





## QA

### **Nuneaton and Bedworth Borough Council:**

### **Retail and Leisure Study Update 2013 – Appendix Volume**

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

Date	Originators	Approved
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#### Limitations

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## **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?

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

Yes  
No

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

**PC Can I just ask you to confirm your postcode please?**

1 Postcode (PLEASE WRITE IN)  
2 (Not in quota)

**Q01 Where do you normally go for your household's main food and grocery shopping i.e. primarily bulk 'trolley' purchases?  
DO NOT READ OUT. ONE ANSWER ONLY**

- 001 A A Day Newsagent, Nuneaton Road, Bedworth
- 002 Aldi, Kingswood Road, Nuneaton
- 003 Aldi, Mill Street, Bedworth
- 004 Aloe Vera Products, Arbury Road, Nuneaton
- 005 Arden News, Abbey Gate Shopping Precinct, Nuneaton
- 006 Asda, Abbey Park, Coventry
- 007 Asda, Barwell Lane, Hinckley
- 008 Asda, Newtown Road , Nuneaton
- 009 B Hadley, Church Street, Nuneaton
- 010 Bedworth Newsagents, Smorrall Lane, Bedworth
- 011 Bray Stores, Exhall Green, Exhall, Bedworth
- 012 Bright Corner Shop Convenience Stores, Bracebridge Street, Nuneaton
- 013 Carters News, Dark Lane, Bedworth
- 014 Caves Fruit & Veg, Queens Road, Nuneaton
- 015 Co-Op, Coniston Way, Nuneaton
- 016 Co-op, Copper Beech Road , Nuneaton
- 017 Co-Op, Kem Street, Attleborough
- 018 Co-op, New Century Way, Nuneaton
- 019 Copswood News, Copswood Avenue, Nuneaton
- 020 Cornor Shop, Edward Street, Nuneaton
- 021 Costcutter Ltd, Raven Way, Nuneaton
- 022 Costcutter Supermarket, Wicilif Way, Nuneaton
- 023 Costcutters Nuneaton, Copswood Avenue, Nuneaton
- 024 D G & P C Rogers, Coventry Road, Exhall, Bedworth
- 025 Dillons Newsagents Ltd, Lutterworth Road, Nuneaton
- 026 Drayton Stores, Drayton Road, Bedworth
- 027 Exton News, Armsom Road, Exhall, Bedworth
- 028 Farmfoods Ltd, Camborne Drive, Horestone
- 029 G R Supermarket, Church Road, Nuneaton
- 030 Glenco Newsagents, Chequer Street, Bulkington, Bedworth
- 031 Gt News, Leicester Street, Bulkington, Bedworth
- 032 Haunchwood News, Haunchwood Road, Nuneaton
- 033 Heath End News, Heath End Road, Nuneaton
- 034 Heron Frozen Foods Ltd, Abbey Street, Nuneaton
- 035 Heron News, Abbey Street, Nuneaton
- 036 Holland & Barrett Ltd, Market Place, Nuneaton
- 037 Holland & Barrett Ltd, Townsend Drive, Attleborough Fields Industrial Estate, Nuneaton
- 038 Horeston Grange News, Camborne Drive, Nuneaton
- 039 Hundal Newsagents, Weddington Road, Nuneaton
- 040 Iceland Foods Plc, Mill Street, Bedworth
- 041 Iceland Foods Plc, Queens Road, Nuneaton
- 042 Iceland, Cannon Park Shopping Centre, Coventry
- 043 Iceland, Clock Towers Shopping Centre, Rugby
- 044 Iceland, Queens Road, Nuneaton
- 045 J B News, Leicester Street, Bedworth
- 046 J G News, Devon Close, Nuneaton
- 047 J Sainsbury PLC, Austin Drive, Coventry
- 048 J Sainsbury PLC, Dunchurch Road, Rugby
- 049 J Sainsbury PLC, Fletchamstead Highway, Coventry
- 050 J Sainsbury PLC, Trinity Street, Coventry
- 051 J Sainsbury PLC, Vicarage Street , Nuneaton
- 052 Jay Convenience Stores, Hickman Road, Nuneaton
- 053 Jay Supermarket, Edward Street, Nuneaton
- 054 Just for You Newsagent, Heath End Road, Nuneaton
- 055 K & R News, St. Nicolas Park Drive, Nuneaton
- 056 Keresley Newsagent, Rathbone Close, Keresley End, Bedworth
- 057 Kieras News, Newtown Road, Bedworth
- 058 Larchbank Convenience Store, Tresillian Road, Exhall, Bedworth
- 059 Lidl, Queens Road, Nuneaton
- 060 Mid County Co-Operative, Sherbourne Avenue, Nuneaton
- 061 Minimart, Rugby Road, Bulkington, Bedworth
- 062 Mumtaz Store, Princes Street, Nuneaton
- 063 Netto, Regent Street , Nuneaton
- 064 Newdigate Stores, Oakley Court, Bedworth
- 065 News Plus Group Ltd, Coventry Road, Bedworth
- 066 Niko News, Bulkington Road, Bedworth
- 067 One Stop Community Stores Ltd, Higham Lane, Nuneaton
- 068 One Stop Community Stores Ltd, Leicester Road, Bedworth
- 069 P.D.S News, Croft Road, Nuneaton
- 070 Padda Newsagents, Church Road, Nuneaton
- 071 PineTree Newsagents, Pine Tree Road, Bedworth
- 072 Poundland Ltd, Abbey Street, Nuneaton
- 073 Premier Stores, Mount Pleasant Road, Bedworth
- 074 R & R Supermarket, Church Road, Nuneaton
- 075 R K Supermarket, Kingswood Road, Nuneaton
- 076 S & K Supermarkets, Arbury Road, Nuneaton
- 077 Saints Liquor Store, Smorrall Lane, Bedworth
- 078 Sedgies Newsagents, Heath Road, Bedworth
- 079 Shivom News, Vernons Lane, Nuneaton
- 080 Somerfield Stores Ltd, Camborne Drive, Nuneaton
- 081 Sonnys Grocer, Heath End Road, Nuneaton

082 Spar, Leicester Street, Bulkington, Bedworth  
083 Spar, Lutterworth Road, Nuneaton  
084 Spar, Trafford Drive, Nuneaton  
085 Star News, Sherbourne Avenue, Nuneaton  
086 Stokes Plc, All Saints Square, Bedworth  
087 Supergrigs, All Saints Square, Bedworth  
088 Terry Haskins, Marston Lane, Bedworth  
089 Tesco Extra, Arena Retail Park, Coventry  
090 Tesco Stores Ltd, Croft Road, Nuneaton  
091 Tesco Stores Ltd, Heath Road, Bedworth  
092 Tesco, Clifford Bridge Road, Coventry  
093 Tesco, Jubilee Crescent, Coventry  
094 Tesco, Leicester Street / George Street Ringway, Bedworth  
095 Tesco, Raven Way, Nuneaton  
096 The Co-Op, Abbey Street, Nuneaton  
097 The Grocers, Pine Tree Road, Bedworth  
098 The Health Shop Nuneaton Ltd, Coventry Street, Nuneaton  
099 United News Shops Ltd, College Street, Nuneaton  
100 V J S, Queen Elizabeth Road, Nuneaton  
101 Wm Morrison, Alvis Retail Park, Coventry  
102 Wm Morrison, Hinckley Fields Industrial Estate, Hinckley  
103 Wm Morrison, Skipworth Road, Binley, Coventry  
104 Internet / Mail Order (PLEASE WRITE IN)  
105 Other (PLEASE WRITE IN)  
106 (Don't know / varies)

**Q02 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

- 1 Accessibility by public transport
- 2 Choice / price of non- food goods (e.g. clothes, DVDs, etc)
- 3 Choice of food goods available
- 4 Clean shopping environment
- 5 Clubcard / Rewards system
- 6 Convenient to home
- 7 Convenient to work
- 8 Free car parking
- 9 Good car parking provision
- A Good shopping environment
- B Low prices
- C Part of shopping trip for non-food goods
- D Preference for retailer
- E Provision of leisure services nearby
- F Provision of services nearby, such as banks and other financial services
- G Quality of fresh food
- H Safe (during the day)
- I Safe (during the evening /night time)
- J Use of cafe
- K Use of cash point / ATM
- L Provision of petrol station / car wash
- M Provision of self service tills
- N Provision of delicatessen / bakery / fresh fish counter etc
- O Other (PLEASE WRITE IN)
- P No particular reason
- Q (Don't know / varies)

NOT THOSE WHO MENTIONED INTERNET AT Q01

**Q03 How do you normally travel to..... [STORE/DESTINATION MENTIONED AT Q01]?**

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Using park & ride facility
- 5 Motorcycle, scooter or moped
- 6 Walk
- 7 Taxi
- 8 Train
- 9 Bicycle
- A Other (PLEASE WRITE IN)
- B Not applicable / goods delivered
- C (Don't know / varies)

**Q04 How often do you normally do your main food shopping at .....**

STORE/DESTINATION MENTIONED AT Q01?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Less often
- 6 Varies
- 7 (Don't know)

**Q05** In addition to ..... (STORE MENTIONED AT Q01), are there any other stores that you regularly use for your main-food shopping?  
DO NOT READ OUT. CAN BE MULTICODED

001 A A Day Newsagent, Nuneaton Road, Bedworth  
002 Aldi, Kingswood Road, Nuneaton  
003 Aldi, Mill Street, Bedworth  
004 Aloe Vera Products, Arbury Road, Nuneaton  
005 Arden News, Abbey Gate Shopping Precinct, Nuneaton  
006 Asda, Abbey Park, Coventry  
007 Asda, Barwell Lane, Hinckley  
008 Asda, Newtown Road, Nuneaton  
009 B Hadley, Church Street, Nuneaton  
010 Bedworth Newsagents, Smorrall Lane, Bedworth  
011 Bray Stores, Exhall Green, Exhall, Bedworth  
012 Bright Corner Shop Convenience Stores, Bracebridge Street, Nuneaton  
013 Carters News, Dark Lane, Bedworth  
014 Caves Fruit & Veg, Queens Road, Nuneaton  
015 Co-Op, Coniston Way, Nuneaton  
016 Co-op, Copper Beech Road, Nuneaton  
017 Co-Op, Kem Street, Attleborough  
018 Co-op, New Century Way, Nuneaton  
019 Copsewood News, Copsewood Avenue, Nuneaton  
020 Cornor Shop, Edward Street, Nuneaton  
021 Costcutter Ltd, Raven Way, Nuneaton  
022 Costcutter Supermarket, Wilcif Way, Nuneaton  
023 Costcutters Nuneaton, Copsewood Avenue, Nuneaton  
024 D G & P C Rogers, Coventry Road, Exhall, Bedworth  
025 Dillons Newsagents Ltd, Lutterworth Road, Nuneaton  
026 Drayton Stores, Drayton Road, Bedworth  
027 Exton News, Armson Road, Exhall, Bedworth  
028 Farmfoods Ltd, Camborne Drive, Horestone  
029 G R Supermarket, Church Road, Nuneaton  
030 Glenco Newsagents, Chequer Street, Bulkington, Bedworth  
031 Gt News, Leicester Street, Bulkington, Bedworth  
032 Haunchwood News, Haunchwood Road, Nuneaton  
033 Heath End News, Heath End Road, Nuneaton  
034 Heron Frozen Foods Ltd, Abbey Street, Nuneaton  
035 Heron News, Abbey Street, Nuneaton  
036 Holland & Barrett Ltd, Market Place, Nuneaton  
037 Holland & Barrett Ltd, Townsend Drive, Attleborough Fields Industrial Estate, Nuneaton  
038 Horeston Grange News, Camborne Drive, Nuneaton  
039 Hundal Newsagents, Weddington Road, Nuneaton  
040 Iceland Foods Plc, Mill Street, Bedworth  
041 Iceland Foods Plc, Queens Road, Nuneaton  
042 Iceland, Cannon Park Shopping Centre, Coventry  
043 Iceland, Clock Towers Shopping Centre, Rugby  
044 Iceland, Queens Road, Nuneaton  
045 J B News, Leicester Street, Bedworth  
046 J G News, Devon Close, Nuneaton  
047 J Sainsbury PLC, Austin Drive, Coventry  
048 J Sainsbury PLC, Dunchurch Road, Rugby  
049 J Sainsbury PLC, Fletchampsstead Highway, Coventry  
050 J Sainsbury PLC, Trinity Street, Coventry  
051 J Sainsbury PLC, Vicarage Street, Nuneaton  
052 Jay Convenience Stores, Hickman Road, Nuneaton  
053 Jay Supermarket, Edward Street, Nuneaton  
054 Just for You Newsagent, Heath End Road, Nuneaton  
055 K & R News, St. Nicolas Park Drive, Nuneaton  
056 Keresley Newsagent, Rathbone Close, Keresley End, Bedworth  
057 Kieras News, Newtown Road, Bedworth  
058 Larchbank Convenience Store, Tresillian Road, Exhall, Bedworth  
059 Lidl, Queens Road, Nuneaton  
060 Mid County Co-Operative, Sherbourne Avenue, Nuneaton  
061 Minimart, Rugby Road, Bulkington, Bedworth  
062 Mumtaz Store, Princes Street, Nuneaton  
063 Netto, Regent Street, Nuneaton  
064 Newdigate Stores, Oakley Court, Bedworth  
065 News Plus Group Ltd, Coventry Road, Bedworth  
066 Niko News, Bulkington Road, Bedworth  
067 One Stop Community Stores Ltd, Higham Lane, Nuneaton  
068 One Stop Community Stores Ltd, Leicester Road, Bedworth  
069 P.D.S News, Croft Road, Nuneaton  
070 Padda Newsagents, Church Road, Nuneaton  
071 Pinetree Newsagents, Pine Tree Road, Bedworth  
072 Poundland Ltd, Abbey Street, Nuneaton  
073 Premier Stores, Mount Pleasant Road, Bedworth  
074 R & R Supermarket, Church Road, Nuneaton  
075 R K Supermarket, Kingswood Road, Nuneaton  
076 S & K Supermarkets, Arbury Road, Nuneaton  
077 Saints Liquor Store, Smorrall Lane, Bedworth  
078 Sedgies Newsagents, Heath Road, Bedworth  
079 Shivom News, Vernons Lane, Nuneaton  
080 Somerfield Stores Ltd, Camborne Drive, Nuneaton  
081 Sonnys Grocer, Heath End Road, Nuneaton  
082 Spar, Leicester Street, Bulkington, Bedworth  
083 Spar, Lutterworth Road, Nuneaton  
084 Spar, Trafford Drive, Nuneaton  
085 Star News, Sherbourne Avenue, Nuneaton  
086 Stokes Plc, All Saints Square, Bedworth  
087 Supercoigs, All Saints Square, Bedworth  
088 Terry Haskins, Marston Lane, Bedworth  
089 Tesco Extra, Arena Retail Park, Coventry  
090 Tesco Stores Ltd, Croft Road, Nuneaton  
091 Tesco Stores Ltd, Heath Road, Bedworth  
092 Tesco, Clifford Bridge Road, Coventry  
093 Tesco, Jubilee Crescent, Coventry  
094 Tesco, Leicester Street / George Street Ringway, Bedworth  
095 Tesco, Raven Way, Nuneaton  
096 The Co-Op, Abbey Street, Nuneaton  
097 The Grocers, Pine Tree Road, Bedworth  
098 The Health Shop Nuneaton Ltd, Coventry Street, Nuneaton  
099 United News Shops Ltd, College Street, Nuneaton  
100 V J S, Queen Elizabeth Road, Nuneaton  
101 Wm Morrison, Alvis Retail Park, Coventry  
102 Wm Morrison, Hinckley Fields Industrial Estate, Hinckley  
103 Wm Morrison, Skipworth Road, Binley, Coventry  
104 Internet / Mail Order (PLEASE WRITE IN)  
105 Other (PLEASE WRITE IN)  
106 (Don't know / varies)  
107 (Nowhere else)



**Q06 How often do you normally do you visit the (STORE MENTIONED AT Q05)?**

DO NOT READ OUT. ONE ANSWER ONLY

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Less often
- 6 Varies
- 7 (Don't know)

**Q07 When you go shopping for main food goods, do you normally link this trip with another activity?**

DO NOT READ OUT. CAN BE MULTICODED

- 1 Yes – non-food shopping GO TO Q08
- 2 Yes – leisure activity GO TO Q09
- 3 Yes – travelling to / from work GO TO Q10
- 4 Yes – travelling to / from school / college GO TO Q10
- 5 Yes – other food shopping GO TO Q10
- 6 Yes – visiting services such as banks and other financial institutions GO TO Q10
- 7 Yes – petrol station / car wash GO TO Q10
- 8 Yes – recycling facilities GO TO Q10
- 9 Yes – childcare / nursery / after school activity GO TO Q10
- A Yes – other (PLEASE WRITE IN) GO TO Q10
- B No GO TO Q10
- C (Don't know / varies) 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

- 001 In-store
- Towns / Centres**
- 002 Abbey Green
- 003 Attleborough
- 004 Bedworth
- 005 Birmingham
- 006 Bulkington
- 007 Chapel End
- 008 Coventry
- 009 Hinckley
- 010 Horeston Grange
- 011 Leicester
- 012 Nuneaton
- 013 Rugby
- 014 Solihull
- 015 Tamworth
- Specific roads**
- 016 Arbury Road
- 017 Armson Road
- 018 Bennetts Road North
- 019 Bradestone Road
- 020 Bulkington Road
- 021 Church Road
- 022 Copper Beech Road
- 023 Copsewood Avenue
- 024 Coventry Road / School Lane
- 025 Craddock Drive
- 026 Croft Road
- 027 Dark Lane
- 028 Eadie Street
- 029 Heath End Road
- 030 Hickman Road
- 031 Kingswood Road
- 032 Lutterworth Road
- 033 Newcomen Road
- 034 Newtown Road
- 035 Nuneaton Road
- 036 Pine Tree Road
- 037 Queens Road
- 038 Rathbone Close
- 039 Rugby Road
- 040 Smorral Lane
- 041 St Nicolas Park Drive
- 042 Tomkinson Road / Croft Road
- 043 Trafford Drive
- 044 Trelawney Road
- 045 Vernons Lane
- 046 Vicarage Lane
- 047 Webb Street
- 048 Weddington Road (corner of Brook Lane)
- 049 Weddington Road (opposite Shanklin Drive)
- 050 Whittleford Road
- 051 Wiclif Way
- Retail parks**
- 052 Bermuda Park, St Davids Way, Nuneaton
- 053 Arena Retail Park, Classic Drive Coventry
- 054 Junction 1 / Elliots Field Retail & Leisure Park, Leicester Road Rugby
- Other**
- 055 Other (PLEASE WRITE IN)
- 056 (Don't know / can't remember)

**Q09** 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
- 2 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**

- G Arena Retail Park, Classic Drive, Coventry
- H Bermuda Park, St Davids Way, Nuneaton
- I Junction 1 / Elliots Field Retail & Leisure Park, Leicester Road, Rugby

**Others**

- J Other (PLEASE WRITE IN)
- K (Don't know / can't remember)

**Q10** 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

**Q11 Where do you normally do most of 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

- 001 A A Day Newsagent, Nuneaton Road, Bedworth
- 002 Aldi, Kingswood Road, Nuneaton
- 003 Aldi, Mill Street, Bedworth
- 004 Aloe Vera Products, Arbury Road, Nuneaton
- 005 Arden News, Abbey Gate Shopping Precinct, Nuneaton
- 006 Asda, Abbey Park, Coventry
- 007 Asda, Barwell Lane, Hinckley
- 008 Asda, Newtown Road, Nuneaton
- 009 B Hadley, Church Street, Nuneaton
- 010 Bedworth Newsagents, Smorrall Lane, Bedworth
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- 013 Carters News, Dark Lane, Bedworth
- 014 Caves Fruit & Veg, Queens Road, Nuneaton
- 015 Co-Op, Coniston Way, Nuneaton
- 016 Co-op, Copper Beech Road, Nuneaton
- 017 Co-Op, Kem Street, Attleborough
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- 022 Costcutter Supermarket, Wicif Way, Nuneaton
- 023 Costcutters Nuneaton, Copswood Avenue, Nuneaton
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- 025 Dillons Newsagents Ltd, Lutterworth Road, Nuneaton
- 026 Drayton Stores, Drayton Road, Bedworth
- 027 Exton News, Armon Road, Exhall, Bedworth
- 028 Farmfoods Ltd, Camborne Drive, Horestone
- 029 G R Supermarket, Church Road, Nuneaton
- 030 Glenco Newsagents, Chequer Street, Bulkington, Bedworth
- 031 Gt News, Leicester Street, Bulkington, Bedworth
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- 033 Heath End News, Heath End Road, Nuneaton
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- 035 Heron News, Abbey Street, Nuneaton
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- 037 Holland & Barrett Ltd, Townsend Drive, Attleborough Fields Industrial Estate, Nuneaton
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- 039 Hundal Newsagents, Weddington Road, Nuneaton
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- 041 Iceland Foods Plc, Queens Road, Nuneaton
- 042 Iceland, Cannon Park Shopping Centre, Coventry
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- 049 J Sainsbury PLC, Fletchamstead Highway, Coventry
- 050 J Sainsbury PLC, Trinity Street, Coventry
- 051 J Sainsbury PLC, Vicarage Street, Nuneaton
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- 053 Jay Supermarket, Edward Street, Nuneaton
- 054 Just for You Newsagent, Heath End Road, Nuneaton
- 055 K & R News, St. Nicolas Park Drive, Nuneaton
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- 057 Kieras News, Newtown Road, Bedworth
- 058 Larchbank Convenience Store, Tresillian Road, Exhall, Bedworth
- 059 Lidl, Queens Road, Nuneaton
- 060 Mid County Co-Operative, Sherbourne Avenue, Nuneaton
- 061 Minimart, Rugby Road, Bulkington, Bedworth
- 062 Mumtaz Store, Princes Street, Nuneaton
- 063 Netto, Regent Street, Nuneaton
- 064 Newdigate Stores, Oakley Court, Bedworth
- 065 News Plus Group Ltd, Coventry Road, Bedworth
- 066 Niko News, Bulkington Road, Bedworth
- 067 One Stop Community Stores Ltd, Higham Lane, Nuneaton
- 068 One Stop Community Stores Ltd, Leicester Road, Bedworth
- 069 P.D.S News, Croft Road, Nuneaton
- 070 Padda Newsagents, Church Road, Nuneaton
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- 078 Sedgies Newsagents, Heath Road, Bedworth
- 079 Shivom News, Vernons Lane, Nuneaton
- 080 Somerfield Stores Ltd, Camborne Drive, Nuneaton
- 081 Sonnys Grocer, Heath End Road, Nuneaton
- 082 Spar, Leicester Street, Bulkington, Bedworth
- 083 Spar, Lutterworth Road, Nuneaton
- 084 Spar, Trafford Drive, Nuneaton
- 085 Star News, Sherbourne Avenue, Nuneaton
- 086 Stokes Plc, All Saints Square, Bedworth
- 087 Supercigs, All Saints Square, Bedworth
- 088 Terry Haskins, Marston Lane, Bedworth
- 089 Tesco Extra, Arena Retail Park, Coventry
- 090 Tesco Stores Ltd, Croft Road, Nuneaton
- 091 Tesco Stores Ltd, Heath Road, Bedworth
- 092 Tesco, Clifford Bridge Road, Coventry
- 093 Tesco, Jubilee Crescent, Coventry
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- 097 The Grocers, Pine Tree Road, Bedworth
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- 099 United News Shops Ltd, College Street, Nuneaton
- 100 V J S, Queen Elizabeth Road, Nuneaton
- 101 Wm Morrison, Alvis Retail Park, Coventry
- 102 Wm Morrison, Hinckley Fields Industrial Estate, Hinckley
- 103 Wm Morrison, Skipworth Road, Binley, Coventry
- 104 Internet / Mail Order (PLEASE WRITE IN)
- 105 Other (PLEASE WRITE IN)
- 106 (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

- 1 Daily
- 2 More than once a week
- 3 Once a week
- 4 Once a fortnight
- 5 Once a month
- 6 Less often
- 7 Varies

**Q13** Of all the money you spend on food and household groceries, what share goes to your main food shopping?  
READ OUT. ONE ANSWER ONLY

- 1 0-10%
- 2 11-20%
- 3 21-30%
- 4 31-40%
- 5 41-50%
- 6 51-60%
- 7 61-70%
- 8 71-80%
- 9 81-90%
- A 91-100%
- B (Don't know / varies)

**Q14** In which location do you normally do most of your household's non-food shopping?  
DO NOT READ OUT. ONE ANSWER ONLY

**Towns / Centres**

- 001 Abbey Green
- 002 Attleborough
- 003 Bedworth
- 004 Birmingham
- 005 Bulkington
- 006 Chapel End
- 007 Coventry
- 008 Hinckley
- 009 Horeston Grange
- 010 Leicester
- 011 Nuneaton
- 012 Rugby
- 013 Solihull
- 014 Tamworth

**Specific streets**

- 015 Arbury Road
- 016 Armson Road
- 017 Bennetts Road North
- 018 Bradestone Road
- 019 Bulkington Road
- 020 Church Road
- 021 Copper Beech Road
- 022 Copswood Avenue
- 023 Coventry Road / School Lane
- 024 Craddock Drive
- 025 Croft Road
- 026 Dark Lane
- 027 Eadie Street
- 028 Heath End Road
- 029 Hickman Road
- 030 Kingswood Road
- 031 Lutterworth Road
- 032 Newcomen Road
- 033 Newtown Road
- 034 Nuneaton Road
- 035 Pine Tree Road
- 036 Queens Road
- 037 Rathbone Close
- 038 Rugby Road
- 039 Smorral Lane
- 040 St Nicolas Park Drive
- 041 Tomkinson Road / Croft Road
- 042 Trafford Drive
- 043 Trelawney Road
- 044 Vernons Lane
- 045 Vicarage Lane
- 046 Webb Street
- 047 Weddington Road (corner of Brook Lane)
- 048 Weddington Road (opposite Shanklin Drive)
- 049 Whittleford Road
- 050 Wiclif Way

**Retail parks**

- 051 Bermuda Park, St Davids Way, Nuneaton
- 052 Arena Retail Park, Classic Drive Coventry
- 053 Junction 1 / Elliots Field Retail & Leisure Park, Leicester Road Rugby

**Others**

- 054 Catalogue / Mail order
- 055 Internet (PLEASE WRITE IN)
- 056 Other (PLEASE WRITE IN)
- 057 (Don't know / can't remember)

**Q15** 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

**Towns / centres**

- 001 Attleborough
- 002 Bedworth Town Centre
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton Town Centre
- 011 Rugby
- 012 Solihull
- 013 Tamworth

**Specific streets**

- 014 Kingswood Road
- 015 Queens Road

**Retail parks**

- 016 Arena Retail Park, Coventry
- 017 Fosse Park, Leicester
- 018 Hinckley Retail Park, Hinckley
- 019 Junction 1 / Elliots Fields Retail & Leisure Park, Rugby

**Others**

- 020 Catalogue / Mail order
- 021 Internet (PLEASE WRITE IN)
- 022 Other (PLEASE WRITE IN)
- 023 (Don't know / can't remember)
- 024 (Do not do this type of shopping)

**Q16** 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

**Towns / Centres**

- 001 Attleborough
- 002 Bedworth Town Centre
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton Town Centre
- 011 Rugby
- 012 Solihull
- 013 Tamworth

**Specific streets**

- 014 Focus, Weddington Road, Nuneaton
- 015 Kingswood Road
- 016 Queens Road

**Retail parks**

- 017 Area Retail Park: Marks & Spencer
- 018 Arena Retail Park, Coventry
- 019 Bermuda Park, Nuneaton
- 020 Bermuda Park: Axminster
- 021 Bermuda Park: Bathstore
- 022 Bermuda Park: Supatite Warehouse
- 023 Bermuda Park: Tile Clearing House
- 024 Bermuda Park: Wood Floorz 4U
- 025 Elliot Fields / Junction 1 Retail & Leisure Park, Rugby
- 026 Elliot Fields / Junction 1 Retail & Leisure Park: AHF Furniture
- 027 Elliot Fields / Junction 1 Retail & Leisure Park: Carpetright
- 028 Elliot Fields / Junction 1 Retail & Leisure Park: Homebase
- 029 Elliot Fields / Junction 1 Retail & Leisure Park: Laura Ashley Home
- 030 Elliot Fields / Junction 1 Retail & Leisure Park: Next Home
- 031 Elliot Fields / Junction 1 Retail & Leisure Park: Wickes
- 032 Fosse Park, Leicester
- 033 Fosse Park: Argos Extra
- 034 Fosse Park: DFS
- 035 Fosse Park: Harveys
- 036 Fosse Park: Marks & Spencer
- 037 Fosse Park: Next Home
- 038 Fosse Park: SoS
- 039 Hinckley Retail Park

**Other**

- 040 Catalogue / Mail order
- 041 Internet (PLEASE WRITE IN)
- 042 Other (PLEASE WRITE IN)
- 043 (Don't know / can't remember)
- 044 (Do not do this type of shopping)

**Q17** 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

- Towns / centres**  
001 Attleborough  
002 Bedworth Town Centre  
003 Birmingham  
004 Bulkington  
005 Chapel End  
006 Coventry  
007 Hinckley  
008 Horeston Grange  
009 Leicester  
010 Nuneaton Town Centre  
011 Rugby  
012 Solihull  
013 Tamworth
- Specific streets**  
014 Kingswood Road  
015 Queens Road
- Retail parks**  
016 Bermuda Park, Nuneaton  
017 Bermuda Park: Screwfix  
018 Elliot Fields / Junction 1 Retail & Leisure Park, Rugby  
019 Elliot Fields / Junction 1 Retail & Leisure Park: Homebase  
020 Elliot Fields / Junction 1 Retail & Leisure Park: Wickes  
021 Focus, Weddington Road, Nuneaton  
022 Hinckley Retail Park
- Others**  
023 Catalogue / Mail order  
024 Internet (PLEASE WRITE IN)  
025 Other (PLEASE WRITE IN)  
026 (Don't know / can't remember)  
027 (Do not do this type of shopping)

**Q18** 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

- Towns / centres**  
001 Attleborough  
002 Bedworth Town Centre  
003 Birmingham  
004 Bulkington  
005 Chapel End  
006 Coventry  
007 Hinckley  
008 Horeston Grange  
009 Leicester  
010 Nuneaton Town Centre  
011 Rugby  
012 Solihull  
013 Tamworth
- Specific streets**  
014 Kingswood Road  
015 Queens Road
- Retail parks**  
016 Arena Retail Park, Coventry  
017 Arena Retail Park: Carphone Warehouse  
018 Arena Retail Park: Game  
019 Arena Retail Park: Phones 4U  
020 Elliotts Fields / Junction 1 Retail & Leisure Park, Rugby  
021 Elliotts Fields / Junction 1 Retail & Leisure Park: Comet  
022 Elliotts Fields / Junction 1 Retail & Leisure Park: Currys  
023 Fosse Park, Leicester  
024 Fosse Park: Argos Extra  
025 Fosse Park: Carphone Warehouse  
026 Fosse Park: Currys  
027 Fosse Park: PC World  
028 Hinckley Retail Park
- Others**  
029 Catalogue / Mail order  
030 Internet (PLEASE WRITE IN)  
031 Other (PLEASE WRITE IN)  
032 (Don't know / can't remember)  
033 (Do not do this type of shopping)

**Q19 Where do you normally do most of your household's shopping for small domestic electrical appliances (such as irons, kettles, fans, coffee makers, food mixers etc)?**

DO NOT READ OUT. ONE ANSWER ONLY

**Towns / centres**

- 001 Attleborough
- 002 Bedworth Town Centre
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton Town Centre
- 011 Rugby
- 012 Solihull
- 013 Tamworth

**Specific streets**

- 014 Kingswood Road
- 015 Queens Road

**Retail parks**

- 016 Arena Retail Park, Coventry
- 017 Arena Retail Park: Tesco Extra
- 018 Bermuda Park, Nuneaton
- 019 Bermuda Park: Domestic Appliance Co.
- 020 Elliot Fields / Junction 1 Retail & Leisure Park, Rugby
- 021 Elliot Fields / Junction 1 Retail & Leisure Park: Comet
- 022 Elliot Fields / Junction 1 Retail & Leisure Park: Currys
- 023 Fosse Park, Leicester
- 024 Fosse Park: Argos Extra
- 025 Fosse Park: Currys
- 026 Hinckley Retail Park

**Others**

- 027 Catalogue / Mail order
- 028 Internet (PLEASE WRITE IN)
- 029 Other (PLEASE WRITE IN)
- 030 (Don't know / can't remember)
- 031 (Do not do this type of shopping)

**Q20 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**

- 001 Attleborough
- 002 Bedworth Town Centre
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton Town Centre
- 011 Rugby
- 012 Solihull
- 013 Tamworth

**Specific streets**

- 014 Kingswood Road
- 015 Queens Road

**Retail parks**

- 016 Arena Retail Park, Coventry
- 017 Arena Retail Park: Tesco Extra
- 018 Bermuda Park: Domestic Appliance Co.
- 019 Bermuda Park, Nuneaton
- 020 Elliot Fields / Junction 1 Retail & Leisure Park, Rugby
- 021 Elliot Fields / Junction 1 Retail & Leisure Park: Comet
- 022 Elliot Fields / Junction 1 Retail & Leisure Park: Currys
- 023 Fosse Park, Leicester
- 024 Fosse Park: Argos Extra
- 025 Fosse Park: Currys
- 026 Hinckley Retail Park

**Others**

- 027 Catalogue / Mail order
- 028 Internet (PLEASE WRITE IN)
- 029 Other (PLEASE WRITE IN)
- 030 (Don't know / can't remember)
- 031 (Do not do this type of shopping)

**Q21 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, glasses, contact lenses etc)?**

DO NOT READ OUT. ONE ANSWER ONLY

**Towns / centres**

- 001 Attleborough
- 002 Bedworth Town Centre
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton Town Centre
- 011 Rugby
- 012 Solihull
- 013 Tamworth

**Specific streets**

- 014 Kingswood Road
- 015 Queens Road

**Retail parks**

- 016 Arena Park, Coventry
- 017 Arena Park: Boots
- 018 Arena Park: Tesco Extra
- 019 Elliot Fields / Junction 1 Retail & Leisure Park, Rugby
- 020 Elliot Fields / Junction 1 Retail & Leisure Park: Boots
- 021 Fosse Park, Leicester
- 022 Fosse Park: Boots
- 023 Hinckley Retail Park

**Others**

- 024 Catalogue / Mail order
- 025 Internet (PLEASE WRITE IN)
- 026 Other (PLEASE WRITE IN)
- 027 (Don't know / can't remember)
- 028 (Do not do this type of shopping)



**Q22 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

- Towns / centres**  
001 Attleborough  
002 Bedworth Town Centre  
003 Birmingham  
004 Bulkington  
005 Chapel End  
006 Coventry  
007 Hinckley  
008 Horeston Grange  
009 Leicester  
010 Nuneaton Town Centre  
011 Rugby  
012 Solihull  
013 Tamworth
- Specific streets**  
014 Kingswood Road  
015 Queens Road
- Retail parks**  
016 Arena Retail Park, Coventry  
017 Arena Retail Park: Game  
018 Elliot Fields / Junction 1 Retail & Leisure Park, Rugby  
019 Elliot Fields / Junction 1 Retail & Leisure Park: JJB  
020 Fosse Park, Leicester  
021 Fosse Park: JJB  
022 Fosse Park: Sports Direct  
023 Fosse Park: WHSmith  
024 Hinckley Retail Park
- Others**  
025 Catalogue / Mail order  
026 Internet (PLEASE WRITE IN)  
027 Other (PLEASE WRITE IN)  
028 (Don't know / can't remember)  
029 (Do not do this type of shopping)

**Q23 Where do you do most of your household's shopping for pets & pet related products?**  
DO NOT READ OUT. ONE ANSWER ONLY

- Towns / centres**  
001 Attleborough  
002 Bedworth Town Centre  
003 Birmingham  
004 Bulkington  
005 Chapel End  
006 Coventry  
007 Hinckley  
008 Horeston Grange  
009 Leicester  
010 Nuneaton Town Centre  
011 Rugby  
012 Solihull  
013 Tamworth
- Specific streets**  
014 Kingswood Road  
015 Queens Road
- Retail parks**  
016 Elliot Fields / Junction 1 Retail & Leisure Park, Rugby  
017 Elliot Fields / Junction 1 Retail & Leisure Park: Pets at Home  
018 Hinckley Retail Park
- Others**  
019 Catalogue / Mail order  
020 Internet (PLEASE WRITE IN)  
021 Other (PLEASE WRITE IN)  
022 (Don't know / can't remember)  
023 (Do not do this type of shopping)

**Q24 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

- Towns / centres**  
001 Attleborough  
002 Bedworth Town Centre  
003 Birmingham  
004 Bulkington  
005 Chapel End  
006 Coventry  
007 Hinckley  
008 Horeston Grange  
009 Leicester  
010 Nuneaton Town Centre  
011 Rugby  
012 Solihull  
013 Tamworth
- Specific streets**  
014 Kingswood Road  
015 Queens Road
- Retail parks**  
016 Arena Retail Park, Coventry  
017 Arena Retail Park: Borders  
018 Arena Retail Park: Clinton Cards  
019 Arena Retail Park: Johnsons Dry Clean  
020 Fosse Park, Leicester  
021 Fosse Park: WH Smith  
022 Hinckley Retail Park
- Others**  
023 Catalogue / Mail order  
024 Internet (PLEASE WRITE IN)  
025 Other (PLEASE WRITE IN)  
026 (Don't know / can't remember)  
027 (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

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Using park & ride facility
- 5 Motorcycle, scooter or moped
- 6 Walk
- 7 Taxi
- 8 Train
- 9 Bicycle
- A Other (PLEASE WRITE IN)
- B Not applicable / goods delivered
- C (Don't know / varies)

**Q26 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.

**TRAVEL / PARKING**

- 1 Better / more frequent bus services
- 2 Better / new train service
- 3 Better pedestrian links from train station to centre
- 4 Better access by car
- 5 Better pedestrian links from car parking into centre
- 6 Cheaper parking
- 7 Free parking
- 8 More / better signage around the centre
- 9 More parking provision

**SHOPS**

- A More/ better covered shopping centres
- B Fewer empty shops / vacancies
- C A Street Market
- D Better Quality Street Markets
- E More clothes & fashion shops
- F More department stores / larger stores
- G More discount stores / cheaper goods
- H More independent shops
- I More quality / designer shops
- J A particular retailer or type of shop (PLEASE WRITE IN)

**FACILITIES**

- K Better (more) safety / security / CCTV / police presence
- L Creche
- M More facilities for children
- N More facilities for disabled
- O More toilets
- P Information Centre

**ENVIRONMENT**

- Q More pedestrianised streets
- R Nicer shopping environment
- S More seating / benches
- T More litter bins
- U Less litter / graffiti
- V More public art

**OTHERS**

- W Other (PLEASE WRITE IN)
- X (Don't know )
- Y (Nothing in particular)

**Q27 What main improvements to Bedworth 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.

**TRAVEL / PARKING**

- 1 Better / more frequent bus services
- 2 Better / new train service
- 3 Better pedestrian links from train station to centre
- 4 Better access by car
- 5 Better pedestrian links from car parking into centre
- 6 Cheaper parking
- 7 Free parking
- 8 More / better signage around the centre
- 9 More parking provision

**SHOPS**

- A More/ better covered shopping centres
- B Fewer empty shops / vacancies
- C A Street Market
- D Better Quality Street Markets
- E More clothes & fashion shops
- F More department stores / larger stores
- G More discount stores / cheaper goods
- H More independent shops
- I More quality / designer shops
- J A particular retailer or type of shop (PLEASE WRITE IN)

**FACILITIES**

- K Better (more) safety / security / CCTV / police presence
- L Creche
- M More facilities for children
- N More facilities for disabled
- O More toilets
- P Information Centre

**ENVIRONMENT**

- Q More pedestrianised streets
- R Nicer shopping environment
- S More seating / benches
- T More litter bins
- U Less litter / graffiti
- V More public art

**OTHERS**

- W Other (PLEASE WRITE IN)
- X (Don't know )
- Y (Nothing in particular)

**Q28 How often do you and your family visit the following leisure attractions?**  
READ OUT. ONE ANSWER ONLY

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)

- 1 Bingo
- 2 Cinema
- 3 Gym / Healthclub / Sports Facility
- 4 Museum or place of historical interest
- 5 Pub/ Bar
- 6 Restaurant
- 7 Tenpin bowling
- 8 Theatre
- 9 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

- 1 AMC Theatre, Ladywood Middle Way, Broadway Plaza, Birmingham
- 2 Cineworld Cinema , Broad Street, Broad Street, Birmingham
- 3 Cineworld Cinema , Leicester Road, Junction 1 / Elliotts Field Retail & Leisure Park, Rugby
- 4 Cineworld Cinema , Mill Lane Arcade Upper, Touchwood , Solihull
- 5 Electric Cinema, Station Street, Birmingham, Birmingham
- 6 IMAX Cinema, Curzon Street, Millenium Point, Birmingham
- 7 Odeon Cinema, New Street, Birmingham, Birmingham
- 8 Odeon Cinema, Aylestone Road, Freemans Park, Leicester
- 9 Odeon Cinema, Bolebridge Street, Bolebridge Island, Tamworth
- A Odeon Cinema, St Davids Way, Bermuda Park, Nuneaton
- B Showcase Cinema de Lux, High Cross Road, Leicester, Leicester
- C Showcase Cinema, Gielgud Way, Cross Point Business Park, Coventry
- D Vue Cinema, Lubbesthorpe Way, Meridian Leisure Park, Braunstone, Leicester
- E Vue Cinema, Watson Road, Star City, Birmingham
- F Other (PLEASE WRITE IN)
- G (Don't do this activity)

**Q30 Where did you or members of your household last go to a gym / healthclub / sports facility?**  
DO NOT READ OUT. ONE ANSWER ONLY

- 001 Abbey Social Club, Meadow Street, Nuneaton
- 002 Atack Snooker Centre, Regent Street, Nuneaton
- 003 Attleborough Liberal Club, Bull Street, Nuneaton
- 004 Attleborough Snooker Club, Highfield Road, Nuneaton
- 005 Attleborough Sports Club, Marston Lane, Nuneaton
- 006 Bedworth Conservative Club Ltd, Coventry Road, Bedworth
- 007 Bedworth Ex Servicemens Social Club & Institute, Rye Piece Ringway, Bedworth
- 008 Bedworth Leisure Centre, Coventry Road, Bedworth
- 009 Bedworth Liberal Club, King Street, Bedworth
- 010 Bedworth Rugby Football Club, Smarts Road, Bedworth
- 011 Bedworth United Football and Social Club, Coventry Road, Bedworth
- 012 Bermuda Working Mens Club, Bermuda Village, Nuneaton
- 013 Bulkington Sports & Social Club, Bulkington, Bedworth
- 014 Bulkington War Memorial Club, Stafford Close, Bulkington, Bedworth
- 015 Bulkington Working Mens Club, Chequer Street, Bulkington, Bedworth
- 016 C Barratt, Shilton Lane, Bulkington, Bedworth
- 017 Cannons Health & Fitness Ltd, St. Davids Way, Bermuda Park, Nuneaton
- 018 Chase Riding School, Nuneaton Road, Bulkington, Bedworth
- 019 Chestnuts Club Ltd, Old Hinckley Road, Nuneaton
- 020 Cleaver Squash Fitness Club, Weddington Road, Nuneaton
- 021 Collycroft Working Mens Club, Leicester Road, Bedworth
- 022 Coral Bookmakers, Abbey Street, Nuneaton
- 023 Coral Bookmakers, Riversley Road, Nuneaton
- 024 Coral Bookmakers, Vernons Lane, Nuneaton
- 025 Coral Bookmakers, Weddington Road, Nuneaton
- 026 Cote Sport, Camp Hill Road, Nuneaton
- 027 Coventry Karting, Bayton Road, Exhall, Coventry
- 028 Coventry Welsh Rugby Football Ground, Burbages Lane, Bedworth
- 029 Etone Sports Centre, Leicester Road, Nuneaton
- 030 Fitness Centre, Corporation Street, Nuneaton
- 031 Grand Bingo & Entertainment Social Club, Camp Hill Road, Nuneaton
- 032 Griff & Coton Sports Club, Heath End Road, Nuneaton
- 033 H J M Caterers Ltd, Abbey Street, Nuneaton
- 034 Haunchwood Sports & Social Club, Valley Road, Galley Common, Nuneaton
- 035 Higham Lane Leisure Association, Ambleside Way, Nuneaton
- 036 Hill E.R, Newland Lane, Coventry
- 037 Ladypace Ltd, Market Place, Nuneaton
- 038 Lakeside Superbowl, St. Davids Way, Bermuda Park, Nuneaton
- 039 Lions Club of Nuneaton, Chartwell Close, Nuneaton
- 040 Liquid Ervy, Leicester Road, Nuneaton
- 041 Newdigate Colliery & District Sports & Social Club, Smorrall Lane, Bedworth
- 042 Nuneaton & North Warwickshire Centre, Valley Road, Galley Common, Nuneaton
- 043 Nuneaton (Rugby Football Ground), Liberty Way, Attleborough Fields Ind Estate, Nuneaton
- 044 Nuneaton Bowling Club, Higham Lane, Nuneaton
- 045 Nuneaton Co-Operative Sports & Social Club, Dugdale Street, Nuneaton
- 046 Nuneaton Golf Shop, Golf Drive, Nuneaton
- 047 Nuneaton Lawn Tennis Club, Caldwell Road, Nuneaton
- 048 Odeon Cinemas Ltd, St. Davids Way, Bermuda Park, Nuneaton
- 049 Old Edwardians Rugby Football Club, Weddington Road, Nuneaton
- 050 Palace Bingo, Leicester Road, Bedworth
- 051 Pingles Leisure Centre, Avenue Road, Nuneaton
- 052 Plough Hill Golf Centre, Plough Hill Road, Nuneaton
- 053 Reflex, Church Street, Nuneaton
- 054 Saunders Hall Workingmens Club, Saunders Avenue, Bedworth
- 055 Sounds Magic Disco, Golf Drive, Nuneaton
- 056 Sports & Leisure Centres Jubilee Sports Centre, Greenmoor Road, Nuneaton
- 057 Stockingford Allotment Association, Ansley Road, Nuneaton
- 058 Stockingford Labour Party Club Ltd, Arbury Road, Nuneaton
- 059 The Sound Foundry, Seymour Road, Nuneaton
- 060 Trent Valley House Working Men's Club & Institute, New Street, Bedworth
- 061 Weddington Social Club, Weddington Road, Nuneaton
- 062 Weston Lawn Equitation, Bedworth Road, Bulkington, Bedworth
- 063 William Hill Bookmakers, Leicester Street, Bulkington, Bedworth
- 064 Woodlands Working Mens Club, Woodlands Road, Bedworth
- 065 Other (PLEASE WRITE IN)
- 066 (Don't do this activity)

**Q31 Where did you or members of your household last go to a restaurant?**  
DO NOT READ OUT. ONE ANSWER ONLY

- 001 Agra Palace Indian Cuisine, Abbey Green, Nuneaton
- 002 Alties Public House, Newtown Road, Bedworth
- 003 Anker Inn, Weddington Road, Nuneaton
- 004 Attleborough Arms, Highfield Road, Nuneaton
- 005 B N Ayce, St. Davids Way, Bermuda Park, Nuneaton
- 006 Balti Hut, Bond Street, Nuneaton
- 007 Balti Village, The Square, Attleborough, Nuneaton
- 008 Bermuda Park Big Steak Pub, St. Davids Way, Bermuda Park, Nuneaton
- 009 Bilberries Public House, Bond Gate, Nuneaton
- 010 British Queen, King Street, Bedworth
- 011 Bull & Anchor, Wheelwright Lane, Ash Green, Coventry
- 012 Cassandras, Abbey Gate Shopping Precinct, Nuneaton
- 013 Cedar Tree, Avenue Road, Nuneaton
- 014 Chetwynd Arms, Chetwynd Drive, Nuneaton
- 015 Chetwynd Restaurant, Chetwynd Drive, Nuneaton
- 016 Chicago Rock Cafe, Newdegate Street, Nuneaton
- 017 Coniston Tavern, Pallett Drive, Nuneaton
- 018 Courtyard Restaurant, Higham Lane, Nuneaton
- 019 Crew, Queens Road, Nuneaton
- 020 Cricketers Arms, Nuneaton Road, Bedworth
- 021 Crossed Khukris Gurkha Restaurant, Abbey Street, Nuneaton
- 022 Crow's Nest, Crowhill Road, Nuneaton
- 023 Crystal Palace Public House, Gadsby Street, Nuneaton
- 024 Elliots, Abbey Street, Nuneaton
- 025 Felix Holt, Stratford Street, Nuneaton
- 026 Flames Grill, Harefield Road, Nuneaton
- 027 Fox Inn, The Square, Attleborough, Nuneaton
- 028 George Eliot Hotel Public House, Bridge Street, Nuneaton
- 029 Griff House Beefeater, Coventry Road, Griff, Nuneaton
- 030 Griff House, Coventry Road, Griff, Nuneaton
- 031 Griffin Inn, Coventry Road, Griff, Nuneaton
- 032 Hare & Hounds, Hare & Hounds Lane, Nuneaton
- 033 Hearty Goodfellow, Arbury Road, Nuneaton
- 034 Ignitez Indian Cuisine & Cafe Bar, Queens Road, Nuneaton
- 035 Italian Express, Abbey Street, Nuneaton
- 036 Karens Kabin, Church Street, Nuneaton
- 037 Kelly's Bar, Attleborough, Nuneaton, Warwickshire
- 038 Kingswood, Kingswood Road, Nuneaton
- 039 La Tavola Calda Hotel, Midland Road, Nuneaton
- 040 Lamb & Flag, Church Road, Nuneaton
- 041 Leonardos, Newdegate Street, Nuneaton
- 042 Longshoot Hotel, The Long Shoot, Nuneaton
- 043 Lord Raglan, Coventry Road, Exhall, Coventry
- 044 Manor Snacks, Manor Court Road, Nuneaton
- 045 Masons, Coventry Street, Nuneaton
- 046 McDonald's Restaurants Ltd, Queens Road, Nuneaton
- 047 McDonald's Restaurants Ltd, St. Davids Way, Bermuda Park, Nuneaton
- 048 Meghna Tandoori, King Street, Bedworth
- 049 Millennium Balti, The Square, Attleborough, Nuneaton
- 050 Miners Arms, Marston Lane, Bedworth
- 051 Miners Arms, Whittleford Road, Nuneaton
- 052 Mount Pleasant, Leicester Road, Bedworth
- 053 New Inn, Rugby Road, Bulkington, Bedworth
- 054 Old Chequers Inn, Chequer Street, Bulkington, Bedworth
- 055 Pizza Hut UK Ltd, Abbey Street, Nuneaton
- 056 Plough Inn, Plough Hill Road, Nuneaton
- 057 Punch Bowl, Tuttle Hill, Nuneaton
- 058 Railway Tavern, Bond Street, Nuneaton
- 059 Rajdhani Indian Restaurant, Camborne Drive, Nuneaton
- 060 Room at the Top, Abbey Street, Nuneaton
- 061 Royal Oak, Arbury Road, Nuneaton
- 062 Royal Oak, Nuneaton Road, Bedworth
- 063 Rule & Compass, Leicester Street, Bulkington, Bedworth
- 064 Salutation Inn, Chancery Lane, Nuneaton
- 065 Shahi Balti, Abbey Street, Nuneaton
- 066 Starbucks Coffee Company UK Ltd, Market Place, Nuneaton
- 067 Sunnyside Inn, Northumberland Avenue, Nuneaton
- 068 Thai Tham, Coton Road, Nuneaton
- 069 The Acorn, Camborne Drive, Nuneaton
- 070 The Bear & Ragged Staff, King Street, Bedworth
- 071 The Boat Inn, Blackhorse Road, Longford, Coventry
- 072 The Buddys Kebab Shop Restaurant, Bond Gate, Nuneaton
- 073 The Camp Inn, Camp Hill Road, Nuneaton
- 074 The Cross Keys, Goodyers End Lane, Bedworth
- 075 The Crown Inn, Bond Street, Nuneaton
- 076 The Hayrick, Meadowsides, Nuneaton
- 077 The Jailhouse, Chapel Street, Nuneaton
- 078 The Newdegate Arms, Newdigate Road, Bedworth
- 079 The Parade, Coton Road, Nuneaton
- 080 Tony S Cafe, Eadie Street, Nuneaton
- 081 Town Talk, Abbey Green, Nuneaton
- 082 Travellers Rest, Bulkington Road, Bedworth
- 083 Village Pantry, George Street, Attleborough, Nuneaton
- 084 Weavers Arms, Long Street, Bulkington, Bedworth
- 085 White Lion, Croft Road, Nuneaton
- 086 Wing Wah Chinese Restaurant, Bond Street, Nuneaton
- 087 Yeoman Harvester, St. Nicolas Park Drive, Nuneaton
- 088 Other (PLEASE WRITE IN)
- 089 (Don't do this activity)

**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**

- 001 Attleborough
- 002 Bedworth
- 003 Birmingham
- 004 Bulkington
- 005 Chapel End
- 006 Coventry
- 007 Hinckley
- 008 Horeston Grange
- 009 Leicester
- 010 Nuneaton
- 011 Rugby
- 012 Solihull
- 013 Tamworth
- 014 Touchwood, Solihull
- 015 Kingswood Road
- 016 Queens Road
- 017 Bermuda Park, St Davids Way, Nuneaton
- 018 Arena Retail Park, Classic Drive, Coventry
- 019 Broadway Plaza, Ladywood Middleway, Birmingham
- 020 Cross Point Business Park, Gieldud Way, Coventry
- 021 Fosse Park, Fosse Park Avenue, Leicester
- 022 Junction 1 / Elliots Field Retail & Leisure Park, Leicester Road, Rugby
- 023 Meridian Leisure Park, Lubbesthorpe Way, Braunstone, Leicester
- 024 Star City, Watson Road, Birmingham
- 025 Other (PLEASE WRITE IN)
- 026 (Don't do this activity)

**Q33 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.**

- 1 Improved access by foot and cycle
- 2 Improved public transport
- 3 More / better car parking
- 4 More / better disabled access
- 5 Improved security / CCTV
- 6 More / better policing
- 7 More street cleaning
- 8 Improvements in the built environment
- 9 More / better signposting and information
- A More better parks / green spaces
- B Provision of public toilets
- C Improved street furniture
- D More / better seats
- E More / better cultural facilities
- F A cinema
- G A theatre
- H A casino
- I More / better health clubs / gyms
- J A swimming pool
- K Ten Pin Bowling
- L Bingo
- M More / better public houses
- N More nightclubs
- O More quality restaurants
- P More pavement cafes
- Q Nothing
- R Other (PLEASE WRITE IN)
- S (Don't do this activity)

**Q34 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.**

- 1 Improved access by foot and cycle
- 2 Improved public transport
- 3 More / better car parking
- 4 More / better disabled access
- 5 Improved security / CCTV
- 6 More / better policing
- 7 More street cleaning
- 8 Improvements in the built environment
- 9 More / better signposting and information
- A More better parks / green spaces
- B Provision of public toilets
- C Improved street furniture
- D More / better seats
- E More / better cultural facilities
- F A cinema
- G A theatre
- H A casino
- I More / better health clubs / gyms
- J A swimming pool
- K Ten Pin Bowling
- L Bingo
- M More / better public houses
- N More nightclubs
- O More quality restaurants
- P More pavement cafes
- Q Nothing
- R Other (PLEASE WRITE IN)
- S (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.

**GEN** Gender of respondent  
CODE FROM OBSERVATION

- 1 Male
- 2 Female

**AGE** Can I just ask, how old are you?  
DO NOT READ OUT. ONE ANSWER ONLY

- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65+
- 7 (Refused)

**OCC** What is the occupation of the chief wage earner of the household?  
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Occupation (PLEASE WRITE IN)
- 2 Basic state pension ONLY
- 3 (Refused)

**ADU** How many adults aged 16 years and over, including yourself, live in your household?  
DO NOT READ OUT. ONE ANSWER ONLY

- 1 One
- 2 Two
- 3 Three
- 4 Four or more
- 5 (Refused)

**CHI** How many children aged 15 years and under, live in your household?  
DO NOT READ OUT. ONE ANSWER ONLY

- 1 None
- 2 One
- 3 Two
- 4 Three
- 5 Four or more
- 6 (Refused)

**CAR** How many cars does your household own or have the use of?  
DO NOT READ OUT. ONE ANSWER ONLY

- 1 None
- 2 One
- 3 Two
- 4 Three or more
- 5 (Refused)

**FUT** Would you be willing to be recontacted for future quality control purposes?  
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Yes
- 2 No

**Thank & close**

2



## Goad Category Report

# Bedworth

Survey Date: 24/10/2011



## 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 under-development 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.

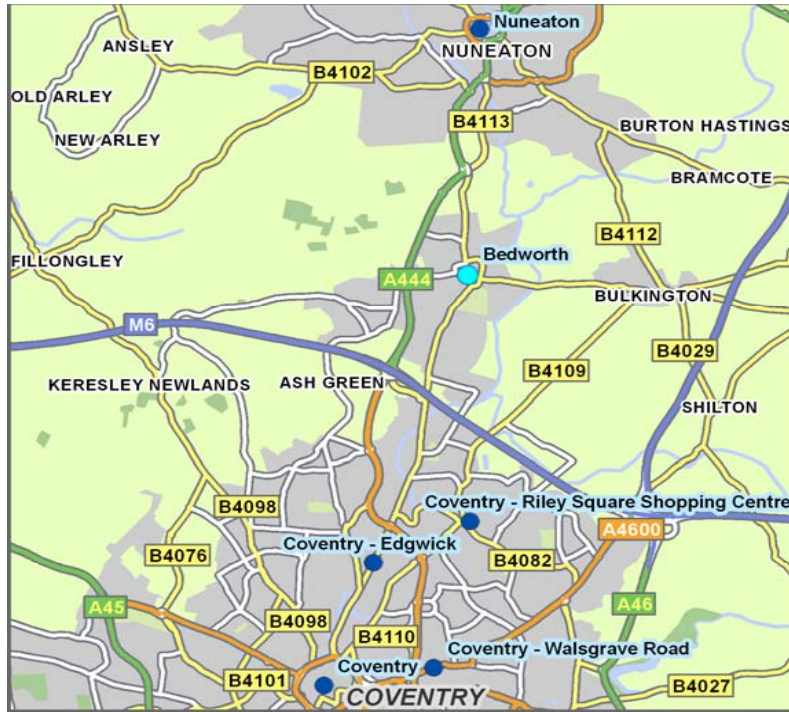
### The Retail Address Database

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](mailto:goad.sales@uk.experian.com)**

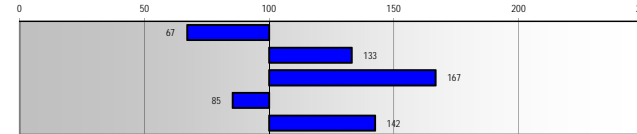


Nearest Location	Distance KM
Coventry - Riley Square Shopping Centre	4.81
Nuneaton	4.82
Coventry - Edgwick	5.87
Coventry - Walsgrave Road	7.69
Coventry	8.42

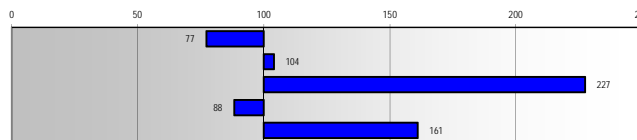
Major Retailers Present		
<b>Department Stores</b>		
BhS	0	
Debenhams	0	
House of Fraser	0	
John Lewis	0	
Marks & Spencer	0	
<b>Mixed Goods Retailers</b>		
Argos	0	
Boots the Chemist	1	
T K Maxx	0	
W H Smith	0	
Wilkinson	0	
<b>Supermarkets</b>		
Sainsburys	0	
Tesco	0	
Waitrose	0	
<b>Clothing</b>		
Burton	0	
Dorothy Perkins	0	
H & M	0	
New Look	1	
Next	0	
Primark	0	
River Island	0	
Topman	0	
Topshop	0	
<b>Other Retailers</b>		
Carphone Warehouse	0	
Clarks	0	
Clintons	0	
H M V	0	
O2	0	
Superdrug	1	
Phones 4 U	0	
Vodafone	0	
Waterstones	0	

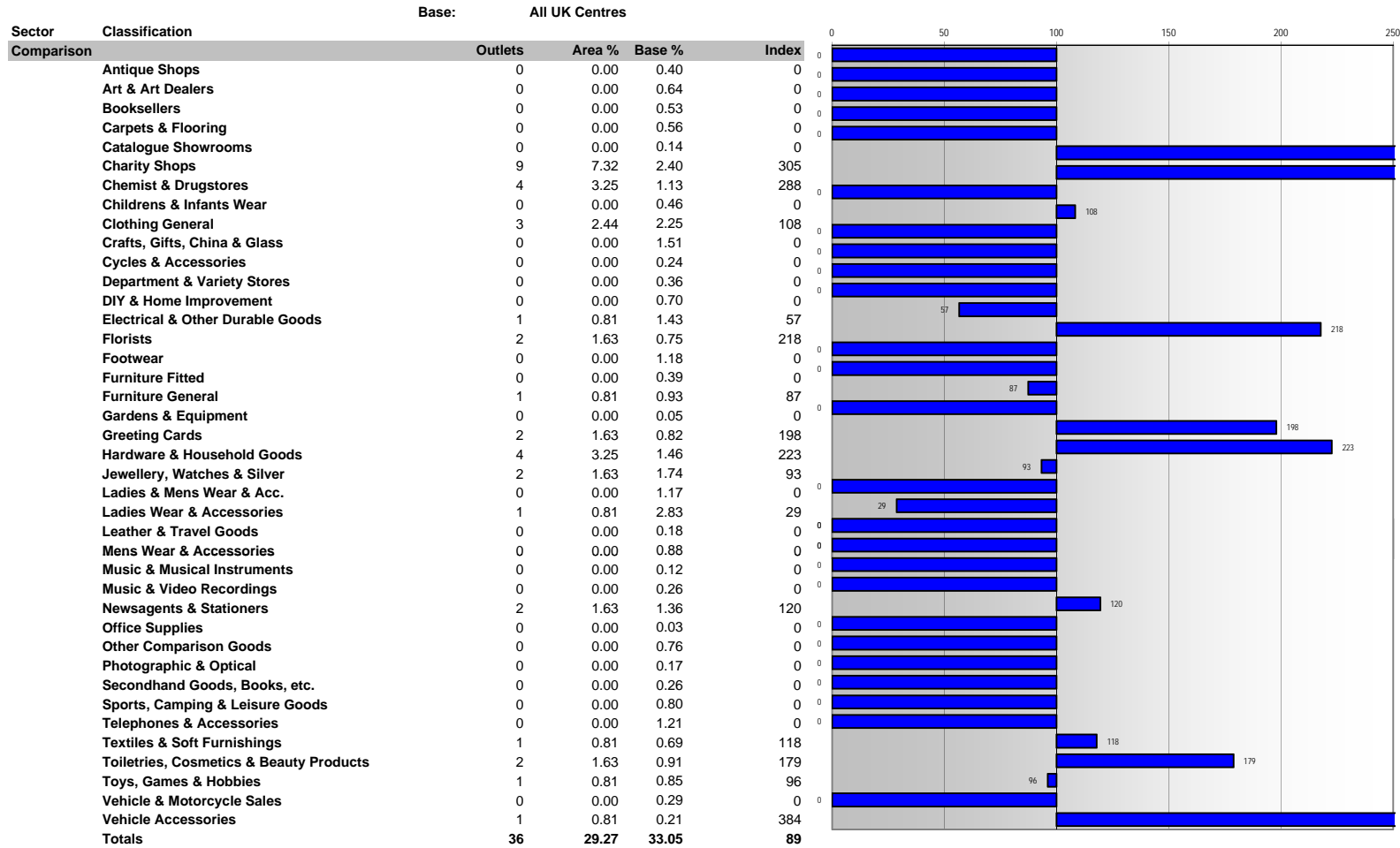
Multiple Counts & Floorspace by Sector

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
<b>Total Multiple Outlets</b>	<b>48</b>			

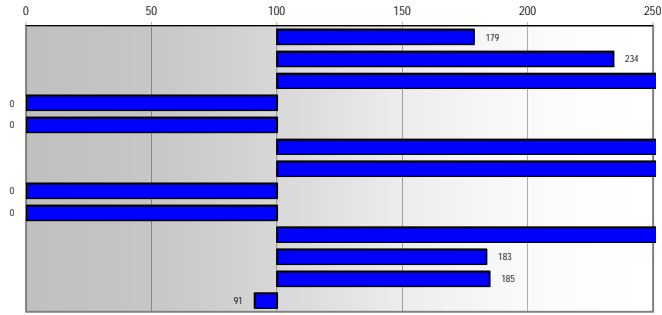


Floorspace Sq Ft	Outlets	Area %	Base %	Index
Comparison	47,000	37.21	48.18	77
Convenience	29,300	23.20	22.30	104
Retail Service	14,400	11.40	5.01	227
Leisure Services	17,300	13.70	15.52	88
Financial & Business Services	18,300	14.49	8.99	161
<b>Total Multiple Floorspace</b>	<b>126,300</b>			

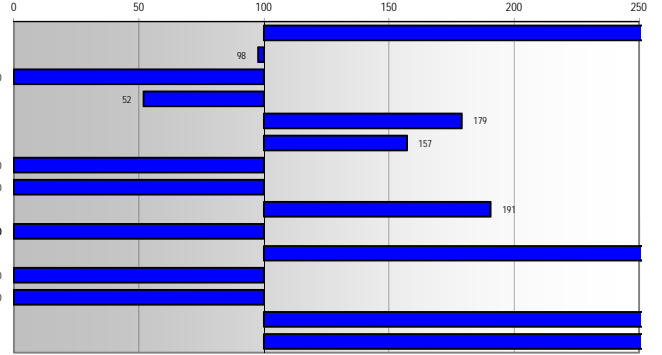




Convenience	Outlets	Area %	Base %	Index
Bakers & Confectioners	4	3.25	1.82	179
Butchers	2	1.63	0.69	234
CTN	1	0.81	0.24	342
Convenience Stores	0	0.00	1.23	0
Fishmongers	0	0.00	0.11	0
Frozen Foods	1	0.81	0.29	277
Greengrocers	1	0.81	0.31	266
Grocers & Delicatessens	0	0.00	0.93	0
Health Foods	0	0.00	0.48	0
Markets	1	0.81	0.11	729
Off Licences	1	0.81	0.44	183
Shoe Repairs Etc	1	0.81	0.44	185
Supermarkets	1	0.81	0.89	91
<b>Total Convenience</b>	<b>13</b>	<b>10.57</b>	<b>7.98</b>	<b>132</b>



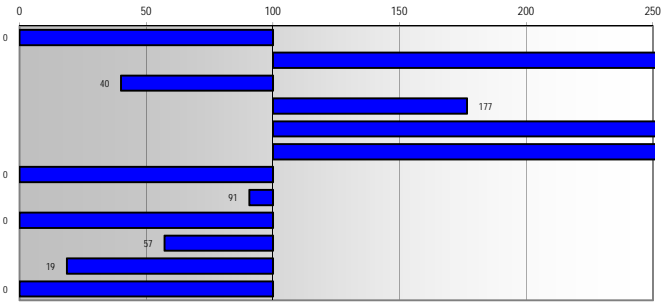
Retail Service	Outlets	Area %	Base %	Index
Clothing & Fancy Dress Hire	1	0.81	0.08	1,067
Dry Cleaners & Launderettes	1	0.81	0.83	98
Filling Stations	0	0.00	0.22	0
Health & Beauty	5	4.07	7.84	52
Opticians	3	2.44	1.36	179
Other Retail Services	1	0.81	0.52	157
Photo Processing	0	0.00	0.15	0
Photo Studio	0	0.00	0.18	0
Post Offices	1	0.81	0.43	191
Repairs, Alterations & Restoration	0	0.00	0.22	0
Travel Agents	4	3.25	0.98	333
TV, Cable & Video Rental	0	0.00	0.02	0
Vehicle Rental	0	0.00	0.06	0
Vehicle Repairs & Services	2	1.63	0.50	328
Video Tape Rental	1	0.81	0.17	476
<b>Totals</b>	<b>19</b>	<b>15.45</b>	<b>13.54</b>	<b>114</b>



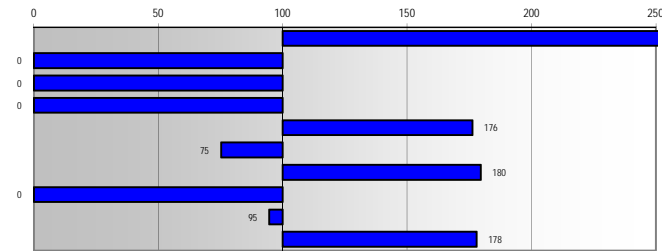
Other Retail	Outlets	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.16	0



Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	0	0.00	1.41	0
Bingo & Amusements	2	1.63	0.44	368
Cafes	2	1.63	4.06	40
Casinos & Betting Offices	3	2.44	1.38	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
Fast Food & Take Away	6	4.88	5.38	91
Hotels & Guest Houses	0	0.00	0.61	0
Public Houses	2	1.63	2.84	57
Restaurants	1	0.81	4.37	19
Sports & Leisure Facilities	0	0.00	0.27	0
<b>Totals</b>	<b>20</b>	<b>16.26</b>	<b>21.93</b>	<b>74</b>



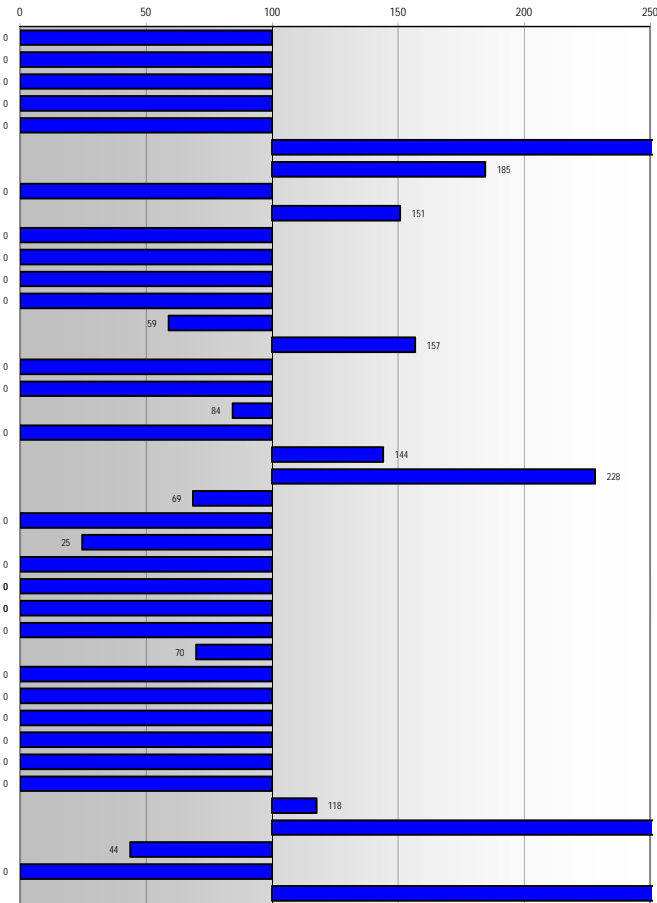
Financial & Business Services	Outlets	Area %	Base %	Index
Building Societies	2	1.63	0.50	323
Building Supplies & Services	0	0.00	0.52	0
Business Goods & Services	0	0.00	0.03	0
Employment & Careers	0	0.00	0.46	0
Financial Services	3	2.44	1.38	176
Legal Services	1	0.81	1.08	75
Other Business Services	1	0.81	0.45	180
Printing & Copying	0	0.00	0.34	0
Property Services	4	3.25	3.44	95
Retail Banks	6	4.88	2.74	178
<b>Totals</b>	<b>17</b>	<b>13.82</b>	<b>10.94</b>	<b>126</b>



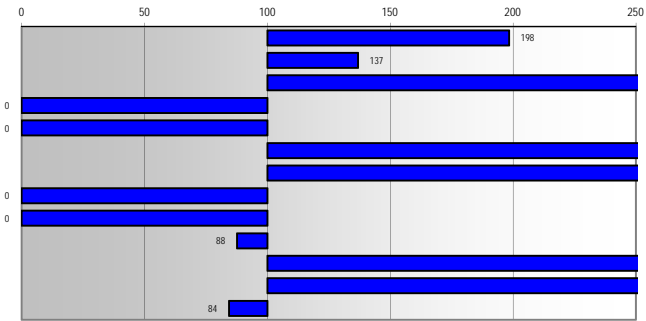
Vacant Outlets	Outlets	Area %	Base %	Index
Vacant Retail & Service Outlets	18	14.63	12.22	120
<b>Total Number of Outlets</b>	<b>123</b>			



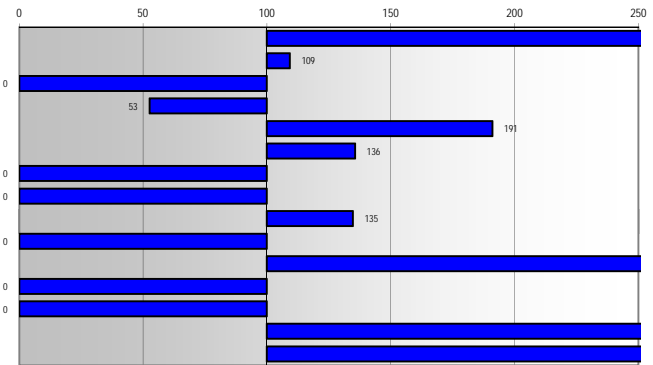
Sector	Classification	Floorspace	Area %	Base %	Index
Comparison					
	Antique Shops	0	0.00	0.21	0
	Art & Art Dealers	0	0.00	0.36	0
	Booksellers	0	0.00	0.44	0
	Carpets & Flooring	0	0.00	0.56	0
	Catalogue Showrooms	0	0.00	0.53	0
	Charity Shops	11,900	5.09	1.50	339
	Chemist & Drugstores	6,700	2.86	1.55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



Convenience	Floorspace	Area %	Base %	Index
Bakers & Confectioners	4,000	1.71	0.86	198
Butchers	1,100	0.47	0.34	137
CTN	1,600	0.68	0.13	544
Convenience Stores	0	0.00	1.19	0
Fishmongers	0	0.00	0.05	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
Health Foods	0	0.00	0.26	0
Markets	1,800	0.77	0.88	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
<b>Total Convenience</b>	<b>35,900</b>	<b>15.35</b>	<b>14.36</b>	<b>107</b>



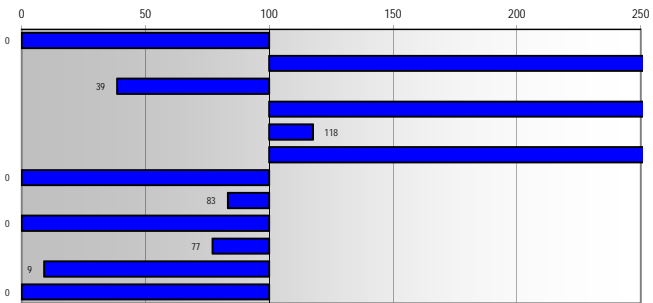
Retail Service	Floorspace	Area %	Base %	Index
Clothing & Fancy Dress Hire	2,300	0.98	0.04	2,461
Dry Cleaners & Launderettes	900	0.38	0.35	109
Filling Stations	0	0.00	0.12	0
Health & Beauty	4,300	1.84	3.49	53
Opticians	3,500	1.50	0.78	191
Other Retail Services	1,100	0.47	0.35	136
Photo Processing	0	0.00	0.06	0
Photo Studio	0	0.00	0.08	0
Post Offices	1,500	0.64	0.48	135
Repairs, Alterations & Restoration	0	0.00	0.08	0
Travel Agents	8,200	3.51	0.53	667
TV, Cable & Video Rental	0	0.00	0.00	0
Vehicle Rental	0	0.00	0.05	0
Vehicle Repairs & Services	4,000	1.71	0.64	266
Video Tape Rental	1,400	0.60	0.16	372
<b>Totals</b>	<b>27,200</b>	<b>11.63</b>	<b>7.20</b>	<b>161</b>



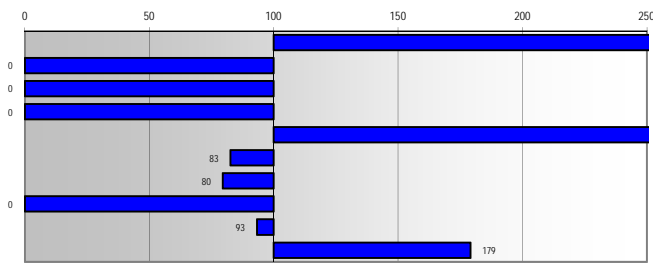
Other Retail	Floorspace	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.11	0



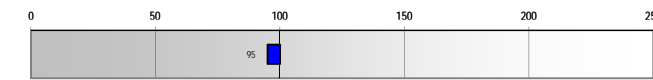
Leisure Services	Floorspace	Area %	Base %	Index
Bars & Wine Bars	0	0.00	1.77	0
Bingo & Amusements	6,200	2.65	0.92	289
Cafes	1,900	0.81	2.11	39
Casinos & Betting Offices	6,400	2.74	1.05	260
Cinemas, Theatres & Concert Halls	4,500	1.92	1.64	118
Clubs	15,800	6.76	1.18	573
Disco, Dance & Nightclubs	0	0.00	0.53	0
Fast Food & Take Away	5,000	2.14	2.57	83
Hotels & Guest Houses	0	0.00	1.87	0
Public Houses	6,800	2.91	3.77	77
Restaurants	800	0.34	3.78	9
Sports & Leisure Facilities	0	0.00	1.50	0
<b>Totals</b>	<b>47,400</b>	<b>20.27</b>	<b>22.69</b>	<b>89</b>



Financial & Business Services	Floorspace	Area %	Base %	Index
Building Societies	2,400	1.03	0.39	265
Building Supplies & Services	0	0.00	0.47	0
Business Goods & Services	0	0.00	0.02	0
Employment & Careers	0	0.00	0.29	0
Financial Services	6,000	2.57	0.78	331
Legal Services	1,500	0.64	0.78	83
Other Business Services	900	0.38	0.48	80
Printing & Copying	0	0.00	0.20	0
Property Services	3,900	1.67	1.79	93
Retail Banks	13,100	5.60	3.13	179
<b>Totals</b>	<b>27,800</b>	<b>11.89</b>	<b>8.31</b>	<b>143</b>



Vacant Outlets	Floorspace	Area %	Base %	Index
Vacant Retail & Service Outlets	22,600	9.66	10.16	95
<b>Total Floorspace</b>	<b>233,900</b>			





## 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 plc'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 warranties 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 Without 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) payable to Experian 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 divulge 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 indemnify 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 re-enactments 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 liquidation 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.



## 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 under-development 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.

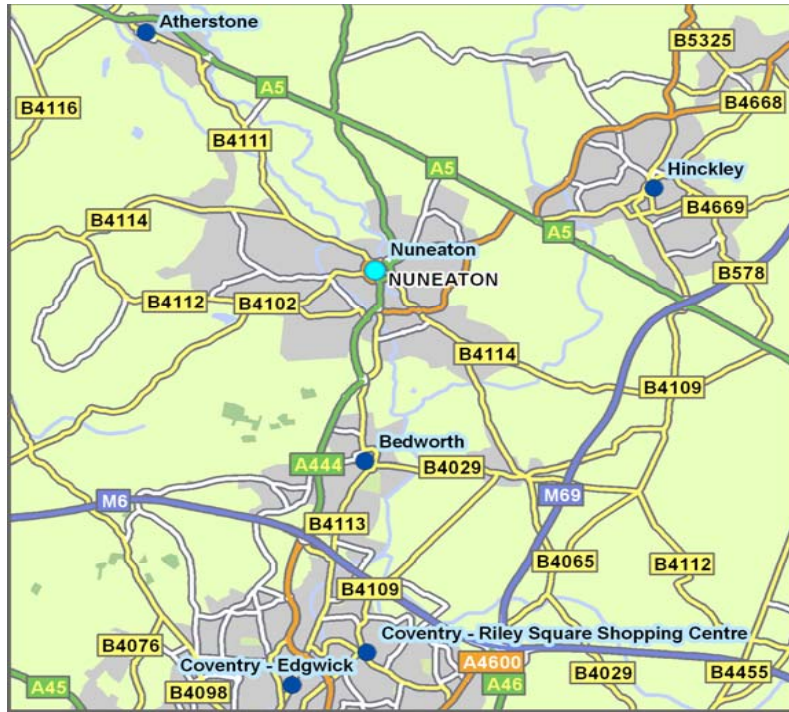
### The Retail Address Database

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](mailto:goad.sales@uk.experian.com)**

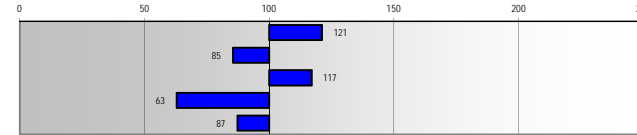


Nearest Location	Distance KM
Bedworth	4.82
Hinckley	6.86
Atherstone	8.05
Coventry - Riley Square Shopping Centre	9.62
Coventry - Edgwick	10.61

Major Retailers Present		
<b>Department Stores</b>		
BhS	1	
Debenhams	1	
House of Fraser	0	
John Lewis	0	
Marks & Spencer	0	
<b>Mixed Goods Retailers</b>		
Argos	1	
Boots the Chemist	1	
T K Maxx	1	
W H Smith	1	
Wilkinson	1	
<b>Supermarkets</b>		
Sainsburys	1	
Tesco	0	
Waitrose	0	
<b>Clothing</b>		
Burton	1	
Dorothy Perkins	1	
H & M	2	
New Look	1	
Next	1	
Primark	0	
River Island	1	
Topman	1	
Topshop	1	
<b>Other Retailers</b>		
Carphone Warehouse	1	
Clarks	1	
Clintons	2	
H M V	1	
O2	1	
Superdrug	1	
Phones 4 U	1	
Vodafone	1	
Waterstones	1	

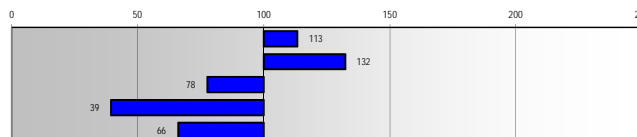
Multiple Counts & Floorspace by Sector

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



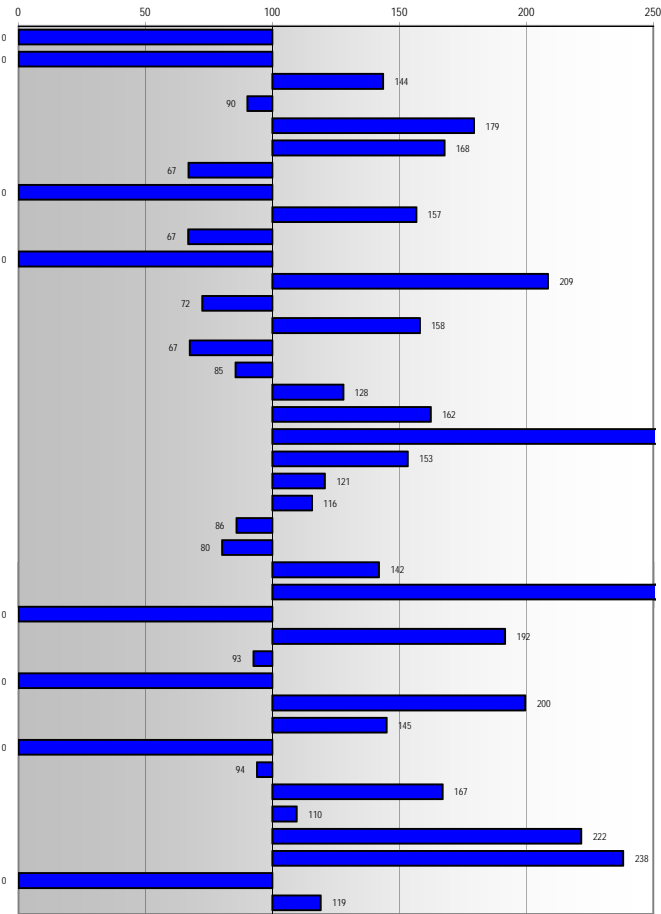
Total Multiple Outlets 171

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

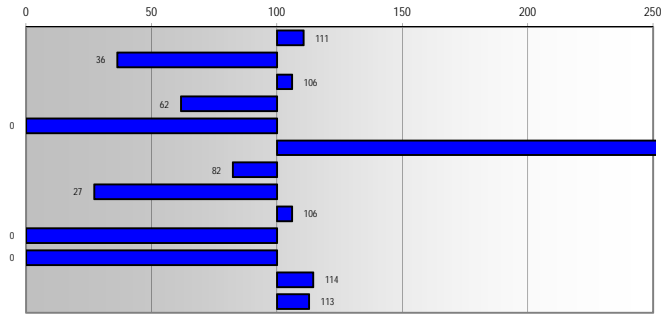


Total Multiple Floorspace 805,500

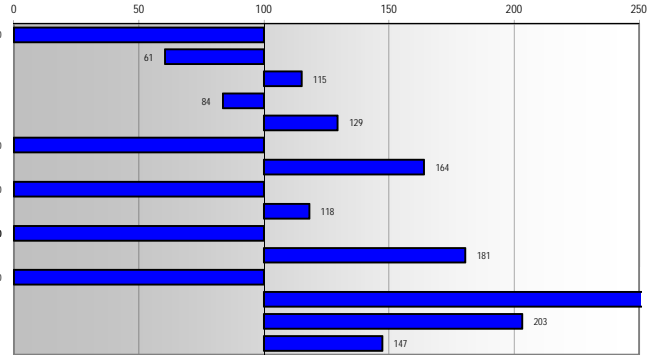
Sector	Classification	Outlets	Area %	Base %	Index
Comparison					
	Antique Shops	0	0.00	0.40	0
	Art & Art Dealers	0	0.00	0.64	0
	Booksellers	3	0.76	0.53	144
	Carpets & Flooring	2	0.50	0.56	90
	Catalogue Showrooms	1	0.25	0.14	179
	Charity Shops	16	4.03	2.40	168
	Chemist & Drugstores	3	0.76	1.13	67
	Childrens & Infants Wear	0	0.00	0.46	0
	Clothing General	14	3.53	2.25	157
	Crafts, Gifts, China & Glass	4	1.01	1.51	67
	Cycles & Accessories	0	0.00	0.24	0
	Department & Variety Stores	3	0.76	0.36	209
	DIY & Home Improvement	2	0.50	0.70	72
	Electrical & Other Durable Goods	9	2.27	1.43	158
	Florists	2	0.50	0.75	67
	Footwear	4	1.01	1.18	85
	Furniture Fitted	2	0.50	0.39	128
	Furniture General	6	1.51	0.93	162
	Gardens & Equipment	1	0.25	0.05	466
	Greeting Cards	5	1.26	0.82	153
	Hardware & Household Goods	7	1.76	1.46	121
	Jewellery, Watches & Silver	8	2.02	1.74	116
	Ladies & Mens Wear & Acc.	4	1.01	1.17	86
	Ladies Wear & Accessories	9	2.27	2.83	80
	Leather & Travel Goods	1	0.25	0.18	142
	Mens Wear & Accessories	9	2.27	0.88	259
	Music & Musical Instruments	0	0.00	0.12	0
	Music & Video Recordings	2	0.50	0.26	192
	Newsagents & Stationers	5	1.26	1.36	93
	Office Supplies	0	0.00	0.03	0
	Other Comparison Goods	6	1.51	0.76	200
	Photographic & Optical	1	0.25	0.17	145
	Secondhand Goods, Books, etc.	0	0.00	0.26	0
	Sports, Camping & Leisure Goods	3	0.76	0.80	94
	Telephones & Accessories	8	2.02	1.21	167
	Textiles & Soft Furnishings	3	0.76	0.69	110
	Toiletries, Cosmetics & Beauty Products	8	2.02	0.91	222
	Toys, Games & Hobbies	8	2.02	0.85	238
	Vehicle & Motorcycle Sales	0	0.00	0.29	0
	Vehicle Accessories	1	0.25	0.21	119
	<b>Totals</b>	<b>160</b>	<b>40.30</b>	<b>33.05</b>	<b>122</b>



Convenience	Outlets	Area %	Base %	Index
Bakers & Confectioners	8	2.02	1.82	111
Butchers	1	0.25	0.69	36
CTN	1	0.25	0.24	106
Convenience Stores	3	0.76	1.23	62
Fishmongers	0	0.00	0.11	0
Frozen Foods	3	0.76	0.29	258
Greengrocers	1	0.25	0.31	82
Grocers & Delicatessens	1	0.25	0.93	27
Health Foods	2	0.50	0.48	106
Markets	0	0.00	0.11	0
Off Licences	0	0.00	0.44	0
Shoe Repairs Etc	2	0.50	0.44	114
Supermarkets	4	1.01	0.89	113
<b>Total Convenience</b>	<b>26</b>	<b>6.55</b>	<b>7.98</b>	<b>82</b>



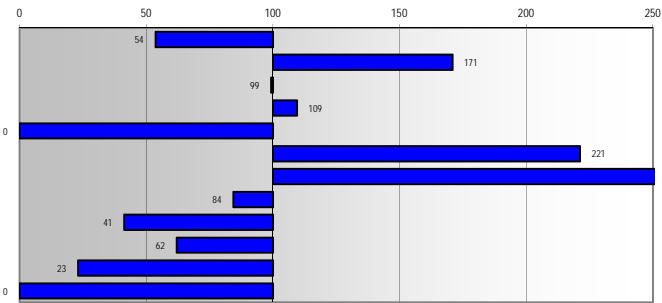
Retail Service	Outlets	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.08	0
Dry Cleaners & Launderettes	2	0.50	0.83	61
Filling Stations	1	0.25	0.22	115
Health & Beauty	26	6.55	7.84	84
Opticians	7	1.76	1.36	129
Other Retail Services	0	0.00	0.52	0
Photo Processing	1	0.25	0.15	164
Photo Studio	0	0.00	0.18	0
Post Offices	2	0.50	0.43	118
Repairs, Alterations & Restoration	0	0.00	0.22	0
Travel Agents	7	1.76	0.98	181
TV, Cable & Video Rental	0	0.00	0.02	0
Vehicle Rental	1	0.25	0.06	456
Vehicle Repairs & Services	4	1.01	0.50	203
Video Tape Rental	1	0.25	0.17	147
<b>Totals</b>	<b>52</b>	<b>13.10</b>	<b>13.54</b>	<b>97</b>



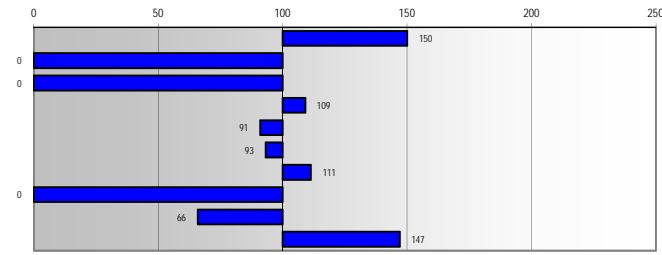
Other Retail	Outlets	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.16	0



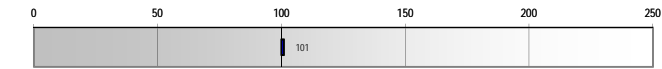
Leisure Services	Outlets	Area %	Base %	Index
Bars & Wine Bars	3	0.76	1.41	54
Bingo & Amusements	3	0.76	0.44	171
Cafes	16	4.03	4.06	99
Casinos & Betting Offices	6	1.51	1.38	109
Cinemas, Theatres & Concert Halls	0	0.00	0.25	0
Clubs	6	1.51	0.68	221
Disco, Dance & Nightclubs	5	1.26	0.25	511
Fast Food & Take Away	18	4.53	5.38	84
Hotels & Guest Houses	1	0.25	0.61	41
Public Houses	7	1.76	2.84	62
Restaurants	4	1.01	4.37	23
Sports & Leisure Facilities	0	0.00	0.27	0
<b>Totals</b>	<b>69</b>	<b>17.38</b>	<b>21.93</b>	<b>79</b>



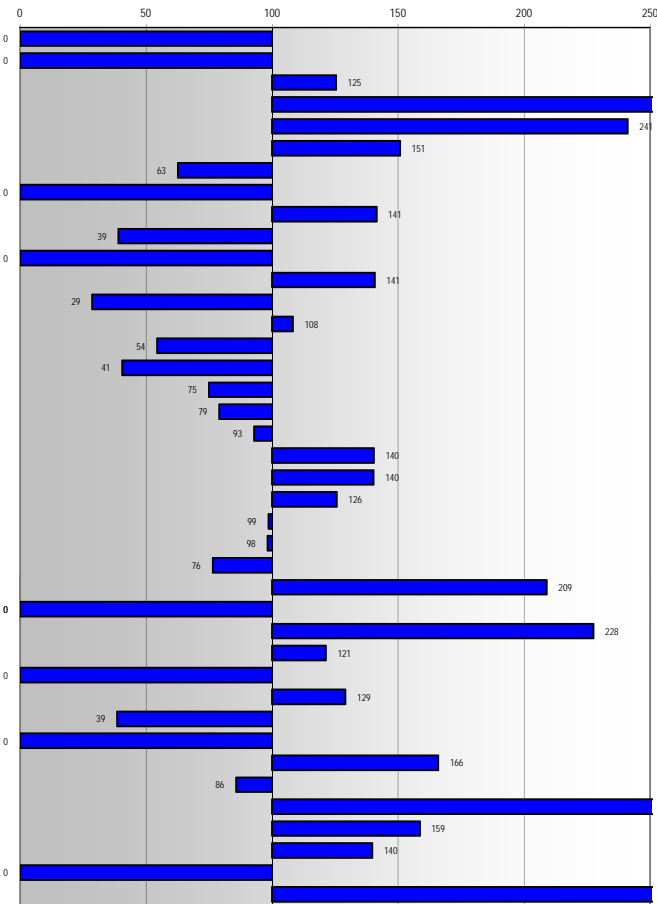
Financial & Business Services	Outlets	Area %	Base %	Index
Building Societies	3	0.76	0.50	150
Building Supplies & Services	0	0.00	0.52	0
Business Goods & Services	0	0.00	0.03	0
Employment & Careers	2	0.50	0.46	109
Financial Services	5	1.26	1.38	91
Legal Services	4	1.01	1.08	93
Other Business Services	2	0.50	0.45	111
Printing & Copying	0	0.00	0.34	0
Property Services	9	2.27	3.44	66
Retail Banks	16	4.03	2.74	147
<b>Totals</b>	<b>41</b>	<b>10.33</b>	<b>10.94</b>	<b>94</b>



Vacant Outlets	Outlets	Area %	Base %	Index
Vacant Retail & Service Outlets	49	12.34	12.22	101
<b>Total Number of Outlets</b>	<b>397</b>			

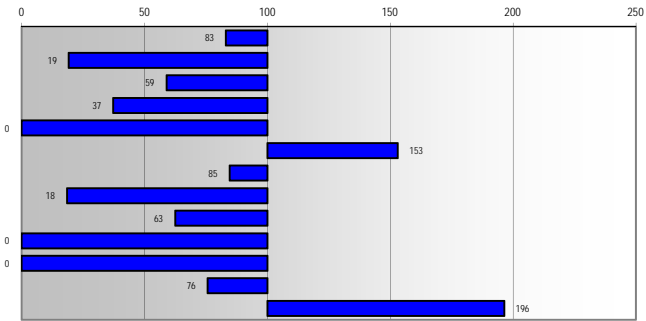


Sector	Classification	Floorspace	Area %	Base %	Index
Comparison					
	Antique Shops	0	0.00	0.21	0
	Art & Art Dealers	0	0.00	0.36	0
	Booksellers	6,700	0.55	0.44	125
	Carpets & Flooring	20,700	1.71	0.56	305
	Catalogue Showrooms	15,600	1.29	0.53	241
	Charity Shops	27,500	2.27	1.50	151
	Chemist & Drugstores	11,800	0.97	1.55	63
	Childrens & Infants Wear	0	0.00	0.35	0
	Clothing General	61,800	5.09	3.60	141
	Crafts, Gifts, China & Glass	3,600	0.30	0.76	39
	Cycles & Accessories	0	0.00	0.18	0
	Department & Variety Stores	77,100	6.35	4.51	141
	DIY & Home Improvement	4,100	0.34	1.18	29
	Electrical & Other Durable Goods	16,200	1.33	1.23	108
	Florists	1,800	0.15	0.27	54
	Footwear	4,700	0.39	0.95	41
	Furniture Fitted	3,300	0.27	0.36	75
	Furniture General	14,600	1.20	1.52	79
	Gardens & Equipment	800	0.07	0.07	93
	Greeting Cards	9,600	0.79	0.56	140
	Hardware & Household Goods	55,800	4.60	3.28	140
	Jewellery, Watches & Silver	11,400	0.94	0.75	126
	Ladies & Mens Wear & Acc.	19,000	1.57	1.59	99
	Ladies Wear & Accessories	30,900	2.55	2.59	98
	Leather & Travel Goods	900	0.07	0.10	76
	Mens Wear & Accessories	17,800	1.47	0.70	209
	Music & Musical Instruments	0	0.00	0.08	0
	Music & Video Recordings	7,600	0.63	0.28	228
	Newsagents & Stationers	14,400	1.19	0.98	121
	Office Supplies	0	0.00	0.07	0
	Other Comparison Goods	9,200	0.76	0.59	129
	Photographic & Optical	400	0.03	0.09	39
	Secondhand Goods, Books, etc.	0	0.00	0.13	0
	Sports, Camping & Leisure Goods	21,800	1.80	1.08	166
	Telephones & Accessories	6,700	0.55	0.64	86
	Textiles & Soft Furnishings	18,100	1.49	0.51	293
	Toiletries, Cosmetics & Beauty Products	16,800	1.38	0.87	159
	Toys, Games & Hobbies	11,600	0.96	0.68	140
	Vehicle & Motorcycle Sales	0	0.00	0.57	0
	Vehicle Accessories	7,900	0.65	0.24	267
	Totals	530,200	43.69	36.55	120

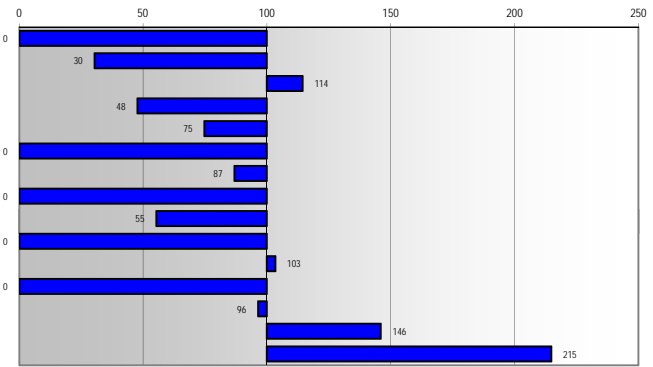




Convenience	Floorspace	Area %	Base %	Index
Bakers & Confectioners	8,700	0.72	0.86	83
Butchers	800	0.07	0.34	19
CTN	900	0.07	0.13	59
Convenience Stores	5,400	0.44	1.19	37
Fishmongers	0	0.00	0.05	0
Frozen Foods	14,500	1.19	0.78	153
Greengrocers	1,500	0.12	0.15	85
Grocers & Delicatessens	1,100	0.09	0.49	18
Health Foods	2,000	0.16	0.26	63
Markets	0	0.00	0.88	0
Off Licences	0	0.00	0.25	0
Shoe Repairs Etc	1,100	0.09	0.12	76
Supermarkets	211,200	17.40	8.86	196
<b>Total Convenience</b>	<b>247,200</b>	<b>20.37</b>	<b>14.36</b>	<b>142</b>



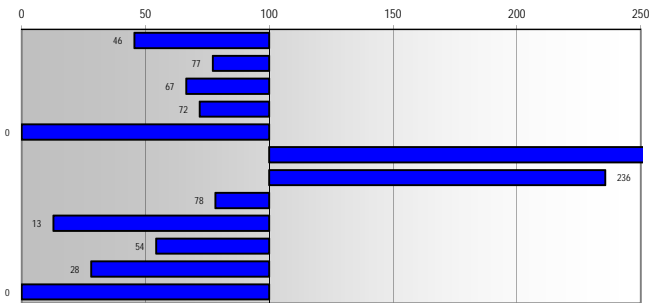
Retail Service	Floorspace	Area %	Base %	Index
Clothing & Fancy Dress Hire	0	0.00	0.04	0
Dry Cleaners & Launderettes	1,300	0.11	0.35	30
Filling Stations	1,600	0.13	0.12	114
Health & Beauty	20,200	1.66	3.49	48
Opticians	7,100	0.59	0.78	75
Other Retail Services	0	0.00	0.35	0
Photo Processing	600	0.05	0.06	87
Photo Studio	0	0.00	0.08	0
Post Offices	3,200	0.26	0.48	55
Repairs, Alterations & Restoration	0	0.00	0.08	0
Travel Agents	6,600	0.54	0.53	103
TV, Cable & Video Rental	0	0.00	0.00	0
Vehicle Rental	600	0.05	0.05	96
Vehicle Repairs & Services	11,400	0.94	0.64	146
Video Tape Rental	4,200	0.35	0.16	215
<b>Totals</b>	<b>56,800</b>	<b>4.68</b>	<b>7.20</b>	<b>65</b>



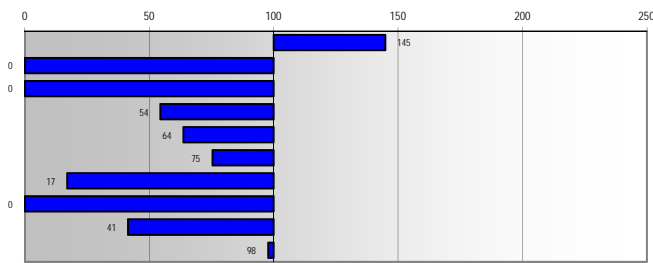
Other Retail	Floorspace	Area %	Base %	Index
Other Retail Outlets	0	0.00	0.11	0



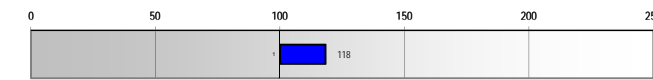
Leisure Services	Floorspace	Area %	Base %	Index
Bars & Wine Bars	9,800	0.81	1.77	46
Bingo & Amusements	8,600	0.71	0.92	77
Cafes	17,000	1.40	2.11	67
Casinos & Betting Offices	9,200	0.76	1.05	72
Cinemas, Theatres & Concert Halls	0	0.00	1.64	0
Clubs	39,600	3.26	1.18	277
Disco, Dance & Nightclubs	15,200	1.25	0.53	236
Fast Food & Take Away	24,400	2.01	2.57	78
Hotels & Guest Houses	2,900	0.24	1.87	13
Public Houses	24,900	2.05	3.77	54
Restaurants	12,900	1.06	3.78	28
Sports & Leisure Facilities	0	0.00	1.50	0
<b>Totals</b>	<b>164,500</b>	<b>13.55</b>	<b>22.69</b>	<b>60</b>



Financial & Business Services	Floorspace	Area %	Base %	Index
Building Societies	6,800	0.56	0.39	145
Building Supplies & Services	0	0.00	0.47	0
Business Goods & Services	0	0.00	0.02	0
Employment & Careers	1,900	0.16	0.29	54
Financial Services	6,000	0.49	0.78	64
Legal Services	7,100	0.59	0.78	75
Other Business Services	1,000	0.08	0.48	17
Printing & Copying	0	0.00	0.20	0
Property Services	9,000	0.74	1.79	41
Retail Banks	37,100	3.06	3.13	98
<b>Totals</b>	<b>68,900</b>	<b>5.68</b>	<b>8.31</b>	<b>68</b>



Vacant Outlets	Floorspace	Area %	Base %	Index
Vacant Retail & Service Outlets	146,000	12.03	10.16	118
<b>Total Floorspace</b>	<b>1,213,600</b>			



## 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 plc'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 warranties 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 Without 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) payable to Experian 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 divulge 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 indemnify 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 re-enactments 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 liquidation 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.

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## RETAILER REQUIREMENTS – NUNEATON TOWN CENTRE

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**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

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**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 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

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**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

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**Company Name:** Oakham Ltd **Retailer Type:** Miscellaneous, Unclassified  
**Address:** Melrose House, 42 Digwall **Contact:**  
Road, Croydon, CR0 2NE  
**Email:** **Telephone:** 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

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**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

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**Company Name:** Dominos Pizza Group Ltd      **Retailer Type:** Fast Food & Take Away  
**Address:** Thornbury West Ashland,      **Contact:**  
Milton Keynes, MK6 4BB  
**Email:**      **Telephone:** 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

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**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

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**RETAILER REQUIREMENTS – BEDWORTH TOWN CENTRE**

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**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

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**Company Name:** Poundland Ltd                      **Retailer Type:** Discount Stores  
**Address:** c/o Capital Retail, 30 St George Street, London, W1S 2FG                      **Contact:** Richard Criss  
**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 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 but not exhaustive.  
**Initial Research Date:** 11 Jul 2011                      **Last Update Date:** 27 Feb 2013  
**Agent:** **Rowley Hughes Thompson**                      **Telephone:** 01212127800  
**LLP**  
**Agent Address:** 102 Colmore Row,  
Birmingham, B3 3AG  
**Contact:** **Richard Jones**  
01212127804  
richardj@rhtretail.co.uk

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<b>Company Name:</b>	Heron Frozen Foods	<b>Retailer Type:</b>	Frozen Foods
<b>Address:</b>	Jackson Way, Melton, HU14 3HJ	<b>Contact:</b>	Jonathan Laverack
<b>Email:</b>	jml@heronfoods.com	<b>Telephone:</b>	0845 603 7300
<b>Requirements size:</b>	3,000 - 5,000 sq ft	<b>Use:</b>	All
<b>Outlets Required:</b>	Bedworth		
<b>Location:</b>	Prime, in Town		
<b>Notes:</b>	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.		
<b>Initial Research Date:</b>	17 Jul 2012	<b>Last Update Date:</b>	28 Feb 2013
<b>Agent:</b>	<b>Johnson Fellows LLP</b>	<b>Telephone:</b>	01216439337
<b>Agent Address:</b>	Charter House, 163 Newhall Street, Birmingham, B3 1SW		
<b>Contact:</b>	<b>Chris Gaskell</b> 01212340422 chris.gaskell@johnsonfellows.c o.uk		

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## 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 16<sup>th</sup> 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 (16<sup>th</sup> May – am)**

Name	Position
Harpreet Sanghera	Wilson 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 (16<sup>th</sup> 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**

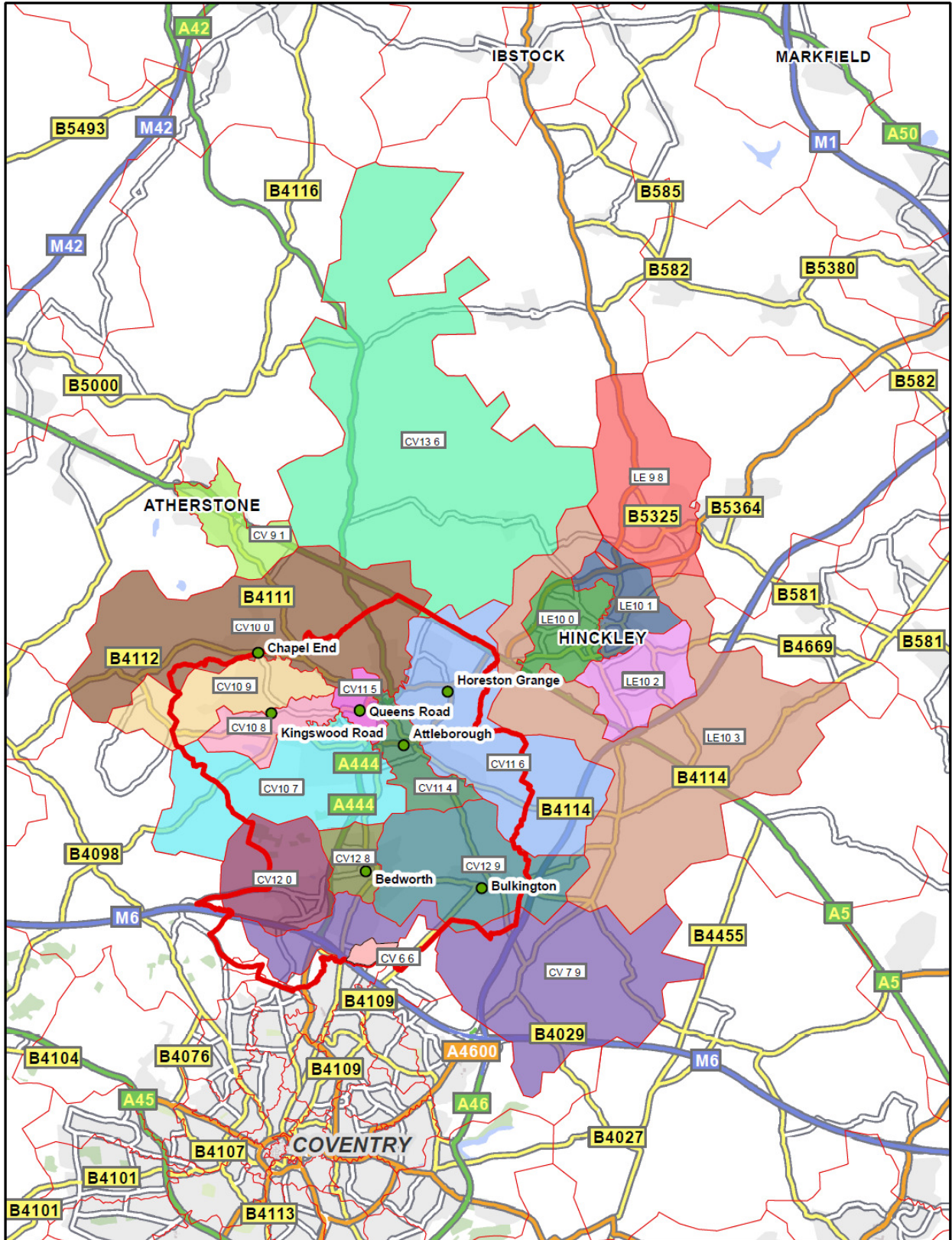
Strengths / Opportunities	Weaknesses / Threats
<p>Most stakeholders commented that Nuneaton was an attractive town centre, although more investment was needed.</p> <p>The town centre was identified as having “personality” and having a significant ‘walk-in’ catchment.</p> <p>It was commented that more 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.</p> <p>Most stakeholders choose to shop in Nuneaton’s foodstores, rather than travel out of the Borough to Coventry’s stores, etc.</p> <p>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”.</p> <p>Commented that the riverside by Asda is poorly maintained and unattractive.</p> <p>Some stakeholders commented that more needs to be made of the town’s association with George Elliot in terms of marketing, etc.</p> <p>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).</p> <p>There is potential to promote more residential living above shops to strengthen the vitality and viability of the town during the day and evenings.</p> <p>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.</p> <p>The railway station, bus station and linkages to the town centre are important, but the pedestrian route and signage/wayfinding should be improved.</p> <p>It was commented generally that signage/wayfinding across the town centre is “not good”.</p> <p>The Odeon at Bermuda Park is popular – but it not close to the town centre.</p> <p>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.</p> <p>The town centre’s market is “good”, but could be improved.</p> <p>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.</p> <p>One suggestion was for the Abbey Street site to accommodate a year-round fairground and entertainment events, etc.</p> <p>Other stakeholders mentioned other local attractions and the area’s heritage – e.g. Stanley Brickworks</p>	<p>The centre lacks quality shops.</p> <p>The centre’s shopping offer is limited – too many discount stores.</p> <p>Concerns with regard to increasing competition from centres and shopping facilities outside the Borough – e.g. Coventry.</p> <p>Some stakeholders called for free car parking in the town centre to help compete against out-of-centre shops.</p> <p>Commented that there is a problem with the road network and congestion on the roads, particularly during peak periods.</p> <p>Some stakeholders questioned the need for another foodstore in the town centre, due to the potential further impact on local shops and businesses.</p> <p>However, some stakeholders would welcome a new Waitrose in the town centre.</p> <p>The river is “neglected”.</p> <p>Compared with other towns Nuneaton has a more limited community and visitor attractions – no museum, art centre/gallery for example.</p> <p>The pedestrian routes and linkages to and from the train station are poor.</p> <p>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.</p>

**Table D: Bedworth Town Centre - Key Themes and Issues**

Strengths / Opportunities	Weaknesses / Threats
<p>The new replacement Tesco store has had a positive impact on the town centre (it is "clean", "modern" and is "bringing people into Bedworth").</p> <p>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.</p> <p>There is potential for more people to live in or near to the town centre. New housing should be provided on suitable sites.</p> <p>Restaurant owner commented that his "busiest day" was Saturday morning, but the centre was "dead" in the afternoon.</p> <p>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.</p> <p>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.</p> <p>Mention was made of other visitor attractions – such as the Chilvers Coton Heritage Centre – which also add to the overall interest in the area.</p> <p>There are also 'walking tours' of the centre, but this could be more widely publicised.</p> <p>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.</p> <p>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.</p> <p>A stakeholder commented that there is a strong "heart" and "community" feel to Bedworth.</p> <p>Stakeholders commented that Bermuda Park was an important leisure hub for local residents and has been successful.</p>	<p>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.</p> <p>The centre performs well enough for 5½ days a week, but is "dead" on Saturday afternoons, Sundays and in the evenings – despite the attraction of the Theatre, etc.</p> <p>The general shopping environment and public realm would benefit from new investment.</p> <p>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.</p> <p>There are some clusters of vacant units along Congreve Walk that are a concern.</p>

5

### 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

6









**Comparison Goods 2011 Market Share Analysis**

**TABLE 1: COMPARISON GOODS MARKET SHARES: ALL COMPARISON GOODS**

CENTRE / SHOPPING LOCATION	Market Shares by Zone (%)																			Total
	Zone 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	
<b>Nuneaton</b>																				
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%
<b>Bedworth Town Centre</b>	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%
<b>District Centres</b>	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%
<b>Local Centres</b>	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%
<b>Neighbourhood Centres</b>	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>TOTAL INSIDE BOROUGH ('RETENTION')</b>	<b>74.9%</b>	<b>81.2%</b>	<b>79.8%</b>	<b>79.7%</b>	<b>79.1%</b>	<b>84.5%</b>	<b>73.6%</b>	<b>61.2%</b>	<b>63.0%</b>	<b>56.1%</b>	<b>45.5%</b>	<b>7.0%</b>	<b>36.4%</b>	<b>60.3%</b>	<b>15.0%</b>	<b>9.7%</b>	<b>12.9%</b>	<b>19.2%</b>	<b>12.2%</b>	<b>50.2%</b>
<b>OTHER CENTRES AND STORES OUTSIDE THE BOROUGH</b>																				
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%
<b>TOTAL OUTSIDE BOROUGH ('LEAKAGE')</b>	<b>25.1%</b>	<b>18.8%</b>	<b>20.2%</b>	<b>20.3%</b>	<b>20.9%</b>	<b>15.5%</b>	<b>26.4%</b>	<b>38.8%</b>	<b>37.0%</b>	<b>43.9%</b>	<b>54.5%</b>	<b>93.0%</b>	<b>63.6%</b>	<b>39.7%</b>	<b>85.0%</b>	<b>90.3%</b>	<b>87.1%</b>	<b>80.8%</b>	<b>87.8%</b>	<b>49.8%</b>
<b>TOTAL</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>	<b>###</b>

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%
<b>78.3%</b>	<b>54.8%</b>	<b>17.9%</b>	<b>71.0%</b>	<b>50.2%</b>
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%
<b>21.7%</b>	<b>45.2%</b>	<b>82.1%</b>	<b>29.0%</b>	<b>49.8%</b>
<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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.















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
<b>STUDY AREA TOTAL:</b>		<b>208,760</b>	<b>212,076</b>	<b>219,359</b>	<b>228,618</b>	<b>237,015</b>	<b>238,571</b>	<b>243,131</b>

Growth: 2013-28	
No.	%
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%
1,515	15%
<b>26,495</b>	<b>12%</b>

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

<b>15,242</b>	<b>12%</b>
<b>11,693</b>	<b>13%</b>
<b>3,549</b>	<b>9%</b>

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 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: 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
<b>TOTAL</b>		<b>£387.9</b>	<b>£380.0</b>	<b>£394.3</b>	<b>£422.1</b>	<b>£452.8</b>	<b>£461.6</b>	<b>£476.9</b>

Growth: 2013-28	
No.	%
£3.6	16%
£4.5	23%
£5.0	24%
£7.1	28%
£4.5	21%
£4.9	26%
£5.4	17%
£3.2	20%
£3.8	20%
£2.4	11%
£1.2	14%
£7.1	38%
£3.1	20%
£1.8	15%
£10.4	28%
£4.3	21%
£4.0	14%
£1.0	17%
£4.4	25%
<b>£81.7</b>	<b>21%</b>

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

<b>£47.5</b>	<b>21%</b>
<b>£34.9</b>	<b>22%</b>
<b>£12.5</b>	<b>17%</b>

Source: Expenditure calculated from Tables 1 & 2.



**Convenience Goods Capacity Update - Experian Population Projections**

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

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE FOOD SPEND (£M):</b>					
<b>NUNEATON TOWN CENTRE</b>					
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street <i>(Former Netto), Regent Street</i>	2.3% <i>0.9%</i>	0.0%	1.6%	0.0%	1.0%
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%
<b>BEDWORTH TOWN CENTRE</b>					
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%
<b>DISTRICT CENTRES</b>					
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%
<b>LOCAL CENTRES</b>	1.3%	2.1%	1.5%	0.0%	0.9%
<b>NEIGHBOURHOOD CENTRES</b>	6.4%	2.4%	5.2%	0.4%	3.3%
<b>BOROUGH AREA - MARKET SHARE LEVELS:</b>	<b>86.2%</b>	<b>67.1%</b>	<b>80.2%</b>	<b>6.9%</b>	<b>51.6%</b>
<b>ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA</b>					
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%
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>	<b>13.8%</b>	<b>32.9%</b>	<b>19.8%</b>	<b>93.1%</b>	<b>48.4%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**2011 MARKET SHARE ANALYSIS (£m)**

NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19	
<b>£162.6</b>	<b>£73.8</b>	<b>£236.4</b>	<b>£151.5</b>	<b>£387.9</b>	
<b>NUNEATON TOWN CENTRE</b>					
£2.6	£0.0	£2.6	£0.0	£2.6	
£3.7	£0.0	£3.7	£0.0	£3.7	
<i>£1.5</i>	<i>£0.2</i>	<i>£1.7</i>	<i>£0.4</i>	<i>£2.1</i>	
£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	
<b>BEDWORTH TOWN CENTRE</b>					
£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	
<b>DISTRICT CENTRES</b>					
£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	
<b>LOCAL CENTRES</b>	£2.1	£1.6	£3.6	£0.0	£3.6
<b>NEIGHBOURHOOD CENTRES</b>	£10.4	£1.8	£12.2	£0.5	£12.7
<b>£140.1</b>	<b>£49.5</b>	<b>£189.7</b>	<b>£10.5</b>	<b>£200.3</b>	
<b>ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA</b>					
£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	£0.0	£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	£0.0	£1.1	£1.1	£2.2	
£0.6	£0.0	£0.6	£6.4	£7.0	
<b>£22.5</b>	<b>£24.3</b>	<b>£46.7</b>	<b>£141.0</b>	<b>£187.5</b>	
<b>£162.6</b>	<b>£73.8</b>	<b>£236.4</b>	<b>£151.5</b>	<b>£387.9</b>	











**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
<b>NUNEATON TOWN CENTRE</b>							
Iceland, Queens Road	£2.6	£2.6	£2.7	£2.9	£3.1	£3.2	£3.3
Co-op, Abbey Street (Former Netto), Regent Street	£3.7	£4.0	£4.1	£4.4	£4.7	£4.8	£5.0
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
<b>Sub-total</b>	<b>£118.8</b>	<b>£116.3</b>	<b>£120.7</b>	<b>£129.2</b>	<b>£138.6</b>	<b>£141.3</b>	<b>£146.0</b>
<b>BEDWORTH TOWN CENTRE</b>							
Tesco - Original Store	£33.8	-	-	-	-	-	-
Tesco - Replacement Store	-	£39.6	£41.1	£44.0	£47.2	£48.1	£49.7
Aldi, Mill Street	£5.0	£4.9	£5.1	£5.4	£5.8	£5.9	£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	£1.2	£1.2	£1.3	£1.4	£1.4	£1.4
<b>Sub-total</b>	<b>£41.8</b>	<b>£47.3</b>	<b>£49.1</b>	<b>£52.6</b>	<b>£56.4</b>	<b>£57.5</b>	<b>£59.4</b>
<b>DISTRICT CENTRES</b>							
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
<b>Sub-total</b>	<b>£23.4</b>	<b>£22.9</b>	<b>£23.8</b>	<b>£25.4</b>	<b>£27.3</b>	<b>£27.8</b>	<b>£28.7</b>
<b>LOCAL CENTRES</b>							
All Local Centre Convenience Floorspace	£3.6	£3.5	£3.7	£3.9	£4.2	£4.3	£4.5
<b>NEIGHBOURHOOD CENTRES</b>							
All Neighbourhood Centre Convenience Floorspace	£12.7	£12.5	£12.9	£13.8	£14.8	£15.1	£15.6
<b>TOTAL TURNOVER:</b>	<b>£200.3</b>	<b>£202.6</b>	<b>£210.2</b>	<b>£225.1</b>	<b>£241.4</b>	<b>£246.1</b>	<b>£254.3</b>

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

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

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

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

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

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

	2013	2017	2022	2027	2028	2031
STEP 1: <b>TOTAL EXISTING FLOORSPACE (m<sup>2</sup> net):</b>	13,300	13,300	13,300	13,300	13,300	13,300
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£m)<sup>(1)</sup>:</b>						
Total 'Potential' Turnover (£ million):	£116.3	£120.7	£129.2	£138.6	£141.3	£146.0
Average Sales Density (£ per sq.m):	£8,747	£9,076	£9,717	£10,424	£10,626	£10,978
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£m)<sup>(2)</sup>:</b>						
Total 'Benchmark' Turnover (£ million):	£116.3	£117.3	£119.7	£122.1	£122.6	£124.1
Average Sales Density (£ per sq.m):	£8,747	£8,821	£8,999	£9,181	£9,217	£9,328
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£0.0	£3.4	£9.5	£16.5	£18.7	£21.9
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£m)<sup>(3)</sup>:</b>	£0.0	£2.8	£2.9	£2.9	£2.9	£3.0
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>£0.6</b>	<b>£6.7</b>	<b>£13.6</b>	<b>£15.8</b>	<b>£19.0</b>
STEP 7: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>						
<b>CAPACITY FOR NEW SUPERSTORE (sq m):</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,607	£12,861	£13,120	£13,172	£13,331
(ii) Net Floorspace Capacity (sq m):	0	46	520	1,038	1,200	1,423
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	0	66	742	1,482	1,714	2,033
STEP 8: <b>CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m):</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,051	£6,173	£6,298	£6,323	£6,399
(ii) Net Floorspace Capacity (sq m):	0	96	1,082	2,162	2,500	2,964
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	0	137	1,546	3,089	3,572	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: <b>TOTAL EXISTING FLOORSPACE (m<sup>2</sup> net):</b>	5,381	5,381	5,381	5,381	5,381	5,381
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£m)<sup>(1)</sup>:</b>						
Total 'Potential' Turnover (£ million):	£47.3	£49.1	£52.6	£56.4	£57.5	£59.4
Average Sales Density (£ per sq.m):	£8,797	£9,128	£9,773	£10,484	£10,687	£11,041
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£m)<sup>(2)</sup>:</b>						
Total 'Benchmark' Turnover (£ million):	£47.3	£47.7	£48.7	£49.7	£49.9	£50.5
Average Sales Density (£ per sq.m):	£8,797	£8,872	£9,051	£9,233	£9,270	£9,382
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£0.0	£1.4	£3.9	£6.7	£7.6	£8.9
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£m)<sup>(3)</sup>:</b>	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>£1.4</b>	<b>£3.9</b>	<b>£6.7</b>	<b>£7.6</b>	<b>£8.9</b>
STEP 7: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>						
<b>CAPACITY FOR NEW SUPERSTORE (sq m):</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,607	£12,861	£13,120	£13,172	£13,331
(ii) Net Floorspace Capacity (sq m):	0	109	302	513	579	670
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	0	156	432	733	827	957
STEP 8: <b>CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m):</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,051	£6,173	£6,298	£6,323	£6,399
(ii) Net Floorspace Capacity (sq m):	0	228	629	1,069	1,206	1,395
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	0	325	899	1,527	1,723	1,993

Note: See footnotes to Table 16.

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

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).  
STEP 3: 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 4: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 2 and 3.  
STEP 5: 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 6: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 5).  
STEPS 7/8: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed average sales performance of superstore and supermarket/discounter operators.

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

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

Note: See footnotes to Table 19.

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

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

Note: See footnotes to Table 19.

9









Comparison Goods Capacity Update - Experian Population Projections

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

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>					
<b>NUNEATON:</b>					
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%
<b>BEDWORTH TOWN CENTRE</b>	0.4%	28.7%	9.2%	1.1%	6.0%
<b>DISTRICT CENTRES</b>	0.4%	1.3%	0.7%	0.0%	0.4%
<b>LOCAL CENTRES</b>	0.5%	0.0%	0.4%	0.0%	0.2%
<b>NEIGHBOURHOOD CENTRES</b>	0.0%	0.0%	0.0%	0.0%	0.0%
<b>BOROUGH AREA - 'RETENTION':</b>	<b>78.3%</b>	<b>60.5%</b>	<b>72.8%</b>	<b>17.9%</b>	<b>51.2%</b>
<b>OTHER CENTRES AND STORES OUTSIDE BOROUGH</b>					
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%
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>	<b>21.7%</b>	<b>39.5%</b>	<b>27.2%</b>	<b>82.1%</b>	<b>48.8%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

2031 MARKET SHARE ANALYSIS (£m)

NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA 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
<b>£313.3</b>	<b>£104.2</b>	<b>£416.5</b>	<b>£68.1</b>	<b>£487.7</b>
£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
<b>£86.9</b>	<b>£68.1</b>	<b>£155.9</b>	<b>£312.6</b>	<b>£465.5</b>
<b>£400.2</b>	<b>£172.3</b>	<b>£572.5</b>	<b>£380.7</b>	<b>£953.1</b>

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

	TOTAL FORECAST TURNOVER					
	2013	2017	2022	2027	2028	2031
<b>NUNEATON:</b>						
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
<b>BEDWORTH TOWN CENTRE</b>	£32.3	£36.0	£42.3	£50.5	£52.1	£57.0
<b>DISTRICT CENTRES</b>	£2.3	£2.6	£3.0	£3.6	£3.7	£4.1
<b>LOCAL CENTRES</b>	£1.2	£1.3	£1.6	£1.9	£1.9	£2.1
<b>NEIGHBOURHOOD CENTRES</b>	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
<b>BOROUGH TOTAL</b>	<b>£276.1</b>	<b>£307.7</b>	<b>£361.8</b>	<b>£431.9</b>	<b>£445.7</b>	<b>£487.7</b>

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

**Comparison Goods Capacity Update - Experian Population Projections**

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

	2013	2017	2022	2027	2028	2031
STEP 1: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£m):</b>	£276.1	£307.7	£361.8	£431.9	£445.7	£487.7
STEP 2: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) <sup>(1)</sup>:</b>	£276.1	£291.6	£314.1	£338.4	£343.5	£359.2
STEP 3: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£0.0	£16.1	£47.7	£93.5	£102.2	£128.5
STEP 4: <b>COMMITTED FLOORSPACE -TURNOVER (£m):</b>	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>£16.1</b>	<b>£47.7</b>	<b>£93.5</b>	<b>£102.2</b>	<b>£128.5</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>						
(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	2,544	6,982	12,717	13,697	16,461
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	0	3,635	9,974	18,167	19,567	23,516

STEP 1: The (survey-derived) 'potential' turnovers assume constant market shares over the forecast period (derived from Table 11).  
STEP 2: 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 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.  
STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).  
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: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£m):</b>	£233.9	£260.7	£306.5	£365.9	£377.6	£413.1
STEP 2: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) <sup>(1)</sup>:</b>	£233.9	£247.0	£266.1	£286.7	£291.0	£304.3
STEP 3: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£0.0	£13.7	£40.4	£79.2	£86.6	£108.9
STEP 4: <b>COMMITTED FLOORSPACE -TURNOVER (£m):</b>	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>£13.7</b>	<b>£40.4</b>	<b>£79.2</b>	<b>£86.6</b>	<b>£108.9</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>						
(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	2,155	5,915	10,774	11,604	13,946
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	0	3,079	8,450	15,391	16,577	19,923

Note: 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: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£m):</b>	£32.3	£36.0	£42.3	£50.5	£52.1	£57.0
STEP 2: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) <sup>(1)</sup>:</b>	£32.3	£34.1	£36.7	£39.6	£40.2	£42.0
STEP 3: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£0.0	£1.9	£5.6	£10.9	£12.0	£15.0
STEP 4: <b>COMMITTED FLOORSPACE -TURNOVER (£m):</b>	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>£1.9</b>	<b>£5.6</b>	<b>£10.9</b>	<b>£12.0</b>	<b>£15.0</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>						
(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:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	0	425	1,166	2,125	2,288	2,750

Note: See footnotes to Table 12.

10

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

	Estimated Food Sales Area (m <sup>2</sup> net)	Average Sales Density (£ per m <sup>2</sup> )	2011 (£m)	2013 (£m)	2017 (£m)	2022 (£m)	2027 (£m)	2028 (£m)	2031 (£m)
<b>NUNEATON TOWN &amp; EDGE OF CENTRE:</b>									
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
<sup>(1)</sup> Former Netto, Regent Street	679	--	£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 Floorspace	6,576	3,000	£19.7	£19.7	£19.9	£20.3	£20.7	£20.8	£21.0
<b>SUB-TOTAL (excl Netto)</b>	<b>13,300</b>	<b>£7,964</b>	<b>£105.9</b>	<b>£102.9</b>	<b>£103.7</b>	<b>£105.8</b>	<b>£108.0</b>	<b>£108.4</b>	<b>£109.7</b>
<b>BEDWORTH TOWN &amp; EDGE OF CENTRE:</b>									
Tesco, North of Mill Street (Original)	2,296	£13,000	£29.8	-	-	-	-	-	-
<sup>(2)</sup> <b>TESCO EXTRA REPLACEMENT STORE</b>	<b>3,046</b>	<b>£13,000</b>	-	<b>£39.6</b>	<b>£39.9</b>	<b>£40.7</b>	<b>£41.6</b>	<b>£41.7</b>	<b>£42.2</b>
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 Floorspace	1,053	£2,750	£2.9	£2.9	£2.9	£3.0	£3.0	£3.1	£3.1
<b>SUB-TOTAL (incl new Tesco)</b>	<b>5,381</b>	<b>£7,283</b>	<b>£39.2</b>	<b>£49.0</b>	<b>£49.4</b>	<b>£50.4</b>	<b>£51.4</b>	<b>£51.6</b>	<b>£52.2</b>
<b>DISTRICT CENTRES</b>									
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
<b>SUB-TOTAL</b>	<b>4,764</b>	<b>£5,288</b>	<b>£25.2</b>	<b>£25.2</b>	<b>£25.4</b>	<b>£25.9</b>	<b>£26.4</b>	<b>£26.5</b>	<b>£26.9</b>
<b>LOCAL CENTRES</b>									
All Convenience Floorspace	<b>1,330</b>	<b>£2,500</b>	<b>£3.3</b>	<b>£3.3</b>	<b>£3.4</b>	<b>£3.4</b>	<b>£3.5</b>	<b>£3.5</b>	<b>£3.5</b>
<b>NEIGHBOURHOOD CENTRES</b>									
All Convenience Floorspace	<b>4,194</b>	<b>£2,500</b>	<b>£10.5</b>	<b>£10.5</b>	<b>£10.6</b>	<b>£10.8</b>	<b>£11.0</b>	<b>£11.0</b>	<b>£11.2</b>
<b>TOTAL:</b>	<b>28,970</b>	<b>£6,355</b>	<b>£184.1</b>	<b>£190.8</b>	<b>£192.4</b>	<b>£196.3</b>	<b>£200.3</b>	<b>£201.1</b>	<b>£203.5</b>

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.

11



**Convenience Goods Capacity Update - Oxford Economics Population Projections**

**TABLE 1: (OXFORD ECONOMICS) POPULATION & PROJECTIONS (2011 - 2031)**

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

Growth: 2013-28	
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%
<b>16,304</b>	<b>8%</b>

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

<b>9,307</b>	<b>7%</b>
<b>7,136</b>	<b>8%</b>
<b>2,171</b>	<b>5%</b>

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.

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

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

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

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%
<b>£62.0</b>	<b>16%</b>

Source: Expenditure calculated from Tables 1 & 2.



**Convenience Goods Capacity Update - Oxford Economics Population Projections**

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

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE FOOD SPEND (£M):</b>					
<b>NUNEATON TOWN CENTRE</b>					
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street <i>(Former Netto), Regent Street</i>	2.3%	0.0%	1.6%	0.0%	1.0%
Asda, Newtown Road	0.9%	0.3%	0.7%	0.3%	0.5%
J Sainsbury, Vicarage Road	37.0%	3.3%	26.5%	3.9%	17.7%
All Other Convenience Floorspace	20.5%	1.3%	14.5%	0.8%	9.2%
	3.3%	0.4%	2.4%	0.3%	1.6%
<b>BEDWORTH TOWN CENTRE</b>					
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%
<b>DISTRICT CENTRES</b>					
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%
<b>LOCAL CENTRES</b>					
	1.3%	2.1%	1.5%	0.0%	0.9%
<b>NEIGHBOURHOOD CENTRES</b>					
	6.4%	2.4%	5.2%	0.4%	3.3%
<b>BOROUGH AREA - MARKET SHARE LEVELS:</b>					
	<b>86.2%</b>	<b>67.1%</b>	<b>80.2%</b>	<b>6.9%</b>	<b>51.6%</b>
<b>ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA</b>					
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%
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>					
	<b>13.8%</b>	<b>32.9%</b>	<b>19.8%</b>	<b>93.1%</b>	<b>48.4%</b>
<b>TOTAL MARKET SHARE:</b>					
	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**2011 MARKET SHARE ANALYSIS (£m)**

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
	<b>£162.6</b>	<b>£73.8</b>	<b>£236.4</b>	<b>£151.5</b>	<b>£387.9</b>
Iceland, Queens Road	£2.6	£0.0	£2.6	£0.0	£2.6
Co-op, Abbey Street <i>(Former Netto), Regent Street</i>	£3.7	£0.0	£3.7	£0.0	£3.7
Asda, Newtown Road	£1.5	£0.2	£1.7	£0.4	£2.1
J Sainsbury, Vicarage Road	£60.2	£2.5	£62.7	£5.9	£68.6
All Other Convenience Floorspace	£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
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>					
	<b>£22.5</b>	<b>£24.3</b>	<b>£46.7</b>	<b>£141.0</b>	<b>£187.5</b>
<b>TOTAL MARKET SHARE:</b>					
	<b>£162.6</b>	<b>£73.8</b>	<b>£236.4</b>	<b>£151.5</b>	<b>£387.9</b>

**TABLE 7: 2013 MARKET SHARE ANALYSIS (£m) - ALL FOOD SHOPPING (PRE TESCO, BEDWORTH)**

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE FOOD SPEND (£M):</b>					
<b>NUNEATON TOWN CENTRE</b>					
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street <i>(Former Netto), Regent Street</i>	2.3%	0.0%	1.6%	0.0%	1.0%
Asda, Newtown Road	0.9%	0.3%	0.7%	0.3%	0.5%
J Sainsbury, Vicarage Road	37.0%	3.3%	26.6%	3.9%	17.7%
All Other Convenience Floorspace	20.5%	1.3%	14.5%	0.8%	9.2%
	3.3%	0.4%	2.4%	0.3%	1.6%
<b>BEDWORTH TOWN CENTRE</b>					
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%
<b>DISTRICT CENTRES</b>					
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%
<b>LOCAL CENTRES</b>					
	1.3%	2.1%	1.5%	0.0%	0.9%
<b>NEIGHBOURHOOD CENTRES</b>					
	6.4%	2.4%	5.2%	0.4%	3.3%
<b>BOROUGH AREA - MARKET SHARE LEVELS:</b>					
	<b>86.2%</b>	<b>67.1%</b>	<b>80.3%</b>	<b>6.9%</b>	<b>51.6%</b>
<b>ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA</b>					
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%
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>					
	<b>13.8%</b>	<b>32.9%</b>	<b>19.7%</b>	<b>93.1%</b>	<b>48.4%</b>
<b>TOTAL MARKET SHARE:</b>					
	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**2013 MARKET SHARE ANALYSIS (£m)**

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
	<b>£158.7</b>	<b>£71.6</b>	<b>£230.3</b>	<b>£147.6</b>	<b>£377.9</b>
Iceland, Queens Road	£2.5	£0.0	£2.5	£0.0	£2.5
Co-op, Abbey Street <i>(Former Netto), Regent Street</i>	£3.7	£0.0	£3.7	£0.0	£3.7
Asda, Newtown Road	£1.4	£0.2	£1.7	£0.4	£2.1
J Sainsbury, Vicarage Road	£58.8	£2.4	£61.2	£5.8	£66.9
All Other Convenience Floorspace	£32.5	£1.0	£33.5	£1.2	£34.6
	£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	£0.0	£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
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>					
	<b>£21.9</b>	<b>£23.5</b>	<b>£45.5</b>	<b>£137.4</b>	<b>£182.9</b>
<b>TOTAL MARKET SHARE:</b>					
	<b>£158.7</b>	<b>£71.6</b>	<b>£230.3</b>	<b>£147.6</b>	<b>£377.9</b>







Convenience Goods Capacity Update - Oxford Economics Population Projections

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

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE FOOD SPEND (£M):</b>					
<b>NUNEATON TOWN CENTRE</b>					
Iceland, Queens Road	1.6%	0.0%	1.1%	0.0%	0.7%
Co-op, Abbey Street (Former Netto), Regent Street	2.4%	0.1%	1.7%	0.0%	1.0%
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%
<b>BEDWORTH TOWN CENTRE</b>					
Tesco - Original Store	-	-	-	-	-
<b>TESCO REPLACEMENT STORE</b>	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%
<b>DISTRICT CENTRES</b>					
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%
<b>LOCAL CENTRES</b>					
	1.3%	2.1%	1.5%	0.0%	0.9%
<b>NEIGHBOURHOOD CENTRES</b>					
	6.4%	2.4%	5.2%	0.4%	3.3%
<b>BOROUGH AREA - MARKET SHARE LEVELS:</b>					
	<b>86.4%</b>	<b>76.0%</b>	<b>83.2%</b>	<b>7.0%</b>	<b>53.4%</b>
<b>ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA</b>					
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%
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>					
	<b>13.6%</b>	<b>24.0%</b>	<b>16.8%</b>	<b>93.0%</b>	<b>46.6%</b>
<b>TOTAL MARKET SHARE:</b>					
	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

2031 MARKET SHARE ANALYSIS (£m)

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
	<b>£190.3</b>	<b>£83.5</b>	<b>£273.8</b>	<b>£178.6</b>	<b>£452.4</b>
<b>NUNEATON TOWN CENTRE</b>					
Iceland, Queens Road	£3.1	£0.0	£3.1	£0.0	£3.1
Co-op, Abbey Street (Former Netto), Regent Street	£4.6	£0.0	£4.6	£0.0	£4.7
Asda, Newtown Road	£71.2	£2.9	£73.5	£7.2	£81.1
J Sainsbury, Vicarage Road	£39.6	£1.2	£40.5	£1.6	£42.3
All Other Convenience Floorspace	£6.3	£0.4	£6.6	£0.6	£7.3
<b>BEDWORTH TOWN CENTRE</b>					
Tesco - Original Store	-	-	-	-	-
<b>TESCO REPLACEMENT STORE</b>	£2.5	£43.2	£46.6	£0.5	£47.4
Aldi, Mill Street	£0.4	£5.3	£5.8	£0.0	£5.8
Iceland, Mill Street	£0.0	£2.0	£2.0	£0.0	£2.0
All Other Convenience Floorspace	£0.1	£1.2	£1.4	£0.0	£1.4
<b>DISTRICT CENTRES</b>					
Co-op, Kem Street-Attleborough	£3.6	£0.1	£3.7	£0.0	£3.7
Co-op, School Road-Bulkington	£0.0	£2.1	£2.1	£0.2	£2.4
Co-op, Cambourne Drive-Horestone	£2.8	£0.3	£3.0	£0.0	£3.0
Aldi, Kingswood Road	£8.3	£0.3	£8.6	£1.3	£9.9
Lidl, Queens Road	£2.5	£0.0	£2.5	£0.0	£2.5
All Other District Centre Floorspace	£4.8	£0.7	£5.4	£0.4	£5.8
<b>LOCAL CENTRES</b>					
	£2.4	£1.8	£4.2	£0.0	£4.2
<b>NEIGHBOURHOOD CENTRES</b>					
	£12.2	£2.0	£14.1	£0.6	£14.9
<b>BOROUGH AREA - MARKET SHARE LEVELS:</b>					
	<b>£164.5</b>	<b>£63.4</b>	<b>£227.7</b>	<b>£12.5</b>	<b>£241.6</b>
<b>ALL OTHER LOCATIONS OUTSIDE BOROUGH AREA</b>					
Atherstone	£2.3	£0.0	£2.3	£8.6	£10.8
Barwell	£0.0	£0.0	£0.0	£0.4	£0.4
Burbage	£0.0	£0.1	£0.1	£0.6	£0.8
Coventry - All Stores	£8.5	£19.6	£28.5	£26.5	£54.9
Hartshill	£2.7	£0.0	£2.7	£0.0	£2.7
Hinckley - All Stores	£9.2	£0.3	£9.4	£116.4	£124.6
Kenilworth	£0.1	£0.0	£0.1	£0.0	£0.1
Leicester - All Stores	£0.9	£0.0	£0.9	£4.8	£5.7
Rugby	£0.0	£0.0	£0.0	£0.0	£0.0
Tamworth - All Stores	£1.3	£0.0	£1.3	£1.3	£2.6
All Other Stores Outside Borough	£0.7	£0.0	£0.7	£7.5	£8.1
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>					
	<b>£25.8</b>	<b>£20.0</b>	<b>£46.0</b>	<b>£166.1</b>	<b>£210.7</b>
<b>TOTAL MARKET SHARE:</b>					
	<b>£190.3</b>	<b>£83.5</b>	<b>£273.8</b>	<b>£178.6</b>	<b>£452.4</b>

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

	2013	2017	2022	2027	2028	2031
<b>NUNEATON TOWN CENTRE</b>						
Iceland, Queens Road	£2.6	£2.7	£2.8	£3.0	£3.1	£3.1
Co-op, Abbey Street	£4.0	£4.1	£4.3	£4.5	£4.6	£4.7
Asda, Newtown Road	£67.8	£69.4	£73.1	£77.5	£78.9	£81.1
J Sainsbury, Vicarage Road	£35.4	£36.2	£38.1	£40.4	£41.2	£42.3
All Other Convenience Floorspace	£6.1	£6.2	£6.6	£7.0	£7.1	£7.3
<b>Sub-total</b>	<b>£115.8</b>	<b>£118.6</b>	<b>£124.9</b>	<b>£132.5</b>	<b>£134.8</b>	<b>£138.6</b>
<b>BEDWORTH TOWN CENTRE</b>						
Tesco - Replacement Store	£39.6	£40.6	£42.7	£45.3	£46.1	£47.4
Aldi, Mill Street	£4.9	£5.0	£5.2	£5.6	£5.7	£5.8
Iceland, Mill Street	£1.7	£1.7	£1.8	£2.0	£2.0	£2.0
All Other Convenience Floorspace	£1.1	£1.2	£1.2	£1.3	£1.3	£1.4
<b>Sub-total</b>	<b>£47.3</b>	<b>£48.5</b>	<b>£51.0</b>	<b>£54.1</b>	<b>£55.1</b>	<b>£56.6</b>
<b>DISTRICT CENTRES</b>						
Co-op, Kem Street-Attleborough	£3.1	£3.2	£3.3	£3.5	£3.6	£3.7
Co-op, School Road-Bulkington	£2.0	£2.0	£2.1	£2.2	£2.3	£2.4
Co-op (formerly Somerfield), Cambourne Drive-Horestone	£2.5	£2.6	£2.7	£2.9	£3.0	£3.0
Aldi, Kingswood Road	£8.3	£8.5	£8.9	£9.5	£9.6	£9.9
Lidl, Queens Road	£2.1	£2.1	£2.3	£2.4	£2.4	£2.5
All Other District Centre Convenience Floorspace	£4.8	£5.0	£5.2	£5.5	£5.6	£5.8
<b>Sub-total</b>	<b>£22.8</b>	<b>£23.3</b>	<b>£24.6</b>	<b>£26.1</b>	<b>£26.5</b>	<b>£27.3</b>
<b>LOCAL CENTRES</b>						
All Local Centre Convenience Floorspace	£3.5	£3.6	£3.8	£4.0	£4.1	£4.2
<b>NEIGHBOURHOOD CENTRES</b>						
All Neighbourhood Centre Convenience Floorspace	£12.4	£12.7	£13.4	£14.2	£14.4	£14.9
<b>TOTAL TURNOVER:</b>	<b>£201.9</b>	<b>£206.7</b>	<b>£217.7</b>	<b>£230.9</b>	<b>£235.0</b>	<b>£241.6</b>

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

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: <b>TOTAL EXISTING FLOORSPACE (m<sup>2</sup> net):</b>	28,970	28,970	28,970	28,970	28,970	28,970
STEP 2: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£m) <sup>(1)</sup>:</b>						
(i) Total 'Potential' Turnover (£ million):	£201.9	£206.7	£217.7	£230.9	£235.0	£241.6
(ii) Average Sales Density (£ per sq.m):	£6,968	£7,136	£7,516	£7,970	£8,111	£8,341
STEP 3: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) <sup>(2)</sup>:</b>						
(i) Total 'Benchmark' Turnover (£ million):	£201.9	£203.6	£207.7	£211.9	£212.7	£215.3
(ii) Average Sales Density (£ per sq.m):	£6,968	£7,027	£7,169	£7,314	£7,343	£7,431
STEP 4: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£0.0	£3.1	£10.1	£19.0	£22.3	£26.3
STEP 5: <b>FORECAST TURNOVER OF COMMITTED FLOORSPACE (£m) <sup>(3)</sup>:</b>	£0.0	£2.8	£2.9	£2.9	£2.9	£3.0
STEP 6: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>£0.3</b>	<b>£7.2</b>	<b>£16.1</b>	<b>£19.3</b>	<b>£23.4</b>
STEP 7: <b>FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:</b>						
<b>CAPACITY FOR NEW SUPERSTORE (sq m):</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,607	£12,861	£13,120	£13,172	£13,331
(ii) Net Floorspace Capacity (sq m):	0	26	560	1,227	1,467	1,754
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	0	38	800	1,754	2,096	2,505
STEP 8: <b>CAPACITY FOR NEW SUPERMARKET / DEEP DISCOUNTER (sq m):</b>						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,051	£6,173	£6,298	£6,323	£6,399
(ii) Net Floorspace Capacity (sq m):	0	55	1,166	2,557	3,056	3,653
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	0	78	1,666	3,653	4,366	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).  
STEP 3: 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 4: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 2 and 3.  
STEP 5: 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 6: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 5).  
STEPS 7/8: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed average sales performance of superstore and supermarket/discounter operators.

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

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

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

Note: See footnotes to Table 16.



Convenience Goods Capacity Update - Oxford Economics Population Projections

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

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

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).  
STEP 3: 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 4: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 2 and 3.  
STEP 5: 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 6: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 5).  
STEPS 7/8: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed average sales performance of superstore and supermarket/discounter operators.

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

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

Note: See footnotes to Table 19.

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

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

Note: See footnotes to Table 19.

12

**Comparison Goods Capacity Update - Oxford Economics Population Projections**

**TABLE 1: (OXFORD ECONOMICS) POPULATION & PROJECTIONS (2011 - 2031)**

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

**Growth: 2013-28**

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%
<b>16,304</b>	<b>8%</b>

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

<b>9,307</b>	<b>7%</b>
<b>7,136</b>	<b>8%</b>
<b>2,171</b>	<b>5%</b>

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.

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

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

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

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

**Growth: 2013-28**

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%
<b>£293.7</b>	<b>55%</b>

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

<b>£175.4</b>	<b>54%</b>
<b>£123.3</b>	<b>55%</b>
<b>£52.1</b>	<b>51%</b>

Source: Expenditure calculated from Tables 1 & 2.

**Comparison Goods Capacity Update - Oxford Economics Population Projections**

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

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>					
<b>NUNEATON:</b>					
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%
<b>BEDWORTH TOWN CENTRE</b>	0.4%	23.0%	7.4%	1.1%	4.9%
<b>DISTRICT CENTRES</b>	0.4%	1.3%	0.7%	0.0%	0.4%
<b>LOCAL CENTRES</b>	0.5%	0.0%	0.4%	0.0%	0.2%
<b>NEIGHBOURHOOD CENTRES</b>	0.0%	0.0%	0.0%	0.0%	0.0%
<b>BOROUGH AREA - 'RETENTION':</b>	<b>78.3%</b>	<b>54.8%</b>	<b>71.0%</b>	<b>17.9%</b>	<b>50.2%</b>
<b>OTHER CENTRES AND STORES OUTSIDE BOROUGH</b>					
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%
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>	<b>21.7%</b>	<b>45.2%</b>	<b>29.0%</b>	<b>82.1%</b>	<b>49.8%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**2011 MARKET SHARE ANALYSIS (£m)**

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>	<b>£211.7</b>	<b>£95.5</b>	<b>£307.3</b>	<b>£198.2</b>	<b>£505.5</b>
<b>NUNEATON:</b>					
Town Centre:	£157.8	£28.7	£186.5	£32.8	£219.3
Out-of-Centre	£5.1	£0.4	£5.5	£0.5	£6.0
<b>BEDWORTH TOWN CENTRE</b>	£0.9	£22.0	£22.8	£2.1	£24.9
<b>DISTRICT CENTRES</b>	£0.8	£1.2	£2.1	£0.1	£2.2
<b>LOCAL CENTRES</b>	£1.1	£0.0	£1.1	£0.0	£1.1
<b>NEIGHBOURHOOD CENTRES</b>	£0.0	£0.0	£0.0	£0.0	£0.0
<b>BOROUGH AREA - 'RETENTION':</b>	<b>£165.7</b>	<b>£52.3</b>	<b>£218.1</b>	<b>£35.5</b>	<b>£253.5</b>
<b>OTHER CENTRES AND STORES OUTSIDE BOROUGH</b>					
Atherstone	£0.8	£0.0	£0.8	£3.1	£3.9
Birmingham	£4.1	£0.6	£4.8	£3.7	£8.4
Coventry	£25.3	£39.0	£64.3	£25.0	£89.3
Hinckley	£1.2	£0.2	£1.4	£70.3	£71.7
Leicester	£8.6	£1.8	£10.4	£55.1	£65.4
Rugby	£0.2	£0.2	£0.4	£0.3	£0.7
Solihull	£2.8	£1.1	£3.9	£0.2	£4.1
Tamworth	£2.5	£0.0	£2.5	£2.8	£5.3
Other Outside Borough	£0.5	£0.2	£0.7	£2.3	£3.0
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>	<b>£46.0</b>	<b>£43.2</b>	<b>£89.2</b>	<b>£162.8</b>	<b>£252.0</b>
<b>TOTAL MARKET SHARE:</b>	<b>£211.7</b>	<b>£95.5</b>	<b>£307.3</b>	<b>£198.2</b>	<b>£505.5</b>

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

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>					
<b>NUNEATON:</b>					
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%
<b>BEDWORTH TOWN CENTRE</b>	0.4%	28.7%	9.2%	1.1%	6.0%
<b>DISTRICT CENTRES</b>	0.4%	1.3%	0.7%	0.0%	0.4%
<b>LOCAL CENTRES</b>	0.5%	0.0%	0.4%	0.0%	0.2%
<b>NEIGHBOURHOOD CENTRES</b>	0.0%	0.0%	0.0%	0.0%	0.0%
<b>BOROUGH AREA - 'RETENTION':</b>	<b>78.3%</b>	<b>60.5%</b>	<b>72.8%</b>	<b>17.9%</b>	<b>51.2%</b>
<b>OTHER CENTRES AND STORES OUTSIDE BOROUGH</b>					
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%
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>	<b>21.7%</b>	<b>39.5%</b>	<b>27.2%</b>	<b>82.1%</b>	<b>48.8%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**2013 MARKET SHARE ANALYSIS (£m)**

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>	<b>£224.8</b>	<b>£101.1</b>	<b>£326.0</b>	<b>£210.8</b>	<b>£536.7</b>
<b>NUNEATON:</b>					
Town Centre:	£167.6	£30.4	£198.0	£34.9	£232.8
Out-of-Centre	£5.4	£0.4	£5.8	£0.5	£6.4
<b>BEDWORTH TOWN CENTRE</b>	£0.9	£29.0	£30.0	£2.2	£32.2
<b>DISTRICT CENTRES</b>	£0.9	£1.3	£2.2	£0.1	£2.3
<b>LOCAL CENTRES</b>	£1.2	£0.0	£1.2	£0.0	£1.2
<b>NEIGHBOURHOOD CENTRES</b>	£0.0	£0.0	£0.0	£0.0	£0.0
<b>BOROUGH AREA - 'RETENTION':</b>	<b>£176.0</b>	<b>£61.2</b>	<b>£237.2</b>	<b>£37.7</b>	<b>£274.9</b>
<b>OTHER CENTRES AND STORES OUTSIDE BOROUGH</b>					
Atherstone	£0.8	£0.0	£0.8	£3.3	£4.2
Birmingham	£4.4	£0.7	£5.1	£3.9	£9.0
Coventry	£26.8	£35.5	£62.4	£26.6	£88.9
Hinckley	£1.3	£0.3	£1.5	£74.7	£76.3
Leicester	£9.1	£1.9	£11.0	£58.5	£69.5
Rugby	£0.2	£0.3	£0.4	£0.3	£0.7
Solihull	£3.0	£1.1	£4.1	£0.2	£4.3
Tamworth	£2.7	£0.0	£2.7	£3.0	£5.7
Other Outside Borough	£0.5	£0.3	£0.8	£2.5	£3.2
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>	<b>£48.8</b>	<b>£40.0</b>	<b>£88.8</b>	<b>£173.1</b>	<b>£261.9</b>
<b>TOTAL MARKET SHARE:</b>	<b>£224.8</b>	<b>£101.1</b>	<b>£326.0</b>	<b>£210.8</b>	<b>£536.7</b>

Notes: 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 this basis an allowance has been made 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 - 2017 MARKET SHARE ANALYSIS (%)**

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>					
<b>NUNEATON:</b>					
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%
<b>BEDWORTH TOWN CENTRE</b>	0.4%	28.7%	9.2%	1.1%	6.0%
<b>DISTRICT CENTRES</b>	0.4%	1.3%	0.7%	0.0%	0.4%
<b>LOCAL CENTRES</b>	0.5%	0.0%	0.4%	0.0%	0.2%
<b>NEIGHBOURHOOD CENTRES</b>	0.0%	0.0%	0.0%	0.0%	0.0%
<b>BOROUGH AREA - 'RETENTION':</b>	<b>78.3%</b>	<b>60.5%</b>	<b>72.8%</b>	<b>17.9%</b>	<b>51.2%</b>
<b>OTHER CENTRES AND STORES OUTSIDE BOROUGH</b>					
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%
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>	<b>21.7%</b>	<b>39.5%</b>	<b>27.2%</b>	<b>82.1%</b>	<b>48.8%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**2017 MARKET SHARE ANALYSIS (£m)**

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>	<b>£247.4</b>	<b>£110.6</b>	<b>£358.0</b>	<b>£232.5</b>	<b>£590.4</b>
<b>NUNEATON:</b>					
Town Centre:	£184.4	£33.2	£217.4	£38.5	£255.9
Out-of-Centre	£6.0	£0.4	£6.4	£0.6	£7.0
<b>BEDWORTH TOWN CENTRE</b>	£1.0	£31.8	£32.9	£2.4	£35.3
<b>DISTRICT CENTRES</b>	£1.0	£1.4	£2.4	£0.1	£2.5
<b>LOCAL CENTRES</b>	£1.3	£0.0	£1.3	£0.0	£1.3
<b>NEIGHBOURHOOD CENTRES</b>	£0.0	£0.0	£0.0	£0.0	£0.0
<b>BOROUGH AREA - 'RETENTION':</b>	<b>£193.6</b>	<b>£66.9</b>	<b>£260.5</b>	<b>£41.6</b>	<b>£302.1</b>
<b>OTHER CENTRES AND STORES OUTSIDE BOROUGH</b>					
Atherstone	£0.9	£0.0	£0.9	£3.7	£4.6
Birmingham	£4.8	£0.7	£5.6	£4.3	£9.9
Coventry	£29.5	£38.9	£68.5	£29.3	£97.8
Hinckley	£1.4	£0.3	£1.7	£82.4	£84.1
Leicester	£10.0	£2.1	£12.1	£64.6	£76.6
Rugby	£0.2	£0.3	£0.5	£0.3	£0.8
Solihull	£3.3	£1.2	£4.6	£0.2	£4.8
Tamworth	£2.9	£0.0	£2.9	£3.3	£6.2
Other Outside Borough	£0.6	£0.3	£0.8	£2.7	£3.6
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>	<b>£53.7</b>	<b>£43.7</b>	<b>£97.5</b>	<b>£190.9</b>	<b>£288.3</b>
<b>TOTAL MARKET SHARE:</b>	<b>£247.4</b>	<b>£110.6</b>	<b>£358.0</b>	<b>£232.5</b>	<b>£590.4</b>

Comparison Goods Capacity Update - Oxford Economics Population Projections

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

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>					
<b>NUNEATON:</b>					
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%
<b>BEDWORTH TOWN CENTRE</b>	0.4%	28.7%	9.2%	1.1%	6.0%
<b>DISTRICT CENTRES</b>	0.4%	1.3%	0.7%	0.0%	0.4%
<b>LOCAL CENTRES</b>	0.5%	0.0%	0.4%	0.0%	0.2%
<b>NEIGHBOURHOOD CENTRES</b>	0.0%	0.0%	0.0%	0.0%	0.0%
<b>BOROUGH AREA - 'RETENTION':</b>	<b>78.3%</b>	<b>60.5%</b>	<b>72.8%</b>	<b>17.9%</b>	<b>51.2%</b>
<b>OTHER CENTRES AND STORES OUTSIDE BOROUGH</b>					
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%
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>	<b>21.7%</b>	<b>39.5%</b>	<b>27.2%</b>	<b>82.1%</b>	<b>48.8%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

2022 MARKET SHARE ANALYSIS (£m)

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>	<b>£286.2</b>	<b>£127.0</b>	<b>£413.3</b>	<b>£269.7</b>	<b>£683.0</b>
<b>NUNEATON:</b>					
Town Centre:	£213	£38.2	£251.0	£44.6	£296.1
Out-of-Centre	£6.9	£0.5	£7.4	£0.7	£8.1
<b>BEDWORTH TOWN CENTRE</b>	£1.2	£36.5	£38.0	£2.8	£40.9
<b>DISTRICT CENTRES</b>	£1.1	£1.6	£2.8	£0.1	£2.9
<b>LOCAL CENTRES</b>	£1.5	£0.0	£1.5	£0.0	£1.5
<b>NEIGHBOURHOOD CENTRES</b>	£0.0	£0.0	£0.0	£0.0	£0.0
<b>BOROUGH AREA - 'RETENTION':</b>	<b>£224.1</b>	<b>£76.8</b>	<b>£300.7</b>	<b>£48.3</b>	<b>£349.5</b>
<b>OTHER CENTRES AND STORES OUTSIDE BOROUGH</b>					
Atherstone	£1.1	£0.0	£1.1	£4.3	£5.3
Birmingham	£5.6	£0.9	£6.4	£5.0	£11.4
Coventry	£34.2	£44.6	£79.1	£34.0	£113.1
Hinckley	£1.6	£0.3	£1.9	£95.7	£97.3
Leicester	£11.6	£2.4	£13.9	£74.9	£88.6
Rugby	£0.3	£0.3	£0.6	£0.4	£0.9
Solihull	£3.8	£1.4	£5.3	£0.2	£5.5
Tamworth	£3.4	£0.0	£3.4	£3.9	£7.2
Other Outside Borough	£0.6	£0.3	£1.0	£3.2	£4.1
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>	<b>£62.2</b>	<b>£50.2</b>	<b>£112.6</b>	<b>£221.5</b>	<b>£333.6</b>
<b>TOTAL MARKET SHARE:</b>	<b>£286.2</b>	<b>£127.0</b>	<b>£413.3</b>	<b>£269.7</b>	<b>£683.0</b>

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

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>					
<b>NUNEATON:</b>					
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%
<b>BEDWORTH TOWN CENTRE</b>	0.4%	28.7%	9.2%	1.1%	6.0%
<b>DISTRICT CENTRES</b>	0.4%	1.3%	0.7%	0.0%	0.4%
<b>LOCAL CENTRES</b>	0.5%	0.0%	0.4%	0.0%	0.2%
<b>NEIGHBOURHOOD CENTRES</b>	0.0%	0.0%	0.0%	0.0%	0.0%
<b>BOROUGH AREA - 'RETENTION':</b>	<b>78.3%</b>	<b>60.5%</b>	<b>72.8%</b>	<b>17.9%</b>	<b>51.2%</b>
<b>OTHER CENTRES AND STORES OUTSIDE BOROUGH</b>					
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%
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>	<b>21.7%</b>	<b>39.5%</b>	<b>27.2%</b>	<b>82.1%</b>	<b>48.8%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

2027 MARKET SHARE ANALYSIS (£m)

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>	<b>£337.9</b>	<b>£148.9</b>	<b>£486.8</b>	<b>£319.3</b>	<b>£806.1</b>
<b>NUNEATON:</b>					
Town Centre:	£251.8	£44.8	£295.7	£52.8	£349.4
Out-of-Centre	£8.2	£0.6	£8.7	£0.8	£9.6
<b>BEDWORTH TOWN CENTRE</b>	£1.4	£42.8	£44.7	£3.4	£48.2
<b>DISTRICT CENTRES</b>	£1.3	£1.9	£3.3	£0.1	£3.4
<b>LOCAL CENTRES</b>	£1.8	£0.0	£1.8	£0.0	£1.8
<b>NEIGHBOURHOOD CENTRES</b>	£0.0	£0.0	£0.0	£0.0	£0.0
<b>BOROUGH AREA - 'RETENTION':</b>	<b>£264.5</b>	<b>£90.1</b>	<b>£354.2</b>	<b>£57.1</b>	<b>£412.4</b>
<b>OTHER CENTRES AND STORES OUTSIDE BOROUGH</b>					
Atherstone	£1.3	£0.0	£1.3	£5.1	£6.3
Birmingham	£6.6	£1.0	£7.6	£5.9	£13.5
Coventry	£40.3	£52.3	£93.1	£40.2	£133.5
Hinckley	£1.9	£0.4	£2.3	£113.2	£114.8
Leicester	£13.7	£2.8	£16.4	£88.7	£104.6
Rugby	£0.3	£0.4	£0.7	£0.4	£1.1
Solihull	£4.5	£1.7	£6.2	£0.3	£6.5
Tamworth	£4.0	£0.0	£4.0	£4.6	£8.5
Other Outside Borough	£0.8	£0.4	£1.1	£3.7	£4.9
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>	<b>£73.4</b>	<b>£58.9</b>	<b>£132.6</b>	<b>£262.2</b>	<b>£393.7</b>
<b>TOTAL MARKET SHARE:</b>	<b>£337.9</b>	<b>£148.9</b>	<b>£486.8</b>	<b>£319.3</b>	<b>£806.1</b>

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

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>					
<b>NUNEATON:</b>					
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%
<b>BEDWORTH TOWN CENTRE</b>	0.4%	28.7%	9.2%	1.1%	6.0%
<b>DISTRICT CENTRES</b>	0.4%	1.3%	0.7%	0.0%	0.4%
<b>LOCAL CENTRES</b>	0.5%	0.0%	0.4%	0.0%	0.2%
<b>NEIGHBOURHOOD CENTRES</b>	0.0%	0.0%	0.0%	0.0%	0.0%
<b>BOROUGH AREA - 'RETENTION':</b>	<b>78.3%</b>	<b>60.5%</b>	<b>72.8%</b>	<b>17.9%</b>	<b>51.2%</b>
<b>OTHER CENTRES AND STORES OUTSIDE BOROUGH</b>					
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%
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>	<b>21.7%</b>	<b>39.5%</b>	<b>27.2%</b>	<b>82.1%</b>	<b>48.8%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

2028 MARKET SHARE ANALYSIS (£m)

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>	<b>£348.1</b>	<b>£153.2</b>	<b>£501.3</b>	<b>£329.1</b>	<b>£830.4</b>
<b>NUNEATON:</b>					
Town Centre:	£259.5	£46.0	£304.5	£54.5	£359.9
Out-of-Centre	£8.4	£0.6	£9.0	£0.8	£9.8
<b>BEDWORTH TOWN CENTRE</b>	£1.4	£44.0	£46.0	£3.5	£49.7
<b>DISTRICT CENTRES</b>	£1.4	£2.0	£3.4	£0.1	£3.5
<b>LOCAL CENTRES</b>	£1.9	£0.0	£1.8	£0.0	£1.9
<b>NEIGHBOURHOOD CENTRES</b>	£0.0	£0.0	£0.0	£0.0	£0.0
<b>BOROUGH AREA - 'RETENTION':</b>	<b>£272.5</b>	<b>£92.6</b>	<b>£364.8</b>	<b>£58.9</b>	<b>£424.9</b>
<b>OTHER CENTRES AND STORES OUTSIDE BOROUGH</b>					
Atherstone	£1.3	£0.0	£1.3	£5.2	£6.5
Birmingham	£6.8	£1.0	£7.8	£6.1	£13.9
Coventry	£41.5	£53.8	£95.9	£41.5	£137.5
Hinckley	£2.0	£0.4	£2.3	£116.7	£118.3
Leicester	£14.1	£2.8	£16.9	£91.4	£107.8
Rugby	£0.3	£0.4	£0.7	£0.4	£1.1
Solihull	£4.7	£1.7	£6.4	£0.3	£6.7
Tamworth	£4.1	£0.0	£4.1	£4.7	£8.8
Other Outside Borough	£0.8	£0.4	£1.2	£3.9	£5.0
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>	<b>£75.6</b>	<b>£60.6</b>	<b>£136.6</b>	<b>£270.2</b>	<b>£405.5</b>
<b>TOTAL MARKET SHARE:</b>	<b>£348.1</b>	<b>£153.2</b>	<b>£501.3</b>	<b>£329.1</b>	<b>£830.4</b>

Comparison Goods Capacity Update - Oxford Economics Population Projections

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

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA Zones 1-19
<b>TOTAL AVAILABLE EXPENDITURE (£m):</b>					
<b>NUNEATON:</b>					
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%
<b>BEDWORTH TOWN CENTRE</b>	0.4%	28.7%	9.2%	1.1%	6.0%
<b>DISTRICT CENTRES</b>	0.4%	1.3%	0.7%	0.0%	0.4%
<b>LOCAL CENTRES</b>	0.5%	0.0%	0.4%	0.0%	0.2%
<b>NEIGHBOURHOOD CENTRES</b>	0.0%	0.0%	0.0%	0.0%	0.0%
<b>BOROUGH AREA - 'RETENTION':</b>	<b>78.3%</b>	<b>60.5%</b>	<b>72.8%</b>	<b>17.9%</b>	<b>51.2%</b>
<b>OTHER CENTRES AND STORES OUTSIDE BOROUGH</b>					
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%
<b>SUB-TOTAL-OUTSIDE BOROUGH AREA</b>	<b>21.7%</b>	<b>39.5%</b>	<b>27.2%</b>	<b>82.1%</b>	<b>48.8%</b>
<b>TOTAL MARKET SHARE:</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

2031 MARKET SHARE ANALYSIS (£m)

	NUNEATON AREA Zones 1-7	BEDWORTH AREA Zones 8-10 + 13	BOROUGH AREA Zones 1-10 + 13	OTHER ZONES Zones 11-12 & 14-19	TOTAL STUDY AREA 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
	<b>£296.8</b>	<b>£100.5</b>	<b>£396.8</b>	<b>£64.2</b>	<b>£462.7</b>
	£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
	<b>£82.3</b>	<b>£65.7</b>	<b>£148.6</b>	<b>£294.8</b>	<b>£441.7</b>
	<b>£379.2</b>	<b>£166.2</b>	<b>£545.4</b>	<b>£359.0</b>	<b>£904.4</b>

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

	TOTAL FORECAST TURNOVER					
	2013	2017	2022	2027	2028	2031
<b>NUNEATON:</b>						
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
<b>BEDWORTH TOWN CENTRE</b>	£32.2	£35.3	£40.9	£48.2	£49.7	£54.1
<b>DISTRICT CENTRES</b>	£2.3	£2.5	£2.9	£3.4	£3.5	£3.9
<b>LOCAL CENTRES</b>	£1.2	£1.3	£1.5	£1.8	£1.9	£2.0
<b>NEIGHBOURHOOD CENTRES</b>	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
<b>BOROUGH TOTAL</b>	<b>£274.9</b>	<b>£302.1</b>	<b>£349.5</b>	<b>£412.4</b>	<b>£424.9</b>	<b>£462.7</b>

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

**Comparison Goods Capacity Update - Oxford Economics Population Projections**

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

	2013	2017	2022	2027	2028	2031
STEP 1: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£m):</b>	£274.9	£302.1	£349.5	£412.4	£424.9	£462.7
STEP 2: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) <sup>(1)</sup>:</b>	£274.9	£290.3	£312.7	£336.9	£341.9	£357.6
STEP 3: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£0.0	£11.8	£36.7	£75.5	£82.9	£105.2
STEP 4: <b>COMMITTED FLOORSPACE -TURNOVER (£m):</b>	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>£11.8</b>	<b>£36.7</b>	<b>£75.5</b>	<b>£82.9</b>	<b>£105.2</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>						
(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	1,860	5,381	10,271	11,110	13,473
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	0	2,658	7,688	14,673	15,871	19,247

STEP 1: The (survey-derived) 'potential' turnovers assume constant market shares over the forecast period (derived from Table 11).  
STEP 2: 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 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.  
STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all known commitments (Step 4).  
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: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£m):</b>	£232.8	£255.9	£296.1	£349.4	£359.9	£392.0
STEP 2: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) <sup>(1)</sup>:</b>	£232.8	£245.9	£264.9	£285.4	£289.7	£302.9
STEP 3: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£0.0	£10.0	£31.2	£64.0	£70.3	£89.1
STEP 4: <b>COMMITTED FLOORSPACE -TURNOVER (£m):</b>	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>£10.0</b>	<b>£31.2</b>	<b>£64.0</b>	<b>£70.3</b>	<b>£89.1</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>						
(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	1,581	4,564	8,707	9,417	11,419
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	0	2,259	6,520	12,439	13,453	16,313

Note: 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: <b>TOTAL FORECAST 'POTENTIAL' TURNOVER (£m):</b>	£32.2	£35.3	£40.9	£48.2	£49.7	£54.1
STEP 2: <b>TOTAL FORECAST 'BENCHMARK' TURNOVER (£m) <sup>(1)</sup>:</b>	£32.2	£34.0	£36.6	£39.4	£40.0	£41.9
STEP 3: <b>TOTAL FORECAST RESIDUAL EXPENDITURE:</b>	£0.0	£1.3	£4.3	£8.8	£9.7	£12.3
STEP 4: <b>COMMITTED FLOORSPACE -TURNOVER (£m):</b>	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: <b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	<b>£0.0</b>	<b>£1.3</b>	<b>£4.3</b>	<b>£8.8</b>	<b>£9.7</b>	<b>£12.3</b>
STEP 6: <b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>						
(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	213	624	1,196	1,294	1,571
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):	0	304	892	1,709	1,849	2,244

Note: See footnotes to Table 12.

13



**TABLE 1a: POPULATION GROWTH - OXFORD ECONOMICS GROWTH ESTIMATES**

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

Source: ONS and Oxford Economics.

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 1b: POPULATION GROWTH - EXPERIAN GROWTH ESTIMATES**

	2013	2017	2022	2028	Change 2013-28
<b>Nuneaton Zone</b>	90,788	94,050	98,124	102,481	11,693
<b>Bedworth Zone</b>	41,142	42,039	43,324	44,691	3,549
<b>Borough Total</b>	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.

**TABLE 2: TOTAL LEISURE EXPENDITURE GROWTH 2011-2029**

	2011	2012	2013	2014	2015	2016-20	2021-29
<b>Expenditure growth per head (%)</b>	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).

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

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

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

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

Source: Expenditure calculated from Tables 1a and 3.

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

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

Source: Expenditure calculated from Tables 1b and 3.

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 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	
					£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%
<b>Borough Total</b>	<b>£118.8</b>	<b>£129.5</b>	<b>£145.0</b>	<b>£164.8</b>	<b>£46.0</b>	<b>38.7%</b>

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%
<b>Borough Total</b>	<b>£119.3</b>	<b>£131.6</b>	<b>£149.8</b>	<b>£172.4</b>	<b>£53.1</b>	<b>44.5%</b>

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
	m <sup>2</sup>	m <sup>2</sup>
Bars & Wine Bars	910	0
Cafes	1,579	177
Public Houses	2,313	632
Restaurants	1,198	74
<b>Total</b>	<b>6,001</b>	<b>883</b>

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**

	Expenditure (£m)			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
<b>Growth 2013-28</b>	<b>£32.8</b>	<b>£13.2</b>	<b>£46.0</b>	<b>£19.1</b>	<b>£1.2</b>	<b>£20.2</b>	<b>2,324</b>	<b>342</b>	<b>2,666</b>

<b>Retention (Household Survey Derived)</b>	41.5%	2.5%	44%
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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**

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

<b>Retention (Household Survey Derived)</b>	41.5%	2.5%	44%
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Source: Calculated from Tables 6b 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 9: EXPENDITURE PER HEAD - GAMES OF CHANCE (£)**

YEAR	NUNEATON ZONE	BEDWORTH ZONE	BOROUGH
<b>2013</b>	£186	£207	£196
<b>2017</b>	£197	£219	£208
<b>2022</b>	£211	£235	£223
<b>2027</b>	£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**

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

Source: Expenditure calculated from Tables 1a and 9.

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	
					£m	%
<b>Nuneaton Zone</b>	£16.9	£18.5	£20.7	£23.4	£6.5	38.6%
<b>Bedworth Zone</b>	£8.5	£9.2	£10.2	£11.4	£2.8	33.4%
<b>Borough Total</b>	£25.4	£27.7	£30.9	£34.7	£9.4	36.9%

Source: Expenditure calculated from Tables 1b and 9.

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

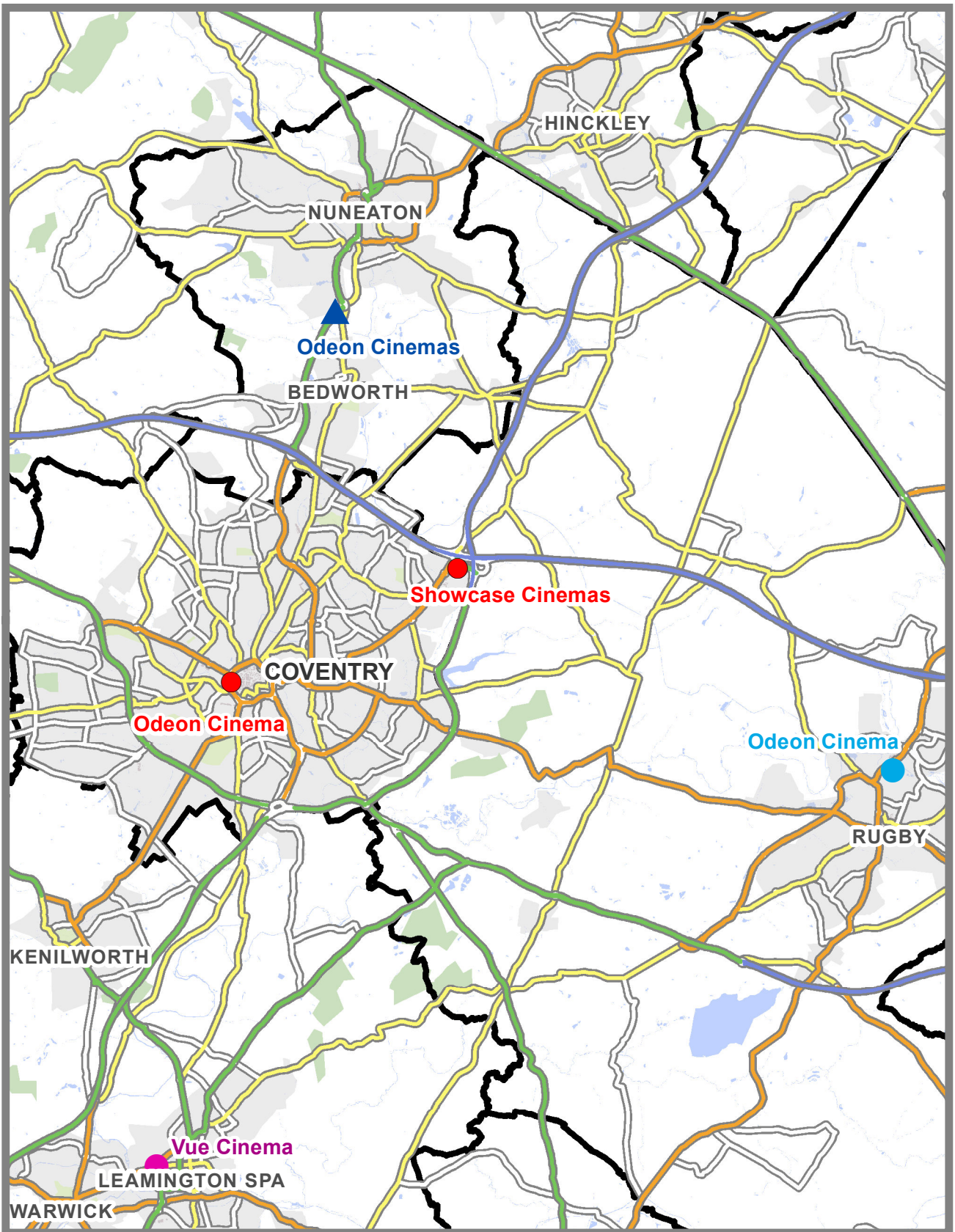
**TABLE 11: EXISTING GAMES OF CHANCE FLOORSACE**

	NUNEATON	BEDWORTH
	m <sup>2</sup>	m <sup>2</sup>
<b>Bingo &amp; Amusements</b>	799	576
<b>Casinos &amp; Betting Offices</b>	855	595
<b>Total</b>	1,654	1,171

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

14

# Existing and Competing Cinema Facilities



## Legend

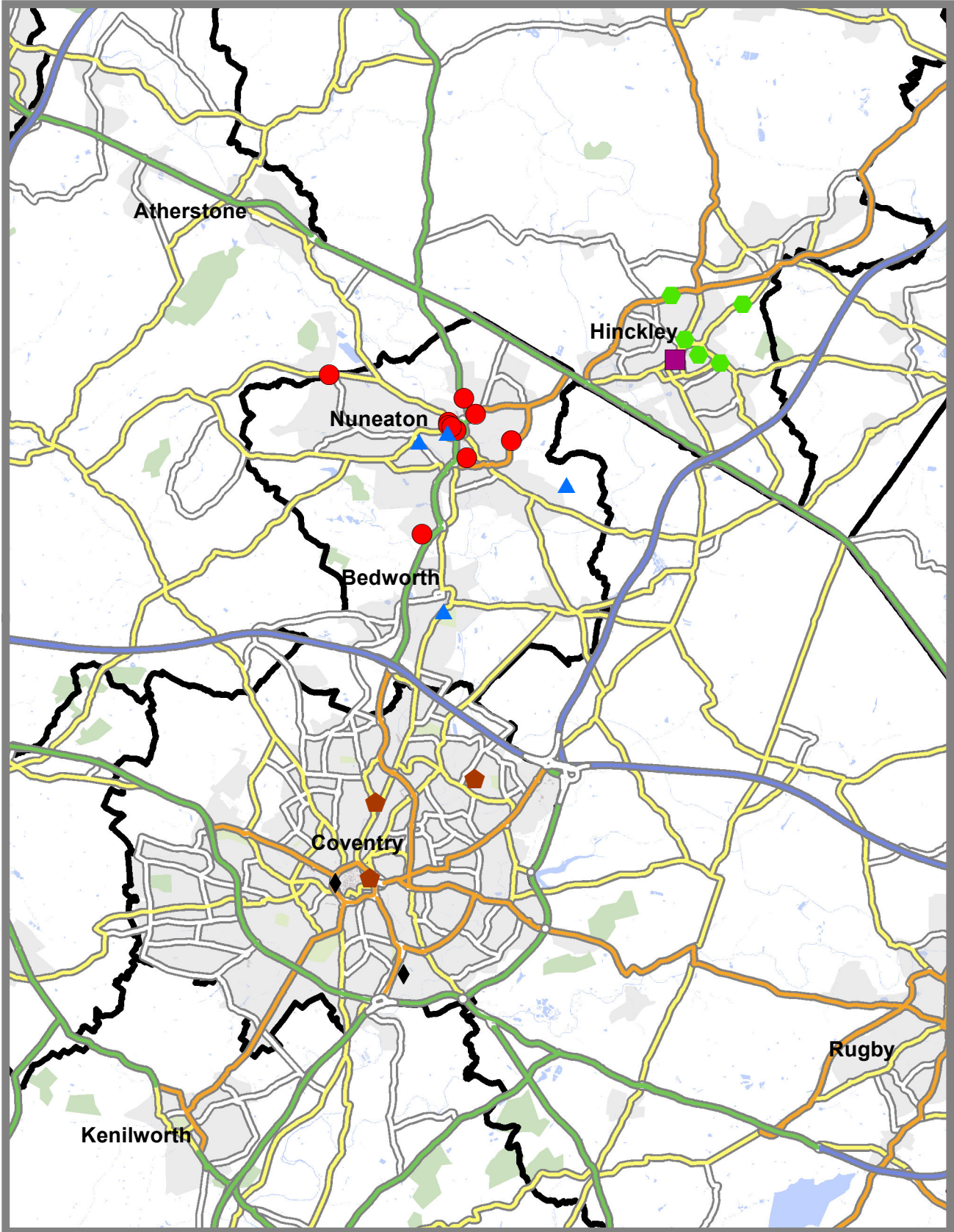
- ▲ Cinema facilities in Nuneaton & Bedworth
- Cinema facilities in Coventry
- Cinema facilities in Rugby
- Cinema facilities in Royal Leamington Spa
- ▭ Local Authority Boundary

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15

# 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

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