, Theatres & Concert Halls	1	0.81	0.25	330					
Clubs	3	2.44	0.68	357					
Disco, Dance & Nightclubs	0	0.00	0.25	0 0					
Fast Food & Take Away	6	4.88	5.38	91		91			
Hotels & Guest Houses	0	0.00	0.61	0 0					
Public Houses	2	1.63	2.84	57	57				
Restaurants	1	0.81	4.37	19 19					
Sports & Leisure Facilities	0	0.00	0.27	0 0					
Totals	20	16.26	21.93	74	,				
inancial & Business Services				0	50	100	150	200	
Building Societies	2	1.63	0.50	323					
Building Supplies & Services	0	0.00	0.52	0 0					
Business Goods & Services	0	0.00	0.03	0 0					
Employment & Careers	0	0.00	0.46	0 0					
Financial Services	3	2.44	1.38	176				176	
Legal Services	1	0.81	1.08	75	75				
Other Business Services	1	0.81	0.45	180				180	
Printing & Copying	0	0.00	0.34	0 0					
Property Services	4	3.25	3.44	95		95			
Retail Banks	6	4.88	2.74	178				178	
Totals	17	13.82	10.94	126					
acant Outlets				0	50	100	150	200	
Vacant Retail & Service Outlets	18	14.63	12.22	120			120		

123

Total Number of Outlets



(C) Experian 2007 Navleq 2006 Page 6 07/11/2012

ector	Classification			_	0	50	100	150	200	
ompariso		Floorspace	Area %	Base %	Index					—
	Antique Shops	0	0.00	0.21	0 0					
	Art & Art Dealers	0	0.00	0.36	0 -					
	Booksellers	0	0.00	0.44	0 _					
	Carpets & Flooring	0	0.00	0.56	0 0					
	Catalogue Showrooms	0	0.00	0.53	0 0					
	Charity Shops	11,900	5.09	1.50	339				185	
	Chemist & Drugstores	6,700	2.86	1.55	185				185	
	Childrens & Infants Wear	0	0.00	0.35	0 0					
	Clothing General	12,700	5.43	3.60	151			151		
	Crafts, Gifts, China & Glass	0	0.00	0.76	0 0					
	Cycles & Accessories	0	0.00	0.18	0 0					
	Department & Variety Stores	0	0.00	4.51	0 0					
	DIY & Home Improvement	0	0.00	1.18	0 0					
	Electrical & Other Durable Goods	1,700	0.73	1.23	59	59				
	Florists	1,000	0.43	0.27	157			157		
	Footwear	0	0.00	0.95	0 0					
	Furniture Fitted	0	0.00	0.36	0 0					
	Furniture General	3,000	1.28	1.52	84		84			
	Gardens & Equipment	0	0.00	0.07	0 0					
	Greeting Cards	1,900	0.81	0.56	144			144		
	Hardware & Household Goods	17,500	7.48	3.28	228					
	Jewellery, Watches & Silver	1,200	0.51	0.75	69	69				
	Ladies & Mens Wear & Acc.	0	0.00	1.59	0 0					
	Ladies Wear & Accessories	1,500	0.64	2.59	25	25				
	Leather & Travel Goods	0	0.00	0.10	0 0					
	Mens Wear & Accessories	0	0.00	0.70	0 0					
	Music & Musical Instruments	0	0.00	0.08	0 0					
	Music & Video Recordings	0	0.00	0.28	0 0					
	Newsagents & Stationers	1,600	0.68	0.98	70	70				
	Office Supplies	0	0.00	0.07	0 0					
	Other Comparison Goods	0	0.00	0.59	0 0					
	Photographic & Optical	0	0.00	0.09	0 0					
	Secondhand Goods, Books, etc.	0	0.00	0.13	0 0					
	Sports, Camping & Leisure Goods	0	0.00	1.08	0 0					
	Telephones & Accessories	0	0.00	0.64	0 0					
	Textiles & Soft Furnishings	1,400	0.60	0.51	118		1	118		
	Toiletries, Cosmetics & Beauty Products	6,000	2.57	0.87	294					
	Toys, Games & Hobbies	700	0.30	0.68	44	44				
	Vehicle & Motorcycle Sales	0	0.00	0.57	0 0					
	Vehicle Accessories	4,200	1.80	0.24	736					
	Totals	73,000	31.21	36.55	85					



(C) Experian 2007 Navleq 2006

venience	Floorspace	Area %	Base %	Index	0	50	100	150	200	
Bakers & Confectioners	4,000	1.71	0.86	198					198	
Butchers	1,100	0.47	0.34	137				137		
CTN	1,600	0.68	0.13	544						
Convenience Stores	0	0.00	1.19	0	0					
Fishmongers	0	0.00	0.05	0	0					
Frozen Foods	6,500	2.78	0.78	356						
Greengrocers	900	0.38	0.15	264						
Grocers & Delicatessens	0	0.00	0.49	0	0					
Health Foods	0	0.00	0.26	0	0					
Markets	1,800	0.77	0.88	88			88			
Off Licences	1,600	0.68	0.25	270						
Shoe Repairs Etc	900	0.38	0.12	322						
Supermarkets	17,500	7.48	8.86	84			84			
Total Convenience	35,900	15.35	14.36	107						
Clothing & Fancy Dress Hire	2,300	0.98	0.04	2,461			100			
ail Service	Floorspace	Area %	Base %	Index	0	50	100	150	200	
	· ·						109			
Dry Cleaners & Launderettes	900	0.38	0.35	109	0					
Filling Stations	0	0.00 1.84	0.12 3.49	0		53				
Health & Beauty	4,300			53					191	
Opticians	3,500	1.50	0.78	191				136		
Other Retail Services Photo Processing	1,100	0.47	0.35	136						
					0					
	0	0.00	0.06	0	0					
Photo Studio	0	0.00	0.08	0	0			135		
Photo Studio Post Offices	0 1,500	0.00 0.64	0.08 0.48	0 135	0			135		
Photo Studio Post Offices Repairs, Alterations & Restoration	0 1,500 0	0.00 0.64 0.00	0.08 0.48 0.08	0 135 0	0			135		
Photo Studio Post Offices Repairs, Alterations & Restoration Travel Agents	0 1,500 0 8,200	0.00 0.64 0.00 3.51	0.08 0.48 0.08 0.53	0 135 0 667	0			135		
Photo Studio Post Offices Repairs, Alterations & Restoration Travel Agents TV, Cable & Video Rental	0 1,500 0 8,200	0.00 0.64 0.00 3.51 0.00	0.08 0.48 0.08 0.53 0.00	0 135 0 667	0			135		
Photo Studio Post Offices Repairs, Alterations & Restoration Travel Agents TV, Cable & Video Rental Vehicle Rental	0 1,500 0 8,200 0	0.00 0.64 0.00 3.51 0.00 0.00	0.08 0.48 0.08 0.53 0.00 0.05	0 135 0 667 0	0			135		
Photo Studio Post Offices Repairs, Alterations & Restoration Travel Agents TV, Cable & Video Rental Vehicle Rental Vehicle Repairs & Services	0 1,500 0 8,200 0 0 4,000	0.00 0.64 0.00 3.51 0.00 0.00	0.08 0.48 0.08 0.53 0.00 0.05 0.64	0 135 0 667 0 0	0			135		
Photo Studio Post Offices Repairs, Alterations & Restoration Travel Agents TV, Cable & Video Rental Vehicle Rental Vehicle Repairs & Services Video Tape Rental	0 1,500 0 8,200 0 0 4,000 1,400	0.00 0.64 0.00 3.51 0.00 0.00 1.71 0.60	0.08 0.48 0.08 0.53 0.00 0.05 0.64 0.16	0 135 0 667 0 0 266 372	0			135		
Photo Studio Post Offices Repairs, Alterations & Restoration Travel Agents TV, Cable & Video Rental Vehicle Rental Vehicle Repairs & Services	0 1,500 0 8,200 0 0 4,000	0.00 0.64 0.00 3.51 0.00 0.00	0.08 0.48 0.08 0.53 0.00 0.05 0.64	0 135 0 667 0 0						
Photo Studio Post Offices Repairs, Alterations & Restoration Travel Agents TV, Cable & Video Rental Vehicle Rental Vehicle Repairs & Services Video Tape Rental	0 1,500 0 8,200 0 0 4,000 1,400	0.00 0.64 0.00 3.51 0.00 0.00 1.71 0.60	0.08 0.48 0.08 0.53 0.00 0.05 0.64 0.16	0 135 0 667 0 0 266 372	0	50	100	135	200	



(C) Experian 2007 Navleq 2006 Page 8 07/11/2012

					0	50		100	150	200	250
Leisure Services	Floorspace	Area %		Index	0						
Bars & Wine Bars	0	0.00	1.77	0							
Bingo & Amusements	6,200	2.65	0.92	289		39					
Cafes	1,900	0.81	2.11	39		, <u> </u>					
Casinos & Betting Offices	6,400	2.74	1.05	260				118			
Cinemas, Theatres & Concert Halls	4,500	1.92	1.64	118				118			
Clubs	15,800	6.76	1.18	573							
Disco, Dance & Nightclubs	0	0.00	0.53	0	0						
Fast Food & Take Away	5,000	2.14	2.57	83				83			
Hotels & Guest Houses	0	0.00	1.87	0	0						
Public Houses	6,800	2.91	3.77	77			77				
Restaurants	800	0.34	3.78	9	9						
Sports & Leisure Facilities	0	0.00	1.50	0	0						
Totals	47,400	20.27	22.69	89							
Financial & Business Services	Floorspace	Area %	Base %	Index	0	50	1	100	150	200	250
Building Societies	2,400	1.03	0.39	265							
Building Supplies & Services	2,400	0.00	0.47	0	0						
Business Goods & Services	0	0.00	0.02	0	0						
Employment & Careers	0	0.00	0.29	0	0						
Financial Services	6.000	2.57	0.78	331							
Legal Services	1,500	0.64	0.78	83				83			
Other Business Services	900	0.38	0.48	80			8	0			
Printing & Copying	0	0.00	0.20	0	0						
Property Services	3,900	1.67	1.79	93				93			
Retail Banks	13.100	5.60	3.13	179						179	
Totals	27,800	11.89	8.31	143							
					0	,	60	100	150	200	250
Vacant Outlets					Ī				100	155	1
Vacant Retail & Service Outlets	22,600	9.66	10.16	95				95			

233,900

Total Floorspace



TERMS AND CONDITIONS

1. DEFINITIONS

"this agreement" means the terms and conditions hereunder and the correspondence between the parties attached hereto.

"Experian" means Experian Group Limited.

"the Client" means the person, firm or limited company to whom the Services are to be provided.

"the Information" means any information (in whatsoever form) provided to the Client by Experian in connection with the Services.

"the Media" means the records, tapes or other materials and documents by which the information is communicated to the Client.

"the Services" means the services to be provided by Experian to the Client more particularly described in the correspondence between the parties attached hereto.

2. CONTRACT TERMS

Subject to Clause 14 hereunder this Agreement shall be on the terms and conditions set out below to the exclusion of any other terms and conditions whether or not the same are endorsed upon, delivered with or referred to in any document delivered or sent by the client to Experian.

3. PAYMENT OF CHARGES

3.1 The charges for the Services ("the Charges") shall be specified by Experian to the Client.

3.2 The Client shall pay the Charges within 28 days of the date of Experian's invoice thereof.
3.3 Interest at an annual rate of 5% above Barclays Bank pic's base rate from time to time shall accrue daily and be calculated on a daily basis on any sum overdue from the date of invoice until payment in full of the Charges.

3.4 Unless expressly stated otherwise the Charges shall be exclusive of VAT (or any other duty chargeable in respect thereof) (which for the avoidance of doubt shall be payable by the Client in accordance with the terms and conditions hereof).

4. PROVISION OF THE SERVICES

4.1 Experian shall use all reasonable endeavours to ensure that the information is accurate in all material respects.

4.2 Save as provided in sub-clause 4.1 above or otherwise expressly provided in this Agreement or to the extent that it is unlawful for any said representations and warrantiles to be excluded Experian makes no representations or warranties whether express or implied (by statute or otherwise) in connection with the Services or use thereof by the Client or otherwise in connection with this Agreement

4.3 The parties hereto agree that the time for the performance of Experian's obligations in connection with the Services shall not be of the essence in this Agreement.

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

5.1 Experian shall not be liable (whether in contract or in negligence (other than the liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) or other tort or otherwise) for any indirect or consequential loss of any kind whatsoever (including without limitation loss of profit or loss of business) suffered by the Client in connection with the Services.

5.2 Wilhout prejudice to the provisions of sub-clause 4.1 above Experian's maximum aggregate liability hereunder (other than liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) whether for breach of this Agreement or otherwise and whether or not arising from the negligence of Experian or any other person involved directly or indirectly in the provision of the Services shall not exceed an amount equal to the Charges (exclusive of VAT) pavable to Experian in hereunder.

6. COPYRIGHT

Property and the copyright (and all other intellectual property rights) in the Media and the Information (other than any information which has passed to Experian by the Client in connection with the Services or which has been obtained from any third party by Experian which copyright and all other intellectual property rights as appropriate shall remain vested in such third party shall at all times remain vested in Experian.

7. CONFIDENTIALITY

7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy reproduce publish or transmit any part of the Information in any manner whatsoever and the media shall be returned to Experian upon demand.

7.2 The Client undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not dhulge communicate or permit access to any third party any confidential information relating to Experian. 7.3 For the purpose of sub-clause 7.2 hereof the expression "confidential information" shall mean (as the context may require)

7.3.1 the Information; and/or

7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the client; and/or

7.3.3 any information and/or know how relating to the methods or techniques used by Experian in devising and developing the Services and any tapes documents or other materials comprising any part of such information and/or know how made available by Experian hereunder.

7.4 The provisions of sub-clause 7.2 hereof shall not apply to any confidential information to the extent that:

7.4.1 the Client is required to divulge the same by a Court tribunal or government authority with competent jurisdiction

7.4.2 it has already come within the public domain

7.4.3 it was already known to the Client prior to the date of disclosure by Experian (as evidence by written records)

8 INDEMNITY

The Client shall indemify and keep indemnified Experian from and against any and all liability loss claims demands costs or expenses of any kind whatsoever which shall at any time suffer or incur and which arise out of or in connection with the services provided that this indemnity shall not apply to the extent that any such liability arises of the default of Experian.

9. DATA PROTECTION ACT 1984

The Client undertakes that at all times they shall comply fully with the provisions of the Data Protection Act 1984 and any subsequent amendments thereto or reenactments thereof

10. TERMINATION

10.1 Experian shall be entitled to terminate this Agreement immediately by written notice to the Client if:

10.1.1 The Client is guilty of any material breach of the provisions of this Agreement and such breach if capable of remedy is not remedied within twenty one working days of written notice having been given to remedy such breach.

10.1.2 The Client has had a bankruptcy order made against it or has made an arrangement or composition with its creditors or (being a body corporate) has had convened a meeting of creditors (whether formal or informal) or has entered into liquidation (whether voluntary or compulsory) except a solvent voluntary injudiation for the purpose only of reconstruction or amalgamation or has a receiver manager administrator or administrative receiver appointed of its undertaking or any part thereof or a resolution has been passed or a petition presented to any Court for the winding-up of the Client or for the granting of an administration order in respect of the Client or any proceedings have been commenced relating to the insolvency of the Client.

 $10.2\, The termination of this Agreement shall be without prejudice to the rights of Experian accrued prior to such termination.$

11 FORCE MAJEURE

Notwithstanding anything herein contained neither party shall be under any liability to the other in respect of any failure to perform or delay in performing any of the obligations hereunder which is due to any cause of whatsoever nature beyond its reasonable control and no such failure or delay shall be deemed for any purposes to be a breach of this Agreement.

12. ASSIGNMENT

The rights granted to the Client hereunder are personal to it and the Client shall not assign or grant any rights in respect of or otherwise deal in the same.

13. WAIVER

Failure by either party to enforce any of the provisions of this Agreement shall not operate as a waiver of any of its rights hereunder or operate so as to bar the exercise or enforcement thereof at any time or times.

14. VARIATIONS

This Agreement constitutes the whole of the terms agreed between the parties hereto in respect of the subject matter hereof and supersedes all previous negotiations, understandings or representations and shall be capable of being varied only by an instrument in writing signed by a duly authorised representative of each of the parties hereto.

15. NOTICE

Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.

15.1 if given by mail seventy-two hours after the same shall have been despatched and 15.2 if given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

16. SEVERANCE

This Agreement is severable in that if any provision hereof is determined to be illegal or unenforceable by any Court or competent jurisdiction such provision shall be deemed to have been deleted without affecting the remaining provisions of this Agreement.

17. LAW

This Agreement shall be governed by and construed in accordance with English Law and the parties hereto agree that the English Courts shall have exclusive jurisdiction.



(C) Experian 2007 Navleq 2006 Page 10 07/11/2012



Goad Category Report

Nuneaton

Survey Date: 10/04/2012



GETTING THE MOST FROM YOUR GOAD CATEGORY REPORT

Each shopping centre has its own unique mix of multiple outlets, independent shops, convenience and comparison stores, food outlets and vacant premises.

Understanding the retail composition of a centre and its effect on local consumers is crucial to the success of any business. By studying the information in the report, you will be able to examine site quality, evaluate threats opportunities, and assess the vitality and viability of the centre. However, you will only achieve this if you are aware of the various implications of the data that you see. This guide is designed to help you interpret the information you see on the Goad Category Report.

1. The Local Area

When evaluating the quality of a site, it is often beneficial to compare it with other local shopping centres. Category Reports are available for the majority of retail centre that we map.

2. The Indexing System

A simple indexing system appears throughout the report. This illustrates the difference between a percentage figure for the centre and the UK average. An index of 100 represents an exact match, anything less than 100 indicates a below average count for the centre, and a figure over 100 represents an above average count.

For example, if restaurants accounted for 10% of a centre's outlets and the UK average was also 10%, the index would be 100. If however, the UK average was 8%, the index would be 125.

The index is an effective gap analysis tool and can be used to identify areas that are under and over represented within a centre. A retail category that is heavily under represented could indicate poor local demand. On the other hand, it could show that there is an untapped market waiting to be serviced. Either way, it provides a strong indication that the site will need to be examined further.

3. Floor Space

The floor space figures shown on the report are derived from the relevant Goad Plan, but only show the footprint floorspace, and the site area without the building lines. They should not therefore be read as a definitive report of floor space, but do provide a useful means of

comparison between centres, as all outlets are measured in a consistent manner.

4. Vacant Outlets

Comparing the number of vacant outlets with the GB average provides a useful insight into the current economic status of a centre. For example, a high index generally represents underdevelopment or decay, while a low index shows a strong retail presence.

5. Multiple Outlets/Major Retailers

A multiple retailer is defined as being part of a network of nine or more outlets. The presence of multiple outlets can greatly enhance the appeal of a centre to local consumers. The strong branding and comprehensive product mix of retailers such as Marks & Spencer, Boots and HMV are often sufficient in itself to attract consumers to a centre. 30 national multiples have been identified as Major Retailers, (i.e. those retailers most likely to improve the consumer appeal of a centre).

The presence of multiple outlets and major retailers can have a significant impact on neighbouring outlets. While other retailers will undoubtedly benefit from increased pedestrian traffic, (and therefore increased sales opportunities), multiples provide fierce competition for rivals in their retail categories.

Also available from Experian

The Goad Centre Report

This defines the retail extent and composition of a centre; showing the number of premises in over 27 retail categories and detailing the space allocation across each of them. A comparison of these figures with the national average illustrates under or over representation by category, allowing you to assess the degree of competition or opportunity within the centre.

The Goad Distribution Report

Goad Distribution Reports provides a top-level analysis of the total retail mix and composition of a centre. It shows the number of premises in 16 categories and details the space allocation across each of them.

Retail Planner

Retail Planner is a service for retail planners, property consultants and retailers, providing comprehensive, up-to-date information for retail planning related decisions. Specifically we provide data for three different types of expenditure: Comparison, Convenience and Leisure. Each category is broken down into the European standard COICOP (Classification of Individual Consumption by Purpose) classification. Data is available at output area and postal sector levels. We can also provide data for predefined areas such as Local Authority District Boundaries.

Goad Paper Plans

These provide a bird's eye view of over 1,250 UK retail centres. The name, retail category, floor space and exact location of all outlets and vacant premises is recorded and mapped. Key location factors such as pedestrian zones, road crossings, bus stops and car parks are also featured. There are also over 800 retail park plans available

Goad Digital Plans

Digital plans are available online through our Goad Network system. This enables the user to View, Interrogate Edit & Print plans to their own requirements. For a demonstration logon to http://www.goadnetwork.co.uk/demologin.asp

Tailored Plans and Extracts

We are able to provide tailored plans and extracts which highlight the information most relevant to your enquiry.

The Retail Address Database

An extensive database covering the addresses of 360,000 retail outlets across the UK, this is a highly effective tool for site evaluation and competitor analysis.

For further details on these products or if you have any queries regarding your Goad Category Report, please contact Experian on: Tel: 0845 601 6011

Fax: 0115 968 5003 E-mail:

goad.sales@uk.experian.com



(C) Experian 2007 Navleq 2006 Page 2 07/11/2012



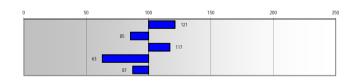
Nearest Location	Distance KM
Bedworth	4.82
Hinckley	6.86
Atherstone	8.05
Coventry - Riley Square Shopping Centre	9.62
Coventry - Edgwick	10.61

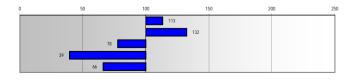
Major Retailer	s Presen	t		
Department Stores			Clothing	
BhS		1	Burton	1
Debenhams		1	Dorothy Perkins	1
House of Fraser		0	H & M	2
John Lewis		0	New Look	1
Marks & Spencer		0	Next	1
			Primark	0
Mixed Goods Retailers	;		River Island	1
Argos		1	Topman	1
Boots the Chemist		1	Topshop	1
T K Maxx		1		
W H Smith		1	Other Retailers	
Wilkinson		1	Carphone Warehouse	1
			Clarks	1
Supermarkets			Clintons	2
Sainsburys	1		HMV	1
Tesco	0		02	1
Waitrose	0		Superdrug	1
			Phones 4 U	1
			Vodafone	1
			Waterstones	1

Multiple Counts & Floorspace by Sector

Counts	Outlets	Area %	Base %	Index
Comparison	90	52.63	43.44	121
Convenience	16	9.36	10.95	85
Retail Service	20	11.70	9.99	117
Leisure Services	21	12.28	19.52	63
Financial & Business Services	24	14.04	16.09	87
Total Multiple Outlets	171			

Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	439,600	54.57	48.18	113
Convenience	237,600	29.50	22.30	132
Retail Service	31,300	3.89	5.01	78
Leisure Services	49,200	6.11	15.52	39
Financial & Business Services	47,800	5.93	8.99	66
Total Multiple Floorspace	805,500			







		Base:	Al	I UK Centres			
Sector	Classification						0 50 100 150 200 250
Comparison			Outlets	Area %	Base %	Index	0
	Antique Shops		0	0.00	0.40	0	0
	Art & Art Dealers		0	0.00	0.64	0	144
	Booksellers		3	0.76	0.53	144	90
	Carpets & Flooring		2	0.50	0.56	90	179
	Catalogue Showrooms		1	0.25	0.14	179	168
	Charity Shops		16	4.03	2.40	168	67
	Chemist & Drugstores		3	0.76	1.13	67	0
	Childrens & Infants Wear		0	0.00	0.46	0	157
	Clothing General		14	3.53	2.25	157	67
	Crafts, Gifts, China & Glass		4	1.01	1.51	67	0
	Cycles & Accessories		0	0.00	0.24	0	209
	Department & Variety Stores		3	0.76	0.36	209	72
	DIY & Home Improvement		2	0.50	0.70	72	158
	Electrical & Other Durable Goods		9	2.27	1.43	158	67
	Florists		2	0.50	0.75	67	85
	Footwear		4	1.01	1.18	85	128
	Furniture Fitted		2	0.50	0.39	128	162
	Furniture General		6	1.51	0.93	162	
	Gardens & Equipment		1	0.25	0.05	466	153
	Greeting Cards		5	1.26	0.82	153	121
	Hardware & Household Goods		7	1.76	1.46	121	116
	Jewellery, Watches & Silver		8	2.02	1.74	116	86
	Ladies & Mens Wear & Acc.		4	1.01	1.17	86	80
	Ladies Wear & Accessories		9	2.27	2.83	80	142
	Leather & Travel Goods		1	0.25	0.18	142	
	Mens Wear & Accessories		9	2.27	0.88	259	0
	Music & Musical Instruments		0	0.00	0.12	0	190
	Music & Video Recordings		2 5	0.50	0.26	192	93
	Newsagents & Stationers		0	1.26	1.36 0.03	93 0	
	Office Supplies Other Comparison Goods		6	0.00 1.51	0.03	200	200
	Photographic & Optical		1	0.25	0.76	145	145
	Secondhand Goods, Books, etc.		0	0.25	0.17	0	
	Sports, Camping & Leisure Goods		3	0.76	0.20	94	94
	Telephones & Accessories		8	2.02	1.21	167	167
	Textiles & Soft Furnishings		3	0.76	0.69	110	110
	Toiletries, Cosmetics & Beauty Products		8	2.02	0.09	222	222
	Toys, Games & Hobbies		8	2.02	0.85	238	238
	Vehicle & Motorcycle Sales		0	0.00	0.83	230	
	Vehicle Accessories		1	0.00	0.23	119	119
	Totals		160	40.30	33.05	122	
	iotais		100	40.30	33.03	122	



(C) Experian 2007 Navleq 2006

onvenience	Outlets	Area %	Base %	Index	0	50	100	150	200	
Bakers & Confectioners	8	2.02	1.82	111			111			
Butchers	1	0.25	0.69	36		36				
CTN	1	0.25	0.24	106			106			
Convenience Stores	3	0.76	1.23	62		62				
Fishmongers	0	0.00	0.11	0	0					
Frozen Foods	3	0.76	0.29	258						
Greengrocers	1	0.25	0.31	82			82			
Grocers & Delicatessens	1	0.25	0.93	27		27				
Health Foods	2	0.50	0.48	106			106			
Markets	0	0.00	0.11	0	0					
Off Licences	0	0.00	0.44	0	0					
Shoe Repairs Etc	2	0.50	0.44	114			114			
Supermarkets	4	1.01	0.89	113			113			
Total Convenience	26	6.55	7.98	82		ı				
ail Service	Outlets	Area %	Base %	Index	0	50	100	150	200	
Clothing & Fancy Dress Hire	0	0.00	0.08	0	0					
Dry Cleaners & Launderettes	2	0.50	0.83	61		61				
Filling Stations	1	0.25	0.22	115			115			
Health & Beauty	26	6.55	7.84	84		8	4			
Opticians	7	1.76	1.36	129				29		
Other Retail Services	0	0.00	0.52	0	0					
Photo Processing	1	0.25	0.15	164				164		
Photo Studio	0	0.00	0.18	0	0					
Post Offices	2	0.50	0.43	118			118			
Repairs, Alterations & Restoration	0	0.00	0.22	0	0					
Travel Agents	7	1.76	0.98	181					181	
TV, Cable & Video Rental	0	0.00	0.02	0	0					
Vehicle Rental	1	0.25	0.06	456						
Vehicle Repairs & Services	4	1.01	0.50	203					203	
Video Tape Rental	1	0.25	0.17	147				147		
Totals	52	13.10	13.54	97						
ner Retail	Outlets	Area %	Base %	Index	0	50	100	150	200	
HEI NELAH	Outlets	Aied 70	Dase 70	muex						



(C) Experian 2007 Navleq 2006 Page 5 07/11/2012

eisure Services	Outlets	Area %	Base %	Index —	50	100	150	200	
Bars & Wine Bars	3	0.76	1.41	54	54				
Bingo & Amusements	3	0.76	0.44	171				171	
Cafes	16	4.03	4.06	99		99			
Casinos & Betting Offices	6	1.51	1.38	109		109			
Cinemas, Theatres & Concert Halls	0	0.00	0.25	0 0					
Clubs	6	1.51	0.68	221					221
Disco, Dance & Nightclubs	5	1.26	0.25	511					
Fast Food & Take Away	18	4.53	5.38	84		84			
Hotels & Guest Houses	1	0.25	0.61	41	41				
Public Houses	7	1.76	2.84	62	62				
Restaurants	4	1.01	4.37	23	23				
Sports & Leisure Facilities	0	0.00	0.27	0 0					
Totals	69	17.38	21.93	79					
nancial & Business Services				0	50	100	150	200	
Building Societies	3	0.76	0.50	150			150		
Building Supplies & Services	0	0.00	0.52	0 0					
Business Goods & Services	0	0.00	0.03	0 0					
Employment & Careers	2	0.50	0.46	109		109			
Financial Services	5	1.26	1.38	91		91			
Legal Services	4	1.01	1.08	93		93			
Other Business Services	2	0.50	0.45	111		111			
Printing & Copying	0	0.00	0.34	0 0					
Property Services	9	2.27	3.44	66	66				
Retail Banks	16	4.03	2.74	147			147		
Totals	41	10.33	10.94	94					
acant Outlets				0	50	100	150	200	
Vacant Retail & Service Outlets	49	12.34	12.22	101		101			

397

Total Number of Outlets



(C) Experian 2007 Navleq 2006 Page 6 07/11/2012

ector	Classification				0	50	100	150	200
mparison		Floorspace	Area %	Base %	Index		_		
	Antique Shops	0	0.00	0.21	0 0				
	Art & Art Dealers	0	0.00	0.36	0 0			125	
	Booksellers	6,700	0.55	0.44	125			125	
	Carpets & Flooring	20,700	1.71	0.56	305				
	Catalogue Showrooms	15,600	1.29	0.53	241			151	
	Charity Shops	27,500	2.27	1.50	151	63		151	
	Chemist & Drugstores	11,800	0.97	1.55	63	63			
	Childrens & Infants Wear	0	0.00	0.35	0 0				
	Clothing General	61,800	5.09	3.60	141			141	
	Crafts, Gifts, China & Glass	3,600	0.30	0.76	39	39			
	Cycles & Accessories	0	0.00	0.18	0 0				
	Department & Variety Stores	77,100	6.35	4.51	141			141	
	DIY & Home Improvement	4,100	0.34	1.18	29	29			
	Electrical & Other Durable Goods	16,200	1.33	1.23	108		108		
	Florists	1,800	0.15	0.27	54	54			
	Footwear	4,700	0.39	0.95	41	41			
	Furniture Fitted	3,300	0.27	0.36	75	75			
	Furniture General	14,600	1.20	1.52	79	79			
	Gardens & Equipment	800	0.07	0.07	93		93		
	Greeting Cards	9,600	0.79	0.56	140			140	
	Hardware & Household Goods	55,800	4.60	3.28	140			140	
	Jewellery, Watches & Silver	11,400	0.94	0.75	126			126	
	Ladies & Mens Wear & Acc.	19,000	1.57	1.59	99		99		
	Ladies Wear & Accessories	30,900	2.55	2.59	98		98		
	Leather & Travel Goods	900	0.07	0.10	76	76			
	Mens Wear & Accessories	17,800	1.47	0.70	209				209
	Music & Musical Instruments	0	0.00	80.0	0 0				
	Music & Video Recordings	7,600	0.63	0.28	228				
	Newsagents & Stationers	14,400	1.19	0.98	121			121	
	Office Supplies	0	0.00	0.07	0 0				
	Other Comparison Goods	9,200	0.76	0.59	129			129	
	Photographic & Optical	400	0.03	0.09	39	39			
	Secondhand Goods, Books, etc.	0	0.00	0.13	0 0				
	Sports, Camping & Leisure Goods	21,800	1.80	1.08	166			166	
	Telephones & Accessories	6,700	0.55	0.64	86		86		
	Textiles & Soft Furnishings	18,100	1.49	0.51	293				
	Toiletries, Cosmetics & Beauty Products	16,800	1.38	0.87	159			159	
	Toys, Games & Hobbies	11,600	0.96	0.68	140			140	
	Vehicle & Motorcycle Sales	0	0.00	0.57	0 0				
	Vehicle Accessories	7,900	0.65	0.24	267				
	Totals	530,200	43.69	36.55	120				



(C) Experian 2007 Navleq 2006

Convenience	Floorspace	Area %	Base %	Index		0	50	100	150	200	2
Bakers & Confectioners	8,700	0.72	0.86	83				83			
Butchers	800	0.72	0.34	19		19					
CTN	900	0.07	0.13	59			59				
Convenience Stores	5,400	0.44	1.19	37			37				
Fishmongers	0,400	0.00	0.05	0	0						
Frozen Foods	14,500	1.19	0.78	153					153		
Greengrocers	1,500	0.12	0.15	85				85			
Grocers & Delicatessens	1,100	0.09	0.49	18		18					
Health Foods	2,000	0.16	0.26	63			63				
Markets	0	0.00	0.88	0	0						
Off Licences	0	0.00	0.25	0	0						
Shoe Repairs Etc	1,100	0.09	0.12	76			76				
Supermarkets	211,200	17.40	8.86	196						196	
Total Convenience	247,200	20.37	14.36	142							
Retail Service	Floorspace	Area %	Base %	Index	0		50	100	150	200	25
Clothing & Fancy Dress Hire	0	0.00	0.04	nidex 0	0						
Dry Cleaners & Launderettes	1,300	0.00	0.04	30	- 1	30					
Filling Stations	1,600	0.11	0.33	114	- 1			114			
Health & Beauty	20,200	1.66	3.49	48	- 1		48				
Opticians	7,100	0.59	0.78	75	- 1		75				
Other Retail Services	0	0.00	0.35	0	0						
Photo Processing	600	0.05	0.06	87	- 1			87			
Photo Studio	0	0.00	0.08	0	0						
Post Offices	3,200	0.26	0.48	55	- 1		55				
Repairs, Alterations & Restoration	0	0.00	0.08	0	0						
Travel Agents	6,600	0.54	0.53	103	- 1			103			
TV, Cable & Video Rental	0	0.00	0.00	0	0						
Vehicle Rental	600	0.05	0.05	96	- 1			96			
Vehicle Repairs & Services	11,400	0.94	0.64	146	- 1				146		
Video Tape Rental	4,200	0.35	0.16	215	- 1					215	
Totals	56,800	4.68	7.20	65	_						
	-				()	50	100	150	200	25
Other Retail	Floorspace	Area %		Index							
Other Retail Outlets	0	0.00	0.11	0	0			1			



(C) Experian 2007 Navteq 2006 Page 8 07/11/2012

					0	50	100	150	200	250
Leisure Services	Floorspace	Area %		Index		46				
Bars & Wine Bars	9,800	0.81	1.77	46		77				
Bingo & Amusements	8,600	0.71	0.92	77		67				
Cafes	17,000	1.40	2.11	67		72				
Casinos & Betting Offices	9,200	0.76	1.05	72		12				
Cinemas, Theatres & Concert Halls	0	0.00	1.64	0	0					
Clubs	39,600	3.26	1.18	277						236
Disco, Dance & Nightclubs	15,200	1.25	0.53	236						236
Fast Food & Take Away	24,400	2.01	2.57	78	_	78				
Hotels & Guest Houses	2,900	0.24	1.87	13	13					
Public Houses	24,900	2.05	3.77	54		54				
Restaurants	12,900	1.06	3.78	28	:	28				
Sports & Leisure Facilities	0	0.00	1.50	0	0					
Totals	164,500	13.55	22.69	60						
						50	100	150	200	250
					U	30	100	150	200	200
Financial & Business Services	Floorspace	Area %		Index	0	50	100	145	200	250
Building Societies	Floorspace 6,800	0.56	0.39	145	0	30	100		200	250
Building Societies Building Supplies & Services	•	0.56 0.00	0.39 0.47		0	30	100		200	250
Building Societies Building Supplies & Services Business Goods & Services	6,800 0 0	0.56 0.00 0.00	0.39 0.47 0.02	145 0 0	0		100		200	250
Building Societies Building Supplies & Services Business Goods & Services Employment & Careers	6,800 0 0 1,900	0.56 0.00 0.00 0.16	0.39 0.47 0.02 0.29	145 0 0 54	0	54	100		200	250
Building Societies Building Supplies & Services Business Goods & Services Employment & Careers Financial Services	6,800 0 0 1,900 6,000	0.56 0.00 0.00 0.16 0.49	0.39 0.47 0.02 0.29 0.78	145 0 0 54 64	0	54 64	100		200	230
Building Societies Building Supplies & Services Business Goods & Services Employment & Careers	6,800 0 0 1,900	0.56 0.00 0.00 0.16	0.39 0.47 0.02 0.29 0.78 0.78	145 0 0 54 64 75	0				200	230
Building Societies Building Supplies & Services Business Goods & Services Employment & Careers Financial Services	6,800 0 0 1,900 6,000	0.56 0.00 0.00 0.16 0.49	0.39 0.47 0.02 0.29 0.78 0.78 0.48	145 0 0 54 64	0	54 64	100		200	230
Building Societies Building Supplies & Services Business Goods & Services Employment & Careers Financial Services Legal Services Other Business Services Printing & Copying	6,800 0 0 1,900 6,000 7,100 1,000	0.56 0.00 0.00 0.16 0.49 0.59 0.08	0.39 0.47 0.02 0.29 0.78 0.78 0.48 0.20	145 0 0 54 64 75 17	0 0	54 64			200	230
Building Societies Building Supplies & Services Business Goods & Services Employment & Careers Financial Services Legal Services Other Business Services	6,800 0 0 1,900 6,000 7,100 1,000	0.56 0.00 0.00 0.16 0.49 0.59	0.39 0.47 0.02 0.29 0.78 0.78 0.48	145 0 0 54 64 75 17	0 0 17	54 64			200	230
Building Societies Building Supplies & Services Business Goods & Services Employment & Careers Financial Services Legal Services Other Business Services Printing & Copying	6,800 0 0 1,900 6,000 7,100 1,000	0.56 0.00 0.00 0.16 0.49 0.59 0.08	0.39 0.47 0.02 0.29 0.78 0.78 0.48 0.20	145 0 0 54 64 75 17	0 0	54 64 75	98		200	230
Building Societies Building Supplies & Services Business Goods & Services Employment & Careers Financial Services Legal Services Other Business Services Printing & Copying Property Services	6,800 0 0 1,900 6,000 7,100 1,000 0 9,000	0.56 0.00 0.00 0.16 0.49 0.59 0.08 0.00	0.39 0.47 0.02 0.29 0.78 0.78 0.48 0.20	145 0 0 54 64 75 17 0	0 0	54 64 75			200	230
Building Societies Building Supplies & Services Business Goods & Services Employment & Careers Financial Services Legal Services Other Business Services Printing & Copying Property Services Retail Banks Totals	6,800 0 0 1,900 6,000 7,100 0 9,000 37,100	0.56 0.00 0.00 0.16 0.49 0.59 0.08 0.00 0.74 3.06	0.39 0.47 0.02 0.29 0.78 0.78 0.48 0.20 1.79 3.13	145 0 0 54 64 75 17 0 41	0 17 0	54 64 75			200	250
Building Societies Building Supplies & Services Business Goods & Services Employment & Careers Financial Services Legal Services Other Business Services Printing & Copying Property Services Retail Banks	6,800 0 0 1,900 6,000 7,100 0 9,000 37,100	0.56 0.00 0.00 0.16 0.49 0.59 0.08 0.00 0.74 3.06	0.39 0.47 0.02 0.29 0.78 0.78 0.48 0.20 1.79 3.13	145 0 0 54 64 75 17 0 41	0	54 64 75	98	145		

1,213,600

Total Floorspace



(C) Experian 2007 Navleq 2006

TERMS AND CONDITIONS

1. DEFINITIONS

"this agreement" means the terms and conditions hereunder and the correspondence between the parties attached hereto.

"Experian" means Experian Group Limited.

"the Client" means the person, firm or limited company to whom the Services are to be provided.

"the Information" means any information (in whatsoever form) provided to the Client by Experian in connection with the Services.

"the Media" means the records, tapes or other materials and documents by which the information is communicated to the Client.

"the Services" means the services to be provided by Experian to the Client more particularly described in the correspondence between the parties attached hereto.

2. CONTRACT TERMS

Subject to Clause 14 hereunder this Agreement shall be on the terms and conditions set out below to the exclusion of any other terms and conditions whether or not the same are endorsed upon, delivered with or referred to in any document delivered or sent by the client to Experian.

3. PAYMENT OF CHARGES

3.1 The charges for the Services ("the Charges") shall be specified by Experian to the Client.

3.2 The Client shall pay the Charges within 28 days of the date of Experian's invoice thereof.
3.3 Interest at an annual rate of 5% above Barclays Bank pic's base rate from time to time shall accrue daily and be calculated on a daily basis on any sum overdue from the date of invoice until payment in full of the Charges.

3.4 Unless expressly stated otherwise the Charges shall be exclusive of VAT (or any other duty chargeable in respect thereof) (which for the avoidance of doubt shall be payable by the Client in accordance with the terms and conditions hereof).

4. PROVISION OF THE SERVICES

4.1 Experian shall use all reasonable endeavours to ensure that the information is accurate in all material respects.

4.2 Save as provided in sub-clause 4.1 above or otherwise expressly provided in this Agreement or to the extent that it is unlawful for any said representations and warrantiles to be excluded Experian makes no representations or warranties whether express or implied (by statute or otherwise) in connection with the Services or use thereof by the Client or otherwise in connection with this Agreement

4.3 The parties hereto agree that the time for the performance of Experian's obligations in connection with the Services shall not be of the essence in this Agreement.

5. LIMITATION OF LIABILITY

Notwithstanding anything to the contrary contained in this Agreement:

5.1 Experian shall not be liable (whether in contract or in negligence (other than the liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) or other tort or otherwise) for any indirect or consequential loss of any kind whatsoever (including without limitation loss of profit or loss of business) suffered by the Client in connection with the Services.

5.2 Wilhout prejudice to the provisions of sub-clause 4.1 above Experian's maximum aggregate liability hereunder (other than liability in respect of death or personal injury arising out of the negligence of Experian its servants or agents) whether for breach of this Agreement or otherwise and whether or not arising from the negligence of Experian or any other person involved directly or indirectly in the provision of the Services shall not exceed an amount equal to the Charges (exclusive of VAT) pavable to Experian in hereunder.

6. COPYRIGHT

Property and the copyright (and all other intellectual property rights) in the Media and the Information (other than any information which has passed to Experian by the Client in connection with the Services or which has been obtained from any third party by Experian which copyright and all other intellectual property rights as appropriate shall remain vested in such third party shall at all times remain vested in Experian.

7. CONFIDENTIALITY

7.1 The Client undertakes that it shall use the Information solely for the purpose of its own business and shall not (without the prior written consent of Experian) copy reproduce publish or transmit any part of the Information in any manner whatsoever and the media shall be returned to Experian upon demand.

7.2 The Client undertakes with Experian that the Client shall permit access to the Information only to those of its authorised officers or employees who need to know or use the Information and that the Client shall procure that its offices and employees shall maintain in strictest confidence and not dhulge communicate or permit access to any third party any confidential information relating to Experian. 7.3 For the purpose of sub-clause 7.2 hereof the expression "confidential information" shall mean (as the context may require)

7.3.1 the Information; and/or

7.3.2 any information concerning Experian's trade secrets or business dealings transactions or affairs which may come to the notice of the client; and/or

7.3.3 any information and/or know how relating to the methods or techniques used by Experian in devising and developing the Services and any tapes documents or other materials comprising any part of such information and/or know how made available by Experian hereunder.

7.4 The provisions of sub-clause 7.2 hereof shall not apply to any confidential information to the extent that:

7.4.1 the Client is required to divulge the same by a Court tribunal or government authority with competent jurisdiction

7.4.2 it has already come within the public domain

7.4.3 it was already known to the Client prior to the date of disclosure by Experian (as evidence by written records)

8 INDEMNITY

The Client shall indemify and keep indemnified Experian from and against any and all liability loss claims demands costs or expenses of any kind whatsoever which shall at any time suffer or incur and which arise out of or in connection with the services provided that this indemnity shall not apply to the extent that any such liability arises of the default of Experian.

9. DATA PROTECTION ACT 1984

The Client undertakes that at all times they shall comply fully with the provisions of the Data Protection Act 1984 and any subsequent amendments thereto or reenactments thereof

10. TERMINATION

10.1 Experian shall be entitled to terminate this Agreement immediately by written notice to the Client if:

10.1.1 The Client is guilty of any material breach of the provisions of this Agreement and such breach if capable of remedy is not remedied within twenty one working days of written notice having been given to remedy such breach.

10.1.2 The Client has had a bankruptcy order made against it or has made an arrangement or composition with its creditors or (being a body corporate) has had convened a meeting of creditors (whether formal or informal) or has entered into liquidation (whether voluntary or compulsory) except a solvent voluntary injudiation for the purpose only of reconstruction or amalgamation or has a receiver manager administrator or administrative receiver appointed of its undertaking or any part thereof or a resolution has been passed or a petition presented to any Court for the winding-up of the Client or for the granting of an administration order in respect of the Client or any proceedings have been commenced relating to the insolvency of the Client.

 $10.2\, The termination of this Agreement shall be without prejudice to the rights of Experian accrued prior to such termination.$

11 FORCE MAJEURE

Notwithstanding anything herein contained neither party shall be under any liability to the other in respect of any failure to perform or delay in performing any of the obligations hereunder which is due to any cause of whatsoever nature beyond its reasonable control and no such failure or delay shall be deemed for any purposes to be a breach of this Agreement.

12. ASSIGNMENT

The rights granted to the Client hereunder are personal to it and the Client shall not assign or grant any rights in respect of or otherwise deal in the same.

13. WAIVER

Failure by either party to enforce any of the provisions of this Agreement shall not operate as a waiver of any of its rights hereunder or operate so as to bar the exercise or enforcement thereof at any time or times.

14. VARIATIONS

This Agreement constitutes the whole of the terms agreed between the parties hereto in respect of the subject matter hereof and supersedes all previous negotiations, understandings or representations and shall be capable of being varied only by an instrument in writing signed by a duly authorised representative of each of the parties hereto.

15. NOTICE

Any notice to be given hereunder by either party to the other may be given by first class mail addressed to the party of the address herein specified or such other address as such party may from time to time nominate for the purpose hereof or by telex or telefax and shall be deemed to have been served.

15.1 if given by mail seventy-two hours after the same shall have been despatched and 15.2 if given by telex or telefax one hour after transmission (if transmitted during normal business hours) and twelve hours after transmission (if transmitted outside normal business hours).

16. SEVERANCE

This Agreement is severable in that if any provision hereof is determined to be illegal or unenforceable by any Court or competent jurisdiction such provision shall be deemed to have been deleted without affecting the remaining provisions of this Agreement.

17. LAW

This Agreement shall be governed by and construed in accordance with English Law and the parties hereto agree that the English Courts shall have exclusive jurisdiction.



(C) Experian 2007 Navleq 2006 Page 10 07/11/2012



RETAILER REQUIREMENTS - NUNEATON TOWN CENTRE

Company Name: Bruton Knowles Retailer Type:

Address: 42 Bull Street, Birmingham, B4 Contact: David Walton

6AF

Email: david.walton@brutonknowles.c Telephone: 0121 200 1100

o.uk

Requirements size: 00 - 2,500 sq ft Use: All

Outlets Required: Nuneaton

Location: Prime, in Town

Notes: All funeral homes need parking rear access preferably no residential above.

Last Update Date: 30 Dec 2010

Company Name: Simply Eat Retailer Type: Fast Food & Take Away, Cafes

Address: c/o Adam Perrey 71A High Contact:

Street, Bromsgrove, B61 8AQ

Email: Telephone: 01527 831 501

Requirements size: 600 - 1,000 sq ft Use: All

Outlets Required: Nuneaton

Location: Prime, in Town

Notes: Simply Eat is looking to acquire retail unit in a number of locations across England. They are

seeking shops for their expansion in good high street locations, providing a sales area of $% \left\{ 1\right\} =\left\{ 1\right\}$

600-1,000 sq ft.

 Initial Research Date:
 06 Dec 2010
 Last Update Date:
 03 Apr 2012

 Agent:
 A P Retail
 Telephone:
 01527831501

Agent Address: 71a High Street, Bromsgrove,

B61 8AQ

Contact: Adam Perrey

01527831501

info@adamperrey.co.uk

Company Name: Phase Eight Retailer Type: Fashion

Address: 21 Carnwath Road, Fulham, Contact:

London, SW6 3HR

Email: Telephone: 020 7499 9997

Requirements size: 700 - 2,000 sq ft Use: A1

Outlets Required: Nuneaton

Location: Prime, in Town

Notes: URGENTLY REQUIRE - Standard: Net sales 700-1,500 sqft; Ancillary 250 - 500 sqft. Shopping

Centres & Relocations: Net sales 1,500-2,000 sqft; Ancillary 500 sq ft.

Initial Research Date: 08 Aug 2011 Last Update Date: 17 Sep 2012

Agent: CWM & Partners LLP Telephone: 02074946900

Agent Address: 37 Golden Square, London,

W1F 9LA

Contact: Scott Murdoch

02074946939

scott.murdoch@cwm.co.uk

Company Name: Oakham Ltd Retailer Type: MIscellaneous, Unclassified

Contact:

Address: Melrose House, 42 Digwall

Road, Croydon, CR0 2NE

Email: 7elephone: 020 7099 6300

Requirements size: 1,000 - 1,500 sq ft **Use:** A2

Outlets Required: Nuneaton

Location: Prime, in Town

Notes: Established in 2006, this is a retail financial service provider serving the unbanked and under

banked communities, offering them access to affordable credit, money transfers, and cheque

cashing.

Last Update Date: 18 Oct 2012

Agent: Cushman & Wakefield LLP Telephone: 01212324900

Agent Address: 9 Colmore Row, Birmingham,

B3 2BJ

Contact: Ed Purcell Doug Tweedie

01212324974 01212324921

 $ed.purcell@eur.cushwake.com\\ doug.tweedie@eur.cushwake.com\\$

Company Name: Hatton Goldsmiths Retailer Type: Jewellery, Watches & Silver

Address: 18A Lower Mall Weston Favell Contact: Tony Nolan

Centre, Northampton, NN3 8JZ

Email: tony@hattongoldsmiths.co.uk **Telephone:** 07970 742076

Requirements size: 100 - 500 sq ft Use: All

Outlets Required: Nuneaton

Location: Prime, in Town

Notes: Retail units required between 100-500 sq ft in shopping centres and prime high street locations.

Last Update Date: 21 Feb 2013

Company Name: Dominos Pizza Group Ltd Retailer Type: Fast Food & Take Away

Address: Thornbury West Ashland, Contact:

Milton Keynes, MK6 4BB

Email: 01908 580 000

Requirements size: 1,000 - 1,200 sq ft Use: All

Outlets Required: Nuneaton

Location: Prime, in Town

Notes: Domino's Pizza has a goal of opening over 60 new stores each year and is always on the

lookout for new properties across the UK and Ireland - especially in our target locations. We will

look at a wide range of sites on local high streets, parades or edge of town shopping

developments.

Our ideal location would meet the following criteria, but we are also interested in properties that tick the majority of these boxes: Frontage - 18ft (5.5m) - minimum 15ft (4.5m), Area - 1,000 sq. ft. - 1,200 sq. ft. (93 - 112 m sq.), which can be over two floors - Minimum requirement = 800 sq. ft. on the ground floor, High visibility, Hot Food Takeaway usage (A5) (or possibility of change of use), Close proximity to family neighbourhoods and students Parking.

Last Update Date: 29 Apr 2013

Company Name: The Fragrance Shop Retailer Type: Cosmetics/Beauty/Hair

Requirements size: 400 - 700 sq ft Use: A1

Outlets Required: Nuneaton

Location: Prime, in Town

Notes:

Last Update Date: 15 May 2013

Agent: Cushman & Wakefield LLP Telephone: 0161 837 3555

Agent Address: Zenith Building, 26 Spring

Gardens, Manchester, M2 1AB

Contact: Matt Illingworth

01618373555

matt.illingworth@eur.cushwake

.com

RETAILER REQUIREMENTS - BEDWORTH TOWN CENTRE

Company Name: Hatton Goldsmiths Retailer Type: Jewellery, Watches & Silver

Address: 18A Lower Mall Weston Favell Contact: Tony Nolan

Centre, Northampton, NN3 8JZ

Email: tony@hattongoldsmiths.co.uk Telephone: 07970 742076

Requirements size: 100 - 500 sq ft Use: All

Outlets Required: Bedworth

Location: Prime, in Town

Notes: Retail units required between 100-500 sq ft in shopping centres and prime high street locations.

Last Update Date: 21 Feb 2013

Company Name: Poundland Ltd Retailer Type: Discount Stores

Address: c/o Capital Retail, 30 St George Contact: Richard Criss

Street, London, W1S 2FG

Email: richard@capital-retail.com Telephone: 0771 5001002

Requirements size: 4,500 - 10,000 sq ft **Use:** A1

Outlets Required: Bedworth

Location: Prime, in Town

Notes: NEW STORES REQUIRED IMMEDIATELY. Size: 4,500 - 10,000 sqft ground floor sales, with

Telephone:

1,750 sqft ancillary. Locations: Shopping centres & high streets in major cities, minor towns or strong suburbs in prime or good secondary positions. Group deals required. Target towns listed

01212127800

but not exhaustive.

Initial Research Date: 11 Jul 2011 Last Update Date: 27 Feb 2013

LLP

Agent Address: 102 Colmore Row,

Agent:

Birmingham, B3 3AG

Rowley Hughes Thompson

Contact: Richard Jones

01212127804

richardj@rhtretail.co.uk

Company Name: Heron Frozen Foods **Retailer Type:** Frozen Foods

Address: Jackson Way, Melton, HU14 Contact: Jonathan Laverack

3HJ

Email: jml@heronfoods.com Telephone: 0845 603 7300

Requirements size: 3,000 - 5,000 sq ft **Use:** All

Outlets Required: Bedworth

Location: Prime, in Town

Notes: Heron Foods are looking for between 3,000-5,000 sq ft (at least 2,500 sq ft on ground floor) in

prime, secondary or estate locations. Leasehold, freehold and JV's considered.

Initial Research Date: 17 Jul 2012 Last Update Date: 28 Feb 2013

Agent: Johnson Fellows LLP Telephone: 01216439337

Agent Address: Charter House, 163 Newhall

Street, Birmingham, B3 1SW

Contact: Chris Gaskell

01212340422

chris.gaskell@johnsonfellows.c

o.uk





APPENDIX 4: STAKEHOLDER CONSULTATION

- To help inform the preparation of the Retail & Leisure Needs Study Update separate stakeholder workshops were held in both Nuneaton and Bedworth Town Centres on 16th May 2013.
- A wide range of stakeholders were invited to each event and the table below lists the attendees at both workshops.
- The event was hosted by the local planning authority, but carried out by Strategic Perspectives.
- SP carried out a short presentation that identified some of the key findings of the draft report findings, specifically with regard to the overall health and performance of Nuneaton and Bedworth Town Centres. This was intended to encourage the discussion and debate.
- Each workshop lasted for approximately 90 minutes and the majority of this time was spent in discussion with the key stakeholders.
- The key themes and issues raised by the attendees at each workshop were recorded. The tables below set out the headline results of the workshops. These themes/issues have been taken into account in preparing the final report.

Table A: Attendees at the Nuneaton Stakeholder Workshop (16th May - am)

Name	Position
Harpreet Sanghera	Wilsons Solicitors
Lorraine Walker	Wilson Solicitors
Sackie Somal	Warwickshire County Council
Peter Knight	Stagecoach Midlands
Nicky Ross	Ross Hair & Beauty
Catherine Nisbit	Nuneaton Museum & Art Gallery
Jon Russell	Nuneaton & Bedworth Leisure Trust
Cllr Chris Watkins	Local councillor
Cllr Dennis Harvey	Leader of the Council
Cllr Gerald Smith	Local councillor
Cllr Gwynne Pomfrett	Local councillor
Cllr Keith Kondakor	Local councillor
Ian Wilson	Land and Property Manager, Nuneaton and Bedworth Council
Jane Grant	Nuneaton and Bedworth Council
Mark Alexander	Heart of England Co-op
Sarah McLean	McDonald's
Ann Jenkins	N.C. Club



Table B: Attendees at the Bedworth Stakeholder Workshop (16th May - pm)

Name	Position
Cllr Aldington	Portfolio Holder for Planning
Cllr Dennis Harvey	Leader of the Council
Cllr Roma Taylor	Local councillor
Cllr Tony Lloyd	Local councillor
Ian Wilson	Land and Property Manager, Nuneaton and Bedworth Council
Jon Russell	Nuneaton and Bedworth Leisure Trust
Matthew Clarke	Caseworker to Dan Byles MP
Tim Norton	Civic Hall Manager
CB Hawkes	
Surj Bhullar	Stagecoach



Table C: Nuneaton Town Centre - Key Themes and Issues

Strengths / Opportunities

Most stakeholders commented that Nuneaton was an attractive town centre, although more investment was needed.

The town centre was identified as having "personality" and having a significant 'walk-in' catchment.

It was commented that more could be done to encourage cycling in and around the town centre. There needs to be more facilities for cyclists, better infrastructure for bikes and dedicated cycle parking at the main transport interchanges.

Most stakeholders choose to shop in Nuneaton's foodstores, rather than travel out of the Borough to Coventry's stores, etc.

The park is a great asset for the town centre and visitors but is underutilised and there is greater potential to "open up access to the river".

Commented that the riverside by Asda is poorly maintained and unattractive.

Some stakeholders commented that more needs to be made of the town's association with George Elliot in terms of marketing, etc.

Others felt that George Elliot did not resonate with a significant proportion of local residents – particularly the young – and that other figureheads connected to the town should be identified (e.g. Ken Loach the film director).

There is potential to promote more residential living above shops to strengthen the vitality and viability of the town during the day and evenings.

The investment in the town centre over recent years was recognised, but it was felt that better management and maintenance of the town centre environment was needed.

The railway station, bus station and linkages to the town centre are important, but the pedestrian route and signage/wayfinding should be improved.

It was commented generally that signage/wayfinding across the town centre is "not good".

The Odeon at Bermuda Park is popular – but it not close to the town centre.

A Museum and Cinema in the town centre to help attract more visitors. Suggested that the vacant Ritz Building could be converted into an Arts/Cinema/Theatre venue.

The town centre's market is "good", but could be improved.

The town centre has a number of potential development opportunity sites that should be brought forward to the benefit of the town centre as a whole and its catchment population.

One suggestion was for the Abbey Street site to accommodate a year-round fairground and entertainment events, etc.

Other stakeholders mentioned other local attractions and the area's heritage – e.g. Stanley Brickworks

Weaknesses / Threats

The centre lacks quality shops.

The centre's shopping offer is limited – too many discount stores.

Concerns with regard to increasing competition from centres and shopping facilities outside the Borough – e.g. Coventry.

Some stakeholders called for free car parking in the town centre to help compete against out-of-centre shops.

Commented that there is a problem with the road network and congestion on the roads, particularly during peak periods.

Some stakeholders questioned the need for another foodstore in the town centre, due to the potential further impact on local shops and businesses.

However, some stakeholders would welcome a new Waitrose in the town centre.

The river is "neglected".

Compared with other towns Nuneaton has a more limited community and visitor attractions – no museum, art centre/gallery for example.

The pedestrian routes and linkages to and from the train station are poor.

Stakeholders were concerned that high business rates and rents in the current economic climate were forcing smaller businesses to close. It was also felt that this was resulting in units remaining vacant for longer than they should.



Table D: Bedworth Town Centre - Key Themes and Issues

Strengths / Opportunities

The new replacement Tesco store has had a positive impact on the town centre (it is "clean", "modern" and is "bringing people into Bedworth").

The fact that there is limited out-of-centre retailing in the Borough has helped to strengthen the overall vitality and viability of the town.

There is potential for more people to live in or near to the town centre. New housing should be provided on suitable sites

Restaurant owner commented that his "busiest day" was Saturday morning, but the centre was "dead" in the afternoon.

There are a number of other activities and uses in the town centre that attract people during the day – such as, for example, the Leisure Centre, Civic Hall and Theatre.

The town and area has a strong local heritage and a vibrant Local Heritage Society. More needs to be made of the town's local heritage – increased marking and awareness needed.

Mention was made of other visitor attractions – such as the Chilvers Coton Heritage Centre – which also add to the overall interest in the area.

There are also 'walking tours' of the centre, but this could be more widely publicised.

Suggested that there is a potential opportunity to hold family-orientated entertainment and events on Saturday mornings/afternoons and on Sundays to try to encourage more people into the town; particularly as it is "very quiet" on Saturday afternoons.

The stakeholders identified that a "lot is already being done in the town", including the "biggest Winter Festival in the UK", the "biggest brass band in the Midlands", the "Bedworth Armistice Day Parade". The events and others needed to be better co-ordinated and marketed to a wider audience to encourage new and repeat visits to the town centre and area.

A stakeholder commented that there is a strong "heart" and "community" feel to Bedworth.

Stakeholders commented that Bermuda Park was an important leisure hub for local residents and has been successful.

Weaknesses / Threats

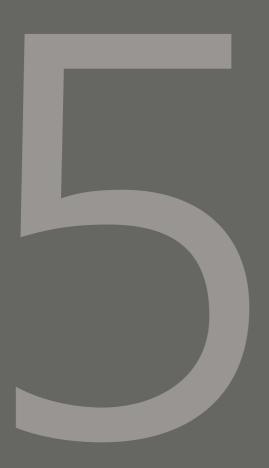
There is an issue with regard to the pedestrian crossing from Tesco to Aldi. The traffic flow is heavy and it not perceived as an "easy" or "safe" crossing.

The centre performs well enough for $5\frac{1}{2}$ days a week, but is "dead" on Saturday afternoons, Sundays and in the evenings – despite the attraction of the Theatre, etc.

The general shopping environment and public realm would benefit from new investment.

Although the Civic Hall does draw people into the town in the evenings, the visitors generally arrive 1hour before the show and leave immediately after the show has ended. There are limited 'spin-off' benefits for local restaurants and bars, and the evening economy is generally poor.

There are some clusters of vacant units along Congreve Walk that are a concern.





APPENDIX 5: STUDY CATCHMENT AREA & ZONES

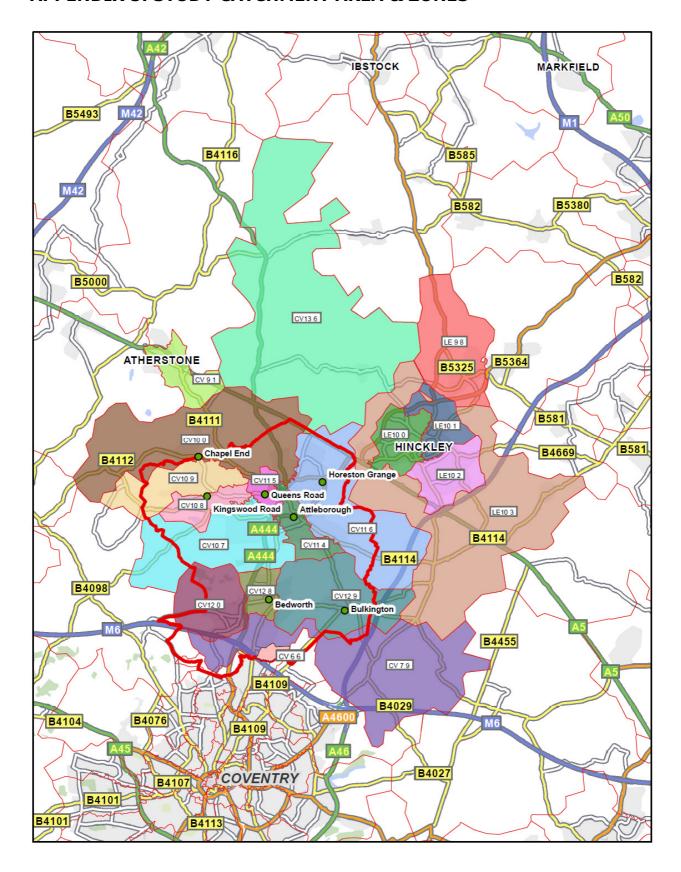




Table A: Study Area, Zones and Postcode Geography

Zone	Postcode Sector	Broad Geographic Area
Zone 1	CV10 0	Nuneaton north and west
Zone 2	CV10 7	Nuneaton north and west
Zone 3	CV10 8	Nuneaton north and west
Zone 4	CV10 9	Nuneaton north and west
Zone 5	CV11 4	Nuneaton central and east
Zone 6	CV11 5	Nuneaton central and east
Zone 7	CV11 6	Nuneaton central and east
Zone 8	CV12 0	Bedworth and Bulkington
Zone 9	CV12 8	Bedworth and Bulkington
Zone 10	CV12 9	Bedworth and Bulkington
Zone 11	CV13 6	Hinckley and Bosworth
Zone 12	CV6 6	Coventry (north west)
Zone 13	CV7 9	Coventry north and west
Zone 14	CV9 1	Atherstone
Zone 15	LE10 0	Hinckley
Zone 16	LE10 1	Hinckley
Zone 17	LE10 2	Hinckley
Zone 18	LE10 3	Hinckley
Zone 19	LE9 8	Leicester



Convenience Goods - Market Share Analysis

TABLE 1: TOP-UP FOOD SHOPPING - MARKET SHARE ANALYSIS (%)



	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
POSTCODE SECTORS:	CV10 0	CV10 7	CV10 8	CV10 9	CV11 4	CV11 5	CV11 6	CV12 0	CV12 8	CV12 9	CV13 6	CV6 6	CV7 9	CV9 1	LE10 0	LE10 1	LE10 2	LE10 3	LE9 8
NUNEATON TOWN CENTRE																			
celand, Queens Road	0.0%	4.1%	4.3%	4.8%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Abbey Street	0.0%	2.0%	2.2%	1.6%	0.0%	20.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Former Netto), Regent Street	2.1%	0.0%	0.0%	0.0%	4.1%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Newtown Road	6.3%	10.2%	10.9%	17.7%	10.2%	26.5%	10.3%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	5.9%	1.8%	0.0%	0.0%	0.0%	0.0%
Sainsbury, Vicarage Road	0.0%	2.0%	10.9%	3.2%	20.4%	11.8%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Convenience Floorspace	12.5%	14.3%	10.9%	3.2%	8.2%	0.0%	11.8%	0.0%	6.3%	0.0%	14.3%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.09
BEDWORTH TOWN CENTRE																			
Tesco, Leicester Street	0.0%	4.1%	0.0%	0.0%	2.0%	0.0%	0.0%	27.0%	43.8%	31.9%	0.0%	0.0%	35.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Mill Street	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	13.5%	18.8%	2.1%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Mill Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%	6.3%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Convenience Floorspace	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.8%	4.2%	4.3%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
DISTRICT CENTRES																			
Co-op, Kem Street-Attleborough	0.0%	8.2%	0.0%	1.6%	24.5%	0.0%	2.9%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, School Road-Bulkington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	29.8%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%
Co-op, Cambourne Drive-Horestone	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Aldi, Kingswood Road	4.2%	2.0%	15.2%	4.8%	0.0%	2.9%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	3.69
Lidl, Queens Road	0.0%	4.1%	2.2%	0.0%	0.0%	23.5%	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%
All Other District Centre Floorspace	10.4%	2.0%	0.0%	3.2%	4.1%	2.9%	16.2%	5.4%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	1.8%	2.8%	0.0%	0.0%	0.0%
LOCAL CENTRES	4.2%	4.1%	2.2%	0.0%	10.2%	0.0%	0.0%	2.7%	2.1%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
NEIGHBOURHOOD CENTRES	22.9%	38.8%	37.0%	38.7%	10.2%	5.9%	20.6%	16.2%	12.5%	2.1%	0.0%	0.0%	10.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%
OROUGH AREA - 'RETENTION':	68.8%	98.0%	95.7%	79.0%	95.9%	97.1%	94.1%	83.8%	93.8%	87.2%	14.3%	0.0%	65.0%	5.9%	8.9%	2.8%	0.0%	11.1%	3.6%
ALL OTHER LOCATIONS OUTSIDE BOROU	GH ARE	A																	
Atherstone	4.2%	0.0%	0.0%	1.6%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	88.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Barwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 7.5%	0.0%	
Barwell Burbage Coventry	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	7.5%	0.0%	0.0%
Burbage Coventry	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%		0.0%	0.0%	0.0% 0.0%	2.7% 10.8%	0.0% 2.1%	0.0%	0.0%	0.0% 0.0%	0.0% 5.0%	0.0%	0.0% 0.0%	0.0%	7.5% 2.5%	0.0% 0.0%	0.0%
Burbage Coventry Coventry-Asda, Abbey Park	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 1.6% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	2.7% 10.8% 0.0%	0.0% 2.1% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 5.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	7.5% 2.5% 0.0%	0.0%	0.0% 0.0% 0.0%
Burbage Coventry Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 1.6% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 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%	7.5% 2.5% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%
Burbage Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Iceland, Cannon Park Shopping Cen	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 1.6% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 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%	7.5% 2.5% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	7.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Burbage Coventry Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Iceland, Cannon Park Shopping Cen Coventry-M&S, Arena Retail 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% 1.6% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Burbage Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Iceland, Cannon Park Shopping Cen Coventry-M&S, Arena Retail Park Coventry-Morrisons, Alvis Retail Park	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.1%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 1.6% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.1%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 0.0% 5.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Burbage Coventry Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Iceland, Cannon Park Shopping Cen Coventry-M&S, Arena Retail 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% 1.6% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 0.0% 5.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Burbage Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Iceland, Cannon Park Shopping Cen Coventry-M8S, Arena Retail Park Coventry-Morisons, Alvis Retail Park Coventry-Morrisons, Skipworth Road, Binley	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.1% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.2%	0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.1% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 0.0% 5.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 5.9%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Burbage Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Iceland, Cannon Park Shopping Cen Coventry-M&S, Arena Retail Park Coventry-Morrisons, Alvis Retail Park Coventry-Morrisons, Skipworth Road, Binley Coventry-Sainsbury, Austin Drive Coventry-Tesco Extra, Arena Retail Park	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.1% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.2%	0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.5%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.1% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 5.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 5.9% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Burbage Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Iceland, Cannon Park Shopping Cen Coventry-M&S, Arena Retail Park Coventry-Morrisons, Alvis Retail Park Coventry-Morrisons, Skipworth Road, Binley Coventry-Sainsbury, Austin Drive	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.1% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.2%	0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.5% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.7%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 4.2%	0.0% 0.0% 0.0% 0.0% 0.0% 2.1% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 5.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 5.9% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Burbage Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Iceland, Cannon Park Shopping Cen Coventry-MeS, Arena Retail Park Coventry-Morrisons, Akis Retail Park Coventry-Morrisons, Skipworth Road, Binley Coventry-Sainsbury, Austin Drive Coventry-Tesco Extra, Arena Retail Park Coventry-Tesco, Olivier Way Hartshill	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 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% 2.2%	0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 4.2% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.1% 0.0% 0.0% 10.6%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 0.0% 5.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Burbage Coventry Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Iceland, Cannon Park Shopping Cen Coventry-MeS, Arena Retail Park Coventry-Morrisons, Alvis Retail Park Coventry-Morrisons, Skipworth Road, Binley Coventry-Sainsbury, Austin Drive Coventry-Tesco Extra, Arena Retail Park Coventry-Tesco Extra, Arena Retail Park Coventry-Tesco, Olivier Way lartshill Hinckley	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 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% 2.2% 0.0%	0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 4.2% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.1% 0.0% 0.0% 10.6% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 5.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 5.9% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Burbage Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Leland, Cannon Park Shopping Cen Coventry-MeS, Arena Retail Park Coventry-Morrisons, Alvis Retail Park Coventry-Morrisons, Skipworth Road, Binley Coventry-Sainsbury, Austin Drive Coventry-Seco Extra, Arena Retail Park Coventry-Tesco, Olivier Way Hartshill Hinckley-Asda, Barwell Lane	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 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% 2.2% 0.0% 0.0	0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.5% 0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.7% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 4.2% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 5.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 5.9% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Burbage Coventry Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Iceland, Cannon Park Shopping Cen Coventry-M8S, Arena Retail Park Coventry-Morrisons, Alvis Retail Park Coventry-Morrisons, Skipworth Road, Binley Coventry-Sainsbury, Austin Drive Coventry-Tesco Extra, Arena Retail Park Coventry-Tesco, Olivier Way Iartshill Ininckley Ininckley-Asda, Barwell Lane Ininckley-Co-Op, Castle Street	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 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% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 11.3% 3.2% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 4.2% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 5.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Burbage Coventry Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Iceland, Cannon Park Shopping Cen Coventry-MeS, Arena Retail Park Coventry-Morrisons, Alvis Retail Park Coventry-Morrisons, Skipworth Road, Binley Coventry-Sainsbury, Austin Drive Coventry-Tesco Extra, Arena Retail Park Coventry-Tesco, Olivier Way Hartshill Hinckley Hinckley-Asda, Barwell Lane Hinckley-Co-Op, Castle Street Morrisons, Hinckley Fields Industrial Estate	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 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% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 11.3% 3.2% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 4.2% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 5.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Burbage Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Iceland, Cannon Park Shopping Cen Coventry-MeS, Arena Retail Park Coventry-Morrisons, Alvis Retail Park Coventry-Morrisons, Skipworth Road, Binley Coventry-Sainsbury, Austin Drive Coventry-Tesco Extra, Arena Retail Park Coventry-Tesco, Olivier Way Iartshill Hinckley-Asda, Barwell Lane Hinckley-Co-Op, Castle Street Morrisons, Hinckley Fields Industrial Estate Kenliworth	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 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% 2.2% 0.0% 0.0	0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 4.2% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 5.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 5.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Burbage Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Leland, Cannon Park Shopping Cen Coventry-MeS, Arena Retall Park Coventry-Morrisons, Alvis Retail Park Coventry-Morrisons, Skipworth Road, Binley Coventry-Sainsbury, Austin Drive Coventry-Tesco Extra, Arena Retail Park Coventry-Tesco, Olivier Way 4artshill Hinckley-Inckley-Asda, Barwell Lane Hinckley-Co-Op, Castle Street Morrisons, Hinckley Fields Industrial Estate Kenilworth Leicester	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 11.3% 3.2% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 5.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Burbage Coventry Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Iceland, Cannon Park Shopping Cen Coventry-MeS, Arena Retail Park Coventry-Morrisons, Akis Retail Park Coventry-Morrisons, Skipworth Road, Binley Coventry-Sainsbury, Austin Drive Coventry-Tesco Extra, Arena Retail Park Coventry-Tesco, Olivier Way Hartshill Hinckley Hinckley-Asda, Barwell Lane Hinckley-Co-Op, Castle Street Morrisons, Hinckley Fields Industrial Estate Kenilworth Leicester Leicester-MeS, Fosse 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% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 4.2% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 5.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Burbage Coventry-Asda, Abbey Park Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-MeSa, Arena Retail Park Coventry-Morrisons, Alvis Retail Park Coventry-Morrisons, Skipworth Road, Binley Coventry-Sainsbury, Austin Drive Coventry-Tesco Extra, Arena Retail Park Coventry-Tesco, Olivier Way Hartshill Hinckley-Asda, Barwell Lane Hinckley-Co-Op, Castle Street Morrisons, Hinckley Fields Industrial Estate Kenilworth Leicester Leicester-M&S, Fosse Park Rugby	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 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% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0%
Burbage Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Leland, Cannon Park Shopping Cen Coventry-MeS, Arena Retail Park Coventry-Morrisons, Alvis Retail Park Coventry-Morrisons, Skipworth Road, Binley Coventry-Sainsbury, Austin Drive Coventry-Seco Extra, Arena Retail Park Coventry-Tesco, Olivier Way	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 50.0% 50.0% 56% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%
Burbage Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Asda, Brade Drive Coventry-Mesa, Arena Retail Park Coventry-Morrisons, Alvis Retail Park Coventry-Morrisons, Skipworth Road, Binley Coventry-Sainsbury, Austin Drive Coventry-Seco Extra, Arena Retail Park Coventry-Tesco, Olivier Way Hartshill Hinckley-Hasda, Barwell Lane Hinckley-Co-Op, Castle Street Morrisons, Hinckley Fields Industrial Estate Merilworth Leicester Leicester-M&S, Fosse Park Rugby Famworth	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 11.3% 3.2% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.09 0.09 0.09 0.09 0.09 0.09 0.09 0.09
Burbage Coventry Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Asda, Brade Drive Coventry-Iceland, Cannon Park Shopping Cen Coventry-Most, Arena Retail Park Coventry-Morrisons, Alvis Retail Park Coventry-Formsons, Alvis Retail Park Coventry-Fainsbury, Austin Drive Coventry-Tesco Extra, Arena Retail Park Coventry-Tesco, Olivier Way Hartshill Hinckley-Asda, Banwell Lane Hinckley-Asda, Banwell Lane Hinckley-Co-Op, Castle Street Horrisons, Hinckley Fields Industrial Estate Cenilworth Leicester Leicester-M&S, Fosse Park Rugby Tamworth Tamworth-Asda, Ventura 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%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.2% 0.0% 0.0	0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	2.7% 10.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 4.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0%
Burbage Coventry-Asda, Abbey Park Coventry-Asda, Brade Drive Coventry-Iceland, Cannon Park Shopping Cen Coventry-MeS, Arena Retail Park Coventry-Morrisons, Alvis Retail Park Coventry-Morrisons, Skipworth Road, Binley Coventry-Fesco Extra, Arena Retail Park Coventry-Tesco Civier Way Introckley Introckley-Asda, Barwell Lane Introckley-Asda, Barwell Lane Introckley-Co-Op, Castle Street Adorrisons, Hinckley Fields Industrial Estate Cenilworth elecester Leicester-M&S, Fosse Park Rugby Camworth-Asda, Ventura Road Camworth-Asda, Ventura Road Camworth-M&S, Ventura Retail 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% 2.2% 0.0% 0.0	0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.7% 10.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 0.0% 0.0% 4.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 10.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 5.0% 0.0% 0.0% 5.0% 0.0% 5.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7.5% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%

TOP-UP FOOD SHOPPING (%)

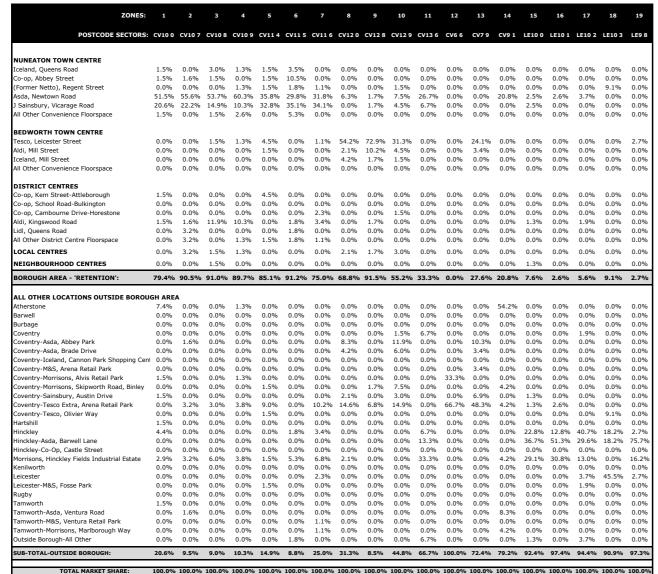
NUNEATON ZONES	BEDWORTH ZONES	BOROUGH AREA	OTHER ZONES	TOTAL
	ZONES ZONES 8-10	Zones 1-10 &		
ZONES 1-7	& 13	13	& 14-19	Zones 1-19
2.2%	0.0%	1.5%	0.0%	0.9%
3.2%	0.0%	2.2%	0.0%	1.3%
1.1%	0.0%	0.8%	0.0%	0.5%
12.8%	1.1%	9.1%	0.9%	5.9%
8.6%	0.0%	5.9%	0.0%	3.6%
8.9%	1.6%	6.6%	1.3%	4.6%
0.8%	34.6%	11.3%	0.0%	6.9%
0.3%	9.6%	3.2%	0.0%	1.9%
0.0%	4.1%	1.3%	0.0%	0.8%
0.2%	5.9%	2.0%	0.0%	1.2%
5.1%	0.6%	3.7%	0.0%	2.3%
0.0%	10.1%	3.1%	0.4%	2.1%
4.4%	0.0%	3.0%	0.0%	1.9%
4.2%	0.0%	2.9%	0.9%	2.1%
3.5%	0.0%	2.4%	0.0%	1.5%
6.4%	3.1%	5.4%	0.8%	3.6%
2.7%	3.1%	2.8%	0.0%	1.7%
25.0%	9.7%	20.2%	0.5%	12.5%
89.4%	83.4%	87.5%	4.8%	55.3%
1.1%	0.0%	0.8%	6.8%	3.1%
1.1% 0.0%	0.0%	0.8%	6.8% 0.8%	3.1% 0.3%
0.0%	0.0%	0.0%	0.8%	0.3%
0.0% 0.0%	0.0% 0.6%	0.0% 0.2%	0.8% 1.4%	0.3% 0.7%
0.0% 0.0% 0.3%	0.0% 0.6% 4.0%	0.0% 0.2% 1.4%	0.8% 1.4% 0.5%	0.3% 0.7% 1.1%
0.0% 0.0% 0.3% 0.0%	0.0% 0.6% 4.0% 0.0%	0.0% 0.2% 1.4% 0.0%	0.8% 1.4% 0.5% 0.0%	0.3% 0.7% 1.1% 0.0%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0%	0.0% 0.6% 4.0% 0.0% 0.0% 0.0%	0.0% 0.2% 1.4% 0.0% 0.0% 0.0%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0%	0.3% 0.7% 1.1% 0.0% 0.0% 0.0%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0%	0.0% 0.6% 4.0% 0.0% 0.0% 0.0% 1.1% 0.6%	0.0% 0.2% 1.4% 0.0% 0.0% 0.0% 0.3% 0.4%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0%	0.3% 0.7% 1.1% 0.0% 0.0% 0.0% 0.2%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0% 0.3% 0.6%	0.0% 0.6% 4.0% 0.0% 0.0% 0.0% 1.1% 0.6% 0.0%	0.0% 0.2% 1.4% 0.0% 0.0% 0.0% 0.3% 0.4%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0%	0.3% 0.7% 1.1% 0.0% 0.0% 0.0% 0.2% 0.2% 0.4%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0% 0.3% 0.6% 0.0%	0.0% 0.6% 4.0% 0.0% 0.0% 0.0% 1.1% 0.6% 0.0%	0.0% 0.2% 1.4% 0.0% 0.0% 0.0% 0.3% 0.4% 0.4%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0%	0.3% 0.7% 1.1% 0.0% 0.0% 0.2% 0.2% 0.4% 0.0%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0% 0.3% 0.6% 0.0%	0.0% 0.6% 4.0% 0.0% 0.0% 0.0% 1.1% 0.6% 0.0% 0.0%	0.0% 0.2% 1.4% 0.0% 0.0% 0.0% 0.3% 0.4% 0.4% 0.0% 3.4%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 12.5%	0.3% 0.7% 1.1% 0.0% 0.0% 0.0% 0.2% 0.2% 0.4% 0.0% 6.9%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.3% 0.6% 0.0% 0.3% 0.0%	0.0% 0.6% 4.0% 0.0% 0.0% 1.1% 0.6% 0.0% 0.0% 10.3%	0.0% 0.2% 1.4% 0.0% 0.0% 0.3% 0.4% 0.4% 0.0% 3.4%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0%	0.3% 0.7% 1.1% 0.0% 0.0% 0.2% 0.2% 0.4% 0.0% 6.9%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0% 0.6% 0.6% 0.0% 0.3% 0.0%	0.0% 0.6% 4.0% 0.0% 0.0% 1.1% 0.6% 0.0% 0.0% 10.3% 0.0%	0.0% 0.2% 1.4% 0.0% 0.0% 0.3% 0.4% 0.4% 0.0% 3.4% 0.0% 3.5%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 0.5% 0.0% 12.5% 0.4% 0.0%	0.3% 0.7% 1.1% 0.0% 0.0% 0.2% 0.2% 0.4% 0.0% 6.9% 0.2% 2.1%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.3% 0.6% 0.0% 0.3% 0.0%	0.0% 0.6% 4.0% 0.0% 0.0% 1.1% 0.6% 0.0% 0.0% 10.3%	0.0% 0.2% 1.4% 0.0% 0.0% 0.3% 0.4% 0.4% 0.0% 3.4%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 12.5% 0.4% 0.0% 35.2%	0.3% 0.7% 1.1% 0.0% 0.0% 0.2% 0.2% 0.4% 0.0% 6.9%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0% 0.6% 0.6% 0.0% 0.3% 0.0% 5.0%	0.0% 0.6% 4.0% 0.0% 0.0% 0.0% 0.6% 0.0% 0.0% 0.0% 0	0.0% 0.2% 1.4% 0.0% 0.0% 0.3% 0.4% 0.4% 0.0% 3.4% 0.0% 3.5%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 0.5% 0.0% 12.5% 0.4% 0.0%	0.3% 0.7% 1.1% 0.0% 0.0% 0.2% 0.2% 0.4% 0.0% 6.9% 0.2% 2.1% 14.0%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0% 0.3% 0.6% 0.0% 0.0% 5.0% 0.8%	0.0% 0.6% 4.0% 0.0% 0.0% 0.0% 1.1% 0.6% 0.0% 10.3% 0.0% 0.0% 0.0% 0.0%	0.0% 0.2% 1.4% 0.0% 0.0% 0.3% 0.4% 0.4% 0.0% 3.4% 0.0% 3.5% 0.5%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 12.5% 0.4% 0.0% 35.2% 14.9%	0.3% 0.7% 1.11% 0.0% 0.0% 0.2% 0.2% 0.4% 0.0% 6.9% 0.2% 2.1% 14.0% 5.8%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0% 0.6% 0.0% 0.3% 0.6% 0.0% 5.0% 0.0%	0.0% 0.6% 4.0% 0.0% 0.0% 0.0% 1.1% 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.2% 1.4% 0.0% 0.0% 0.0% 0.4% 0.4% 0.0% 3.4% 0.0% 3.5% 0.5% 0.5% 0.0%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 0.5% 0.0% 12.5% 0.4% 0.0% 35.2% 14.9% 0.9%	0.3% 0.7% 1.1% 0.0% 0.0% 0.2% 0.2% 0.4% 0.0% 6.9% 0.2% 2.1% 14.0% 5.8% 0.3%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.3% 0.6% 0.0% 0.3% 0.0% 5.0% 0.0% 0.0%	0.0% 0.6% 4.0% 0.0% 0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0	0.0% 0.2% 1.4% 0.0% 0.0% 0.0% 0.4% 0.4% 0.0% 3.4% 0.0% 3.5% 0.0% 0.5%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 1.5% 0.0% 0.5% 0.0% 12.5% 0.4% 0.0% 35.2% 14.9% 0.9% 7.5%	0.3% 0.7% 1.1% 0.0% 0.0% 0.2% 0.2% 0.4% 0.0% 6.9% 0.2% 2.1% 14.0% 5.8% 0.3% 3.3%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0% 0.3% 0.6% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.0	0.0% 0.6% 4.0% 0.0% 0.0% 0.0% 0.0% 1.1% 0.5% 0.0% 10.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.2% 1.4% 0.0% 0.0% 0.0% 0.3% 0.4% 0.4% 0.0% 3.4% 0.0% 3.5% 0.0% 0.5% 0.0% 0.5% 0.0% 0.0%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 12.5% 0.4% 0.0% 35.2% 14.9% 0.9% 7.5% 0.0% 0.9%	0.3% 0.7% 1.1% 1.1% 0.0% 0.0% 0.2% 0.2% 0.2% 0.4% 6.9% 0.2% 14.0% 5.8% 0.3% 0.1% 0.3% 0.1% 0.3% 0.1% 0.3%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0% 0.3% 0.6% 0.0% 0.3% 0.0% 5.0% 0.0% 0.9% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.6% 4.0% 0.0% 0.0% 0.0% 0.0% 1.1% 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.2% 1.4% 0.0% 0.0% 0.0% 0.4% 0.4% 0.4% 0.0% 3.5% 0.0% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 12.5% 0.4% 0.0% 35.2% 14.9% 7.5% 0.0% 0.9% 0.9% 0.9%	0.3% 0.7% 1.1% 0.0% 0.0% 0.0% 0.2% 0.2% 0.4% 0.9% 6.9% 6.9% 14.0% 5.8% 0.3% 0.1% 0.1% 0.2% 0.1% 0.3% 0.1%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.6% 4.0% 0.0% 0.0% 0.0% 0.0% 1.1% 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.2% 1.4% 0.0% 0.0% 0.0% 0.3% 0.4% 0.4% 0.0% 3.5% 0.0% 0.5% 0.0% 0.6% 0.0% 0.0% 0.0% 0.0%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.5% 0.0% 0.5% 0.0% 12.5% 0.4% 0.0% 35.2% 14.9% 0.9% 7.5% 0.0% 0.5% 0.0%	0.3% 0.7% 1.1% 0.0% 0.0% 0.2% 0.2% 0.4% 0.2% 0.296 2.1% 0.296 2.1% 0.3% 0.3% 0.3% 0.3% 0.3%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.3% 0.6% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.0	0.0% 0.6% 4.0% 0.0% 0.0% 0.0% 0.0% 1.1% 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.2% 1.4% 0.0% 0.0% 0.0% 0.4% 0.4% 0.0% 3.4% 0.0% 3.5% 0.5% 0.0% 0.2% 0.0% 0.0% 0.2% 0.0%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 12.5% 0.4% 0.0% 35.2% 14.9% 0.9% 7.5% 0.0% 0.9% 0.9%	0.3% 0.7% 1.1% 0.0% 0.0% 0.0% 0.2% 0.2% 0.2% 0.4% 6.9% 0.21% 14.0% 5.8% 0.3% 3.3% 0.1% 0.2% 0.0% 0.0%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0% 0.3% 0.6% 0.0% 0.3% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0	0.0% 0.6% 4.0% 0.0% 0.0% 0.0% 0.0% 0.11% 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.2% 1.4% 0.0% 0.0% 0.0% 0.4% 0.4% 0.0% 3.5% 0.0% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 12.5% 0.4% 0.0% 35.2% 14.9% 0.9% 7.5% 0.0% 0.9% 0.9% 0.9% 0.0% 0.0% 0.0%	0.3% 0.7% 1.1% 0.0% 0.0% 0.0% 0.2% 0.2% 0.2% 6.9% 6.9% 6.9% 0.1% 5.8% 0.3% 0.11% 0.3% 0.1% 0.0%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.3% 0.6% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.0	0.0% 0.6% 4.0% 0.0% 0.0% 0.0% 0.0% 1.1% 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.2% 1.4% 0.0% 0.0% 0.0% 0.4% 0.4% 0.0% 3.4% 0.0% 3.5% 0.5% 0.0% 0.2% 0.0% 0.0% 0.2% 0.0%	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 12.5% 0.4% 0.0% 35.2% 14.9% 0.9% 7.5% 0.0% 0.9% 0.9%	0.3% 0.7% 1.1% 0.0% 0.0% 0.0% 0.2% 0.2% 0.2% 0.4% 6.9% 0.21% 14.0% 5.8% 0.3% 3.3% 0.1% 0.2% 0.0% 0.0%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0% 0.3% 0.6% 0.0% 0.3% 0.0% 5.0% 0.0% 0.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.6% 4.0% 0.0% 0.0% 0.0% 1.1% 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.2% 1.4% 0.0% 0.0% 0.0% 0.3% 0.4% 0.4% 0.0% 3.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 12.5% 0.4% 0.0% 35.2% 14.9% 0.9% 7.5% 0.0% 0.5% 0.0% 0.0% 0.0% 0.0%	0.3% 0.7% 1.1% 0.0% 0.0% 0.0% 0.2% 0.2% 0.4% 0.9% 0.2% 1.4.0% 5.8% 0.3% 0.1% 0.3% 0.2% 0.1% 0.3% 0.0% 0.0% 0.0%
0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0% 0.3% 0.6% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.6% 4.0% 0.0% 0.0% 0.0% 1.1% 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.2% 1.4% 0.0% 0.0% 0.0% 0.3% 0.4% 0.4% 0.0% 3.5% 0.0% 0.5% 0.0% 0.0% 0.2% 0.0% 0.0% 0.0% 0.0% 0.0	0.8% 1.4% 0.5% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 12.5% 0.4% 0.0% 35.2% 14.9% 0.9% 7.5% 0.0% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.3% 0.7% 1.1% 0.0% 0.0% 0.0% 0.2% 0.4% 0.0% 6.9% 0.2% 2.1% 14.0% 5.8% 0.3% 0.3% 0.1% 0.3% 0.1% 0.3% 0.1% 0.3% 0.2% 0.0% 5.2%

Source: Notes:

The market shares have been derived from the August 2010 Household Telephone Interview Survey conducted by NEMS
The market shares have been reweighted to discount all non-responses and void answers to questions. All non-store purchases (e.g. Internet and catalogue shopping, and purchases from market stalls) have also been discounted at this stage, as an allowance for Special Forms of Trading (SFT) is made when assessing expenditure per capita levels as part of the retail capacity/impact assessment.

Convenience Goods - Market Share Analysis

TABLE 2: MAIN FOOD SHOPPING - MARKET SHARE ANALYSIS (%)





MAIN FOOD SHOPPING (%)

NUNEATON ZONES	BEDWORTH ZONES	BOROUGH AREA	OTHER ZONES	TOTAL
ZONES 1-7	ZONES 8-10 & 13	Zones 1-10 &	ZONES 11-12 & 14-19	
1.4%	0.0%	1.0%	0.0%	0.6%
2.0%	0.0%	1.4%	0.0%	0.8%
0.8%	0.5%	0.7%	0.4%	0.6%
45.1%	4.1%	32.3%	4.9%	21.6%
24.5%	1.8%	17.4%	1.0%	11.0%
1.4%	0.0%	1.0%	0.0%	0.6%
1.2%	45.7%	15.1%	0.3%	9.3%
0.2%	5.2%	1.8%	0.0%	1.1%
0.0%	1.8%	0.6%	0.0%	0.3%
0.0%	0.0%	0.0%	0.0%	0.0%
0.8%	0.0%	0.6%	0.0%	0.3%
0.0%	0.0%	0.0%	0.0%	0.0%
0.5%	0.5%	0.5%	0.0%	0.3%
4.4%	0.4%	3.2%	0.7%	2.2%
0.6%	0.0%	0.4%	0.0%	0.2%
1.2%	0.0%	0.8%	0.0%	0.5%
0.8%	1.8%	1.1%	0.0%	0.7%
0.2%	0.0%	0.1%	0.3%	0.2%
85.1%	61.7%	77.8%	7.6%	50.4%
1.3%	0.0%	0.9%	4.2%	2.2%
0.0%	0.0%	0.9%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.5%	0.1%	0.8%	0.4%
0.2%	7.7%	2.5%	0.0%	1.5%
0.0%	3.5%	1.1%	0.0%	0.7%
0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.7%	0.2%	0.0%	0.1%
0.4%	0.0%	0.3%	4.2%	1.8%
0.2%	2.7%	1.0%	0.3%	0.7%
0.2%	2.9%	1.0%	0.3%	0.8%
4.6%	19.9%	9.4%	9.3%	9.4%
0.2%	0.0%	0.1%	0.4%	0.2%
0.2%	0.0%	0.1%	0.0%	0.1%
1.5%	0.0%	1.0%	16.8%	7.2%
0.0%	0.0%	0.0%	32.4%	12.6%
0.0%	0.0%	0.0%	0.0%	0.0%
4.4% 0.0%	0.5%	3.1% 0.0%	18.3% 0.0%	9.0%
0.5%	0.0%	0.0%	2.8%	1.3%
0.2%	0.0%	0.3%	0.4%	0.2%
0.0%	0.0%	0.1%	0.4%	0.2%
0.2%	0.0%	0.1%	0.0%	0.1%
0.2%	0.0%	0.1%	0.6%	0.3%
0.2%	0.0%	0.2%	0.0%	0.1%
0.2%	0.0%	0.2%	0.3%	0.2%
0.2%	0.0%	0.1%	1.4%	0.6%
14.9%	38.3%	22.2%	92.4%	49.6%

2

2013 RETAIL STUDY UPDATE

Convenience Goods - Market Share Analysis

Tamworth

Tamworth-Asda Ventura Road

SUB-TOTAL-OUTSIDE BOROUGH:

Outside Borough-All Other

Tamworth-M&S, Ventura Retail Park

amworth-Morrisons, Marlborough Way

TOTAL MARKET SHARE:

TABLE 3: TOTAL FOOD SHOPPING - MARKET SHARE ANALYSIS (%)

1.1%

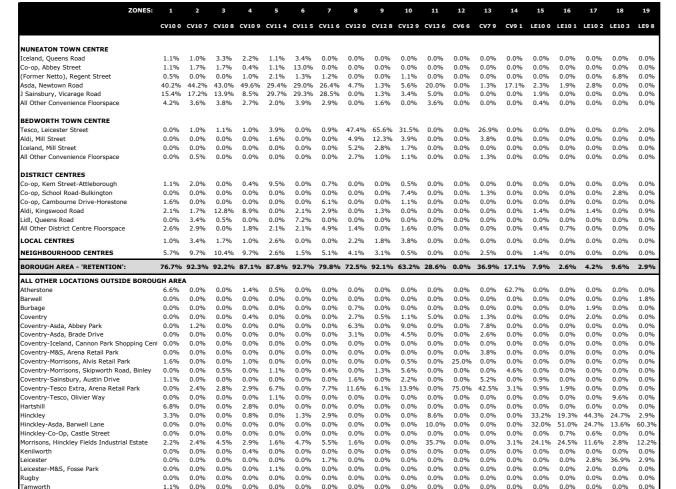
0.0% 0.0% 0.0%

0.0% 0.0%

0.0%

0.0% 0.0% 0.9%

0.0% 0.0% 0.0%



0.5% 0.0% 0.0% 0.4% 0.0% 1.3% 0.4% 0.0% 0.0% 0.0% 12.1% 0.0% 0.0% 0.0% 0.9% 0.0% 5.9% 2.8% 17.0%

0.0% 0.0%

0.0% 0.0%

3.1% 0.0% 0.0%

0.0% 0.0% 0.0%

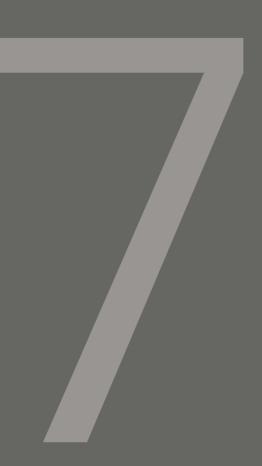
0.0% 0.0%

7.7% 7.8% 12.9% 12.2% 7.3% 20.2% 27.5% 7.9% 36.8% 71.4% 100.0% 63.1% 82.9% 92.1% 97.4% 95.8% 90.4% 97.1% 100.0%

0.0%



ZONES	BEDWORTH ZONES	BOROUGH AREA	OTHER ZONES	TOTAL
ZONES 1-7	ZONES 8-10	Zones 1-10 &	ZONES 11-12	
	& 13	13	& 14-19	
1.6%	0.0%	1.1%	0.0%	0.7%
2.3%	0.0%	1.6%	0.0%	1.0%
0.9%	0.3%	0.7%	0.3%	0.5%
37.0%	3.3%	26.5%	3.9%	17.7%
20.5%	1.3%	14.5%	0.8%	9.2%
3.3%	0.4%	2.4%	0.3%	1.6%
1.1%	42.9%	14.2%	0.2%	8.7%
0.2%	6.3%	2.1%	0.0%	1.3%
0.0%	2.4%	0.7%	0.0%	0.5%
0.1%	1.5%	0.5%	0.0%	0.3%
1.9%	0.2%	1.3%	0.0%	0.8%
0.0%	2.5%	0.8%	0.1%	0.5%
1.4%	0.3%	1.1%	0.0%	0.7%
4.4%	0.3%	3.1%	0.7%	2.2%
1.3%	0.0%	0.9%	0.0%	0.6%
2.5%	0.8%	2.0%	0.2%	1.3%
1.3%	2.1%	1.5%	0.0%	0.9%
6.4%	2.4%	5.2%	0.4%	3.3%
86.2%	67.1%	80.2%	6.9%	51.6%
1.2%	0.0%	0.8%	4.8%	2.4%
			0.2%	
0.0%	0.0%	0.0%	0.12.10	0.1%
0.0%	0.2%	0.0%	0.4%	0.2%
0.0% 0.1%	0.2% 1.3%	0.0% 0.5%	0.4% 0.7%	0.2% 0.6%
0.0% 0.1% 0.1%	0.2% 1.3% 5.8%	0.0% 0.5% 1.9%	0.4% 0.7% 0.0%	0.2% 0.6% 1.2%
0.0% 0.1% 0.1% 0.0%	0.2% 1.3% 5.8% 2.6%	0.0% 0.5% 1.9% 0.8%	0.4% 0.7% 0.0% 0.0%	0.2% 0.6% 1.2% 0.5%
0.0% 0.1% 0.1% 0.0%	0.2% 1.3% 5.8% 2.6% 0.0%	0.0% 0.5% 1.9% 0.8% 0.0%	0.4% 0.7% 0.0% 0.0% 0.0%	0.2% 0.6% 1.2% 0.5% 0.0%
0.0% 0.1% 0.1% 0.0% 0.0%	0.2% 1.3% 5.8% 2.6%	0.0% 0.5% 1.9% 0.8%	0.4% 0.7% 0.0% 0.0%	0.2% 0.6% 1.2% 0.5%
0.0% 0.1% 0.1% 0.0%	0.2% 1.3% 5.8% 2.6% 0.0% 0.8%	0.0% 0.5% 1.9% 0.8% 0.0% 0.3%	0.4% 0.7% 0.0% 0.0% 0.0%	0.2% 0.6% 1.2% 0.5% 0.0% 0.2%
0.0% 0.1% 0.1% 0.0% 0.0% 0.0% 0.4%	0.2% 1.3% 5.8% 2.6% 0.0% 0.8% 0.2%	0.0% 0.5% 1.9% 0.8% 0.0% 0.3%	0.4% 0.7% 0.0% 0.0% 0.0% 0.0% 3.1%	0.2% 0.6% 1.2% 0.5% 0.0% 0.2% 1.4%
0.0% 0.1% 0.1% 0.0% 0.0% 0.0% 0.4% 0.3% 0.2% 3.5%	0.2% 1.3% 5.8% 2.6% 0.0% 0.8% 0.2% 2.1% 17.5%	0.0% 0.5% 1.9% 0.8% 0.0% 0.3% 0.3% 0.8% 0.8%	0.4% 0.7% 0.0% 0.0% 0.0% 0.0% 0.4% 0.4% 0.2%	0.2% 0.6% 1.2% 0.5% 0.0% 0.2% 1.4% 0.6% 0.6%
0.0% 0.1% 0.1% 0.0% 0.0% 0.0% 0.4% 0.3% 0.2% 3.5% 0.1%	0.2% 1.3% 5.8% 2.6% 0.0% 0.2% 2.0% 2.1% 17.5% 0.0%	0.0% 0.5% 1.9% 0.8% 0.0% 0.3% 0.3% 0.8% 7.9%	0.4% 0.7% 0.0% 0.0% 0.0% 0.0% 3.1% 0.4% 0.2% 10.1%	0.2% 0.6% 1.2% 0.5% 0.0% 0.2% 1.4% 0.6% 8.8% 0.2%
0.0% 0.1% 0.1% 0.0% 0.0% 0.4% 0.3% 0.2% 3.5% 0.1% 1.4%	0.2% 1.3% 5.8% 2.6% 0.0% 0.8% 0.2% 2.0% 2.1% 17.5% 0.0%	0.0% 0.5% 1.9% 0.8% 0.0% 0.3% 0.8% 0.8% 7.9% 0.1% 1.0%	0.4% 0.7% 0.0% 0.0% 0.0% 3.1% 0.4% 0.2% 10.1% 0.4%	0.2% 0.6% 1.2% 0.5% 0.0% 0.2% 1.4% 0.6% 8.8% 0.2% 0.6%
0.0% 0.1% 0.1% 0.0% 0.0% 0.4% 0.3% 0.2% 3.5% 0.1% 1.4% 1.3%	0.2% 1.3% 5.8% 2.6% 0.0% 0.2% 2.1% 17.5% 0.0% 0.0%	0.0% 0.5% 1.9% 0.8% 0.0% 0.3% 0.8% 0.8% 7.9% 0.1% 1.0%	0.4% 0.7% 0.0% 0.0% 0.0% 3.1% 0.4% 0.2% 10.1% 0.4% 0.4%	0.2% 0.6% 1.2% 0.5% 0.0% 0.2% 1.4% 0.6% 8.8% 0.2% 0.6% 8.9%
0.0% 0.1% 0.1% 0.0% 0.0% 0.4% 0.3% 0.2% 3.5% 0.1% 1.4% 1.3% 0.0%	0.2% 1.3% 5.8% 2.6% 0.0% 0.8% 0.2% 2.1% 17.5% 0.0% 0.0% 0.0%	0.0% 0.5% 1.9% 0.8% 0.0% 0.3% 0.8% 7.9% 0.1% 1.0% 0.9%	0.4% 0.7% 0.0% 0.0% 0.0% 0.0% 3.1% 0.4% 0.2% 10.1% 0.4% 0.0% 21.4% 28.0%	0.2% 0.6% 1.2% 0.5% 0.0% 0.2% 1.4% 0.6% 8.8% 0.2% 0.6% 8.9% 10.9%
0.0% 0.1% 0.1% 0.0% 0.0% 0.0% 0.3% 0.2% 3.5% 0.1% 1.4% 1.3% 0.0%	0.2% 1.3% 5.8% 2.6% 0.0% 0.8% 0.2% 2.1% 17.5% 0.0% 0.0% 0.0%	0.0% 0.5% 1.9% 0.8% 0.0% 0.3% 0.8% 0.8% 0.8% 7.9% 0.1% 1.0% 0.9%	0.4% 0.7% 0.0% 0.0% 0.0% 0.0% 0.1% 0.4% 0.2% 10.1% 0.4% 0.0% 21.4% 28.0% 0.2%	0.2% 0.6% 1.2% 0.5% 0.0% 0.2% 1.4% 0.6% 8.8% 0.2% 0.6% 8.9% 10.9% 0.1%
0.0% 0.1% 0.1% 0.0% 0.0% 0.0% 0.4% 0.3% 0.2% 3.5% 0.1% 1.4% 1.3% 0.0% 0.0%	0.2% 1.3% 5.8% 2.6% 0.0% 0.8% 0.2% 2.0% 2.1% 17.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.5% 1.9% 0.8% 0.0% 0.3% 0.8% 0.8% 0.1% 1.0% 0.9% 0.0%	0.4% 0.7% 0.0% 0.0% 0.0% 0.0% 3.1% 0.4% 0.2% 10.1% 0.4% 21.4% 28.0% 0.2% 15.6%	0.2% 0.6% 1.2% 0.5% 0.0% 0.2% 1.4% 0.6% 0.6% 8.8% 0.2% 0.66% 8.9% 10.9% 0.1% 7.6%
0.0% 0.1% 0.1% 0.0% 0.0% 0.0% 0.3% 0.2% 3.5% 0.1% 1.4% 1.3% 0.0%	0.2% 1.3% 5.8% 2.6% 0.0% 0.8% 0.2% 2.1% 17.5% 0.0% 0.0% 0.0%	0.0% 0.5% 1.9% 0.8% 0.0% 0.3% 0.8% 0.8% 0.8% 7.9% 0.1% 1.0% 0.9%	0.4% 0.7% 0.0% 0.0% 0.0% 0.0% 0.1% 0.4% 0.2% 10.1% 0.4% 0.0% 21.4% 28.0% 0.2%	0.2% 0.6% 1.2% 0.5% 0.0% 0.2% 1.4% 0.6% 8.8% 0.2% 0.6% 8.9% 10.9% 0.1%
0.0% 0.1% 0.1% 0.0% 0.0% 0.0% 0.4% 0.3% 0.2% 3.5% 0.1% 1.4% 1.3% 0.0% 0.0%	0.2% 1.3% 5.8% 2.6% 0.0% 0.8% 0.2% 2.1% 17.5% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.5% 1.9% 0.8% 0.0% 0.3% 0.8% 0.8% 7.9% 0.1% 1.0% 0.0% 0.0%	0.4% 0.7% 0.0% 0.0% 0.0% 0.0% 0.4% 0.2% 10.1% 0.4% 0.2% 10.1% 0.2% 10.0% 21.4% 28.0% 0.2%	0.2% 0.6% 1.2% 0.5% 0.0% 0.2% 1.4% 0.6% 8.8% 0.2% 0.6% 8.9% 10.9% 0.1% 7.6% 0.0%
0.0% 0.1% 0.1% 0.0% 0.0% 0.4% 0.3% 0.2% 3.5% 0.1% 1.4% 1.3% 0.0% 0.0% 0.0%	0.2% 1.3% 5.8% 2.6% 0.0% 0.2% 2.0% 2.1% 17.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.5% 1.9% 0.8% 0.0% 0.3% 0.3% 0.8% 7.9% 0.1% 1.0% 0.9% 0.0% 2.5% 0.0%	0.4% 0.7% 0.0% 0.0% 0.0% 3.1% 0.4% 0.2% 10.1% 0.4% 0.0% 21.4% 28.0% 0.2% 15.6% 0.0%	0.2% 0.6% 1.2% 0.5% 0.0% 0.2% 0.6% 0.6% 8.8% 0.2% 0.6% 8.9% 0.1% 7.6% 0.1%
0.0% 0.1% 0.1% 0.0% 0.0% 0.4% 0.3% 0.2% 3.5% 0.1% 1.4% 1.3% 0.0% 3.5% 0.1% 0.1% 0.1% 0.1%	0.2% 1.3% 5.8% 2.6% 0.0% 0.2% 2.0% 2.1% 17.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.5% 1.9% 0.8% 0.0% 0.3% 0.3% 0.8% 7.9% 0.1% 0.0% 0.0% 2.5% 0.0% 0.2% 0.1%	0.4% 0.7% 0.0% 0.0% 0.0% 3.1% 0.4% 0.2% 10.1% 0.4% 21.4% 28.0% 0.2% 15.6% 0.0% 2.3% 0.4% 0.0%	0.2% 0.6% 1.2% 0.5% 0.0% 0.2% 1.4% 0.6% 8.8% 0.2% 1.09% 0.1% 7.6% 0.1% 0.1% 0.2% 0.0% 0.1%
0.0% 0.1% 0.1% 0.0% 0.0% 0.4% 0.3% 0.2% 3.5% 0.1% 0.0% 0.0% 0.1% 0.0% 0.1% 0.1% 0.1	0.2% 1.3% 5.8% 2.6% 0.0% 0.2% 2.0% 17.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.5% 1.9% 0.8% 0.0% 0.3% 0.8% 0.8% 0.1% 0.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.1%	0.4% 0.7% 0.0% 0.0% 0.0% 0.0% 3.1% 0.4% 0.2% 10.1% 0.4% 0.0% 21.4% 28.0% 0.2% 15.6% 0.0% 2.3% 0.4% 0.0%	0.2% 0.6% 1.2% 0.5% 0.0% 1.4% 0.6% 8.8% 0.2% 0.6% 8.9% 10.9% 0.1% 0.1% 0.1% 0.2% 0.0% 1.1% 0.2% 0.0%
0.0% 0.1% 0.1% 0.0% 0.0% 0.0% 0.4% 0.2% 3.5% 0.1% 1.4% 1.3% 0.0% 0.3% 0.1% 0.0% 0.1% 0.3% 0.1% 0.2% 0.2% 0.2%	0.2% 1.3% 5.8% 5.8% 0.6% 0.0% 0.2% 2.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.5% 1.9% 0.8% 0.0% 0.3% 0.3% 0.8% 7.9% 0.1% 1.0% 0.0% 0.0% 0.0% 0.1% 0.1% 0.1	0.4% 0.7% 0.0% 0.0% 0.0% 3.1% 0.2% 10.1% 0.4% 0.2% 10.1% 21.4% 28.0% 0.2% 15.6% 0.0% 2.3% 0.4% 0.0% 2.3% 0.0% 0.0% 0.0%	0.2% 0.6% 1.2% 0.5% 0.0% 0.2% 1.4% 0.6% 8.8% 0.2% 0.6% 8.9% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1%
0.0% 0.1% 0.1% 0.0% 0.0% 0.4% 0.3% 0.2% 3.5% 0.1% 1.3% 0.0% 0.1% 0.1% 0.0% 0.1% 0.1% 0.0%	0.2% 1.3% 5.8% 2.6% 0.0% 0.2% 2.0% 17.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.5% 1.9% 0.8% 0.0% 0.3% 0.3% 0.8% 0.8% 7.9% 0.1% 0.0% 0.0% 0.0% 0.0% 0.1% 0.1% 0.1	0.4% 0.7% 0.0% 0.0% 0.0% 3.1% 0.4% 0.2% 10.1% 21.4% 28.0% 0.2% 15.6% 0.0% 2.3% 0.4% 0.0% 0.3% 0.5% 0.0%	0.2% 0.6% 1.2% 0.5% 0.0% 1.4% 0.6% 8.8% 0.2% 0.6% 8.9% 10.9% 0.1% 0.1% 0.0% 1.1% 0.2% 0.0% 1.1% 0.2% 0.0%
0.0% 0.1% 0.1% 0.0% 0.0% 0.4% 0.2% 3.5% 0.1% 1.4% 1.3% 0.0% 3.5% 0.1% 0.0% 0.2% 0.2% 0.2% 0.2% 0.2%	0.2% 1.3% 5.8% 2.6% 0.9% 0.2% 2.0% 2.1% 17.5% 0.0% 0.0% 0.0% 0.0% 0.3% 0.0% 0.0% 0.0	0.0% 0.5% 1.9% 0.8% 0.0% 0.3% 0.3% 0.8% 7.9% 0.1% 1.0% 0.0% 0.0% 0.0% 0.1% 0.1% 0.1	0.4% 0.7% 0.0% 0.0% 0.0% 3.1% 0.2% 10.1% 0.4% 0.2% 10.1% 21.4% 28.0% 0.2% 15.6% 0.0% 2.3% 0.4% 0.0% 2.3% 0.0% 0.0% 0.0%	0.2% 0.6% 1.2% 0.5% 0.5% 0.0% 1.4% 0.6% 8.8% 0.2% 0.6% 8.9% 10.9% 1.1% 0.1% 0.1% 0.2% 0.0% 0.1% 0.2% 0.0%
0.0% 0.1% 0.1% 0.0% 0.0% 0.0% 0.4% 0.3% 0.19% 1.4% 1.3% 0.0% 3.5% 0.19% 0.19% 0.19% 0.2% 0.2% 0.2% 0.2% 0.2% 0.2%	0.2% 1.3% 5.8% 2.6% 0.0% 0.2% 2.0% 2.1% 17.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.5% 1.9% 0.8% 0.0% 0.3% 0.3% 0.8% 0.1% 0.1% 0.1% 0.0% 2.5% 0.0% 0.1% 0.0% 0.1% 0.1% 0.1% 0.1% 0.1	0.4% 0.7% 0.0% 0.0% 0.0% 0.0% 3.1% 0.4% 0.2% 10.1% 0.4% 0.0% 21.4% 28.0% 0.2% 15.6% 0.0% 0.3% 0.4% 0.0% 0.4% 0.0% 0.	0.2% 0.5% 1.2% 0.5% 0.0% 1.4% 0.6% 8.8% 0.2% 0.1% 7.6% 0.1% 0.1% 0.1% 0.2% 0.2% 0.2% 0.3% 0.1% 0.2% 0.2% 0.3%



2013 RETAIL STUDY UPDATE

Comparison Goods 2011 Market Share Analysis

strategic**perspecti>es**

TABLE 1: COMPARISON GOODS MARKET SHARES: ALL COMPARISON GOODS

	Market Shares by Zone (%)																			
CENTRE / SHOPPING LOCATION	Zone 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Total
Nuneaton																				
Town Centre	70.7%	77.7%	77.9%	76.6%	74.0%	80.6%	69.4%	31.5%	36.7%	34.0%	43.0%	0.0%	15.4%	59.0%	14.8%	9.7%	12.5%	18.2%	11.5%	43.4%
Out of Centre	2.7%	2.9%	0.9%	1.7%	2.8%	3.0%	2.8%	1.0%	0.2%	0.5%	1.9%	0.0%	0.0%	0.8%	0.0%	0.0%	0.2%	0.0%	0.3%	1.2%
Bedworth Town Centre	0.1%	0.6%	0.1%	0.0%	1.1%	0.2%	0.6%	28.6%	26.2%	17.5%	0.6%	7.0%	20.6%	0.0%	0.1%	0.0%	0.2%	0.9%	0.4%	4.9%
District Centres	0.0%	0.1%	0.6%	0.3%	1.2%	0.3%	0.4%	0.0%	0.0%	4.2%	0.0%	0.0%	0.4%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%
Local Centres	1.4%	0.0%	0.3%	1.1%	0.0%	0.4%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Neighbourhood Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL INSIDE BOROUGH ('RETENTION')	74.9%	81.2%	79.8%	79.7%	79.1%	84.5%	73.6%	61.2%	63.0%	56.1%	45.5%	7.0%	36.4%	60.3%	15.0%	9.7%	12.9%	19.2%	12.2%	50.2%
OTHER CENTRES AND STORES OUTSIDE TH	E BOROUG	н																		
Atherstone	1.8%	0.5%	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.2%	0.0%	0.6%	0.0%	0.0%	0.0%	0.8%
Birmingham	1.3%	1.7%	2.9%	0.8%	2.2%	1.6%	2.8%	0.0%	1.4%	0.0%	0.0%	10.2%	1.4%	0.0%	1.0%	0.7%	1.4%	0.0%	0.0%	1.7%
Coventry	10.9%	12.6%	11.8%	14.9%	12.2%	7.9%	12.1%	36.5%	32.4%	38.4%	7.1%	72.7%	58.8%	6.2%	4.7%	1.4%	5.9%	3.1%	1.5%	17.7%
Hinckley	0.3%	0.5%	0.3%	0.4%	0.3%	0.1%	1.4%	0.4%	0.2%	0.3%	23.2%	0.0%	0.0%	0.0%	51.3%	51.2%	39.4%	26.6%	44.3%	14.2%
Leicester	3.7%	3.3%	3.9%	2.2%	4.0%	3.2%	6.6%	0.8%	0.7%	2.6%	20.8%	10.2%	3.4%	0.2%	25.8%	35.8%	35.0%	50.5%	41.8%	12.9%
Rugby	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%	0.0%	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%	0.1%
Solihull	0.5%	0.0%	1.2%	0.4%	2.1%	2.2%	2.6%	1.2%	1.4%	1.7%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Tamworth	6.0%	0.2%	0.1%	0.9%	0.0%	0.4%	0.3%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	11.6%	1.0%	0.6%	1.0%	0.0%	0.0%	1.1%
Outside Borough-All Other	0.5%	0.0%	0.0%	0.6%	0.0%	0.1%	0.2%	0.0%	0.8%	0.2%	0.6%	0.0%	0.0%	0.5%	1.2%	0.0%	3.9%	0.6%	0.1%	0.6%
TOTAL OUTSIDE BOROUGH ('LEAKAGE')	25.1%	18.8%	20.2%	20.3%	20.9%	15.5%	26.4%	38.8%	37.0%	43.9%	54.5%	93.0%	63.6%	39.7%	85.0%	90.3%	87.1%	80.8%	87.8%	49.8%
TOTAL	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####

NUNEATON ZONE	BEDWORTH ZONE	ALL OTHER ZONES	'BOROUGH' AREA	TOTAL
1-7	8-10 & 13	11-12 & 14- 19	1-10 & 13	
74.5%	30.1%	16.5%	60.7%	43.4%
2.4%	0.4%	0.2%	1.8%	1.2%
0.4%	23.0%	1.1%	7.4%	4.9%
0.4%	1.3%	0.0%	0.7%	0.4%
0.5%	0.0%	0.0%	0.4%	0.2%
0.0%	0.0%	0.0%	0.0%	0.0%
78.3%	54.8%	17.9%	71.0%	50.2%
0.4%	0.0%	1.6%	0.3%	0.8%
2.0%	0.7%	1.9%	1.6%	1.7%
11.9%	40.8%	12.6%	20.9%	17.7%
0.6%	0.2%	35.5%	0.5%	14.2%
4.1%	1.9%	27.8%	3.4%	12.9%
0.1%	0.2%	0.1%	0.1%	0.1%
1.3%	1.1%	0.1%	1.3%	0.8%
1.2%	0.0%	1.4%	0.8%	1.1%
0.2%	0.2%	1.2%	0.2%	0.6%
21.7%	45.2%	82.1%	29.0%	49.8%
100.0%	100.0%	100.0%	100.0%	100.0%

Source:

The market shares have been derived from the August 2010 Household Telephone Interview Survey conducted by NEMS

Notes:

The market shares have been reweighted to discount all non-responses and void answers to questions. All non-store purchases (e.g. Internet and catalogue shopping, and purchases from market stalls) have also been discounted at this stage, as an allowance for Special Forms of Trading (SFT) is made when assessing expenditure per capita levels as part of the retail capacity/impact assessment.

2013 RETAIL STUDY UPDATE

Comparison Goods 2011 Market Share Analysis

strategic**perspecti>es**

TABLE 2: COMPARISON GOODS MARKET SHARES: CLOTHING & FOOTWEAR

								N	Aarket Si	hares by	Zone (%)								
CENTRE / SHOPPING LOCATION	Zone 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Total
Nuneaton																				
Town Centre	56.3%	71.4%	71.4%	75.0%	73.3%	77.8%	60.5%	38.6%	53.7%	44.3%	41.2%	0.0%	23.3%	57.9%	31.5%	17.1%	16.7%	18.2%	20.6%	46.0%
Out of 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%
Bedworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	3.7%	6.6%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
District Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL INSIDE BOROUGH ('RETENTION')	56.3%	71.4%	71.4%	75.0%	73.3%	77.8%	60.5%	50.0%	57.4%	50.8%	41.2%	0.0%	30.0%	57.9%	31.5%	17.1%	16.7%	18.2%	20.6%	47.3%
OTHER CENTRES AND STORES OUTSIDE THE	BOROUG	н																		
Atherstone	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.2%
Birmingham	3.1%	3.2%	3.6%	0.0%	5.0%	3.7%	4.9%	0.0%	3.7%	0.0%	0.0%	33.3%	0.0%	0.0%	1.4%	0.0%	4.2%	0.0%	0.0%	3.9%
Coventry	15.6%	14.3%	10.7%	17.1%	10.0%	11.1%	13.6%	47.7%	35.2%	37.7%	5.9%	33.3%	60.0%	15.8%	1.4%	0.0%	2.1%	0.0%	0.0%	16.6%
Hinckley	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%	19.2%	14.6%	14.6%	9.1%	26.5%	5.3%
Leicester	10.9%	7.9%	12.5%	5.3%	6.7%	1.9%	16.0%	0.0%	1.9%	6.6%	29.4%	33.3%	10.0%	0.0%	45.2%	65.9%	58.3%	72.7%	52.9%	22.7%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.1%
Solihull	1.6%	0.0%	1.8%	1.3%	5.0%	5.6%	3.7%	2.3%	1.9%	4.9%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
Tamworth	12.5%	0.0%	0.0%	1.3%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	26.3%	1.4%	0.0%	2.1%	0.0%	0.0%	2.1%
Outside Borough-All Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL OUTSIDE BOROUGH ('LEAKAGE')	43.8%	28.6%	28.6%	25.0%	26.7%	22.2%	39.5%	50.0%	42.6%	49.2%	58.8%	####	70.0%	42.1%	68.5%	82.9%	83.3%	81.8%	79.4%	52.7%
TOTAL	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####

NUNEATON ZONE	BEDWORTH ZONE	ALL OTHER ZONES	'BOROUGH' AREA	TOTAL
1-7	8-10 & 13	11-12 & 14- 19	1-10 & 13	
68.4%	40.8%	23.1%	60.2%	46.0%
0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	7.0%	0.0%	2.1%	1.3%
0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%
68.4%	47.8%	23.1%	62.3%	47.3%
0.2%	0.0%	0.3%	0.1%	0.2%
3.4%	1.0%	5.8%	2.7%	3.9%
13.4%	44.3%	6.9%	22.6%	16.6%
0.2%	0.0%	13.7%	0.1%	5.3%
9.4%	4.5%	46.5%	7.9%	22.7%
0.0%	0.0%	0.4%	0.0%	0.1%
2.7%	2.4%	0.3%	2.6%	1.8%
2.3%	0.0%	3.0%	1.6%	2.1%
0.0%	0.0%	0.0%	0.0%	0.0%
31.6%	52.2%	76.9%	37.7%	52.7%
100.0%	100.0%	100.0%	100.0%	100.0%

									Mark	et Share	(%)									
CENTRE / SHOPPING LOCATION	Zone 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Total
Nuneaton																				
Town Centre	76.0%	68.8%	74.5%	70.5%	59.1%	72.5%	59.3%	50.0%	32.5%	48.9%	30.8%	0.0%	18.2%	53.8%	19.3%	5.7%	7.7%	22.2%	8.3%	41.4%
Out of Centre	6.0%	0.0%	0.0%	1.6%	2.3%	0.0%	1.7%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Bedworth Town Centre	2.0%	4.2%	0.0%	0.0%	2.3%	0.0%	3.4%	17.6%	32.5%	10.6%	7.7%	100.0%	9.1%	0.0%	1.8%	0.0%	2.6%	11.1%	0.0%	9.3%
District Centres	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Local Centres	0.0%	0.0%	2.0%	1.6%	0.0%	2.5%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Neighbourhood Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL INSIDE BOROUGH (RETENTION)	84.0%	72.9%	76.5%	75.4%	63.6%	75.0%	67.8%	70.6%	65.0%	61.7%	38.5%	####	27.3%	53.8%	21.1%	5.7%	10.3%	33.3%	8.3%	52.5%
OTHER CENTRES AND STORES OUTSIDE TH	E BOROUG	н																		
Atherstone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	38.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Birmingham	0.0%	0.0%	5.9%	0.0%	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%	0.0%	0.0%	0.5%
Coventry	12.0%	25.0%	15.7%	18.0%	27.3%	12.5%	20.3%	26.5%	32.5%	36.2%	15.4%	0.0%	72.7%	7.7%	1.8%	8.6%	0.0%	0.0%	0.0%	16.8%
Hinckley	0.0%	0.0%	0.0%	1.6%	2.3%	0.0%	1.7%	0.0%	0.0%	0.0%	23.1%	0.0%	0.0%	0.0%	43.9%	51.4%	35.9%	22.2%	37.5%	13.0%
Leicester	2.0%	2.1%	0.0%	3.3%	4.5%	12.5%	5.1%	2.9%	2.5%	0.0%	23.1%	0.0%	0.0%	0.0%	33.3%	34.3%	53.8%	44.4%	54.2%	15.2%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Solihull	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Tamworth	2.0%	0.0%	2.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Outside Borough-All Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL OUTSIDE BOROUGH (LEAKAGE)	16.0%	27.1%	23.5%	24.6%	36.4%	25.0%	32.2%	29.4%	35.0%	38.3%	61.5%	0.0%	72.7%	46.2%	78.9%	94.3%	89.7%	66.7%	91.7%	47.5%
TOTAL	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####

NUNEATON ZONE	BEDWORTH ZONE	ALL OTHER ZONES	'BOROUGH' AREA	TOTAL
1-7	8-10 & 13	11-12 & 14- 19	1-10 & 13	
67.6%	38.5%	15.1%	58.6%	41.4%
1.8%	0.7% 17.4%	0.0% 13.4%	1.5% 6.7%	0.9% 9.3%
0.2%	0.7%	0.0%	0.4%	0.2%
1.5%	0.7%	0.0%	1.1%	0.2%
0.0%	0.0%	0.0%	0.0%	0.0%
0.070	0.070	0.070	0.070	0.070
73.1%	57.2%	28.5%	68.2%	52.5%
0.4%	0.0%	2.9%	0.3%	1.3%
1.1%	0.0%	0.0%	0.8%	0.5%
18.8%	40.8%	3.3%	25.7%	
				16.8%
0.9%	0.0%	31.9%	0.6%	13.0%
4.1%	0.0% 1.3%	31.9% 33.5%	0.6% 3.2%	13.0% 15.2%
4.1% 0.0%	0.0% 1.3% 0.7%	31.9% 33.5% 0.0%	0.6% 3.2% 0.2%	13.0% 15.2% 0.1%
4.1%	0.0% 1.3%	31.9% 33.5%	0.6% 3.2%	13.0% 15.2%
4.1% 0.0% 0.7%	0.0% 1.3% 0.7% 0.0%	31.9% 33.5% 0.0% 0.0%	0.6% 3.2% 0.2% 0.5%	13.0% 15.2% 0.1% 0.3%
4.1% 0.0% 0.7% 0.8%	0.0% 1.3% 0.7% 0.0% 0.0%	31.9% 33.5% 0.0% 0.0% 0.0%	0.6% 3.2% 0.2% 0.5% 0.5%	13.0% 15.2% 0.1% 0.3% 0.3%
4.1% 0.0% 0.7% 0.8%	0.0% 1.3% 0.7% 0.0% 0.0%	31.9% 33.5% 0.0% 0.0% 0.0%	0.6% 3.2% 0.2% 0.5% 0.5%	13.0% 15.2% 0.1% 0.3% 0.3%
4.1% 0.0% 0.7% 0.8% 0.0%	0.0% 1.3% 0.7% 0.0% 0.0%	31.9% 33.5% 0.0% 0.0% 0.0% 0.0%	0.6% 3.2% 0.2% 0.5% 0.5% 0.0%	13.0% 15.2% 0.1% 0.3% 0.3% 0.0%

2013 RETAIL STUDY UPDATE

Comparison Goods 2011 Market Share Analysis



TABLE 4: MARKET SHARES: HARDWARE, DIY GOODS, DECORATING & GARDEN SUPPLIES

TABLE 5: MARKET SHARES: AUDIO-VISUAL, PHOTOGRAPHIC, COMPUTER ITEMS AND RECORDING MEDIA

									Mark	et Share	: (%)									
CENTRE / SHOPPING LOCATION	Zone 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Total
Nuneaton Town Centre Out of Centre Bedworth Town Centre	47.7% 27.7% 0.0%	44.6% 37.5% 3.6%	59.6% 10.5% 1.8%	54.7% 21.3% 0.0%	45.8% 33.9% 1.7%	44.2% 38.5% 1.9%	37.5% 35.0% 1.3%	19.5% 9.8% 36.6%	12.0% 2.0% 54.0%	14.5% 5.5% 30.9%	20.0% 20.0% 0.0%	0.0% 0.0% 0.0%	7.1% 0.0% 35.7%	57.9% 10.5% 0.0%	2.8% 0.0% 0.0%	0.0% 0.0% 0.0%	4.0% 2.0% 0.0%	0.0% 0.0% 0.0%	5.7% 2.9% 0.0%	25.0% 14.1% 8.2%
District Centres Local Centres Neighbourhood Centres TOTAL INSIDE BOROUGH (RETENTION)	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	1.3% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	1.8% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	5.3% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.4% 0.0% 0.0%
OTHER CENTRES AND STORES OUTSIDE THE			71.570	70.0-70	81.470	84.070	73.0%	03.570	08.0-70	32.770	40.070	0.0 70	42.5-70	73.770	2.6 70	0.0 70	0.0 %	0.0-70	8.0 70	47.670
Atherstone Birmingham Coventry Hinckley Leicester Rugby Solihull Tamworth Outside Borough-All Other	6.2% 1.5% 9.2% 0.0% 3.1% 0.0% 0.0% 3.1% 1.5%	0.0% 0.0% 14.3% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 24.6% 3.5% 0.0% 0.0% 0.0% 0.0%	1.3% 0.0% 21.3% 0.0% 1.3% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 16.9% 1.7% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 15.4% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 16.3% 5.0% 0.0% 0.0% 1.3% 0.0% 2.5%	0.0% 0.0% 34.1% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 28.0% 2.0% 0.0% 2.0% 0.0% 0.0%	0.0% 0.0% 43.6% 0.0% 0.0% 1.8% 0.0% 0.0% 1.8%	0.0% 0.0% 6.7% 46.7% 0.0% 0.0% 0.0% 6.7%	0.0% 0.0% 100.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.0% 57.1% 0.0% 0.0% 0.0% 0.0% 0.0%	5.3% 0.0% 5.3% 0.0% 0.0% 0.0% 10.5% 5.3%	0.0% 0.0% 8.5% 88.7% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 2.6% 94.9% 2.6% 0.0% 0.0% 0.0%	0.0% 0.0% 16.0% 76.0% 0.0% 0.0% 0.0% 2.0%	0.0% 0.0% 20.0% 80.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 85.7% 5.7% 0.0% 0.0% 0.0%	0.6% 0.1% 22.2% 26.9% 0.7% 0.2% 0.1% 0.5% 0.9%
TOTAL OUTSIDE BOROUGH (LEAKAGE)	24.6%	14.3%	28.1%	24.0%	18.6%	15.4%	25.0%	34.1%	32.0%	47.3%	60.0%	####	57.1%	26.3%	97.2%	####	94.0%	####	91.4%	52.2%
TOTAL	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####

NUNEATON ZONE	BEDWORTH ZONE	ALL OTHER ZONES	'BOROUGH' AREA	TOTAL
1-7	8-10 & 13	11-12 & 14- 19	1-10 & 13	
47.00/	12.204	7.00	25.40	25.00/
47.0% 29.4%	13.3% 4.2%	7.9% 3.0%	36.1% 21.3%	25.0% 14.1%
1.4%	39.3%	0.0%	13.5%	8.2%
0.3%	0.5%	0.4%	0.4%	0.4%
0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%
78.0%	57.3%	11.3%	71.3%	47.8%
1.1%	0.0%	0.4%	0.8%	0.6%
0.2%	0.0%	0.0%	0.2%	0.1%
16.8%	40.6%	18.7%	24.4%	22.2%
1.8%	0.5%	66.6%	1.4%	26.9%
0.6%	0.0%	1.0%	0.4%	0.7%
0.0%	1.1%	0.0%	0.3%	0.2%
0.3%	0.0%	0.0%	0.2%	0.1%
0.5%	0.5%	1.3%	0.3%	0.5%
0.0%	0.3%	1.370	0.770	0.9%
22.0%	42.7%	88.7%	28.7%	52.2%
100.0%	100.0%	100.0%	100.0%	100.0%

									Mark	et Share	(%)									
CENTRE / SHOPPING LOCATION	Zone 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	
Nuneaton																				
Town Centre	74.4%	81.4%	84.4%	71.4%	80.9%	84.4%	65.0%	25.8%	36.4%	23.3%	40.0%	0.0%	13.6%	50.0%	9.1%	11.1%	16.7%	0.0%	10.7%	43.1%
Out of 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%
Bedworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	22.7%	20.9%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%
District Centres	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Local Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL INSIDE BOROUGH (RETENTION)	74.4%	81.4%	84.4%	71.4%	80.9%	86.7%	65.0%	45.2%	59.1%	44.2%	40.0%	0.0%	22.7%	50.0%	9.1%	11.1%	16.7%	0.0%	10.7%	47.1%
OTHER CENTRES AND STORES OUTSIDE THE	BOROUG	н																		
Atherstone	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Birmingham	0.0%	2.3%	4.4%	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%	0.0%	0.0%	0.0%	0.5%
Coventry	14.0%	14.0%	8.9%	23.2%	8.5%	6.7%	16.7%	48.4%	40.9%	51.2%	10.0%	100.0%	77.3%	6.3%	3.6%	0.0%	2.8%	10.0%	3.6%	23.0%
Hinckley	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	5.0%	3.2%	0.0%	2.3%	30.0%	0.0%	0.0%	0.0%	45.5%	37.0%	22.2%	40.0%	25.0%	10.6%
Leicester	2.3%	2.3%	0.0%	0.0%	8.5%	4.4%	6.7%	3.2%	0.0%	2.3%	20.0%	0.0%	0.0%	0.0%	38.2%	51.9%	52.8%	50.0%	60.7%	15.2%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Solihull	0.0%	0.0%	2.2%	0.0%	2.1%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Tamworth	7.0%	0.0%	0.0%	1.8%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Outside Borough-All Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	5.6%	0.0%	0.0%	0.7%
TOTAL OUTSIDE BOROUGH (LEAKAGE)	25.6%	18.6%	15.6%	28.6%	19.1%	13.3%	35.0%	54.8%	40.9%	55.8%	60.0%	####	77.3%	50.0%	90.9%	88.9%	83.3%	####	89.3%	52.9%
TOTAL	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####

NUNEATON ZONE	BEDWORTH ZONE	ALL OTHER ZONES	'BOROUGH' AREA	TOTAL
1-7	8-10 & 13	11-12 & 14- 19	1-10 & 13	
75.9% 0.0% 0.0% 0.2% 0.0% 0.0%	25.4% 0.0% 18.5% 0.0% 0.0%	14.3% 0.0% 0.0% 0.0% 0.0% 0.0%	59.3% 0.0% 6.1% 0.2% 0.0% 0.0%	43.1% 0.0% 3.9% 0.1% 0.0% 0.0%
76.1%	43.8%	14.3%	65.5%	47.1%
0.4% 1.1% 13.9% 1.4% 3.6% 0.4% 1.6% 1.6% 0.0%	0.0% 0.0% 53.4% 1.4% 1.4% 0.0% 0.0% 0.0%	2.0% 0.0% 16.1% 27.0% 37.1% 0.0% 0.0% 1.5% 2.0%	0.2% 0.7% 26.8% 1.4% 2.9% 0.2% 1.1% 1.1% 0.0%	0.9% 0.5% 23.0% 10.6% 15.2% 0.2% 0.7% 1.2% 0.7%
20.070	JU.2 70	55.7 70	55 70	52.570
100.0%	100.0%	100.0%	100.0%	100.0%

2013 RETAIL STUDY UPDATE

Comparison Goods 2011 Market Share Analysis



TABLE 6: MARKET SHARES: SMALL DOMESTIC APPLIANCES (IRONS, KETTLS, ETC)

									Mark	et Share	(%)									
CENTRE / SHOPPING LOCATION	Zone 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Tota
Nuneaton																				
Town Centre	76.7%	88.9%	92.7%	95.8%	84.7%	92.9%	82.3%	22.7%	17.3%	37.5%	57.1%	0.0%	10.3%	52.9%	5.4%	0.0%	2.0%	0.0%	11.8%	45.6%
Out of Centre	1.7%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Bedworth Town Centre	0.0%	0.0%	0.0%	1.4%	1.7%	0.0%	1.3%	38.6%	38.5%	21.4%	0.0%	0.0%	13.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%
District Centres	0.0%	1.9%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.4%
Local Centres	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Neighbourhood Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL INSIDE BOROUGH (RETENTION)	80.0%	90.7%	92.7%	97.2%	86.4%	96.4%	83.5%	61.4%	55.8%	58.9%	57.1%	0.0%	24.1%	52.9%	5.4%	0.0%	2.0%	10.0%	11.8%	51.8%
OTHER CENTRES AND STORES OUTSIDE THE	BOROUG	н																		
Atherstone	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Coventry	10.0%	7.4%	7.3%	1.4%	8.5%	0.0%	5.1%	36.4%	44.2%	39.3%	7.1%	100.0%	75.9%	5.9%	1.4%	0.0%	0.0%	0.0%	0.0%	16.79
Hinckley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	1.8%	35.7%	0.0%	0.0%	0.0%	83.8%	84.2%	77.6%	40.0%	67.6%	22.99
Leicester	1.7%	1.9%	0.0%	0.0%	5.1%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	15.8%	16.3%	50.0%	20.6%	5.9%
Rugby	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.4%
Solihull	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Tamworth	3.3%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Outside Borough-All Other	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.6%	0.0%	0.0%	2.0%	0.0%	0.0%	0.8%
TOTAL OUTSIDE BOROUGH (LEAKAGE)	20.0%	9.3%	7.3%	2.8%	13.6%	3.6%	16.5%	38.6%	44.2%	41.1%	42.9%	####	75.9%	47.1%	94.6%	####	98.0%	90.0%	88.2%	48.29
TOTAL	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####

NUNEATON ZONE	BEDWORTH ZONE	ALL OTHER ZONES	'BOROUGH' AREA	TOTAL
1-7	8-10 & 13	11-12 & 14- 19	1-10 & 13	
86.7% 0.4% 0.7% 0.4% 0.3% 0.0%	23.1% 0.0% 27.5% 0.0% 0.0% 0.0%	11.3% 0.0% 0.0% 0.5% 0.0% 0.0%	66.9% 0.3% 9.0% 0.3% 0.2% 0.0%	45.6% 0.2% 5.6% 0.4% 0.1% 0.0%
88.5%	50.6%	11.8%	76.7%	51.8%
0.3% 0.3% 5.9% 0.3% 2.6% 0.5% 0.6% 0.9% 0.3%	0.0% 0.0% 48.4% 0.6% 0.0% 0.0% 0.5% 0.0%	1.3% 0.0% 12.9% 59.0% 12.4% 0.4% 0.0% 0.4%	0.2% 0.2% 19.1% 0.4% 1.8% 0.3% 0.5% 0.6% 0.2%	0.6% 0.1% 16.7% 22.9% 5.9% 0.4% 0.3% 0.5% 0.8%
11.5%	49.4%	88.2%	23.3%	48.2%
100.0%	100.0%	100.0%	100.0%	100.0%

TARLE 7: MARKET SHARES:	I ARGE DOMESTIC	ADDITANCES (EDIDGE	. STOVE, VACUUM CLEANERS ET	(C)

									Mark	et Share	(%)									
CENTRE / SHOPPING LOCATION	Zone 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Total
Nuneaton																				
Town Centre	73.6%	79.2%	89.1%	87.1%	75.5%	82.7%	76.8%	28.9%	31.9%	41.5%	53.8%	0.0%	12.0%	44.4%	13.8%	3.6%	7.9%	0.0%	14.3%	44.5%
Out of Centre	3.8%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.6%
Bedworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.4%	21.1%	36.2%	20.8%	0.0%	0.0%	12.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%
District Centres	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Local Centres	1.9%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Neighbourhood Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL INSIDE BOROUGH (RETENTION)	79.2%	79.2%	89.1%	88.7%	77.6%	86.5%	79.7%	52.6%	68.1%	62.3%	53.8%	0.0%	24.0%	44.4%	13.8%	3.6%	7.9%	0.0%	17.9%	50.9%
OTHER CENTRES AND STORES OUTSIDE TH	E BODOLIG	н																		
Atherstone	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
Birmingham	0.0%	0.0%	0.0%	1.6%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Coventry	11.3%	16.7%	10.9%	9.7%	12.2%	3.8%	7.2%	42.1%	29.8%	37.7%	15.4%	100.0%	76.0%	5.6%	1.5%	0.0%	0.0%	10.0%	0.0%	18.8%
Hinckley	1.9%	0.0%	0.0%	0.0%	2.0%	0.0%	2.9%	0.0%	2.1%	0.0%	15.4%	0.0%	0.0%	0.0%	55.4%	53.6%	44.7%	40.0%	25.0%	13.8%
Leicester	0.0%	4.2%	0.0%	0.0%	6.1%	0.0%	5.8%	5.3%	0.0%	0.0%	15.4%	0.0%	0.0%	0.0%	27.7%	42.9%	39.5%	50.0%	53.6%	12.6%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Solihull	1.9%	0.0%	0.0%	0.0%	2.0%	3.8%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Tamworth	1.9%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Outside Borough-All Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	7.9%	0.0%	3.6%	1.1%
TOTAL OUTSIDE BOROUGH (LEAKAGE)	20.8%	20.8%	10.9%	11.3%	22.4%	13.5%	20.3%	47.4%	31.9%	37.7%	46.2%	####	76.0%	55.6%	86.2%	96.4%	92.1%	####	82.1%	49.1%
TOTAL	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####

NUNEATON ZONE	BEDWORTH ZONE	ALL OTHER ZONES	'BOROUGH' AREA	TOTAL
1-7	8-10 & 13	11-12 & 14- 19	1-10 & 13	ľ
79.9% 0.8% 0.6% 0.6%	30.3% 0.5% 23.1% 0.0%	14.1% 0.4% 0.0% 0.0%	62.5% 0.7% 8.4% 0.4%	44.5% 0.6% 5.3% 0.2%
0.5% 0.0%	0.0% 0.0%	0.0% 0.0%	0.3% 0.0%	0.2% 0.0%
82.3%	53.9%	14.5%	72.4%	50.9%
0.6%	0.0%	4.2%	0.4%	1.8%
0.4% 10.0%	0.0% 44.5%	0.0% 13.3%	0.3% 22.1%	0.2% 18.8%
1.3%	0.6%	35.4%	1.0%	13.8%
2.8%	1.0%	30.2%	2.1%	12.6%
0.4%	0.0%	0.0%	0.2%	0.2%
1.3%	0.0%	0.0%	0.8%	0.5%
0.7%	0.0%	0.0%	0.4%	0.3%
0.4%	0.0%	2.5%	0.2%	1.1%
17.7%	46.1%	85.5%	27.6%	49.1%
100.0%	100.0%	100.0%	100.0%	100.0%

2013 RETAIL STUDY UPDATE

Comparison Goods 2011 Market Share Analysis



TABLE 8: MARKET SHARES: CHEMIST AND MEDICAL GOODS, COSMETICS, BEAUTY PRODUCTS

									Mark	et Share	(%)									
CENTRE / SHOPPING LOCATION	Zone 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Total
Nuneaton Town Centre	78.8%	95.4%	85.9%	85.9%	82.1%	98.3%	88.9%	14.9%	5.2%	15.2%	50.0%	0.0%	3.3%	4.3%	0.0%	2.6%	1.9%	20.0%	3.0%	38.9%
Out of 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%
Bedworth Town Centre District Centres	0.0%	0.0%	0.0% 4.7%	0.0% 1.3%	3.0% 7.5%	0.0%	1.1% 2.2%	76.6% 0.0%	84.5% 0.0%	42.4% 27.3%	0.0%	0.0%	56.7% 3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0% 0.0%	11.8% 2.4%
Local Centres Neighbourhood Centres	9.1% 0.0%	0.0% 0.0%	1.6% 0.0%	7.7% 0.0%	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% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	1.2% 0.0%
TOTAL INSIDE BOROUGH (RETENTION)	87.9%	95.4%	92.2%	94.9%	92.5%	####	92.2%	91.5%	89.7%	84.8%	50.0%	0.0%	63.3%	4.3%	0.0%	2.6%	1.9%	20.0%	6.1%	54.2%
OTHER CENTRES AND STORES OUTSIDE TH	E BOROUG	н																		
Atherstone Birmingham	6.1% 0.0%	0.0%	0.0% 1.6%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	95.7% 0.0%	0.0%	0.0%	0.0% 1.9%	0.0%	0.0% 0.0%	2.9% 0.2%
Coventry Hinckley	1.5% 1.5%	3.1% 0.0%	6.3% 0.0%	3.8% 0.0%	4.5% 0.0%	0.0%	4.4% 0.0%	8.5% 0.0%	10.3% 0.0%	13.6% 0.0%	8.3% 33.3%	100.0% 0.0%	36.7% 0.0%	0.0% 0.0%	0.0% 94.6%	0.0% 89.7%	0.0% 71.2%	0.0% 50.0%	0.0% 84.8%	9.1% 28.2%
Leicester Rugby	0.0% 0.0%	0.0%	0.0%	0.0%	1.5% 0.0%	0.0%	3.3% 0.0%	0.0%	0.0%	1.5% 0.0%	8.3% 0.0%	0.0%	0.0%	0.0%	2.7% 0.0%	7.7% 0.0%	7.7% 0.0%	30.0% 0.0%	9.1% 0.0%	3.1% 0.0%
Solihull Tamworth	0.0%	0.0% 1.5%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Outside Borough-All Other	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	17.3%	0.0%	0.0%	2.0%
TOTAL OUTSIDE BOROUGH (LEAKAGE)	12.1%	4.6%	7.8%	5.1%	7.5%	0.0%	7.8%	8.5%	10.3%	15.2%	50.0%	####	36.7%	95.7%	####	97.4%	98.1%	80.0%	93.9%	45.8%
TOTAL	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####

NUNEATON ZONE	BEDWORTH ZONE	ALL OTHER ZONES	'BOROUGH' AREA	TOTAL
1-7	8-10 & 13	11-12 & 14- 19	1-10 & 13	
87.4% 0.0% 0.6%	9.9% 0.0% 64.5%	5.6% 0.0% 0.4%	63.6% 0.0% 20.3%	38.9% 0.0%
2.2% 2.9% 0.0%	8.5% 0.0% 0.0%	0.4% 0.0% 0.0% 0.0%	4.1% 2.0% 0.0%	11.8% 2.4% 1.2% 0.0%
93.2%	82.9%	6.0%	90.0%	54.2%
0.9%	0.0%	5.9%	0.6%	2.9%
0.2% 3.5%	0.0% 16.7%	0.4% 11.2%	0.1% 7.5%	0.2% 9.1%
0.2% 0.9% 0.0%	0.0% 0.4% 0.0%	66.0% 6.2% 0.0%	0.2% 0.8% 0.0%	28.2% 3.1% 0.0%
0.2% 0.4% 0.5%	0.0% 0.0% 0.0%	0.0% 0.0% 4.3%	0.1% 0.3% 0.3%	0.1% 0.2% 2.0%
6.8%	17.1%	94.0%	10.0%	45.8%
100.0%	100.0%	100.0%	100.0%	100.0%

TABLE	9:	GAMES	TOYS	AND	HOBBIES

									Mark	et Share	(%)									
CENTRE / SHOPPING LOCATION	Zone 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Total
Nuneaton																				
Town Centre	72.0%	81.5%	77.8%	67.4%	71.0%	82.8%	85.0%	26.3%	37.9%	40.0%	44.4%	0.0%	21.1%	88.9%	13.2%	10.5%	8.7%	0.0%	13.0%	44.6%
Out of 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%
Bedworth Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.1%	10.3%	8.6%	0.0%	0.0%	15.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%
District Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Centres Neighbourhood Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL INSIDE BOROUGH (RETENTION)	72.0%	81.5%	77.8%	67.4%	71.0%	82.8%	85.0%	47.4%	48.3%	48.6%	44.4%	0.0%	36.8%	88.9%	13.2%	10.5%	8.7%	0.0%	13.0%	47.1%
OTHER CENTRES AND STORES OUTSIDE TH	E BOROUG	iH																		
Atherstone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.5%
Coventry	20.0%	18.5%	22.2%	25.6%	29.0%	10.3%	15.0%	52.6%	44.8%	51.4%	11.1%	100.0%	57.9%	0.0%	21.1%	5.3%	21.7%	0.0%	8.7%	27.5%
Hinckley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	42.1%	52.6%	39.1%	25.0%	34.8%	12.6%
Leicester	0.0%	0.0%	0.0%	2.3%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	15.8%	26.3%	26.1%	75.0%	43.5%	9.6%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Solihull	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	2.6%	5.3%	4.3%	0.0%	0.0%	1.7%
Outside Borough-All Other	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	1.0%
TOTAL OUTSIDE BOROUGH (LEAKAGE)	28.0%	18.5%	22.2%	32.6%	29.0%	17.2%	15.0%	52.6%	51.7%	51.4%	55.6%	####	63.2%	11.1%	86.8%	89.5%	91.3%	####	87.0%	52.9%
TOTAL	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####

NUNEATON ZONE	BEDWORTH ZONE	ALL OTHER ZONES	'BOROUGH' AREA	TOTAL
1-7	8-10 & 13	11-12 & 14- 19	1-10 & 13	
76.7% 0.0%	32.1% 0.0%	17.0% 0.0%	62.9% 0.0%	44.6% 0.0%
0.0%	13.5%	0.0%	4.2%	2.5%
0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%
76.7%	45.7%	17.0%	67.1%	47.1%
76.7%	45.7%	17.0%	67.1%	47.1%
76.7%	45.7%	17.0%	0.0%	47.1%
0.0% 0.0%	0.0% 1.1%	0.0% 0.7%	0.0% 0.4%	0.0% 0.5%
0.0% 0.0% 20.3%	0.0% 1.1% 51.3%	0.0% 0.7% 23.9%	0.0% 0.4% 29.9%	0.0% 0.5% 27.5%
0.0% 0.0% 20.3% 0.0%	0.0% 1.1% 51.3% 0.0%	0.0% 0.7% 23.9% 31.7%	0.0% 0.4% 29.9% 0.0%	0.0% 0.5% 27.5% 12.6%
0.0% 0.0% 20.3% 0.0% 1.1%	0.0% 1.1% 51.3% 0.0% 0.0%	0.0% 0.7% 23.9% 31.7% 23.0%	0.0% 0.4% 29.9% 0.0% 0.8%	0.0% 0.5% 27.5% 12.6% 9.6%
0.0% 0.0% 20.3% 0.0% 1.1% 0.0%	0.0% 1.1% 51.3% 0.0% 0.0%	0.0% 0.7% 23.9% 31.7% 23.0% 0.0%	0.0% 0.4% 29.9% 0.0% 0.8% 0.0%	0.0% 0.5% 27.5% 12.6% 9.6% 0.0%
0.0% 0.0% 20.3% 0.0% 1.1% 0.0% 0.0%	0.0% 1.1% 51.3% 0.0% 0.0% 0.0%	0.0% 0.7% 23.9% 31.7% 23.0% 0.0%	0.0% 0.4% 29.9% 0.0% 0.8% 0.0%	0.0% 0.5% 27.5% 12.6% 9.6% 0.0%
0.0% 0.0% 20.3% 0.0% 1.1% 0.0% 0.0%	0.0% 1.1% 51.3% 0.0% 0.0% 0.0% 0.0%	0.0% 0.7% 23.9% 31.7% 23.0% 0.0% 0.0% 3.0%	0.0% 0.4% 29.9% 0.0% 0.8% 0.0% 0.0% 0.8%	0.0% 0.5% 27.5% 12.6% 9.6% 0.0% 0.0% 1.7%
0.0% 0.0% 20.3% 0.0% 1.1% 0.0% 0.0%	0.0% 1.1% 51.3% 0.0% 0.0% 0.0%	0.0% 0.7% 23.9% 31.7% 23.0% 0.0%	0.0% 0.4% 29.9% 0.0% 0.8% 0.0%	0.0% 0.5% 27.5% 12.6% 9.6% 0.0%
0.0% 0.0% 20.3% 0.0% 1.1% 0.0% 0.0%	0.0% 1.1% 51.3% 0.0% 0.0% 0.0% 0.0%	0.0% 0.7% 23.9% 31.7% 23.0% 0.0% 0.0% 3.0%	0.0% 0.4% 29.9% 0.0% 0.8% 0.0% 0.0% 0.8%	0.0% 0.5% 27.5% 12.6% 9.6% 0.0% 0.0% 1.7%
0.0% 0.0% 20.3% 0.0% 1.1% 0.0% 0.0% 1.1% 0.8%	0.0% 1.1% 51.3% 0.0% 0.0% 0.0% 0.0% 0.0% 1.9%	0.0% 0.7% 23.9% 31.7% 23.0% 0.0% 0.0% 3.0% 0.7%	0.0% 0.4% 29.9% 0.0% 0.8% 0.0% 0.0% 0.8% 1.1%	0.0% 0.5% 27.5% 12.6% 9.6% 0.0% 1.7% 1.0%

2013 RETAIL STUDY UPDATE

Comparison Goods 2011 Market Share Analysis



TABLE 10: PETS AND PET RELATED PRODUCTS

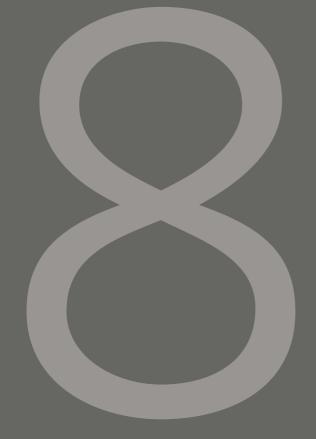
									Mark	et Share	e (%)									
CENTRE / SHOPPING LOCATION	Zone 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Tota
Nuneaton																				
Town Centre	75.0%	80.6%	96.9%	83.0%	77.8%	88.9%	80.0%	16.7%	13.6%	31.3%	33.3%	0.0%	3.7%	40.0%	15.0%	28.6%	15.4%	20.0%	11.8%	42.49
Out of Centre	0.0%	0.0%	0.0%	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%
Bedworth Town Centre	0.0%	2.8%	0.0%	0.0%	3.7%	0.0%	0.0%	61.1%	63.6%	34.4%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%
District Centres	0.0%	2.8%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	1.1%
Local Centres	5.6%	2.8%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Neighbourhood Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL INSIDE BOROUGH (RETENTION)	80.6%	88.9%	96.9%	83.0%	92.6%	88.9%	83.3%	77.8%	77.3%	68.8%	33.3%	0.0%	37.0%	40.0%	17.5%	28.6%	15.4%	20.0%	11.8%	53.29
OTHER CENTRES AND STORES OUTSIDE TH	F ROROUG	н																		
Atherstone	5.6%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Birmingham	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Coventry	8.3%	5.6%	0.0%	4.3%	7.4%	0.0%	6.7%	22.2%	22.7%	31.3%	0.0%	100.0%	63.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.49
Hinckley	2.8%	2.8%	3.1%	2.1%	0.0%	3.7%	10.0%	0.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	82.5%	71.4%	65.4%	0.0%	76.5%	26.19
Leicester	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	10.0%	0.0%	0.0%	3.8%	60.0%	5.9%	3.2%
Rugby	2.8%	2.8%	0.0%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	5.9%	1.3%
Solihull	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Borough-All Other	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.5%	20.0%	0.0%	1.79
-																				
TOTAL OUTSIDE BOROUGH (LEAKAGE)	19.4%	11.1%	3.1%	17.0%	7.4%	11.1%	16.7%	22.2%	22.7%	31.3%	66.7%	####	63.0%	60.0%	82.5%	71.4%	84.6%	80.0%	88.2%	46.89

NUNEATON ZONE	BEDWORTH ZONE	ALL OTHER ZONES	'BOROUGH' AREA	TOTAL
1-7	8-10 & 13	11-12 & 14- 19	1-10 & 13	
82.4% 0.0% 0.8%	17.2% 0.0%	18.6% 0.0% 0.0%	61.0% 0.0%	42.4% 0.0% 9.0%
1.8% 1.9%	47.0% 0.9% 0.0%	0.6% 0.0%	15.9% 1.5% 1.3%	1.1% 0.7%
0.0% 86.9%	0.0% 65.1%	0.0% 19.2%	0.0% 79.8%	0.0% 53.2%
1.2%	0.0%	3.2%	0.8%	1.9%
0.3% 5.1%	0.0% 34.9%	0.0% 9.2%	0.2% 14.8%	0.1% 12.4%
4.0%	0.0%	56.3%	2.7%	26.1%
0.3%	0.0%	7.1%	0.2%	3.2%
1.8%	0.0%	1.5%	1.2%	1.3%
0.0%	0.0%	0.0%	0.0%	0.0%
0.4%	0.0%	3.6%	0.2%	1.7%
13.1%	34.9%	80.8%	20.2%	46.8%
100.0%	100.0%	100.0%	100.0%	100.0%

TARLE 11.	ALL OTH	ER NON-FOO	D COODS

	Market Share (%)																			
CENTRE / SHOPPING LOCATION	Zone 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Total
Nuneaton																				
Town Centre	92.9%	88.2%	85.0%	95.1%	85.0%	88.2%	80.4%	41.4%	51.4%	38.5%	58.3%	0.0%	15.0%	100.0%	9.4%	8.3%	22.9%	50.0%	7.7%	52.1%
Out of 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%
Bedworth Town Centre	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	31.0%	8.6%	12.8%	0.0%	0.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%
District Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Local Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL INSIDE BOROUGH (RETENTION)	92.9%	88.2%	85.0%	95.1%	87.5%	88.2%	80.4%	72.4%	60.0%	53.8%	58.3%	0.0%	40.0%	####	9.4%	8.3%	22.9%	50.0%	7.7%	55.8%
OTHER CENTRES AND STORES OUTSIDE TH	E BOROUG	н																		
Atherstone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birmingham	2.4%	2.9%	5.0%	3.3%	5.0%	2.9%	7.8%	0.0%	2.9%	0.0%	0.0%	0.0%	5.0%	0.0%	1.9%	4.2%	0.0%	0.0%	0.0%	2.7%
Coventry	2.4%	5.9%	5.0%	1.6%	5.0%	2.9%	5.9%	24.1%	31.4%	38.5%	0.0%	100.0%	50.0%	0.0%	3.8%	0.0%	8.6%	0.0%	0.0%	14.3%
Hinckley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	58.5%	58.3%	37.1%	0.0%	38.5%	14.1%
Leicester	0.0%	2.9%	2.5%	0.0%	2.5%	2.9%	2.0%	0.0%	0.0%	2.6%	25.0%	0.0%	5.0%	0.0%	24.5%	29.2%	31.4%	50.0%	53.8%	11.5%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Solihull	0.0%	0.0%	2.5%	0.0%	0.0%	2.9%	3.9%	3.4%	5.7%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%
Tamworth	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.3%
Outside Borough-All Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL OUTSIDE BOROUGH (LEAKAGE)	7.1%	11.8%	15.0%	4.9%	12.5%	11.8%	19.6%	27.6%	40.0%	46.2%	41.7%	####	60.0%	0.0%	90.6%	91.7%	77.1%	50.0%	92.3%	44.2%
TOTAL	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####	####

NUNEATON ZONE	BEDWORTH ZONE	ALL OTHER ZONES	'BOROUGH' AREA	TOTAL
1-7	8-10 & 13	11-12 & 14- 19	1-10 & 13	
87.2%	37.2%	22.1%	71.8%	52.1%
0.0%	0.0%	0.0%	0.0%	0.0%
0.3%	18.6%	0.0%	6.0%	3.6%
0.0%	0.7%	0.0%	0.2%	0.1%
0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.0%	0.0%	0.0%	0.0%
87.6%	56.5%	22.1%	78.0%	55.8%
0.0%	0.0%	0.0%	0.0%	0.0%
4.6%	1.9%	1.0%	3.8%	2.7%
4.2%	36.0%	14.7%	14.0%	14.3%
0.0%	0.0%	35.4%	0.0%	14.1%
1.7%	1.9%	26.4%	1.8%	11.5%
0.0%	0.7%	0.0%	0.2%	0.1%
1.5%	3.0%	0.0%	2.0%	1.2%
0.3%	0.0%	0.5%	0.2%	0.3%
0.0%	0.0%	0.0%	0.0%	0.0%
12.4%	43.5%	77.9%	22.0%	44.2%



Convenience Goods Capacity Update - Experian Population Projections



TABLE 1: (EXPERIAN) POPULATION & PROJECTIONS (2011 - 2031)

Year:	Postcode Sector	2011	2013	2017	2022	2027	2028	2031
ZONE 1	CV10 0	12,413	12,471	12,681	12,998	13,276	13,328	13,458
ZONE 2	CV10 7	11,161	11,350	11,781	12,355	12,869	12,925	13,233
ZONE 3	CV10 8	12,063	12,283	12,824	13,395	13,989	14,078	14,399
ZONE 4	CV10 9	13,782	14,092	14,843	15,758	16,593	16,721	17,177
ZONE 5	CV11 4	12,326	12,532	12,923	13,435	13,959	14,071	14,367
ZONE 6	CV11 5	11,090	11,315	11,839	12,551	13,120	13,228	13,561
ZONE 7	CV11 6	16,598	16,745	17,159	17,632	18,057	18,130	18,370
ZONE 8	CV12 0	9,221	9,334	9,623	9,963	10,287	10,356	10,516
ZONE 9	CV12 8	10,865	10,965	11,335	11,749	12,137	12,200	12,391
ZONE 10	CV12 9	12,152	12,223	12,229	12,410	12,503	12,581	12,619
ZONE 11	CV13 6	4,247	4,299	4,363	4,469	4,516	4,528	4,550
ZONE 12	CV6 6	10,427	10,802	11,689	12,650	13,568	13,764	14,275
ZONE 13	CV7 9	8,484	8,620	8,852	9,202	9,474	9,554	9,670
ZONE 14	CV9 1	6,218	6,279	6,338	6,497	6,686	6,704	6,798
ZONE 15	LE10 0	20,582	21,078	22,194	23,497	24,667	24,879	25,529
ZONE 16	LE10 1	10,555	10,715	11,057	11,504	11,934	12,011	12,266
ZONE 17	LE10 2	14,097	14,279	14,457	14,770	15,040	15,080	15,234
ZONE 18	LE10 3	2,779	2,821	2,878	2,968	3,037	3,045	3,072
ZONE 19	LE9 8	9,700	9,873	10,294	10,815	11,303	11,388	11,646
STUDY AREA	TOTAL:	208,760	212,076	219,359	228,618	237,015	238,571	243,131

BOROUGH AREA:	130,155	131,930	136,089	141,448	146,264	147,172	149,761
NUNEATON AREA:	89,433	90,788	94,050	98,124	101,863	102,481	104,565
BEDWORTH AREA:	40,722	41,142	42,039	43,324	44,401	44,691	45,196

Source: Notes:

Experian Business Strategies 'Retail Area Planner' Report for each study zone.

Base year population and projects derived from Experian Population and Expenditure Report.

Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13. Borough Area is broadly equivalent to Zones 1-10 and 13.

TABLE 2:	EXPENDITURE PER	R CAPITA FOR	ECASTS (201:	1 prices)				
Year:	Postcode Sector	2011	2013	2017	2022	2027	2028	2031
ZONE 1	CV10 0	£1,875	£1,841	£1,848	£1,899	£1,966	£1,991	£2,019
ZONE 2	CV10 7	£1,775	£1,710	£1,717	£1,764	£1,826	£1,850	£1,875
ZONE 3	CV10 8	£1,760	£1,695	£1,701	£1,749	£1,810	£1,833	£1,859
ZONE 4	CV10 9	£1,834	£1,767	£1,774	£1,823	£1,887	£1,911	£1,938
ZONE 5	CV11 4	£1,754	£1,690	£1,696	£1,743	£1,804	£1,827	£1,853
ZONE 6	CV11 5	£1,696	£1,633	£1,639	£1,685	£1,744	£1,766	£1,791
ZONE 7	CV11 6	£1,961	£1,889	£1,896	£1,949	£2,017	£2,043	£2,071
ZONE 8	CV12 0	£1,787	£1,721	£1,727	£1,775	£1,838	£1,861	£1,887
ZONE 9	CV12 8	£1,762	£1,698	£1,704	£1,751	£1,813	£1,836	£1,862
ZONE 10	CV12 9	£1,836	£1,768	£1,775	£1,824	£1,888	£1,912	£1,939
ZONE 11	CV13 6	£2,145	£2,067	£2,074	£2,132	£2,207	£2,235	£2,266
ZONE 12	CV6 6	£1,808	£1,742	£1,748	£1,797	£1,860	£1,884	£1,910
ZONE 13	CV7 9	£1,871	£1,802	£1,809	£1,859	£1,924	£1,949	£1,976
ZONE 14	CV9 1	£1,871	£1,803	£1,809	£1,859	£1,925	£1,949	£1,977
ZONE 15	LE10 0	£1,861	£1,793	£1,800	£1,849	£1,915	£1,939	£1,966
ZONE 16	LE10 1	£1,943	£1,872	£1,879	£1,931	£1,999	£2,024	£2,053
ZONE 17	LE10 2	£2,057	£1,981	£1,988	£2,043	£2,115	£2,143	£2,172
ZONE 18	LE10 3	£2,138	£2,060	£2,068	£2,125	£2,200	£2,228	£2,259
ZONE 19	LE9 8	£1,869	£1,800	£1,807	£1,857	£1,922	£1,947	£1,974

Source: Average spend per capita estimates for each zone are derived from Experian 'Retail Area Planner' Reports . Notes:

Annual expenditure growth forecasts are informed by Experian's Retail Planner Briefing Note 11 (September 2013). An allowance for expenditure on Special Forms of Trading (SFT) has been deducted from the base year average expenditure per capita. The growth in SFT and its increased share of average expenditure has also been informed by Experian's forecasts published in the latest Briefing Note.

TABLE 3: TOTAL FORECAST GROWTH (£ million)

Year:	Postcode Sector	2011	2013	2017	2022	2027	2028	2031
ZONE 1	CV10 0	£23.3	£23.0	£23.4	£24.7	£26.1	£26.5	£27.2
ZONE 2	CV10 7	£19.8	£19.4	£20.2	£21.8	£23.5	£23.9	£24.8
ZONE 3	CV10 8	£21.2	£20.8	£21.8	£23.4	£25.3	£25.8	£26.8
ZONE 4	CV10 9	£25.3	£24.9	£26.3	£28.7	£31.3	£32.0	£33.3
ZONE 5	CV11 4	£21.6	£21.2	£21.9	£23.4	£25.2	£25.7	£26.6
ZONE 6	CV11 5	£18.8	£18.5	£19.4	£21.1	£22.9	£23.4	£24.3
ZONE 7	CV11 6	£32.6	£31.6	£32.5	£34.4	£36.4	£37.0	£38.1
ZONE 8	CV12 0	£16.5	£16.1	£16.6	£17.7	£18.9	£19.3	£19.8
ZONE 9	CV12 8	£19.1	£18.6	£19.3	£20.6	£22.0	£22.4	£23.1
ZONE 10	CV12 9	£22.3	£21.6	£21.7	£22.6	£23.6	£24.1	£24.5
ZONE 11	CV13 6	£9.1	£8.9	£9.0	£9.5	£10.0	£10.1	£10.3
ZONE 12	CV6 6	£18.9	£18.8	£20.4	£22.7	£25.2	£25.9	£27.3
ZONE 13	CV7 9	£15.9	£15.5	£16.0	£17.1	£18.2	£18.6	£19.1
ZONE 14	CV9 1	£11.6	£11.3	£11.5	£12.1	£12.9	£13.1	£13.4
ZONE 15	LE10 0	£38.3	£37.8	£39.9	£43.5	£47.2	£48.2	£50.2
ZONE 16	LE10 1	£20.5	£20.1	£20.8	£22.2	£23.9	£24.3	£25.2
ZONE 17	LE10 2	£29.0	£28.3	£28.7	£30.2	£31.8	£32.3	£33.1
ZONE 18	LE10 3	£5.9	£5.8	£6.0	£6.3	£6.7	£6.8	£6.9
ZONE 19	LE9 8	£18.1	£17.8	£18.6	£20.1	£21.7	£22.2	£23.0
TOTAL		£387.9	£380.0	£394.3	£422.1	£452.8	£461.6	£476.9

BOROUGH AREA:	£236.4	£231.2	£239.3	£255.5	£273.5	£278.7	£287.5
NUNEATON AREA:							
	£162.6	£159.4	£165.7	£177.5	£190.7	£194.3	£201.0
BEDWORTH AREA:	£73.8	£71.8	£73.7	£78.0	£82.7	£84.4	£86.5

Expenditure calculated from Tables 1 & 2.

857	7%
1,575	14%
1,795	15%
2,629	19%
1,539	12%
1,913	17%
1,385	8%
1,022	11%
1,235	11%
358	3%
229	5%
2,962	27%
934	11%
425	7%
3,801	18%
1,296	12%
801	6%
224	8%

Growth: 2013-28

15,242	12%			
11,693	13%			
3,549	9%			

26,495

£81.7	21%
£4.4	25%
£1.0	17%
£4.0	14%
£4.3	21%
£10.4	28%
£1.8	15%
£3.1	20%
£7.1	38%
£1.2	14%
£2.4	11%
£3.8	20%
£3.2	20%
£5.4	17%
£4.9	26%
£4.5	21%
£7.1	28%
£5.0	24%
£4.5	23%
£3.6	16%

21% 22%

17%

£47.5

£34.9 £12.5

Growth: 2013-28

Convenience Goods Capacity Update - Experian Population Projections

TABLE 4: 2011 MARKET SHARE ANALYSIS (%) - TOP-UP FOOD SHOPPING

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STU AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-1
TOTAL AVAILABLE FOOD SPEND (£M):					
% OF TOTAL SPEND:					
TOTAL TOP-UP FOOD SPEND (£M):					
NUNEATON TOWN CENTRE					
Iceland, Oueens Road	2.2%	0.0%	1.5%	0.0%	0.9%
Co-op, Abbey Street	3.2%	0.0%	2.2%	0.0%	1.3%
Former Netto), Regent Street	1.1%	0.0%	0.8%	0.0%	0.5%
Asda, Newtown Road	12.8%	1.1%	9.1%	0.9%	5.9%
Sainsbury, Vicarage Road	8.6%	0.0%	5.9%	0.0%	3.6%
All Other Convenience Floorspace	8.9%	1.6%	6.6%	1.3%	4.6%
BEDWORTH TOWN CENTRE					
Tesco, North of Mill Street (Original)	0.8%	34.6%	11.3%	0.0%	6.9%
Aldi, Mill Street	0.3%	9.6%	3.2%	0.0%	1.9%
Iceland, Mill Street	0.0%	4.1%	1.3%	0.0%	0.8%
All Other Convenience Floorspace	0.2%	5.9%	2.0%	0.0%	1.2%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	5.1%	0.6%	3.7%	0.0%	2.3%
Co-op, School Road-Bulkington	0.0%	10.1%	3.1%	0.4%	2.1%
Co-op, Cambourne Drive-Horestone	4.4%	0.0%	3.0%	0.0%	1.9%
Aldi, Kingswood Road	4.2%	0.0%	2.9%	0.9%	2.1%
_idl, Oueens Road	3.5%	0.0%	2.4%	0.0%	1.5%
All Other District Centre Floorspace	6.4%	3.1%	5.4%	0.8%	3.6%
LOCAL CENTRES	2.7%	3.1%	2.8%	0.0%	1.7%
NEIGHBOURHOOD CENTRES	25.0%	9.7%	20.2%	0.5%	12.5%
BOROUGH AREA - 'RETENTION':	89.4%	83.4%	87.5%	4.8%	55.3%
ALL OTHER STORES/ LOCATIONS OUTSIDE	BODOLICH ADEA				
Atherstone	1.1%	0.0%	0.8%	6.8%	3.1%
Barwell	0.0%	0.0%	0.0%	0.8%	0.3%
Burbage	0.0%	0.6%	0.2%	1.4%	0.7%
Coventry - All Stores	1.4%	16.0%	6.0%	13.8%	9.0%
-lartshill	5.0%	0.0%	3.5%	0.0%	2.1%
linckley - All Stores	1.7%	0.0%	1.2%	58.4%	23.5%
Kenilworth	0.3%	0.0%	0.2%	0.0%	0.1%
eicester - All Stores	0.0%	0.0%	0.0%	1.3%	0.5%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth - All Stores	0.2%	0.0%	0.2%	0.0%	0.1%
All Other Stores Outside Borough	0.8%	0.0%	0.6%	12.5%	5.2%
SUB-TOTAL-OUTSIDE BOROUGH AREA	10.6%	16.6%	12.5%	95.2%	44.7%
					70
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5: 2011 MARKET SHARE ANALYSIS (%) - MAIN FOOD SHOPPING

Zones 1-7 Zones 8-10 + Zones 1-10 + Zone	0.0% 0.0% 0.0% 0.0% 0.4% 4.9% 1.0% 0.0% 0.0%	0.6% 0.8% 0.6% 21.6% 11.0% 0.63 1.10% 0.63 9.3% 0.0%
% OF TOTAL SPEND: TOTAL TOP-UP FOOD SPEND (EM): NUNEATON TOWN CENTRE Iceland, Queens Road 1.4% 0.0% 1.0% Co-op, Abbey Street 2.0% 0.0% 1.4% (Former Netto), Regent Street 3.8% 0.5% 0.7% ASda, Newtown Road 45.1% 4.1% 32.3% J Sainsbury, Vicarage Road 24.5% 1.8% 17.4% All Other Convenience Floorspace 1.4% 0.0% 1.0% BEDWORTH TOWN CENTRE Tesco, North of Mill Street (Original) 1.2% 45.7% 15.1% Aldi, Mill Street 0.2% 5.2% 1.8% 0.6% All Other Convenience Floorspace 0.0% 0.0% 0.0% DISTRICT CENTRES Co-op, Kem Street-Attleborough 0.8% 0.0% 0.0% Co-op, School Road-Bulkington 0.0% 0.0% 0.0% Co-op, Cambourne Drive-Horestone 0.5% 0.5% 0.5% Aldi, Kingswood Road 4.4% 0.4% 3.2% Aldi, Kingswood Road 4.4% 0.4% 3.2% Lild, Queens Road 0.6% 0.0% 0.0% 0.0%	0.0% 0.4% 4.9% 1.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0%	0.8% 0.6% 21.6% 11.0% 0.6% 9.3% 1.1% 0.3% 0.0%
NUNEATON TOWN CENTRE	0.0% 0.4% 4.9% 1.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0%	0.8% 0.6% 21.6% 11.0% 0.6% 9.3% 1.1% 0.3% 0.0%
NUNEATON TOWN CENTRE	0.0% 0.4% 4.9% 1.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0%	0.8% 0.6% 21.6% 11.0% 0.6% 9.3% 1.1% 0.3% 0.0%
Iceland, Queens Road	0.0% 0.4% 4.9% 1.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0%	0.8% 0.6% 21.6% 11.0% 0.6% 9.3% 1.1% 0.3% 0.0%
Co-op, Abbey Street 2.0% 0.0% 1.4%	0.0% 0.4% 4.9% 1.0% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0%	0.8% 0.6% 21.6% 11.0% 0.6% 9.3% 1.1% 0.3% 0.0%
Former Netto), Regent Street	0.4% 4.9% 1.0% 0.0% 0.3% 0.0% 0.0% 0.0%	0.6% 21.6% 11.0% 0.6% 9.3% 1.1% 0.3% 0.0%
Former Netto), Regent Street 0.8% 0.5% 0.7% Asda, Newtown Road 45.1% 4.1% 32.3% Sainsbury, Vicarage Road 24.5% 1.8% 17.4% I All Other Convenience Floorspace 1.4% 0.0% 1.0% BEDWORTH TOWN CENTRE Tesco, North of Mill Street (Original) 1.2% 45.7% 15.1% Aldi, Mill Street 0.2% 5.2% 1.8% 0.6% Aldi, Mill Street 0.0% 0.0% 0.0% O.0% 0.5% 0.5% O.5% 0.5% 0.5% O.5% 0.5% 0.5% O.6% 0.0% 0.0% O.0% 0.0%	4.9% 1.0% 0.0% 0.3% 0.0% 0.0% 0.0%	21.6% 11.0% 0.6% 9.3% 1.1% 0.3% 0.0%
Asda, Newtown Road 45.1% 4.1% 32.3% I Sainsbury, Vicarage Road 24.5% 1.8% 17.4% 10.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.0% 1.	1.0% 0.0% 0.3% 0.0% 0.0% 0.0%	11.0% 0.6% 9.3% 1.1% 0.3% 0.0%
1 Sainsbury, Vicarage Road 24.5% 1.8% 17.4% All Other Convenience Floorspace 1.4% 0.0% 1.0% BEDWORTH TOWN CENTRE 1.2% 45.7% 15.1% Tesco, North of Mill Street (Original) 1.2% 45.7% 15.1% Aldi, Mill Street 0.2% 5.2% 1.8% Clealand, Mill Street 0.0% 1.8% 0.6% All Other Convenience Floorspace 0.0% 0.0% 0.0% DISTRICT CENTRES 0.5 0.5% 0.6% Co-op, Kem Street-Attleborough 0.8% 0.0% 0.0% Co-op, School Road-Bulkington 0.0% 0.0% 0.0% Co-op, Cambourne Drive-Horestone 0.5% 0.5% 0.5% Aldi, Kingswood Road 4.4% 0.4% 3.2% Lidl, Queens Road 0.6% 0.0% 0.0%	1.0% 0.0% 0.3% 0.0% 0.0% 0.0%	11.0% 0.6% 9.3% 1.1% 0.3% 0.0%
All Other Convenience Floorspace 1.4% 0.0% 1.0%	0.0% 0.3% 0.0% 0.0% 0.0%	9.3% 1.1% 0.3% 0.0%
Tesco, North of Mill Street (Original) 1.2% 45.7% 15.1% Aldi, Mill Street 0.2% 5.2% 1.8% Isceland, Mill Street 0.0% 1.8% 0.6% All Other Convenience Floorspace 0.0% 0.0% 0.0% DISTRICT CENTRES Co-op, Kem Street-Attleborough 0.8% 0.0% 0.6% Co-op, Schol Road-Bulkington 0.0% 0.0% 0.0% Co-op, Cambourne Drive-Horestone 0.5% 0.5% 0.5% Aldi, Kingswood Road 4.4% 0.4% 3.2% Lidl, Queens Road 0.6% 0.0% 0.4%	0.0% 0.0% 0.0%	1.1% 0.3% 0.0%
Aldi, Mill Street 0. 2% 5.2% 1.8% (cleand, Mill Street 0.0% 1.8% 0.6% 1.8% 0.6% 1.8% 0.6% 1.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0%	1.1% 0.3% 0.0%
Aldi, Mill Street 0.2% 5.2% 1.8% [Iceland, Mill Street 0.0% 1.8% 0.6% 1.8% 0.6% 1.8% 0.6% 1.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0%	1.1% 0.3% 0.0%
Iceland, Mill Street 0.0% 1.8% 0.6% All Other Convenience Floorspace 0.0% 0.0% 0.0% DISTRICT CENTRES Co-op, Kern Street-Attleborough Co-op, School Road-Bulkington 0.0% Co-op, Cambourne Drive-Horestone 0.5% 0.5% 0.5% 0.5% 0.5% 0.4% 3.2% Lidl, Queens Road 0.6% 0.0% 0.4% 0.4% 0.4% 0.4% 0.4%	0.0% 0.0%	0.3% 0.0%
All Other Convenience Floorspace 0.0% 0.0% 0.0% DISTRICT CENTRES Co-op, Kem Street-Attleborough 0.8% 0.0% 0.0% 0.0% Co-op, School Road-Bulkington 0.0% 0.0% 0.5% 0.5% Co-op, Cambourne Drive-Horestone 0.5% 0.5% 0.5% Aldi, Kingswood Road 4.4% 0.4% 3.2% Lidl, Queens Road 0.6% 0.0% 0.4%	0.0%	0.0%
Co-op, Kem Street-Attleborough 0.8% 0.0% 0.6% Co-op, School Road-Bulkington 0.0% 0.0% 0.0% Co-op, Cambourne Drive-Horestone 0.5% 0.5% 0.5% Aldi, Kingswood Road 4.4% 0.4% 3.2% Loll, Queens Road 0.6% 0.0% 0.4%		0.3%
Co-op, School Road-Bulkington 0.0% 0.0% 0.0% Co-op, Cambourne Drive-Horestone 0.5% 0.5% 0.5% Aldi, Kingswood Road 4.4% 0.4% 3.2% Jid, Queens Road 0.6% 0.0% 0.4%		0.3%
Co-op, School Road-Bulkington 0.0% 0.0% 0.0% Co-op, Cambourne Drive-Horestone 0.5% 0.5% 0.5% Aldi, Kingswood Road 4.4% 0.4% 3.2% Lidl, Queens Road 0.6% 0.0% 0.4%	0.0%	
Co-op, Cambourne Drive-Horestone 0.5% 0.5% 0.5% Idid, Kingswood Road 4.4% 0.4% 3.2% Idid, Queens Road 0.6% 0.0% 0.4%		0.0%
Aldi, Kingswood Road 4.4% 0.4% 3.2% Lidl, Queens Road 0.6% 0.0% 0.4%	0.0%	0.3%
Lidl, Queens Road 0.6% 0.0% 0.4%	0.7%	2.2%
	0.0%	0.2%
	0.0%	0.5%
LOCAL CENTRES 0.8% 1.8% 1.1%	0.0%	0.7%
NEIGHBOURHOOD CENTRES 0.2% 0.0% 0.1%	0.3%	0.2%
BOROUGH AREA - MARKET SHARE LEVELS: 85.1% 61.7% 77.8%	7.6%	50.4%
ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA		
ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA Atherstone 1.3% 0.0% 0.9%	4.2%	2.2%
Barwell 0.0% 0.0% 0.0%	0.0%	0.0%
Burbage 0.0% 0.0% 0.0%	0.0%	0.0%
Coventry - All Stores 5.8% 37.8% 15.8%	15.2%	15.6%
Hartshill 0.2% 0.0% 0.1%	0.0%	0.1%
Hinckley - All Stores 5.9% 0.5% 4.2%	67.4%	28.8%
Kenilworth 0.0% 0.0% 0.0%	0.0%	0.0%
eicester - All Stores 0.7% 0.0% 0.4%	3.2%	1.5%
Rugby 0.0% 0.0% 0.0%	0.0%	0.0%
Tamworth - All Stores 0.9% 0.0% 0.6%	1.0%	0.7%
All Other Stores Outside Borough 0.2% 0.0% 0.1%	1.4%	0.6%
SUB-TOTAL-OUTSIDE BOROUGH AREA 14.9% 38.3% 22.2%	92.4%	49.6%
TOTAL MARKET SHARE: 100.0% 100.0% 1	100.0%	100.0%

2011 MARKET SHARE ANALYSIS (£m)

2011 MARKET SHARE ANALYSIS (£m)						
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA		
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19		
£162.6	£73.8	£236.4	£151.5	£387.9		
25%	25%	25%	25%	25%		
£40.64	£18.45	£59.09	£37.87	£96.97		
£0.88	£0.00	£0.88	£0.00	£0.88		
£1.29	£0.00	£1.29	£0.00	£1.29		
£0.46 £5.20	£0.00 £0.20	£0.46 £5.40	£0.00 £0.34	£0.46 £5.75		
£3.50	£0.20	£3.50	£0.00	£3.50		
£3.61	£0.30	£3.91	£0.50	£4.41		
25.01	20.50	23.31	20.50	24.41		
£0.31	£6.38	£6.69	£0.00	£6.69		
£0.11	£1.77	£1.88	£0.00	£1.88		
£0.00	£0.75	£0.75	£0.00	£0.75		
£0.10	£1.08	£1.18	£0.00	£1.18		
£2.07	£0.12	£2.19	£0.00	£2.19		
£0.00	£1.86	£2.19 £1.86	£0.17	£2.19		
£1.80	£0.00	£1.80	£0.00	£1.80		
£1.71	£0.00	£1.71	£0.33	£2.05		
£1.42	£0.00	£1.42	£0.00	£1.42		
£2.59	£0.58	£3.17	£0.31	£3.48		
£1.11	£0.57	£1.68	£0.00	£1.68		
£10.17	£1.78	£11.95	£0.17	£12.13		
£36.3	£15.4	£51.7	£1.8	£53.6		
£0.45	£0.00	£0.45	£2.57	£3.02		
£0.43	£0.00	£0.43	£0.32	£0.32		
£0.00	£0.00	£0.00	£0.54	£0.66		
£0.57	£2.96	£3.53	£5.24	£8.77		
£2.05	£0.00	£2.05	£0.00	£2.05		
£0.69	£0.00	£0.69	£22.12	£22.78		
£0.10	£0.00	£0.10	£0.00	£0.10		
£0.00	£0.00	£0.00	£0.51	£0.51		
£0.00	£0.00	£0.00	£0.00	£0.00		
£0.10	£0.00	£0.10	£0.00	£0.10		
£0.34	£0.00	£0.34	£4.75	£5.08		
	=====		=			
£4.31	£3.07	£7.38	£36.05	£43.38		
£40.64	£18.45	£59.09	£37.87	£96.97		

2011 MARKET SHARE ANALYSIS (£m)

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£162.6	£73.8	£236.4	£151.5	£387.9
75%	75%	75%	75%	75%
£121.93	£55.35	£177.28	£113.61	£290.90
£1.71	£0.00	£1.71	£0.00	£1.71
£2.46	£0.00	£2.46	£0.00	£2.46
£1.01	£0.25	£1.26	£0.41	£1.67
£55.00	£2,26	£57.27	£5.58	£62.89
£29.81	£0.99	£30.81	£1.19	£32.02
£1.72	£0.00	£1.72	£0.00	£1.72
£1.48	£25.28	£26.76	£0.36	£27.15
£0.24	£2.88	£3.12	£0.00	£3.12
£0.00	£1.01	£1.01	£0.00	£1.01
£0.00	£0.00	£0.00	£0.00	£0.00
£0.98	£0.00	£0.98	£0.00	£0.98
£0.00	£0.00	£0.00	£0.00	£0.00
£0.55	£0.25	£0.80	£0.00	£0.81
£5.42	£0.24	£5.66	£0.77	£6.43
£0.72	£0.00	£0.72	£0.00	£0.72
£1.48	£0.00	£1.48	£0.00	£1.48
£0.95	£1.00	£1.95	£0.00	£1.95
£0.24	£0.00	£0.24	£0.36	£0.60
£103.8	£34.2	£138.0	£8.7	£146.7
£1.53	£0.00	£1.53	£4.74	£6.26
£0.00	£0.00	£0.00	£0.00	£0.00
£0.00	£0.00	£0.00	£0.00	£0.00
£7.10	£20.93	£28.03	£17.29	£45.33
£0.26	£0.00	£0.26	£0.00	£0.26
£7.16	£0.26	£7.42	£76.59	£83.91
£0.00	£0.00	£0.00	£0.00	£0.00
£0.80	£0.00	£0.80	£3.60	£4.40
£0.00	£0.00	£0.00	£0.00	£0.00
£1.05	£0.00	£1.05	£1.09	£2.14
£0.25	£0.00	£0.25	£1.63	£1.87
£18.14	£21.19	£39.33	£104.94	£144.16
£121.93	£55.35	£177.28	£113.61	£290.90

Convenience Goods Capacity Update - Experian Population Projections

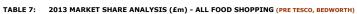
TABLE 6: 2011 MARKET SHARE ANALYSIS (£m) - TOTAL FOOD SHOPPING

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE FOOD SPEND (£M):					
NUNEATON TOWN CENTRE				!	ĺ
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.3%	0.0%	1.6%	0.0%	1.0%
(Former Netto), Regent Street	0.9%	0.3%	0.7%	0.3%	0.5%
Asda, Newtown Road	37.0%	3.3%	26.5%	3.9%	17.7%
J Sainsbury, Vicarage Road	20.5%	1.3%	14.5%	0.8%	9.2%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
BEDWORTH TOWN CENTRE				ļ	İ
Tesco, North of Mill Street (Original)	1.1%	42.9%	14.2%	0.2%	8.7%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
Iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES				ļ	İ
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.0%	0.7%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
Lidl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%	0.0%	0.9%
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
BOROUGH AREA - MARKET SHARE LEVELS:	86.2%	67.1%	80.2%	6.9%	51.6%
ALL OTHER LOCATIONS OUTSIDE BOROUGH AR	OEA.				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.1%
Coventry - All Stores	4.7%	32.4%	13.4%	14.9%	13.9%
Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
Hinckley - All Stores	4.8%	0.0%	3.4%	65.2%	27.5%
Kenilworth	4.8% 0.1%	0.3%	0.0%	0.0%	0.0%
Leicester - All Stores	0.1%	0.0%	0.0%	2.7%	1.3%
Rugby	0.5%	0.0%	0.3%	2.7% 0.0%	0.0%
Tamworth - All Stores All Other Stores Outside Borough	0.7% 0.4%	0.0% 0.0%	0.5% 0.2%	0.7% 4.2%	0.6% 1.8%
, Other Dto					1
_	13.8%	32.9%	10.8%	93.1%	48.4%
SUB-TOTAL-OUTSIDE BOROUGH AREA	13.8%	32.9%	19.8%	93.1%	48.4%



2011 MARKET SHARE ANALYSIS (£m)

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£162.6	£73.8	£236.4	£151.5	£387.9
£2.6	£0.0	£2.6	£0.0	£2.6
£3.7	£0.0	£3.7	£0.0	£3.7
£1.5	£0.2	£1.7	£0.4	£2.1
£60.2 £33.3	£2.5 £1.0	£62.7 £34.3	£5.9 £1.2	£68.6 £35.5
£5.3	£1.0 £0.3	£34.3 £5.6	£1.2 £0.5	£35.5 £6.1
25.5	20.5	23.0	20.5	20.1
£1.8	£31.7	£33.4	£0.4	£33.8
£0.4	£4.6	£5.0	£0.0	£5.0
£0.0	£1.8	£1.8	£0.0	£1.8
£0.1	£1.1	£1.2	£0.0	£1.2
£3.1	£0.1	£3.2	£0.0	£3.2
£0.0	£1.9	£1.9	£0.2	£2.0
£2.4	£0.2	£2.6	£0.0	£2.6
£7.1	£0.2	£7.4	£1.1	£8.5
£2.1 £4.1	£0.0 £0.6	£2.1 £4.6	£0.0 £0.3	£2.1 £5.0
24.1	20.0	24.0	20.5	23.0
£2.1	£1.6	£3.6	£0.0	£3.6
£10.4	£1.8	£12.2	£0.5	£12.7
£140.1	£49.5	£189.7	£10.5	£200.3
£2.0	£0.0	£2.0	£7.3	£9.3
£0.0	£0.0	£0.0	£0.3	£0.3
£0.0	£0.1	£0.1	£0.5	£0.7
£7.7 £2.3	£23.9 £0.0	£31.6 £2.3	£22.5 £0.0	£54.1 £2.3
£2.3 £7.9	£0.3	£8.1	£98.7	£2.3 £106.7
£0.1	£0.0	£0.1	£0.0	£0.1
£0.8	£0.0	£0.8	£4.1	£4.9
£0.0	£0.0	£0.0	£0.0	£0.0
£1.1 £0.6	£0.0 £0.0	£1.1 £0.6	£1.1 £6.4	£2.2 £7.0
20.6	20.0	£0.0	20.4	£7.0
£22.5	£24.3	£46.7	£141.0	£187.5
£162.6	£73.8	£236.4	£151.5	£387.9
2102.0	£/3.6	£230.4	2131.5	2337.9



	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 +	Zones 1-10 +		Zones 1-19
		13	13	14-19	
TOTAL AVAILABLE FOOD SPEND (£M):					
NUNEATON TOWN CENTRE					
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.3%	0.0%	1.6%	0.0%	1.0%
(Former Netto), Regent Street	0.9%	0.3%	0.7%	0.3%	0.5%
Asda, Newtown Road	37.0%	3.3%	26.6%	3.9%	17.7%
J Sainsbury, Vicarage Road	20.5%	1.3%	14.5%	0.8%	9.2%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
All other convenience riborspace	3.370	0.470	2.470	0.5 /0	1.070
BEDWORTH TOWN CENTRE					
Tesco, North of Mill Street (Original)	1.1%	42.9%	14.1%	0.2%	8.7%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
Iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.1%	0.5%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
Lidl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%		0.9%
				0.0%	
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
BOROUGH AREA - MARKET SHARE LEVELS:	86.2%	67.1%	80.3%	6.9%	51.6%
ALL OTHER LOCATIONS OUTSIDE BOROUGH AR	EΛ				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.2%
Coventry - All Stores	4.7%	32.4%	13.3%	14.9%	13.9%
Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
Hinckley - All Stores	4.8%	0.3%	3.4%	65.2%	27.6%
Kenilworth	0.1%	0.0%	0.0%	0.0%	0.0%
Leicester - All Stores	0.5%	0.0%	0.3%	2.7%	1.3%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth - All Stores	0.7%	0.0%	0.5%	0.7%	0.6%
All Other Stores Outside Borough	0.4%	0.0%	0.3%	4.2%	1.8%
SUB-TOTAL-OUTSIDE BOROUGH AREA	13.8%	32.9%	19.7%	93.1%	48.4%
SUB-TOTAL-OUTSIDE BURUUGH AREA	13.8%	32.9%	19.7%	93.1%	40.4%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 8: 2013 REVISED MARKET SHARE ANALYSIS (£m) - ALL FOOD SHOPPING (POST TESCO, BEDWORTH)

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE FOOD SPEND (£M):					
NUNEATON TOWN CENTRE					
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.3%	0.0%	1.6%	0.0%	1.0%
(Former Netto), Regent Street	0.9%	0.3%	0.7%	0.3%	0.5%
Asda, Newtown Road	37.0%	3.3%	26.6%	3.9%	17.7%
J Sainsbury, Vicarage Road	20.5%	1.3%	14.5%	0.8%	9.2%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
BEDWORTH TOWN CENTRE					
Tesco - Original Store	-	-	-	-	-
TESCO REPLACEMENT STORE	1.3%	51.6%	16.9%	0.3%	10.4%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
Iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.0%	0.7%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
Lidl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%	0.0%	0.9%
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
BOROUGH AREA - MARKET SHARE LEVELS:	86.4%	75.8%	83.1%	7.0%	53.3%
ALL OTHER LOCATIONS OUTSIDE BOROUGH A	REA				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.2%
Coventry - All Stores	4.5%	23.7%	10.5%	14.8%	12.2%
Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
Hinckley - All Stores	4.8%	0.3%	3.4%	65.2%	27.6%
Kenilworth	0.1%	0.0%	0.0%	0.0%	0.0%
Leicester - All Stores	0.5%	0.0%	0.3%	2.7%	1.3%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth - All Stores	0.7%	0.0%	0.5%	0.7%	0.6%
All Other Stores Outside Borough	0.4%	0.0%	0.3%	4.2%	1.8%
SUB-TOTAL-OUTSIDE BOROUGH AREA	13.6%	24.2%	16.9%	93.0%	46.7%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

2013 MARKE	T SHARE ANALYS	SIS (£m)		
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£159.4	£71.8	£231.2	£148.7	£380.0
£2.5	£0.0	£2.5	£0.0	£2.5
£3.7	£0.0	£3.7	£0.0	£3.7
£1.4	£0.2	£1.7	£0.4	£2.1
£59.0	£2.4	£61.4	£5.8	£67.2
£32.7	£1.0	£33.6	£1.2	£34.8
£5.2	£0.3	£5.5	£0.5	£6.0
£1.8	£30.8	£32.6	£0.4	£32.9
£0.3	£4.5	£4.9	£0.0	£4.9
£0.0	£1.7	£1.7	£0.0	£1.7
£0.1	£1.1	£1.2	£0.0	£1.2
£3.0	£0.1	£3.1	£0.0	£3.1
£0.0	£1.8	£1.8	£0.2	£2.0
£2.3	£0.2	£2.6	£0.0	£2.6
£7.0	£0.2	£7.2	£1.1	£8.3
£2.1	£0.0	£2.1	£0.0	£2.1
£4.0	£0.6	£4.6	£0.3	£4.9
£2.0	£1.5	£3.5	£0.0	£3.5
£10.2	£1.7	£11.9	£0.5	£12.5
£137.4	£48.2	£185.6	£10.3	£195.9
£1.9	£0.0	£1.9	£7.2	£9.1
£0.0	£0.0	£0.0	£0.3	£0.3
£0.0	£0.1	£0.1	£0.5	£0.6
£7.5	£23.3	£30.8	£22.1	£52.9
£2.3	£0.0	£2.3	£0.0	£2.3
£7.7	£0.3	£8.0	£96.9	£104.9
£0.1	£0.0	£0.1	£0.0	£0.1
£0.8	£0.0	£0.8	£4.0	£4.8
£0.0 £1.1	£0.0 £0.0	£0.0 £1.1	£0.0 £1.1	£0.0 £2.2
£0.6	£0.0	£0.6	£6.3	£6.8
£22.0	£23.6	£45.6	£138.4	£184.1
£159.4	£71.8	£231.2	£148.7	£380.0

2013 REVISED MARKET SHARE ANALYSIS (£m)

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£159.4	£71.8	£231.2	£148.7	£380.0
£2.5	£0.0	£2.5	£0.0	£2.5
£3.7	£0.0	£3.7	£0.0	£3.7
£1.4	£0.2	£1.7	£0.4	£2.1
£59.0	£2.4	£61.4	£5.8	£67.2
£32.7 £5.2	£1.0 £0.3	£33.6 £5.5	£1.2 £0.5	£34.8 £6.0
£5.2	£0.3	£5.5	£0.5	£6.0
£2.1	£37.1	£39.2	£0.4	£39.6
£0.3	£37.1 £4.5	£39.2 £4.9	£0.4 £0.0	£39.6 £4.9
£0.0	£1.7	£1.7	£0.0	£1.7
£0.1	£1.1	£1.2	£0.0	£1.2
£3.0	£0.1	£3.1	£0.0	£3.1
£0.0	£1.8	£1.8	£0.2	£2.0
£2.3	£0.2	£2.6	£0.0	£2.6
£7.0	£0.2	£7.2	£1.1	£8.3
£2.1 £4.0	£0.0 £0.6	£2.1 £4.6	£0.0 £0.3	£2.1 £4.9
£2.0	£1.5	£3.5	£0.0	£3.5
£10.2	£1.7	£3.5 £11.9	£0.5	£3.5 £12.5
				-
£137.7	£54.5	£192.2	£10.4	£202.6
£1.9	£0.0	£1.9	£7.2	£9.1
£0.0 £0.0	£0.0 £0.1	£0.0 £0.1	£0.3 £0.5	£0.3 £0.6
£7.2	£17.0	£24.2	£22.1	£46.2
£2.3	£0.0	£2.3	£0.0	£2.3
£7.7	£0.3	£8.0	£96.9	£104.9
£0.1	£0.0	£0.1	£0.0	£0.1
£0.8 £0.0	£0.0 £0.0	£0.8 £0.0	£4.0 £0.0	£4.8 £0.0
£0.0 £1.1	£0.0	£0.0 £1.1	£0.0 £1.1	£0.0 £2.2
£0.6	£0.0	£0.6	£6.3	£6.8
£21.7	£17.4	£39.0	£138.4	£177.4
	471.0	4224.2	4440.7	4000 0
£159.4	£71.8	£231.2	£148.7	£380.0

strategic**perspecti>es**



	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 +	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE FOOD SPEND (£M):		25		27.25	
NUNEATON TOWN CENTRE Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.4%	0.1%	1.7%	0.0%	1.0%
(Former Netto), Regent Street	2.470	0.170		0.070	1.070
Asda, Newtown Road	37.4%	3.5%	26.9%	4.0%	17.9%
J Sainsbury, Vicarage Road	20.8%	1.5%	14.8%	0.9%	9.3%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
BEDWORTH TOWN CENTRE					
Tesco - Original Store	-	-	-	-	-
TESCO REPLACEMENT STORE	1.3%	51.6%	16.9%	0.3%	10.4%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
Iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.0%	0.7%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
Lidl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%	0.0%	0.9%
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
BOROUGH AREA - MARKET SHARE LEVELS:	86.4%	75.8%	83.1%	7.0%	53.3%
ALL OTHER LOCATIONS OUTSIDE BOROUGH A	REA				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.2%
Coventry - All Stores	4.5%	23.7%	10.5%	14.8%	12.2%
Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
Hinckley - All Stores	4.8%	0.3%	3.4%	65.2%	27.6%
Kenilworth	0.1%	0.0%	0.0%	0.0%	0.0%
Leicester - All Stores	0.5%	0.0%	0.3%	2.7%	1.3%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth - All Stores	0.7%	0.0%	0.5%	0.7%	0.6%
All Other Stores Outside Borough	0.4%	0.0%	0.3%	4.2%	1.8%
SUB-TOTAL-OUTSIDE BOROUGH AREA	13.6%	24.2%	16.9%	93.0%	46.7%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 10: TOTAL FOOD SHOPPING - 2017 MARKET SHARE ANALYSIS (%)

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE FOOD SPEND (£M):			25	21.25	
NUNEATON TOWN CENTRE					
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.4%	0.1%	1.7%	0.0%	1.0%
(Former Netto), Regent Street	-			-	-
Asda, Newtown Road	37.4%	3.5%	26.9%	4.0%	17.9%
J Sainsbury, Vicarage Road	20.8%	1.5%	14.8%	0.9%	9.3%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
BEDWORTH TOWN CENTRE					
Tesco - Original Store	-	-	-	-	-
TESCO REPLACEMENT STORE	1.3%	51.6%	16.9%	0.3%	10.4%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
Iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.0%	0.7%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
Lidl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%	0.0%	0.9%
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
BOROUGH AREA - MARKET SHARE LEVELS:	86.4%	75.8%	83.1%	7.0%	53.3%
ALL OTHER LOCATIONS OUTSIDE BOROUGH A	DEA				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.2%
Coventry - All Stores	4.5%	23.7%	10.5%	14.8%	12.2%
Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
Hinckley - All Stores	4.8%	0.3%	3.4%	65.2%	27.6%
Kenilworth	0.1%	0.0%	0.0%	0.0%	0.0%
Leicester - All Stores	0.5%	0.0%	0.3%	2.7%	1.3%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth - All Stores	0.7%	0.0%	0.5%	0.7%	0.6%
All Other Stores Outside Borough	0.4%	0.0%	0.3%	4.2%	1.8%
SUB-TOTAL-OUTSIDE BOROUGH AREA	13.6%	24.2%	16.9%	93.0%	46.7%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

2013 REVISE	2013 REVISED MARKET SHARE ANALYSIS (£m)							
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA				
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19				
£159.4	£71.8	£231.2	£148.7	£380.0				
£2.6	£0.0	£2.6	£0.0	£2.6				
£3.9	£0.0	£3.9	£0.0	£4.0				
-	-	-	-	-				
£59.6	£2.5	£62.1	£6.0	£68.1				
£33.2	£1.1	£34.2	£1.3	£35.5				
£5.3	£0.3	£5.6	£0.5	£6.1				
-	-	-	-	-				
£2.1	£37.1	£39.2	£0.4	£39.6				
£0.3	£4.5	£4.9	£0.0	£4.9				
£0.0 £0.1	£1.7 £1.1	£1.7 £1.2	£0.0 £0.0	£1.7 £1.2				
£0.1	£1.1	£1.2	£0.0	£1.2				
£3.0	£0.1	£3.1	£0.0	£3.1				
£0.0	£1.8	£1.8	£0.2	£2.0				
£2.3	£0.2	£2.6	£0.0	£2.6				
£7.0 £2.1	£0.2 £0.0	£7.2 £2.1	£1.1 £0.0	£8.3 £2.1				
£4.0	£0.6	£4.6	£0.3	£4.9				
£2.0	£1.5	£3.5	£0.0	£3.5				
£10.2	£1.7	£11.9	£0.5	£12.5				
£137.7	£54.5	£192.2	£10.4	£202.6				
£1.9	£0.0	£1.9	£7.2	£9.1				
£0.0	£0.0	£0.0	£0.3	£0.3				
£0.0 £7.2	£0.1 £17.0	£0.1 £24.2	£0.5 £22.1	£0.6 £46.2				
£7.2 £2.3	£17.0 £0.0	£24.2 £2.3	£22.1 £0.0	£46.2 £2.3				
£7.7	£0.3	£8.0	£96.9	£104.9				
£0.1	£0.0	£0.1	£0.0	£0.1				
£0.8	£0.0	£0.8	£4.0	£4.8				
£0.0	£0.0	£0.0	£0.0	£0.0				
£1.1	£0.0	£1.1	£1.1	£2.2				
£0.6	£0.0	£0.6	£6.3	£6.8				
£21.7	£17.4	£39.0	£138.4	£177.4				
£159.4	£71.8	£231.2	£148.7	£380.0				

TOTAL FOOD SHOPPING - 2017 MARKET SHARE ANALYSIS (£m)

	SHOPPING - 201		.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£165.7	£73.7	£239.3	£155.0	£394.3
£2.7	£0.0	£2.7	£0.0	£2.7
£4.0	£0.0	£4.1	£0.1	£4.1
£61.9 £34.5	£2.6 £1.1	£64.3 £35.4	£6.2 £1.4	£70.6 £36.9
£5.5	£0.3	£5.8	£0.5	£6.3
	_	-	_	
£2.2	£38.0	£40.5	£0.4	£41.1
£0.4	£4.6	£5.0	£0.0	£5.1
£0.0	£1.8	£1.8	£0.0	£1.8
£0.1	£1.1	£1.2	£0.0	£1.2
£3.1	£0.1	£3.2	£0.0	£3.2
£0.0	£1.9	£1.9	£0.2	£2.0
£2.4	£0.2	£2.6	£0.0	£2.6
£7.3 £2.2	£0.2 £0.0	£7.5 £2.2	£1.1 £0.0	£8.6 £2.2
£4.1	£0.6	£4.7	£0.3	£5.0
£2.1	£1.6	£3.7	£0.0	£3.7
£10.6	£1.8	£12.4	£0.5	£12.9
4440.0		44000	212.0	4040.0
£143.2	£55.9	£198.9	£10.8	£210.2
£2.0	£0.0	£2.0	£7.5	£9.5
£0.0	£0.0	£0.0	£0.3	£0.3
£0.0 £7.4	£0.1 £17.4	£0.1 £25.0	£0.6 £23.0	£0.7 £48.0
£2.3	£0.0	£2.3	£0.0	£2.3
£8.0	£0.3	£8.2	£101.0	£108.8
£0.1	£0.0	£0.1	£0.0	£0.1
£0.8 £0.0	£0.0 £0.0	£0.8 £0.0	£4.2 £0.0	£5.0 £0.0
£0.0 £1.2	£0.0	£0.0 £1.2	£0.0 £1.1	£0.0 £2.3
£0.6	£0.0	£0.6	£6.5	£7.1
£22.5	£17.8	£40.4	£144.2	£184.1

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUD
	Zones 1-7	Zones 8-10 +	Zones 1-10 +	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE FOOD SPEND (£M):		13	13	14-15	
NUNEATON TOWN CENTRE					
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.4%	0.1%	1.7%	0.0%	1.0%
Former Netto), Regent Street	2.170	0.1.0	-	0.070	21070
Asda, Newtown Road	37.4%	3.5%	26.9%	4.0%	17.9%
Sainsbury, Vicarage Road	20.8%	1.5%	14.8%	0.9%	9.3%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
BEDWORTH TOWN CENTRE					
Tesco - Original Store					
TESCO REPLACEMENT STORE	1.3%	51.6%	16.9%	0.3%	10.4%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
Iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.0%	0.7%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
_idl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%	0.0%	0.9%
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
BOROUGH AREA - MARKET SHARE LEVELS:	86.4%	75.8%	83.1%	7.0%	53.3%
ALL OTHER LOCATIONS OUTSIDE BOROUGH A	DEA				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.2%
Coventry - All Stores	4.5%	23.7%	10.5%	14.8%	12.2%
Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
	4.8%	0.3%	3.4%	65.2%	27.6%
Hinckley - All Stores	7.070				
Hinckley - All Stores	0.1%	U U%			
Kenilworth	0.1%	0.0%	0.0%	0.0%	0.0%
Kenilworth Leicester - All Stores	0.5%	0.0%	0.3%	2.7%	1.3%
Kenilworth					

TABLE 12: TOTAL FOOD SHOPPING - 2027 MARKET SHARE ANALYSIS (%)

13.6%

100.0%

24.2%

100.0%

16.9%

100.0%

93.0%

100.0%

46.7%

100.0%

SUB-TOTAL-OUTSIDE BOROUGH AREA

TOTAL MARKET SHARE:

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUD AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
OTAL AVAILABLE FOOD SPEND (£M):					
IUNEATON TOWN CENTRE					
celand, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.4%	0.1%	1.7%	0.0%	1.0%
Former Netto), Regent Street	-	-	-	-	-
Asda, Newtown Road	37.4%	3.5%	26.9%	4.0%	17.9%
Sainsbury, Vicarage Road	20.8%	1.5%	14.8%	0.9%	9.3%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
BEDWORTH TOWN CENTRE					
Fesco - Original Store	-	-	-	-	-
TESCO REPLACEMENT STORE	1.3%	51.6%	16.9%	0.3%	10.4%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
Iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.0%	0.7%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
Lidl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%	0.0%	0.9%
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
BOROUGH AREA - MARKET SHARE LEVELS:	86.4%	75.8%	83.1%	7.0%	53.3%
ALL OTHER LOCATIONS OUTSIDE BOROUGH A	DEA				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.2%
Coventry - All Stores	4.5%	23.7%	10.5%	14.8%	12.2%
Joventry - All Stores Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
fincklev - All Stores	4.8%	0.3%	3.4%	65.2%	27.6%
Kenilworth Leicester - All Stores	0.1% 0.5%	0.0%	0.0% 0.3%	0.0% 2.7%	0.0%
		0.0%			1.3%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth - All Stores	0.7%	0.0%	0.5%	0.7%	0.6%
All Other Stores Outside Borough	0.4%	0.0%	0.3%	4.2%	1.8%
SUB-TOTAL-OUTSIDE BOROUGH AREA	13.6%	24.2%	16.9%	93.0%	46.7%
·					



TOTAL FOOD SHOPPING - 2022 MARKET SHARE ANALYSIS (£m)

TOTAL FOOD	TOTAL FOOD SHOPPING - 2022 MARKET SHARE ANALYSIS (£m)								
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA					
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19					
£177.5	£78.0	£255.5	£166.6	£422.1					
£2.9	£0.0	£2.9	£0.0	£2.9					
£4.3	£0.0	£4.3	£0.0 £0.1	£4.4					
-	-	-	-	-					
£66.4	£2.7	£68.6	£6.7	£75.6					
£36.9	£1.1	£37.8	£1.5	£39.5					
£5.9	£0.3	£6.2	£0.6	£6.8					
£2.4	£40.2	£43.3	£0.5	£44.0					
£0.4	£4.9	£5.4	£0.0	£5.4					
£0.0	£1.9	£1.9	£0.0	£1.9					
£0.1	£1.1	£1.3	£0.0	£1.3					
-				-					
£3.3	£0.1	£3.4	£0.0	£3.5					
£0.0	£2.0	£2.0	£0.2	£2.2					
£2.6 £7.8	£0.3 £0.3	£2.8 £8.0	£0.0 £1.2	£2.8 £9.2					
£7.8 £2.3	£0.3 £0.0	£8.0 £2.3	£1.2 £0.0	£9.2 £2.3					
£4.4	£0.6	£5.0	£0.3	£5.4					
2	20.0	25.0	20.5	25					
£2.3	£1.7	£3.9	£0.0	£3.9					
£11.4	£1.9	£13.2	£0.6	£13.8					
£153.4	£59.2	£212.4	£11.6	£225.1					
£2.2	£0.0	£2.1	£8.0	£10.1					
£0.0	£0.0	£0.0	£0.3	£0.3					
£0.0	£0.1	£0.1	£0.6	£0.7					
£8.0	£18.5	£26.7	£24.7	£51.4					
£2.5	£0.0	£2.5	£0.0	£2.5					
£8.6	£0.3	£8.8	£108.5	£116.5					
£0.1	£0.0	£0.1	£0.0	£0.1					
£0.9	£0.0	£0.9	£4.5	£5.3					
£0.0 £1.3	£0.0 £0.0	£0.0 £1.2	£0.0 £1.2	£0.0 £2.4					
£1.3 £0.6	£0.0 £0.0	£1.2 £0.6	£1.2 £7.0	£2.4 £7.6					
20.0	20.0	20.0	£7.0	£7.0					
£24.1	£18.8	£43.1	£155.0	£197.1					
£177.5	£78.0	£255.5	£166.6	£422.1					
£177.5	£78.0	£255.5	£166.6	£422.1					

TOTAL FOOD SHOPPING - 2027 MARKET SHARE ANALYSIS (£m)

NUNEATON	SHOPPING - 202	BOROUGH	TARE ANALTSI	TOTAL STUDY
AREA	BEDWORTH AREA	AREA	OTHER ZONES	AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£190.7	£82.7	£273.5	£179.4	£452.8
£3.1	£0.0	£3.1	£0.0	£3.1
£4.6	£0.0	£4.6	£0.1	£4.7
-	-	-	-	-
£71.3	£2.9	£73.4	£7.2	£81.1
£39.7	£1.2	£40.5	£1.6	£42.3
£6.3	£0.3	£6.6	£0.6	£7.3
-	-	-	-	-
£2.5	£42.7	£46.3	£0.5	£47.2
£0.4	£5.2	£5.8	£0.0	£5.8
£0.0 £0.1	£2.0 £1.2	£2.0 £1.4	£0.0 £0.0	£2.0 £1.4
£0.1	£1.2	£1.4	£0.0	£1.4
£3.6	£0.1	£3.7	£0.0	£3.7
£0.0	£2.1	£2.1	£0.2	£2.4
£2.8	£0.3	£3.0	£0.0	£3.0
£8.4 £2.5	£0.3 £0.0	£8.6 £2.5	£1.3 £0.0	£9.9 £2.5
£4.8	£0.6	£5.4	£0.4	£5.8
£2.4	£1.8	£4.2	£0.0	£4.2
£12.2	£2.0	£14.1	£0.6	£14.8
£164.8	£62.7	£227.3	£12.5	£241.4
£2.3	£0.0	£2.3	£8.7	£10.9
£0.0	£0.0	£0.0	£0.4	£0.4
£0.0	£0.1	£0.1	£0.6	£0.8
£8.6	£19.6	£28.6	£26.6	£55.1
£2.7	£0.0	£2.7	£0.0	£2.7
£9.2 £0.1	£0.3 £0.0	£9.4 £0.1	£116.9 £0.0	£125.0 £0.1
£0.1 £0.9	£0.0	£0.1 £0.9	£0.0 £4.9	£0.1 £5.7
£0.0	£0.0	£0.0	£0.0	£0.0
£1.3	£0.0	£1.3	£1.3	£2.6
£0.7	£0.0	£0.7	£7.6	£8.2
£25.9	£20.0	£46.1	£166.9	£211.4
£190.7	£82.7	£273.5	£179.4	£452.8

ΓΔRIF 13:	TOTAL	FOOD	SHOPPING	- 2028	MARKET	SHARE	ANALYSTS	5 (%)

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE FOOD SPEND (£M):					
NUNEATON TOWN CENTRE					
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.4%	0.1%	1.7%	0.0%	1.0%
(Former Netto), Regent Street			-	-	-
Asda, Newtown Road	37.4%	3.5%	26.9%	4.0%	17.9%
3 Sainsbury, Vicarage Road	20.8%	1.5%	14.8%	0.9%	9.3%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
BEDWORTH TOWN CENTRE					
Tesco - Original Store	-	-	-	-	-
TESCO REPLACEMENT STORE	1.3%	51.6%	16.9%	0.3%	10.4%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
Iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.0%	0.7%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
Lidl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%	0.0%	0.9%
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
BOROUGH AREA - MARKET SHARE LEVELS:	86.4%	75.8%	83.1%	7.0%	53.3%
ALL OTHER LOCATIONS OUTSIDE BOROUGH A	DEA				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.2%
Coventry - All Stores	4.5%	23.7%	10.5%	14.8%	12.2%
Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
linckley - All Stores	4.8%	0.3%	3.4%	65.2%	27.6%
(enilworth	0.1%	0.0%	0.0%	0.0%	0.0%
Leicester - All Stores	0.5%	0.0%	0.3%	2.7%	1.3%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Rugby Famworth - All Stores	0.0%	0.0%	0.5%	0.0%	0.6%
amworth - All Stores All Other Stores Outside Borough	0.7%	0.0%	0.5%	4.2%	1.8%
SUB-TOTAL-OUTSIDE BOROUGH AREA	13.6%	24.2%	16.9%	93.0%	46.7%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 14: TOTAL FOOD SHOPPING - 2031 MARKET SHARE ANALYSIS (%)

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUD AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
OTAL AVAILABLE FOOD SPEND (£M):					
IUNEATON TOWN CENTRE					
celand, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.4%	0.1%	1.7%	0.0%	1.0%
Former Netto), Regent Street	-	-	-	-	-
Asda, Newtown Road	37.4%	3.5%	26.9%	4.0%	17.9%
Sainsbury, Vicarage Road	20.8%	1.5%	14.8%	0.9%	9.3%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
BEDWORTH TOWN CENTRE					
Fesco - Original Store	-	-	-	-	-
TESCO REPLACEMENT STORE	1.3%	51.6%	16.9%	0.3%	10.4%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
Iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.0%	0.7%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
Lidl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%	0.0%	0.9%
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
BOROUGH AREA - MARKET SHARE LEVELS:	86.4%	75.8%	83.1%	7.0%	53.3%
ALL OTHER LOCATIONS OUTSIDE BOROUGH A	DEA				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.2%
Coventry - All Stores	4.5%	23.7%	10.5%	14.8%	12.2%
Joventry - All Stores Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
fincklev - All Stores	4.8%	0.3%	3.4%	65.2%	27.6%
Kenilworth Leicester - All Stores	0.1% 0.5%	0.0%	0.0% 0.3%	0.0% 2.7%	0.0%
		0.0%			1.3%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth - All Stores	0.7%	0.0%	0.5%	0.7%	0.6%
All Other Stores Outside Borough	0.4%	0.0%	0.3%	4.2%	1.8%
SUB-TOTAL-OUTSIDE BOROUGH AREA	13.6%	24.2%	16.9%	93.0%	46.7%
·					



TOTAL FOOD SHOPPING - 2028 MARKET SHARE ANALYSIS (£m)

TOTAL FOOD	SHOPPING - 202	O MARKET SE	IAKE ANALTSI	5 (£M)
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£194.3	£84.4	£278.7	£182.9	£461.6
62.2	50.0			62.2
£3.2 £4.7	£0.0 £0.0	£3.2 £4.7	£0.0 £0.1	£3.2 £4.8
£4.7	£0.0	£4./	-	£4.0 -
£72.7	£2.9	£74.8	£7.3	£82.7
£40.4	£1.2	£41.2	£1.6	£43.1
£6.5	£0.4	£6.8	£0.6	£7.4
-	-	-	-	
£2.6	£43.5	£47.2	£0.5	£48.1
£0.4	£5.3	£5.9	£0.0	£5.9
£0.0	£2.0	£2.1	£0.0	£2.1
£0.1	£1.2	£1.4	£0.0	£1.4
£3.6	£0.1	£3.7	£0.0	£3.8
£0.0	£2.1	£2.2	£0.2	£2.4
£2.8	£0.3	£3.1	£0.0	£3.1
£8.5	£0.3	£8.7	£1.3	£10.1
£2.6	£0.0	£2.5	£0.0	£2.6
£4.9	£0.7	£5.5	£0.4	£5.9
£2.5	£1.8	£4.3	£0.0	£4.3
£12.4	£2.0	£14.4	£0.6	£15.1
212.1	22.0		20.0	21011
£167.9	£64.0	£231.7	£12.8	£246.1
£2.4	£0.0	£2.3	£8.8	£11.1
£0.0	£0.0	£0.0	£0.4	£0.4
£0.0	£0.1	£0.1	£0.7	£0.8
£8.7	£20.0	£29.1	£27.1	£56.2
£2.8	£0.0	£2.7	£0.0	£2.7
£9.4	£0.3	£9.6	£119.2	£127.4
£0.1	£0.0	£0.1	£0.0	£0.1
£1.0	£0.0	£0.9	£5.0	£5.9
£0.0	£0.0	£0.0	£0.0	£0.0
£1.4 £0.7	£0.0 £0.0	£1.4 £0.7	£1.3 £7.7	£2.7 £8.3
20.7	20.0	£0.7	£/./	20.5
£26.4	£20.4	£47.0	£170.2	£215.5
£194.3	£84.4	£278.7	£182.9	£461.6
	234.4		2232.3	2.31.0

2031 MARKET SHARE ANALYSIS (£m)

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£201.0	£86.5	£287.5	£189.4	£476.9
£3.3	£0.0	£3.3	£0.0	£3.3
£4.9	£0.0	£4.9	£0.1	£5.0
£75.2	-	£77.2	£7.6	-
£41.8	£3.0 £1.3	£77.2 £42.5	£1.7	£85.4 £44.6
£6.7	£0.4	£7.0	£0.6	£7.7
20.7	20.4	27.0	20.0	27.7
_	_	_	_	_
£2.7	£44.6	£48.7	£0.5	£49.7
£0.4	£5.4	£6.1	£0.0	£6.1
£0.0	£2.1	£2.1	£0.0	£2.1
£0.1	£1.3	£1.4	£0.0	£1.4
£3.8	£0.1	£3.9	£0.0	£3.9
£0.0	£2.2	£2.3	£0.2	£2.5
£2.9 £8.8	£0.3 £0.3	£3.2 £9.0	£0.0 £1.4	£3.2 £10.4
£2.6	£0.0	£2.6	£0.0	£2.6
£5.0	£0.7	£5.7	£0.4	£6.1
£2.6	£1.8	£4.4	£0.0	£4.5
£12.9	£2.1	£14.8	£0.7	£15.6
£173.7	£65.6	£239.0	£13.2	£254.3
£2.4	£0.0	£2.4	£9.1	£11.4
£0.0	£0.0			
		£0.0	£0.4	£0.4
£0.0	£0.1	£0.0 £0.1	£0.4 £0.7	£0.4 £0.8
£0.0 £9.0 £2.8	£0.1 £20.5 £0.0	£0.1 £30.0 £2.8	£0.7 £28.1 £0.0	£0.8 £58.0 £2.8
£0.0 £9.0 £2.8 £9.7	£0.1 £20.5 £0.0 £0.3	£0.1 £30.0 £2.8 £9.9	£0.7 £28.1 £0.0 £123.4	£0.8 £58.0 £2.8 £131.6
£0.0 £9.0 £2.8 £9.7 £0.1	£0.1 £20.5 £0.0 £0.3 £0.0	£0.1 £30.0 £2.8 £9.9 £0.1	£0.7 £28.1 £0.0 £123.4 £0.0	£0.8 £58.0 £2.8 £131.6 £0.1
£0.0 £9.0 £2.8 £9.7 £0.1 £1.0	£0.1 £20.5 £0.0 £0.3 £0.0 £0.0	£0.1 £30.0 £2.8 £9.9 £0.1 £1.0	£0.7 £28.1 £0.0 £123.4 £0.0 £5.1	£0.8 £58.0 £2.8 £131.6 £0.1 £6.0
£0.0 £9.0 £2.8 £9.7 £0.1 £1.0	£0.1 £20.5 £0.0 £0.3 £0.0 £0.0	£0.1 £30.0 £2.8 £9.9 £0.1 £1.0 £0.0	£0.7 £28.1 £0.0 £123.4 £0.0 £5.1 £0.0	£0.8 £58.0 £2.8 £131.6 £0.1 £6.0 £0.0
£0.0 £9.0 £2.8 £9.7 £0.1 £1.0	£0.1 £20.5 £0.0 £0.3 £0.0 £0.0	£0.1 £30.0 £2.8 £9.9 £0.1 £1.0	£0.7 £28.1 £0.0 £123.4 £0.0 £5.1	£0.8 £58.0 £2.8 £131.6 £0.1 £6.0
£0.0 £9.0 £2.8 £9.7 £0.1 £1.0 £0.0 £1.4	£0.1 £20.5 £0.0 £0.3 £0.0 £0.0 £0.0	£0.1 £30.0 £2.8 £9.9 £0.1 £1.0 £0.0 £1.4	£0.7 £28.1 £0.0 £123.4 £0.0 £5.1 £0.0 £1.4	£0.8 £58.0 £2.8 £131.6 £0.1 £6.0 £0.0 £2.8
£0.0 £9.0 £2.8 £9.7 £0.1 £1.0 £0.0 £1.4 £0.7	£0.1 £20.5 £0.0 £0.3 £0.0 £0.0 £0.0 £0.0	£0.1 £30.0 £2.8 £9.9 £0.1 £1.0 £0.0 £1.4 £0.7	£0.7 £28.1 £0.0 £123.4 £0.0 £5.1 £0.0 £1.4 £8.0	£0.8 £58.0 £2.8 £131.6 £0.1 £6.0 £0.0 £2.8 £8.6

NUNEATON AND BEDWORTH BOROUGH COUNCIL 2013 RETAIL STUDY UPDATE

Convenience Goods Capacity Update - Experian Population Projections



TABLE 15: TOTAL 'POTENTIAL' TURNOVER OF ALL CENTRES & STORES WITHIN BOROUGH

	2011	2013	2017	2022	2027	2028	2031
NUNEATON TOWN CENTRE							
Iceland, Queens Road	£2.6	£2.6	£2.7	£2.9	£3.1	£3.2	£3.3
Co-op, Abbey Street	£3.7	£4.0	£4.1	£4.4	£4.7	£4.8	£5.0
(Former Netto), Regent Street	£2.1	L4.0	L4.1	24.4	L4.7	24.0	25.0
Asda, Newtown Road	£68.6	£68.1	£70.6	£75.6	£81.1	£82.7	£85.4
J Sainsbury, Vicarage Road	£35.5	£35.5	£36.9	£39.5	£42.3	£43.1	£44.6
All Other Convenience Floorspace	£6.1	£6.1	£6.3	£6.8	£7.3	£7.4	£7.7
Sub-total	£118.8	£116.3	£120.7	£129.2	£138.6	£141.3	£146.0
BEDWORTH TOWN CENTRE	522.0						
Tesco - Original Store	£33.8	520.5			647.2	640.4	640.7
Tesco - Replacement Store	-	£39.6 £4.9	£41.1	£44.0	£47.2	£48.1 £5.9	£49.7
Aldi, Mill Street	£5.0		£5.1	£5.4	£5.8		£6.1
Iceland, Mill Street	£1.8	£1.7	£1.8	£1.9	£2.0	£2.1	£2.1
All Other Convenience Floorspace	£1.2 £41.8	£1.2 £47.3	£1.2 £49.1	£1.3 £52.6	£1.4 £56.4	£1.4 £57.5	£1.4 £59.4
Sub-total	£41.0	£47.3	£49.1	£32.0	£30.4	£37.3	E39.4
DISTRICT CENTRES							
Co-op, Kem Street-Attleborough	£3.2	£3.1	£3.2	£3.5	£3.7	£3.8	£3.9
Co-op, School Road-Bulkington	£2.0	£2.0	£2.0	£2.2	£2.4	£2.4	£2.5
Co-op (formerly Somerfield), Cambourne Drive-Horestone	£2.6	£2.6	£2.6	£2.8	£3.0	£3.1	£3.2
Aldi, Kingswood Road	£8.5	£8.3	£8.6	£9.2	£9.9	£10.1	£10.4
Lidl, Queens Road	£2.1	£2.1	£2.2	£2.3	£2.5	£2.6	£2.6
All Other District Centre Convenience Floorspace	£5.0	£4.9	£5.0	£5.4	£5.8	£5.9	£6.1
Sub-total	£23.4	£22.9	£23.8	£25.4	£27.3	£27.8	£28.7
OCAL CENTRES							
All Local Centre Convenience Floorspace	£3.6	£3.5	£3.7	£3.9	£4.2	£4.3	£4.5
NEIGHBOURHOOD CENTRES							
All Neighbourhood Centre Convenience Floorspace	£12.7	£12.5	£12.9	£13.8	£14.8	£15.1	£15.6
g							
TOTAL TURNOVER:	£200.3	£202.6	£210.2	£225.1	£241.4	£246.1	£254.3

Assume no trade draw from beyond the wider defined study area. Notes:

2013 RETAIL STUDY UPDATE

Convenience Goods Capacity Update - Experian Population Projections



TABLE 16: BOROUGH-WIDE CONVENIENCE GOODS CAPACITY ASSESSMENT - ASSUMING 'EQUILIBRIUM' AT THE BASE YEAR

		2013	2017	2022	2027	2028	2031
STEP 1:	TOTAL EXISTING FLOORSPACE (m ² net) (1):	28,970	28,970	28,970	28,970	28,970	28,970
STEP 2:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m): Total 'Potential' Turnover (£ million): Average Sales Density (£ per sq.m):	£202.6 £6,993	£210.2 £7,256	£225.1 £7,768	£241.4 £8,334	£246.1 £8,496	£254.3 £8,777
STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m): Total 'Benchmark' Turnover (£ million): Average Sales Density (£ per sq.m):	£202.6 £6,993	£204.3 £7,052	£208.4 £7,195	£212.6 £7,340	£213.5 £7,369	£216.1 £7,458
STEP 4:	TOTAL FORECAST RESIDUAL EXPENDITURE:	£0.0	£5.9	£16.6	£28.8	£32.6	£38.2
STEP 5:	FORECAST TURNOVER OF COMMITTED FLOORSPACE (£m):	£0.0	£2.8	£2.9	£2.9	£2.9	£3.0
STEP 6:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£3.1	£13.8	£25.9	£29.7	£35.2
STEP 7:	FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE: CAPACITY FOR NEW SUPERSTORE (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 0 70% 0	£12,607 245 70% 350	£12,861 1,070 70% 1,528	£13,120 1,972 70% 2,818	£13,172 2,255 70% 3,221	£13,331 2,643 70% 3,776
STEP 8:	CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£6,000 0 70% 0	£6,051 511 70% 729	£6,173 2,229 70% 3,184	£6,298 4,109 70% 5,870	£6,323 4,698 70% 6,711	£6,399 5,506 70% 7,866

STEP 1: The total existing convenience goods sales area for the Borough and main centres is derived from Appendix 10.

STEP 2: The (survey-derived) 'potential' turnovers assume constant market shares over the forecast period (derived from Table 15).

The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming an average annual 'productivity' growth rate of +0.3% per annum, as informed by the latest Experian Briefing Note and other research evidence. STEP 3:

The forecast residual expenditure capacity (pre commitments) has been derived from Steps 2 and 3. STEP 4:

The only commitment identifed by the local planning authority is for a permission granted in May 2013 for small neighbourhood convenience store of 234.5 sq m net at the junction of Beaumont Road and Croft Road, some 400m to the west of Queens Road District Centre (involving the demolition of the existing Cock & Bear Public House). The convenience store is being marketed for a multiple retailer (i.e. Tesco Express and Sainsbury's Local), and on this basis we estimate that it will achieve a total convenience turnover of circa £2.8m in 2014. STEP 5:

STEP 6: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 5).

The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed average sales performance of superstore and supermarket/disounter operators. STEPS 7/8:

TABLE 17: NUNEATON TOWN CENTRE: CONVENIENCE GOODS CAPACITY ASSESSMENT - ASSUMING 'EQUILIBRIUM' AT THE BASE YEAR

		2013	2017	2022	2027	2028	2031
STEP 1:	TOTAL EXISTING FLOORSPACE (m ² net):	13,300	13,300	13,300	13,300	13,300	13,300
STEP 2:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m) (1): Total 'Potential' Turnover (£ million): Average Sales Density (£ per sq.m):	£116.3 £8,747	£120.7 £9,076	£129.2 £9,717	£138.6 £10,424	£141.3 £10,626	£146.0 £10,978
STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (2): Total 'Benchmark' Turnover (£ million): Average Sales Density (£ per sq.m):	£116.3 £8,747	£117.3 £8,821	£119.7 £8,999	£122.1 £9,181	£122.6 £9,217	£124.1 £9,328
STEP 4:	TOTAL FORECAST RESIDUAL EXPENDITURE:	£0.0	£3.4	£9.5	£16.5	£18.7	£21.9
STEP 5:	FORECAST TURNOVER OF COMMITTED FLOORSPACE (£m) (3):	£0.0	£2.8	£2.9	£2.9	£2.9	£3.0
STEP 6:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£0.6	£6.7	£13.6	£15.8	£19.0
STEP 7:	FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE: CAPACITY FOR NEW SUPERSTORE (sq m):						
(i	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 0 70% 0	£12,607 46 70% 66	£12,861 520 70% 742	£13,120 1,038 70% 1,482	£13,172 1,200 70% 1,714	£13,331 1,423 70% 2,033
(i	CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: iv) Gross Floorspace Capacity (sq m):	£6,000 0 70% 0	£6,051 96 70% 137	£6,173 1,082 70% 1,546	£6,298 2,162 70% 3,089	£6,323 2,500 70% 3,572	£6,399 2,964 70% 4,235

Note: See footnotes to Table 16.

TABLE 18: BEDWORTH TOWN CENTRE: CONVENIENCE GOODS CAPACITY ASSESSMENT - ASSUMING 'EQUILIBRIUM' AT THE BASE YEAR

		2013	2017	2022	2027	2028	2031
STEP 1:	TOTAL EXISTING FLOORSPACE (m ² net):	5,381	5,381	5,381	5,381	5,381	5,381
STEP 2:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m) (1): Total 'Potential' Turnover (£ million): Average Sales Density (£ per sq.m):	£47.3 £8,797	£49.1 £9,128	£52.6 £9,773	£56.4 £10,484	£57.5 £10,687	£59.4 £11,041
STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (2): Total 'Benchmark' Turnover (£ million): Average Sales Density (£ per sq.m):	£47.3 £8,797	£47.7 £8,872	£48.7 £9,051	£49.7 £9,233	£49.9 £9,270	£50.5 £9,382
STEP 4:	TOTAL FORECAST RESIDUAL EXPENDITURE:	£0.0	£1.4	£3.9	£6.7	£7.6	£8.9
STEP 5:	FORECAST TURNOVER OF COMMITTED FLOORSPACE (£m) (3):	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£1.4	£3.9	£6.7	£7.6	£8.9
STEP 7:	FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:						
	CAPACITY FOR NEW SUPERSTORE (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 0 70% 0	£12,607 109 70% 156	£12,861 302 70% 432	£13,120 513 70% 733	£13,172 579 70% 827	£13,331 670 70% 957
STEP 8:	CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£6,000 0 70% 0	£6,051 228 70% 325	£6,173 629 70% 899	£6,298 1,069 70% 1,527	£6,323 1,206 70% 1,723	£6,399 1,395 70% 1,993

See footnotes to Table 16. Note:

2013 RETAIL STUDY UPDATE

Convenience Goods Capacity Update - Experian Population Projections



TABLE 19: BOROUGH-WIDE CONVENIENCE GOODS CAPACITY ASSESSMENT - ASSUMING 'OVERTRADING' AT BASE YEAR

		2013	2017	2022	2027	2028	2031
STEP 1:	TOTAL EXISTING FLOORSPACE (m ² net):	28,970	28,970	28,970	28,970	28,970	28,970
STEP 2:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m) (1): Total 'Potential' Turnover (£ million): Average Sales Density (£ per sq.m):	£202.6 £6,993	£210.2 £7,256	£225.1 £7,768	£241.4 £8,334	£246.1 £8,496	£254.3 £8,777
STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (2): Total 'Benchmark' Turnover (£ million): Average Sales Density (£ per sq.m):	£190.8 £6,587	£192.4 £6,643	£196.3 £6,777	£200.3 £6,913	£201.1 £6,941	£203.5 £7,025
STEP 4:	TOTAL FORECAST RESIDUAL EXPENDITURE:	£11.8	£17.8	£28.7	£41.1	£45.0	£50.8
STEP 5:	FORECAST TURNOVER OF COMMITTED FLOORSPACE (£m) (3):	£0.0	£2.8	£2.9	£2.9	£2.9	£3.0
STEP 6:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£11.8	£15.0	£25.9	£38.2	£42.1	£47.8
STEP 7:	FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE: CAPACITY FOR NEW SUPERSTORE (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 941 70% 1,345	£12,607 1,186 70% 1,695	£12,861 2,011 70% 2,873	£13,120 2,914 70% 4,162	£13,172 3,196 70% 4,566	£13,331 3,584 70% 5,120
STEP 8:	CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£6,000 1,961 70% 2,801	£6,051 2,471 70% 3,531	£6,173 4,190 70% 5,986	£6,298 6,070 70% 8,671	£6,323 6,659 70% 9,512	£6,399 7,467 70% 10,667

STEP 1: The total existing convenience goods sales area for the Borough and main centres is derived from Appendix 10.

The (survey-derived) 'potential' turnovers assume constant market shares over the forecast period (derived from Table 15). STEP 2:

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 5).

The 'benchmark' turnovers have been derived from Appendix 10 and assume an average annual 'productivity' growth rate of +0.3% per annum over the forecast period, as informed by the latest Experian Briefing Note and other research evidence. STEP 3:

STEP 4:

The forecast residual expenditure capacity (pre commitments) has been derived from Steps 2 and 3. The only commitment identified by the local planning authority is for a permission granted in May 2013 for small neighbourhood convenience store of 234.5 sq m net at the junction of Beaumont Road and Croft Road, some 400m to the west of Queens Road District Centre (involving the demolition of the existing Cock & Bear Public House). The convenience store is being marketed for a multiple retailer (i.e. Tesco Express and Sainsbury's Local), and on this basis we estimate that it will achieve a total convenience turnover of circa £2.8m in 2014. STEP 5:

The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed average sales performance of superstore and supermarket/disounter STEPS 7/8: operators

STEP 6:

TABLE 20: NUNEATON TOWN CENTRE: CONVENIENCE GOODS CAPACITY ASSESSMENT - ASSUMING 'OVERTRADING' AT THE BASE YEAR

		2012	2017	2022	2027	2020	2024
		2013	2017	2022	2027	2028	2031
STEP 1:	TOTAL EXISTING FLOORSPACE (m ² net):	13,300	13,300	13,300	13,300	13,300	13,300
STEP 2:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m) $^{(1)}$: Total 'Potential' Turnover (£ million): Average Sales Density (£ per sq.m):	£116.3 £8,747	£120.7 £9,076	£129.2 £9,717	£138.6 £10,424	£141.3 £10,626	£146.0 £10,978
STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) $^{(2)}$: Total 'Benchmark' Turnover (£ million): Average Sales Density (£ per sq.m):	£102.9 £7,734	£103.7 £7,800	£105.8 £7,957	£108.0 £8,118	£108.4 £8,150	£109.7 £8,248
STEP 4:	TOTAL FORECAST RESIDUAL EXPENDITURE:	£13.5	£17.0	£23.4	£30.7	£32.9	£36.3
STEP 5:	FORECAST TURNOVER OF COMMITTED FLOORSPACE (£m) (3):	£0.0	£2.8	£2.9	£2.9	£2.9	£3.0
STEP 6:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£13.5	£14.2	£20.5	£27.8	£30.0	£33.3
(i	FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE: CAPACITY FOR NEW SUPERSTORE (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): ii) Net Floorspace Capacity (sq m): iii) Assumed Net / Gross Floorspace Ratio: v) Gross Floorspace Capacity (sq m):	£12,500 1,078 70% 1,539	£12,607 1,123 70% 1,605	£12,861 1,597 70% 2,282	£13,120 2,115 70% 3,022	£13,172 2,278 70% 3,254	£13,331 2,500 70% 3,572
(i (ii	CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): ii) Net Floorspace Capacity (sq m): iii) Assumed Net / Gross Floorspace Ratio: iv) Gross Floorspace Capacity (sq m):	£6,000 2,245 70% 3,207	£6,051 2,341 70% 3,344	£6,173 3,327 70% 4,753	£6,298 4,407 70% 6,296	£6,323 4,745 70% 6,779	£6,399 5,209 70% 7,442

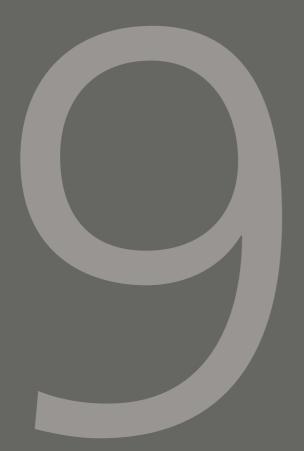
See footnotes to Table 19. Note:

TABLE 21: BEDWORTH TOWN CENTRE: CONVENIENCE GOODS CAPACITY ASSESSMENT - ASSUMING 'OVERTRADING' AT THE BASE YEAR

		2013	2017	2022	2027	2028	2031
STEP 1:	TOTAL EXISTING FLOORSPACE (m ² net):	5,381	5,381	5,381	5,381	5,381	5,381
STEP 2:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m) ⁽¹⁾ : Total 'Potential' Turnover (£ million): Average Sales Density (£ per sq.m):	£47.3 £8,797	£49.1 £9,128	£52.6 £9,773	£56.4 £10,484	£57.5 £10,687	£59.4 £11,041
STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (2): Total 'Benchmark' Turnover (£ million): Average Sales Density (£ per sq.m):	£49.0 £9,097	£49.4 £9,174	£50.4 £9,359	£51.4 £9,548	£51.6 £9,586	£52.2 £9,702
STEP 4:	TOTAL FORECAST RESIDUAL EXPENDITURE:	-£1.6	-£0.2	£2.2	£5.0	£5.9	£7.2
STEP 5:	FORECAST TURNOVER OF COMMITTED FLOORSPACE (£m) (3):	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-£1.6	-£0.2	£2.2	£5.0	£5.9	£7.2
STEP 7:	FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE: CAPACITY FOR NEW SUPERSTORE (sq m):						
((i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 -129 70% -184	£12,607 -20 70% -28	£12,861 173 70% 247	£13,120 384 70% 548	£13,172 450 70% 643	£13,331 541 70% 772
(CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£6,000 -269 70% -384	£6,051 -41 70% -59	£6,173 360 70% 515	£6,298 800 70% 1,142	£6,323 937 70% 1,339	£6,399 1,126 70% 1,609

Note: See footnotes to Table 19.

10



Notes:

Comparison Goods Capacity Update - Experian Population Projections

/--/-----

TABLE 1:	(EXPERIAN) POP	PULATION &	PROJECTION	S (2011 - 203	31)			
	Postcode Sector	2011	2013	2017	2022	2027	2028	2031
ZONE 1	CV10 0	12,413	12,471	12,681	12,998	13,276	13,328	13,458
ZONE 2	CV10 7	11,161	11,350	11,781	12,355	12,869	12,925	13,233
ZONE 3	CV10 8	12,063	12,283	12,824	13,395	13,989	14,078	14,399
ZONE 4	CV10 9	13,782	14,092	14,843	15,758	16,593	16,721	17,177
ZONE 5	CV11 4	12,326	12,532	12,923	13,435	13,959	14,071	14,367
ZONE 6	CV11 5	11,090	11,315	11,839	12,551	13,120	13,228	13,561
ZONE 7	CV11 6	16,598	16,745	17,159	17,632	18,057	18,130	18,370
ZONE 8	CV12 0	9,221	9,334	9,623	9,963	10,287	10,356	10,516
ZONE 9	CV12 8	10,865	10,965	11,335	11,749	12,137	12,200	12,391
ZONE 10	CV12 9	12,152	12,223	12,229	12,410	12,503	12,581	12,619
ZONE 11	CV13 6	4,247	4,299	4,363	4,469	4,516	4,528	4,550
ZONE 12	CV6 6	10,427	10,802	11,689	12,650	13,568	13,764	14,275
ZONE 13	CV7 9	8,484	8,620	8,852	9,202	9,474	9,554	9,670
ZONE 14	CV9 1	6,218	6,279	6,338	6,497	6,686	6,704	6,798
ZONE 15	LE10 0	20,582	21,078	22,194	23,497	24,667	24,879	25,529
ZONE 16	LE10 1	10,555	10,715	11,057	11,504	11,934	12,011	12,266
ZONE 17	LE10 2	14,097	14,279	14,457	14,770	15,040	15,080	15,234
ZONE 18	LE10 3	2,779	2,821	2,878	2,968	3,037	3,045	3,072
ZONE 19	LE9 8	9,700	9,873	10,294	10,815	11,303	11,388	11,646
STUDY AREA	TOTAL:	208,760	212,076	219,359	228,618	237,015	238,571	243,131

BOROUGH AREA:	130,155	131,930	136,089	141,448	146,264	147,172	149,761
NUNEATON AREA:	89,433	90,788	94,050	98,124	101,863	102,481	104,565
BEDWORTH AREA:	40,722	41,142	42,039	43,324	44,401	44,691	45,196

Experian Business Strategies 'Retail Area Planner' Report for each study zone.

Base year population and projects derived from Experian Population and Expenditure Report.

Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13. Borough Area is broadly equivalent to Zones 1-10 and 13.

TABLE 2:	EXPENDITURE P	ER CAPITA F	ORECASTS (2	2011 prices)				
	Postcode Sector	2011	2013	2017	2022	2027	2028	2031
ZONE 1	CV10 0	£2,528	£2,658	£2,865	£3,234	£3,727	£3,821	£4,104
ZONE 2	CV10 7	£2,341	£2,460	£2,652	£2,994	£3,450	£3,537	£3,799
ZONE 3	CV10 8	£2,121	£2,229	£2,403	£2,713	£3,126	£3,206	£3,442
ZONE 4	CV10 9	£2,317	£2,435	£2,626	£2,964	£3,415	£3,502	£3,761
ZONE 5	CV11 4	£2,229	£2,343	£2,526	£2,852	£3,286	£3,369	£3,618
ZONE 6	CV11 5	£2,032	£2,136	£2,303	£2,599	£2,995	£3,071	£3,298
ZONE 7	CV11 6	£2,811	£2,955	£3,186	£3,596	£4,144	£4,249	£4,563
ZONE 8	CV12 0	£2,384	£2,505	£2,701	£3,049	£3,513	£3,602	£3,869
ZONE 9	CV12 8	£2,307	£2,425	£2,614	£2,951	£3,400	£3,487	£3,744
ZONE 10	CV12 9	£2,265	£2,381	£2,567	£2,898	£3,339	£3,423	£3,677
ZONE 11	CV13 6	£2,993	£3,146	£3,392	£3,829	£4,412	£4,524	£4,858
ZONE 12	CV6 6	£2,323	£2,441	£2,632	£2,971	£3,424	£3,511	£3,770
ZONE 13	CV7 9	£2,472	£2,598	£2,801	£3,162	£3,643	£3,736	£4,012
ZONE 14	CV9 1	£2,251	£2,366	£2,551	£2,880	£3,318	£3,402	£3,654
ZONE 15	LE10 0	£2,453	£2,578	£2,780	£3,138	£3,616	£3,707	£3,981
ZONE 16	LE10 1	£2,562	£2,692	£2,903	£3,277	£3,776	£3,872	£4,158
ZONE 17	LE10 2	£2,734	£2,874	£3,098	£3,497	£4,030	£4,132	£4,437
ZONE 18	LE10 3	£2,872	£3,019	£3,255	£3,674	£4,234	£4,341	£4,662
ZONE 19	1F9.8	£2 399	£2 521	f2 718	£3.068	£3 536	£3.625	£3.893

Average spend per capita estimates for each zone are derived from Experian 'Retail Area Planner' Reports .

Annual expenditure growth forecasts are informed by Experian's Retail Planner Briefing Note 11 (September 2013).

An allowance for expenditure on Special Forms of Trading (SFT) has been deducted from the base year average expenditure per capita. The growth in SFT and its increased share of average expenditure has also been informed by Experian's forecasts published in the latest Retail Planner Briefing Note.

TABLE 3:	TOTAL FORECAST GROWTH,	2011 - 2031	(£ million)

	Postcode Sector	2011	2013	2017	2022	2027	2028	2031
ZONE 1	CV10 0	£31.4	£33.1	£36.3	£42.0	£49.5	£50.9	£55.2
ZONE 2	CV10 7	£26.1	£27.9	£31.2	£37.0	£44.4	£45.7	£50.3
ZONE 3	CV10 8	£25.6	£27.4	£30.8	£36.3	£43.7	£45.1	£49.6
ZONE 4	CV10 9	£31.9	£34.3	£39.0	£46.7	£56.7	£58.6	£64.6
ZONE 5	CV11 4	£27.5	£29.4	£32.6	£38.3	£45.9	£47.4	£52.0
ZONE 6	CV11 5	£22.5	£24.2	£27.3	£32.6	£39.3	£40.6	£44.7
ZONE 7	CV11 6	£46.7	£49.5	£54.7	£63.4	£74.8	£77.0	£83.8
ZONE 8	CV12 0	£22.0	£23.4	£26.0	£30.4	£36.1	£37.3	£40.7
ZONE 9	CV12 8	£25.1	£26.6	£29.6	£34.7	£41.3	£42.5	£46.4
ZONE 10	CV12 9	£27.5	£29.1	£31.4	£36.0	£41.7	£43.1	£46.4
ZONE 11	CV13 6	£12.7	£13.5	£14.8	£17.1	£19.9	£20.5	£22.1
ZONE 12	CV6 6	£24.2	£26.4	£30.8	£37.6	£46.5	£48.3	£53.8
ZONE 13	CV7 9	£21.0	£22.4	£24.8	£29.1	£34.5	£35.7	£38.8
ZONE 14	CV9 1	£14.0	£14.9	£16.2	£18.7	£22.2	£22.8	£24.8
ZONE 15	LE10 0	£50.5	£54.3	£61.7	£73.7	£89.2	£92.2	£101.6
ZONE 16	LE10 1	£27.0	£28.8	£32.1	£37.7	£45.1	£46.5	£51.0
ZONE 17	LE10 2	£38.5	£41.0	£44.8	£51.7	£60.6	£62.3	£67.6
ZONE 18	LE10 3	£8.0	£8.5	£9.4	£10.9	£12.9	£13.2	£14.3
ZONE 19	LE9 8	£23.3	£24.9	£28.0	£33.2	£40.0	£41.3	£45.3
TOTAL		£505.5	£539.6	£601.4	£707.1	£844.2	£871.2	£953.1

BOROUGH AREA:	£307.3	£327.2	£363.8	£426.5	£508.0	£524.0	£572.5
NUNEATON AREA:	£211.7	£225.8	£252.0	£296.4	£354.3	£365.4	£400.2
BEDWORTH AREA:	£95.5	£101.5	£111.8	£130.1	£153.7	£158.6	£172.3

Source: Expenditure calculated from Tables 1 & 2.



%
7%
14%
15%
19%
12%
17%
8%
11%
11%
3%
5%
27%
11%
7%

18%

12%

6%

8%

15%

12%

3.801

1,296

801

224

1.515

26,495

Growth: 2013-28

15,242	12%
11,693	13%
3,549	9%

No.	%
C4 7 0	E 40/

No.	%
£17.8	54%
£17.8	64%
£17.7	65%
£24.2	71%
£18.0	61%
£16.5	68%
£27.6	56%
£13.9	60%
£15.9	60%
£14.0	48%
£7.0	51%
£21.9	83%
£13.3	59%
£8.0	54%
£37.9	70%
£17.7	61%
£21.3	52%
£4.7	55%
£16.4	66%
£331.5	61%

£196.8	60%
£139.6	62%
£57.1	56%

TABLE 4: ALL COMPARISON GOODS SHOPPING - 2011 MARKET SHARE ANALYSIS (%
--

TABLE 4: ALE COM ARISON GOODS	5110111110 20	JII PARKET S	HARL ARALIS	715 (70)	
	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE EXPENDITURE (£m):					
NUNEATON:					
Town Centre:	74.5%	30.1%	60.7%	16.5%	43.4%
Out-of-Centre	2.4%	0.4%	1.8%	0.2%	1.2%
BEDWORTH TOWN CENTRE	0.4%	23.0%	7.4%	1.1%	4.9%
DISTRICT CENTRES	0.4%	1.3%	0.7%	0.0%	0.4%
LOCAL CENTRES	0.5%	0.0%	0.4%	0.0%	0.2%
NEIGHBOURHOOD CENTRES	0.0%	0.0%	0.0%	0.0%	0.0%
BOROUGH AREA - 'RETENTION':	78.3%	54.8%	71.0%	17.9%	50.2%
OTHER CENTRES AND STORES OUTSIDE BO	OROUGH				
Atherstone	0.4%	0.0%	0.3%	1.6%	0.8%
Birmingham	2.0%	0.7%	1.6%	1.9%	1.7%
Coventry	11.9%	40.8%	20.9%	12.6%	17.7%
Hinckley	0.6%	0.2%	0.5%	35.5%	14.2%
Leicester	4.1%	1.9%	3.4%	27.8%	12.9%
Rugby	0.1%	0.2%	0.1%	0.1%	0.1%
Solihull	1.3%	1.1%	1.3%	0.1%	0.8%
Tamworth	1.2%	0.0%	0.8%	1.4%	1.1%
Other Outside Borough	0.2%	0.2%	0.2%	1.2%	0.6%
SUB-TOTAL-OUTSIDE BOROUGH AREA	21.7%	45.2%	29.0%	82.1%	49.8%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5						
TABLE 5:	ALL COMPARISON GOODS SHO	PPING - 20	DI3 MARKET S	HARE ANALYS	515 (%) (Post	Tesco)
	i	NUNEATON	BEDWORTH	BOROUGH		TOTAL STUDY
		AREA	AREA	AREA	OTHER ZONES	AREA
			Zones 8-10 ±	Zones 1-10 ±	Zones 11-12 &	

	AKEA	AKEA	AKEA		AKEA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE EXPENDITURE (£m):					
NUNEATON:					
Town Centre:	74.5%	30.1%	60.7%	16.5%	43.3%
Out-of-Centre	2.4%	0.4%	1.8%	0.2%	1.2%
BEDWORTH TOWN CENTRE	0.4%	28.7%	9.2%	1.1%	6.0%
DISTRICT CENTRES	0.4%	1.3%	0.7%	0.0%	0.4%
LOCAL CENTRES	0.5%	0.0%	0.4%	0.0%	0.2%
NEIGHBOURHOOD CENTRES	0.0%	0.0%	0.0%	0.0%	0.0%
BOROUGH AREA - 'RETENTION':	78.3%	60.5%	72.8%	17.9%	51.2%
OTHER CENTRES AND STORES OUTSIDE BO	POLICH				
Atherstone	0.4%	0.0%	0.3%	1.6%	0.8%
Birmingham	2.0%	0.7%	1.6%	1.9%	1.7%
Coventry	11.9%	35.1%	19.1%	12.6%	16.6%
Hinckley	0.6%	0.2%	0.5%	35.5%	14.2%
Leicester	4.1%	1.9%	3.4%	27.8%	13.0%
Rugby	0.1%	0.2%	0.1%	0.1%	0.1%
Solihull	1.3%	1.1%	1.3%	0.1%	0.8%
Tamworth	1.2%	0.0%	0.8%	1.4%	1.1%
Other Outside Borough	0.2%	0.2%	0.2%	1.2%	0.6%
SUB-TOTAL-OUTSIDE BOROUGH AREA	21.7%	39.5%	27.2%	82.1%	48.8%

TOTAL MARKET SHARE: 100.0% 100.0% 100.0% 10

The replacement Tesco in Bedworth is estimated to have a total comparison goods sales area of circ made for the uplift in Bedworth's total comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover based on the 'claw back' of comparison goods turnover back goods turnover back goods turnover back goods goods turnover back goods goods turnover back goods

100.0% 100.0% 100.0% 100.0%

ALL COMPARISON GOODS SHOPPING - 2017 MARKET SHARE ANALYSIS (%)

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE EXPENDITURE (£m):					
NUNEATON:					
Town Centre:	74.5%	30.1%	60.7%	16.5%	43.3%
Out-of-Centre	2.4%	0.4%	1.8%	0.2%	1.2%
BEDWORTH TOWN CENTRE	0.4%	28.7%	9.2%	1.1%	6.0%
DISTRICT CENTRES	0.4%	1.3%	0.7%	0.0%	0.4%
LOCAL CENTRES	0.5%	0.0%	0.4%	0.0%	0.2%
NEIGHBOURHOOD CENTRES	0.0%	0.0%	0.0%	0.0%	0.0%
BOROUGH AREA - 'RETENTION':	78.3%	60.5%	72.8%	17.9%	51.2%
OTHER CENTRES AND STORES OUTSIDE B	OROUGH				
Atherstone	0.4%	0.0%	0.3%	1.6%	0.8%
Birmingham	2.0%	0.7%	1.6%	1.9%	1.7%
Coventry	11.9%	35.1%	19.1%	12.6%	16.6%
Hinckley	0.6%	0.2%	0.5%	35.5%	14.2%
Leicester	4.1%	1.9%	3.4%	27.8%	13.0%
Rugby	0.1%	0.2%	0.1%	0.1%	0.1%
Solihull	1.3%	1.1%	1.3%	0.1%	0.8%
Tamworth	1.2%	0.0%	0.8%	1.4%	1.1%
Other Outside Borough	0.2%	0.2%	0.2%	1.2%	0.6%
SUB-TOTAL-OUTSIDE BOROUGH AREA	21.7%	39.5%	27.2%	82.1%	48.8%

2011 MARKET SHARE ANALYSIS (£m)

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£211.7	£95.5	£307.3	£198.2	£505.5
£157.8	£28.7	£186.5	£32.8	£219.3
£5.1	£0.4	£5.5	£0.5	£6.0
£0.9	£22.0	£22.8	£2.1	£24.9
£0.8	£1.2	£2.1	£0.1	£2.2
£1.1	£0.0	£1.1	£0.0	£1.1
£0.0	£0.0	£0.0	£0.0	£0.0
£165.7	£52.3	£218.1	£35.5	£253.5
£0.8	£0.0	£0.8	£3.1	£3.9
£4.1	£0.6	£4.8	£3.7	£8.4
£25.3	£39.0	£64.3	£25.0	£89.3
£1.2	£0.2	£1.4	£70.3	£71.7
£8.6	£1.8	£10.4	£55.1	£65.4
£0.2	£0.2	£0.4	£0.3	£0.7
£2.8	£1.1	£3.9	£0.2	£4.1
£2.5	£0.0	£2.5	£2.8	£5.3
£0.5	£0.2	£0.7	£2.3	£3.0
£46.0	£43.2	£89.2	£162.8	£252.0
			1	ı

strategic**perspecti>es**

2013 MARKET SHARE ANALYSIS (£m)

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£225.8	£101.5	£327.2	£212.4	£539.6
£168.3	£30.5	£198.8	£35.1	£233.9
£5.5	£0.4	£5.9	£0.5	£6.4
£0.9	£29.1	£30.1	£2.2	£32.3
£0.9	£1.3	£2.2	£0.1	£2.3
£1.2	£0.0	£1.2	£0.0	£1.2
£0.0	£0.0	£0.0	£0.0	£0.0
£176.7	£61.4	£238.1	£38.0	£276.1
£0.8	£0.0	£0.8	£3.4	£4.2
£0.8 £4.4	£0.0 £0.7	£0.8 £5.1	£3.4 £3.9	£4.2 £9.0
£4.4	£0.7	£5.1	£3.9	£9.0
£4.4 £26.9	£0.7 £35.7	£5.1 £62.6	£3.9 £26.8	£9.0 £89.4
£4.4 £26.9 £1.3	£0.7 £35.7 £0.3	£5.1 £62.6 £1.5	£3.9 £26.8 £75.3	£9.0 £89.4 £76.8
£4.4 £26.9 £1.3 £9.2	£0.7 £35.7 £0.3 £1.9	£5.1 £62.6 £1.5 £11.0	£3.9 £26.8 £75.3 £59.0	£9.0 £89.4 £76.8 £70.0
£4.4 £26.9 £1.3 £9.2 £0.2	£0.7 £35.7 £0.3 £1.9 £0.3	£5.1 £62.6 £1.5 £11.0 £0.4	£3.9 £26.8 £75.3 £59.0 £0.3	£9.0 £89.4 £76.8 £70.0 £0.7
£4.4 £26.9 £1.3 £9.2 £0.2 £3.0	£0.7 £35.7 £0.3 £1.9 £0.3 £1.1	£5.1 £62.6 £1.5 £11.0 £0.4 £4.2	£3.9 £26.8 £75.3 £59.0 £0.3 £0.2	£9.0 £89.4 £76.8 £70.0 £0.7 £4.4
£4.4 £26.9 £1.3 £9.2 £0.2 £3.0 £2.7	£0.7 £35.7 £0.3 £1.9 £0.3 £1.1 £0.0	£5.1 £62.6 £1.5 £11.0 £0.4 £4.2 £2.7	£3.9 £26.8 £75.3 £59.0 £0.3 £0.2 £3.0	£9.0 £89.4 £76.8 £70.0 £0.7 £4.4 £5.7

2017 MARKET SHARE ANALYSIS (£m)

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£252.0	£111.8	£363.8	£237.7	£601.4
£187.8	£33.6	£220.9	£39.3	£260.7
£6.1	£0.5	£6.5	£0.6	£7.1
£1.0	£32.1	£33.4	£2.5	£36.0
£1.0	£1.4	£2.5	£0.1	£2.6
£1.3	£0.0	£1.3	£0.0	£1.3
£0.0	£0.0	£0.0	£0.0	£0.0
£197.2	£67.6	£264.7	£42.5	£307.7
£0.9	£0.0	£0.9	£3.8	£4.7
£4.9	£0.7	£5.7	£4.4	£10.1
£30.1	£39.3	£69.6	£30.0	£99.6
£1.4	£0.3	£1.7	£84.3	£85.6
£10.2	£2.1	£12.3	£66.0	£78.1
£0.2	£0.3	£0.5	£0.3	£0.8
£3.4	£1.2	£4.6	£0.2	£4.9
£3.0	£0.0	£3.0	£3.4	£6.4
£0.6	£0.3	£0.8	£2.8	£3.6
£54.7	£44.2	£99.1	£195.2	£293.7
£252.0	£111.8	£363.8	£237.7	£601.4

TABLE 7: ALL COMPARISON GOODS SHOPPING - 2022 MARKET SHARE ANALYSIS (%)

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE EXPENDITURE (£m):					
NUNEATON:					
Town Centre:	74.5%	30.1%	60.7%	16.5%	43.3%
Out-of-Centre	2.4%	0.4%	1.8%	0.2%	1.2%
BEDWORTH TOWN CENTRE	0.4%	28.7%	9.2%	1.1%	6.0%
DISTRICT CENTRES	0.4%	1.3%	0.7%	0.0%	0.4%
LOCAL CENTRES	0.5%	0.0%	0.4%	0.0%	0.2%
NEIGHBOURHOOD CENTRES	0.0%	0.0%	0.0%	0.0%	0.0%
BOROUGH AREA - 'RETENTION':	78.3%	60.5%	72.8%	17.9%	51.2%
OTHER CENTRES AND STORES OUTSIDE BO	OROUGH				
Atherstone	0.4%	0.0%	0.3%	1.6%	0.8%
Birmingham	2.0%	0.7%	1.6%	1.9%	1.7%
Coventry	11.9%	35.1%	19.1%	12.6%	16.6%
Hinckley	0.6%	0.2%	0.5%	35.5%	14.2%
Leicester	4.1%	1.9%	3.4%	27.8%	13.0%
Rugby	0.1%	0.2%	0.1%	0.1%	0.1%
Solihull	1.3%	1.1%	1.3%	0.1%	0.8%
Tamworth	1.2%	0.0%	0.8%	1.4%	1.1%
Other Outside Borough	0.2%	0.2%	0.2%	1.2%	0.6%
SUB-TOTAL-OUTSIDE BOROUGH AREA	21.7%	39.5%	27.2%	82.1%	48.8%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 8: ALL COMPARISON GOODS SHOPPING - 2027 MARKET SHARE ANALYSIS (%)

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE EXPENDITURE (£m):			1		
NUNEATON:					
Town Centre:	74.5%	30.1%	60.7%	16.5%	43.3%
Out-of-Centre	2.4%	0.4%	1.8%	0.2%	1.2%
BEDWORTH TOWN CENTRE	0.4%	28.7%	9.2%	1.1%	6.0%
DISTRICT CENTRES	0.4%	1.3%	0.7%	0.0%	0.4%
LOCAL CENTRES	0.5%	0.0%	0.4%	0.0%	0.2%
NEIGHBOURHOOD CENTRES	0.0%	0.0%	0.0%	0.0%	0.0%
BOROUGH AREA - 'RETENTION':	78.3%	60.5%	72.8%	17.9%	51.2%
BOROUGH AREA - RETENTION :	78.3%	60.5%	72.8%	17.9%	51.2%
OTHER CENTRES AND STORES OUTSIDE BO	OROUGH				
Atherstone	0.4%	0.0%	0.3%	1.6%	0.8%
Birmingham	2.0%	0.7%	1.6%	1.9%	1.7%
Coventry	11.9%	35.1%	19.1%	12.6%	16.6%
Hinckley	0.6%	0.2%	0.5%	35.5%	14.2%
Leicester	4.1%	1.9%	3.4%	27.8%	13.0%
Rugby	0.1%	0.2%	0.1%	0.1%	0.1%
Solihull	1.3%	1.1%	1.3%	0.1%	0.8%
Tamworth	1.2%	0.0%	0.8%	1.4%	1.1%
Other Outside Borough	0.2%	0.2%	0.2%	1.2%	0.6%
SUB-TOTAL-OUTSIDE BOROUGH AREA	21.7%	39.5%	27.2%	82.1%	48.8%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 9: ALL COMPARISON GOODS SHOPPING - 2028 MARKET SHARE ANALYSIS (%)

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE EXPENDITURE (£m):				,	
NUNEATON:					
Town Centre:	74.5%	30.1%	60.7%	16.5%	43.3%
Out-of-Centre	2.4%	0.4%	1.8%	0.2%	1.2%
BEDWORTH TOWN CENTRE	0.4%	28.7%	9.2%	1.1%	6.0%
DISTRICT CENTRES	0.4%	1.3%	0.7%	0.0%	0.4%
LOCAL CENTRES	0.5%	0.0%	0.4%	0.0%	0.2%
NEIGHBOURHOOD CENTRES	0.0%	0.0%	0.0%	0.0%	0.0%
BOROUGH AREA - 'RETENTION':	78.3%	60.5%	72.8%	17.9%	51.2%
BOROUGH AREA - RETENTION .	76.5 70	00.570	72.0-70	17.570	31.270
OTHER CENTRES AND STORES OUTSIDE B	OROUGH				
Atherstone	0.4%	0.0%	0.3%	1.6%	0.8%
Birmingham	2.0%	0.7%	1.6%	1.9%	1.7%
Coventry	11.9%	35.1%	19.1%	12.6%	16.6%
Hinckley	0.6%	0.2%	0.5%	35.5%	14.2%
Leicester	4.1%	1.9%	3.4%	27.8%	13.0%
Rugby	0.1%	0.2%	0.1%	0.1%	0.1%
Solihull	1.3%	1.1%	1.3%	0.1%	0.8%
Tamworth	1.2%	0.0%	0.8%	1.4%	1.1%
Other Outside Borough	0.2%	0.2%	0.2%	1.2%	0.6%
SUB-TOTAL-OUTSIDE BOROUGH AREA	21.7%	39.5%	27.2%	82.1%	48.8%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

strategic**perspecti>es**

2022 MARKET SHARE ANALYSIS (£m)

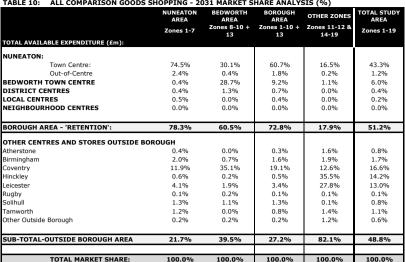
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£296.4	£130.1	£426.5	£280.6	£707.1
£221	£39.1	£259.1	£46.4	£306.5
£7.2	£0.5	£7.7	£0.7	£8.4
£1.2	£37.4	£39.2	£3.0	£42.3
£1.2	£1.7	£2.9	£0.1	£3.0
£1.6	£0.0	£1.6	£0.0	£1.6
£0.0	£0.0	£0.0	£0.0	£0.0
£232.1	£78.7	£310.3	£50.2	£361.8
£1.1	£0.0	£1.1	£4.5	£5.5
£5.8	£0.9	£6.6	£5.2	£11.8
£35.4	£45.7	£81.6	£35.4	£117.1
£1.7	£0.3	£2.0	£99.5	£100.7
£12.0	£2.4	£14.4	£77.9	£91.8
£0.3	£0.3	£0.6	£0.4	£1.0
£4.0	£1.5	£5.4	£0.3	£5.7
£3.5	£0.0	£3.5	£4.0	£7.5
£0.7	£0.3	£1.0	£3.3	£4.3
£64.4	£51.4	£116.2	£230.4	£345.3
£296.4	£130.1	£426.5	£280.6	£707.1

	. 01174142 7414742	YSIS (£m)		
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£354.3	£153.7	£508.0	£336.2	£844.2
£264.0	£46.2	£308.5	£55.6	£365.9
£8.6	£0.6	£9.1	£0.8	£10.0
£1.4	£44.1	£46.7	£3.5	£50.5
£1.4	£2.0	£3.4	£0.1	£3.6
£1.9	£0.0	£1.9	£0.0	£1.9
£0.0	£0.0	£0.0	£0.0	£0.0
£277.3	£92.9	£369.6	£60.1	£431.9
£1.3	£0.0	£1.3	£5.3	£6.6
£6.9	£1.0	£7.9	£6.2	£14.1
£42.3	£54.0	£97.2	£42.4	£139.8
£2.0	£0.4	£2.4	£119.2	£120.2
£14.4	£2.9	£17.1	£93.4	£109.6
£0.3	£0.4	£0.7	£0.5	£1.2
£4.8	£1.7	£6.5	£0.3	£6.8
£4.2	£0.0	£4.1	£4.8	£8.9
£0.8	£0.4	£1.2	£3.9	£5.1
£76.9	£60.7	£138.4	£276.1	£412.3
£354.3	£153.7	£508.0	£336.2	£844.2

2028 MADKET SHADE ANALYSIS (£m)

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£365.4	£158.6	£524.0	£347.2	£871.2
£272.3	£47.7	£318.3	£57.4	£377.6
£8.8	£0.6	£9.4	£0.9	£10.3
£1.5	£45.5	£48.1	£3.7	£52.1
£1.4	£2.1	£3.5	£0.2	£3.7
£1.9	£0.0	£1.9	£0.0	£1.9
£0.0	£0.0	£0.0	£0.0	£0.0
£286.0	£95.9	£381.3	£62.1	£445.7
£1.4	£0.0	£1.4	£5.5	£6.8
£7.1	£1.1	£8.2	£6.4	£14.6
£43.6	£55.7	£100.2	£43.8	£144.3
£2.1	£0.4	£2.4	£123.1	£124.1
£14.8	£2.9	£17.7	£96.4	£113.1
£0.3	£0.4	£0.7	£0.5	£1.2
£4.9	£1.8	£6.7	£0.3	£7.0
£4.3	£0.0	£4.3	£5.0	£9.2
£0.8	£0.4	£1.2	£4.1	£5.2
£79.4	£62.7	£142.7	£285.1	£425.4

TABLE 10: ALL COMPARISON GOODS SHOPPING - 2031 MARKET SHARE ANALYSIS (%)





2031 MARKET SHARE ANALYSIS (£m)

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£400.2	£172.3	£572.5	£380.7	£953.1
£298.3	£51.8	£347.7	£63.0	£413.1
£9.7	£0.7	£10.3	£0.9	£11.3
£1.6	£49.5	£52.6	£4.0	£57.0
£1.6	£2.2	£3.9	£0.2	£4.1
£2.1	£0.0	£2.1	£0.0	£2.1
£0.0	£0.0	£0.0	£0.0	£0.0
£313.3	£104.2	£416.5	£68.1	£487.7
£1.5	£0.0	£1.5	£6.0	£7.4
£7.8	£1.2	£8.9	£7.0	£15.9
£47.8	£60.5	£109.5	£48.0	£157.8
£2.3	£0.4	£2.7	£135.0	£135.7
£16.2	£3.2	£19.3	£105.7	£123.7
£0.3	£0.4	£0.8	£0.5	£1.3
£5.4	£1.9	£7.3	£0.3	£7.7
£4.7	£0.0	£4.7	£5.4	£10.1
£0.9	£0.4	£1.3	£4.5	£5.7
£86.9	£68.1	£155.9	£312.6	£465.5
£400.2	£172.3	£572.5	£380.7	£953.1

TABLE 11: ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVER

	TOTAL FORECAST TURNOVER						
	2013	2017	2022	2027	2028	2031	
IUNEATON:							
Town Centre:	£233.9	£260.7	£306.5	£365.9	£377.6	£413.1	
Out-of-Centre	£6.4	£7.1	£8.4	£10.0	£10.3	£11.3	
BEDWORTH TOWN CENTRE	£32.3	£36.0	£42.3	£50.5	£52.1	£57.0	
DISTRICT CENTRES	£2.3	£2.6	£3.0	£3.6	£3.7	£4.1	
LOCAL CENTRES	£1.2	£1.3	£1.6	£1.9	£1.9	£2.1	
NEIGHBOURHOOD CENTRES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
BOROUGH TOTAL	£276.1	£307.7	£361.8	£431.9	£445.7	£487.7	



TABLE 12: BOROUGH-WIDE COMPARISON GOODS CAPACITY ASSESSMENT - ASSUMING 'EQUILIBRIUM' AT THE BASE YEAR

	2013	2017	2022	2027	2028	2031
TOTAL FORECAST 'POTENTIAL' TURNOVER (£m):	£276.1	£307.7	£361.8	£431.9	£445.7	£487.7
TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (1):	£276.1	£291.6	£314.1	£338.4	£343.5	£359.2
TOTAL FORECAST RESIDUAL EXPENDITURE:	£0.0	£16.1	£47.7	£93.5	£102.2	£128.5
COMMITTED FLOORSPACE -TURNOVER (£m):	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£16.1	£47.7	£93.5	£102.2	£128.5
FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£6,000 0 70% 0	£6,337 2,544 70% 3,635	£6,827 6,982 70% 9,974	£7,354 12,717 70% 18,167	£7,464 13,697 70% 19,567	£7,805 16,461 70% 23,516
	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (1): TOTAL FORECAST RESIDUAL EXPENDITURE: COMMITTED FLOORSPACE -TURNOVER (£m): NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m): £276.1 TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (1): £276.1 TOTAL FORECAST RESIDUAL EXPENDITURE: £0.0 COMMITTED FLOORSPACE -TURNOVER (£m): £0.0 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: £0.0 FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): £6,000 (ii) Net Floorspace Capacity (sq m): 0 (iii) Assumed Net / Gross Floorspace Ratio: 70%	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m): £276.1 £307.7 TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (¹¹): £276.1 £291.6 TOTAL FORECAST RESIDUAL EXPENDITURE: £0.0 £16.1 COMMITTED FLOORSPACE -TURNOVER (£m): £0.0 £0.0 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: £0.0 £16.1 FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): £6,000 £6,337 (ii) Net Floorspace Capacity (sq m): 0 2,544 (iii) Assumed Net / Gross Floorspace Ratio: 70% 70%	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m): £276.1 £307.7 £361.8 TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (¹): £276.1 £291.6 £314.1 TOTAL FORECAST RESIDUAL EXPENDITURE: £0.0 £16.1 £47.7 COMMITTED FLOORSPACE -TURNOVER (£m): £0.0 £0.0 £0.0 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: £0.0 £16.1 £47.7 FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): £6,000 £6,337 £6,827 (ii) Net Floorspace Capacity (sq m): 0 2,544 6,982 (iii) Assumed Net / Gross Floorspace Ratio: 70% 70% 70%	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m): £276.1 £307.7 £361.8 £431.9 TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (1): £276.1 £291.6 £314.1 £338.4 TOTAL FORECAST RESIDUAL EXPENDITURE: £0.0 £16.1 £47.7 £93.5 COMMITTED FLOORSPACE -TURNOVER (£m): £0.0 £0.0 £0.0 £0.0 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: £0.0 £16.1 £47.7 £93.5 FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): £6,000 £6,337 £6,827 £7,354 (ii) Net Floorspace Capacity (sq m): 0 2,544 6,982 12,717 (iii) Assumed Net / Gross Floorspace Ratio: 70% 70% 70% 70%	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m): £276.1 £307.7 £361.8 £431.9 £445.7 TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (¹¹): £276.1 £291.6 £314.1 £338.4 £343.5 TOTAL FORECAST RESIDUAL EXPENDITURE: £0.0 £16.1 £47.7 £93.5 £102.2 COMMITTED FLOORSPACE -TURNOVER (£m): £0.0 £0.0 £0.0 £0.0 £0.0 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: £0.0 £16.1 £47.7 £93.5 £102.2 FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): £6,000 £6,337 £6,827 £7,354 £7,464 (ii) Net Floorspace Capacity (sq m): 0 2,544 6,982 12,717 13,697 (iii) Assumed Net / Gross Floorspace Ratio: 70% 70% 70% 70% 70% 70%

STEP 1:

The (survey-derived) 'potential' turnovers assume constant market shares over the forecast period (derived from Table 11).

An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace. Drawing on Experian's growth forecasts and research an annual average growth rate of circa 1.5% has been assumed over the forecast period. STEP 2:

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

STEP 4: There were no major comparison goods floorspace commitments at the time of preparing this assessment. The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4). STEP 5:

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace.

TABLE 13: NUNEATON COMPARISON GOODS CAPACITY ASSESSMENT - ASSUMING 'EQUILIBRIUM' AT THE BASE YEAR

		2013	2017	2022	2027	2028	2031
STEP 1:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m):	£233.9	£260.7	£306.5	£365.9	£377.6	£413.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (1):	£233.9	£247.0	£266.1	£286.7	£291.0	£304.3
STEP 3:	TOTAL FORECAST RESIDUAL EXPENDITURE:	£0.0	£13.7	£40.4	£79.2	£86.6	£108.9
STEP 4:	COMMITTED FLOORSPACE -TURNOVER (£m):	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£13.7	£40.4	£79.2	£86.6	£108.9
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£6,000 0 70% 0	£6,337 2,155 70% 3,079	£6,827 5,915 70% 8,450	£7,354 10,774 70% 15,391	£7,464 11,604 70% 16,577	£7,805 13,946 70% 19,923

See footnotes to Table 12.

TABLE 14: BEDWORTH COMPARISON GOODS CAPACITY ASSESSMENT - ASSUMING 'EQUILIBRIUM' AT THE BASE YEAR

		2013	2017	2022	2027	2028	2031
STEP 1:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m):	£32.3	£36.0	£42.3	£50.5	£52.1	£57.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (1):	£32.3	£34.1	£36.7	£39.6	£40.2	£42.0
STEP 3:	TOTAL FORECAST RESIDUAL EXPENDITURE:	£0.0	£1.9	£5.6	£10.9	£12.0	£15.0
STEP 4:	COMMITTED FLOORSPACE -TURNOVER (£m):	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£1.9	£5.6	£10.9	£12.0	£15.0
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,337	£6,827	£7,354	£7,464	£7,805
	(ii) Net Floorspace Capacity (sq m):	0	298	817	1,487	1,602	1,925
	(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	70% 0	70% 425	70% 1,166	70% 2,125	70% 2,288	70% 2,750

See footnotes to Table 12. Note:



NUNEATON BEDWORTH BOROUGH COUNCIL

2013 Retail Study Update



TABLE 1: FOODSTORE PROVISION - ESTIMATED SALES AREAS & 'BENCHMARK' TURNOVER LEVELS

		Estimated Food Sales Area	Average Sales Density	2011	2013	2017	2022	2027	2028	2031
		(m ² net)	(£ per m²)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
NUNEATON TOWN & EDGE OF CENTRE:										
Iceland, Queens Road		455	6,600	£3.0	£3.0	£3.0	£3.1	£3.2	£3.2	£3.2
Co-op, Abbey Street		828	7,500	£6.2	£6.2	£6.3	£6.4	£6.5	£6.5	£6.6
(1) Former Netto, Regent Street		<i>67</i> 9		£3.1	-	-	-	-	-	-
Asda, Newtown Road		3,029	14,450	£43.8	£43.8	£44.1	£45.0	£45.9	£46.1	£46.7
J Sainsbury, Vicarage Road		2,412	12,500	£30.2	£30.2	£30.4	£31.0	£31.7	£31.8	£32.2
All Other Convenience Floorspac	e	6,576	3,000	£19.7	£19.7	£19.9	£20.3	£20.7	£20.8	£21.0
	SUB-TOTAL (excl Netto)	13,300	£7,964	£105.9	£102.9	£103.7	£105.8	£108.0	£108.4	£109.7
BEDWORTH TOWN & EDGE OF CENTRE:										
Tesco, North of Mill Street (Origi	nal)	2,296	£13,000	£29.8	-	-	-	-	-	-
(2) TESCO EXTRA REPLACEMENT	STORE	3,046	£13,000	-	£39.6	£39.9	£40.7	£41.6	£41.7	£42.2
Aldi, Mill Street		956	£4,500	£4.3	£4.3	£4.3	£4.4	£4.5	£4.5	£4.6
Iceland, Mill Street		326	£6,600	£2.1	£2.1	£2.2	£2.2	£2.3	£2.3	£2.3
All Other Convenience Floorspac	e	1,053	£2,750	£2.9	£2.9	£2.9	£3.0	£3.0	£3.1	£3.1
	SUB-TOTAL (incl new Tesco)	5,381	£7,283	£39.2	£49.0	£49.4	£50.4	£51.4	£51.6	£52.2
DISTRICT CENTRES										
Co-op, Kem Street-Attleborough		1,318	£7,000	£9.2	£9.2	£9.3	£9.5	£9.7	£9.7	£9.8
Co-op, School Road-Bulkington		391	£6,500	£2.5	£2.5	£2.6	£2.6	£2.7	£2.7	£2.7
Co-Op, Horestone		734	£7,000	£5.1	£5.1	£5.2	£5.3	£5.4	£5.4	£5.5
Aldi, Kingswood Road		678	£4,500	£3.1	£3.1	£3.1	£3.1	£3.2	£3.2	£3.3
Lidl, Queens Road		904	£3,750	£3.4	£3.4	£3.4	£3.5	£3.6	£3.6	£3.6
All Convenience Floorspace		740	£2,500	£1.8	£1.8	£1.9	£1.9	£1.9	£1.9	£2.0
	SUB-TOTAL	4,764	£5,288	£25.2	£25.2	£25.4	£25.9	£26.4	£26.5	£26.9
LOCAL CENTRES					·	- 	- 	- 		
All Convenience Floorspace	SUB-TOTAL	1,330	£2,500	£3.3	£3.3	£3.4	£3.4	£3.5	£3.5	£3.5
NEIGHBOURHOOD CENTRES										
All Convenience Floorspace	SUB-TOTAL	4,194	£2,500	£10.5	£10.5	£10.6	£10.8	£11.0	£11.0	£11.2
TOTAL:		28,970	£6,355	£184.1	£190.8	£192.4	£196.3	£200.3	£201.1	£203.5

Sources:

Sales areas are derived from the 2011 Retail Study and updated where necessary based on information provided by Nuneaton & Bedworth Borough Council. The 'other' convenience floorspace for Nuneaton and Bedworth Town Centres has been derived from the latest Experian Goad Town Centre Category Reports for each Town Centre.

Average sales density estimates have been informed by a variety of sources, including published company sales figures by Verdict (discounting non-retail sales, such as VAT & petrol, etc.), other published retail assessments and professional judgement based on experience and audits of the major stores.

Notes:

An allowance has been made for the increased 'productivity' ('efficiency') of all existing and new floorspace over the forecast period informed by research published by Experian.

- (1) The Netto store in Nuneaton closed in 2012.
- (2) Planning permission was granted for the new replacement Tesco Store in Bedworth in November 2010 and the store opened in late 2011. Based on the planning documents submitted in support of the application, the replacement store has a total sales area of 5,539 sq m net, of which we estimate 55% (3,046 sq m net) is set aside for convenience goods retailing. This compares with the former Tesco which had a total estimated net sales area of circa 3,532 sq m, of which some 65% (2,296 sq m) was devoted to convenience goods sales.



TABLE 1:	(OXFORD ECONOM	ICS) POPULA	TION & PRO	JECTIONS (20	11 - 2031)			
Year:	Postcode Sector	2011	2013	2017	2022	2027	2028	2031
ZONE 1	CV10 0	12,413	12,480	12,613	12,780	12,947	12,980	13,080
ZONE 2	CV10 7	11,161	11,290	11,547	11,868	12,190	12,254	12,447
ZONE 3	CV10 8	12,063	12,210	12,504	12,871	13,239	13,312	13,532
ZONE 4	CV10 9	13,782	13,996	14,425	14,961	15,497	15,604	15,925
ZONE 5	CV11 4	12,326	12,453	12,708	13,026	13,344	13,408	13,599
ZONE 6	CV11 5	11,090	11,246	11,558	11,947	12,337	12,415	12,649
ZONE 7	CV11 6	16,598	16,710	16,933	17,212	17,492	17,548	17,715
ZONE 8	CV12 0	9,221	9,304	9,469	9,676	9,883	9,925	10,049
ZONE 9	CV12 8	10,865	10,962	11,157	11,400	11,644	11,692	11,839
ZONE 10	CV12 9	12,152	12,183	12,246	12,324	12,402	12,418	12,465
ZONE 11	CV13 6	4,247	4,267	4,308	4,360	4,411	4,421	4,452
ZONE 12	CV6 6	10,427	10,670	11,157	11,765	12,374	12,495	12,860
ZONE 13	CV7 9	8,484	8,562	8,718	8,913	9,108	9,147	9,264
ZONE 14	CV9 1	6,218	6,253	6,324	6,413	6,502	6,519	6,572
ZONE 15	LE10 0	20,582	20,895	21,522	22,305	23,089	23,245	23,715
ZONE 16	LE10 1	10,555	10,661	10,874	11,139	11,404	11,457	11,617
ZONE 17	LE10 2	14,097	14,169	14,312	14,491	14,670	14,706	14,814
ZONE 18	LE10 3	2,779	2,798	2,837	2,886	2,934	2,944	2,973
ZONE 19	LE9 8	9,700	9,823	10,069	10,377	10,685	10,746	10,931
STUDY AREA	TOTAL:	208,760	210,934	215,282	220,716	226,151	227,238	230,499

BOROUGH AREA:	130,155	131,396	133,878	136,980	140,082	140,703	142,564
NUNEATON AREA:	89,433	90,384	92,287	94,666	97,045	97,521	98,948
BEDWORTH AREA:	40,722	41,011	41,590	42,314	43,037	43,182	43,616

Source 2011 population figures derived from Experian based on ONS Census based on the 'Retail Area Planner' Report for each study zone. Notes: Population projections to 2031 have been interpolated based on the latest projections by Oxford Economics for the Borough area. Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13. Borough Area is broadly equivalent to Zones 1-10 and 13.

965 9% 1,102 1,607 11% 954 8% 1,169 10% 7% 7% 621 730 235 2% 154 4% 17% 1,825 7% 266 4% 2.350 11% 796 7% 538 4% 145 5%

Growth: 2013-28

strategic**perspecti>es**

9,307	7%
7,136	8%
2,171	5%

923 16,304

TABLE 2:	EXPENDITURE	PER CAPITA	FORECASTS ((2011	prices)

Year:	Postcode Sector	2011	2013	2017	2022	2027	2028	2031
ZONE 1	CV10 0	£1,875	£1,841	£1,848	£1,899	£1,966	£1,991	£2,019
ZONE 2	CV10 7	£1,775	£1,710	£1,717	£1,764	£1,826	£1,850	£1,875
ZONE 3	CV10 8	£1,760	£1,695	£1,701	£1,749	£1,810	£1,833	£1,859
ZONE 4	CV10 9	£1,834	£1,767	£1,774	£1,823	£1,887	£1,911	£1,938
ZONE 5	CV11 4	£1,754	£1,690	£1,696	£1,743	£1,804	£1,827	£1,853
ZONE 6	CV11 5	£1,696	£1,633	£1,639	£1,685	£1,744	£1,766	£1,791
ZONE 7	CV11 6	£1,961	£1,889	£1,896	£1,949	£2,017	£2,043	£2,071
ZONE 8	CV12 0	£1,787	£1,721	£1,727	£1,775	£1,838	£1,861	£1,887
ZONE 9	CV12 8	£1,762	£1,698	£1,704	£1,751	£1,813	£1,836	£1,862
ZONE 10	CV12 9	£1,836	£1,768	£1,775	£1,824	£1,888	£1,912	£1,939
ZONE 11	CV13 6	£2,145	£2,067	£2,074	£2,132	£2,207	£2,235	£2,266
ZONE 12	CV6 6	£1,808	£1,742	£1,748	£1,797	£1,860	£1,884	£1,910
ZONE 13	CV7 9	£1,871	£1,802	£1,809	£1,859	£1,924	£1,949	£1,976
ZONE 14	CV9 1	£1,871	£1,803	£1,809	£1,859	£1,925	£1,949	£1,977
ZONE 15	LE10 0	£1,861	£1,793	£1,800	£1,849	£1,915	£1,939	£1,966
ZONE 16	LE10 1	£1,943	£1,872	£1,879	£1,931	£1,999	£2,024	£2,053
ZONE 17	LE10 2	£2,057	£1,981	£1,988	£2,043	£2,115	£2,143	£2,172
ZONE 18	LE10 3	£2,138	£2,060	£2,068	£2,125	£2,200	£2,228	£2,259
ZONE 19	LE9 8	£1,869	£1,800	£1,807	£1,857	£1,922	£1,947	£1,974

Source: Notes:

Annual expenditure growth forecasts are informed by Experian's Retail Planner Briefing Note 11 (September 2013).

An allowance for expenditure on Special Forms of Trading (SFT) has been deducted from the base year average expenditure per capita. The growth in SFT and its increased share of average expenditure has also been informed by Experian's forecasts published in the latest Briefing Note.

TOTAL FORECAST GROWTH, 2011 - 2031 (f million)

TABLE 3:	TOTAL FORECAST	GROWTH, 201	.1 - 2031 (£ n	nillion)				
Year:	Postcode Sector	2011	2013	2017	2022	2027	2028	2031
ZONE 1	CV10 0	£23.3	£23.0	£23.3	£24.3	£25.5	£25.8	£26.4
ZONE 2	CV10 7	£19.8	£19.3	£19.8	£20.9	£22.3	£22.7	£23.3
ZONE 3	CV10 8	£21.2	£20.7	£21.3	£22.5	£24.0	£24.4	£25.2
ZONE 4	CV10 9	£25.3	£24.7	£25.6	£27.3	£29.2	£29.8	£30.9
ZONE 5	CV11 4	£21.6	£21.0	£21.6	£22.7	£24.1	£24.5	£25.2
ZONE 6	CV11 5	£18.8	£18.4	£18.9	£20.1	£21.5	£21.9	£22.7
ZONE 7	CV11 6	£32.6	£31.6	£32.1	£33.5	£35.3	£35.9	£36.7
ZONE 8	CV12 0	£16.5	£16.0	£16.4	£17.2	£18.2	£18.5	£19.0
ZONE 9	CV12 8	£19.1	£18.6	£19.0	£20.0	£21.1	£21.5	£22.0
ZONE 10	CV12 9	£22.3	£21.5	£21.7	£22.5	£23.4	£23.7	£24.2
ZONE 11	CV13 6	£9.1	£8.8	£8.9	£9.3	£9.7	£9.9	£10.1
ZONE 12	CV6 6	£18.9	£18.6	£19.5	£21.1	£23.0	£23.5	£24.6
ZONE 13	CV7 9	£15.9	£15.4	£15.8	£16.6	£17.5	£17.8	£18.3
ZONE 14	CV9 1	£11.6	£11.3	£11.4	£11.9	£12.5	£12.7	£13.0
ZONE 15	LE10 0	£38.3	£37.5	£38.7	£41.3	£44.2	£45.1	£46.6
ZONE 16	LE10 1	£20.5	£20.0	£20.4	£21.5	£22.8	£23.2	£23.8
ZONE 17	LE10 2	£29.0	£28.1	£28.5	£29.6	£31.0	£31.5	£32.2
ZONE 18	LE10 3	£5.9	£5.8	£5.9	£6.1	£6.5	£6.6	£6.7
ZONE 19	LE9 8	£18.1	£17.7	£18.2	£19.3	£20.5	£20.9	£21.6
TOTAL		£387.9	£377.9	£387.0	£407.7	£432.3	£439.9	£452.4

BOROUGH AREA:	£236.4	£230.3	£235.5	£247.5	£262.0	£266.5	£273.8
NUNEATON AREA:	£162.6	£158.7	£162.6	£171.4	£181.8	£185.0	£190.3
BEDWORTH AREA:	£73.8	£71.6	£72.9	£76.2	£80.2	£81.5	£83.5

Expenditure calculated from Tables 1 & 2.

Growth:	2013-28

Growth: 2013-28					
No.	%				
£2.9	12%				
£3.4	17%				
£3.7	18%				
£5.1	21%				
£3.5	16%				
£3.6	19%				
£4.3	14%				
£2.5	15%				
£2.9	15%				
£2.2	10%				
£1.1	12%				
£5.0	27%				
£2.4	16%				
£1.4	13%				
£7.6	20%				
£3.2	16%				
£3.4	12%				
£0.8	14%				
£3.2	18%				
£62.0	16%				

£36.2	16%
£26.3	17%
£9.9	14%

TABLE 4: 2011 MARKET SHARE ANALYSIS (%) - TOP-UP FOOD SHOPPING

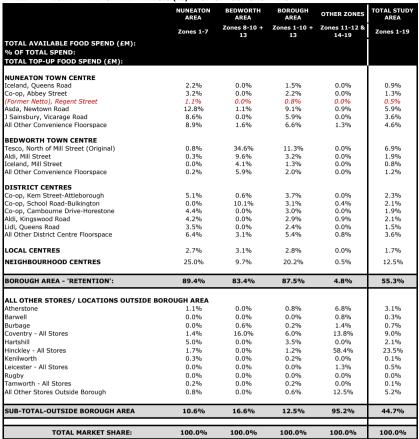


TABLE 5: 2011 MARKET SHARE ANALYSIS (%) - MAIN FOOD SHOPPING

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE FOOD SPEND (£M):					
% OF TOTAL SPEND:					
TOTAL TOP-UP FOOD SPEND (£M):					
NUNEATON TOWN CENTRE					
Iceland, Queens Road	1.4%	0.0%	1.0%	0.0%	0.6%
Co-op, Abbey Street	2.0%	0.0%	1.4%	0.0%	0.8%
(Former Netto), Regent Street	0.8%	0.5%	0.7%	0.4%	0.6%
Asda, Newtown Road	45.1%	4.1%	32.3%	4.9%	21.6%
Sainsbury, Vicarage Road	24.5%	1.8%	17.4%	1.0%	11.0%
All Other Convenience Floorspace	1.4%	0.0%	1.0%	0.0%	0.6%
BEDWORTH TOWN CENTRE					
Tesco, North of Mill Street (Original)	1.2%	45.7%	15.1%	0.3%	9.3%
Aldi, Mill Street	0.2%	5.2%	1.8%	0.0%	1.1%
Iceland, Mill Street	0.0%	1.8%	0.6%	0.0%	0.3%
All Other Convenience Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	0.8%	0.0%	0.6%	0.0%	0.3%
Co-op, School Road-Bulkington	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Cambourne Drive-Horestone	0.5%	0.5%	0.5%	0.0%	0.3%
Aldi, Kingswood Road	4.4%	0.4%	3.2%	0.7%	2.2%
Lidl, Oueens Road	0.6%	0.0%	0.4%	0.0%	0.2%
All Other District Centre Floorspace	1.2%	0.0%	0.8%	0.0%	0.5%
LOCAL CENTRES	0.8%	1.8%	1.1%	0.0%	0.7%
NEIGHBOURHOOD CENTRES	0.2%	0.0%	0.1%	0.3%	0.2%
BOROUGH AREA - MARKET SHARE LEVELS:	85.1%	61.7%	77.8%	7.6%	50.4%
ALL OTHER LOCATIONS OUTSIDE BOROUGH A Atherstone	REA 1.3%	0.0%	0.9%	4.2%	2.2%
Barwell	0.0%	0.0%	0.0%	0.0%	0.0%
Burbage	0.0%	0.0%	0.0%	0.0%	0.0%
Coventry - All Stores	5.8%	37.8%	15.8%	15.2%	15.6%
Hartshill	0.2%	0.0%	0.1%	0.0%	0.1%
Hinckley - All Stores	5.9%	0.5%	4.2%	67.4%	28.8%
Kenilworth	0.0%	0.0%	0.0%	0.0%	0.0%
_eicester - All Stores	0.7%	0.0%	0.4%	3.2%	1.5%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth - All Stores	0.9%	0.0%	0.6%	1.0%	0.7%
All Other Stores Outside Borough	0.2%	0.0%	0.1%	1.4%	0.6%
SUB-TOTAL-OUTSIDE BOROUGH AREA	14.9%	38.3%	22.2%	92.4%	49.6%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%



2011 MARKET SHARE ANALYSIS (£m)

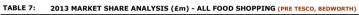
	I SHAKE ANAL	(,		
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£162.6	£73.8	£236.4	£151.5	£387.9
25%	25%	25%	25%	25%
£40.64	£18.45	£59.09	£37.87	£96.97
£0.88	£0.00	£0.88	£0.00	£0.88
£1.29	£0.00	£1.29	£0.00	£1.29
£0.46	£0.00	£0.46	£0.00	£0.46
£5.20	£0.20	£5.40	£0.34	£5.75
£3.50	£0.00	£3.50	£0.00	£3.50
£3.61	£0.30	£3.91	£0.50	£4.41
£0.31	£6.38	£6.69	£0.00	£6.69
£0.11	£1.77	£1.88	£0.00	£1.88
£0.00	£0.75	£0.75	£0.00	£0.75
£0.10	£1.08	£1.18	£0.00	£1.18
£2.07	£0.12	£2.19	£0.00	£2.19
£0.00	£1.86	£1.86	£0.17	£2.03
£1.80 £1.71	£0.00 £0.00	£1.80	£0.00 £0.33	£1.80 £2.05
£1./1 £1.42	£0.00	£1.71 £1.42	£0.33	£2.05 £1.42
£2.59	£0.58	£3.17	£0.31	£3.48
£1.11	£0.57	£1.68	£0.00	£1.68
£10.17	£1.78	£11.95	£0.17	£12.13
£36.3	£15.4	£51.7	£1.8	£53.6
£0.45	£0.00	£0.45	£2.57	£3.02
£0.00	£0.00	£0.00	£0.32	£0.32
£0.00	£0.11	£0.11	£0.54	£0.66
£0.57	£2.96	£3.53	£5.24	£8.77
£2.05	£0.00	£2.05	£0.00	£2.05
£0.69	£0.00	£0.69	£22.12	£22.78
£0.10	£0.00	£0.10	£0.00	£0.10
£0.00	£0.00	£0.00	£0.51	£0.51
£0.00	£0.00	£0.00	£0.00	£0.00
£0.10	£0.00	£0.10	£0.00	£0.10
£0.34	£0.00	£0.34	£4.75	£5.08
£4.31	£3.07	£7.38	£36.05	£43.38
		27.50	200.00	2.0.00
£40.64	£18.45	£59.09	£37.87	£96.97

2011 MARKET SHARE ANALYSIS (£m)

	I SHARE ANAL			
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£162.6	£73.8	£236.4	£151.5	£387.9
75%	75%	75%	75%	75%
£121.93	£55.35	£177.28	£113.61	£290.90
£1.71	£0.00	£1.71	£0.00	£1.71
£2.46	£0.00	£2.46	£0.00	£2.46
£1.01	£0.25	£1.26	£0.41	£1.67
£55.00	£2.26	£57.27	£5.58	£62.89
£29.81	£0.99	£30.81	£1.19	£32.02
£1.72	£0.00	£1.72	£0.00	£1.72
£1.48	£25.28	£26.76	£0.36	£27.15
£0.24	£2.88	£3.12	£0.00	£3.12
£0.00	£1.01	£1.01	£0.00	£1.01
£0.00	£0.00	£0.00	£0.00	£0.00
£0.98	£0.00	£0.98	£0.00	£0.98
£0.00	£0.00	£0.00	£0.00	£0.00
£0.55	£0.25	£0.80	£0.00	£0.81
£5.42 £0.72	£0.24 £0.00	£5.66 £0.72	£0.77 £0.00	£6.43 £0.72
£1.48	£0.00	£1.48	£0.00	£1.48
-				
£0.95	£1.00	£1.95	£0.00	£1.95
£0.24	£0.00	£0.24	£0.36	£0.60
£103.8	£34.2	£138.0	£8.7	£146.7
£1.53	£0.00	£1.53	£4.74	£6.26
£0.00	£0.00	£0.00	£0.00	£0.00
£0.00	£0.00	£0.00	£0.00	£0.00
£7.10	£20.93	£28.03	£17.29	£45.33
£0.26 £7.16	£0.00 £0.26	£0.26 £7.42	£0.00 £76.59	£0.26 £83.91
£7.16 £0.00	£0.26	£7.42 £0.00	£0.00	£83.91 £0.00
£0.80	£0.00	£0.80	£3.60	£4.40
£0.00	£0.00	£0.00	£0.00	£0.00
£1.05	£0.00	£1.05	£1.09	£2.14
£0.25	£0.00	£0.25	£1.63	£1.87
£18.14	£21.19	£39.33	£104.94	£144.16
£121.93	£55.35	£177.28	£113.61	£290.90

2

TABLE 6: 2011 MARKET SHARE ANALYSI	S (£m) - TOTA	AL FOOD SHOP	PING		
	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE FOOD SPEND (£M):					
NUNEATON TOWN CENTRE					
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.3%	0.0%	1.6%	0.0%	1.0%
(Former Netto), Regent Street	0.9%	0.3%	0.7%	0.3%	0.5%
Asda, Newtown Road	37.0%	3.3%	26.5%	3.9%	17.7%
J Sainsbury, Vicarage Road	20.5%	1.3%	14.5%	0.8%	9.2%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
BEDWORTH TOWN CENTRE					
Tesco, North of Mill Street (Original)	1.1%	42.9%	14.2%	0.2%	8.7%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
Iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.0%	0.7%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
Lidl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%	0.0%	0.9%
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
BOROUGH AREA - MARKET SHARE LEVELS:	86.2%	67.1%	80.2%	6.9%	51.6%
ALL OTHER LOCATIONS OUTSIDE BOROUGH AR	FΔ				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.2%
Coventry - All Stores	4.7%	32.4%	13.4%	14.9%	13.9%
Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
Hinckley - All Stores	4.8%	0.3%	3.4%	65.2%	27.5%
Kenilworth	0.1%	0.0%	0.0%	0.0%	0.0%
Leicester - All Stores	0.5%	0.0%	0.3%	2.7%	1.3%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth - All Stores	0.7%	0.0%	0.5%	0.7%	0.6%
All Other Stores Outside Borough	0.4%	0.0%	0.2%	4.2%	1.8%
SUB-TOTAL-OUTSIDE BOROUGH AREA	13.8%	32.9%	19.8%	93.1%	48.4%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%



	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE FOOD SPEND (£M):					
NUNEATON TOWN CENTRE					
Iceland, Oueens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.3%	0.0%	1.6%	0.0%	1.0%
(Former Netto), Regent Street	0.9%	0.3%	0.7%	0.3%	0.5%
Asda, Newtown Road	37.0%	3.3%	26.6%	3.9%	17.7%
J Sainsbury, Vicarage Road	20.5%	1.3%	14.5%	0.8%	9.2%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
BEDWORTH TOWN CENTRE					
Tesco, North of Mill Street (Original)	1.1%	42.9%	14.1%	0.2%	8.7%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
Iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.0%	0.7%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
Lidl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%	0.0%	0.9%
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
BOROUGH AREA - MARKET SHARE LEVELS:	86.2%	67.1%	80.3%	6.9%	51.6%
ALL OTHER LOCATIONS OUTSIDE BOROUGH A	REA				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.2%
Coventry - All Stores	4.7%	32.4%	13.3%	14.9%	13.9%
Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
Hinckley - All Stores	4.8%	0.3%	3.4%	65.2%	27.5%
Kenilworth	0.1%	0.0%	0.0%	0.0%	0.0%
Leicester - All Stores	0.5%	0.0%	0.3%	2.7%	1.3%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth - All Stores	0.7%	0.0%	0.5%	0.7%	0.6%
All Other Stores Outside Borough	0.4%	0.0%	0.3%	4.2%	1.8%
SUB-TOTAL-OUTSIDE BOROUGH AREA	13.8%	32.9%	19.7%	93.1%	48.4%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

2011 MARKE	T SHARE ANAL			
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£162.6	£73.8	£236.4	£151.5	£387.9
£2.6	£0.0	£2.6	£0.0	£2.6
£3.7	£0.0	£3.7	£0.0	£3.7
£1.5	£0.2	£1.7	£0.4	£2.1
£60.2	£2.5	£62.7	£5.9	£68.6
£33.3	£1.0	£34.3	£1.2	£35.5
£5.3	£0.3	£5.6	£0.5	£6.1
£1.8	£31.7	£33.4	£0.4	£33.8
£0.4	£4.6	£5.0	£0.0	£5.0
£0.0	£1.8	£1.8	£0.0	£1.8
£0.1	£1.1	£1.2	£0.0	£1.2
£3.1	£0.1	£3.2	£0.0	£3.2
£0.0	£1.9	£1.9	£0.2	£2.0
£2.4	£0.2	£2.6	£0.0	£2.6
£7.1	£0.2	£7.4	£1.1	£8.5
£2.1	£0.0	£2.1	£0.0	£2.1
£4.1	£0.6	£4.6	£0.3	£5.0
£2.1	£1.6	£3.6	£0.0	£3.6
£10.4	£1.8	£12.2	£0.5	£12.7
210.1	21.0		20.5	222.7
£140.1	£49.5	£189.7	£10.5	£200.3
£2.0	£0.0	£2.0	£7.3	£9.3
£0.0	£0.0	£0.0	£0.3	£0.3
£0.0	£0.1	£0.1	£0.5	£0.7
£7.7	£23.9	£31.6	£22.5	£54.1
£2.3	£0.0	£2.3	£0.0	£2.3
£7.9	£0.3	£8.1	£98.7	£106.7
£0.1 £0.8	£0.0 £0.0	£0.1 £0.8	£0.0 £4.1	£0.1 £4.9
£0.0	£0.0	£0.0	£0.0	£0.0
£1.1	£0.0	£1.1	£1.1	£2.2
£0.6	£0.0	£0.6	£6.4	£7.0
£22.5	£24.3	£46.7	£141.0	£187.5
£162.6	£73.8	£236.4	£151.5	£387.9

2013 MARKET SHARE ANALYSIS (£m)

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£158.7	£71.6	£230.3	£147.6	£377.9
£2.5	£0.0	£2.5	£0.0	£2.5
£3.7	£0.0	£3.7	£0.0	£3.7
£1.4	£0.2	£1.7	£0.4	£2.1
£58.8	£2.4	£61.2	£5.8	£66.9
£32.5	£1.0 £0.3	£33.5 £5.5	£1.2 £0.5	£34.6 £6.0
£5.2	£0.3	£5.5	£0.5	£6.0
£1.8	£30.7	£32.5	£0.4	£32.8
£0.3	£4.5	£4.9	£0.4 £0.0	£4.9
£0.0	£1.7	£1.7	£0.0	£1.7
£0.1	£1.0	£1.1	£0.0	£1.1
£3.0	£0.1	£3.1	£0.0	£3.1
£0.0	£1.8	£1.8	£0.2	£2.0
£2.3	£0.2	£2.5	£0.0	£2.5
£7.0	£0.2	£7.2	£1.1	£8.3
£2.1	£0.0	£2.1	£0.0	£2.1
£4.0	£0.6	£4.5	£0.3	£4.8
£2.0	£1.5	£3.5	£0.0	£3.5
£10.2	£1.7	£11.9	£0.5	£12.4
£136.8	£48.1	£184.8	£10.2	£195.1
£1.9	£0.0	£1.9	£7.1	£9.1
£0.0	£0.0	£0.0	£0.3	£0.3
£0.0	£0.1	£0.1	£0.5	£0.6
£7.5 £2.2	£23.2 £0.0	£30.7 £2.2	£22.0 £0.0	£52.6 £2.2
£2.2 £7.7	£0.0 £0.2	£2.2 £7.9	£0.0 £96.2	£2.2 £104.1
£0.1	£0.2	£0.1	£0.0	£0.1
£0.8	£0.0	£0.8	£4.0	£4.8
£0.0	£0.0	£0.0	£0.0	£0.0
£1.1	£0.0	£1.1	£1.1	£2.2
£0.6	£0.0	£0.6	£6.2	£6.8
£21.9	£23.5	£45.5	£137.4	£182.9
£158.7	£71.6	£230.3	£147.6	£377.9

strategic**perspecti>es**



TABLE 8: 2013 REVISED MARKET SHARE ANALYSIS (£m) - ALL FOOD SHOPPING (POST TESCO, BEDWORTH)

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUD
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE FOOD SPEND (£M):					
NUNEATON TOWN CENTRE					
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.3%	0.0%	1.6%	0.0%	1.0%
Former Netto), Regent Street	0.9%	0.3%	0.7%	0.3%	0.5%
Asda, Newtown Road	37.0%	3.3%	26.6%	3.9%	17.7%
Sainsbury, Vicarage Road	20.5%	1.3%	14.5%	0.8%	9.2%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
BEDWORTH TOWN CENTRE					
Fesco - Original Store	-	-	-	-	-
TESCO EXTRA REPLACEMENT STORE	1.3%	51.8%	17.0%	0.3%	10.5%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.0%	0.7%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
idl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%	0.0%	0.9%
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
OROUGH AREA - MARKET SHARE LEVELS:	86.4%	76.0%	83.2%	7.0%	53.4%
ALL OTHER LOCATIONS OUTSIDE BOROUGH A	REA				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.2%
Coventry - All Stores	4.5%	23.5%	10.4%	14.8%	12.1%
Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
linckley - All Stores	4.8%	0.3%	3.4%	65.2%	27.5%
Cenilworth	0.1%	0.0%	0.0%	0.0%	0.0%
eicester - All Stores	0.5%	0.0%	0.3%	2.7%	1.3%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth - All Stores	0.7%	0.0%	0.5%	0.7%	0.6%
All Other Stores Outside Borough	0.4%	0.0%	0.3%	4.2%	1.8%
SUB-TOTAL-OUTSIDE BOROUGH AREA	13.6%	24.0%	16.8%	93.0%	46.6%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 9: 2013 REVISED MARKET SHARE ANALYSIS (fm) - ALL FOOD SHOPPING (POST NETTO)

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 +	Zones 1-10 +	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE FOOD SPEND (£M):		13	13	14-15	
NUNEATON TOWN CENTRE					
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.4%	0.1%	1.7%	0.0%	1.0%
(Former Netto), Regent Street	2.470	0.170		-	1.070
Asda, Newtown Road	37.4%	3.5%	26.8%	4.0%	17.9%
J Sainsbury, Vicarage Road	20.8%	1.5%	14.8%	0.9%	9.4%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
BEDWORTH TOWN CENTRE					
Tesco - Original Store	-	-	-	-	-
TESCO EXTRA REPLACEMENT STORE	1.3%	51.8%	17.0%	0.3%	10.5%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
Iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.0%	0.7%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
Lidl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%	0.0%	0.9%
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
BOROUGH AREA - MARKET SHARE LEVELS:	86.4%	76.0%	83.2%	7.0%	53.4%
ALL OTHER LOCATIONS OUTSIDE BOROUGH A	REA				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.2%
Coventry - All Stores	4.5%	23.5%	10.4%	14.8%	12.1%
Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
Hinckley - All Stores	4.8%	0.3%	3.4%	65.2%	27.5%
Kenilworth	0.1%	0.0%	0.0%	0.0%	0.0%
Leicester - All Stores	0.5%	0.0%	0.3%	2.7%	1.3%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth - All Stores	0.7%	0.0%	0.5%	0.7%	0.6%
All Other Stores Outside Borough	0.4%	0.0%	0.3%	4.2%	1.8%
SUB-TOTAL-OUTSIDE BOROUGH AREA	13.6%	24.0%	16.8%	93.0%	46.6%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

2013 REVISED MARKET SHARE ANALYSIS (£m)

2013 KE 113E	D MARKET SH	AKE ANALISI	J (2111)	
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£158.7	£71.6	£230.3	£147.6	£377.9
£2.5	£0.0	£2.5	£0.0	£2.5
£3.7	£0.0	£3.7	£0.0	£3.7
£1.4	£0.2	£1.7	£0.4	£2.1
£58.8	£2.4	£61.2	£5.8	£66.9
£32.5	£1.0	£33.5	£1.2	£34.6
£5.2	£0.3	£5.5	£0.5	£6.0
£2.1	£37.1	£39.2	£0.4	£39.6
£2.1 £0.3	£37.1 £4.5	£39.2 £4.9	£0.4 £0.0	£39.6 £4.9
£0.0	£1.7	£1.7	£0.0	£1.7
£0.1	£1.7	£1.7 £1.1	£0.0	£1.7 £1.1
20.1	21.0	21.1	20.0	21.1
£3.0	£0.1	£3.1	£0.0	£3.1
£0.0	£1.8	£1.8	£0.2	£2.0
£2.3	£0.2	£2.5	£0.0	£2.5
£7.0	£0.2	£7.2	£1.1	£8.3
£2.1	£0.0	£2.1	£0.0	£2.1
£4.0	£0.6	£4.5	£0.3	£4.8
£2.0	£1.5	£3.5	£0.0	£3.5
£10.2	£1.7	£11.9	£0.5	£12.4
£137.1	£54.4	£191.6	£10.3	£201.9
£1.9	£0.0	£1.9	£7.1	£9.1
£0.0	£0.0	£0.0	£0.3	£0.3
£0.0	£0.1	£0.1	£0.5	£0.6
£7.1	£16.8	£24.0	£21.9	£45.8
£2.2	£0.0	£2.2	£0.0	£2.2
£7.7	£0.2	£7.9	£96.2	£104.1
£0.1	£0.0	£0.1	£0.0	£0.1
£0.8	£0.0	£0.8	£4.0	£4.8
£0.0	£0.0	£0.0	£0.0	£0.0
£1.1	£0.0	£1.1	£1.1	£2.2
£0.6	£0.0	£0.6	£6.2	£6.8
£21.6	£17.2	£38.7	£137.3	£176.1
£158.7	£71.6	£230.3	£147.6	£377.9
2200.7	2, 2.0			20,,,,,

2013 REVISED MARKET SHARE ANALYSIS (fm)

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 +		Zones 11-12 & 14-19	Zones 1-19
£158.7	£71.6	£230.3	£147.6	£377.9
			-	
£2.6	£0.0	£2.6	£0.0	£2.6
£3.9	£0.0	£3.9	£0.0	£4.0
£59.3 £33.0	£2.5 £1.0	£61.8 £34.1	£5.9 £1.3	£67.8 £35.4
£5.3	£0.3	£5.6	£0.5	£6.1
_	_	_	_	_
£2.1	£37.1	£39.2	£0.4	£39.6
£0.3	£4.5	£4.9	£0.0	£4.9
£0.0	£1.7	£1.7	£0.0	£1.7
£0.1	£1.0	£1.1	£0.0	£1.1
63.0	50.1	62.1	50.0	62.1
£3.0 £0.0	£0.1 £1.8	£3.1 £1.8	£0.0 £0.2	£3.1 £2.0
£2.3	£0.2	£2.5	£0.0	£2.5
£7.0	£0.2	£7.2	£1.1	£8.3
£2.1	£0.0	£2.1	£0.0	£2.1
£4.0	£0.6	£4.5	£0.3	£4.8
£2.0	£1.5	£3.5	£0.0	£3.5
£10.2	£1.7	£11.9	£0.5	£12.4
£137.1	£54.4	£191.6	£10.3	£201.9
£1.9	£0.0	£1.9	£7.1	£9.1
£0.0	£0.0	£0.0	£0.3	£0.3
£0.0 £7.1	£0.1 £16.8	£0.1 £24.0	£0.5 £21.9	£0.6 £45.8
£2.2	£0.0	£2.2	£0.0	£2.2
£7.7	£0.2	£7.9	£96.2	£104.1
£0.1	£0.0	£0.1	£0.0	£0.1
£0.8	£0.0	£0.8	£4.0	£4.8
£0.0	£0.0	£0.0	£0.0	£0.0
£1.1 £0.6	£0.0 £0.0	£1.1 £0.6	£1.1 £6.2	£2.2 £6.8
£21.6	£17.2	£38.7	£137.3	£176.1
£158.7	£71.6	£230.3	£147.6	£377.9

TABLE 10: TOTAL FOOD SHOPPING - 2017 MARKET SHARE ANALYSIS (%)

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 +	Zones 1-10 +	Zones 11-12 &	Zones 1-19
TOTAL AVAILABLE FOOD SPEND (£M):		13	13	14-19	
TOTAL AVAILABLE FOOD SPEND (EM):					
NUNEATON TOWN CENTRE					
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.4%	0.1%	1.7%	0.0%	1.0%
(Former Netto), Regent Street	-	-	-	-	-
Asda, Newtown Road	37.4%	3.5%	26.8%	4.0%	17.9%
J Sainsbury, Vicarage Road	20.8%	1.5%	14.8%	0.9%	9.4%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
BEDWORTH TOWN CENTRE					
Tesco - Original Store	-	-	-	-	-
TESCO REPLACEMENT STORE	1.3%	51.8%	17.0%	0.3%	10.5%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
Iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.0%	0.7%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
Lidl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%	0.0%	0.9%
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
BOROUGH AREA - MARKET SHARE LEVELS:	86.4%	76.0%	83.2%	7.0%	53.4%
ALL OTHER LOCATIONS OUTSIDE BOROUGH ARI	E A				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.2%
Coventry - All Stores	4.5%	23.5%	10.4%	14.8%	12.1%
Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
Hinckley - All Stores	4.8%	0.3%	3.4%	65.2%	27.5%
Kenilworth	0.1%	0.0%	0.0%	0.0%	0.0%
Leicester - All Stores	0.5%	0.0%	0.3%	2.7%	1.3%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth - All Stores	0.7%	0.0%	0.5%	0.7%	0.6%
All Other Stores Outside Borough	0.4%	0.0%	0.3%	4.2%	1.8%
SUB-TOTAL-OUTSIDE BOROUGH AREA	13.6%	24.0%	16.8%	93.0%	46.6%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

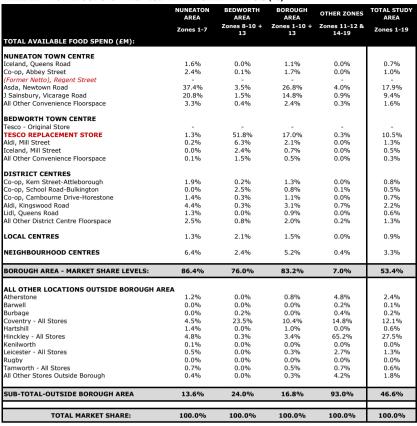
TABLE 11: TOTAL FOOD SHOPPING - 2022 MARKET SHARE ANALYSIS (%)

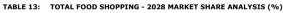
	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE FOOD SPEND (£M):					
NUNEATON TOWN CENTRE					
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.4%	0.1%	1.7%	0.0%	1.0%
(Former Netto), Regent Street	_	-		-	_
Asda, Newtown Road	37.4%	3.5%	26.8%	4.0%	17.9%
J Sainsbury, Vicarage Road	20.8%	1.5%	14.8%	0.9%	9.4%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
BEDWORTH TOWN CENTRE					
Tesco - Original Store	-	-	-	-	-
TESCO REPLACEMENT STORE	1.3%	51.8%	17.0%	0.3%	10.5%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
Iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.0%	0.7%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
Lidl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%	0.0%	0.9%
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
BOROUGH AREA - MARKET SHARE LEVELS:	86.4%	76.0%	83.2%	7.0%	53.4%
ALL OTHER LOCATIONS OUTSIDE BOROUGH A	DEA				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.2%
Coventry - All Stores	4.5%	23.5%	10.4%	14.8%	12.1%
Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
Hinckley - All Stores	4.8%	0.3%	3.4%	65.2%	27.5%
Kenilworth	0.1%	0.0%	0.0%	0.0%	0.0%
Leicester - All Stores	0.5%	0.0%	0.3%	2.7%	1.3%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth - All Stores	0.0%	0.0%	0.5%	0.0%	0.6%
All Other Stores Outside Borough	0.4%	0.0%	0.3%	4.2%	1.8%
SUB-TOTAL-OUTSIDE BOROUGH AREA	13.6%	24.0%	16.8%	93.0%	46.6%
SOD TOTAL COTOLOGICA AREA	23.0 70	2 70	20.0 /0	22.0 70	10.070
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

TOTAL FOOD SHOPPING - 2017 MARKET SHARE ANALYSIS (£m)							
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA			
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19			
£162.6	£72.9	£235.5	£151.6	£387.0			
60.7		co 7	50.0	60.7			
£2.7 £4.0	£0.0 £0.0	£2.7 £4.0	£0.0 £0.1	£2.7 £4.1			
£4.0 -	£0.0	£4.0 -	-	£4.1			
£60.8	£2.5	£63.2	£6.1	£69.4			
£33.8	£1.1	£34.8	£1.3	£36.2			
£5.4	£0.3	£5.7	£0.5	£6.2			
-	-	-	-	-			
£2.2 £0.4	£37.7 £4.6	£40.1 £5.0	£0.4 £0.0	£40.6 £5.0			
£0.4 £0.0	£4.6 £1.7	£5.0 £1.7	£0.0	£5.0 £1.7			
£0.1	£1.1	£1.2	£0.0	£1.2			
20.1	22.2	22.2	20.0	21.2			
£3.1	£0.1	£3.2	£0.0	£3.2			
£0.0	£1.8	£1.8	£0.2	£2.0			
£2.4	£0.2	£2.6	£0.0	£2.6			
£7.1	£0.2	£7.4	£1.1	£8.5			
£2.1 £4.1	£0.0 £0.6	£2.1 £4.6	£0.0 £0.3	£2.1 £5.0			
£4.1	20.0	£4.0	£0.3	£3.0			
£2.1	£1.5	£3.6	£0.0	£3.6			
£10.4	£1.8	£12.2	£0.5	£12.7			
£140.5	£55.4	£195.9	£10.6	£206.7			
£2.0	£0.0	£2.0	£7.3	£9.3			
£0.0	£0.0	£0.0	£0.3	£0.3			
£0.0	£0.1	£0.1	£0.5	£0.7			
£7.3	£17.1	£24.5	£22.5	£46.9			
£2.3	£0.0	£2.3	£0.0	£2.3			
£7.9	£0.3	£8.1	£98.8	£106.6			
£0.1	£0.0	£0.1	£0.0	£0.1			
£0.8 £0.0	£0.0 £0.0	£0.8 £0.0	£4.1 £0.0	£4.9 £0.0			
£0.0 £1.1	£0.0	£0.0 £1.1	£0.0 £1.1	£0.0 £2.2			
£0.6	£0.0	£0.6	£6.4	£7.0			
C22.1	£17.5	£39.6	C141 0	C100 2			
£22.1	£1/.5	£39.0	£141.0	£180.3			
£162.6	£72.9	£235.5	£151.6	£387.0			
£102.0	£/2.9	£235.5	£151.0	£38/.U			

TOTAL FOOD	TOTAL FOOD SHOPPING - 2022 MARKET SHARE ANALYSIS (£m)							
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA				
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19				
£171.4	£76.2	£247.5	£160.1	£407.7				
£2.8	£0.0	£2.8	£0.0	£2.8				
£4.2	£0.0	£4.2	£0.1	£4.3				
-	-	-	-	-				
£64.1	£2.6	£66.5	£6.4	£73.1				
£35.6	£1.1	£36.6	£1.4	£38.1				
£5.7	£0.3	£6.0	£0.5	£6.6				
-	-	-	-	-				
£2.3	£39.4	£42.1	£0.5	£42.7				
£0.4	£4.8	£5.2	£0.0	£5.2				
£0.0 £0.1	£1.8 £1.1	£1.8 £1.2	£0.0 £0.0	£1.8 £1.2				
£0.1	£1.1	£1.2	£0.0	£1.2				
£3.2	£0.1	£3.3	£0.0	£3.3				
£0.0	£1.9	£1.9	£0.2	£2.1				
£2.5	£0.3	£2.7	£0.0	£2.7				
£7.5 £2.3	£0.3 £0.0	£7.7 £2.2	£1.2 £0.0	£8.9 £2.3				
£4.3	£0.6	£4.9	£0.3	£5.2				
25	20.0	25	20.5	23.2				
£2.2	£1.6	£3.8	£0.0	£3.8				
£11.0	£1.8	£12.8	£0.6	£13.4				
£11.0	£1.8	£12.8	£0.6	£13.4				
£148.1	£57.9	£205.9	£11.2	£217.7				
£2.1	£0.0	£2.1	£7.7	£9.8				
£0.0	£0.0	£0.0	£0.3	£0.3				
£0.0	£0.1	£0.1	£0.6	£0.7				
£7.7	£17.9	£25.7	£23.7	£49.4				
£2.4	£0.0	£2.4	£0.0	£2.4				
£8.3 £0.1	£0.3 £0.0	£8.5 £0.1	£104.3 £0.0	£112.3 £0.1				
£0.1 £0.8	£0.0	£0.1 £0.8	£0.0 £4.3	£0.1 £5.2				
£0.0	£0.0	£0.0	£0.0	£0.0				
£1.2	£0.0	£1.2	£1.2	£2.4				
£0.6	£0.0	£0.6	£6.7	£7.3				
£23.3	£18.3	£41.6	£149.0	£189.9				
£171.4	£76.2	£247.5	£160.1	£407.7				

TABLE 12: TOTAL FOOD SHOPPING - 2027 MARKET SHARE ANALYSIS (%)





	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE FOOD SPEND (£M):					
NUNEATON TOWN CENTRE					
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.4%	0.1%	1.7%	0.0%	1.0%
(Former Netto), Regent Street	-	-	-	-	-
Asda, Newtown Road	37.4%	3.5%	26.8%	4.0%	17.9%
J Sainsbury, Vicarage Road	20.8%	1.5%	14.8%	0.9%	9.4%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
BEDWORTH TOWN CENTRE					
Tesco - Original Store	-	-	-	-	-
TESCO REPLACEMENT STORE	1.3%	51.8%	17.0%	0.3%	10.5%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
Iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.0%	0.7%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
Lidl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%	0.0%	0.9%
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
BOROUGH AREA - MARKET SHARE LEVELS:	86.4%	76.0%	83.2%	7.0%	53.4%
ALL OTHER LOCATIONS OUTSIDE BOROUGH A	DEA				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.2%
Coventry - All Stores	4.5%	23.5%	10.4%	14.8%	12.1%
Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
Hinckley - All Stores	4.8%	0.3%	3.4%	65.2%	27.5%
Kenilworth	0.1%	0.0%	0.0%	0.0%	0.0%
Leicester - All Stores	0.5%	0.0%	0.3%	2.7%	1.3%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth - All Stores	0.7%	0.0%	0.5%	0.7%	0.6%
All Other Stores Outside Borough	0.4%	0.0%	0.3%	4.2%	1.8%
SUB-TOTAL-OUTSIDE BOROUGH AREA	13.6%	24.0%	16.8%	93.0%	46.6%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%



TOTAL FOOD SHOPPING - 2027 MARKET SHARE ANALYSIS (£m)

AREA AREA AREA OTHER ZONES A Zones 1-7 Zones 8-10 + Zones 11-12 & Zone 1 3 13 14-19 Zone £181.8 £80.2 £262.0 £170.3 £4	L STUDY REA es 1-19 32.3
Zones 1-7 13 13 14-19 Zone £181.8 £80.2 £262.0 £170.3 £4	32.3
	:3.0
	:3.0
	£4.5
	-
£68.0 £2.8 £70.3 £6.8 £	77.5
	40.4
£6.1 £0.3 £6.4 £0.6	27.0
	_
	45.3
	5.6
	2.0
£0.1 £1.2 £1.3 £0.0 £	1.3
	23.5 2.2
	2.2
	9.5
	2.4
	5.5
£2.3 £1.7 £4.0 £0.0 £	E4.0
611.6	14.2
£11.6 £1.9 £13.5 £0.6 £	14.2
£157.1 £61.0 £217.9 £11.9 £2	230.9
£2.2 £0.0 £2.2 £8.2 £	10.4
	20.4
	20.7
	52.4
	2.6
£8.8 £0.3 £9.0 £111.0 £1	119.1
	E0.1
	5.5
	0.0
	2.5 27.8
EU./ EU.U EU./ E/.2	./.0
£24.7 £19.2 £44.1 £158.4 £2	201.4
£181.8 £80.2 £262.0 £170.3 £4	32.3

TOTAL FOOD SHOPPING - 2028 MARKET SHARE ANALYSIS (£m)

TOTAL FOOD	TOTAL FOOD SHOPPING - 2028 MARKET SHARE ANALYSIS (£m)						
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA			
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19			
£185.0	£81.5	£266.5	£173.4	£439.9			
£3.0	£0.0	£3.0	£0.0	£3.1			
£4.5	£0.0	£4.5	£0.1	£4.6			
-	-		-	-			
£69.2	£2.8	£71.6	£7.0	£78.9			
£38.5	£1.2	£39.4	£1.5	£41.2			
£6.2	£0.3	£6.5	£0.6	£7.1			
-	_	-	_	-			
£2.5	£42.2	£45.3	£0.5	£46.1			
£0.4	£5.1	£5.6	£0.0	£5.7			
£0.0	£1.9	£2.0	£0.0	£2.0			
£0.1	£1.2	£1.3	£0.0	£1.3			
£3.5	£0.1	£3.6	£0.0	£3.6			
£0.0	£2.1	£2.1	£0.2	£2.3			
£2.7	£0.3	£2.9	£0.0	£3.0			
£8.1	£0.3	£8.3	£1.3	£9.6			
£2.4	£0.0	£2.4	£0.0	£2.4			
£4.6	£0.6	£5.2	£0.4	£5.6			
£2.3	£1.7	£4.1	£0.0	£4.1			
£11.8	52.0	643.0	£0.6				
£11.8	£2.0	£13.8	£0.6	£14.4			
£159.9	£62.0	£221.7	£12.1	£235.0			
£2.3	£0.0	£2.2	£8.4	£10.5			
£0.0	£0.0	£0.0	£0.4	£0.4			
£0.0	£0.1	£0.1	£0.6	£0.7			
£8.3	£19.2	£27.7	£25.7	£53.4			
£2.6	£0.0	£2.6	£0.0	£2.6			
£8.9	£0.3	£9.2	£113.0	£121.2			
£0.1	£0.0	£0.1	£0.0	£0.1			
£0.9 £0.0	£0.0 £0.0	£0.9 £0.0	£4.7 £0.0	£5.6 £0.0			
£0.0 £1.3	£0.0	£0.0 £1.3	£0.0 £1.3	£0.0 £2.5			
£0.7	£0.0	£0.7	£7.3	£7.9			
£25.1	£19.6	£44.8	£161.3	£204.9			
£185.0	£81.5	£266.5	£173.4	£439.9			

6

SUB-TOTAL-OUTSIDE BOROUGH AREA

TOTAL MARKET SHARE:

Convenience Goods Capacity Update - Oxford Economics Population Projections

TABLE 14: TOTAL FOOD SHOPPING - 203	1 MARKET SHA	RE ANALYSIS	(%)		
	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE FOOD SPEND (£M):					
NUNEATON TOWN CENTRE					
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street	2.4%	0.1%	1.7%	0.0%	1.0%
(Former Netto), Regent Street		-	-	-	-
Asda, Newtown Road	37.4%	3.5%	26.8%	4.0%	17.9%
J Sainsbury, Vicarage Road	20.8%	1.5%	14.8%	0.9%	9.4%
All Other Convenience Floorspace	3.3%	0.4%	2.4%	0.3%	1.6%
BEDWORTH TOWN CENTRE					
Tesco - Original Store	-	-	-	-	-
TESCO REPLACEMENT STORE	1.3%	51.8%	17.0%	0.3%	10.5%
Aldi, Mill Street	0.2%	6.3%	2.1%	0.0%	1.3%
Iceland, Mill Street	0.0%	2.4%	0.7%	0.0%	0.5%
All Other Convenience Floorspace	0.1%	1.5%	0.5%	0.0%	0.3%
DISTRICT CENTRES					
Co-op, Kem Street-Attleborough	1.9%	0.2%	1.3%	0.0%	0.8%
Co-op, School Road-Bulkington	0.0%	2.5%	0.8%	0.1%	0.5%
Co-op, Cambourne Drive-Horestone	1.4%	0.3%	1.1%	0.0%	0.7%
Aldi, Kingswood Road	4.4%	0.3%	3.1%	0.7%	2.2%
Lidl, Queens Road	1.3%	0.0%	0.9%	0.0%	0.6%
All Other District Centre Floorspace	2.5%	0.8%	2.0%	0.2%	1.3%
LOCAL CENTRES	1.3%	2.1%	1.5%	0.0%	0.9%
NEIGHBOURHOOD CENTRES	6.4%	2.4%	5.2%	0.4%	3.3%
BOROUGH AREA - MARKET SHARE LEVELS:	86.4%	76.0%	83.2%	7.0%	53.4%
ALL OTHER LOCATIONS OUTSIDE BOROUGH A	DEA				
Atherstone	1.2%	0.0%	0.8%	4.8%	2.4%
Barwell	0.0%	0.0%	0.0%	0.2%	0.1%
Burbage	0.0%	0.2%	0.0%	0.4%	0.2%
Coventry - All Stores	4.5%	23.5%	10.4%	14.8%	12.1%
Hartshill	1.4%	0.0%	1.0%	0.0%	0.6%
Hinckley - All Stores	4.8%	0.0%	3.4%	65.2%	27.5%
Kenilworth	0.1%	0.0%	0.0%	0.0%	0.0%
Leicester - All Stores	0.5%	0.0%	0.3%	2.7%	1.3%
Rugby	0.0%	0.0%	0.0%	0.0%	0.0%
Tamworth - All Stores	0.7%	0.0%	0.5%	0.7%	0.6%
All Other Stores Outside Borough	0.4%	0.0%	0.3%	4.2%	1.8%



2031 MARKE	T SHARE ANAL	YSIS (£m)		
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£190.3	£83.5	£273.8	£178.6	£452.4
£3.1	£0.0	£3.1	£0.0	£3.1
£4.6	£0.0	£4.6	£0.1	£4.7
£71.2	£2.9	£73.5	£7.2	£81.1
£39.6	£1.2	£40.5	£1.6	£42.3
£6.3	£0.4	£6.6	£0.6	£7.3
	-	-	-	-
£2.5 £0.4	£43.2 £5.3	£46.6 £5.8	£0.5 £0.0	£47.4 £5.8
£0.0	£2.0	£2.0	£0.0	£2.0
£0.1	£1.2	£1.4	£0.0	£1.4
£3.6	£0.1	£3.7	£0.0	£3.7
£0.0	£2.1	£2.1	£0.2	£2.4
£2.8 £8.3	£0.3 £0.3	£3.0 £8.6	£0.0 £1.3	£3.0 £9.9
£8.3 £2.5	£0.3	£8.6 £2.5	£1.3 £0.0	£9.9 £2.5
£4.8	£0.7	£5.4	£0.4	£5.8
£2.4	£1.8	£4.2	£0.0	£4.2
612.2	62.0	6141	50.5	5140
£12.2	£2.0	£14.1	£0.6	£14.9
£164.5	£63.4	£227.7	£12.5	£241.6
£2.3	£0.0	£2.3	£8.6	£10.8
£0.0	£0.0	£0.0	£0.4	£0.4
£0.0	£0.1	£0.1	£0.6	£0.8
£8.5 £2.7	£19.6 £0.0	£28.5 £2.7	£26.5 £0.0	£54.9 £2.7
£9.2	£0.3	£9.4	£116.4	£124.6
£0.1	£0.0	£0.1	£0.0	£0.1
£0.9	£0.0	£0.9	£4.8	£5.7
£0.0 £1.3	£0.0 £0.0	£0.0 £1.3	£0.0 £1.3	£0.0 £2.6
£0.7	£0.0	£0.7	£7.5	£8.1
£25.8	£20.0	£46.0	£166.1	£210.7
£190.3	£83.5	£273.8	£178.6	£452.4

TABLE 15: TOTAL 'POTENTIAL' TURNOVER OF ALL CENTRES & STORES WITHIN BOROUGH

13.6%

100.0%

24.0%

100.0%

16.8%

100.0%

93.0%

100.0%

	TOTAL TURNOVER:	£201.9	£206.7	£217.7	£230.9	£235.0	£241.6
All Neighbourhood Centre Convenience	Floorspace	£12.4	£12.7	£13.4	£14.2	£14.4	£14.9
EIGHBOURHOOD CENTRES							
All Local Centre Convenience Floorspace	ce	£3.5	£3.6	£3.8	£4.0	£4.1	£4.2
CAL CENTRES							
	Sub-total	£22.8	£23.3	£24.6	£26.1	£26.5	£27.3
All Other District Centre Convenience	loorspace	£4.8	£5.0	£5.2	£5.5	£5.6	£5.8
Lidl, Queens Road		£2.1	£2.1	£2.3	£2.4	£2.4	£2.5
Aldi, Kingswood Road		£8.3	£8.5	£8.9	£9.5	£9.6	£9.9
Co-op (formerly Somerfield), Cambour	ne Drive-Horestone	£2.5	£2.6	£2.7	£2.9	£3.0	£3.0
Co-op, School Road-Bulkington		£2.0	£2.0	£2.1	£2.2	£2.3	£2.4
Co-op, Kem Street-Attleborough		£3.1	£3.2	£3.3	£3.5	£3.6	£3.7
ISTRICT CENTRES							
l	Sub-total	£47.3	£48.5	£51.0	£54.1	£55.1	£56.6
All Other Convenience Floorspace		£1.1	£1.2	£1.2	£1.3	£1.3	£1.4
Iceland, Mill Street		£1.7	£1.7	£1.8	£2.0	£2.0	£2.0
Aldi, Mill Street		£4.9	£5.0	£5.2	£5.6	£5.7	£5.8
Tesco - Replacement Store		£39.6	£40.6	£42.7	£45.3	£46.1	£47.4
EDWORTH TOWN CENTRE							
L	Sub-total	£115.6	£110.0	£124.9	£132.5	£134.6	£130.0
All Other Convenience Floorspace	Sub-total	£6.1 £115.8	£118.6	£6.6 £124.9	£7.0 £132.5	£134.8	£7.3
J Sainsbury, Vicarage Road All Other Convenience Floorspace		£35.4	£36.2 £6.2	£38.1	£40.4	£41.2 £7.1	£42.3
Asda, Newtown Road		£67.8	£69.4	£73.1	£77.5	£78.9	£81.1
Co-op, Abbey Street		£4.0	£4.1	£4.3	£4.5	£4.6	£4.7
Iceland, Queens Road		£2.6	£2.7	£2.8	£3.0	£3.1	£3.1
UNEATON TOWN CENTRE							
		2013	2017	2022	2027	2028	2031

46.6%

100.0%

2013 RETAIL STUDY UPDATE

Convenience Goods Capacity Update - Oxford Economics Population Projections



TABLE 16: BOROUGH-WIDE CONVENIENCE GOODS CAPACITY ASSESSMENT - ASSUMING 'EQUILIBRIUM' AT THE BASE YEAR

		2013	2017	2022	2027	2028	2031
STEP 1:	TOTAL EXISTING FLOORSPACE (m ² net):	28,970	28,970	28,970	28,970	28,970	28,970
STEP 2:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m) (1): (i) Total 'Potential' Turnover (£ million): (ii) Average Sales Density (£ per sq.m):	£201.9 £6,968	£206.7 £7,136	£217.7 £7,516	£230.9 £7,970	£235.0 £8,111	£241.6 £8,341
STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (2): (i) Total 'Benchmark' Turnover (£ million): (ii) Average Sales Density (£ per sq.m):	£201.9 £6,968	£203.6 £7,027	£207.7 £7,169	£211.9 £7,314	£212.7 £7,343	£215.3 £7,431
STEP 4:	TOTAL FORECAST RESIDUAL EXPENDITURE:	£0.0	£3.1	£10.1	£19.0	£22.3	£26.3
STEP 5:	FORECAST TURNOVER OF COMMITTED FLOORSPACE (£m) (3):	£0.0	£2.8	£2.9	£2.9	£2.9	£3.0
STEP 6:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£0.3	£7.2	£16.1	£19.3	£23.4
STEP 7:	FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE: CAPACITY FOR NEW SUPERSTORE (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 0 70% 0	£12,607 26 70% 38	£12,861 560 70% 800	£13,120 1,227 70% 1,754	£13,172 1,467 70% 2,096	£13,331 1,754 70% 2,505
STEP 8:	CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£6,000 0 70% 0	£6,051 55 70% 78	£6,173 1,166 70% 1,666	£6,298 2,557 70% 3,653	£6,323 3,056 70% 4,366	£6,399 3,653 70% 5,219

STEP 1: The total existing convenience goods sales area for the Borough and main centres is derived from Appendix 10. STEP 2:

The (survey-derived) 'potential' turnovers assume constant market shares over the forecast period (derived from Table 15).

The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming an average annual 'productivity' growth rate of +0.3% per annum, as informed by the latest Experian Briefing Note and other research evidence. STEP 3:

The forecast residual expenditure capacity (pre commitments) has been derived from Steps 2 and 3. STEP 4:

The only commitment identifed by the local planning authority is for a permission granted in May 2013 for small neighbourhood convenience store of 234.5 sq m net at the junction of Beaumont Road and Croft Road, some 400m to the west of Queens Road District Centre (involving the demolition of the existing Cock & Bear Public House). The convenience store is being marketed for a multiple retailer (i.e. Tesco Express and Sainsbury's Local), and on this basis we estimate that it will achieve a total convenience turnover of circa £2.8m in 2014. STEP 5:

STEP 6: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 5).

The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed average sales performance of superstore and supermarket/disounter operators. STEPS 7/8:

TABLE 17: NUNEATON TOWN CENTRE: CONVENIENCE GOODS CAPACITY ASSESSMENT - ASSUMING 'EOUILIBRIUM' AT THE BASE YEAR

		2013	2017	2022	2027	2028	2031
STEP 1:	TOTAL EXISTING FLOORSPACE (m ² net):	13,300	13,300	13,300	13,300	13,300	13,300
STEP 2:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m) (1): (i) Total 'Potential' Turnover (£ million): (ii) Average Sales Density (£ per sq.m):	£115.8 £8,707	£118.6 £8,917	£124.9 £9,392	£132.5 £9,960	£134.8 £10,136	£138.6 £10,423
STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (2): (i) Total 'Benchmark' Turnover (£ million): (ii) Average Sales Density (£ per sq.m):	£115.8 £8,707	£116.8 £8,781	£119.1 £8,958	£121.5 £9,139	£122.0 £9,176	£123.5 £9,286
STEP 4:	TOTAL FORECAST RESIDUAL EXPENDITURE:	£0.0	£1.8	£5.8	£10.9	£12.8	£15.1
STEP 5:	FORECAST TURNOVER OF COMMITTED FLOORSPACE (£m) (3):	£0.0	£2.8	£2.9	£2.9	£2.9	£3.0
STEP 6:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	-£1.0	£2.9	£8.0	£9.8	£12.1
STEP 7:	FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:						
	CAPACITY FOR NEW SUPERSTORE (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 0 70% 0	£12,607 -80 70% -114	£12,861 226 70% 323	£13,120 609 70% 870	£13,172 747 70% 1,067	£13,331 911 70% 1,301
STEP 8:	CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£6,000 0 70% 0	£6,051 -166 70% -238	£6,173 471 70% 673	£6,298 1,269 70% 1,813	£6,323 1,555 70% 2,222	£6,399 1,898 70% 2,711

See footnotes to Table 16. Note:

TABLE 18: BEDWORTH TOWN CENTRE: CONVENIENCE GOODS CAPACITY ASSESSMENT - ASSUMING 'EQUILIBRIUM' AT THE BASE YEAR

		2013	2017	2022	2027	2028	2031
STEP 1:	TOTAL EXISTING FLOORSPACE (m ² net):	5,381	5,381	5,381	5,381	5,381	5,381
STEP 2:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m) (1): Total 'Potential' Turnover (£ million): Average Sales Density (£ per sq.m):	£47.3 £8,792	£48.5 £9,004	£51.0 £9,484	£54.1 £10,057	£55.1 £10,235	£56.6 £10,524
STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (2): Total 'Benchmark' Turnover (£ million): Average Sales Density (£ per sq.m):	£47.3 £8,792	£47.7 £8,867	£48.7 £9,046	£49.7 £9,228	£49.9 £9,265	£50.5 £9,377
STEP 4:	TOTAL FORECAST RESIDUAL EXPENDITURE:	£0.0	£0.7	£2.4	£4.5	£5.2	£6.2
STEP 5:	FORECAST TURNOVER OF COMMITTED FLOORSPACE (£m) (3):	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£0.7	£2.4	£4.5	£5.2	£6.2
STEP 7:	FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:						
	CAPACITY FOR NEW SUPERSTORE (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 0 70% 0	£12,607 58 70% 83	£12,861 183 70% 262	£13,120 340 70% 486	£13,172 396 70% 566	£13,331 463 70% 662
STEP 8:	CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£6,000 0 70% 0	£6,051 122 70% 174	£6,173 382 70% 546	£6,298 708 70% 1,012	£6,323 825 70% 1,179	£6,399 965 70% 1,379

Note: See footnotes to Table 16.



TABLE 19: BOROUGH-WIDE CONVENIENCE GOODS CAPACITY ASSESSMENT - ASSUMING 'OVERTRADING' AT BASE YEAR

		2013	2017	2022	2027	2028	2031
STEP 1:	TOTAL EXISTING FLOORSPACE (m ² net):	28,970	28,970	28,970	28,970	28,970	28,970
STEP 2:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m):						
	Total 'Potential' Turnover (£ million): Average Sales Density (£ per sq.m):	£201.9 £6,968	£206.7 £7,136	£217.7 £7,516	£230.9 £7,970	£235.0 £8,111	£241.6 £8,341
STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):						
	Total 'Benchmark' Turnover (£ million): Average Sales Density (£ per sq.m):	£190.8 £6,587	£192.4 £6,643	£196.3 £6,777	£200.3 £6,913	£201.1 £6,941	£203.5 £7,025
STEP 4:	TOTAL FORECAST RESIDUAL EXPENDITURE:	£11.0	£14.3	£21.4	£30.6	£33.9	£38.1
STEP 5:	FORECAST TURNOVER OF COMMITTED FLOORSPACE (£m):	£0.0	£2.8	£2.9	£2.9	£2.9	£3.0
STEP 6:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£11.0	£11.5	£18.6	£27.7	£31.0	£35.2
STEP 7:	FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:						
	CAPACITY FOR NEW SUPERSTORE (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 884 70% 1,262	£12,607 910 70% 1,300	£12,861 1,443 70% 2,062	£13,120 2,111 70% 3,016	£13,172 2,351 70% 3,358	£13,331 2,637 70% 3,767
STEP 8:	CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£6,000 1,841 70% 2,630	£6,051 1,896 70% 2,708	£6,173 3,007 70% 4,296	£6,298 4,398 70% 6,283	£6,323 4,897 70% 6,996	£6,399 5,494 70% 7,849

STEP 1: STEP 2:

STEP 3:

STEP 4:

The total existing convenience goods sales area for the Borough and main centres is derived from Appendix 10.

The (survey-derived) 'potential' turnovers assume constant market shares over the forecast period (derived from Table 15).

The 'benchmark' turnovers have been derived from Appendix 10 and assume an average annual 'productivity' growth rate of +0.3% per annum over the forecast period, as informed by the latest Experian Briefing Note and other research evidence.

The forecast residual expenditure capacity (pre commitments) has been derived from Steps 2 and 3.

The only commitment identifed by the local planning authority is for a permission granted in May 2013 for small neighbourhood convenience store of 234.5 sq m net at the junction of Beaumont Road and Croft Road, some 400m to the west of Queens Road District Centre (involving the demolition of the existing Cock & Bear Public House). The convenience store is being marketed for a multiple retailer (i.e. Tesco Express and Sainsbury's Local), and on this basis we estimate that it will achieve a total convenience turnover of circa £2.8m in 2014.

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 5). STEP 5: STEP 6:

The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed average sales performance of superstore and supermarket/disounter operators. STEPS 7/8:

TABLE 20: NUNEATON TOWN CENTRE: CONVENIENCE GOODS CAPACITY ASSESSMENT - ASSUMING 'OVERTRADING' AT THE BASE YEAR

.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		710001112		22110 711 1112	27102 127111		
		2013	2017	2022	2027	2028	2031
STEP 1:	TOTAL EXISTING FLOORSPACE (m ² net):	13,300	13,300	13,300	13,300	13,300	13,300
STEP 2:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m) (1): Total 'Potential' Turnover (£ million): Average Sales Density (£ per sq.m):	£115.8 £8,707	£118.6 £8,917	£124.9 £9,392	£132.5 £9,960	£134.8 £10,136	£138.6 £10,423
STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (2): Total 'Benchmark' Turnover (£ million): Average Sales Density (£ per sq.m):	£102.9 £7,734	£103.7 £7,800	£105.8 £7,957	£108.0 £8,118	£108.4 £8,150	£109.7 £8,248
STEP 4:	TOTAL FORECAST RESIDUAL EXPENDITURE:	£12.9	£14.9	£19.1	£24.5	£26.4	£28.9
STEP 5:	FORECAST TURNOVER OF COMMITTED FLOORSPACE (£m) (3):	£0.0	£2.8	£2.9	£2.9	£2.9	£3.0
STEP 6:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£12.9	£12.0	£16.2	£21.6	£23.5	£25.9
STEP 7:	FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE: CAPACITY FOR NEW SUPERSTORE (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 1,035 70% 1,479	£12,607 956 70% 1,365	£12,861 1,262 70% 1,802	£13,120 1,645 70% 2,350	£13,172 1,782 70% 2,546	£13,331 1,947 70% 2,781
STEP 8:	CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£6,000 2,157 70% 3,082	£6,051 1,991 70% 2,844	£6,173 2,628 70% 3,755	£6,298 3,426 70% 4,895	£6,323 3,713 70% 5,304	£6,399 4,055 70% 5,793

See footnotes to Table 19. Note:

TABLE 21: BEDWORTH TOWN CENTRE: CONVENIENCE GOODS CAPACITY ASSESSMENT - ASSUMING 'OVERTRADING' AT THE BASE YEAR

		2013	2017	2022	2027	2028	2031
STEP 1:	TOTAL EXISTING FLOORSPACE (m ² net):	5,381	5,381	5,381	5,381	5,381	5,381
STEP 2:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m) (1): Total 'Potential' Turnover (£ million): Average Sales Density (£ per sq.m):	£47.3 £8,792	£48.5 £9,004	£51.0 £9,484	£54.1 £10,057	£55.1 £10,235	£56.6 £10,524
STEP 3:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (2): Total 'Benchmark' Turnover (£ million): Average Sales Density (£ per sq.m):	£49.0 £9,097	£49.4 £9,174	£50.4 £9,359	£51.4 £9,548	£51.8 £9,625	£52.2 £9,702
STEP 4:	TOTAL FORECAST RESIDUAL EXPENDITURE:	-£1.6	-£0.9	£0.7	£2.7	£3.3	£4.4
STEP 5:	FORECAST TURNOVER OF COMMITTED FLOORSPACE (£m) (3):	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-£1.6	-£0.9	£0.7	£2.7	£3.3	£4.4
STEP 7:	FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:						
	CAPACITY FOR NEW SUPERSTORE (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 -131 70% -187	£12,607 -73 70% -104	£12,861 52 70% 75	£13,120 209 70% 298	£13,172 249 70% 356	£13,331 332 70% 474
STEP 8:	CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£6,000 -273 70% -390	£6,051 -152 70% -217	£6,173 109 70% 156	£6,298 435 70% 621	£6,323 519 70% 742	£6,399 692 70% 988

See footnotes to Table 19.



TABLE 1:	(OXFORD ECON	IOMICS) POP	ULATION & PR	OJECTIONS (2	2011 - 2031)			
	Postcode Sector	2011	2013	2017	2022	2027	2028	2031
ZONE 1	CV10 0	12,413	12,480	12,613	12,780	12,947	12,980	13,080
ZONE 2	CV10 7	11,161	11,290	11,547	11,868	12,190	12,254	12,447
ZONE 3	CV10 8	12,063	12,210	12,504	12,871	13,239	13,312	13,532
ZONE 4	CV10 9	13,782	13,996	14,425	14,961	15,497	15,604	15,925
ZONE 5	CV11 4	12,326	12,453	12,708	13,026	13,344	13,408	13,599
ZONE 6	CV11 5	11,090	11,246	11,558	11,947	12,337	12,415	12,649
ZONE 7	CV11 6	16,598	16,710	16,933	17,212	17,492	17,548	17,715
ZONE 8	CV12 0	9,221	9,304	9,469	9,676	9,883	9,925	10,049
ZONE 9	CV12 8	10,865	10,962	11,157	11,400	11,644	11,692	11,839
ZONE 10	CV12 9	12,152	12,183	12,246	12,324	12,402	12,418	12,465
ZONE 11	CV13 6	4,247	4,267	4,308	4,360	4,411	4,421	4,452
ZONE 12	CV6 6	10,427	10,670	11,157	11,765	12,374	12,495	12,860
ZONE 13	CV7 9	8,484	8,562	8,718	8,913	9,108	9,147	9,264
ZONE 14	CV9 1	6,218	6,253	6,324	6,413	6,502	6,519	6,572
ZONE 15	LE10 0	20,582	20,895	21,522	22,305	23,089	23,245	23,715
ZONE 16	LE10 1	10,555	10,661	10,874	11,139	11,404	11,457	11,617
ZONE 17	LE10 2	14,097	14,169	14,312	14,491	14,670	14,706	14,814
ZONE 18	LE10 3	2,779	2,798	2,837	2,886	2,934	2,944	2,973
ZONE 19	LE9 8	9,700	9,823	10,069	10,377	10,685	10,746	10,931
STUDY AREA	TOTAL:	208,760	210,934	215,282	220,716	226,151	227,238	230,499

BOROUGH AREA:	130,155	131,396	133,878	136,980	140,082	140,703	142,564
NUNEATON AREA:	89,433	90,384	92,287	94,666	97,045	97,521	98,948
BEDWORTH AREA:	40,722	41,011	41,590	42,314	43,037	43,182	43,616

2011 population figures derived from Experian based on ONS Census based on the 'Retail Area Planner' Report for each study zone. Population projections to 2031 have been interpolated based on the latest projections by Oxford Economics for the Borough area. Source: Notes:

Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13. Borough Area is broadly equivalent to Zones 1-10 and 13.

TABLE 2:	EXPENDITURE PER CAPITA FORECASTS (2011	prices)	

Postc	ode Sector	2011	2013	2017	2022	2027	2028	2031
ZONE 1	CV10 0	£2,528	£2,658	£2,865	£3,234	£3,727	£3,821	£4,104
ZONE 2	CV10 7	£2,341	£2,460	£2,652	£2,994	£3,450	£3,537	£3,799
ZONE 3	CV10 8	£2,121	£2,229	£2,403	£2,713	£3,126	£3,206	£3,442
ZONE 4	CV10 9	£2,317	£2,435	£2,626	£2,964	£3,415	£3,502	£3,761
ZONE 5	CV11 4	£2,229	£2,343	£2,526	£2,852	£3,286	£3,369	£3,618
ZONE 6	CV11 5	£2,032	£2,136	£2,303	£2,599	£2,995	£3,071	£3,298
ZONE 7	CV11 6	£2,811	£2,955	£3,186	£3,596	£4,144	£4,249	£4,563
ZONE 8	CV12 0	£2,384	£2,505	£2,701	£3,049	£3,513	£3,602	£3,869
ZONE 9	CV12 8	£2,307	£2,425	£2,614	£2,951	£3,400	£3,487	£3,744
ZONE 10	CV12 9	£2,265	£2,381	£2,567	£2,898	£3,339	£3,423	£3,677
ZONE 11	CV13 6	£2,993	£3,146	£3,392	£3,829	£4,412	£4,524	£4,858
ZONE 12	CV6 6	£2,323	£2,441	£2,632	£2,971	£3,424	£3,511	£3,770
ZONE 13	CV7 9	£2,472	£2,598	£2,801	£3,162	£3,643	£3,736	£4,012
ZONE 14	CV9 1	£2,251	£2,366	£2,551	£2,880	£3,318	£3,402	£3,654
ZONE 15	LE10 0	£2,453	£2,578	£2,780	£3,138	£3,616	£3,707	£3,981
ZONE 16	LE10 1	£2,562	£2,692	£2,903	£3,277	£3,776	£3,872	£4,158
ZONE 17	LE10 2	£2,734	£2,874	£3,098	£3,497	£4,030	£4,132	£4,437
ZONE 18	LE10 3	£2,872	£3,019	£3,255	£3,674	£4,234	£4,341	£4,662
ZONE 19	LE9 8	£2,399	£2,521	£2,718	£3,068	£3,536	£3,625	£3,893

Source: Average spend per capita estimates for each zone are derived from Experian 'Retail Area Planner' Reports . Notes:

Annual expenditure growth forecasts are informed by Experian's Retail Planner Briefing Note 10.1 (September 2012).

An allowance for expenditure on Special Forms of Trading (SFT) has been deducted from the base year average expenditure per capita. The growth in SFT and its increased share of average expenditure has also been informed by Experian's forecasts published in the latest Briefing Note.

TOTAL FORECAST GROWTH, 2011 - 2031 (f million) TABLE 3.

TABLE 3:	TOTAL FORECAS	ST GROWTH,	2011 - 2031 (£ million)				
	Postcode Sector	2011	2013	2017	2022	2027	2028	2031
ZONE 1	CV10 0	£31.4	£33.2	£36.1	£41.3	£48.3	£49.6	£53.7
ZONE 2	CV10 7	£26.1	£27.8	£30.6	£35.5	£42.1	£43.3	£47.3
ZONE 3	CV10 8	£25.6	£27.2	£30.1	£34.9	£41.4	£42.7	£46.6
ZONE 4	CV10 9	£31.9	£34.1	£37.9	£44.3	£52.9	£54.6	£59.9
ZONE 5	CV11 4	£27.5	£29.2	£32.1	£37.1	£43.9	£45.2	£49.2
ZONE 6	CV11 5	£22.5	£24.0	£26.6	£31.1	£37.0	£38.1	£41.7
ZONE 7	CV11 6	£46.7	£49.4	£53.9	£61.9	£72.5	£74.6	£80.8
ZONE 8	CV12 0	£22.0	£23.3	£25.6	£29.5	£34.7	£35.8	£38.9
ZONE 9	CV12 8	£25.1	£26.6	£29.2	£33.6	£39.6	£40.8	£44.3
ZONE 10	CV12 9	£27.5	£29.0	£31.4	£35.7	£41.4	£42.5	£45.8
ZONE 11	CV13 6	£12.7	£13.4	£14.6	£16.7	£19.5	£20.0	£21.6
ZONE 12	CV6 6	£24.2	£26.1	£29.4	£35.0	£42.4	£43.9	£48.5
ZONE 13	CV7 9	£21.0	£22.2	£24.4	£28.2	£33.2	£34.2	£37.2
ZONE 14	CV9 1	£14.0	£14.8	£16.1	£18.5	£21.6	£22.2	£24.0
ZONE 15	LE10 0	£50.5	£53.9	£59.8	£70.0	£83.5	£86.2	£94.4
ZONE 16	LE10 1	£27.0	£28.7	£31.6	£36.5	£43.1	£44.4	£48.3
ZONE 17	LE10 2	£38.5	£40.7	£44.3	£50.7	£59.1	£60.8	£65.7
ZONE 18	LE10 3	£8.0	£8.4	£9.2	£10.6	£12.4	£12.8	£13.9
ZONE 19	LE9 8	£23.3	£24.8	£27.4	£31.8	£37.8	£39.0	£42.6
TOTAL		£505.5	£536.7	£590.4	£683.0	£806.1	£830.4	£904.4

BOROUGH AREA:	£307.3	£326.0	£358.0	£413.3	£486.8	£501.3	£545.4
NUNEATON AREA:	£211.7	£224.8	£247.4	£286.2	£337.9	£348.1	£379.2
BEDWORTH AREA:	£95.5	£101.1	£110.6	£127.0	£148.9	£153.2	£166.2

Expenditure calculated from Tables 1 & 2. Source:

Growth: 2013-28

strategic**perspecti>es**

No.	%
500	4%
965	9%
1,102	9%
1,607	11%
954	8%
1,169	10%
838	5%
621	7%
730	7%
235	2%
154	4%
1,825	17%
585	7%
266	4%
2,350	11%
796	7%
538	4%
145	5%
923	9%
16,304	8%

9,307	7%
7,136	8%
2,171	5%

Growth: 2013-28

0.000	2010 20
No.	%
£16.4	50%
£15.6	56%
£15.5	57%
£20.6	60%
£16.0	55%
£14.1	59%
£25.2	51%
£12.4	53%
£14.2	53%
£13.5	47%
£6.6	49%
£17.8	68%
£11.9	54%
£7.4	50%
£32.3	60%
£15.7	55%
£20.1	49%
£4.3	51%
£14.2	57%
£293.7	55%

£175.4	54%
£123.3	55%
£52.1	51%

TABLE 4: ALL COMPARISON GOODS SHOPPING - 2011 MARKET SHARE ANALYSIS (%)

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE EXPENDITURE (£m):					
NUNEATON:					
Town Centre:	74.5%	30.1%	60.7%	16.5%	43.4%
Out-of-Centre	2.4%	0.4%	1.8%	0.2%	1.2%
BEDWORTH TOWN CENTRE	0.4%	23.0%	7.4%	1.1%	4.9%
DISTRICT CENTRES	0.4%	1.3%	0.7%	0.0%	0.4%
LOCAL CENTRES	0.5%	0.0%	0.4%	0.0%	0.2%
NEIGHBOURHOOD CENTRES	0.0%	0.0%	0.0%	0.0%	0.0%
BOROUGH AREA - 'RETENTION':	78.3%	54.8%	71.0%	17.9%	50.2%
OTHER CENTRES AND STORES OUTSIDE BO	OROUGH				
Atherstone	0.4%	0.0%	0.3%	1.6%	0.8%
Birmingham	2.0%	0.7%	1.6%	1.9%	1.7%
Coventry	11.9%	40.8%	20.9%	12.6%	17.7%
Hinckley	0.6%	0.2%	0.5%	35.5%	14.2%
Leicester	4.1%	1.9%	3.4%	27.8%	12.9%
Rugby	0.1%	0.2%	0.1%	0.1%	0.1%
Solihull	1.3%	1.1%	1.3%	0.1%	0.8%
Tamworth	1.2%	0.0%	0.8%	1.4%	1.1%
Other Outside Borough	0.2%	0.2%	0.2%	1.2%	0.6%
SUB-TOTAL-OUTSIDE BOROUGH AREA	21.7%	45.2%	29.0%	82.1%	49.8%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5:	ALL COMPARISON GOODS SHOPPING	2013 MARKET SHARE ANALYSIS	(%)	(Post Tesco)	
----------	-------------------------------	----------------------------	-----	--------------	--

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA	
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19	
TOTAL AVAILABLE EXPENDITURE (£m):						
NUNEATON:						
Town Centre:	74.5%	30.1%	60.7%	16.5%	43.4%	
Out-of-Centre	2.4%	0.4%	1.8%	0.2%	1.2%	
BEDWORTH TOWN CENTRE	0.4%	28.7%	9.2%	1.1%	6.0%	
DISTRICT CENTRES	0.4%	1.3%	0.7%	0.0%	0.4%	
LOCAL CENTRES	0.5%	0.0%	0.4%	0.0%	0.2%	
NEIGHBOURHOOD CENTRES	0.0%	0.0%	0.0%	0.0%	0.0%	
BOROUGH AREA - 'RETENTION':	78.3%	60.5%	72.8%	17.9%	51.2%	
BURUUGH AKEA - KETENTIUN :	70.370					
		00.5 70	72.070	17.570	01.170	
OTHER CENTRES AND STORES OUTSIDE BO	DROUGH					
OTHER CENTRES AND STORES OUTSIDE BO Atherstone	DROUGH 0.4%	0.0%	0.3%	1.6%	0.8%	
OTHER CENTRES AND STORES OUTSIDE BO Atherstone Birmingham	DROUGH 0.4% 2.0%	0.0% 0.7%	0.3% 1.6%	1.6% 1.9%	0.8%	
OTHER CENTRES AND STORES OUTSIDE BO Atherstone Birmingham Coventry	DROUGH 0.4% 2.0% 11.9%	0.0% 0.7% 35.1%	0.3% 1.6% 19.1%	1.6% 1.9% 12.6%	0.8% 1.7% 16.6%	
OTHER CENTRES AND STORES OUTSIDE BO Atherstone Birmingham Coventry Hinckley	0.4% 2.0% 11.9% 0.6%	0.0% 0.7% 35.1% 0.2%	0.3% 1.6% 19.1% 0.5%	1.6% 1.9% 12.6% 35.5%	0.8% 1.7% 16.6% 14.2%	
OTHER CENTRES AND STORES OUTSIDE BO Atherstone Birmingham Coventry Hinckley Leicester	0.4% 2.0% 11.9% 0.6% 4.1%	0.0% 0.7% 35.1% 0.2% 1.9%	0.3% 1.6% 19.1% 0.5% 3.4%	1.6% 1.9% 12.6% 35.5% 27.8%	0.8% 1.7% 16.6% 14.2% 13.0%	
OTHER CENTRES AND STORES OUTSIDE BO Atherstone Birmingham Coventry Hinckley Leicester Rugby	0.4% 2.0% 11.9% 0.6% 4.1% 0.1%	0.0% 0.7% 35.1% 0.2% 1.9% 0.2%	0.3% 1.6% 19.1% 0.5% 3.4% 0.1%	1.6% 1.9% 12.6% 35.5% 27.8% 0.1%	0.8% 1.7% 16.6% 14.2% 13.0% 0.1%	
OTHER CENTRES AND STORES OUTSIDE BO Atherstone Birmingham Coventry Hinckley Leicester Rugby Solihull	0.4% 2.0% 11.9% 0.6% 4.1% 0.1% 1.3%	0.0% 0.7% 35.1% 0.2% 1.9% 0.2% 1.1%	0.3% 1.6% 19.1% 0.5% 3.4% 0.1% 1.3%	1.6% 1.9% 12.6% 35.5% 27.8% 0.1%	0.8% 1.7% 16.6% 14.2% 13.0% 0.1% 0.8%	
OTHER CENTRES AND STORES OUTSIDE BO Atherstone Birmingham Coventry Hinckley Leicester Rugby Solihull Tamworth	0.4% 2.0% 11.9% 0.6% 4.1% 0.1%	0.0% 0.7% 35.1% 0.2% 1.9% 0.2%	0.3% 1.6% 19.1% 0.5% 3.4% 0.1%	1.6% 1.9% 12.6% 35.5% 27.8% 0.1%	0.8% 1.7% 16.6% 14.2% 13.0% 0.1%	
OTHER CENTRES AND STORES OUTSIDE BO Atherstone Birmingham Coventry Hinckley Leicester Rugby Solihull	0.4% 2.0% 11.9% 0.6% 4.1% 0.1% 1.3% 1.2%	0.0% 0.7% 35.1% 0.2% 1.9% 0.2% 1.1%	0.3% 1.6% 19.1% 0.5% 3.4% 0.1% 1.3% 0.8%	1.6% 1.9% 12.6% 35.5% 27.8% 0.1% 0.1% 1.4%	0.8% 1.7% 16.6% 14.2% 13.0% 0.1% 0.8% 1.1%	
OTHER CENTRES AND STORES OUTSIDE BO Atherstone Birmingham Coventry Hinckley Leicester Rugby Solibull Tamworth	0.4% 2.0% 11.9% 0.6% 4.1% 0.1% 1.3% 1.2%	0.0% 0.7% 35.1% 0.2% 1.9% 0.2% 1.1%	0.3% 1.6% 19.1% 0.5% 3.4% 0.1% 1.3% 0.8%	1.6% 1.9% 12.6% 35.5% 27.8% 0.1% 0.1% 1.4%	0.8% 1.7% 16.6% 14.2% 13.0% 0.1% 0.8% 1.1%	

The replacement Tesco in Bedworth is estimated to have a total comparison goods sales area of circa 2,500 sq m net based on the planning documents submitted in support of the permitted scheme. On thi for the uplift in Bedworth's total comparison goods turnover based on the 'claw back' of comparison goods expenditure from other similar competing stores, principally from outside the Borough in Coventry.

TABLE 6: ALL COMPARISON GOODS	SHOPPING - 20	17 MARKET SH	HARE ANALYSIS	6 (%)	
	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
TOTAL AVAILABLE EXPENDITURE (£m):	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
•					
NUNEATON:					
Town Centre:	74.5%	30.1%	60.7%	16.5%	43.3%
Out-of-Centre	2.4%	0.4%	1.8%	0.2%	1.2%
BEDWORTH TOWN CENTRE	0.4%	28.7%	9.2%	1.1%	6.0%
DISTRICT CENTRES	0.4%	1.3%	0.7%	0.0%	0.4%
LOCAL CENTRES	0.5%	0.0%	0.4%	0.0%	0.2%
NEIGHBOURHOOD CENTRES	0.0%	0.0%	0.0%	0.0%	0.0%
BOROUGH AREA - 'RETENTION':	78.3%	60.5%	72.8%	17.9%	51.2%
OTHER CENTRES AND STORES OUTSIDE BO	ROUGH				
Atherstone	0.4%	0.0%	0.3%	1.6%	0.8%
Birmingham	2.0%	0.7%	1.6%	1.9%	1.7%
Coventry	11.9%	35.1%	19.1%	12.6%	16.6%
Hinckley	0.6%	0.2%	0.5%	35.5%	14.2%
Leicester	4.1%	1.9%	3.4%	27.8%	13.0%
Rugby	0.1%	0.2%	0.1%	0.1%	0.1%
Solihull	1.3%	1.1%	1.3%	0.1%	0.8%
Tamworth	1.2%	0.0%	0.8%	1.4%	1.1%
Other Outside Borough	0.2%	0.2%	0.2%	1.2%	0.6%
SUB-TOTAL-OUTSIDE BOROUGH AREA	21.7%	39.5%	27.2%	82.1%	48.8%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

2011 MARKET SHARE ANALYSIS (£m)

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£211.7	£95.5	£307.3	£198.2	£505.5
£157.8	£28.7	£186.5	£32.8	£219.3
£5.1	£0.4	£5.5	£0.5	£6.0
£0.9	£22.0	£22.8	£2.1	£24.9
£0.8	£1.2	£2.1	£0.1	£2.2
£1.1	£0.0	£1.1	£0.0	£1.1
£0.0	£0.0	£0.0	£0.0	£0.0
£165.7	£52.3	£218.1	£35.5	£253.5
£0.8	£0.0	£0.8	£3.1	£3.9
£4.1	£0.6	£4.8	£3.7	£8.4
£25.3	£39.0	£64.3	£25.0	£89.3
£1.2	£0.2	£1.4	£70.3	£71.7
£8.6	£1.8	£10.4	£55.1	£65.4
£0.2	£0.2	£0.4	£0.3	£0.7
£2.8	£1.1	£3.9	£0.2	£4.1
£2.5	£0.0	£2.5	£2.8	£5.3
£0.5	£0.2	£0.7	£2.3	£3.0
£46.0	£43.2	£89.2	£162.8	£252.0
£211.7	£95.5	£307.3	£198.2	£505.5

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY
Zones 1-7	Zones 8-10 +	Zones 1-10 +	Zones 11-12 & 14-19	Zones 1-19
£224.8	£101.1	£326.0	£210.8	£536.7
£167.6	£30.4	£198.0	£34.9	£232.8
£5.4	£0.4	£5.8	£0.5	£6.4
£0.9	£29.0	£30.0	£2.2	£32.2
£0.9	£1.3	£2.2	£0.1	£2.3
£1.2	£0.0	£1.2	£0.0	£1.2
£0.0	£0.0	£0.0	£0.0	£0.0
£176.0	£61.2	£237.2	£37.7	£274.9
£0.8	£0.0	£0.8	£3.3	£4.2
£4.4	£0.7	£5.1	£3.9	£9.0
£26.8	£35.5	£62.4	£26.6	£88.9
£1.3	£0.3	£1.5	£74.7	£76.3
£9.1	£1.9	£11.0	£58.5	£69.5
£0.2	£0.3	£0.4	£0.3	£0.7
£3.0	£1.1	£4.1	£0.2	£4.3
£2.7	£0.0	£2.7	£3.0	£5.7
£0.5	£0.3	£0.8	£2.5	£3.2
£48.8	£40.0	£88.8	£173.1	£261.9
240.0				
240.0				

2017 MARKET SHARE ANALYSIS (£m)

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£247.4	£110.6	£358.0	£232.5	£590.4
£184.4	£33.2	£217.4	£38.5	£255.9
£6.0	£0.4	£6.4	£0.6	£7.0
£1.0	£31.8	£32.9	£2.4	£35.3
£1.0	£1.4	£2.4	£0.1	£2.5
£1.3	£0.0	£1.3	£0.0	£1.3
£0.0	£0.0	£0.0	£0.0	£0.0
£193.6	£66.9	£260.5	£41.6	£302.1
£0.9	£0.0	£0.9	£3.7	£4.6
£4.8	£0.7	£5.6	£4.3	£9.9
£29.5	£38.9	£68.5	£29.3	£97.8
£1.4	£0.3	£1.7	£82.4	£84.1
£10.0	£2.1	£12.1	£64.6	£76.6
£0.2	£0.3	£0.5	£0.3	£0.8
£3.3	£1.2	£4.6	£0.2	£4.8
£2.9	£0.0	£2.9	£3.3	£6.2
£0.6	£0.3	£0.8	£2.7	£3.6
£53.7	£43.7	£97.5	£190.9	£288.3
£247.4	£110.6	£358.0	£232.5	£590.4

strategic**perspecti>es**

TABLE 7: ALL COMPARISON GOODS SHOPPING - 2022 MARKET SHARE ANALYSIS (%)

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	BOROUGH AREA OTHER ZONES	
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE EXPENDITURE (£m):					
NUNEATON:					
Town Centre:	74.5%	30.1%	60.7%	16.5%	43.3%
Out-of-Centre	2.4%	0.4%	1.8%	0.2%	1.2%
BEDWORTH TOWN CENTRE	0.4%	28.7%	9.2%	1.1%	6.0%
DISTRICT CENTRES	0.4%	1.3%	0.7%	0.0%	0.4%
LOCAL CENTRES	0.5%	0.0%	0.4%	0.0%	0.2%
NEIGHBOURHOOD CENTRES	0.0%	0.0%	0.0%	0.0%	0.0%
BOROUGH AREA - 'RETENTION':	78.3%	60.5%	72.8%	17.9%	51.2%
OTHER CENTRES AND STORES OUTSIDE BO	ROUGH				
Atherstone	0.4%	0.0%	0.3%	1.6%	0.8%
Birmingham	2.0%	0.7%	1.6%	1.9%	1.7%
Coventry	11.9%	35.1%	19.1%	12.6%	16.6%
Hinckley	0.6%	0.2%	0.5%	35.5%	14.2%
Leicester	4.1%	1.9%	3.4%	27.8%	13.0%
Rugby	0.1%	0.2%	0.1%	0.1%	0.1%
Solihull	1.3%	1.1%	1.3%	0.1%	0.8%
Tamworth	1.2%	0.0%	0.8%	1.4%	1.1%
Other Outside Borough	0.2%	0.2%	0.2%	1.2%	0.6%
SUB-TOTAL-OUTSIDE BOROUGH AREA	21.7%	39.5%	27.2%	82.1%	48.8%
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%

ALL COMPARISON GOODS SHOPPING - 2027 MARKET SHAPE ANALYSIS (%)

TABLE 8: ALL COMPARISON GOODS SHOPPING - 2027 MARKET SHARE ANALYSIS (%)										
	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA					
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19					
TOTAL AVAILABLE EXPENDITURE (£m):										
NUNEATON:										
Town Centre:	74.5%	30.1%	60.7%	16.5%	43.3%					
Out-of-Centre	2.4%	0.4%	1.8%	0.2%	1.2%					
BEDWORTH TOWN CENTRE	0.4%	28.7%	9.2%	1.1%	6.0%					
DISTRICT CENTRES	0.4%	1.3%	0.7%	0.0%	0.4%					
LOCAL CENTRES	0.5%	0.0%	0.4%	0.0%	0.2%					
NEIGHBOURHOOD CENTRES	0.0%	0.0%	0.0%	0.0%	0.0%					
BOROUGH AREA - 'RETENTION':	78.3%	60.5%	72.8%	17.9%	51.2%					
OTHER CENTRES AND STORES OUTSIDE BO	DROUGH									
Atherstone	0.4%	0.0%	0.3%	1.6%	0.8%					
Birmingham	2.0%	0.7%	1.6%	1.9%	1.7%					
Coventry	11.9%	35.1%	19.1%	12.6%	16.6%					
Hinckley	0.6%	0.2%	0.5%	35.5%	14.2%					
Leicester	4.1%	1.9%	3.4%	27.8%	13.0%					
Rugby	0.1%	0.2%	0.1%	0.1%	0.1%					
Solihull	1.3%	1.1%	1.3%	0.1%	0.8%					
Tamworth	1.2%	0.0%	0.8%	1.4%	1.1%					
Other Outside Borough	0.2%	0.2%	0.2%	1.2%	0.6%					
SUB-TOTAL-OUTSIDE BOROUGH AREA	21.7%	39.5%	27.2%	82.1%	48.8%					
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%					

	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUD
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
TOTAL AVAILABLE EXPENDITURE (£m):					
NUNEATON:					
Town Centre:	74.5%	30.1%	60.7%	16.5%	43.3%
Out-of-Centre	2.4%	0.4%	1.8%	0.2%	1.2%
BEDWORTH TOWN CENTRE	0.4%	28.7%	9.2%	1.1%	6.0%
DISTRICT CENTRES	0.4%	1.3%	0.7%	0.0%	0.4%
LOCAL CENTRES	0.5%	0.0%	0.4%	0.0%	0.2%
NEIGHBOURHOOD CENTRES	0.0%	0.0%	0.0%	0.0%	0.0%
BOROUGH AREA - 'RETENTION':	78.3%	60.5%	72.8%	17.9%	51.2%
OTHER CENTRES AND STORES OUTSIDE B	OROUGH				
Atherstone	0.4%	0.0%	0.3%	1.6%	0.8%
Birmingham	2.0%	0.7%	1.6%	1.9%	1.7%
Coventry	11.9%	35.1%	19.1%	12.6%	16.6%
Hinckley	0.6%	0.2%	0.5%	35.5%	14.2%
Leicester	4.1%	1.9%	3.4%	27.8%	13.0%
Rugby	0.1%	0.2%	0.1%	0.1%	0.1%
Solihull	1.3%	1.1%	1.3%	0.1%	0.8%
Tamworth	1.2%	0.0%	0.8%	1.4%	1.1%
Other Outside Borough	0.2%	0.2%	0.2%	1.2%	0.6%
SUB-TOTAL-OUTSIDE BOROUGH AREA	21.7%	39.5%	27.2%	82.1%	48.8%
OOD TOTAL OUTDIDE DOMOGOTI AMEA					



2022 MARKET SHARE ANALYSIS (£m)									
NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA					
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19					
£286.2	£127.0	£413.3	£269.7	£683.0					
£213	£38.2	£251.0	£44.6	£296.1					
£6.9	£0.5	£7.4	£0.7	£8.1					
£1.2	£36.5	£38.0	£2.8	£40.9					
£1.1	£1.6	£2.8	£0.1	£2.9					
£1.5	£0.0	£1.5	£0.0	£1.5					
£0.0	£0.0	£0.0	£0.0	£0.0					
£224.1	£76.8	£300.7	£48.3	£349.5					
£1.1	£0.0	£1.1	£4.3	£5.3					
£5.6	£0.9	£6.4	£5.0	£11.4					
£34.2	£44.6	£79.1	£34.0	£113.1					
£1.6	£0.3	£1.9	£95.7	£97.3					
£11.6	£2.4	£13.9	£74.9	£88.6					
£0.3	£0.3	£0.6	£0.4	£0.9					
£3.8	£1.4	£5.3	£0.2	£5.5					
£3.4	£0.0	£3.4	£3.9	£7.2					
£0.6	£0.3	£1.0	£3.2	£4.1					
£62.2	£50.2	£112.6	£221.5	£333.6					
	_								
£286.2	£127.0	£413.3	£269.7	£683.0					

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£337.9	£148.9	£486.8	£319.3	£806.1
£251.8	£44.8	£295.7	£52.8	£349.4
£8.2	£0.6	£8.7	£0.8	£9.6
£1.4	£42.8	£44.7	£3.4	£48.2
£1.3	£1.9	£3.3	£0.1	£3.4
£1.8	£0.0	£1.8	£0.0	£1.8
£0.0	£0.0	£0.0	£0.0	£0.0
£264.5	£90.1	£354.2	£57.1	£412.4
£1.3	£0.0	£1.3	£5.1	£6.3
£6.6	£1.0	£7.6	£5.9	£13.5
£40.3	£52.3	£93.1	£40.2	£133.5
£1.9	£0.4	£2.3	£113.2	£114.8
£13.7	£2.8	£16.4	£88.7	£104.6
£0.3	£0.4	£0.7	£0.4	£1.1
£4.5	£1.7	£6.2	£0.3	£6.5
£4.0	£0.0	£4.0	£4.6	£8.5
£0.8	£0.4	£1.1	£3.7	£4.9
£73.4	£58.9	£132.6	£262.2	£393.7
£337.9	£148.9	£486.8	£319.3	£806.1

2028 MARKET SHARE ANALYSIS (£m)

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£348.1	£153.2	£501.3	£329.1	£830.4
£259.5	£46.0	£304.5	£54.5	£359.9
£8.4	£0.6	£9.0	£0.8	£9.8
£1.4	£44.0	£46.0	£3.5	£49.7
£1.4	£2.0	£3.4	£0.1	£3.5
£1.9	£0.0	£1.8	£0.0	£1.9
£0.0	£0.0	£0.0	£0.0	£0.0
£272.5	£92.6	£364.8	£58.9	£424.9
£1.3	£0.0	£1.3	£5.2	£6.5
£6.8	£1.0	£7.8	£6.1	£13.9
£41.5	£53.8	£95.9	£41.5	£137.5
£2.0	£0.4	£2.3	£116.7	£118.3
£14.1	£2.8	£16.9	£91.4	£107.8
£0.3	£0.4	£0.7	£0.4	£1.1
£4.7	£1.7	£6.4	£0.3	£6.7
£4.1	£0.0	£4.1	£4.7	£8.8
£0.8	£0.4	£1.2	£3.9	£5.0
£75.6	£60.6	£136.6	£270.2	£405.5
£2/19 1	£1E2 2	£E01 2	£220 1	£830.4

TABLE 10: ALL COMPARISON GOODS SHOPPING - 2031 MARKET SHARE ANALYSIS (%)									
	NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA				
	Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19				
TOTAL AVAILABLE EXPENDITURE (£m):									
NUNEATON:									
Town Centre:	74.5%	30.1%	60.7%	16.5%	43.3%				
Out-of-Centre	2.4%	0.4%	1.8%	0.2%	1.2%				
BEDWORTH TOWN CENTRE	0.4%	28.7%	9.2%	1.1%	6.0%				
DISTRICT CENTRES	0.4%	1.3%	0.7%	0.0%	0.4%				
LOCAL CENTRES	0.5%	0.0%	0.4%	0.0%	0.2%				
NEIGHBOURHOOD CENTRES	0.0%	0.0%	0.0%	0.0%	0.0%				
BOROUGH AREA - 'RETENTION':	78.3%	60.5%	72.8%	17.9%	51.2%				
OTHER CENTRES AND STORES OUTSIDE BO	DROUGH								
Atherstone	0.4%	0.0%	0.3%	1.6%	0.8%				
Birmingham	2.0%	0.7%	1.6%	1.9%	1.7%				
Coventry	11.9%	35.1%	19.1%	12.6%	16.6%				
Hinckley	0.6%	0.2%	0.5%	35.5%	14.2%				
Leicester	4.1%	1.9%	3.4%	27.8%	13.0%				
Rugby	0.1%	0.2%	0.1%	0.1%	0.1%				
Solihull	1.3%	1.1%	1.3%	0.1%	0.8%				
Tamworth	1.2%	0.0%	0.8%	1.4%	1.1%				
Other Outside Borough	0.2%	0.2%	0.2%	1.2%	0.6%				
SUB-TOTAL-OUTSIDE BOROUGH AREA	21.7%	39.5%	27.2%	82.1%	48.8%				
TOTAL MARKET SHARE:	100.0%	100.0%	100.0%	100.0%	100.0%				



2031 MARKET SHARE ANALYSIS (£m)

NUNEATON AREA	BEDWORTH AREA	BOROUGH AREA	OTHER ZONES	TOTAL STUDY AREA
Zones 1-7	Zones 8-10 + 13	Zones 1-10 + 13	Zones 11-12 & 14-19	Zones 1-19
£379.2	£166.2	£545.4	£359.0	£904.4
£282.6	£50.0	£331.3	£59.4	£392.0
£9.2	£0.7	£9.8	£0.9	£10.7
£1.5	£47.7	£50.1	£3.8	£54.1
£1.5	£2.2	£3.7	£0.2	£3.9
£2.0	£0.0	£2.0	£0.0	£2.0
£0.0	£0.0	£0.0	£0.0	£0.0
£296.8	£100.5	£396.8	£64.2	£462.7
£1.4	£0.0	£1.4	£5.7	£7.1
£7.4	£1.1	£8.5	£6.6	£15.1
£45.2	£58.4	£104.3	£45.3	£149.8
£2.1	£0.4	£2.5	£127.3	£128.8
£15.4	£3.1	£18.4	£99.7	£117.4
£0.3	£0.4	£0.7	£0.5	£1.2
£5.1	£1.9	£6.9	£0.3	£7.3
£4.5	£0.0	£4.4	£5.1	£9.6
£0.8	£0.4	£1.3	£4.2	£5.4
£82.3	£65.7	£148.6	£294.8	£441.7
£379.2	£166.2	£545.4	£359.0	£904.4

TABLE 11: ESTIMATED TRADE DRAW FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVER

	TOTAL FORECAST TURNOVER							
	2013	2017	2022	2027	2028	2031		
NUNEATON:								
Town Centre:	£232.8	£255.9	£296.1	£349.4	£359.9	£392.0		
Out-of-Centre	£6.4	£7.0	£8.1	£9.6	£9.8	£10.7		
BEDWORTH TOWN CENTRE	£32.2	£35.3	£40.9	£48.2	£49.7	£54.1		
DISTRICT CENTRES	£2.3	£2.5	£2.9	£3.4	£3.5	£3.9		
LOCAL CENTRES	£1.2	£1.3	£1.5	£1.8	£1.9	£2.0		
NEIGHBOURHOOD CENTRES	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		
BOROUGH TOTAL	£274.9	£302.1	£349.5	£412.4	£424.9	£462.7		



TABLE 12: BOROUGH-WIDE COMPARISON GOODS CAPACITY ASSESSMENT - ASSUMING EQUILIBRIUM AT THE BASE YEAR

	-					
	2013	2017	2022	2027	2028	2031
TOTAL FORECAST 'POTENTIAL' TURNOVER (£m):	£274.9	£302.1	£349.5	£412.4	£424.9	£462.7
TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (1):	£274.9	£290.3	£312.7	£336.9	£341.9	£357.6
TOTAL FORECAST RESIDUAL EXPENDITURE:	£0.0	£11.8	£36.7	£75.5	£82.9	£105.2
COMMITTED FLOORSPACE -TURNOVER (£m):	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£11.8	£36.7	£75.5	£82.9	£105.2
FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£6,000 0 70% 0	£6,337 1,860 70% 2,658	£6,827 5,381 70% 7,688	£7,354 10,271 70% 14,673	£7,464 11,110 70% 15,871	£7,805 13,473 70% 19,247
	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (1): TOTAL FORECAST RESIDUAL EXPENDITURE: COMMITTED FLOORSPACE -TURNOVER (£m): NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m): £274.9 TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (1): £274.9 TOTAL FORECAST RESIDUAL EXPENDITURE: £0.0 COMMITTED FLOORSPACE -TURNOVER (£m): £0.0 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: £0.0 FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): £6,000 (ii) Net Floorspace Capacity (sq m): 0 (iii) Assumed Net / Gross Floorspace Ratio: 70%	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m): £274.9 £302.1 TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (1): £274.9 £290.3 TOTAL FORECAST RESIDUAL EXPENDITURE: £0.0 £11.8 COMMITTED FLOORSPACE -TURNOVER (£m): £0.0 £0.0 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: £0.0 £11.8 FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): £6,000 £6,337 (ii) Net Floorspace Capacity (sq m): 0 1,860 (iii) Assumed Net / Gross Floorspace Ratio: 70% 70%	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m): £274.9 £302.1 £349.5 TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (¹¹): £274.9 £290.3 £312.7 TOTAL FORECAST RESIDUAL EXPENDITURE: £0.0 £11.8 £36.7 COMMITTED FLOORSPACE -TURNOVER (£m): £0.0 £0.0 £0.0 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: £0.0 £11.8 £36.7 FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): £6,000 £6,337 £6,827 (ii) Net Floorspace Capacity (sq m): 0 1,860 5,381 (iii) Assumed Net / Gross Floorspace Ratio: 70% 70%	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m): £274.9 £302.1 £349.5 £412.4 TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (¹¹): £274.9 £290.3 £312.7 £336.9 TOTAL FORECAST RESIDUAL EXPENDITURE: £0.0 £11.8 £36.7 £75.5 COMMITTED FLOORSPACE -TURNOVER (£m): £0.0 £0.0 £0.0 £0.0 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: £0.0 £11.8 £36.7 £75.5 FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (1) Estimated Average Sales Density of New Floorspace (£ per sq m): £6,000 £6,337 £6,827 £7,354 (ii) Net Floorspace Capacity (sq m): 0 1,860 5,381 10,271 (iii) Assumed Net / Gross Floorspace Ratio: 70% 70% 70% 70%	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m): £274.9 £302.1 £349.5 £412.4 £424.9 TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (1): £274.9 £290.3 £312.7 £336.9 £341.9 TOTAL FORECAST RESIDUAL EXPENDITURE: £0.0 £11.8 £36.7 £75.5 £82.9 COMMITTED FLOORSPACE -TURNOVER (£m): £0.0

STEP 1:

The (survey-derived) 'potential' turnovers assume constant market shares over the forecast period (derived from Table 11).

An allowance has been made for the growth in 'productivity' ('efficiency') of all existing and new comparison goods floorspace. Drawing on Experian's growth forecasts and research an annual average growth rate of circa 1.5% has been assumed over the forecast period.

The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. STEP 2:

STEP 3:

STEP 4: $\label{thm:comparison} There were no major comparison goods floorspace commitments at the time of preparing this assessment.$ The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4). STEP 5:

The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. STEP 6:

TABLE 13: NUNEATON COMPARISON GOODS CAPACITY ASSESSMENT - ASSUMING 'EQUILIBRIUM' AT THE BASE YEAR

		2013	2017	2022	2027	2028	2031
STEP 1:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m):	£232.8	£255.9	£296.1	£349.4	£359.9	£392.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (1):	£232.8	£245.9	£264.9	£285.4	£289.7	£302.9
STEP 3:	TOTAL FORECAST RESIDUAL EXPENDITURE:	£0.0	£10.0	£31.2	£64.0	£70.3	£89.1
STEP 4:	COMMITTED FLOORSPACE -TURNOVER (£m):	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£10.0	£31.2	£64.0	£70.3	£89.1
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£6,000 0 70% 0	£6,337 1,581 70% 2,259	£6,827 4,564 70% 6,520	£7,354 8,707 70% 12,439	£7,464 9,417 70% 13,453	£7,805 11,419 70% 16,313

See footnotes to Table 12. Note:

TABLE 14: BEDWORTH COMPARISON GOODS CAPACITY ASSESSMENT - ASSUMING 'EQUILIBRIUM' AT THE BASE YEAR

		2013	2017	2022	2027	2028	2031
STEP 1:	TOTAL FORECAST 'POTENTIAL' TURNOVER (£m):	£32.2	£35.3	£40.9	£48.2	£49.7	£54.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) (1):	£32.2	£34.0	£36.6	£39.4	£40.0	£41.9
STEP 3:	TOTAL FORECAST RESIDUAL EXPENDITURE:	£0.0	£1.3	£4.3	£8.8	£9.7	£12.3
STEP 4:	COMMITTED FLOORSPACE -TURNOVER (£m):	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	£0.0	£1.3	£4.3	£8.8	£9.7	£12.3
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£6,000 0 70% 0	£6,337 213 70% 304	£6,827 624 70% 892	£7,354 1,196 70% 1,709	£7,464 1,294 70% 1,849	£7,805 1,571 70% 2,244
Note:	See footnotes to Table 12						

Note: See footnotes to Table 12.





TABLE 1a: POPULATION GROWTH - OXFORD ECONOMICS GROWTH ESTIMATES

	2013	2017	2022	2028	Change 2013-28
Nuneaton Zone	90,384	92,287	94,666	97,521	7,136
Bedworth Zone	41,011	41,590	42,314	43,182	2,171
Borough Total	131,396	133,878	136,980	140,703	9,307

Source: ONS and Oxford Economics.

Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13. Borough Area is broadly equivalent to Zones 1-10 and 13.

TABLE 1b: POPULATION GROWTH - EXPERIAN GROWTH ESTIMATES

	2013	2017	2022	2028	Change 2013-28
Nuneaton Zone	90,788	94,050	98,124	102,481	11,693
Bedworth Zone	41,142	42,039	43,324	44,691	3,549
Borough Total	131,930	136,089	141,448	147,172	15,242

Source: Experian Business Strategies 'Retail Area Planner' Report for each study zone.

Notes: Base year population and projects derived from Experian Population and Expenditure Report.

Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13. Borough Area is broadly equivalent to Zones 1-10 and 13.

TOTAL LEISURE EXPENDITURE GROWTH 2011-2029 TABLE 2:

	2011	2012	2013	2014	2015	2016-20	2021-29
Expenditure growth per head (%)	1.3	-0.5	0.7	1.6	1.4	1.9	1.7

Source: Average spend per capita estimates for each zone are derived from Experian 'Retail Area Planner' Reports .

Notes: Annual expenditure growth forecasts are informed by Experian's Retail Planner Briefing Note 11 (September 2013).

EXPENDITURE PER HEAD - ALL LEISURE (£M) TABLE 3:

YEAR	NUNEATON ZONE	BEDWORTH ZONE	
2013	£2,087	£2,061	
2017	£2,233	£2,205	
2022	£2,444	£2,413	
2028	£2,704	£2,670	

Experian Business Strategies 'Retail Area Planner' Report for each study zone. Source:

Base year population and projects derived from Experian Population and Expenditure Report. Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13.

TABLE 4a: TOTAL LEISURE EXPENDITURE (£M) - OXFORD ECONOMICS POPULATION GROWTH ESTIMATE

	2013	2017	2022	2028	% Change 2013-28
Nuneaton Zone	£188.7	£206.1	£231.3	£263.7	39.8%
Bedworth Zone	£84.5	£91.7	£102.1	£115.3	36.4%
Borough Total	£273.2	£297.8	£333.4	£379.0	38.7%

Expenditure calculated from Tables 1a and 3.

Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13. Borough Area is broadly equivalent to Zones 1-10 and 13. Notes:

TABLE 4b: TOTAL EXPENDITURE (£M) - EXPERIAN POPULATION GROWTH ESTIMATE

	2013	2017	2022	2028	% Change 2013-28
Nuneaton Zone	£189.5	£210.0	£239.8	£277.1	46.2%
Bedworth Zone	£84.8	£92.7	£104.5	£119.3	40.7%
Borough Total	£274.3	£302.7	£344.3	£396.4	44.5%

Source: Expenditure calculated from Tables 1b and 3.

Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13. Borough Area is broadly equivalent to Zones 1-10 and 13. Notes:



TABLE 5: EXPENDITURE PER HEAD - EATING AND DRINKING (£M)

YEAR	NUNEATON	BEDWORTH	
2013	£912	£887	
2017	£976	£949	
2022	£1,068	£1,039	
2028	£1,181	£1,149	

Source: Experian Business Strategies 'Retail Area Planner' Report for each study zone.

Notes: Base year population and projects derived from Experian Population and Expenditure Report.

Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13.

TABLE 6a: EATING AND DRINKING EXPENDITURE GROWTH - OXFORD ECONOMICS POPULATION GROWTH

	2013	2017	2022	2028	Change	2013-28
	2013 2017	2022	2028	£m	%	
Nuneaton Zone	£82.4	£90.0	£101.1	£115.2	£32.8	39.8%
Bedworth Zone	£36.4	£39.5	£43.9	£49.6	£13.2	36.4%
Borough Total	£118.8	£129.5	£145.0	£164.8	£46.0	38.7%

Source: Expenditure calculated from Tables 1a and 5.

Notes: Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13. Borough Area is broadly equivalent to Zones 1-10 and 13.

TABLE 6b: EATING AND DRINKING EXPENDITURE GROWTH - EXPERIAN POPULATION GROWTH

	2013	2017	2022	2028	Change 2013-28	
					£m	%
Nuneaton Zone	£82.8	£91.7	£104.8	£121.1	£38.3	46.2%
Bedworth Zone	£36.5	£39.9	£45.0	£51.4	£14.9	40.7%
Borough Total	£119.3	£131.6	£149.8	£172.4	£53.1	44.5%

Source: Expenditure calculated from Tables 1b and 5.

Notes: Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13. Borough Area is broadly equivalent to Zones 1-10 and 13.

TABLE 7: EXISTING RESTAURANT, CAFÉ, BAR & NIGHTCLUB FLOORSPACE (m2)

	NUNEATON	BEDWORTH	
	m²	m ²	
Bars & Wine Bars	910	0	
Cafes	1,579	177	
Public Houses	2,313	632	
Restaurants	1,198	74	
Total	6,001	883	

Source: Nuneaton Town Centre Category Report, Experian Goad, April 2012.

Bedworth Town Centre Category Report, Experian Goad, October 2011.

TABLE 8a: PROJECTED FLOORSPACE - RESTAURANTS, CAFES, ETC - OXFORD ECONOMICS POPULATION GROWTH

	E	kpenditure (£n	1)	Revise	Revised Expenditure (£m)			Gross Floorspace (m2)		
	Nuneaton	Bedworth	Total Borough	Nuneaton	Bedworth	Total Borough	Nuneaton	Bedworth	Total Borough	
2013	£82.4	£36.4	£118.8	£49.3	£2.97	£52.3	6,001	883	6,884	
2017	£90.0	£39.5	£129.5	£53.7	£3.2	£57.0	6,542	962	7,504	
2022	£101.1	£43.9	£145.0	£60.2	£3.6	£63.8	7,325	1,077	8,402	
2028	£115.2	£49.6	£164.8	£68.4	£4.1	£72.5	8,326	1,224	9,550	
Growth 2013-28	£32.8	£13.2	£46.0	£19.1	£1.2	£20.2	2,324	342	2,666	

Retention (Household Survey Derived) 41.5% 2.5% 44%

Source: Calculated from Tables 6a and 7.

Notes Retention based on market shares for eating out (e.g. restaurants) for Nuneaton and Bedworth as identified in the 2011 HTIS.

Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13. Borough Area is broadly equivalent to Zones 1-10 and 13.



TABLE 8b: EXPENDITURE - RESTAURANTS, CAFES, ETC - EXPERIAN POPULATION GROWTH

TABLE 8D: EXPENDITURE - RESTAURANTS, CAFES, ETC - EXPERIAN POPULATION GROWTH									
	Expenditure (£m)			Revised Expenditure (£m)			Gross Floorspace (m ²)		
	Nuneaton	Bedworth	Total Borough	Nuneaton	Bedworth	Total Borough	Nuneaton	Bedworth	Total Borough
2013	£82.8	£36.5	£119.3	£49.5	£2.98	£52.5	6,001	883	6,884
2017	£91.7	£39.9	£131.6	£54.6	£3.3	£57.9	6,623	974	7,597
2022	£104.8	£45.0	£149.8	£62.1	£3.7	£65.9	7,534	1,108	8,642
2028	£121.1	£51.4	£172.4	£71.6	£4.3	£75.9	8,674	1,276	9,949
Growth 2013-28	£38.3	£14.9	£53.1	£22.0	£1.3	£23.4	2,672	393	3,065

Retention (Household Survey Derived) 41.5% 44% 2.5%

Calculated from Tables 6b and 7. Source:

Retention based on market shares for eating out (e.g. restaurants) for Nuneaton and Bedworth as identified in the 2011 HTIS. Notes

Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13. Borough Area is broadly equivalent to Zones 1-10 and 13.

TABLE 9: EXPENDITURE PER HEAD - GAMES OF CHANCE (£)

YEAR	NUNEATON ZONE	BEDWORTH ZONE	BOROUGH
2013	£186	£207	£196
2017	£197	£219	£208
2022	£211	£235	£223
2027	£225	£251	£238

Source: Experian Business Strategies 'Retail Area Planner' Report for each study zone.

Notes: Base year population and projects derived from Experian Population and Expenditure Report.

Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13. Borough Area is broadly equivalent to Zones 1-10 and 13.

TABLE 10a: SUMMARY OF EXPENDITURE GROWTH - OXFORD ECONOMICS POPULATION GROWTH

	2012	2017	2022	2020	Change 2013-28	
	2013	2017	2022	2028	£m	%
Nuneaton Zone	£16.8	£18.2	£20.0	£22.2	£5.5	32.5%
Bedworth Zone	£8.5	£9.1	£10.0	£11.0	£2.5	29.3%
Borough Total	£25.3	£27.3	£29.9	£33.2	£7.9	31.4%

Expenditure calculated from Tables 1a and 9. Source:

Notes: Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13. Borough Area is broadly equivalent to Zones 1-10 and 13.

TABLE 10b: SUMMARY OF EXPENDITURE GROWTH - EXPERIAN POPULATION GROWTH

	2013	2017	2022	2028	Change 2013-28	
	2013	2017	2022		£m	%
Nuneaton Zone	£16.9	£18.5	£20.7	£23.4	£6.5	38.6%
Bedworth Zone	£8.5	£9.2	£10.2	£11.4	£2.8	33.4%
Borough Total	£25.4	£27.7	£30.9	£34.7	£9.4	36.9%

Source: Expenditure calculated from Tables 1b and 9.

Nuneaton Zone = Zones 1-7 and Bedworth Zones = Zones 8-10 & 13. Borough Area is broadly equivalent to Zones 1-10 and 13. Notes:

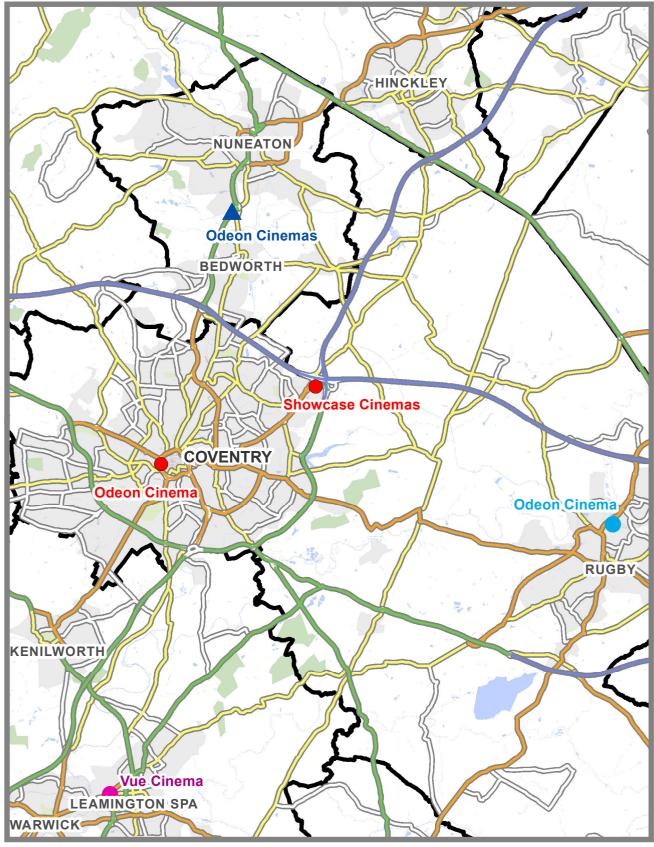
TABLE 11: EXISTING GAMES OF CHANCE FLOORSPACE

	NUNEATON	BEDWORTH
	m²	m²
Bingo & Amusements	799	576
Casinos & Betting Offices	855	595
Total	1,654	1,171

Nuneaton Centre Category Report, Experian Goad (April 2012) & Bedworth Centre Category Report, Experian Goad (October 2011)



Existing and Competing Cinema Facilities



Legend

- ▲ Cinema facilities in Nuneaton & Bedworth
- Cinema facilities in Coventry
- Cinema facilities in Rugby
- Cinema facilities in Royal Leamington Spa

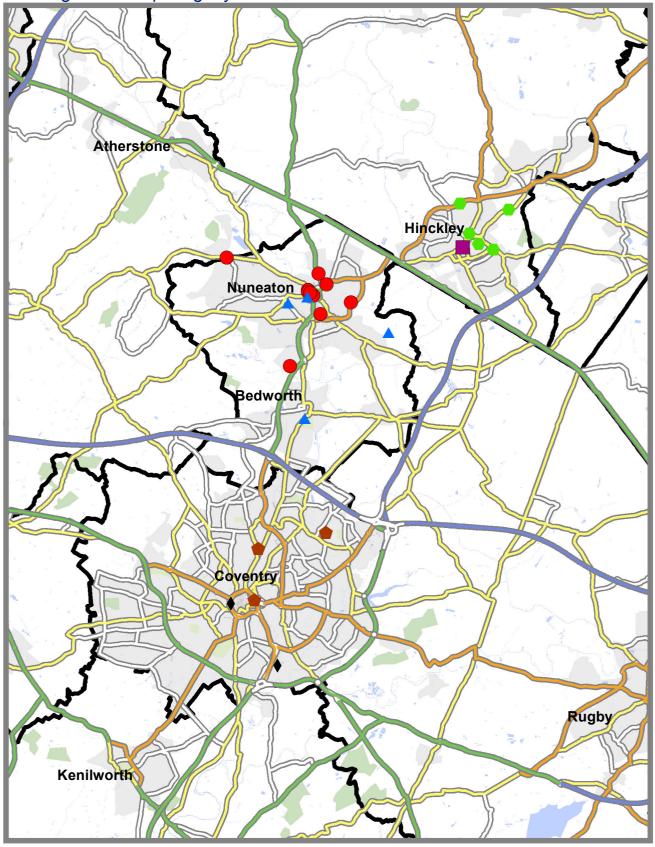
Local Authority Boundary

Copyright Experian Ltd, Navteq 2011 Q2. Ordnance Survey © Crown copyright 2011





Existing and Competing Gym/Leisure Provision



Legend

Nuneaton Private Gyms/Leisure Facilities

▲ Nuneaton & Bedworth Public Gyms/Leisure Facilities

Hinckley Private Gyms/Leisure Facilities

Hinckley Public Gym/Leisure Facility

Coventry Private Gyms/Leisure Facilities

Coventry Public Gyms/Leisure Facilities

Local and Unitary Authority

Copyright Experian Ltd, Navteq 2011 Q2. Ordnance Survey © Crown copyright 2011

