BLACK COUNTRY CENTRES STUDY - 2021 UPDATE

for:

The Black Country Authorities

Comprising:

City of Wolverhampton Council Dudley Metropolitan Borough Council Sandwell Metropolitan Borough Council Walsall Council

Volume 3: Quantitative Modelling

August 2021

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Appendix 1: Study Area (from 2020 Centres Study)

Black Country Zone Map



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Lambert Smith Hampton



Appendix 2: Population and Expenditure: Convenience Goods

BLACK COUNTRY CENTRES STUDY 2021 UPDATE Convenience Goods: Population and Expenditure



TABLE 1: EXPERIAN BUSINESS	STRATEGIES - BASE YEAR (2	2021) POPULA	TION & PRO	JECTIONS	(to 2039)		TH 2021to 2	
ZONE:	2021	2024	2029	2034	2039	2021- 2029	2029- 2039	2021- 2039
Zone 1	73,916	75,037	76,560	78,014	79,625	3.6%	4.0%	7.7%
Zone 2	130,52		134,522	137,052	139,536	3.1%	3.7%	6.9%
Zone 3	76,268		78,454	79,629	80,451	2.9%	2.5%	5.5%
Zone 4	91,750		94,422	96,020	97,674	2.9%	3.4%	6.5%
Zone 5	40,343		41,304	41,935	42,611	2.4%	3.2%	5.6%
Zone 6	38,188		39,746	40,497	41,220	4.1%	3.7%	7.9%
Zone 7	29,964		30,810	31,307	31,762	2.8%	3.1%	6.0%
Zone 8	55,988		60,113	62,440	64,780	7.4%	7.8%	15.7%
Zone 9	24,974		25,615	25,940	26,375	2.6%	3.0%	5.6%
Zone 10	37,548		38,456	38,995	39,820	2.4%	3.5%	6.1%
Zone 11	18,253		18,839	19,225	19,614	3.2%	4.1%	7.5%
Zone 12	24,955		25,804	26,290	26,799	3.4%	3.9%	7.4%
Zone 13	25,441	26,030	26,881	27,734	28,758	5.7%	7.0%	13.0%
Zone 14	63,107	64,012	65,116	66,291	67,525	3.2%	3.7%	7.0%
Zone 15	30,947	31,540	32,305	33,076	34,006	4.4%	5.3%	9.9%
Zone 16	32,531	33,033	33,779	34,489	35,253	3.8%	4.4%	8.4%
Zone 17	32,188		33,234	33,763	34,405	3.2%	3.5%	6.9%
Zone 18	56,669		57,473	58,145	58,654	1.4%	2.1%	3.5%
Zone 19	34,944		36,435	37,516	38,698	4.3%	6.2%	10.7%
Zone 20	70,414		73,414	75,045	76,736	4.3%	4.5%	9.0%
Zone 21	36,590		38,153	39,224	40,385	4.3%	5.9%	10.4%
Zone 22	35,525		36,426	36,790	37,181	2.5%	2.1%	4.7%
Zone 23	46,386		48,300	49,591	50,958	4.1%	5.5%	9.9%
Zone 24	44,276		46,078	49,391	48,680	4.1%	5.6%	9.9%
Zone 25	29,531	29,768	30,244	30,605	30,897	2.4%	2.2%	4.6%
Zone 26	8,213	8,266	8,301	8,346	8,372	1.1%	0.9%	1.9%
Zone 27	52,174		53,411	54,208	55,003	2.4%	3.0%	5.4%
Zone 28	31,969		33,211	33,839	34,430	3.9%	3.7%	7.7%
Zone 29	15,866		16,237	16,431	16,652	2.3%	2.6%	5.0%
Zone 30	28,400		30,289	31,544	32,834	6.7%	8.4%	15.6%
Zone 31	42,241	43,300	44,927	46,523	48,237	6.4%	7.4%	14.2%
Zone 32	50,204		52,687	54,183	55,781	4.9%	5.9%	11.1%
Zone 33	83,385		87,544	89,975	92,499	5.0%	5.7%	10.9%
Zone 34	47,710		49,112	49,981	50,976	2.9%	3.8%	6.8%
Zone 35	54,115		56,241	57,444	58,718	3.9%	4.4%	8.5%
Zone 36	18,081	18,391	18,828	19,174	19,519	4.1%	3.7%	8.0%
Zone 37	21,927	22,261	22,745	23,150	23,590	3.7%	3.7%	7.6%
Zone 38	18,457	18,634	18,933	19,282	19,710	2.6%	4.1%	6.8%
Zone 39	30,400		31,233	31,691	32,282	2.7%	3.4%	6.2%
Zone 40	16,937	17,199	17,645	17,991	18,368	4.2%	4.1%	8.4%
Zone 41	27,508		28,116	28,494	28,939	2.2%	2.9%	5.2%
Zone 42	17,330		18,172	18,683	19,241	4.9%	5.9%	11.0%
Zone 43	62,849		65,547	67,223	69,105	4.3%	5.4%	10.0%
Zone 44	36,514		37,663	38,294	38,794	3.1%	3.0%	6.2%
Zone 45	26,407		27,558	28,192	28,856	4.4%	4.7%	9.3%
Zone 46	22,628		23,831	24,518	25,202	5.3%	5.8%	11.4%
Zone 47	50,679		52,696	53,813	55,042	4.0%	4.5%	8.6%
Zone 48	12,315		13,110	13,560	13,928	6.5%	6.2%	13.1%
Zone 49	18,468		19,434	19,959	20,570	5.2%	5.8%	11.4%
Zone 50	63,967	64,937	66,394	67,573	68,626	3.8%	3.4%	7.3%
Zone 51	35,069		36,341	37,012	37,671	3.6%	3.7%	7.4%
Zone 52	16,029		16,284	16,439	16,629	1.6%	2.1%	3.7%
Zone 53	17,805		18,588	19,029	19,470	4.4%	4.7%	9.4%
Zone 54	30,746		31,789	32,274	32,744	3.4%	3.0%	6.5%
Zone 55	28,252	29,036	30,142	31,004	31,753	6.7%	5.3%	12.4%
Study Area	2,167,86	6 2,200,680	2,249,492	2,296,672	2,345,944	3.8%	4.3%	8.2%

Source: EXPERIAN BUSINESS STRATEGIES

Notes:

The base year (2021) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) MMG3 Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.



TABLE 2: REVISED CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS	(excluding SFT)	۱.

TABLE 2: REVISED CONVENIENCE	2021	2021	2024	2029	2034	2039
	(incl SFT)	EXC	LUDING SPE	CIAL FORM	S OF TRAD	NG
EXPERIAN - SPECIAL FORMS OF TH	RADING (%):	5.4%	6.0%	6.7%	7.1%	7.3%
REVISED SPECIAL FORMS OF TRAI		2.3%	2.6%	2.9%	3.0%	3.1%
Zone 1	£2,136	£2,087	£2,085	£2,083	£2,090	£2,099
Zone 2	£1,922	£1,877	£1,876	£1,874	£1,880	£1,888
Zone 3	£1,960	£1,915	£1,914	£1,912	£1,918	£1,926
Zone 4	£2,223	£2,171	£2,170	£2,167	£2,174	£2,183
Zone 5	£2,168	£2,118	£2,116	£2,114	£2,121	£2,129
Zone 6	£2,311	£2,258	£2,256	£2,254	£2,261	£2,270
Zone 7	£2,195	£2,144	£2,143	£2,141	£2,148	£2,156
Zone 8	£2,351	£2,296	£2,295	£2,292	£2,300	£2,309
Zone 9	£2,261	£2,209	£2,208	£2,205	£2,212	£2,221
Zone 10	£2,219	£2,167	£2,166	£2,163	£2,170	£2,179
Zone 11	£2,082	£2,034	£2,033	£2,031	£2,037	£2,046
Zone 12	£2,099	£2,050	£2,049	£2,046	£2,053	£2,062
Zone 13	£1,706	£1,667	£1,666	£1,664	£1,669	£1,676
Zone 14	£2,004	£1,958	£1,956	£1,954	£1,961	£1,969
Zone 15	£2,022	£1,976	£1,974	£1,972	£1,978	£1,987
Zone 16	£1,802	£1,760	£1,759	£1,757	£1,763	£1,770
Zone 17	£2,038	£1,990	£1,989	£1,987	£1,993	£2,002
Zone 18	£2,429	£2,373	£2,371	£2,369	£2,376	£2,386
Zone 19	£2,086	£2,038	£2,037	£2,035	£2,041	£2,050
Zone 20	£2,287	£2,234	£2,232	£2,230	£2,237	£2,246
Zone 21	£1,952	£1,907	£1,906	£1,904	£1,910	£1,918
Zone 22	£2,205	£2,154	£2,153	£2,151	£2,158	£2,166
Zone 23	£1,964	£1,919	£1,918	£1,916	£1,922	£1,930
Zone 24	£2,087	£2,039	£2,038	£2,036	£2,042	£2,051
Zone 25	£2,249	£2,197	£2,196 £2,510	£2,193 £2,508	£2,200	£2,209
Zone 26 Zone 27	£2,571 £2,308	£2,512 £2,255	£2,510 £2,253	£2,508 £2,251	£2,516 £2,258	£2,526 £2,267
Zone 28	£2,308	£2,255 £2,261	£2,255	£2,251 £2,257	£2,256 £2,264	£2,207 £2,273
Zone 29	£2,314 £2,370	£2,201 £2,315	£2,259 £2,314	£2,257 £2,311	£2,204 £2,319	£2,273 £2,328
Zone 30	£2,370 £1,841	£2,313 £1,799	£2,314 £1,798	£2,311 £1,796	£2,319 £1,801	£2,328 £1,809
Zone 31	£1,841	£1,799 £1,840	£1,798 £1,839	£1,790 £1,837	£1,801 £1,843	£1,809 £1,851
Zone 32	£1,884 £1,951	£1,840 £1,906	£1,839 £1,905	£1,837 £1,903	£1,843 £1,909	£1,851 £1,917
Zone 33	£2,190	£1,900 £2,139	£2,138	£1,903 £2,136	£2,143	£2,151
Zone 34	£2,321	£2,268	£2,266	£2,130	£2,143	£2,131
Zone 35	£2,041	£1,993	£1,992	£1,990	£1,996	£2,200
Zone 36	£2,195	£2,144	£2,143	£2,141	£2,148	£2,000
Zone 37	£2,111	£2,062	£2,061	£2,058	£2,065	£2,074
Zone 38	£2,148	£2,002	£2,007	£2,000	£2,102	£2,110
Zone 39	£2,204	£2,055	£2,152	£2,055	£2,157	£2,110
Zone 40	£2,136	£2,087	£2,085	£2,083	£2,090	£2,099
Zone 41	£2,247	£2,195	£2,194	£2,191	£2,198	£2,207
Zone 42	£1,992	£1,946	£1,944	£1,942	£1,949	£1,957
Zone 43	£2,037	£1,989	£1,988	£1,986	£1,992	£2,001
Zone 44	£2,133	£2,084	£2,082	£2,080	£2,087	£2,096
Zone 45	£2,098	£2,049	£2,048	£2,045	£2,052	£2,061
Zone 46	£1,995	£1,949	£1,947	£1,945	£1,952	£1,960
Zone 47	£2,047	£1,999	£1,998	£1,996	£2,002	£2,011
Zone 48	£2,467	£2,410	£2,408	£2,405	£2,413	£2,423
Zone 49	£1,841	£1,799	£1,798	£1,796	£1,801	£1,809
Zone 50	£2,148	£2,099	£2,097	£2,095	£2,102	£2,110
Zone 51	£2,133	£2,084	£2,082	£2,080	£2,087	£2,096
Zone 52	£2,357	£2,302	£2,301	£2,298	£2,306	£2,315
Zone 53	£2,378	£2,323	£2,322	£2,319	£2,327	£2,336
Zone 54	£2,282	£2,229	£2,227	£2,225	£2,232	£2,241
Zone 55	£2,381	£2,326	£2,325	£2,322	£2,330	£2,339
STUDY AREA AVERAGE:	£2,143	£2,094	£2,092	£2,090	£2,097	£2,105

Source: Notes:

Average spend per capita estimates (2019 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 18 published by Experian Business Strategies (Cotober 2020). An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 18 (October 2020).



TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2021) TO 2039 (£m)

TABLE 3: TOTAL AVAILABI	LE CONVENIENCE GOOD	DS EXPENDIT	URE, BASE	YEAR (2021) TO 2039 (£	Em)	GROWI	H 2021 to	2039 (%)
	2021	2021	2024	2029	2034	2039	2021- 2029	2029- 2039	2021- 2039
	(incl SFT)	EXCI	UDING SPE	CIAL FORM	IS OF TRAD	ING	2029	2039	2039
Zone 1	157.9	154.2	156.5	159.5	163.0	167.1	3.4%	4.8%	8.3%
Zone 2	250.8	245.0	247.9	252.1	257.7	263.4	2.9%	4.5%	7.5%
Zone 3	149.5	146.0	147.3	150.0	152.7	154.9	2.7%	3.3%	6.1%
Zone 4	203.9	199.2	201.3	204.7	208.8	213.3	2.7%	4.2%	7.1%
Zone 5	87.5	85.4	86.2	87.3	88.9	90.7	2.2%	3.9%	6.2%
Zone 6	88.3	86.2	87.4	89.6	91.6	93.6	3.9%	4.5%	8.5%
Zone 7	65.8	64.3	64.9	66.0	67.2	68.5	2.6%	3.8%	6.6%
Zone 8	131.6	128.6	132.3	137.8	143.6	149.6	7.2%	8.6%	16.4%
Zone 9	56.5	55.2	55.7	56.5	57.4	58.6	2.4%	3.7%	6.2%
Zone 10	83.3	81.4	82.0	83.2	84.6	86.8	2.2%	4.3%	6.6%
Zone 11	38.0	37.1	37.6	38.3	39.2	40.1	3.0%	4.9%	8.1%
Zone 12	52.4	51.2	51.7	52.8	54.0	55.2	3.2%	4.6%	8.0%
Zone 13	43.4	42.4	43.4	44.7	46.3	48.2	5.5%	7.8%	13.7%
Zone 14	126.5	123.5	125.2	127.3	130.0	132.9	3.0%	4.5%	7.6%
Zone 15	62.6	61.1	62.3	63.7	65.4	67.6	4.2%	6.0%	10.5%
Zone 16	58.6	57.3	58.1	59.3	60.8	62.4	3.7%	5.1%	9.0%
Zone 17	65.6	64.1	64.9	66.0	67.3	68.9	3.1%	4.3%	7.5%
Zone 18	137.7	134.5	135.1	136.1	138.2	140.0	1.2%	2.8%	4.1%
Zone 19	72.9	71.2	72.4	74.1	76.6	79.3	4.1%	7.0%	11.4%
Zone 20	161.0	157.3	159.9	163.7	167.9	172.4	4.1%	5.3%	9.6%
Zone 21	71.4	69.8	71.0	72.6	74.9	77.4	4.1%	6.6%	11.0%
Zone 22	78.3	76.5	77.3	78.3	79.4	80.6	2.4%	2.8%	5.3%
Zone 23	91.1	89.0	90.4	92.5	95.3	98.3	3.9%	6.3%	10.5%
Zone 24	92.4	90.3	91.8	93.8	96.5	99.8	3.9%	6.4%	10.6%
Zone 25	66.4	64.9	65.4	66.3	67.3	68.3	2.2%	2.9%	5.2%
Zone 26	21.1	20.6	20.7	20.8	21.0	21.1	0.9%	1.6%	2.5%
Zone 27	120.4	117.6	118.8	120.2	122.4	124.7	2.2%	3.7%	6.0%
Zone 28	74.0	72.3	73.3	74.9	76.6	78.3	3.7%	4.4%	8.3%
Zone 29	37.6	36.7	37.1	37.5	38.1	38.8	2.2%	3.3%	5.5%
Zone 30	52.3	51.1	52.3	54.4	56.8	59.4	6.5%	9.2%	16.3%
Zone 31	79.6	77.7	79.6	82.5	85.8	89.3	6.2%	8.2%	14.8%
Zone 32	98.0	95.7	97.6	100.2	103.4	106.9	4.8%	6.7%	11.7%
Zone 33	182.6	178.4	181.8	187.0	192.8	199.0	4.8%	6.4%	11.6%
Zone 34	110.8	108.2	109.4	111.2	113.5	116.2	2.8%	4.6%	7.4%
Zone 35	110.4	107.9	109.6	111.9	114.7	117.7	3.7%	5.2%	9.1%
Zone 36	39.7	38.8	39.4	40.3	41.2	42.1	4.0%	4.4%	8.6%
Zone 37	46.3	45.2	45.9	46.8	47.8	48.9	3.6%	4.5%	8.2%
Zone 38	39.7	38.7	39.1	39.7	40.5	41.6	2.4%	4.9%	7.4%
Zone 39	67.0	65.5	66.2	67.1	68.3	69.9	2.6%	4.1%	6.8%
Zone 40	36.2	35.3	35.9	36.8	37.6	38.5	4.0%	4.9%	9.1%
Zone 41	61.8	60.4	60.9	61.6	62.6	63.9	2.0%	3.7%	5.8%
Zone 42	34.5	33.7	34.4	35.3	36.4	37.6	4.7%	6.7%	11.7%
Zone 43	128.0	125.0	127.2	130.2	133.9	138.3	4.1%	6.2%	10.6%
Zone 44	77.9	76.1	77.0	78.3	79.9	81.3	3.0%	3.8%	6.8%
Zone 45	55.4	54.1	55.0	56.4	57.9	59.5	4.2%	5.5%	9.9%
Zone 46	45.1	44.1	45.0	46.4	47.9	49.4	5.1%	6.5%	12.0%
Zone 47	103.7	101.3	102.9	105.2	107.8	110.7	3.8%	5.2%	9.2%
Zone 48	30.4	29.7	30.5	31.5	32.7	33.7	6.3%	7.0%	13.7%
Zone 49	34.0	33.2	33.9	34.9	36.0	37.2	5.0%	6.6%	12.0%
Zone 50	137.4	134.2	136.2	139.1	142.0	144.8	3.6%	4.1%	7.9%
Zone 51	74.8	73.1	74.2	75.6	77.2	78.9	3.4%	4.4%	8.0%
Zone 52	37.8	36.9	37.0	37.4	37.9	38.5	1.4%	2.9%	4.3%
Zone 53	42.3	41.4	42.0	43.1	44.3	45.5	4.2%	5.5%	10.0%
Zone 54	70.2	68.5	69.4	70.7	72.0	73.4	3.2%	3.8%	7.1%
Zone 55	67.3	65.7	67.5	70.0	72.2	74.3	6.5%	6.1%	13.0%
STUDY AREA:	4,609.7	4.502.9	4.567.7	4.663.4	4,775.8	4.897.3	3.6%	5.0%	8.8%

Appendix 3: Convenience Goods Market Shares (including SFT)

TABLE 1: ALL CONVENIENCE GOODS - 2021 MARKET SHARE ANALYSIS I'Va Including Internet Shocoing and other Special Forms of Trading Based on 2019 Household Survey

based on 2019 Household Surv	ay																																														CORT	E ZONES	
LOCAL PLANNING AUTHOR	RITY CENTRE TYPE		Zone 1	Zone 2 Zo	me 3 Zone	4 Zone 5	Zone 6	Zone 7	Zone 8 Zon	ne 9 Zone '	10 Zone 11	Zone 12 Zo	one 13 Zone	e 14 Zone 11	Zone 16 2	one 17 Zor	te 18 Zone 1	9 Zone 20	Zone 21 Z	one 22 Zone	23 Zone 2	4 Zone 25 Z	one 26 Zon	e 27 Zone 28	Zone 29 Zo	one 30 Zone 3	Zone 32	Zone 33 Zone	34 Zone 35	Zone 36 Z	lone 37 Zone	55 Zone 32	Zone 40 Zone	41 Zone 42	Zone 43 Zo	ne 44 Zone	5 Zone 46	Zone 47 Z	one 45 Zon	ne 42 Zone	50 Zone 51	Zone 52 3	tone 53 Zor	one 54 Zone 0	55 STUDY ARE	Wolve		dev Sandw	All Wat
Volverhampton																																																	
	Strategic Centre	Wolverhampton	0.0%	0.3% 0	.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.1	.0% 0.0%	6 0.0%	0.2%	0.0% 0.0	0.0%	0.7%	0.1% 0.	0% 0.3%	0.0%	0.0%	3.8% 1.5	% 0.0%	0.6%	0.1% 0.0	0.0%	1.6%	0.3% 0.7%	0.2%	0.0% 0.4*	% 0.0%	0.0%	0.0% 0.3%	0.0%	0.0% 0.05	6 16.2%	19.4% 4	1.6% 2.3%	1.6%	2.8%	0.0% 33	3.1% 35.0	5 25.4%	3.6%	9.7% 9	9.4% 0.0%	6 3.1%	1 3	20.0% 0.5	5% 0.3*	
	Town Centre	Bilaton	0.0%	0.0% 0	05 0.05	0.05%	0.0%	0.00	0.0% 0.	0% 0.0%	6 0.0%	0.0%	03% 0.0	× 0.0%	0.0%	0.1% 0/	05 1.4%	0.016	0.3%	3.6% 1.1	% 0.0%	0.1%	0.0% 0.0	2% 1.1%	0.00	0.0% 0.5%	0.6%	0.0% 0.2	% 0.0%	0.0%	0.0% 1.35	0.0%	0.0% 0.0	6 7.9%	0.3% 1	1.5% 1.93	5.8%	40.8%	0.0% 15		5 9.25	0.8%	0.0% 0.0	0.0% 0.0%	1.6%	11.	10.4% 0.3	7% 0.3%	
	Total Celler	Wednesfield		0.0% 0					0.0% 0.1			0.0%								0.0% 0.0													0.0% 0.0						0.0% 0.0					0.0% 0.0%				.0% 0.0%	
	District & Local Centres		0.0%			0.0%	0.0%	0.00		75 0.05		0.0%	0.2% 0.0		1.04		11 0.0K	0.016	0.0%			0.76			0.00	0.0% 0.0%	0.4%			0.016	0.785 0.08	0.00	0.0% 0.0				0.6%	5.6%	0.0% 27	7.06 37.0		2.7%		2.6% 5.3%	6 2.7%	11.	17.8% 0.8	8% 0.2%	
	Out-of-Centre	aubtotal	0.0%	0.4% 0	0.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0	3% 0.3%	6 0.0%	0.2%	0.3% 0.2	<u>56 0.0%</u>	0.5%	0.0% 0	0.0%	0.0%	0.7%	33% 0.3	% 0.5%	1.0%	0.9% 0.5	0.0%	6.5%	0.9% 2.4%	0.2%	0.0% 1.4	% 0.3%	0.0%	0.0% 1.45	0.2%	0.0% 0.0	5 34.0%	42.6% 5	2.4% 18.25	9.8%	2.7%	0.4% 13	/3% 21.5*	5 13.8%	6.6%	36.7% 45	45.9% 0.0%	6 5.1% 6 12.6%		26.1% 0.3	7% 0.2%	
		allocial	0.0%	0.7% 0	0.1%	0.0%	0.0%	0.0%	0.0% 0.	17% 0.3%	6 0.0%	0.4%	0.9% 0.2	D6 0.0%	2.2%	0.7% 0.	3% 1.7%	0.0%	1.0%	17.0% 2.9	76 0.576	2.1%	1.1% 0.5	1.97%	0.1%	1.2% 3.0%	1.475	0.5% 2.0	76 0.3%	0.0%	0.3% 3.17	0.2%	0.0% 0.0%	6 67.5%	77.0% 6	9.0% 25.07	17.8%	51.97%	0.4% 69.	.0% 86.57	A 63.9%	13/7% 3	34.5% 57.	/ 47% 0.37%	6 12.0%		10% 23	.06 0.975	
Dudlev																																	0.0% 0.0*											0.0% 0.0%	6 0.7%		0.0% 4.3		
	Strategic Centre	Brierley Hill- Traditional High Street Brierley Hill- Merry Hill									6 0.5%	0.0%														0.0% 0.0%		0.0% 0.0*					0.0% 0.0%									0.0%						2% 0.2%	
		, ,																																												11			
	Town Centre	Dudley Stourbridge		0.0% 0				0.0%		0% 0.0%		0.5%												7% 0.0%		0.0% 0.0%		0.0% 0.0*					0.0% 0.0%			0.0% 0.0%			0.0% 0.0		% 0.1% % 0.9%	0.0%		0.0% 0.0%			0.1% 3.3	3% 0.3%	
		Halesowen		0.1% 0	.0% 0.1%	4.5%	0.0%	0.0%	0.0% 16	1.7% 36.99	% 4.5%	1.6%	0.0% 2.0	1.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.3%	0.0% 0.0	% 0.1%	0.0%	0.0% 0.4	2.8%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0*	% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%				0.0%						0% 0.8%	
	District & Local Centres		0.0%		-	0.0%	0.0%	0.00	0.001 31	-	1. 1.04	0.18			0.4%	0.1%		0.76	4.000			12.00	17 78 20		0.00		0.7%		*	0.016	0.0% 0.08	0.01	0.0% 0.0		0.7%		0.016	# 0%				4.000	0.8%		5 3.1%		1.8% 16.		
	Out-of-Centre	aubtotal	2.0%	0.8% 0	35 1.15	7.5%	0.0%	0.0%	0.0% 18	1.6% 31.99	5 18.4%	7.6%	0.5% 2.8	15.4% 21.3%	1.0%	0.0% 0	0% 44.9%	2.9%	48.5%	21.9% 14.7	5 35.4% 5 M.4%	38.9%	8.3% 17/	2% 15.4%	0.0%	0.0% 0.0%	0.7%	0.0% 0.0*	<u>% 0.0%</u>	0.0%	0.0% 0.0%	0.0%	0.0% 0.0*	<u>6 0.0%</u>	0.0% 0	0.0% 0.0%	0.0%	7.2%	13% 2	<u>9% 0.5%</u>	2.05	19.7%	0.0% 0.	12% 0.0%	6 6.1%	$+ \vdash$	1.7% 29 3.9% 76	5% 5.6%	_
Sandwell	Strategic Centre	West Bromwich	0.0%	2.3% 0	1% 0.0%	0.0%	0.0%	8.2%	0.0% 0.	.0% 0.0%	6 0.4%	1.2%	6.2% 4.0	2.4%	46.1%	40.0% 0.	6% 1.1%	0.0%	1.1%	0.0% 1.1	% 0.0%	0.1%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	1.0%	0.0% 0.0*	% 0.0%	0.9%	4.7% 0.8%	0.0%	0.4% 0.05	6 0.0%	0.0% 0	0.0% 0.0%	0.5%	0.1%	0.0% 0.5	.5% 0.0%	÷ 0.0%	0.0%	0.0% 0.1	10% 0.0%	6 1.8%		0.1% 0.3	2% 10.1*	» 0.
	Town Centre	Blackheath		0.0% 0					0.4% 25				0.0% 2.3			0.0% 0.	0% 0.8%			0.0% 0.0			0.0% 0.0			0.0% 0.0%		0.0% 0.0*			0.0% 0.0%		0.0% 0.0			0.0% 0.0%			0.0% 0.0		% 0.0%	0.0%	0.0% 0.0	0.0% 0.0%				7% 3.7%	
		Cradley Heath Great Bridge	0.0%	0.0% 0	0% 0.0%	0.5%	0.0%	0.0%	0.8% 1.	8% 9.3% 0% 0.0%			0.0% 0.0		0.0%	0.2% 0.	0% 0.3%	0.0%	13.1%	0.0% 0.4	% 9.6%	0.0%	0.4% 1.7	1% 3.3%	0.0%	0.0% 0.0%	0.0%	0.1% 0.0%	ni 0.0% Ni 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0% 0.0%	% 0.0% % 0.6%	0.0%		0.0% 0.0%	6 1.3% 6 1.8%		0.0% 4.4	4% 3.5%	. 0.
		Great Bridge Oldbury		1.1% 0				0.0%		3% 0.0%					25.0%					2.7% 37.4			0.0% 0.2	2% 0.9%	0.0%	0.0% 0.0%	6.3%	0.0% 0.0*	% 0.0%	0.0%	1.6% 0.0%	0.0%	0.0% 0.0	6 0.5%	0.0% 0						% 0.6% % 0.0%			0.0% 0.0%	6 1.8%			2% 9.5%	
		Wednesbury	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0.5%	0.0% 0.1	.0% 0.0%	6 0.0%	0.0%	0.0% 0.0	0.0%	1.6%	1.9% 0.	0.0%	0.0%	0.0%	0.0% 1.9	% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 4.4%	18.3%	0.0% 0.0*	% 0.0%	0.0%	0.4% 0.0%	0.0%	0.0% 0.4*	6 2.0%	0.0% 0	0.0% 0.2%	3.2%	3.6%	0.0% 0.7	.7% 0.17	% 0.4%	0.0%		0.8% 0.0%	6 0.7%		0.9% 0.0	0% 3.2%	2 B
		Cape Hill Bearwood																																										0.0% 0.0%				0% 6.2%	
	District & Local Centres		3.3%	2.3% 0	0.5%	23.2%	0.0%	8.6%	0.0% 6.1	3% 6.0%	6 2.8%	14.5%	5.8% 7.7	% 5.0%	2.0%	2.5% 0.	1% 0.1%	0.0%	0.9%	0.0% 9.7	% 0.0%	0.2%	0.4% 0.0	2% 0.0%	0.0%	0.0% 0.0%	1.6%	0.0% 0.0	% 0.0%	0.3%	0.3% 1.99	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	0.3%	0.7%	0.0% 0.3	3% 0.1%	. 0.0%	0.0%	0.0% 0.0	.0% 0.0%	6 2.0%		0.2% 1.4	4% 6.1%	0.
	Out-of-Centre		2.6%	1.4% 0	.5% 0.0%	11.7%	0.0%	0.4%	0.8% 12	2.5% 0.2%	6 0.5%	18.4%	2.0% 34.5	5% 34.9%	10.7%	15.5% 0.	2.4%	0.0%	0.3%	1.4% 17.1	% 0.0%	0.0%	0.0% 0.0	2% 0.7%	0.0%	0.3% 0.0%	35.2%	0.0% 0.0	% 0.0%	0.3%	2.3% 0.7%	0.0%	0.0% 0.0*	6 0.3%	0.0% 1	.5% 0.0%	0.0%	6.2%	0.0% 0.1	.7% 0.35	6 0.0%	1.5%	2.5% 0	0.0% 0.0%	6 4.0% 6 15.7%		1.4% 1.4	2% 20.5	<u>6 0</u>
		aubtotal	21.1%	10.3% 0	.6% 1.9%	40.4%	0.0%	17.8%	1.9% 47.	7.5% 20.71	% 63.2%	84.5% 8	85.7% 82.6	5% 73.8%	91.5%	77.4% 0.	7% 9.7%	0.0%	19.5%	4.5% 69.8	5 9.9%	0.3%	0.8% 1.5	2% 5.0%	0.0%	0.3% 4.4%	63.8%	0.1% 0.0*	% 0.0%	1.8%	9.9% 3.45	0.0%	0.4% 0.45	6 2.9%	0.5% 1	.5% 0.29	5.6%	14.3%	0.0% 2.3	3% 0.7%	. 1.1%	1.8%	2.5% 0.1	.8% 0.0%	6 15.7%	+	3.4% 11.	7% 71.05	<u> </u>
Walsali	Strategic Centre	Wahali	0.0%	0.6% 0	.0% 0.0%	0.0%	0.0%	1.2%	0.4% 0.	.0% 0.0%	6 0.5%	0.0%	0.0% 0.0	0.0%	0.1%	1.8% 0.1	9% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 3	19.1% 29.4%	3.0%	0.0% 0.0*	% 11.5%	17.2% 2	29.3% 1.49	0.0%	0.6% 7.3	6 0.0%	0.0% 0	4.35	2.1%	0.5%	0.0% 0.	.4% 0.05	4 0.0%	0.0%	0.0% 0.	3.0% 0.0%	6 2.1%		0.1% 0.0	2% 0.85	. 16
	Town Centre	Blowich	0.0%	0.0% 0	05 0.05	0.0%	0.0%	0.0%		0% 0.0%	6 0.0%	0.0%	0.0% 0.0	75 0.0%	0.0%		-	0.016	0.0%	0.0% 0.0		0.0%	0.0% 0.0		0.00	0.0% 2.7%	0.0%	0.0% 0.0		1.000	0.76 3.48	0.00	0.6% 0.15		0.00		0.76	0.0%	0.0% 0.0		% 0.0%	0.015	0.0% 0.0	0.0% 0.0%	6 0.9%		0.3% 0.0	.0% 0.0%	
	Total Celler	Brownhills	0.0%	0.0% 0	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	25 0.0%	0.0%	0.3% 0.3	2% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.4% 2.7%	0.0%	1.0% 0.0*	% 9.2%	15.4%	5.1% 0.4%	2.4%	62.4% 18.7	% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	0.0% 0.0%	6 1.3%		0.0% 0.0	05 0.05	6 10
		Aldridge Willenhall		1.0% 0																													5.6% 46.3											0.0% 0.0%				.0% 0.2% 2% 0.0%	
		Darlaston	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0.0%	0.0% 03	.0% 0.0%	6 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.3% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 9.1%	20.8%	0.0% 0.0	% 0.5%	0.0%	0.7% 0.05	0.0%	0.0% 0.0	6 0.3%	0.0% 3	1.3% 1.5%	7.7%	4.0%	0.0% 0.1	.9% 0.0*	× 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.9%		1.3% 0.0	.0% 2.9%	. 2
	District & Local Centres																																0.2% 4.9												6 0.7%		0.2% 0.0	.0% 0.2%	
	Contra Local Contra																																														2.0 0.0		
	Out-of-Centre	an defended	0.0%	0.9% 1	1% 0.0%	0.0%	0.0%	3.6%	0.0% 01	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	25 0.2%	0.0%	1.7% 0	3% 0.0%	0.0%	0.0%	0.6% 0.4	% <u>0.0%</u>	0.0%	0.0% 0.0	2% 0.0%	0.0% 2	2.2% 29.6%	5.3%	0.3% 0.04	% 8.3%	21.4% 2	31.2% 1.45	0.0%	3.0% 4.1%	6 5.4% N 18.4%	0.0% 2	2.5% 16.75	15.9%	1.0%	0.0% 0.0	0% 0.0%	± 0.1%	0.0%	0.0% 0/	10% 0.0%	6 2.3%		0.8% 0.1 5.2% 0.3	25 5.5%	- 16
		And the second s	0.074	120	.1.4 9.0.4	0.03	9.2.5	0.7 %	24.0 00		0.000	0.074		<u></u>	9.4.4	44.0	4.0 0.2.0	0.0.5	0.07	0.0.0	<u>a 62.4</u>	244	0.075 0.2	14 6.64	000	A2.4 10.04	40.1.0	1.2.4 9.9	A 114A	66.2.5	1228 1.27	1.00	14.373 01.4	<u>a 16.64</u>	1.9.4	1.2.5 0.2.2	144.4	1.4.4	<u></u>	10 23.0	0.1.0		0.0.0						
All Other Centres Outside																																													6 7.7%			.0% 2.3%	
	Birmingham Cannock			19.5% 40	4% 0.0%		47.1%			.7% 3.0%			8.6% 4.8		0.0%					0.9% 0.0%		0.0%	0.4% 0.4	P% 0.0%	26.7%	3.3% 0.0% 2.6% 1.2%	0.4%	0.2% 0.8*					0.0% 0.0 [%] 8.8% 2.5 [%]			0.0% 0.0%			0.0% 0.5		% 1.4% % 0.0%			3.8% 0.0%				.0% 2.3%	
	Kidderminater		0.0%	0.0% 0	3% 0.0%	0.0%	0.0%	0.0%	0.2% 0.1	0% 0.6%	6 0.0%	0.0%	0.0% 0.0	0.0%	0.4%	0.0% 0.	1% 3.0%	86.4%	0.0%	0.0% 0.0*	5 0.4%	0.1%	12.1% 0.0	2.3%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0*	% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.8%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	0.0% 25.0%	5 3.6%		0.0% 0.1	7% 0.0%	6 0.
	Lichfield Reddirth				0% 0.0%			0.0%		0% 0.0%			0.0% 0.0		0.0%					0.3% 0.0%			0.0% 0.0	0.0%	0.0% 1	0.0% 0.0%	0.0%	1.0% 85.5	5% 1.0% % 0.0%	0.0%	0.6% 0.7%	8.8%	3.1% 1.3*	6 0.0%	0.0% 0	0.0% 0.4%			0.0% 0.0		% 0.0% % 0.0%			0.0% 0.0%	6 2.5% 6 0.6%		0.0% 0.0	0% 0.0%	2
	Stafford		0.0%	0.0% 0	0% 0.0%	0.3%	0.0%	0.3%	0.0% 0.1	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	3% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0.2%	24.9%	0.0% 0.0%	0.4%	0.3% 0.0*	% 0.0%	0.0%	0.0% 0.0%	0.6%	0.0% 0.0%	6 0.0%	3.9% 0	0.05	0.0%	0.0%	0.4% 0.0	0.0% 0.7%	% 0.0%	0.0%	0.0% 0.3	0.3% 0.0%	6 0.4%		1.0% 0.0	.0% 0.1%	6 0
	Sutton Coldfield		6.3%	10.0% 13	1.2% 2.9%	10.2%	2.5%	7.3%	2.5% 0.5	5% 0.0%	6 0.0%	0.2%	1.4% 0.7	15 0.0%	0.0%	0.0% 67	0% 0.0%	0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.2	5% 1.2%	0.0%	0.3% 0.0%	0.0%	0.0% 1.75	% 0.4%	0.3%	2.2% 0.0%	0.0%	0.2% 2.9	6 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	0.0% 0.0%	6 3.9%		0.0% 0.3	2% 0.9%	6
	Telford		0.9%	0.0% 1	.5% 0.0%	0.0%	0.4%	0.0%	0.0% 0.1	.0% 0.0%	6 0.4%	0.0%	0.0% 0.3	5% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0.0%	5.0%	0.0% 0.0%	0.0%	0.0% 0.0*	% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	6 1.1%	0.1% 0	0.05% 0.05%	0.0%	0.0%	47.4% 0.0	.0% 0.0%	÷ 0.0%	0.0%	6.9% 4/	4.6% 3.5%	6 0.7%	11 1	0.2% 0.0	.0% 0.1%	< - 1
	Al Other Centres and Stores Elsewh	174	7.7%	48.9% 28	3.0% 56.87	6 10.1%	23.0%	54.1%	68.8% 2.5	9% 0.9%	6 1.3%	0.8%	0.9% 1.0	2% 0.0%	1.1%	1.8% 15	.9% 3.0%	3.4%	3.0%	8.0% 0.9	% 0.8%	6.6%	23.6% 1.5	5% 3.8%	28.8%	3.6% 1.5%	0.0%	24.4% 6.1*	% 1.6%	4.2%	7.3% 15.19	6 78.2%	8.9% 4.75	6 1.2%	4.5% 1	.3% 0.05	0.0%	0.8%	46.8% 2.	.2% 2.9*	4 2.5%	55.2%	27.8% 27	27.9% 54.7%	16.0%		2.5% 3.3	2% 5.9%	
		latottua	## 0%	85.0K 84	1.26 80.18	(43.4N	86.26	87.45	84.0% A	06 4.85		1.78	10.05 4.0	× 3.26	3.66	7.65 84		00.08	4.6%	0.1% 0.0			W IN	14 T EN	88.36		0.0%	23.6% 04.3	NK 11.4K	# 016		03.6%	21.06 11.4			176 6.78	0.0%	e 79.	04.695 3	78. 4.41	4.06		74.78 34	35.5% 83.9%	10.4%	$+ \vdash$	7.5% 5.1		_
		MICOOLIN	05.9%	00.0% 80	82.15 erc.c	42.5%	66.2%	07.4%	04.076 6.1	.076 4.5%	5 2.5%	1.406	10.9% 6.9	n 225	2.1%	2.4% 85	5% 6.4%	¥0.9%	9.0%	9.376 0.92	n 1.4%	0.0%	30.17 2.2	Ch 7.5%	03.3% 2	0.4% 3.1%	0.9%	34.05 94.2	Ch 11.4%	6.956	12.0% 81.92	s 93.6%	21.075 11.4	76 6.4%	12.4% 6	5.29	0.0%	0.05	29.076 2.7	/76 4.55	4.0%	20.2%	24.7% 35	2.2% 83.9%	5 40.4%	$+ \vdash$.5% 5.1		-
PECIAL FORMS OF TRA	ADING/ INTERNET SHOPPING:		9.1%	5.0% 10	2.7% 7.4%	3.1%	13.5%	8.1%	13.1% 5.4	4% 1.7%	6 5.1%	3.8%	1.0% 4.8	5% 2.5%	1.9%	14.5% 6.	0% 5.4%	6.2%	7.0%	1.0% 7.8	% 3.8%	2.8%	2.8% 2.8	5% 3.9%	6.6%	7.6% 3.1%	3.3%	5.4% 3.8*	% 16.5%	2.0%	4.0% 4.19	3.6%	6.2% 6.9	6 3.7%	5.1% 4	1.6% 5.6%	2.8%	6.1%	3.7% 0.1	.9% 6.07	A 4.2%	4.7%	7.2% 4	4.4% 10.7%	5.0%		5.0% 3.0	\$% 5.57	
																																														11			
		GRAND TOTAL	100.0%	100.0% 10	0.0% 100.0	5 100.0%	100.0%	100.0%	100.0% 100	0.0% 100.0	5 100.0%	100.0% 1	100.0% 100.	0% 100.0%	100.0%	100.0% 100	10% 100.05	6 100.0%	100.0% 1	100.0% 100.0	0% 100.0%	100.0% 1	00.0% 100	0% 100.0%	100.0% 9	00.0% 100.0%	100.0%	100.0% 100.0	0% 100.0%	100.0% 1	100.0% 100.0	\$ 100.0%	100.0% 100.0	% 100.0%	100.0% 10	0.0% 100.0	6 100.0%	100.0% 1	100.0% 100	0.0% 100.5	/% 100.0%	100.0%	100.0% 10	30.0% 100.0*	100.0%	1	00.0% 100	10% 100.0	5 10

TABLE 2: MAIN FOOD PURCHASES - 2021 MARKET SHARE ANALYSIS (%) Including Internet Shapping and other Special Forms of Trading Based on 2019 Household Survey

					_									_				_				_																				_							E ZONES	
LOCAL PLANNING AUTHORIT	CENTRE TYPE		Zone 1 3	one 2 Zone	3 Zone 4	Zone 5	Zone 6 Z	Some 7 Zorn	ne 8 Zone	9 Zone 10	Zone 11 Zo	one 12 Zone	e 13 Zone 1	4 Zone 15	Zone 16 Zo	ine 17 Zone	18 Zone 1	2 Zone 20	Zone 21 Z	one 22 Zone	23 Zone 24	Zone 25 Z	one 26 Zone	ie 27 Zonie 28	Zone 29	Some 30 Zon	ne 31 Zone 3	12 Zone 33	Zone 34 Zo	one 35 Zone	a 36 Zona 37	Zone 35	one 32 Zon	a 40 Zone 41	Zone 42 Z	ine 43 Zone	44 Zone 45	Zone 46	Zone 47 Zo	ine 45 Zone	42 Zone 50	Zone 51	Zone 52 Zon	e 53 Zone	s 54 Zone 50	55 STUDY ARE	A Wolverb	ampton Dup	dley Sandwell Wa	400
Wolverhamoton	Strategic Centre	Wolverhampton	0.0%	0.0% 0.0	6 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	7% 0.0%	0.0%	0.0%	.0% 0.0	% 0.5%	0.0%	0.0%	5.2% 2.5	N 0.0%	0.0%	0.0% 0.0	0% 0.0%	2.2%	0.0% 0.	5% 0.0%	0.0%	0.0% 0	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0	% 0.0%	18.4%	2.8% 4.4	5 1.8%	1.0%	1.6% 0	2.0% 34.4	5 45.15	29.4%	3.6% 13	2% 7.95	n 0.0%	3.5%	23	3% 0.0	a% 0.3% 0	0.3
	Town Centre	Bilaton	0.0%					0.0% 0.0				0.0% 0.5				1.0% 0.0				4.6% 0.0			0.0% 0.0				0% 0.0%			0.0% 0.0				ni 0.0%			% 0.0%						0.7% 0.1						.5% 0.0% 0	
		Wedneafield	0.0%					0.0% 0.0				0.0% 0.0			0.0% 0					0.0% 0.0*			0.0% 0.0				0% 0.0%			0.0% 0.0				% 0.0%		2.5% 2.8				2.0% 0.0%			0.0% 0.1		n 0.0%				.0% 0.0% 0	
	District & Local Centres		0.0%					0.0% 0.0				0.0% 0.0								6.9% 0.0			0.0% 0.0				0% 0.7%			0.0% 0.0				% 0.0%									2.5% 10.						9% 0.2% 0	
	Out-of-Centre	aubtobal	0.0%	0.0% 0.0%	L 0.0%	1.0%	0.0% 0	0.0% 0.0	0% 0.0%	6 0.0% 6 0.0%	0.0% 0	0.0% 0.0	2% <u>0.0%</u> 2% 0.0%	0.0%	1.7%	20% 0.0	% 0.0% % 1.5%	0.0%	0.9%	3.3% 0.5	5 0.8% N 0.8%	0.0%	1.1% 0.5	5% <u>0.0%</u> 5% 0.9%	2.4%	14% 3. 14% 3.	.0% 0.0% .5% 0.7%	0.0%	1.7% 0	0.0% 0.0	1% 0.0%	1.3%	0.0% 0.0	% 0.0%	71.3% 1	5.5% 55.4 3.5% 66.1	% 23.8% % 27.3%	20.3%	3.1% 0	17% 9.8* 17% 89.6	5 21.6% % 87.2%	78.3%	4.4% 40 11.2% 63	0% <u>55.6</u> 4% 64.6	5% 0.0% 5% 5.1%	5.5%	73	.7% 0.8 .0% 2.8	8% 0.1% 4 8% 0.7% 5	12% 3.3%
Dudley	Strategic Centre	Brierley Hil- Traditional High Street Brierley Hil- Merry Hil	4 1.5% 0.5%	0.0% 0.0	0.5%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	L 0.0%	0.5% 0	0.0% 0.0	1% 0.0% 1% 0.0%	0.0%	0.0%	1.0% 0.0 3.5% 0.0	% 1.1% % 0.6%	0.0%	1.4%	1.0% 2.2	N 18.4% N 12.0%	3.3% 4.1%	0.7% 7.5	5% 3.2% 7% 9.4%	0.0%	0.0% 0. 0.0% 0.	0% 0.0%	0.0%	0.0% 0 0.0% 0	0.0% 0.0 0.0% 0.0	1% 0.0% 1% 0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	1.0% 0.0 ⁴	% 0.0% % 0.0%	0.0%	0.0% 0	1.0% 0.0% 1.0% 0.0%	L 0.0% L 0.3%	0.0%	0.0% 0.1	0% 0.0% 0% 0.0%	% 0.0% % 0.0%	0.8%	0.0 0.	0% 4.0 1% 5.1	.6% 0.3% 0 1% 0.1% 0	2.0% 0.0%
	Town Centre	Dudley Stourbridge Halesowen	0.0% 0.0% 1.1%	0.0% 0.0%	6 0.0%	0.0%	0.0%	0.0% 0.0 0.0% 0.0 0.0% 0.0	0% 0.6%	6 0.0%	0.0%	0.5% 0.0 0.0% 0.0 1.9% 0.0	0.0%	0.0%	0.0%	1.0% 0.0 1.0% 0.0 1.0% 0.0	5 1.0%	1.9%	0.0%	0.9% 0.5 0.0% 0.0 0.0% 0.0	5 44%	3.4% 3.8% 0.0%	0.0% 0.0 19.6% 41.5 0.0% 0.0	5% 50.1%	0.0%	0.0% 0.	0% 0.0% 0% 0.0%	0.0%	0.0% 0	0.0% 0.0 0.0% 0.0 0.0% 0.0	0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0% % 0.0%	0.0%	1.0% 0.0 1.0% 0.0 1.0% 0.0	% 0.0%	0.0%	0.0% 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	6 0.0%	1.0%	0.0% 0.0 0.0% 0.1 0.0% 0.1	0% 0.05	% 0.0% % 0.0% % 0.0%	2.2%		2% 13.	5% 0.3% 0 12% 0.0% 0 0% 1.0% 0	0.0%
	District & Local Centres		1.5%	0.0% 0.05	6 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.5%	6 0.7%	0.0% 0	0.0% 0.0	0.0%	1.8%	0.0% 0	0.0% 0.0	% 7.5%	0.0%	0.9%	H.7% 0.7	N 6.7%	29.5%	29.5% 15.0	.0% 2.1%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	2.0% 0.0	% 0.0%	0.0%	4.4% 2	2.2% 2.4%	6 0.5%	4.7%	4.0% 1.3	3% 0.05	ni 0.0%	2.2%	1/	6% 11.	.1% 0.3% 0	3.0%
	Out-of-Centre	sublatel	0.0%	1.4% 0.0	<u>6 1.3%</u>	11.3%	0.0% 0	0.0% 0.0	0% 22.11	N 20.4%	14.6% 1	9.0% 0.5	2.8%	15.6%	0.5% 0	0.0% 0.0	<u>5 48.7%</u>	0.0%	54.4%	2.8% 17.2	<u>% 40.4%</u>	44.9%	0.7% 15.5	<u>5% 13.9%</u>	0.0%	0.0% 0	0% 12%	0.0%	0.0% 0	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0	<u>% 0.0%</u>	0.0%	10% 0.0	<u>% 0.0%</u>	0.0%	9.8% 0	20% 0.65	6 0.0%	3.0%	18.2% 0.1	0% 0.0*	<u>** 0.0%</u>	6.6%	- 21	1% 31	0% 5.9% 0	2.0%
Sandwell	Strategic Centre	West Bromwich		1.6% 0.05				6.1% 0.0												0.0% 0.0			0.0% 0.0				0% 0.7%			10% 11				5 0.05		10% 0.0				10% 0.65			0.0% 0.1						3% 10.1% 0	
	Town Centre	Blackheath Cradley Heath	0.0%	0.0% 0.0%	0.0%	4.4%	0.0% 0	0.0% 1.3	0% 25.85	11.6%	58.1%	37.7% 0.0 5.9% 0.0	2% 1.9% 2% 0.0%	0.5%	0.0%	.0% 0.0 1.0% 0.0	% 1.0% % 0.0%	0.0%	0.5%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.0	5% 3.7%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	10% 0.0	% 0.0%	0.0%	0.0% 0	10% 0.0%	6 0.0%	0.0%	0.0% 0.0	0% 0.0%	n. 0.0%	1.1%	0.0	0% 2.8	8% 3.6% 0 2% 3.7% 0	0.0%
		Great Bridge Oldbury	5.6%	0.8% 0.05	6 0.0%	1.0%	0.0% 0	0.0% 0.0	0% 0.6%	6 0.0%	1.5% 3	1.7% 0.0 7.2% 6.5	5% 8.2%	25.0%	5.5% 5	7.2% 0.0	% 0.0%	0.0%	0.0%	2.8% 44.5 0.6% 2.2*	N 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.	0% 8.2%	0.0%	0.0% 0	0.0% 0.0 0.0% 0.0	5 0.9%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	10% 0.0 ⁴	% 0.0%	0.0%	0.7% 0	1.0% 0.0%	6 0.0%	0.0%	0.0% 0.0	0% 0.05	0.0%	1.2%	0.8	1% 0.1	3% 11.5% 0 .1% 6.1% 0	0.1%
		Wednesbury Cape Hill Bearwood	0.0% 8.5% 5.4%	0.0% 0.0* 2.4% 0.0* 0.0% 0.0*	6 0.0%	0.0%	0.0% 0	0.0% 0.0 0.0% 0.0 0.0% 0.0	0% 0.0%	L 0.0% L 0.0%	0.0% 0	0.0% 0.0 0.0% 64.1 0.0% 8.8	8% 19.1%	1.5%	0.9% 0	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 1.6%	N 0.0%	0.0%	0.0% 0.0	0% 0.0% 0% 0.0% 0% 0.0%	0.0%	0.0% 0.	0% 13.3%	0.0%	0.0% 0	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0% % 0.0%	0.0%	10% 0.0 10% 0.0 10% 0.0	% 0.0%	2.5% 0.0% 0.0%	0.0% 0	1.0% 1.19 1.0% 0.09 1.0% 0.09	6 0.0%	0.0%	0.0% 0.1	0% 0.05	×0.0 %	1.6%	0.0	0% 0.0	0% 2.2% 0 0% 7.8% 0 1% 2.4% 0	0.0%
	District & Local Centres		3.3%	3.1% 0.0	1.3%	24.3%	0.0%	6.9% 0.0	0% 4.4%	6.5%	2.1%	9.4% 1.0	1.8%	0.5%	0.5%	0.0% 0.0	% 0.0%	0.0%	1.3%	0.0% 1.3	N 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	0.0% 0.0	1% 0.0%	0.6%	0.0% 0.0	% 0.0%	0.0%	2.0% 0.0	% 0.0%	0.5%	0.0% 0	2.0% 0.0%	6 0.0%	0.0%	0.0% 0.0	0% 0.05	n 0.0%	1.2%	or	0% 0.5	5% 2.1% 0	3.0%
	Out-of-Centre	aubiotal	2.1%	1.4% 0.8	0.0%	11.1%	0.0% 1	0.0% 0.7	7% 12.25	5 <u>0.0%</u>	0.9% 2	21.7% 2.0	75 35.5%	37.6%	10.6% 1	8.0% 0.0	% 3.5%	0.0%	0.0%	1.9% 16.6	5 <u>0.0%</u>	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.4% 0.	0% 38.9%	6 0.0%	0.0% 0	0.0% 0.0	15 2.15	2.5%	0.0% 0.0	<u>% 0.0%</u>	0.5%	2.0% 1.1	<u>% 0.0%</u>	0.0%	8.2% 0	1.19	6 0.3%	0.0%	18% 43	2% 0.05	<u>0.00%</u>	4.2%	- 17	8% 1.5	5% 21.6% 0 9% 71.0% 2	12%
Walsall	Restanic Cardos	Weben	0.0%	0.4% 0.07	L 0.0%	0.0%	0.0%	0.0% 0.0		L 0.0%	0.0%	0.0% 0.0	ML 0.0%	0.0%	0.0%	14% 14	× 0.0%	0.0%	0.0%	0.0% 0.07	K 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	101.016 10	14% 17%	0.0%	0.0% 9	D 4%L 14.5	246 26 24	0.0%	0.0% 0.0	~ × × ×	0.0%	10% 0.0	N 43%	0.5%	0.0% 0	10% 0.0	6 0.0%	0.0%	0.0% 0.	0% 0.07	n. 0.0%	1.0%			0% 0.7% 14	
	Town Centre	Blowich Brownhile	0.0%	0.0% 0.0*				0.0% 0.0				0.0% 0.0			0.0%	.0% 0.0 15% 0.0	% 0.0% % 0.0%	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.0	160.0 160	0.0%	0.0% 3	0% 0.0%	1.0%	0.0%	0.4% 2.5	1% 0.0% 4% 7.7%	2.8%	0.0% 0.0	% 0.0%	0.8%	10% 3.0	% 10.4% % 0.0%	0.0%	0.0% 0	2.0% 0.0%	6 0.0% 6 0.0%		0.0% 0.1		n 0.0%		0.0	0% 0.0	.0% 0.0% 8 .0% 0.0% 11	3.2%
		Aldridge Willenhall	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.5%	2.2% 0.0	0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0% 0	10% 6.7	% 0.0%	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.4% 0.	0% 0.0%	0.0%	0.0% 4	4.0% 32.7	7% 0.5%	0.0%	0.0% 4.3	5 47.8%	0.0%	0.0% 0.0	% 0.0% % 27.4%	0.0%	0.0% 0	10% 0.0%	6 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	1.3%	0.0	0% 0.0	0% 0.2% 9 3% 0.0% 8	9.3%
		Darlaston		0.0% 0.05	6.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0% 0	0.5% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0*	N 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 9.	9% 26.4%	6 0.0%	0.0% 0	0.0% 0.0	1% 0.8%	0.0%	0.0% 0.0	% 0.0%	0.5%	2.0% 4.0	% 1.9%	8.4%	5.2% 0	3.0% 1.1%	6 0.0%	0.0%	0.0% 0.1	0.0%	ni 0.0%	1.1%	1.5	5% 0.0	.0% 3.7% 2	27%
	District & Local Centres		0.0%	0.0% 0.05	6.0%		0.0% 0				0.0% 0	0.0% 0.0		0.0%		0.0% 0.0				0.0% 0.0			0.0% 0.0				5% 0.0%			1.8% 0.0			0.0% 0.0			0.0% 0.0				0.0% 0.0%			0.0% 0.0		ni 0.0%		0.0		.0% 0.0% 1	
	Out-of-Centre	aubiotal	0.0%	0.0% 1.4	L 0.0%	0.0%	0.0%	3.1% 0.0 5.3% 0.0	0% 0.0%	L 0.0%	0.0% 0	0.0% 0.0	7% <u>0.0%</u> 7% <u>0.0%</u>	0.0%	0.0%	1.1% 0.0 1.6% 8.2	% 0.0% % 0.6%	0.0%	0.0%	1.0% 0.7	N 0.0%	0.0%	0.0% 0.0	0% 0.0% 9% 0.0%	0.0%	26.5% 27 67.9% 84	1.5% 4.6% 1.7% 34.7%	0.0%	0.0% 8	5.2% 20.5 8.3% 89.6	9% 33.8% 6% 71.1%	1.3%	0.0% 1.1	% <u>1.7%</u> % 80.5%	6.4%	1.0% 2.8°	% 15.6% % 60.3%	14.5%	0.8% 0	1.0% 0.0 ⁴	6 0.0% 6 0.6%	0.0%	0.0% 0.1	0% 0.0%	n 0.0%	2.2%	- 0.9	<u>* 0</u>	1% 1.1% 10 4% 5.8% 72	12% 2.8%
All Other Centres Outside I	RCI & Area																																																	
	Birmingham Cannock Kidderminater Lichfield		0.0%	8.0% 36.2 1.8% 0.0% 0.0% 0.5%	6.0%	0.0%	2.5% 0	1.2% 5.8 0.0% 0.0 0.0% 0.0 0.0% 0.0	0% 0.0%	6 0.0% 6 0.9%	0.0% 0	0.0% 8.1 0.0% 0.0 0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0%	0.0% 2.5 1.0% 0.0 0.0% 0.0	% 0.0% % 4.0%	0.0%	0.0%	1.0% 0.0 ⁴ 0.0% 0.0 ⁴ 0.0% 0.0 ⁴ 0.6% 0.0 ⁴	N 0.0%	0.0%	0.0% 0.0 0.0% 0.0 16.4% 0.0	0% 0.0%	33.3%	2.9% 2.	0% 0.7% 0% 0.0% 0% 0.0%	0.0%	0.0% 7	0.0% 0.0 7.7% 2.0 0.0% 0.0 1.7% 0.0	15 1.6% 15 0.0%	76.2%	5.4% 9.3	% 0.0% % 2.8% % 0.0% % 1.6%	3.4%	10% 0.0 10% 5.3 10% 0.0	% 5.4% % 0.0%	0.0%	0.7% 0	1.0% 0.0% 1.0% 0.0% 1.0% 0.0%	6 0.0% 6 0.0%	0.0%	0.0% 01	0% 4.45	% 25.5%	4.5%	2.8	8% 0.0 1% 0.1	8% 1.3% 0 0% 0.0% 4 7% 0.0% 0 1% 0.0% 2	4.0%
	Reddich		0.0%	0.0% 2.35	5 3.5%	0.0%	14.1% 0	0.0% 6.4	4% 0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0%	1.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0	66 0.0%	0.0%	10% 0.0	% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.1	0% 0.05	0.0%	0.7%	0.0	0% 0.0	.0% 0.0% 0	0.0%
	Sutton Coldfield		8.7%	0.0% 0.0% 9.8% 16.2	6 0.0% N 2.0% 6 0.0%	8.8%	3.5%	5.9% 4.1	1% 0.6%	6 0.0%	0.0% 0	0.0% 1.7	% 1.2%	0.0%	0.0%	0.0% 64.3	% 0.0%	0.0%	0.0%	0.0% 0.0*	N 0.0%	0.0%	0.0% 0.0	5% 1.7%	0.0%	0.0% 0.	0% 0.0%	0.0%	2.0% 0	0.0% 0.0	5 3.25	0.0%	0.0% 0.0	% 0.0% % 2.4%	0.0%	10% 0.0		0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0	0% 0.05	×0.0 %	4.0%		0% 0.3	0% 0.1% 0 3% 0.9% 0	0.6%
	Tellord Al Other Centres and Stores Ebseehe	re							0% 0.0% .3% 2.7%													5.7%												% 0.0% % 5.0%											% 3.9% 2% 46.9%				.0% 0.0% 0 .4% 6.2% 3	
		aubtotal	59.9%	1.0% 87.5	5 84.7%	38.5%	81.1% 6	29.2% 79.	5% 6.9%	5 3.8%	2.7% (0.0% 9.7	5 3.75	2.9%	0.5%	1.4% 83.2	5 8.4%	\$0.4%	4.8%	1.5% 0.5	5 1.25	5.7%	2.9% 1.9	9% 5.7%	81.7%	24.6% 4.	.0% 0.7%	91.1%	92.2% 1	1.5% 6.2	5 13.5%	85.1%	92.7% 22.	25 11.8%	5.3%	7.4% 5.9	5.4%	0.0%	5.1% %	2.0% 1.05	6 3.8%	5.4%	57.0% 23	4% 28.7	75. 77.95	6 39.1%	1 2	05 5	25 8.5% 10	0.6%
SPECIAL FORMS OF TRAD	ING/ INTERNET SHOPPING:		10.5%	6.7% 10.3	N 10.9%	1.7%	18.3% 1	12.5% 18.	4% 8.3%	1.0%	7.7%	3.9% 0.0	9% 5.6%	1.7%	3.0% 1	3.9% 8.6	% 7.7%	7.7%	6.4%	1.7% 9.1	N 5.5%	4.3%	3.3% 3.0	0% 5.5%	8.8%	5.6% 3.	8% 3.0%	7.8%	6.1% Z	2.2% 3.1	% 5.4%	6.0%	5.8% 10.	1% 7.8%	4.8%	7.8% 7.3	% 7.0%	4.0%	8.3% 5	5.1% 1.29	6 7.2%	6.1%	7.1% 7.	7% 5.71	% 17.0%	6 7.8%	6.5	9% 4.0	6% 62% 9	2.2%
		GRAND TOTAL	100.0% 1	00.0% 100.0	% 100.0%	100.0%	100.0% 1	00.0% 100.	0.0% 100.0	% 100.0%	100.0% 1	00.0% 100.	0% 100.05	6 100.0%	100.0% 1	0.0% 100	0% 100.03	100.0%	100.0% 1	00.0% 100.0	2% 100.0%	100.0% 1	00.0% 100.	10% 100.0%	100.0%	100.0% 100	0.0% 100.05	% 100.0%	100.0% 10	0.0% 100.	0% 100.0%	100.0%	100.0% 100	0% 100.0%	100.0% 1	0.0% 100.0	0% 100.0%	100.0%	100.0% 10	0.0% 100.0	% 100.0%	100.0%	100.0% 100	10% 100.0	0% 100.0%	% 100.0%	107	0% 10	0.0% 100.0% 10	00.0%
																																															-			_

TABLE 3: OTHER ("SECONDARY") NAN FOOD PURCHASES - 2021 MARKET SHARE ANALYSIS (%) Including Internet Streaction and other Special Forms of Tradino Based on 2019 Instandid Saves

based on 2019 Household of	uney																																										CORE ZO	ans a	
LOCAL PLANNING AUTH	IORITY CENTRE TYPE		Zone 1 Zor	ne 2 Zone	3 Zone 4	Zone 5 Zo	ine 6 Zone 7	7 Zone 8	Zone 9 Zone	e 10 Zone 11	Zone 12 Zo	ne 13 Zone 14	Zone 15 Z	Ione 16 Zone 1	7 Zone 18	Zone 19 Zone	20 Zone 21	Zone 22 Zon	ne 23 Zone 2	Zone 25 Zor	ie 26 Zone 21	7 Zone 28 Z	one 29 Zone	30 Zone 31 3	tone 32 Zone	33 Zone 34 Zo	one 35 Zone	36 Zone 37 Z	lone 35 Zone	e 39 Zone 40	Zone 41 Zon	e 42 Zone 43	Zone 44 Zone 4	15 Zone 46	Zone 47 Zone	a 45 Zone 42	Zone 50 Zo	one 51 Zone I	52 Zone 53	Zone 54 Zone	55 STUDY AREA	Wolverha	npton Dudley		A
Wolverhampton																																													
	Strategic Centre	Wolverhampton	0.0% 0.	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	.0% 0.0%	0.0%	2.0% 0.8%	0.0%	0.0% 0.05	6 0.0%	1.1% 0.	.0% 0.0%	0.0% 0	0.0%	0.0%	2.3% 0.05	6 3.0%	0.0% 0.0	% 0.0%	0.0% 0.0%	% 0.0%	0.0% 0.0	0.0%	0.0% 17.	4% 21.2%	5.6% 6.5%	0.0%	3.0% 0.0	% 32.6%	31.0% 3	3.7% 3.9%	% 7.9%	21.3% 0.05	5 3.2%	20.21	0.1%	0.2% 1.1	1%
	Town Centre	Bilaton	0.0% 0.				0% 0.0%		0.0% 0.0			.0% 0.0%		0.0% 0.0%					4% 0.0%		0% 0.0%		0.0% 0.05		2.4% 0.0			\$ 0.0%			0.0% 14.		0.0% 3.2%		37.3% 0.0			5.6% 2.8%		0.0% 0.0%		9.8%		0.6% 1.0	276
		Wednesfield	0.0% 0.	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.	.0% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0%	\$6 0.0%	0.0% 0.0	0.0%	0.0% 0.1	15 1.0%	2.6% 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0% 0	0.0% 0.0%	1 0.0%	0.0% 0.0%	N 0.1%	0.6%	0.0%	0.0% 0.0	26
	District & Local Centres		0.0% 0.	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	8% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	4.0% 0.	.0% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 1.9	% 0.0%	0.0% 0.0%	\$ 0.0%	0.0% 0.0	2% 0.0%	0.0% 2.0	75%	4.0% 0.0%	1.5%	2.4% 0.0	% 21.8%	24.1% 3	4.2% 2.0%	4 10.9%	3.4% 2.55	N 2.2%	13.91	0.4%	0.0% 0.1	1%
	Out-of-Centre		0.0% 2	2% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	22% 1.9	9% 0.0%	0.0% 2	1% 1.2%	0.0%	3.2% 0.0%	0.0%	0.0% 0.0	6 0.0%	2.2% 0.	0% 0.0%	2.6% 1	8% 0.0%	0.0%	9.3% 0.05	6 0.9%	0.7% 0.0	5 2.8%	1.0% 0.0%	\$ 0.0%	2.1% 1.0	× 0.0%	0.0% 30	51.2%	57.8% 13.9%	4.9%	3.6% 0.0	0 18.5%	30.4% 5	8.7% 17.02	5 19.5%	44.3% 0.05	5.7%	30.51	0.9%	0.7% 2.1	2%
		aubtotal	0.0% 2/	5% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	2.2% 1.9	9% 0.0%	0.0% 2	9% 1.3%	0.0%	5.1% 0.8%	0.0%	5.7% 0.0	6 0.0%	9.2% 2	4% 0.0%	2.6% 1	8% 0.0%	0.0%	11.6% 0.05	6 4.8%	3.1% 1.9	5 4.4%	1.0% 0.05	\$ 0.0%	6.5% 1.6	5% 0.0%	0.0% 65.	2% 81.0%	69.9% 23.7%	13.15	46.3% 0.0	% <u>92.0%</u>	85.5% 8	62% 25.7	6 38.3%	68.9% 2.53	N 12.9%	75.15	2.2%	1.7% 4.5	ð
Dudlev																																													
	Strategic Centre	Brierley Hill- Traditional High Stree Brierley Hill- Merry Hill	£ 0.0% 0. 0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.6	6% 0.8% 2% 2.6%	0.0% 0	.0% 0.0%	0.0%	1.0% 0.0%	0.0%	0.9% 0.0%	6 1.3% 6 0.0%	3.3% 0.	.0% 20.2% 3% 11.1%	6.8% 4 7.0% 18	8% 6.7% .7% 7.9%	0.8%	0.0% 0.0%	6 0.0%	0.0% 0.0	% 0.0% /	0.0% 0.0%	5 0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0% 0.1	% 0.0% % 0.0%	0.0% 0.0%	0.0%	0.0% 0.0	1% 0.0% 1% 0.0%	0.0% 0	0.0% 0.0%	5 0.0% 5 1.9%	0.0% 0.0%		0.0%	4.8%	0.0% 0.0	ň. 15
	Town Centre		0.0% 0.		0.0%	0.0% 0	0% 0.0%													0.0% 0						5 0.0%								0.0%	0.8% 0.0		0.0%	0.0% 0.0%	5 0.0%	0.0% 0.0%	N 0.6%			0.4% 0.0	
	I den Gentre	Stourbridge	0.0% 0.	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	1.3% 3.4	4% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 2.8%	6 0.0%	0.0% 0.	0% 12.0%	3.7% 15	7% 37.1%	45.7%	0.0% 0.0%	6 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0%	\$ 0.0%	0.0% 0.0	0.0%	0.0% 0.1	P% 0.0%	0.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0% 0.0%	\$ 0.0%	0.0% 0.0%	5 2.3%	0.0%	13.5%	0.0% 0.0	0%
		Halesowen	0.8% 0.	5% 0.0%	0.8%	4.2% 0	0% 0.0%	0.0%	16.2% 21.3	.7% 11.2%	1.4% 0	.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	6 2.2%	0.0% 0.	.0% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0%	\$6 0.0%	0.0% 0.0	0.0%	0.0% 0.1	1% 0.0%	0.0% 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0% 0	0.0% 0.0%	1 0.0%	0.0% 0.0%	N 0.9%	0.0%	4.0%	0.7% 0.0	2%
	District & Local Centres		0.0% 0.	2.2%	0.0%	0.0% 0.	0% 0.0%	0.0%	2.1% 0.0	0% 1.4%	0.7% 0	.0% 0.0%	1.5%	0.0% 0.0%	0.0%	13.5% 0.05	5 3.5%	43.8% 1	3% 9.6%	35.9% 18	.3% 18.9%	5.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0%	% 0.0%	0.0% 0.0	0.0%	0.0% 0.1	1% 0.0%	0.0% 0.0%	0.0%	4.3% 0.0	1.0%	3.5% 2	2.4% 9.5%	÷ 0.0%	0.0% 0.0%	N 2.9%	1.9%	15.0%	0.4% 0.0	1%
	Out-of-Centre		0.0% 0.	2% 3.9%	0.0%	3.7% 0	0% 0.0%	0.0%	20.3% 40.2	2% 26.6%	7.8% 1	2% 7.3%	19.9%	4.5% 0.0%	0.0%	40.4% 0.0*	48.4%	25.7% 17	0% 34.0%	32.2% 8	45 21.45	17.2%	0.0% 0.05	6 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0%	5 0.0%	0.0% 0.0	25 0.05	0.0% 0.1	n 0.0%	0.0% 0.0%	0.0%	1.4% 0.0	5 3.3%	1.1%	2.9% 31.57	N 0.0%	1.0% 0.05	N 6.6%	0.8%	31.0%	7.9% 0.0	25
		aubiotal	0.8% 0.	5.2%	0.8%	7.8% 0.	0% 0.0%	0.0%	40.6% 69.1	.1% 42.5%	9.9% 1	2% 7.3%	25.2%	5.5% 1.5%	0.0%	78.0% 2.85	64.1%	74.9% 20	3% 87.6%	85.6% 65	.9% 92.1%	82.8%	0.0% 0.85	6 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0%	\$ 0.0%	0.0% 0.0	2% 0.0%	0.0% 0.1	1% 0.0%	0.0% 0.0%	0.0%	6.5% 0.0	% 4.3%	4.6% 3	3.3% 42.0%	6 1.9%	1.0% 0.05	N 15.1%	2.9%	77.1%	9.9% 0.1	*
Sandwell	Strategic Centre	Weat Bromwich	0.0% 6:	5% 0.8%	0.0%	0.0% 0.	0% 10.0%	6.0%	0.0% 0.0	0% 0.0%	0.0% 8	1% 1.6%	2.8%	42.2% 43.7%	1.7%	0.0% 0.0	6 0.0%	0.0% 2	.5% 0.0%	0.8% 0	0.0%	0.0%	0.0% 0.05	6 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0%	% 3.8%	0.0% 0.0	2% 0.0%	0.0% 0.1	n 0.0%	0.0% 0.0%	3.0%	0.8% 0.0	ni 0.0%	0.0% 0	0.0% 0.0%	i 0.0%	0.0% 0.0%	N 2.0%	0.15	0.1%	9.9% 0.6	:%
	Town Centre	Blackheath	0.0% 0.							8% 10.5%									.0% 0.0%	0.0% 0	0% 0.0%	0.8%	0.0% 0.05		0.0% 0.0			\$ 0.0%						0.0%	0.0% 0.0	ni 0.0%	0.0% 0	0.0% 0.0%		0.0% 0.0%		0.0%		3.8% 0.2	
		Cradley Heath Great Bridge	0.0% 0.				0% 0.0%	0.0%	0.5% 9.0	0% 42.2%				0.0% 0.0%		1.7% 0.05				0.0% 0			0.0% 0.0%		3.5% 0.0			% 0.0% % 2.8%			0.0% 0.1		0.0% 0.0%		2.3% 0.0		0.0% 0	0.0% 0.0%		0.0% 0.0%		0.0%		3.4% 0.0 6.2% 0.2	
		Oldbury	0.8% 0/				0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	5.6% 7	5% 7.3%	11.9%	8.7% 3.0%	0.0%	0.0% 0.0%	2.25	0.0% 0.	.0% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	2.4% 0.0	5 0.0%	0.0% 0.0%	5 0.0%	0.0% 0.0	25 0.05	0.0% 0.1	10 1.0%	0.0% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0% 0	0.0% 0.0%	5 0.0%	0.0% 0.0%	5 0.8%	0.25	0.2%	4.6% 0.0	20
		Wednesbury	0.0% 0.	0.0%	0.0%			0.0%	0.0% 0.0	0% 0.0%	0.0% 0	.0% 0.0%	0.0%	2.8% 4.4%		0.0% 0.0%			4% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 6.4%	27.2% 0.0	% 0.0% I	0.0% 0.0%	5 0.9%	0.0% 0.0	256 0.056	0.9% 0.1	r% 0.0%	0.0% 1.0%		9.7% 0.0	0.0%	0.0% 3	3.0% 0.0%		0.0% 0.0%		2.15	0.0%	5.3% 1.5	5%
		Cape Hill Bearwood	6.0% 0. 3.8% 0.		0.0%	3.4% 0	0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 28	14% 10.6%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.0% 6 0.0%	0.0% 0.	.0% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 0.0% 6 0.0%	0.0% 0.0	% 0.0% /	0.0% 0.0%	% 0.0% % 0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0% 0.1	% 0.0% % 0.0%	0.0% 0.0%	0.0%	0.0% 0.0					0.0% 0.0%		0.25		3.7% 0.0 2.9% 0.0	
	District & Local Centres																									5 0.0%								0.0%	27% 0.0					0.0% 0.0%	N 1.0%	0.65		5.9% 0.0	
																																													- I.
	Out-of-Centre	aubiotal	8.7% 1)			15.1% 0. 36.3% 0	0% 1.7%	0.0%	49.2% 21	1% 0.0%	22.3% 3	6% 35.2% (4% 73.9%	41.4% 1	12.6% 11.8%	2.6%	1.7% 0.0%	2.2%	1.8% 20	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	34.1% 0.0	% 0.0% /	0.0% 2.3%	<u>5 4.4%</u> 5 11.8%	1.0% 0.0	2% 0.0%	0.0% 0.1	PS 0.0%	3.5% 0.0%	0.0%	2.7% 0.0	N 0.0%	0.6% 0	3.0% 4.5%	<u>+ 0.0%</u>	0.0% 0.0%	N 4.4%	1.15		21.7% 0.6	
Minte elli	Strategic Centre	Watual	0.0% 2.		0.0%	0.0% 0	0% 2.4%	2.9%	0.0% 0.0	0% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 2.3%	0.0%	0.0% 0.0*	6 0.0%	0.0% 0	05 0.05	0.0% 0	0% 0.0%	0.0%	0.0% 38.9	N N 05	32% 0.0	5 0.0% S	30.3% 22.1	5 36.7%		76 1.2%	6.3% 01	n 0.0%	14% 8.0%	7.3%	0.0% 0.0	ni 0.05	0.0%	0.0% 0.0%		0.0% 0.0%	N 2.8%			0.9% 20.5	Л
Walsali																																													- I
	Town Centre	Blowich Brownhilla	0.0% 0.				0% 0.0%		0.0% 0.0			0% 0.0%		0.0% 0.0%		0.0% 0.0%				0.0% 0			0.0% 0.0%		0.0% 0.0	% 0.0% 1 % 0.0% 1		5 1.4%							0.0% 0.0					0.0% 0.0%		0.15		0.0% 4.7	
		Aldridge	0.0% 1.		0.0%	0.0% 0.	0% 0.9%	0.0%	0.0% 0.0	0.0%	0.0% 0	0% 0.0%	0.0%	1.8% 0.0%	1.9%	0.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0% 0	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	% 0.0%	1.0% 21.5	5 0.9%	0.0% 0.0	4.0%	38.1% 0.1	0.0%	0.0% 0.0%	0.9%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0% 0.0%	5 0.9%	0.0%	0.0%	0.2% 6.8	8%
		Willerhall	0.0% 0.																.0% 0.0%	0.0% 0	0% 0.0%	0.0%				% 0.0%																3.0%	0.0%	0.0% 7.1	
		Darlaston	0.0% 0.			0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	6 0.0%	0.0% 0.	.0% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.05	6 7.5%	11.1% 0.0	% 0.0%	0.0% 0.0%	\$ 0.0%	0.0% 0.0	0.0%	0.0% 0.1	1% 0.0%	1.7% 2.6%	7.1%	6.5% 0.0	r% 0.0%	0.0% 0	0.0% 0.0%	\$ 0.0%	0.0% 0.0%	N 0.6%	1.45		1.5% 2.0	
	District & Local Centres		0.0% 0.	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0% 2.1%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0%	1.7%	0.0% 0.0%	6 0.0%	0.0% 0.	.0% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.05	6 3.5%	2.4% 0.0	% 0.0% :	3.1% 0.05	\$ 0.9%	0.0% 0.0	0.0%	2.9% 4.3	56 0.0%	0.0% 5.5%	2.6%	0.0% 0.0	r% 0.0%	0.0% 0	0.0% 0.0%	% 0.0%	0.0% 0.0%	N 0.4%	0.25	0.0%	0.4% 2.4	-%
	Out-of-Centre		0.0% 5	5% 0.0%	0.0%	0.0% 0	0% 6.9%	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0%	0.0%	0.0% 4.4%	0.0%	0.0% 0.0	6 0.0%	0.0% 0.	0.0%	0.0% 0	0.0%	0.0%	0.0% 19.7	% 30.1%	4.5% 0.0	% 0.0% 1	12.5% 19.7	% 24.2%	1.7% 0.0	2% 0.0%	8.4% 6.1	0.0%	3.8% 13.7%	17.7%	2.7% 0.0	ni 0.0%	0.0%	0.9% 0.0%	6 0.0%	0.0% 0.0%	5 2.7%	1.5%	0.0%	1.7% 16	7%
		latotdua	0.0% 9.	5% 0.0%	0.0%	0.0% 0.	0% 10.3%	i 2.9%	0.0% 0.0	0% 2.1%	0.0% 0	.0% 0.0%	0.0%	1.8% 6.7%	5.1%	0.0% 0.0	6 0.0%	0.0% 0.	.0% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 61.5	% 84.9%	21.3% 1.9	% 0.0% 3	72.7% 84.0	% 65.5%	7.6% 6.2	2% 62.4%	72.0% 28.	4% 1.0%	17.6% 62.4%	77.9%	11.9% 0.0	r% 0.0%	0.0% 0	0.0% 0.0%	0.0%	1.7% 0.05	N 10.9%	6.4%	0.0%	4.8% 72.1	156
All Other Centres Outs																																													
	Birningham Cannock		54.8% 13 0.0% 12	2% 45.09	6 31.7%	17.7% 48	1.9% 7.1%	4.4%	1.6% 5.0	0% 0.0%	1.3% 11	1.6% 7.3%	0.0%	0.0% 2.2%	1.5%	2.6% 2.45	L 0.8%	1.8% 0.	.0% 1.5%	0.0% 2	0% 1.3%	0.0%	0.0% 0.85	6 0.0%	0.0% 0.0	% 2.8% ¹ 1% 0.0% 1	1.5% 0.05	5 4.4%	0.0% 0.0	0.0%	2.8% 0.0	n 0.0% N 9.6%	0.0% 0.0% 6.1%	0.0%	9.5% 0.0	5 1.8%	0.0% 0	0.9% 0.0%		0.0% 0.0%	5 8.1% 5 4.9%	2.15	1.7%	3.0% 0.8	1%
	Kidderminater		0.0% 0/				0% 0.0%	0.0%	0.0% 0.0					0.0% 0.0%	0.0%	2.7% 86.9	5 0.0%	0.0% 0.	.0% 0.0%	0.8% 7	3% 0.0%	5.2%	0.0% 0.0%	6 0.0%	0.0% 0.0	5 0.0%	0.0% 0.0%	5 0.0%	0.0% 0.0	25 0.05	0.0% 0.1	n 9.0%	0.0% 0.0%		0.0% 0.0		0.0% 0			0.0% 40.55		0.05		0.0% 0.0	
	Lichfield		0.0% 0.	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	2.4%	0.0% 0.0%	6 0.0%	0.0% 0.	0% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 18.7	% 0.0%	0.0% 0.9	% 85.6%	0.0% 0.0%	5 0.0%	1.9% 12.1	1% 8.0%	0.0% 0.1	N 0.0%	0.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0% 0.0%	5 0.0%	0.0% 0.0%	5 2.7%	0.0%	0.0%	0.0% 2.4	4%
	Redditch Stafford		0.0% 0.							0% 0.0%								0.0% 0.	0% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.05	6 0.0%	0.0% 0.0	% 0.0% /	0.0% 0.0%	% 0.0%	0.0% 0.0	0.0%	0.0% 0.1	1% 0.0%	0.0% 0.0%	0.0%			0.0% 0			0.0% 0.0%	N 0.6%	0.0%		0.0% 0.0	
	Sutton Coldfield																									5 0.9%																0.05		1.4% 1.5	
	Telford		0.0% 0.		0.0%	0.0% 2	5% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0% 2.2%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	6 0.0%	0.0% 0.	.0% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0%	5 0.0%	0.0% 0.0	0.0%	0.0% 0.1	1% 0.0%	0.0% 0.0%	0.0%	0.0% 60.8	5% 0.0%	0.0% 0	0.0% 0.0%	4 15.2%	3.7% 2.55	N 0.7%	0.0%		0.4% 0.0	
	Al Other Centres and Stores Elsevel	678	12.5% 45	4% 19.29	6 54.5%	13.6% 25	45 44.95	72.4%	2.9% 1.2	2% 0.8%	0.0% 3	3% 0.0%	0.0%	1.0% 2.7%	16.9%	0.0% 4.3	7.4%	6.3% 2	5% 0.0%	8.9% 18	2% 0.7%	1.6%	17.8% 11.2	5 0.95	0.0% 21.5	6 3.3%	2.7% 6.6%	5 9.15 1	10.7% 70.2	3% 13.1%	9.0% 0.1	0 4.6%	0.0% 0.0%	0.0%	0.8% 36.3	3% 0.0%	0.9%	1.8% 25.13	5 27.4%	13.0% 53.5%	5 15.5%	1.65	2.9%	5.1% 5.1	1%
																										25 95.6%																		10.0% 14.8	
		81200281																																											
SPECIAL FORMS OF T	RADING/INTERNET SHOPPING-		R 556 - R	14. 14.74	L 4.8%	A 1%. A	3% 1.7%	5.65	2.8% 1.7	7% 1.2%	N 4N 4	4% 8.0%	2 146	0.0% 17.%%	K 0%	2.6% 3.74	L 4.9%	0.0% 9	3% 1.4%	146 1	7% 3.0%	1.5%	7.6% 5.05	5 3.0%	5.6% 3.2	NL 0.0%L	7.8% 0.0%	6 3.7%	17% 10	96. 1.96.	7.7% 3	% 2.7%	1.2% 8.0%	2.6%	8.7% 2.8	NL 0.0%L	A 3%	1.0% 2.8%	1 17.3%	3.8% 0.9%	N. N. N.	414	2.3%	R7% 48	~
		GRAND TOTAL	100.0% 100	10% 100.0*	% 100.0%	100.0% 10	0.0% 100.0%	5 100.0% 1	100.0% 100.	0.0% 100.0%	100.0% 10	0.0% 100.0%	100.0% 1	100.0% 100.0%	100.0%	100.0% 100.0	5 100.0%	100.0% 10	0.0% 100.0%	100.0% 10	0.0% 100.0%	6 100.0% 1	100.0% 100.0	2% 100.0%	100.0% 100	0% 100.0% 1	00.0% 100.0	2% 100.0% 1	100.0% 100	0% 100.0%	100.0% 100	0% 100.0%	100.0% 100.09	N 100.0%	100.0% 100.	0% 100.0%	100.0% 10	0.0% 100.0	25 100.05	100.0% 100.0	2% 100.0%	100.0	6 100.0%	100.0% 100	0%

TABLE 4: TOP UP FOOD PURCHASES - 2021 MARKET SHARE ANALYSIS (%) Including Internet Stocoing and other Special Forms of Trading Based on 2019 Household Survey

Including Internet Shopping Based on 2019 Household Survey	and other Soecial Forms of Tradino ly																																															_		CORE ZONES	
LOCAL PLANNING AUTHORI	ITY CENTRE TYPE		Zone 1	Zone 2 Z	one 3 Zon	e 4 Zone	5 Zone 6	Zone 7	Zone 8	Zone 9 Zo	ine 10 Zone	11 Zone 12	Zone 13	Zone 14 Zo	ne 15 Zone	a 16 Zone '	17 Zone 18	Zone 19	Zone 20 Z	ine 21 Zoni	22 Zone 2	3 Zone 24	Zone 25 Z	lone 26 Zon	ne 27 Zone 2	8 Zone 29	Zone 30 Z	lone 31 Zone	a 32 Zone 3	33 Zone 34	Zone 35 Zo	one 36 Zone :	37 Zone 38	Zone 30 Z	one 40 Zone	41 Zone 42	Zone 43 Z	Cone 44 Zone	e 45 Zone 4	I6 Zone 47	Zone 45 Z	ine 42 Zone	50 Zone 5	1 Zone 52	Zone 53 Z	one 54 Zone	ne 55 STUDY A	AREA W		Dudley San	dwell Watsall
Wolverhamoton	Strategic Centre	Wolverhampion	0.0%	2.1%	0.0% 0.0	1% 0.0%	0.0%	0.0%	0.0%	0.0% 0	2.0% 0.0	5 1.5%	0.0%	0.0% 0	1.0% 0.0	n 0.0%	0.0%	0.0%	0.0%	1.0% 2.4	5 0.0%	0.0%	435	0.8% 0.0	0% 0.0%	0.0%	2.1%	0.0% 1.0	n 0.0%	2.4%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	6 11.1%	16.8%	5.3% 1.5	5 2.5%	3.0%	0.0%	6.1% 16.8	rs 8.8%	0.9%	3.6%	4.6% 0.0	21%		12.6%	0.7% 0.	3% 0.6%
	Town Centre	Bilaton	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	N 0.0%	0.0%	0.0% 0	1.0% 0.0	n 0.8%	0.0%	0.0%	0.0%	0.0% 1.5	% 2.2%	0.0%	0.9%	0.0% 0.0	0% 2.7%	0.0%	0.0%	2.3% 0.0	ni 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	11.7%	2.3%	2.2% 4.4	1% 4.2%	37.6%	0.0%	.9% 0.5	5 4.8%	0.0%	0.0%	0.0% 0.0	0% 1.4%	s.	9.1%	0.5% 0.	4% 1.2%
	District & Local Centres	Wednesfield	0.0%		0.0% 0.0 0.0% 0.8						3.0% 0.0 3.0% 0.0			0.0% 0						0.0% 0.0 0.0% 3.6				0.0% 0.0	0% 0.0%	0.0%		0.0% 0.0				0.0% 0.0%			0.0% 0.0% 0.0% 0.0%			7.2% 0.0				0.0% 0.0		0.0%		0.0% 0.0				0.0% 0.	1.0% 0.0%
	Out-of-Centre								0.0%		2.0% 0.0																			0.0%																				0.0% 0.	
		aubiotal	0.0%	2.1%	0.0% 0.8	0.0%	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0/	5 2.9%	0.8%	0.0% 0	0.0% 0.0	0.8%	0.0%	0.0%	0.0%	1.5% 10/	2.2%	0.0%	5.2%	0.8% 1.	2% 4.3%	1.1%	2.1%	5.4% 1.0	05 1.8%	2.4%	0.8% 0	0.0% 0.0%	2.4%	0.0%	0.0% 0.0%	75.9%	86.2%	79.5% 24.	2% 11.3%	55.2%	0.0% 5	1.5% 90.4	15 94.9%	5.2%	51.8% 3	27.1% 5.4	4% 13.0%	<u>6</u>	81.6%	2.4% 0.	<u>5% 4.7%</u>
Dudlev	Strategic Centre	Briefey Hill- Traditional High Street Briefey Hill- Merry Hill	0.0%	0.0%	0.0% 0.0	r% 0.0%	0.0%	0.0%	0.0%		0.0% 0.0°	N 0.0%	0.0%	0.7% 0	1.0% 0.0	% 0.0%	0.0%	0.0%	0.0%	1.3% 0.0	% 0.0% % 0.0%	13.2% 17.0%	1.8%	0.0% 5.	2% 3.2%	0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	7% 0.0% 7% 0.0%	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.5%		0.0%	3.2% 0. 3.3% 0.	1% 0.0%
	Town Centre	Dudey	0.0%	0.0%	0.0% 0.0	1% 0.8%	0.0%	0.0%	0.0%		2.0% 0.0		0.8%	0.0% 2	1.0% 0.0	% 0.0%	0.0%	25.9%	0.0%	8.8% 0.0	5 1.5%	6.1%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0	0.0%	1.8%	0.0%		% 0.8%	0.0%	0.0%	0.0% 0.0	0% 1.0%	~	0.4%	5.3% 0.	5% 0.0%
		Stourbridge Halesowen		0.0%							0.0% 0.9% 9.9% 4.1*			0.0% 0 2.2% 0											9% 43.3% 4% 0.0%			0.0% 0.0		0.0%		0.0% 0.0%			0.0% 0.0%			0.0% 0.0				0.0% 0.0			0.0%					11.2% 0. 5.4% 0.	10% 0.0%
	District & Local Centres		0.0%	0.0%	3.2% 0.0	1% 2.7%	0.0%	0.0%	0.0%	14.4% 7	7.3% 8.4	N 0.0%	0.0%	0.0% 0	2.8% 2.7	% 0.0%	0.0%	24.4%	1.3%	3.8% 75.	2.3%	23.8%	38.3%	23.5% 41.	.7% 21.6%	0.0%	0.0%	0.0% 0.0	n 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	3.1%	0.0%	2.0% 0.0	0.0%	11.8%	0.0%	0.0% 1.3	% 1.3%	1.8%	0.0%	0.0% 0.0	0% 5.5%	4	3.0%	30.0% 1.	.1% 0.0%
	Out-of-Centre	subicial	0.0%	0.0%	2.0% 2.2	5 <u>0.8%</u>	0.0%	0.0%	0.0%	13.0% 2	7.5% 16.3	<u>% 4.2%</u>	0.0%	0.0% a	23% 2.7	<u>% 0.0%</u>	0.0%	42.6%	0.0%	6.3% 6.5 0.9% 83	<u>5 7.55</u>	27.2%	34.9%	4.4% 13	4% 7.4%	0.0%	0.0%	0.0% 0.0	n <u> 0.0%</u>	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0% 6 3.1%	0.0%	2.0% 0.0	<u>25 0.05</u>	2.2%	0.0%	0.0% 0.8	% 0.8%	7.9%	0.0%	0.0% 0.0	0% 4.3% 8% 14.8%	<u>+</u> -	0.7%	22.7% 2. 81.0% 5	9% 0.0%
Sandwell	Strategic Centre	West Bromwich	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	8.5%	0.0%	0.0% 0	2.0% 2.8	N 1.6%	3.7%	0.0% 6	1.3% 51.4	4% 45.95	6 2.3%	0.0%	0.0%	2.2% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0% 2.1	% 0.0%	0.0%	0.0%	1.6% 6.8%	1.5%	0.0%	0.0% 0.0%	L 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	.9% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	0% 1.9%	s	0.1%	0.2% 11	1.0% 0.7%
	Town Centre	Blackheath	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0%	0.0%	19.9% 3	1.4% 1.7	N 40.3%	0.0%	0.0% 2	.4% 0.0	ni 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0	× 0.0%	0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.8%	s.	0.0%	2.0% 3.	.3% 0.0%
		Cradley Heath Great Bridge	0.0%	0.0%	0.0% 0.0 0.0% 0.0	0.0%	0.0%	0.0%	0.0%	0.0% 0	5.4% 45.6 3.0% 0.0 ⁴	N 0.0%	0.0%	0.0% 0	4% 17.5	2% 5.8%	0.0%	1.5%	0.0%	7.9% 0.0 2.2% 0.8	% 24.2%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0% 0.0	AL 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0	0.0%	1.1%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	0% 1.0%	× 1	0.2%	0.5% 5.	12% 0.0%
		Oldbury Wednesbury	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0%	0.0% 0		N 0.0%	6.7%	0.0% 0	1.0% 2.0	6 4.7%	0.0%	0.0%	0.0%	1.4% 0.0 0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%		0.0%	0.0% 2.1	% 0.0% 2% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%		6 0.0%	0.0%	0.0% 0.0		0.0%	0.0%	0.9% 0.0	% 0.0%	0.0%	0.0%		0% 0.7%	*	0.0%	0.0% 4.	15% 0.0%
		Cape Hill Bearwood	5.0%	0.0%	0.0% 0.0 0.0% 2.2	1% 0.0% 1% 1.6%	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0 ⁴	N 0.0% N 0.0%	45.3% 12.8%	8.3% 0 12.9% 0	1.0% 1.0	% 0.0% % 0.0%	0.0%	0.0%	0.0%	0.0% 0.0 0.0% 0.0	% 1.4% % 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0% 2.1	% 0.0% % 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	i 0.0% i 0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.9%			0.0% 4:	19% 0.0%
	District & Local Centres		3.9%	5.1%	0.0% 0.0	1% 29.05	6 0.0%	7.3%	0.0%	9.4% 2	3.8% 9.4	N 29.5%	15.5%	27.1% 1	5.5% 8.5	n 8.6%	0.0%	0.0%	0.0%	0.0 218%	% 37.4%	0.0%	1.4%	1.7% 0.0	0% 0.0%	0.0%	0.0%	0.0% 4.9	ni 0.0%	0.0%	0.0%	1.7% 0.0%	7.6%	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.8	% 0.0%	0.0%	0.0%	0.0% 0.0	0% 4.4%	4	0.2%	3.7% 17	.8% 0.1%
	Out-of-Centre	subicial	0.0%		0.0% 0.0																									0.0%			0.9%		0.0% 0.0%			1.8% 0.0				0.0% 0.0		0.0%	0.0%	0.0% 0.0	0% 3.4% 0% 15.6%			1.1% 17	
Walsall	Strategic Centre	Watsal		0.0%							10% 0.0				1.0% 92.5					2.0% 0.0				0.0% 0.1			41.0%					20.4% 26.65			2.8% 5.63			0.0% 3.5				10% 0.0				0.0% 0.0				0.0% 0.	
	Town Centre	Blowich	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0%	0.0%	0.0% 0	3.0% 0.0	5 0.0%	0.0%	0.0% 0	10% 0.0	n 0.0%				2.0% 0.0		0.0%	0.0%	0.0% 0.0				0.7% 0.0		0.0%	28.4%	0.0% 0.0%	4.1%	0.0%	2.8% 0.05	6 0.0%	0.0%	0.0% 5.8	15 2.15	0.0%	0.0%		% 0.0%		0.0%					0.0% 0.	
		Brownhills Aldridos	0.0%	2.8%	0.0% 0.0	1% 0.0%	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	N 0.0%	0.0%	0.0% 0	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	2.3% 0.0	1% 0.9% 1% 0.0%	0.0%	3.8% 4	4.0% 1.9%	0.0%	2.3%	29.5% 9.43	0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.9%	2	0.0%	0.0% 0.	10% 7.5%
		Witerhall	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	N 0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	3.7% 0.0	0.0%	0.0%	2.5% 0	0.0% 0.0%	0.9%	0.0%	0.0% 0.0%	5 7.0%	0.0%	4.1% 16.1	0% 57.0%	0.7%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	0% 1.0%	%	1.1%	0.0% 0.	10% 7.6%
	District & Local Centres	Dafaston		0.0%	0.0% 0.0 0.0% 0.0				0.0%		0.0% 0.0 [*]			4.0% 0																0.0%					0.0% 0.0%			1.1% 0.0				1.7% 0.0 0.0% 0.0				0.0% 0.0				0.0% 2	2% 2.3%
	Out-of-Centre								0.0%		3.0% 0.0																			0.0%																				0.0% 1	
	USI-O-CATER	aubtotal	0.0%	2.8%	0.0% 0.0	5 0.0%	0.0%	9.2%	0.0%	0.0% 0	0.0% 0.0	N 0.0%	0.0%	4.0% 1	12% 1.0	5 0.05 5 2.15	2.3%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	64.3% 1	21.2% 4.2 50.1% 21.8	5% 1.8% 5% 2.7%	0.0%	86.7% 2	01.2% 82.85	6 13.6%	3.2%	0.3% 7.0%	5 <u>3.475</u> N 15.8%	0.0%	8.8% 71.	976 14.375 5% 86.2%	9.0%	0.0%	1.7% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	0% 2.2%	<u>×</u>	3.8%	0.0% 5	_0% 83.9%
All Other Centres Outside																																																			
	Birmingham Cannock		0.0%	2.1%	5.3% 30.1 0.0% 0.0	5 2.7%	0.0%	0.0%	0.0%	0.0% 0	1.2% 2.2"	N 0.0%	0.0%		0.0% 0.0	0.8%	0.0%	0.0%	0.0%	2.2% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	3% 0.0% 0% 0.0% 0% 1.9%	0.0% 5.9% 0.0%	3.5% 2.1% 0.0%	0.0% 0.0	0% 1.5% 0% 72.1%		4.0% 0	0.0% 0.0%	42.5%	5.5%	0.0% 0.0% 4.4% 2.9%	5 2.6%	1.4%	0.0% 0.0	×0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	2.1% 0.0	0% 3.8%	× 1	2.4%	0.7% 3.	15% 0.4% 15% 1.9% 10% 0.0%
	Kidderminater Lichfield		0.0%		0.0% 0.0		0.0%	0.0%			0.0% 0.0 [*]			0.0% 0						0.0% 0.0				6.8% 0.0		0.0%	0.0%	0.0% 0.0	n 0.0%	0.0%	0.0% 0	0.0% 0.0%			0.0% 0.0%			0.0% 0.0	0.0% 0.0%	0.0%		0.0% 0.0				0.0% 6.1			0.0%	0.7% 0.	10% 0.0%
	Redditch		0.0%	0.0%	0.0% 0.0	5 0.0%	4.6%	0.0%	5.6%	0.0% 0	0.0% 0.0	N 0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.2%	× 1	0.0%	0.0% 0.	0.0%
	Stafford Sutton Coldfield		0.0%		0.0% 0.0						0.0% 0.0			0.0% 0					0.0%	0.0% 0.0				0.0% 0.0		19.0%		0.0% 1.0		0.0%		0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	1.3%	0.0% 0.0				0.0% 0.0				0.0% 0.0					1% 0.0%
	Telford		0.0%	0.0%	3.1% 0.0	1% 0.0%	0.0%	0.0%		0.0% 0	1.0% 2.4	N 0.0%	0.0%	0.0% 0	1.0% 0.0	% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	1.1%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.7%	3.6% 0.0	0.0%	0.0%	11.2%	0.0% 0.0	ni 0.0%	0.0%	0.0%	0.0% 5.3	3% 0.4%		0.5%	0.0% 0.	1% 0.0%
	All Other Centres and Stores Elsewh	re									0.9% 0.9/																			14.2%					3.6% 0.05															2.9% 5	
		aubiotal	80.3%	87.5% 8	7.0% 94.3	7% 48.85	6 91.7%	70.7%	94.4%	5.9% 1	18% 5.4	5 2.1%	12.6%	11.15 0	1.8	r% 0.8%	95.4%	1.2%	90.5%	2.2% 5.2	5 1.4%	2.4%	8.4%	50.6% 2.5	5% 13.1%	97.8%	23.8%	1.4% 1.0	% 93.2%	95.8%	4.0% 4	4.6% 5.6%	72.4%	95.8%	8.1% 5.55	2.6%	11.8%	7.9% 4.2	0.0%	11.6%	100.0%	1.0% 5.2	% 2.1%	83.3%	48.2% 0	51.5% 913	43.0%	<u>s </u>	7.5%	4.5% 10	4% 5.9%
RPECIAL FORMS OF TRAF	DING/INTERNET SHOPPING		4.0%	0.0%	5.#% nn	146 9 796	8.9%	2.4%	3.4%	0.0% 0	5.0% 2.4 ⁰	N. 0.0%	0.8%	1.8% 4	17% 10	PL 0.1%	0.0%	7.4%	4.9%	r #%0 r	% 2.9%	2.0%	n n%	1.4% 0.1	0%L 2.7%L	1.1%	0.8%	2.9% 9.1	46. 1.496	0.8%	× #% (n 946 - 1 946	1.6%	0.0%	0.0% 4.0%	L 2 ML	0.0%	0.0% 0.0	NL 0.0%	0.7%	0.0%	1.0%. 1.4	n n n	n n%	0.0%	0.0% 2.2	2% 2.3%	£	0.7%	1.6% 2	8% X 8%
		GRAND TOTAL	100.0%	100.08	10.08 100	05 100.01	E 100.0K	100.08	100.08	100.08	100 J	100 OK	100.08	100 OF 10	0.0K 100	015 100.00	K 100.0K	100.08	100.06	20.0K 100	06 100.08	100.00	100.08	100 OK 100	100.08	100.00	100 OF 1	100.06 100	05 100.00	5 100.0%	100 OF 10	20.0K 100.0	E 100.0E	100.08	00.0H 100.0	E 100.0E	100.06	100.08 100	01 100.08	× 100.0%	102.05	0.08 100	00 100 00	100.06	102.08	00.0% 100	100.05		100.08	100.0% 100	0.05 100.05
		GIVEN TO THE	100.076	100.076 2	100.000 100.	~~ 100.0*	~ .30.0%	00.0%	100.076	1990.978 10	~~~ 100.1	100.0%	100.076	10 No. 10	www 100.	w~ 100.0	~ .00.0%		1999.97 k 1	ww. 100	0.00 100.05	· · JU.U%		100					~~ 100.D1		PPU/V 76 15	w.v.v 100.0		100.076 1	100.0	JUU%	100.076 1	100.074 100.	.0.00 700.01		100.076 1	ANA 100.	0.0 100.05		100.076 1	00.074 100.					

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2021 MARKET SHARE ANALYSIS (%) Including Internet Shapeing and other Special Forms of Trading Based on 2019 Household Survey

Including Internet Shopping Based on 2019 Household Survey	and other Special Forms of Tradino r																																														_	0007	TOUER	_
LOCAL PLANNING AUTHORI	TY CENTRE TYPE		Zone 1	Zone 2 Zor	ne 3 Zone -	4 Zone 5	Zone 6	Zone 7 Z	Cone 8 Zon	e 9 Zone 10	Zone 11	Zone 12 Zo	ne 13 Zone 1	4 Zone 15	Zone 16 2	Cone 17 Zon	e 18 Zone	19 Zone 20	Zone 21	Zone 22 Zo	ne 23 Zone	24 Zone 25	Zone 26 Z	one 27 Zone	28 Zone 25	Zone 30	Zone 31 Zon	ne 32 Zone	33 Zone 34	Zone 35 Z	Zone 36 Zone	37 Zone 38	Zone 32 Zo	ne 40 Zone 4	1 Zone 42 2	Cone 43 Zon	e 44 Zone 4	5 Zone 46	Zone 47 Zor	ie 45 Zone 4	2 Zone 50	Zone 51 Zo	ne 52 Zone	53 Zone 54	4 Zone 55	STUDY AREA	Wolverha		Icy Sandwell W	(and
Wolverhampton	Strategic Centre	Wolverhampion	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	3.6%	0.0% 0.0	2% 0.0%	0.0%	0.0%	2.0% 0	0% 0.0*	6 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.1	0% 0.0	n 0.0%	0.0%	0.0% 0.07	3.3%	0.0% 0	.0% 0.0%	2.4%	0.0% 3.	1% 0.0%	6.2%	9.2% 0	0% 21.3%	17.6%	24.4%	.1% 0.09	6 8.0%	0.0%	1.8%	11.0%	% 0.2 ⁴	rs 0.3%	0.5%
	Town Centre	Biaton Wartnamfairt	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	rs 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	7% 0.0%	0.0%	0.0%	3.3% 4	2% 0.0%	6 0.0% 6 0.0%	0.0%	0.0% 7.1%	% 0.0% % 0.0%	0.0%	0.0% 21	0% 0.0 ⁴ 0% 0.0 ⁴	ni 0.0%	0.0%	0.0% 0.0%	6.7%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	7% 8.0% 0% 0.0%	5.0%	49.8% 0	0% 13.6%	4.5%		0% 0.0%	6 0.0%	0.0%	1.9%	10.6%	% 1.1 ⁴	1% 0.8% 2% 0.0%	1.3%
	District & Local Centres	Wednesfield	0.0%						0.0% 0.0				.0% 0.0%											0.0% 0.0%				D% 0.0			0.0% 0.0%										37.6%		1% 0.0%			5.3%	2.0%		7% 0.0% ·	
	Out-of-Centre		0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	25. 0.05	0.0%	0.0%	5.7% 0	0% 0.07	6 5.8%	0.0%	0.0% 0.0%	% 5.0%	0.0%	0.0% 1;	2% 0.0	n. 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	26.5%	27.9% 37.	0% 2.5%	6.2%	0.0% 0.	25.8%	17.2%	13.6% 5	5% 29.6	5 13.85	0.0%	3.5%	19.9%	% 1.25	56 0.2%	0.8%
D		aubiotal	0.0%	0.0% 0)	0% 0.0%	0.0%	0.0%	0.0%	0.0% 3.4	0.0%	0.0%	0.0% 0	075 0.075	0.0%	3.6%	4.5% 2.8	0.05	0.0%	0.0%	21.25 4	2% 0.05	5.53%	0.0%	0.0% 7.19	5.0%	0.0%	0.0% 3.	2% 0.0	ni 0.0%	0.0%	0.0% 2.7	10.0%	0.0% 0	10% 0.0%	35.9%	86.3% 75.	6% 22.2%	19.3%	68.5% 0	0% 83.7%	76.9%	97.3% 2	1.8% 29.8	5 32.45	10.5%	12.6%	77.5%	5 12	86 1.7%	125
Dudiev	Strategic Centre	Brierley Hill- Traditional High Street Brierley Hill- Merry Hill	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	1% 0.0% 1% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	3.0% 8.2%	0.0% 0	0% 7.2%	6.2% 6.0%	2.8%	0.0% 0.0%	% 0.0% % 0.0%	0.0%	0.0% 0.0	0% 0.0 0% 0.0	ni 0.0% ni 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0	0% 0.0%	6 0.0% 6 0.0%	0.0%	0.3%	0.0%	6 1.9 ² 6 4.1 ³	% 0.0% % 0.7%	0.0%
	Town Centre	Dudey Stourbridge	0.0%	0.0% 0.	0% 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% 32.47	6 0.0%	14.9%	4.1% 0	.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	0% 0.0 ⁴	ni 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	7% 0.0% 7% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0	0% 0.0%	6 0.0%	0.0%	0.8%	0.0%	6 5.2 ⁴	5% 0.0%	0.0%
		Halesowen	0.0%	0.0% 0.	0.0%	0.0%	0.0%	0.0%	0.0% 25.3	3% 18.4%	3.4%	2.3% 0	.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	.0% 0.01	6 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.1	0% 0.0	ni 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0	0.05 0.05	6 0.0%	0.0%	0.7%	0.0%	6 4.1	1% 0.4%	0.0%
	District & Local Centres Out-of-Centre			0.0% 0/							31.7%																		ni 0.0% ni 0.0%														10% 0.0%			5.0%	0.9%		7% 1.0% 2% 4.7%	3.0%
		aubiotal	0.0%	5.5% 0.	056 0.056	6.9%	0.0%	0.0%	0.0% 39.6	5% 64.3%	52.9%	6.1% 0	.0% 0.0%	21.7%	3.6%	3.0% 0.0	94.51	6 6.1%	72.7%	75.5% 6	1% 84.1	\$ 88.0%	65.5% 3	3.0% 75.2	56 0.0%	0.0%	0.0% 3.4	4% 0.0	ni 0.0%	0.0%	0.0% 0.05	0.0%	0.0% 0	0.0% 0.0%	3.4%	2.4% 0.1	0.0%	0.0%	7.8% 0	0% 0.0%	4.1%	2.7% 2	1.6% 0.05	6 0.0%	0.0%	14.9%	3.4%	6 78.3	3% 7.1%	0.0%
Sandwell	Strategic Centre	West Bromwich	0.0%	3.6% 0.	0% 0.0%	0.0%	0.0%	17.1%	0.0% 0.0	0.0%	0.0%	6.5% 7	2% 0.0%	0.0%	31.2%	25.2% 0.0	0.0%	0.0%	0.0%	0.0% 7	5% 0.01	6 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0%	0.0% 2.3	2% 0.0	ni 0.0%	0.0%	0.0% 2.75	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.05	6 0.0%	0.0%	1.6%	0.0%	6 0.05	% 8.5%	0.2%
	Town Centre	Blackheath Cradley Heath	3.2%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0%	0.0% 23.4	4% 0.0%	3.0%	23.0% 0	0% 7.3%	10.7%	0.0%	0.0% 0.0	2.0% 2% 0.0%	0.0%	0.0%	0.0% 0	.0% 0.0%	6 0.0% N 0.0%	0.0%	0.0% 0.0%	% 0.0% % 0.0%	0.0%	0.0% 0.0	0% 0.0 ⁴ 0% 0.0 ⁴	ni 0.0% ni 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	7% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0	0% 0.09	6 0.0%	0.0%	1.1%	0.0%	6 2.0 ⁴	% 4.2% % 2.8%	0.0%
		Great Bridge Oldbury	0.0%		0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	28.6%	3.3% 0.0	2% 0.0%	0.0%	0.0%	0.0% 35	3% 0.05	6 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0%	0.0% 54	4% 0.0*	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	5.5%	0.0% 0.0	0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0% 0.0%	6 0.0%	0.0%	1.6%	0.3%	6 0.05	2% 8.1% 2% 6.2%	0.0%
		Wednesbury	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	4.8%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	3.6%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0% 0.0%	6 0.0%	0.0%	0.0% 0.0%		0.0%	9.2% 25	5.0% 0.0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	9.4%	0.0% 0.0	0.0%	8.9%	7.5% 0	0% 0.0%	1.2%	0.0% 0	0% 0.0%	6 0.0%	0.0%	1.2%	2.1%	6 0.05	5 4.2%	2.1%
		Cape Hill Bearwood	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	1% 0.0% 1% 0.0%	0.0%	0.0% 43	12% 3.3%	0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0%	0.0% 0	0% 0.0%	6 0.0% 6 0.0%	0.0%	0.0% 0.0%	% 0.0% % 0.0%	0.0%	0.0% 0.0	0% 0.0	ni 0.0% ni 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0% 0.0%	0% 0.0% 0% 0.0%	0.0%	0.0% 0	0% 0.0%	6 0.0% 6 0.0%	0.0%	0.5%	0.0%	6 0.01 6 0.01	% 3.3% % 4.3%	
	District & Local Centres		3.2%	5.5% 0.	0% 0.0%	22.7%	0.0%	19.8%	0.0% 15.8	8% 21.0%	0.0%	25.3% 9	.8% 15.5%	17.3%	0.0%	10.4% 0.0	0.0%	0.0%	0.0%	0.0% 18	1.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0%	0.0% 5.4	4% 0.0	ni 0.0%	0.0%	0.0% 3.0%	3.3%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	2.5% 0	0% 0.0%	0.0%	0.0% 0	0% 0.0%	6 0.0%	0.0%	3.5%	0.4%	6 3.7	% 12.9%	0.3%
	Out-of-Centre	latottua	3.2%						0.0% 13.0				5% 29.5%																ni 0.0%							0.0% 0.0				0% 0.0%			0% 0.09	6 0.0%	0.0%	3.1%	0.4%		2% 70.4%	
Wale all	Strategic Centre	Watsal		0.0% 0.		0.0%			0.0% 0.0			0.0% 0				2.6% 0.0					0% 0.02			0.0% 0.0%		37.6%		0% 0.0			17.3% 37.0			20% 6.5%		0.0% 0.0			0.0% 0					6 0.0%		2.0%	0.2%		26 1.1% 1	
	Town Centre	Blowich		0.0% 0/					0.0% 0.0							0.0% 0.0					.0% 0.0%			0.0% 0.0%			0.0% 0.1				0.0% 0.0%			.0% 0.0%		0.0% 0.0				0% 0.0%				6 0.0%		0.7%	0.0%		25 0.0%	
		Brownhills	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.05	0.0%	0.0%	0.0% 0	0% 0.05	6 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	0% 0.0*	0.0%	2.3%	6.8% 0.05	0.0%	2.5% 0	0.1% 17.5%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0%	0.0%	0.0%	0% 0.0%	6 0.0%	0.0%	0.9%	0.0%	6 0.05	0.0%	7.2%
		Aldridge Willenhall	0.0%	3.6% 0.0					0.0% 0.0				0% 0.0%	0.0%			5% 0.0% 2% 0.0%			0.0% 0	0.01 0.01	6 0.0% 6 0.0%	0.0%	0.0% 0.0%	% 0.0% % 0.0%	0.0%	9.2% 24	0% 0.0	ni 0.0%	2.3%	6.3% 4.7%	0.0%	0.0% 5	4.7% 46.8%	15.8%	0.0% 0.0	2% 0.0%	0.0%		0% 0.0%		0.0% 0	0% 0.0%	6 0.0%	0.0%	1.1%	0.0%	6 0.0 ⁴	% 0.0% % 0.3%	7.9%
		Darlaston	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.05	6 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0%	3.9% 9.3	3% 0.0	ni 0.0%	0.0%	0.0% 0.05	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 5.0	0.0%	5.4%	0.0% 0	0% 0.0%	0.0%	0.0% 0	0% 0.0%	6 0.0%	0.0%	0.4%	0.7%	6 0.05	2% 1.3%	1.1%
	District & Local Centres		0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 4	2% 0.01	6 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0%	14.6% 0.0	0% 0.0	ni 0.0%	30.9%	40.1% 6.25	0.0%	0.0% 0	12.5%	6.2%	0.0% 0.0	2% 19.7%	1.9%	2.5% 0	0% 0.0%	0.0%	0.0% 0	0% 0.0%	6 0.0%	0.0%	2.0%	0.8%	6 0.05	% 0.5% 1	15.9%
	Out-of-Centre	subtotal	0.0%	3.6% 2.	<u>5% 0.0%</u> 5% 0.0%	0.0%	0.0%	3.0%	0.0% 0.0	2% 0.0%	6.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	4.3% 24	1% 0.0%	0.0%	0.0%	0.0% 0	2% 0.0*	6 0.0%	0.0%	0.0% 0.0%	<u>% 0.0%</u>	11.4%	38.5% 10.	1.2% 0.0	n <u>, 0.0%</u>	4.1%	21.8% 33.5 92.2% 81.4	6 2.1% 6 11.6%	2.5% 8	2.6% 90.7%	21.9%	0.0% 0.0	25 02.5%	27.2%	0.0% 0 6.5% 0	0% 0.0%	0.0%	0.0% 0	0% 0.0%	6 0.0%	0.0%	2.6%	4.8%	<u>6 0.0</u>	25 22% 1	(8.5%) 78.8%
All Other Centres Outside	PCI A Ama																																																	
An owner owneres outside	Birmingham		63.5%	19.8% 53	7% 50.3%	28.9%	47.1%	13.0% 1	10.1% 0.0	10.3%	0.0%	0.0% 5	.9% 12.3%	2.5%	5.9%	1.6% 0.0	0.0%	7.1%	1.8%	0.0% 0	.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	% 0.0%	4.5%	0.0% 0.0	0% 0.0	ni 0.0%	0.0%	0.0% 4.75	0.0%	0.0% 0	0.0% 0.0%	3.4%	0.0% 0.0	0.0%	0.0%	2.8% 0	0% 2.3%	5.0%	0.0% 0	0% 0.09	6 0.0%	3.1%	10.5%	2.0%	6 1.4	15 4.7%	0.9%
	Cannock Kidderminater			0.0% 0.	0% 0.0%	0.0%	0.0%	0.0%	2.4% 0.0	1% 0.0%			0% 0.0%	0.0%			2% 0.0% 2% 0.0%	0.0%	0.0%	0.0% 0	0% 0.0%	6 0.0% 6 0.0%	0.0%	0.0% 0.0%	% 6.9% % 0.0%	5.3%	0.0% 0.0	0% 75.9						5.1% 0.0%		4.4% 5.0	2% 4.5% 2% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%		0% 0.0%	6 0.0%	0.0%	4.2%	1.6%	6 0.0 ⁴	% 0.0% % 0.3%	4.3%
	Lichfield		0.0%	0.0% 0.	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.05	0.0%	0.0%	0.0% 0	0% 0.05	6 0.0%	0.0%	0.0% 0.0%	× 0.0%	15.4%	0.0% 0.0	0% 6.3	05 85.7%	0.0%	0.0% 0.0%	0.0%	12.6% 0	2.0% 2.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0%	0.0%	0.0%	0% 0.0%	6 0.0%	0.0%	2.7%	0.0%	6 0.05	25 0.0%	1.8%
	Redditch Stafford		0.0%	0.0% 0.	0% 3.8%	0.0%	12.3%		7.7% 0.0	1% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0%	0.0% 0	0% 0.0%	6 0.0% 6 0.0%	0.0%	0.0% 0.0%	% 0.0% % 27.7%	0.0%	0.0% 0.1	0% 0.0	N 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%			0% 0.0%	0.0%		0% 0.0%	6 0.0%	0.0%	0.6%	0.0%	6 0.0 ⁴	% 0.0% % 0.3%	0.0%
	Sutton Coldfield Telford		0.0%	15.7% 9.	2% 0.0%	3.3%	0.0%	7.8%	0.0% 0.0	5 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 65.	2% 0.0%	0.0%	0.0%	0.0% 0	0% 0.01	6 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	0% 0.0*	6 4.3%	3.7%	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0%	0% 0.0%	6 0.0%	0.0%	3.5%	0.0%	6 0.05	0.7%	0.8%
			0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.1	0% 0.0	ni 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	11.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 12	.0% 0.0%	0.0%	0.0% 0	0% 0.0%	6 3.8%	0.0%	0.2%	0.6%	6 0.0	0.0%	0.0%
	Al Other Centres and Stores Elsewhe																												5% 9.0%																	18.2%	5.1%		1% 5.3%	
		aubiotal	80.2%	75.2% 90	.4% 100.05	49.8%	100.0%	52.3% 5	93.4% 2.1	10.3%	0.0%	6.5% 9	15 15.6%	5.1%	13.2%	7.2% 93	1% 3.6%	90.4%	1.8%	3.3% 0	0% 0.05	6 62%	33.2%	3.3% 9.6%	% 95.0%	31.3%	3.9% 24	0% 1001	0% 100.0%	11.5%	7.8% 10.3	6 75.0%	97.5% 1	7.4% 5.7%	23.9%	11.2% 8.	5 4.5%	0.0%	4.3% 98	0% 12.2%	12.7%	0.0% 4	70.4	% 63.8%	89.5%	43.7%	935	5 4.4	65 11.25	9.9%
SPECIAL FORMS OF TRAF	NING INTERNET SHOPPING		55.9%	0.0%. 7	n46 n. n46	4 116	0.0%	0.0%	6.6% 0.0	M. 4 M.	0.0%	A 496. 1	#%L 0.0%L	4 19%	0.0%	21.3% 0.0	- n n4	3.4%	11.4%	0.0% 6	446 0.09	L 0.0%	n n%	3.7% 0.09	~ nn~	10.6%	n 1% 2 I	0% 0.0°	n. 0.0%	7 4%.	nn% nn	0.0%	0.0%	1.0% 3.7%	n m.	0.0% 0.0	WL 4.0%L	0.0%	n 1% ?	n% n n%	5.2%	n n% (0% 0.0%	1. 1.8%	0.0%	2.7%	1.9%	£ 2.19	NL 41%	4 1%
		GRAND TOTAL	100.05	100.08	100 08	100.08	100.05	100.08	100.00 100	00 100.00	100.08	100.08 10	0.00 000.00	100.06	100.08	100.08 100	0k 100.0	N 100 OK	100.08	100.06 10	0.0% 100.0	E 100.0E	103.08	00.0% 100.0	100.00	100.08	100.05 100	0.015 1.00.0	0% 100.0%	100 OF	100.06 100.0	E 100.0E	100.0%	100 CR	102.08	100.0% 100	08 100 08	100.08	100.06 10	100.08	100.08	100 OF 10	0.0% 100.0	100.06	100.08	100.0%	100.0	NE 2007	0% 100.0% 1	100.00
		MINNER INTER	100-076	100.07 725	100.01		100-076	100.076 1	100.070 100.		100.076	100.078 10	0.070 700.01					~ .00.0%	104/076	100.078 10	0.074 100.0	100.0%									100.0.0 100.0		100.076 16	ALA 100.01	* 100/JU%	100.074 100	www.100.0%	- med.076	100.0.A 10	100.05	· ····	rev.v.7k 15								



Appendix 4: Convenience Goods Turnover (excluding SFT)

TABLE 1: ALL CONVENENCE GOODS - 2021 MARKET SHARE ANALYSIS (%) Excluding Internet Shopping and other Special Forms of Trading

LOCAL PLANNING AUTHORI	TY CENTRE TYPE		Zone 1	one 2 Zone	3 Zone 4	Zone 5	Zone 6 2	Zone 7 Zon	ne 8 Zone	9 Zone 10	Zone 11 Z	ione 12 Zo	ne 13 Zone	4 Zone 15	Zone 16	Zone 17 Z	one 18 Zor	e 19 Zone 2	20 Zone 21	Zone 22	Zone 23 Z	one 24 Zon	e 25 Zone 2	Zone 27	Zone 28 Zon	e 29 Zone :	30 Zone 31	Zone 32	Zone 33 Zo	ne 34 Zone	35 Zone 36	Zone 37 Z	lone 38 Zoni	39 Zone 4	40 Zone 41	Zone 42	Zone 43 3	Zone 44 Zon	e 45 Zone	16 Zone 47	Zone 48	Cone 49 Zo	ine 50 Zone	e 51 Zone 5	2 Zone 53	Zone 54 Zo	one 55 STV	OY AREA
Wolverhampton	Strategic Centre	Wolverhampton	0.05	395 0.0		0.0%	0.0%		~ ~ ~	0.0%	0.0%	0.35		0.05	0.7%	0.16			0.05	2.05	1.655	0.05 0.	2K 0.1K	0.0%	0.0% 11		6 0.7%	0.95	0.0%	45 0.01		0.0%	0.395 0.0	* •		10.000	20.45	4.65 2.	ek 1.03	2.05	0.0%	12.45 1	9.05 37		10.4%	9.9%	0.0%	3.2%
			0.0 %																																													
	Town Centre	Bilaton Wednesfield	0.0%																																											0.0% 0		1.7% 0.1%
	District & Local Centres		0.0%	2.0% 0.0	6 0.1%	0.0%	0.0%	0.0% 0.0	0% 0.4%	0.0%	0.0%	0.0% 0	1.2% 0.09	0.0%	1.1%	0.5%	0.3% 0.	0% 0.0%	0.0%	6.3%	0.0%	0.0% 0.	3% 0.0%	0.0%	0.8% 0.0	0.0%	6 0.0%	0.4%	0.6% 0	0% 0.0	6 0.0%	0.3%	0.0% 0.0	% 0.0%	6 0.0%	9.0%	15.8%	6.8% 3.	5% 0.41	5.9%	0.0%	27.2% 21	8.6% 35.	9% 2.8%	8.8%	2.7% 6	6.0%	2.9%
	Out-of-Centre	subtotal	0.0%	0.4% 0.0 ⁴	<u>5 0.0%</u> N 0.1%	0.0%	0.0%	0.0% 0.0	0% 0.4%	0.3%	0.0%	0.2% 0	13% 0.25	0.0%	0.5%	0.0%	0.0% 0.	0% 0.0%	0.8%	3.4%	0.3%	0.5% 1.	1% 1.0%	0.5%	0.0% 61	25 0.95 75 1.35	6 2.5% 6 3.8%	0.2%	0.0% 1	5% 0.3 ⁴	6 0.0% 6 0.0%	0.0%	1.5% 0.2 3.2% 0.2	<u>% 0.0%</u>	6 0.0% 6 0.0%	35.4%	44.9%	55.0% 19. 73.0% 27.	3% 10.0	55.2%	0.4%	13.4% 2 90.4% 90	2.8% 14/	4% 7.0% 18% 14.4%	<u>39.6%</u> 4 58.8%	48.0% 0	6.0%	5.4%
																																															_	
Dudlev	Strategic Centre	Briefev Hill- Traditional High Street Briefev Hill- Merry Hill																																												0.0% 0		0.8%
	Town Centre	Dudley	0.0%	0.0% 0.0																					0.0% 0.0													0.0% 0.1								0.0% 0		0.6%
		Stourbridge Helesowen																																												0.0% 0		2.3% 1.3%
	District & Local Centres		1.0%	0.0% 0.9	N 0.0%	1.0%	0.0%	0.0% 0.0	0% 3.8%	2.5%	2.1%	0.1% 0	0.0% 0.0%	1.5%	0.4%	0.3%	0.0% 13	9% 0.2%	4.9%	43.0%	1.1%	13.8% 34	9% 28.5%	21.1%	7.5% 0.0	0.0%	6 0.0%	0.3%	0.0% 0	0% 0.0	6 0.0%	0.0%	0.0% 0.0	% 0.0%	6 0.0%	0.5%	0.3%	0.3% 0.1	0% 0.0%	5.4%	1.4%	1.6% 1	1.1% 3.8	5% 4.3%	0.8%	0.0% 0	0.0%	3.3%
	Out-of-Centre	subtotal																																												0.2% 0		6.5%
Sandwell	Stratecic Centre	West Bromwich																																												0.0% 0		1.9%
	Town Centre	Blackheath Cradley Heath	0.3%						9% 1.9%	5 9.4%	54.6%	7.6% 0	1.0% 0.0%	0.7%	0.0%	0.2%	0.0% 0.	3% 0.0%	5 14.1%	0.0%	0.4%	10.0% 0.1	0.4%	1.8%	3.4% 0.0	0.0%	6 0.0%	0.0%	0.1% 0	0% 0.0*	6 0.0%	0.0%	0.0% 0.0	% 0.0%	6 0.0%	0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.0%	1.1%
		Great Bridge Oldhery	0.0%					0.0% 0.0	0% 0.0%	0.0%	0.0%	1.3% 0	0.0% 0.3%	4.8%	25.5%	14.3%	0.0% 5.	0% 0.0%	2.4%	2.8%	40.5%	0.4% 0.1	0.0%	0.2%	0.9% 0.0	0.0%	6 0.0%	6.5%	0.0% 0	0% 0.0	6 0.0%	1.6%	0.0% 0.0	% 0.0%				0.0% 0.0								0.0% 0		1.9%
		Wednesbury	0.0%	0.0% 0.0*	N 0.0%	0.0%	0.0%	0.5% 0.0	0% 0.0%	0.0%	0.0%	0.0% 0	1.0% 0.0%	0.0%	1.6%	2.2%	0.0% 0.	0% 0.0%	6 0.0%	0.0%	2.1%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	0.0%	6 4.6%	18.9%	0.0% 0	0% 0.0*	6 0.0%	0.5%	0.0% 0.0	% 0.0%	6 0.4%	2.1%	0.0%	0.0% 0.3	2% 3.3%	3.9%	0.0%	0.7% 0	0.1% 0.5	5% 0.0%	0.0%	0.8% 0	0.0%	0.8%
		Cape Hill Rearranged																																												0.0% 0		1.3%
	District & Local Centres	Dearwood																																												0.0% 0		2.1%
	Out-of-Centre		2.8%	1.5% 0.5	5 0.0%	12.1%	0.0%	0.4% 0.5	9% 13.29	5 0.2%	0.6%	19.15 2	10% 36.2	5 35.8%	10.9%	19.3%	0.0% 2	5% 0.0%	0.4%	1.4%	18.6%	0.0% 0)	0.0%	0.0%	0.7% 0.0	0.35	6 0.0%	38.4%	0.0% 0	0% 0.0	6 0.3%	2.4%	0.7% 0.0	~ 0.0%	6 0.0%	0.3%	0.0%	1.5% 0.	0% 0.05	6.6%	0.0%	0.7% 0	0.3% 0.0	0% 1.6%	2.7%	0.0% 0	0.0%	4.3%
		subtotal	23.2%	0.9% 0.7	5 2.0%	41.7%	0.0%	19.3% 2.2	2% 50.21	5 21.0%	65.6%	87.8% 8	7.5% 86.8	5 75.7%	\$3.3%	90.5%	0.8% 10	2% 0.0%	20.9%	4.5%	75.7%	10.3% 0.	5% 0.9%	2.0%	5.2% 0.0	2% 0.3%	6 4.6%	65.9%	0.1% 0	0% 0.0	6 1.9%	10.3%	3.5% 0.0	% 0.4%	6 0.4%	3.0%	0.5%	1.5% 0.3	2% 5.81	15.2%	0.0%	2.3% 0	2.7% 1.1	.% 1.9%	2.7%	0.8% 0	3.0%	16.7%
Walsall	Strategic Centre	Waball	0.0%	0.0	N 0.0%	0.0%	0.0%	1.4% 0.5	5% 0.0%	0.0%	0.6%	0.0% 0	0.0% 0.0%	0.0%	0.2%	2.1%	0.9% 0.	0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0%	0.0%	0.0% 0.0	42.31	% 30.3%	3.1%	0.0% 0	0% 13.8	% 17.6%	30.5%	1.5% 0.0	% 0.6%	6 7.8%	0.0%	0.0%	0.2% 4.	6% 2.2%	0.5%	0.0%	0.4% 0	0.0% 0.0	3% 0.0%	0.0%	0.0% 0	0.0%	2.2%
	Town Centre	Bloxwich Brownhills	0.0%					0.0% 0.0																																				0% 0.0%		0.0% 0		0.9%
		Aldridge	0.0%	1.1% 0.0*	N 0.0%	0.0%	0.4%	1.8% 0.0	0% 0.0%	0.0%	0.0%	0.0% 0	1.0% 0.0%	0.0%	0.3%	0.0%	4.9% 0.	0% 0.0%	6 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	0.5%	6 0.0%	0.0%	0.0% 0	0% 3.55	6 27.4%	1.2%	0.2% 0.1	% 5.9%	6 49.7%	0.0%	0.0%	0.0% 0.1	0% 0.19	0.0%	0.0%	0.0% 0	0.0% 0.0	.0% 0.0%	0.0%	0.0% 0	0.0%	1.3%
		Wilenhall Darlastro																																												0.3% 0		1.3%
	District & Local Centres																																													0.0%		0.8%
																																																1.0%
	Out-of-Centre	subbrial	0.0%	2.6% 1.2	N 0.0%	0.0%	0.0%	3.9% 0.0	0% 0.0% 5% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0%	0.2%	0.0%	2.0%	0.3% 0.	0% 0.0%	0.0%	68%	0.5%	0.0% 01	3% 0.0%	0.0%	0.0% 0.0	24.01 15 69.81	% 30.5%	5.4%	0.3% 0	0% 9.9*	6 21.8%	32.5%	7.8% 2.7	% 3.2%	6 4.4% % 87.4%	5.6%	0.0%	2.6% 17.	7% 16.4	84%	0.0%	2.1% 0	0.0% 0.1	1% 0.0%	0.0%	0.0% 0	0.0%	2.5%
All Other Centres Outside	BCLA Area Birmincham		57.2%	0.6% 45.5	5. 29.05	22.2%	54.4%	615 63	7% 2.8%	3.0%	0.9%	0.2%	18% 5.0%	1.7%	0.6%	0.6%	18% 0	4% 1.1%	1.7%	0.9%	0.0%	0.2% 01	0.4%	0.4%	0.0% 0.0	16 3.69	6 0.0%	0.4%	0.2%	85 0.3	6 0.0%	1.3%	0.0% 0.0	~ 0.0%	6 0.0%	0.9%	0.1%	0.0% 0.1	0% 0.05	5.8%	0.0%	0.5%	0.9% 1.5	5% 0.0%	0.0%	0.0% 0	0.7%	8.2%
	Cannock		0.0%	1.7% 0.5	N 0.0%	0.4%	1.7%	0.0% 0.0	0% 0.0%	6.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.1%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 28.	5% 2.8%	6 1.3%	0.1%	70.5% 0	0% 9.8	6 2.4%	1.6%	69.0% 6.2	% 9.4%	6 2.7%	2.6%	7.3%	4.9% 5.1	1% 0.05	0.5%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	3.9% 0	0.0%	4.7%
	Kidderminster Lichfield		0.0%			0.0%	0.0%	0.0% 0.5	3% 0.0% 0% 0.0%	0.0%	0.0%	0.0% 0	1.0% 0.0%	0.0%	0.4%	0.0%	0.1% 3.	2% 92.29	5 0.0%	0.0%	0.0%	0.4% 0.1	1% 12.5%	0.0%	2.4% 0.0	2% 0.0% 1% 18.05	6 0.0% % 0.4%	0.0%	11% 8	0% 0.0*	6 0.0%	0.0%	0.0% 0.0	% 0.0% % 3.4%	6 0.0%	0.8%	0.0%	0.0% 0.	4% 0.05	0.0%	0.0%	0.0% 0	0.0% 0.0			0.0% 2	.8.0%	3.8%
	Redditch		0.0%	1.8	5 2.7%	0.0%	13.6%	0.0% 8.5	3% 0.0%	6.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	0.0%	6 0.0%	0.0%	0.0% 0	0% 0.0*	6 0.0%	0.0%	0.0% 0.0	% 0.0%	6 0.0%	0.0%	0.0%	0.0% 0.1	0% 0.05	0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.0%	0.6%
	Stafford Sutton Coldfield		0.0%	0.0% 0.0*	% 0.0% % 3.2%	0.4%	0.0%	0.4% 0.0	0% 0.0%	0.0%	0.0%	0.0% 0	1.0% 0.05	0.0%	0.0%	0.0%	0.3% 0.	0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0.0% 0.0%	0.0%	0.2% 28.	7% 0.0%	6 0.0%	0.4%	0.3% 0	0% 0.0 ⁴	6 0.0%	0.0%	0.0% 0.7	% 0.0%	6 0.0%	0.0%	4.1%	0.1% 0.1	0% 0.0%	0.0%	0.4%	0.0% 0	0.7% 0.0	2% 0.0%	0.0%	0.3% 0	0.0%	0.4%
	Telford		1.0%	1.0% 1.7	N 0.0%	0.0%	0.4%	0.0% 0.0	0% 0.0%	0.0%	0.4%	0.0%	1.0% 0.49	0.0%	0.0%	0.0%	0.0% 0.	0% 0.0%	6.0%	0.0%	0.0%	0.0% 0.1	0.0%	0.0%	0.0% 5.3	5% 0.0%	6 0.0%	0.0%	0.0% 0	0% 0.0	6 0.0%	0.0%	0.0% 0.0	% 0.0%	6 0.0%	1.1%	0.1%	0.6% 0.1	0% 0.05	0.0%	49.2%	0.0% 0	0.0% 0.0	2% 0.0%	7.4%	4.8% 3	3.9%	0.7%
	All Other Centres and Stores Elsewhe	re .	8.5%	1.5% 32.1	% 61.4%	10.4%	26.6%	58.9% 79.	.1% 3.1%	0.9%	1.4%	0.8% 0	1.9% 1.19	0.6%	1.1%	2.1%	16.9% 3	2% 3.6%	3.2%	8.1%	0.9%	0.8% 6.	3% 24.2%	1.5%	3.9% 30.	8% 3.9%	6 1.6%	0.0%	25.8% 6	3% 2.0	4.3%	7.6%	15.8% 81.	2% 9.5%	6 5.1%	1.3%	4.7%	1.4% 0.1	0% 0.0%	0.9%	48.6%	2.2% 3	3.1% 2.6	5% 57.9%	i 30.0%	29.2% 6	31.3%	17.8%
		subtotal	73.6%	4.2% 96.7	% 96.2%	43.9%	99.6% 1	73.4% 97:	3% 6.4%	4.6%	2.7%	1.2% 1	1.0% 7.25	2.3%	2.1%	2.8%	2.1% 6.	8% 96.99	5.0%	9.4%	0.9%	1.4% 7.1	37.1%	2.2%	7.8% 91.	3% 28.51	% 3.2%	0.9%	97.9% 9	.9% 13.7	% 7.0%	13.3%	85.4% 97.	1% 22.45	% 12.2%	6.7%	16.3%	7.0% 5.	5% 0.05	7.2%	98.2%	2.7% 4	4.8% 4.1	1% 57.9%	37.4%	38.2% 9	23.9%	43.0%
		GRAND TOTAL	100.0% 1	0.0% 100.0	7% 100.03	L 100.0%	100.0% 1	100.0% 100	2.0% 100.0	% 100.0%	100.0% 1	100.0% 10	0.0% 100.0	5 100.0%	100.0%	100.0% 1	00.0% 10	10% 100.0*	% 100.0%	100.0%	100.0%	100.0% 100	0% 100.03	100.0%	100.0% 100	.0% 100.0	% 100.0%	100.0%	100.0% 10	0.0% 100.0	% 100.0%	100.0% 1	100.0% 100	0% 100.0*	× 100.0%	100.0%	100.0%	100.0% 100	100.0	5 100.0%	100.0%	100.0% 10	0.0% 100	3.0% 100.0	5 100.0%	100.0% 10	100.0%	00.0%

TABLE 2: 2021 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em)

	AL PLANNING AUTHOR	RITY CENTRE TYPE		Zone 1 Zor	ne 2 Zone 3	Zone 4	Zone 5	Zone 6 Zo	one 7 Zor	te 8 Zone	9 Zone 10	Zone 11 Z	Ione 12 Zor	e 13 Zone 1	4 Zone 15	Zone 16	Zone 17 Zo	ine 18 Zon	e 19 Zone 2	0 Zone 21	Zone 22	Zone 23 Zon	ne 24 Zone 2	5 Zone 26	Zone 27 Zon	e 28 Zone 25	Zone 30 Z	one 31 Zone	32 Zone 33	Zone 34 Zo	one 35 Zone	36 Zone 37	Zone 38 Zor	ne 39 Zone 4	0 Zone 41 2	Zone 42 Zor	ine 43 Zone 4	44 Zone 45	Zone 46 Z	one 47 Zone	48 Zone 49	Zone 50 Z	one 51 Zone	52 Zone 52	Zone 54 Za	tone S
N N N N N N N N <	notom																																													
N N N		Strategic Centre	Wolverhamoton	0.0 0	8 0.0	0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.1 0	0.0	0.0	0.4	0.1	0.0 0	3 0.0	0.0	3.0	1.5 0.	0.0 0.4	0.0	0.0 0.0	0.0	0.2	0.6 0.2	0.0	0.4	0.0 0.0	0.0	0.1 0	0.0 0.0	0.0	5.7 2	25.5 3.6	1.3	0.7	3.0 0.0	11.1	52.2	20.2 1/	1 4.3	6.8	0.0
H H H H H H H H H H H H H H H H H<		Town Centre	Bilaton Wednesfield	0.0 0	0.0 0.0	0.0	0.5	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.1	0.0 1	.1 0.0	0.2	2.8	1.1 0.	0.0 0.1	0.0	0.0 0.0	8 0.0	0.0	0.4 0.5	0.0	0.3	0.0 0.0	0.0	0.5 0	0.0 0.0	0.0	2.8	0.5 1.2 0.6 3.7	1.1	2.6	44.0 0.0	5.5		7.0 0.5			
B B		District & Local Centres		0.0 0	0.0	0.3	0.0	0.0	0.0 0.0	0 0.2	0.0	0.0	0.0 0	.1 0.0	0.0	0.6	0.3	0.4 0	0.0	0.0	4.9	0.0 0.	0.0 0.2	0.0	0.0 0	6 0.0	0.0	0.0 0.4	1.0	0.0	0.0 0.0	0.1	0.0	0.0 0.0	0.0	3.0 1	19.7 5.2	1.9	0.2	6.0 0.0	9.0	38.4	26.2 1	0 3.6	1.9	3.1
B B B B B B		Out-of-Centre		0.0 1	0 0.0	0.0	0.0	0.0	0.0 0	0 0.2	0.2	0.0	0.1 0	.1 0.3	0.0	0.3	0.0	0.0 0	0.0	0.6	2.6	0.3 0.	.4 0.6	0.2	0.6 0	0 26	0.5	1.9 0.2	0.0	1.6	0.3 0.0	0.0	0.6 (0.2 0.0	0.0	11.9 5	58.2 41.8	10.4	4.4	2.9 0.1	4.4	30.7	10.5 2	6 16.4	32.9	0
			subtotal	0.0 1	8 0.0	0.3	0.5	0.0	0.0 0.0	.0 0.4	0.2	0.0	0.2 0	4 0.3	0.0	1.3	0.5	0.4 1	3 0.0	0.8	13.2	2.8 0.	1.4 1.4	0.2	0.6 1	4 3.2	8.0	2.9 1.4	1.0	2.3	0.3 0.0	0.1	1.2 0	0.2 0.0	0.0	23.7 1	02.5 55.5	14.8	8.1	56.0 0.1	30.0	123.6	64.0 5.3	3 24.3	41.5	3
<td></td> <td>Strategic Centre</td> <td>Briefev Hill- Traditional High Stre Briefev Hill- Menv Hill</td> <td></td> <td>0.0</td> <td></td> <td></td> <td></td> <td>6 0.0 5 0.0</td> <td></td> <td></td> <td></td> <td></td> <td>0.3</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>0.0</td> <td></td> <td></td> <td></td> <td>0.0</td> <td></td> <td>0.0</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>		Strategic Centre	Briefev Hill- Traditional High Stre Briefev Hill- Menv Hill												0.0				6 0.0 5 0.0					0.3								0.0				0.0		0.0								
1 1		Town Centre	Dudlev Stourbridge Helesowen	0.0 0	0.0	0.0	0.1 0.0 4.0	0.0			0.6	0.2	0.0 0	0 0.0	0.0	0.0	0.0			0.0	0.0	0.0 5	6 3.3	3.8	46.8 34	0 0.0			0.0	0.0			0.0 0.0	0.0 0.0	0.0	0.1	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.7 0.0	0 0.0	0.0	0
1 1		District & Local Centres		15 1	4 1.3	0.0	0.8	0.0	0.0 0	0 2.1	2.0	0.8	0.1 0	0 0.0	0.9	0.2	0.2	0.0 9	9 0.3	3.4	32.9	0.9 12	2.5 22.6	5.9	24.8 5	4 0.0	0.0	0.0 0.3	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.2	0.3 0.2	0.0	0.0	5.4 0.4	0.5	1.5	2.8 1	6 0.3	0.0	
1 1		Out-of-Centre		0.0 2	1 0.7	2.4	6.6	0.0	0.0 0	0 10.9	28.4	7.2	4.0 0	2 3.6	10.3	0.6	0.0	0.0 35	18 0.0	38.4	16.9	14.2 33	3.2 26.0	1.8	20.6 11	6 0.0	0.0	0.0 0.7	0.0	0.0	0.0 0.0	0.0	0.0 0	00 00	0.0	0.0	00 00	0.0	0.0	7.8 0.0	0.3	0.7	1.6 7	6 0.0	0.1	
0 0			subtotal	5.0 3	8 2.1	3.2	11.8	0.0	0.0 0.0	0 23.6	60.3	11.0	5.4 0	3 6.4	13.3	1.1	0.6	0.0 51	6 4.9	50.9	52.3	17.1 79	9.2 58.6	12.6	111.5 61	5 0.0	0.1	0.0 1.0	0.0	0.0	0.0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.3	0.3 0.2	0.0	0.0	14.1 0.4	0.8	2.8	52 95	0.5		
0 0		Strategic Centre	West Bromwich	0.0 5			0.0	0.0	5.7 0	0.0	0.0	0.2	0.6 2	6 5.2	1.5	26.9	30.0	0.9 0	8 0.0	0.8	0.0	1.1 0.	0.0 0.1	0.0	0.0 0	0.0	0.0	0.0 1.0	0.0	0.0	0.0 0.5	2.2	0.3 0	0.0 0.2	0.0	0.0	0.0 0.0	0.0	0.2	0.1 0.0	0.2	0.0	0.0 0.0	J 0.0		1
1 1 <th1< th=""> <th1< th=""> <th1< th=""> <th1< th=""></th1<></th1<></th1<></th1<>		Town Centre	Blackheath Cradlev Heath Great Bridge Oldbury Wednesbury Cape Hil Bearwood	0.0 0 0.0 2 5.9 2 0.0 0 11.4 3	0 0.0 9 0.0 0 0.0 0 0.0 7 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.8 0.0	0.0 0.0 0.0 0.0	0.0 1 0.0 0 0.0 0 0.3 0 0.0 0 0	2 1.1 0 0.0 0 0.2 0 0.0 0 0.0	7.7 0.0 0.0 0.0	20.3 0.0 0.4 0.0 0.0	3.9 0 0.7 0 3.5 3 0.0 0 0.0 2	0 0.3 0 9.9 0 0.0 3.3 19.0	2.9 14.1 0.0 0.6	0.0 14.6 3.3 0.9 0.3	9.1 3.1 1.4 0.0	0.0 0 0.0 3 0.0 0 0.0 0 0.0 0	2 0.0 8 0.0 2 0.0 0 0.0 0 0.0	9.8 1.7 0.9 0.0	0.0 2.1 0.3 0.0 0.0	0.4 9. 36.1 0. 1.7 0. 1.8 0. 0.2 0.	0.0 0.0 0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.1 0.0 0.0 0.0	2.1 2 0.2 0 0.0 0 0.0 0 0.0 0	5 0.0 7 0.0 0 0.0 0 0.0 0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 6.2 0.0 1.1 3.5 18.1 0.0 0.3	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	0.0 0.7 0.3 0.2 0.0	0.0 0	1.0 0.0 1.0 0.0 1.0 0.0 1.0 0.0 1.0 0.0	0.0 0.0 0.2 0.0	0.0 0.2 0.0 0.7 0.0	0.0 0.0 0.0 0.0 0.6 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.7 0.0 1.5 0.0	0.0 0.0 3.1 0.0 0.9 0.0 3.9 0.0	0.0 0.0 0.0	0.0 0.0 0.2 0.2	0.0 0.0	0 0.0 0 0.0 1 0.0 0 0.0	0.0 0.0 0.6 0.6	
Mat Mat <td></td> <td>District & Local Centres</td> <td></td> <td>5.6 8</td> <td>4 0.0</td> <td>1.7</td> <td>20.5</td> <td>0.0</td> <td>6.0 O</td> <td>.0 4.0</td> <td>5.4</td> <td>1.1</td> <td>7.7 2</td> <td>5 10.0</td> <td>3.2</td> <td>1.2</td> <td>1.8</td> <td>0.2 0</td> <td>1 0.0</td> <td>0.7</td> <td>0.0</td> <td>9.4 0.</td> <td>0.0 0.1</td> <td>0.1</td> <td>0.0 0</td> <td>0 0.0</td> <td>0.0</td> <td>0.0 1.6</td> <td>0.0</td> <td>0.0</td> <td>0.0 0.1</td> <td>0.1</td> <td>0.7 0</td> <td>0.0 0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0 0.0</td> <td>0.0</td> <td>0.1</td> <td>0.7 0.0</td> <td>0.1</td> <td>0.2</td> <td>0.0 0.0</td> <td>0.0 0.0</td> <td>0.0</td> <td></td>		District & Local Centres		5.6 8	4 0.0	1.7	20.5	0.0	6.0 O	.0 4.0	5.4	1.1	7.7 2	5 10.0	3.2	1.2	1.8	0.2 0	1 0.0	0.7	0.0	9.4 0.	0.0 0.1	0.1	0.0 0	0 0.0	0.0	0.0 1.6	0.0	0.0	0.0 0.1	0.1	0.7 0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.1	0.7 0.0	0.1	0.2	0.0 0.0	0.0 0.0	0.0	
1 1		Out-of-Centre		4.3 3	7 0.8	0.0	10.3	0.0	0.3 1	.1 7.3	0.1	0.2	9.8 0	.8 44.7	21.9	6.2	12.4	0.0 1	8 0.0	0.2	1.1	16.5 0.	0.0 0.0	0.0	0.0 0.0	5 0.0	0.1	0.0 34.5	0.0	0.0	0.0 0.1	1.1	0.3 (0.0 0.0	0.0	0.1	0.0 1.2	0.0	0.0	6.7 0.0	0.2	0.4	0.0 0	6 1.1	0.0	
0 0			subtotal										44.9 3		46.3	53.4	58.0	1.1 7	3 0.0	14.6	3.5	67.4 9.	0.3 0.2	0.2	2.3 3	8 0.0	0.1	3.5 63.1	1 0.3	0.0	0.0 0.7	4.7	1.4 0	0.0 0.2	0.2	1.0	0.6 1.2	0.1	2.6	15.4 0.0	0.8	1.0	0.8 0.3			
90 90 90 90 90 <td></td> <td>Strategic Centre</td> <td>Waball</td> <td>0.0 1</td> <td></td> <td>0.0</td> <td>0.0</td> <td>0.0</td> <td></td> <td></td> <td>0.0</td> <td>0.2</td> <td>0.0 0</td> <td>0.0</td> <td>0.0</td> <td>0.1</td> <td>1.3</td> <td>1.3 0</td> <td>0.0 0.0</td> <td>0.0</td> <td>0.0</td> <td>0.0 0.</td> <td>0.0 0.0</td> <td>0.0</td> <td>0.0 0.0</td> <td>0.0</td> <td>21.6</td> <td>23.6 3.0</td> <td>0.0</td> <td>0.0</td> <td>14.9 6.8</td> <td>13.8</td> <td>0.6 0</td> <td>0.0 0.2</td> <td>4.7</td> <td>0.0</td> <td>0.0 0.2</td> <td>2.5</td> <td>1.0</td> <td>0.5 0.0</td> <td>0.1</td> <td>0.0</td> <td>0.0 0.1</td> <td>0.0</td> <td>0.0</td> <td>6</td>		Strategic Centre	Waball	0.0 1		0.0	0.0	0.0			0.0	0.2	0.0 0	0.0	0.0	0.1	1.3	1.3 0	0.0 0.0	0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0 0.0	0.0	21.6	23.6 3.0	0.0	0.0	14.9 6.8	13.8	0.6 0	0.0 0.2	4.7	0.0	0.0 0.2	2.5	1.0	0.5 0.0	0.1	0.0	0.0 0.1	0.0	0.0	6
N N		Town Centre	Bloswich Brownhills Aldridos Willenhall Darlaston	0.0 0	0 0.0 6 0.0 0 0.0	0.0	0.0	0.0 0.3 0.0	0.0 0 1.2 0 0.0 0	0 0.0	0.0 0.0 0.0	0.0	0.0 0	0 0.0	0.0	0.0 0.2 0.0	0.2	0.3 0 6.6 0 0.0 0	0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	0.0 0.0 0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0 0.0	0 0.0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	02 02 03	2.2 0.0 0.0 0.0 4.5 0.2	2.0 0.0 0.0	0.0	11.9 6.1 3.8 10 4.0 0.0	2.4 0.6 0.0	0.2 0.1 0	1.7 23.5 0.1 2.1 0.0 0.0	12.1 30.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 13.5	0.0 0.1 21.0	0.0 0.0	0.0	0.0 0.0 0.5	0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.2	0
X1 X1 X2 X3 X3 <thx3< th=""> X3 X3 X3<!--</td--><td></td><td>District & Local Centres</td><td></td><td>0.0 0</td><td>0.0</td><td>0.0</td><td>0.0</td><td>0.0</td><td>0.1 0</td><td>0.0</td><td>0.0</td><td>0.1</td><td>0.0 0</td><td>0 0.8</td><td>0.0</td><td>0.0</td><td>0.0</td><td>0.7 0</td><td>0.0</td><td>0.0</td><td>0.0</td><td>0.4 0.</td><td>0.0 0.0</td><td>0.0</td><td>0.0 0.0</td><td>0 0.0</td><td>1.0</td><td>5.3 0.4</td><td>0.0</td><td>0.0</td><td>12.7 2.3</td><td>2.5</td><td>0.1 0</td><td>0.0 0.1</td><td>3.2</td><td>0.7</td><td>0.0 0.2</td><td>4.0</td><td>0.6</td><td>0.4 0.0</td><td>0.0</td><td>0.0</td><td>0.0 0.:</td><td>0.0 6</td><td>0.0</td><td>0</td></thx3<>		District & Local Centres		0.0 0	0.0	0.0	0.0	0.0	0.1 0	0.0	0.0	0.1	0.0 0	0 0.8	0.0	0.0	0.0	0.7 0	0.0	0.0	0.0	0.4 0.	0.0 0.0	0.0	0.0 0.0	0 0.0	1.0	5.3 0.4	0.0	0.0	12.7 2.3	2.5	0.1 0	0.0 0.1	3.2	0.7	0.0 0.2	4.0	0.6	0.4 0.0	0.0	0.0	0.0 0.:	0.0 6	0.0	0
Alt Core		Out-of-Centre	latotka	0.0 2	2 1.8	0.0	0.0	0.0	25 0	0 0.0	0.0	0.0	0.0 0	0 0.0	0.1	0.0	1.3	0.4 0	0.0	0.0	0.5	0.4 0.	0.0 0.0	0.0	0.0 0	0 00	12.3	23.7 5.2	0.5	0.0	10.7 8.5	14.7	0.6	0.0 1.1	2.6	1.9	0.0 2.0	9.6	7.2	1.1 0.0	0.0	0.0	0.1 0.1	3 0.0	0.0	_
	entres Outsid	le BCLA Area Birmincham Cannock Kiddurminster Lichfwid Redditch Station Coldfield Teilford		0.0 4 0.0 0 0.0 0 0.0 0 0.0 0 10.6 25	1 0.7 0 0.5 0 0.0 0 2.6 0 0.0 17 21.7	0.0 0.0 5.4 0.0 6.3	0.4 0.0 0.0 0.0 0.3 9.0	1.5 0.0 11.7 0.0 2.5	0.0 0 0.0 0 0.0 10 0.0 10 0.2 0 5.1 3	0 0.0 4 0.0 0 0.0 1.7 0.0 0 0.0 7 0.3	0.5 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0 0.0 0 0.0 0 0.0 0	0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0	0.0 0.0 0.0 0.0	0.2 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.2 2 2.1 0 0.0 0 0.5 0 95.9 0	3 144.9 0 0.0 0 0.0 0 0.0 0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.3 0.0 0.0 0.0	0.0 0. 0.0 0. 0.0 0. 0.0 0.	0.3 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	2.6 0.0 0.0 0.0	0.0 1 0.0 0 0.0 0 0.0 0 0.0 0	7 0.0 0 0.0 0 0.0 2 9.8 9 0.0	14 0.0 9.2 0.0 0.0 0.0	1.0 0.1 0.0 0.0 0.3 0.0 0.0 0.0 0.0 0.3 0.0 0.3	125.7 0.0 1.9 0.0 0.5 0.0	0.0 96.2 0.0 0.0 2.0	10.6 0.5 0.0 0.0 1.3 0.0 0.0 0.0 0.0 0.0 0.5 0.1	0.0 0.3 0.0 0.0 1.0	0.0 0	1.0 0.0 1.9 1.2 1.0 0.0 1.4 0.0 1.0 0.1	1.6 0.0 0.8 0.0 0.0 1.9	0.9 0.3 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 5.1 0.1 0.0 0.0	0.0 0.2 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0	2.7 0.0 0.0 0.2 0.0	0 0 0 0 0
XXX XXX XXX XXX XXX XXX XXX XXX XXXX XXXX		All Other Centres and Stores Elsewi	here	13.0 12	6.1 46.8	122.2	8.9	22.9 3	37.9 10	1.7 1.7	0.8	0.5	0.4 0	.4 1.3	0.4	0.6	1.3	22.7 2	3 5.6	2.2	6.2	0.8 0.	1.7 4.4	5.0	1.8 2	9 11.3	2.0	1.2 0.0	46.1	6.9	2.1 1.3	3.5	6.1 5	3.1 3.4	3.1	0.4	5.9 1.1	0.0	0.0	0.9 14	4 0.7	4.2	1.9 21	.4 12.4	20.0	40
			subtotal			191.7	37.5	85.9	47.1 12	5.1 3.5	3.8	1.0	0.6 4	7 8.9	1.4	1.2	1.8	123.8 4	8 152.4	3.5	7.2	0.8 1.	1.3 4.5	7.7	2.6 5	6 33.5	14.6	2.5 0.9	174.6	105.9	14.8 2.3	6.0	33.1 6	3.6 7.9	7.4	2.3 2	20.3 5.3	3.0	0.0	7.3 29	1 0.9	6.4	3.0 21	Ā	15.5	

PLANNING AUTHOR	ITY CENTRE TYPE		Zone 1 Zon	e 2 Zone 3	Zone 4	Zone 5 Zo	ne 6 Zone	Zone 8	Zone 9 Zo	ne 10 Zone 1	1 Zone 12	one 13 Zor	e 14 Zone 1	15 Zone 16	Zone 17 2	one 18 Zon	e 19 Zone 2	Zone 21	Zone 22 Zon	e 23 Zone 24	Zone 25	Zone 26 Zon	27 Zone 28	Zone 29 Z	one 30 Zone	31 Zone 32	Zone 33 Zon	e 34 Zone 35	5 Zone 36	Zone 37 Zo	ne 38 Zone	39 Zone 40	Zone 41 Zo	me 42 Zon	e 43 Zone 4	4 Zone 45	Zone 46 Z	Cone 47 Zon	e 48 Zone 4	49 Zone 50	Zone 51 Z	one 52 Zone	53 Zone 5	Zone
rhampton																																												
	Stratectic Centre	Wolverhamoton	0.0 0	8 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0.0	0.1	0.0 0	0.0	0.4	0.1	0.0 0	.3 0.0	0.0	3.0	.5 0.0	0.4	0.0 0	0.0	0.6	0.2 0.6	0.2	0.0 0.	4 0.0	0.0	0.0	0.1 0.0	0.0	0.0	5.8 25	5.9 3.7	1.3	0.7	3.1 0	0 11.3	53.0	20.5	14 4.4	6.8	0.0
	Town Centre	Bilaton Wednesfield	0.0 0	0 0.0	0.0	0.5 0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.1 0	0.0	0.0	0.1	0.0 1	.1 0.0	0.2	2.8 1 0.0 0	.1 0.0	0.1	0.0 0	0 0.8	0.0	0.0 0.4	0.6	0.0 0.	3 0.0	0.0	0.0	0.5 0.0	0.0	0.0	2.8 0 0.3 0	1.5 1.2 16 3.7	1.1	2.7 0.1	44.7 0 0.0 0	0 5.6	2.3	7.2	0.3 0.0	0.0	
	District & Local Centres		0.0 0	0.0	0.3	0.0 0	0.0 0.0	0.0	0.2	0.0 0.0	0.0	0.1 0	0.0	0.6	0.3	0.4 0	0.0 0.0	0.0	4.9 0	0.0	0.2	0.0 0	0.6	0.0	0.0 0.0	0.4	1.1 0.	0.0	0.0	0.1	0.0 0.0	0.0	0.0	3.1 20	0.1 5.3	2.0	0.2	6.1 0	0 9.2	39.0	26.7	1.0 3.7	1.9	4.0
	Out-of-Centre	schöntal	0.0 1	0 00	0.0	0.0 0	00 00	0.0	0.2	0.2 0.0	0.1	0.1 0	3 00	0.3	0.0	0.0 0	0 0.0	0.6	2.6 (3 0.4	0.7	0.2 0	6 <u>00</u> 6 14	26	05 2.0	0.2	0.0 1	6 0.3	0.0	0.0	06 02	0.0	0.0	12.2 51	7.1 <u>42.3</u> 4.2 58.2	10.6	4.5	30 0	1 4.5	31.1	10.7	2.6 16	7 33.3	0.0
	Strategic Centre	Briefey Hill- Traditional High Street	1.6 0	0 0.0	0.6	00 0	0.0 0.0	0.0	0.0	01 02	0.0	0.0 0	1 00	0.0	0.0	0.0 0	s 0.0	12	0.5	3 16.0	2.6	03 7	7 19	0.0	0.0 0.0		00 0	0 00	0.0	0.0	00 00	0.0	0.0	0.0 0	0 00	0.0	0.0	00 0	0 00	0.0	0.0	00 00		0.0
		Briefev Hil- Menv Hill	0.6 0				0.0 0.0			0.6 0.9	0.2	0.0 0				0.0 0				2 11.4	2.7	0.8 11			0.1 0.0			0.0	0.0		0.0 0.0			0.0 0	0.0	0.0		0.2 0	0 0.0			0.3 0.1		
	Town Centre	Dudlev Stourbridge Hilesigwen	0.0 0				0.0 0.0			0.0 0.0 0.6 0.2 90.8 1.8	0.3	0.1 0	LO 1.4 LO 0.0 L7 0.7			0.0 1:	5 4.7			5 0.9 0 5.7 0 0.1		0.0 0 3.8 43 0.0 0	0 0.0 3 34.4 4 2.1	0.0 0.0	0.0 0.0		0.0 0.	0 0.0	0.0					0.0 0		0.0		0.7 0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0			0.0 0.0	0.0	
	District & Local Centres		1.6 1	4 1.3	0.0	0.8 0	0.0 0.0	0.0	2.1	2.0 0.8	0.1	0.0 0	0.9	0.2	0.2	0.0 1	0.1 0.3	3.5	33.3	.0 12.7	22.8	5.9 25	.1 5.5	0.0	0.0 0.0	0.3	0.0 0.	0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.2 0	3 0.2	0.0	0.0	5.5 0	4 0.5	1.5	2.8	1.6 0.3	0.0	0.
	Out-of-Centre	subtolai	0.0 2	1 0.7	2.4	6.6 0	0.0 0.0	0.0	11.0	8.6 7.3	4.1	0.2 2	6 10.5	0.6	0.0	0.0 3	44 0.0	37.0	17.1 1	4.4 33.8	28.1	1.8 20	8 11.8	0.0	0.0 0.0	0.7	0.0 0	0.00	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	0 00	0.0	0.0	7.9 0	0 03	0.7	18	7.7 0.0	0.1	
	Strategic Centre	Weat Bromwich	0.0 6		0.0	00 0	0.0 58	0.0	0.0	0.0 0.2	0.6	27 6	3 15	27.3	30.4	0.0 0		0.9		1 0.0	0.1	00 0		0.0	0.0 0.0	10		0 00	0.0	2.2	03 00	0.0	0.0	0.0 0		0.0	0.2	01 0	0 02	0.0		0.0 0.0		-
	Town Centre	Blackheath	0.5 0				0.0 0.0	0.6	14.7	3.0 27	19.0	0.0 3		0.0	0.0	0.0 0		0.5			0.0	0.0 0		0.0	0.0 0.0		0.0 0.		0.1		0.0 0.0	0.0		0.0 0		0.0		0.0 0	0 0.0		0.0	00 0		
		Cradlev Heath Great Bridge Oldbury Wednesbury Case Hil Bearwood	0.0 0 0.0 2 6.0 2 0.0 0 11.6 3 8.1 0	0 0.0 9 0.0 0 0.0 0 0.0 7 0.0	0.0 0.0 0.0 0.0	0.4 0 0.0 0 0.8 0 0.0 0 0.0 0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.3 0.0 0.0 0.0 0.0	12 0.0 0.0 0.0 0.0	1.1 0.0 0.2 0.0 0.0	7.7 20.5 0.0 0.0 0.0 0.4 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	3.9 0.7 3.5 0.0 0.0	0.0 0 0.0 0 3.1 1 0.0 0 23.8 1	L0 0.4 L4 3.0 0.1 14.4	0.0 14.8 3.4 0.9 0.3	0.1 9.3 3.2 1.4 0.0		2 0.0 8 0.0 2 0.0 0 0.0 0 0.0	10.0 1.7 0.9 0.0 0.0	0.0 0 2.1 3 0.3 1 0.0 1	4 92 86 03 8 00 9 0.0 2 0.0 2 0.0	0.0 0.0 0.0	0.1 2 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0	1 2.5 2 0.7 0 0.0 0 0.0 0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 3.6 0.0 0.0 0.0 0.0	0.0 6.3 1.1 18.5 0.3	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 0.0 0.0	0.0 0.8 0.3 0.2 0.0		0.0 0.0 0.0	0.0 0.0 0.0 0.2 0.0	0.0 0 0.2 0 0.0 0 0.7 0 0.0 0 0	0 0.0 0 0.0 6 0.0 0 0.0	0.0 0.0 0.0	0.0 0.7 0.0 1.5 0.0	0.0 0 3.1 0 0.9 0 4.0 0 0.0 0	0 0.0 0 0.0 0 0.0 0 0.2 0 0.0	0.0 0.0 0.2 0.2	0.5 0.0 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	0000
	District & Local Centres		5.7 8				0.0 6.1	0.0		5.5 1.1	7.8	2.5 1	0.1 3.2	1.2	1.9	0.2 0	1 0.0	0.7	0.0 1	5 0.0	0.1	0.1 0		0.0	0.0 0.0	1.6	0.0 0.	0.0	0.1		0.8 0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.1	0.7 0	0 0.1	0.2	0.0	0.0 0.	0.0	
	Out-of-Centre		4.4 3			10.4 0	0.0 0.3	1.1		0.1 0.2	2.2		5.4 22.3		12.6	0.0 1			1.1 1		0.0	0.0 0	0 0.5		0.1 0.0		0.0 0.		0.1		0.3 0.0		0.0	0.1 0	0 1.2			6.8 0	0 0.2		0.0	0.6 1.	0.0	
	Strategic Centre	subtotal Walsal	36.3 21 0.0 1			35.9 C	0.0 12.6	2.9	0.0	17.3 25.0 0.0 0.2	45.4	37.9 10	18.7 47.1	54.2 0.1	58.8	1.1 7	<u>A 0.0</u>	14.9	3.5 6 0.0 0	8.5 9.5 10 0.0	0.2	0.2 2	<u>3 38</u> 0 0.0	0.0	0.1 3.6 22.1 24.5	<u>64.3</u> 2 3.1	0.3 0.	0 0.0	6.9	4.7	1.4 0.0 0.6 0.0	0.2	4.7	0.0 0	0 0.2	2.5	2.6	0.5 0	0 0.8	0.0	0.8	0.7 1.1		
	Town Centre	Blaswich Brownhills	0.0 0	0 0.0	0.0		0.0 0.0	0.0		0.0 0.0	0.0	0.0 0			0.0	0.0 0	0 0.0	0.0		0 0.0	0.0	0.0 0		0.0	0.0 2.2	0.0	0.0 0. 2.0 0.	0 34.9	0.6 6.2		1.4 0.0 0.2 1.7		0.1	0.2 0		5.8	0.1	0.0 0		0.0	0.0	0.0 0.0		6
		Adridos Wilienhall Darlaston	0.0 2 0.0 0 0.0 0	6 0.0 0 0.0	0.0	0.0 0	0.3 1.2 0.0 0.0 0.0 0.0	0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0	0.0	0.2	0.0	6.6 0 0.0 0 0.0 0	0.0	0.0	0.0 0	0 0.0	0.0	0.0 0.	0 0.0 6 0.0	0.0	0.2 0.0	0.0	0.0 0.	0 3.9	10.8	0.6	0.1 0.1 0.2 0.0 0.0 0.0	2.1	30.3 0.0	0.0 0	.0 0.0	0.0	0.1	0.0 0 1.6 0 5.0 0	0 0.0	0.0	0.0	0.0 0.0	0.0	
	District & Local Centres		0.0 0	0.0	0.0	0.0 0	0.0 0.2	0.0	0.0	0.0 0.1	0.0	0.0 0	.8 0.0	0.0	0.0	0.7 0	0.0	0.0	0.0 0	4 0.0	0.0	0.0 0	0.0	0.0	1.1 5.5	0.4	0.0 0.	0 12.9	2.8	2.6	0.1 0.0	0.1	3.2	0.7 0	0 0.2	4.1	0.6	0.4 0	0.0	0.0	0.0	0.0 0.1	0.0	0.
	Out-of-Centre		0.0 2	3 1.8	0.0	0.0 0	0.0 25	0.0	0.0	0.0 0.0	0.0	0.0 0	0 0.1	0.0	1.3	0.4 0	0 0.0	0.0	0.5 0	4 0.0	0.0	0.0 0	0 0.0	0.0	12.6 24.3	3 53	0.5 0	0 10.9	8.6	14.9	0.0 0.0	1.1	2.7	1.9 0	0 2.0	2.8	7.4	1.1 0	0 00	0.0	0.1	0.0 0/	0.0	
entres Outside	BCLA Area Birmincham Cannock Kiddarminster Lichfwid Redditch Stafford Stafford Stafford Tafford		89.6 51 0.0 4 0.0 0 0.0 0 0.0 0 10.8 20 1.8 0	2 0.7 0 0.5 0 0.0 0 2.7 0 0.0 0 21.8	0.0 0.0 5.4 0.0 6.4	0.4 1 0.0 0 0.0 1 0.3 0 9.1 2	67.6 4.0 1.5 0.0 0.0 0.0	11.0 0.0 3.8	0.0 0.0 0.0 0.0 0.0 0.0	2.5 0.3 0.0 0.0 0.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.1	3.7 6 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0	0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0	0.2 0.0 0.0 0.0	0.0 0.0 0.0 0.0	2.4 0 0.0 0 0.2 2 2.1 0 0.5 0 96.4 0 0.0 0	0 0.0 3 147.3 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 0 0.0 0 0.3 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0	0.0	0.1 0 0.0 0 2.6 0 0.0 0 0.0 0 0.0 0 0.0 0	0 1.7 0 0.0 0 0.0 0 0.2 4 0.9	10.6 0.0 0.0 9.9 0.0	1.9 0.0 1.5 1.0 9.4 0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.1 0.0 0.0 0.4 0.0	0.0 0. 1.9 97 0.0 0.	0 10.7 0 0.0 7.3 1.3 0 0.0 0 0.0 0 0.5	0.0 0.9 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.7 0.0 0.3 0.0 0.0 1.0	0.0 0.0 27.0 4.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.4 0.0 0.0 0.0 0.0	3.4 0.0 1.2 0.0 0.0 0.0	1.6 0.0 0.8 0.0 0.0 1.9	0.3 0 0.9 9 0.3 0 0.0 0 0.0 0 0.0 5 0.0 0 0.4 0	0 0.0 0 0.0 0 0.0 2 0.1 0 0.0	0.0	0.0 0.0 0.0 0.0 0.0	6.0 0 0.5 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0	0 0.0 0 0.0 0 0.0 0 0.0 1 0.0 0 0.0	0.0 0.0 0.0 1.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	2.7 0.0 0.0 0.0 0.0 0.0	18
	All Other Centres and Stores Elsewhe	ife	13.2 12	7.6 47.2	123.5	9.0 2	3.2 38.3	104.7	1.7	0.8 0.5	0.4	0.4 1	.4 0.4	0.7	1.4	22.9 2	3 5.7	2.3	6.3 0	8 0.8	4.5	5.0 1	8 2.9	11.4	2.0 1.3	0.0	47.0 6.	9 2.1	1.7	3.5	6.2 53.	3.4	3.1	0.4 6	.0 1.1	0.0	0.0	0.9 14	8 0.7	4.3	1.9	21.5 12	\$ 20.2	41
		subtotal	115.2 20		100.0			100.3	0.0	3.8 1.0	0.6	4.8 \$	1 14	12			9 154.9			8 1.3	4.5				14.9 2.6		178.0 10				33.4 64.3		7.4		17 54			7.4 2	9 0.9	6.5	0.6	21.5 15.		

Lambert Smith Hampton

TABLE 4: 2029 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em) ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Evolution juttured Shopping and duffe Special Forms of Trading

OCAL PLANNING AUTHORIT	TY CENTRE TYPE		Zone 1 Zon	e 2 Zone 3	Zone 4 Zo	one 5 Zone	6 Zone 7	Zone 8 Zo	ine 9 Zone 1	10 Zone 11	Zone 12 Zon	e 13 Zone 14	Zone 15 Z	one 16 Zone	17 Zone 18	Zone 19 2	Cone 20 Zon	te 21 Zone 2	22 Zone 23	Zone 24 Zo	ne 25 Zone 3	S Zone 27	Zone 28 Zone	29 Zone 30	Zone 31 Zone	a 32 Zone 33	Zone 34 Zon	e 35 Zone 3	6 Zone 37 2	Cone 38 Zone	39 Zone 40	Zone 41 Zon	te 42 Zone 4	3 Zone 44 Zi	Ione 45 Zor	ne 46 Zone 4	7 Zone 48	Zone 49 Zos	ine 50 Zone 5	1 Zone 52	Zone 53 Zone	54 Zone 55	TUDY ARE
Volverhampton	Strategic Centre	Wolverhampton	0.0 0.	8 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.1 0	0.0 0.0	0.0	0.4 0.1	0.0	0.3	0.0 0	3.0 3.0	1.5	0.0	0.4 0.0	0.0	0.0 0.1	0.2	0.6 0.	2 0.0	0.4 0	.0 0.0	0.0	0.1 0.0	0.0	0.0 6	1.0 26.6	3.8	1.4 0	0.7 3.1	0.0	11.7 5	54.1 20.9	1.4	4.5 7.0	0.0	151.4
	Town Centre	Bilaton Wednesfield	0.0 0	0 0.0	0.0	0.0 8.0	0.0	0.0	0.0 0.0	0.0	0.0 0 0.0 0	1 0.0	0.0	0.0 0.1	0.0	1.1	0.0 0	0.2 2.8 0.0 0.0	8 1.1 0 0.0	0.0	0.1 0.0	0.0	0.0 0.0	0.0	0.4 0.	6 0.0 0 0.0	0.3 0	0.0 0.0	0.0	0.5 0.0	0.0	0.0 2	1.9 0.5 1.3 0.6	1.2 3.8	1.2 2 0.0 0	2.8 45.7 0.1 0.0	0.0	5.7	2.4 7.3 0.0 0.0	0.3	0.0 0.0		79.3 4.9
	Diatrict & Local Centres		0.0 0.	0.0	0.3	0.0 0.0	0.0	0.0	0.2 0.0	0.0	0.0 0	.1 0.0	0.0	0.6 0.3	0.4	0.0	0.0 0	0.0 5.0	0.0	0.0	0.2 0.0	0.0	0.6 0.0	0.0	0.0 0.4	4 1.1	0.0 0	0.0 0.0	0.1	0.0 0.0	0.0	0.0 3	1.2 20.5	5.4	2.0 0	0.2 6.3	0.0	9.5 2	39.8 27.2	1.0	3.8 1.7	4.2	135.5
	Out-of-Centre	subtotal	0.0 1	9 0.0	0.0	00 00	0.0	0.0	0.2 0.2	0.0	0.1 0	1 0.3	0.0	0.3 0.0	0.0	0.0	0.0 0	2.6 2.6	5 2.9	0.5	07 02	0.6	0.0 26	0.5	2.1 0:	2 0.0	2.3 0	3 0.0	0.0	0.6 0.2	0.0	0.0 12	2.5 58.5 4.8 106.7	43.1	10.9 4	4.7 <u>3.0</u> 8.5 58.1	0.1	4.7 3	31.8 10.9 128.0 66.7	2.6	17.1 <u>33.3</u> 25.3 42.8	(0.0 8 4.2	252.1 623.2
Judlev	Strategic Centre	Briefev Hill- Traditional High Street Briefev Hill- Merry Hill	1.6 0. 0.6 0.			0.0 0.0			0.0 0.1		0.0 0			0.0 0.0 0.0 0.3 0.2				1.2 0.5	i 13 0.2		27 0.3 28 0.8		2.0 0.0	0.0	0.0 0.		0.0 0	0 0.0		0.0 0.0	0.0		.0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0 0		0.0		0.0	38.2 42.2
	Town Centre	Dudlev Stourbridge Helesowen	0.0 0. 0.0 0. 1.4 0.	0.0	0.0	0.1 0.0 0.0 0.0 4.1 0.0	0.0	0.0	0.0 0.0 0.6 0.6 10.0 31.3	0.2	0.3 0 0.0 0 0.9 0	0 0.0	0.0	0.0 0.2 0.0 0.0 0.0 0.0	0.0	0.5		0.4 0.9 0.0 0.0 0.3 0.0	0.0	5.8	1.4 0.0 3.3 3.8 0.0 0.0	47.8	0.0 0.0 35.2 0.0 2.2 0.0	0.0	0.0 0. 0.0 0. 0.0 0.	0 0.0	0.0 0 0.0 0		0.0	0.0 0.0	0.0		0.0 0.0 0.1 0.0 0.0 0.0		0.0 0	0.0 0.7 0.0 0.0 0.0 0.0		0.0 0	0.0 0.1 0.0 0.7 0.0 0.0		0.0 0.0	0.1	28.8 107.3 58.7
	District & Local Centres		1.6 1.	5 1.4	0.0	0.8 0.0	0.0	0.0	2.1 2.0	0.8	0.1 0	0.0 0.0	0.9	0.2 0.2	: 0.0	10.3	0.3 3	3.6 33.7	7 1.0	13.0 2	23.1 5.9	25.4	5.6 0.0	0.0	0.0 0.	4 0.0	0.0 0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0	1.2 0.3	0.2	0.0 0	0.0 5.6	0.4	0.6	1.6 2.9	1.6	0.4 0.0	0.0	153.3
	Out-of-Centre	subtotal	0.0 2	2 0.8		67 0.0				7.4		2 3.7							3 14.8							7 0.0		0.0		0.0 0.0		0.0 0.0		0.0		0.0 8.1					0.0 0.1		304.1
Sandwell	Strategic Centre	West Bromwich	0.0 6.			0.0 0.0		0.0	0.0 0.0	0.2	0.7 2	8 5.4		27.9 30.5		0.9	0.0 0		1.1	0.0	0.1 0.0		0.0 0.0	0.0	0.0 1.		0.0 0	.0 0.4		0.3 0.0		0.0 0.0	1.0 0.0	0.0	0.0 0	0.2 0.1	0.0		0.0 0.0		0.0 0.0		88.9
	Town Centre	Blackheath Cradley Heath Great Bridge Oldbury Wednesbury	0.6 0. 0.0 0. 0.0 3: 6.1 2: 0.0 0.	0 0.0	0.0	28 0.0 0.4 0.0 0.0 0.0 0.8 0.0 0.0 0.0	0.0	1.3 0.0 0.0	14.9 4.0 1.1 7.9 0.0 0.0 0.2 0.0 0.0 0.0	0.0	19.4 0 4.0 0 0.7 0 3.6 3 0.0 0	0 0.0 0.4 2 10.2	0.4 3.0 14.7	0.0 0.0 0.0 0.1 15.1 9.4 35 3.2 1.0 1.5	0.0	0.2 3.7 0.2	0.0 1	0.5 0.0 0.2 0.0 1.7 2.2 1.9 0.3 1.0 0.0	0.4	9.4 0.3 0.0	0.0 0.0 0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0	0.2	0.1 0.0	0.0 0.0	0.0 0. 0.0 0. 0.0 6: 0.0 1. 3.8 19	0 0.3 5 0.0 1 0.0		0 0.0	0.0 0.8 0.3	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0	1.0 0.0 1.2 0.0 1.0 0.6	0.0	0.0 0	0.0 0.0 0.0 0.0 0.8 3.2 0.0 0.9 1.5 4.1	0.0	0.0 0	0.0 0.0 0.0 0.0 0.0 0.5 0.0 0.0 0.2 0.4	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	52.4 62.3 89.4 54.8 35.9
	District & Local Centres	Cape Hil Bearwood	11.8 3. 8.2 0. 5.8 8.	8 0.0 0 0.0	0.0 2.4		0.0	0.0	0.0 0.0 0.5 0.0 4.1 5.6	0.0	0.0 2	1.6 19.6	0.6	0.0 0.0	0.0	0.0	0.0 0	0.0 0.0 0.0 0.0	0 0.2	0.0	0.0 0.0	0.0	0.0 0.0	0.0		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	0.0 0.0	0.0	0.0 0	0.2 0.0 0.0 0.0		0.0 0.0	0.0	62.3 33.1 97.7
	Out-of-Centre		45 3	8 0.8	0.0	10.5 0.0	0.3	1.2	7.5 0.1	0.2	10.1 0	.0 10.3	22.8	6.4 12.8	8 0.0	1.9	0.0 0	0.3 1.1	17.2		0.0 0.0	0.0		0.2	0.0 38	5 0.0		.0 0.1	1.1	0.5 0.0	0.0	0.0 0	1.0 0.0	1.2	0.0 0	0.0 7.0	0.0	0.2	0.2 0.0	0.0	1.2 0/		199.6
		subtotal			4.2	36.4 0.0	12.8	3.0 2	8.3 17.5	25.5	46.4 3	110.4	48.2	55.4 59.8	8 1.1	7.6	0.0 1	5.2 3.6	3 70.1	9.7	0.2 0.2	2.4	3.9 0.0	0.2	3.8 68	.1 0.3	0.0 0		4.8	1.4 0.0	0.2	0.2 1	.0 0.6	1.2	0.1 2	2.7 16.0	0.0		1.0 0.8	0.7	1.2 0.6		776.6
Walsali	Strategic Centre	Watsall	0.0 1.	7 0.0	0.0	0.0 0.0	0.0	0.7	0.0 0.0	0.2	0.0 0	0.0	0.0	0.1 1.4	1.3	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0.0	23.0	25.0 3:	2 0.0	0.0 1	5 7.1	14.3	0.6 0.0	0.2	4.8 0	0.0 0.0	0.2	2.6	1.0 0.6	0.0	0.1 0	0.0 0.0	0.0	0.0 0.0	0.0	102.4
	Town Centre	Bloswich Brownhills Aldridge Willenhall Darlaston	0.0 0. 0.0 0. 0.0 2. 0.0 0. 0.0 0.	0 0.0 7 0.0 0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 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 0.0 0.0 0.0 0.0	0.0	0.0 0 0.0 0 0.0 0 0.0 0	0.0 0.0	0.0	0.0 0.0 0.0 0.2 0.2 0.0 0.0 0.0 0.0 0.0	0.3 6.7 0.0	0.0	0.0 0	1.0 0.0 1.0 0.0 1.0 0.0 1.0 0.0 1.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.2 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3	2.3 0) 2.3 0) 0.0 0) 4.8 0; 7.7 21	0 2.1 0 0.0 2 0.0	0.0 3	1.3 6.3 9 11.1 .1 0.0	2.5 0.6 0.0	1.4 0.0 0.2 1.1 0.1 0.1 0.2 0.0 0.0 0.0	24.5 2.2 0.0	12.4 0		0.0 7.5	0.0 0	0.2 0.0 0.0 0.0 0.1 0.0 12.1 1.6 3.7 5.1	0.0	0.0 0	0.0 0.0 0.0 0.0 0.0 0.0 0.5 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.2 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	44.3 63.8 60.2 62.4 43.8
	District & Local Centres		0.0 0.	0.0	0.0	0.0 0.0	0.2	0.0	0.0 0.0	0.1	0.0 0	0 0.8	0.0	0.0 0.0	0.7	0.0	0.0 0	0.0 0.0	0.4	0.0	0.0 0.0	0.0	0.0 0.0	1.1	5.7 0.	4 0.0	0.0 1	1 2.9	2.6	0.1 0.0	0.1	3.3 0	.7 0.0	0.2	4.2 0	0.6 0.5	0.0	0.0 0	0.0 0.0	0.0	0.0 0.0	0.0	36.3
	Out-of-Centre																																								0.0 0.0		115.2
All Other Centres Outside I	BCLA Area Birmincham Cannock	subtotal	91.3 51 0.0 4.	9 68.2	59.3	19.4 48.1 0.4 1.5	8 4.0	93	1.6 2.5	0.4	0.0 0	9 64	1.1	0.4 0.4 0.4 0.1	2.5	0.3	1.9 1	1.3 0.7 1.0 0.0	0.0	0.2	0.0 0.1	0.5	0.0 0.0	1.9	0.0 0.	4 0.4	0.9 0		0.6	0.0 0.0 27.4 4.5	0.0	0.0 0	1.8 1.4 1.3 0.1 1.9 9.5	0.0	0.0 0	0.0 6.1 0.0 0.5	0.0	0.7 0	1.3 1.1	0.0	0.0 0.2	0.5	381.6 220.9
	Lishfield Reddlich Stafford Suttor Coldfield Telford		0.0 4. 0.0 0. 0.0 0. 0.0 0. 11.0 26 1.6 0.	0 0.5 0 0.0 0 2.7 0 0.0 4 22.2	0.0 5.5 0.0 6.5	0.0 0.0 0.0 0.0 0.0 123 0.3 0.0 9.2 2.6	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.4 0.0 11.5 0.0 3.9	0.0 0.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0	0 0.0	0.0 0.0 0.0 0.0 0.0	0.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.2	2.4 0.0 0.0 0.0 0.0	150.9 0 0.0 0 0.0 0 0.0 0 0.0 0	1.0 0.0 1.0 0.3 1.0 0.0 1.0 0.0 1.0 0.0 1.0 0.0 1.0 0.0	0.0	0.3 0.0 0.0 0.0 0.0	0.1 2.6 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	1.8 0.0 0.0 0.0 0.2 10 0.9 0.0 0.0 2.0	0.0 9.8 0.0 0.0 0.2	0.0 0/ 0.3 0/ 0.0 0/	0 0.0 0 2.0 0 0.0 4 0.6 0 0.0	0.0 0 98.8 1 0.0 0 0.0 0 2.0 0		0.0 0.3 0.0 0.0 1.1	0.0 0.0 0.3 6.1 0.0 0.0 0.0 0.4 0.0 0.0 0.0 0.0	0.0 1.2 0.0 0.0 0.1	0.0 0.0 0.8 0	13 0.0 10 0.0 10 0.0 10 5.3 10 0.0	0.0 0.0 0.1 0.0	0.0 0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.1 0.0	0.0 0	0.0 0.0 0.0 0.0 0.0 0.0 1.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 19.6 0.0 0.0 0.0 0.0 0.0	177.4 126.4 29.5 194.5 32.8
	All Other Centres and Stores Elsewhe	re .	13.5 125	17 48.1	125.6	9.1 23.1	8 38.9	109.0	1.7 0.8	0.5	0.4 0	4 1.4	0.4	0.7 1.4	23.0	2.4	5.9 2	2.3 6.4	0.9	0.8	4.5 5.0	1.8	3.0 11	3 2.1	1.3 0.	0 48.3	7.0 2	2 1.7	3.6	6.3 54	5 3.5	3.1 0	1.5 6.1	1.1	0.0 0	0.0 0.9	15.3	0.8 4	4.4 2.0	21.7	12.9 20.8	\$ 42.9	822.3
		subtotal	117.4 212	13 145.0	198.9	38.3 89.	2 48.4	134.1	3.6 3.8	1.0	0.6 4	9 9.2	1.5	1.2 1.9	125.4	5.0	158.6 3	3.6 7.3	0.9	1.3	4.6 7.7	23	5.8 34.	3 15.5	2.7 0.	9 183.0	108.8 1	13 28	6.2	33.9 65.	2 8.2	7.5 2	1.4 21.2	5.5	3.1 (0.0 7.6	31.0	0.9	6.6 3.1	21.7	16.1 27.0	65.7	2004.7
		GRAND TOTAL	159.5 253	.1 150.0	204.7	87.3 89.1	6 66.0	137.8 5	6.5 83.2	38.3	52.8 4	17 127.3	63.7	59.3 66.0	0 136.1	74.1	163.7 7.	2.6 78.3	3 92.5	93.8 6	56.3 20.8	120.2	74.9 37.	5 54.4	82.5 100	2 187.0	111.2 11	1.9 40.3	46.8	39.7 67.	1 36.8	61.6 35	5.3 130.2	78.3	56.4 4	6.4 105.2	31.5	34.9 1	139.1 75.6	37.4	43.1 70.3	/ 70.0	4663.4

Lambert Smith Hampton

TABLE 5: 2014 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em) ALL CONVENENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shopping and diver Special Forms of Trading

OCAL PLANNING AUTHORI	TY CENTRE TYPE		Zone 1 Zone	e 2 Zone 3	Zone 4 2	Zone 5 Zor	ne 6 Zone 7	Zone 8	Zone 9 Zon	te 10 Zone 11	1 Zone 12	Zone 13 Zon	e 14 Zone 15	Zone 16	Zone 17 Zo	ne 18 Zone	19 Zone 20	Zone 21 Zo	ine 22 Zone 2	3 Zone 24	Zone 25 Zor	e 26 Zone 2	7 Zone 28 2	one 29 Zone	a 30 Zone 31	Zone 32 Zo	one 33 Zone 34	Zone 35	Zone 36 Zon	e 37 Zone 38	Zone 39 Zo	one 40 Zone	41 Zone 42	Zone 43	Zone 44 Zone	145 Zone 46	Zone 47	Zone 48 Zo	ne 49 Zone	50 Zone 51	Zone 52 Zo	ne 53 Zone 54	Zone 55 S	UDY ARE
Volverhampton	Stratecic Centre	Wolverhamoton	0.0 0.5	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	0.0 0.0	0.1	0.0 0	0.0	0.4	0.1	0.0 0.0	0.0	0.0	3.1 1.6	0.0	0.4 0	.0 0.0	0.0	0.7 0.	2 0.6	0.2	0.0 0.4	0.0	0.0 0.	0 0.1	0.0	0.0 0.0	6.1	27.3	3.8 1.4	4 0.8	3.2	0.0 1	12.0 55.	2 21.3	1.4	4.6 7.1	0.0	155.1
	Town Centre	Biaton Wednesfield	0.0 0.0 0.0 0.0	0.0	0.0	0.6 0.0	0.0 0.0	0.0	0.0 0	0.0 0.0 0.0 0.0	0.0	0.1 0	0.0 0.0	0.0	0.1	0.0 1.1	0.0	0.2	2.9 1.1 0.0 0.0	0.0	0.1 0	0.0	0.9 0.0	0.0 0.	0 0.4	0.6 0.0	0.0 0.3	0.0	0.0 0.	8.0 0 0.0 0	0.0	0.0 0.0	3.0 0.3	0.5	1.2 1.2 3.9 0.0	2 2.9 0 0.1	46.8 0.0		5.9 2.4 0.0 0.0	4 7.4 0 0.0	0.3	0.0 0.0		81.3 5.0
	District & Local Centres		0.0 0.0	0.0	0.3	0.0 0	0.0 0.0	0.0	0.2 0	0.0 0.0	0.0	0.1 0	0.0	0.6	0.4	0.4 0.0	0.0	0.0	5.0 0.0	0.0	0.2 0	0.0	0.6	0.0 0.	0.0	0.5	1.1 0.0	0.0	0.0 0.	1 0.0	0.0	0.0 0.0	3.3	21.1	5.5 2.1	1 0.2	6.4	0.0	9.8 40.	.6 27.7	1.1	3.9 2.0	4.3	138.7
	Out-of-Centre	istotela	0.0 1.1	0.0	0.0	0.0 0	0 00	0.0	0.2 0	2.3 0.0	0.1	0.2 0	3 0.0	0.3	0.0	00 00	0.0	0.6	2.7 0.3	0.5	0.7 0	2 0.6	0.0	26 0	5 <u>2.1</u> 7 3.2	0.2	0.0 1.7	0.4	0.0 0	0 0.6	0.2	0.0 0.0	12.9	60.2 109.8	43.9 11	2 4.8	3.1	0.1	4.8 32	4 11.1	2.6	17.5 34.6 26.0 43.6	43	258.2
Judiev	Strategic Centre	Brieflev Hill- Traditional High Street Brieflev Hill- Merry Hill	1.6 0.0 0.6 0.0			0.0 0			0.0 0	0.1 0.2 0.6 0.9		0.0 0	1 0.0	0.0	0.0	0.0 0.7 0.0 0.5	0.0	1.3	0.5 1.4 1.1 0.2	16.8		13 7.9	2.0	0.0 0.	0 0.0	0.0	0.0 0.0		0.0 0.		0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0 0.0	0.0		0.0	37.0 43.2
	Town Centre	Dudlev Stourbridge Halesowen	0.0 0.0 0.0 0.0 1.4 0.3	0.0	0.0	0.0 0.0	0 00	0.0	0.6 0	0.0 0.0 0.6 0.3 11.8 1.9		0.1 0 0.0 0 0.0 2	0.0	0.0	0.0	0.0 13: 0.0 0.5 0.0 0.0	4.9	0.0	0.9 0.5 0.0 0.0 0.0 0.0	6.0	1.4 0 3.4 5 0.0 0		38.0	0.0 0. 0.0 0. 0.0 0.	0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0		0.0 0. 0.0 0. 0.0 0.	0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.1	0.0	0.0 0.0			0.0	0.0 0.0 0.0 0.0 0.0 0.0	0 0.8		0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.1	29.4 109.9 60.2
	District & Local Centres		1.6 1.5		0.0	0.9 0.	0.0	0.0	2.2 2	2.1 0.8	0.1	0.0 0	0 1.0	0.3	0.2	0.0 10.	7 0.3	3.7	34.2 1.0	13.3	23.5 6	10 25.8	5.8	0.0 0.	0.0 0.0	0.4	0.0 0.0	0.0	0.0 0.	0.0	0.0	0.0 0.0	0.2	0.3	0.3 0.0	0.0	5.8	0.4	0.6 1.6	1 2.9	1.6	0.4 0.0	0.0	157.0
	Out-of-Centre	subtotal	0.0 2.2	2 0.8		6.9 0				7.4 7.6			8 11.0										12.3			0.7			0.0 0.			0.0 0.0			0.0 0.0	0.0						0.0 0.1		311.4
Sandwell	Strategic Centre	West Bromwich	0.0 6.1			0.0 0.0		0.0	0.0 0	0.0 0.2	0.7	2.9 5	5 1.6		31.5	eo eo	0.0	0.9	0.0 1.2	0.0	0.1 0	10 0.0	0.0	0.0 0.	0 0.0	1.0	0.0 0.0		0.4 2		0.0	0.2 0.0	0.0	0.0	0.0 0.0	0.0	0.1		0.2 0.0			0.0 0.0		91.1
	Town Centre	Blackheath Cradley Heath Great Bridse Oldburv Wedmisbury Case Hill	0.6 0.0 0.0 0.0 6.2 2.1 0.0 0.0 12.1 3.5		0.0 0.0 0.0 0.0	0.0 0.0 0.8 0 0.0 0 0.0 0	10 0.0 10 0.0 10 0.4 10 0.4	1.3 0.0 0.0 0.0	0.0 0		0.7 3.7 0.0 0.0	0.0 0 3.3 10 0.0 0 25.4 20	0 0.4 4 3.1 5 15.1 0 0.0 0 0.6	15.5 3.5 1.0 0.3	0.1 9.6 3.3 1.5 0.0	0.0 0.7 0.0 0.2 0.0 3.9 0.0 0.2 0.0 0.0 0.0 0.0 0.0 0.0	0.0	10.6 1.8 0.9 0.0 0.0	0.0 0.0 0.0 0.4 2.2 38.6 0.3 1.9 0.0 2.0 0.0 0.2	0.3 0.0 0.0	0.0 0.0		2.6 0.7 0.0 0.0		0 0.0 0 0.0 0 0.0 0 3.9 0 0.0	0.0 6.7 1.2 19.6 0.3	0.0 0.0 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	0.1 0. 0.0 0. 0.0 0. 0.0 0. 0.0 0. 0.0 0.	0 0.0 8 0.0 3 0.0 2 0.0 0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.2 0.0 0.0	0.0 0.2 0.0 0.8 0.8 0.0	0.0 0.6 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0.8	3.2 1.0 4.2 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.1 0.0 0.2 0.2 0.0 0.2	0 0.0 0 0.5 0 0.0 2 0.4 2 0.0	0.0 0.0 0.1 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.6 0.0 0.0	0.0 0.0 0.0 0.0	53.7 63.8 91.5 56.2 36.8 63.8
	District & Local Centres	Bearwood	8.4 0.0 5.9 8.5				10 0.1		4.2 5	0.0 0.0 5.7 1.2	0.0 8.1	5.2 15 2.7 10			0.0	0.0 0.0			0.0 0.2		0.0 0	LO 0.0		0.0 0.		0.0	0.0 0.0	0.0	0.0 0.	0 0.0	0.0	0.0 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 0.0	0.0	0.0 0.0	0.0	33.9 100.1
	Out-of-Centre	subtotal	4.6 3.5	0.08	0.0	10.7 0 37.1 0	0 03	12	7.6 0	0.1 0.2 7.8 26.1	10.3	<u>0.9 4</u> 40.5 11	1 23.4	6.6	13.0	00 19	0.0	0.3	<u>1.1 17.7</u> 3.6 72.2		0.0 0	0 00	0.6	00 0	2 0.0	37.7	0.0 0.0	0.0	0.1 1	1 03	0.0	00 00	0.1	0.0	12 00	0.0	7.2	0.0	02 04		0.6	12 0.0	0.0	204.5
Walsall	Strategic Centre	Walsall	0.0 1.3	1 0.0	0.0	0.0 0	0.0	0.7	0.0 0	0.0 0.2	0.0	0.0 0	0 0.0	0.1	1.4	1.3 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0	10 0.0	0.0	0.0 24	0 26.0	3.3	0.0 0.0	15.9	7.2 14	.6 0.6	0.0	0.2 4.9	0.0	0.0	0.2 2.1	7 1.1	0.6	0.0	0.2 0.0	1 0.0 t	0.0	0.0 0.0	0.0	104.8
	Town Centre	Blaswich Brownhills Aldridge Willenhall Darlissten	0.0 0.0	0.0 0.0 0.0 7	0.0 0.0		0.0 0.0	0.0	0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0			0.2	0.0	0.0 0.0 0.3 0.0 6.8 0.0 0.0 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 0.0 0.0 0.0	0.0	0.0 0	LO 0.0 LO 0.0 LO 0.7 LO 0.0	0.0	0.0 0. 0.0 0. 0.0 0. 0.0 0.	3 2.4 3 0.0 3 5.0	0.0 0.0 0.2	0.0 0.0 2.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0	4.0	0.6 0. 6.5 2 11.3 0. 0.0 0. 0.0 0.	6 0.1 0 0.2	0.1	0.2 0.1 25.0 121 22 31. 0.0 0.0 0.0 0.0	1 0.0 3.9	0.0	1.6 6.1 0.0 0.0 7.6 14 2.8 0.1	0 0.1 4 22.8	0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.3 0.6 0.3 0.0	0 0.0 6 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.2 0.0 0.0	0.0	45.4 65.4 61.7 63.9 44.9
	District & Local Centres		0.0 0.0	0.0	0.0	0.0 0	0 0.2	0.0	0.0 0	0.0 0.1	0.0	0.0 0	8 0.0	0.0	0.0	0.7 0.0	0.0	0.0	0.0 0.4	0.0	0.0 0	0.0	0.0	0.0 1.	2 5.9	0.4	0.0 0.0	13.5	2.9 2	7 0.1	0.0	0.1 3.3	0.8	0.0	0.2 4.5	3 0.6	0.5	0.0	0.0 0.0	0.0 L	0.0	0.0 0.0	0.0	37.2
	Out-of-Centre																																									0.0 0.0		118.0
All Other Centres Outside	BCLA Area Birmincham Camook Kidderminear Lichfreid Redditch Stafford Sution Codifield Telford	KLODUE	93.3 53.1 0.0 4.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 11.2 27.1 1.6 0.0	0 69.5 8 0.7 0 0.5 0 0.0 1 2.8 0 0.0 0 22.6 0 2.6	60.5 0.0 0.0 5.6 0.0 6.6	19.7 45 0.4 1 0.0 0 0.0 0 0.0 15 0.3 0 9.4 2	9.8 4.1 .6 0.0	9.6 0.0 0.4 0.0 12.0 0.0 4.1	1.6 2 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0	2.6 0.4 3.0 0.0 3.5 0.0 3.0 0.0 3.0 0.0 3.0 0.0	0.1 0.0 0.0 0.0 0.0 0.0 0.0	4.0 6 0.0 0 0.0 0 0.0 0 0.0 0 0.0 1	5 1.1 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0	0.4 0.0 0.0 0.0 0.0	0.4 0.1 0.0 0.0 0.0	25 03 0.0 0.0 0.2 2.4 2.1 0.0 0.0 0.0 0.5 0.0 16.6 0.0	1.9 0.0 154.7 0.0 0.0 0.0 0.0	1.3 0.0 0.0 0.0 0.0 0.0 0.0	0.5 0.9 0.7 0.0 0.0 0.0 0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.2 0.0 0.4 0.0 0.0 0.0 0.0	0.0 0 0.1 2 0.0 0 0.0 0	11 0.5 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0	0.0 1.8 0.0 0.0 0.2 0.9	0.0 2. 10.9 1. 0.0 0. 0.0 10 0.0 10	0 0.0 8 1.1 0 0.0 12 0.3 0 0.0 0 0.0 2 0.0	0.5 0.1 0.0 0.0 0.0 0.4 0.0	2.7 0.0 0.5 0.9 135.9 0.0 2.0 100.9 0.0 0.0 0.0 0.0 0.6 0.0 0.6 0.0 0.0 2.1 0.0 0.0	0.3 11.2 0.0 1.4 0.0 0.0 0.5	0.0 0. 1.0 0. 0.0 0. 0.0 0. 0.0 0. 0.1 1. 0.0 0.	6 0.0 8 28.0 0 0.0 3 0.3 0 0.0 0 0.0 1 0.0	0.0 4.2 0.0 6.2 0.0 0.5 0.0	200 54 0.0 0.0 3.5 1.7 0.0 0.0 1.3 0.9 0.0 0.0 0.0 0.0 0.1 1.9 0.0 0.0	0 0.3	0.2 9.7 0.0 0.0 5.5 0.0	0.0 0.0 3.9 3.0 0.0 0.1 0.0 0.1 0.1 0.1 0.0 0.1 0.0 0.1 0.0 0.1	0 0.0 0 0.0 2 0.0 0 0.0 0 0.0 0 0.0	63 05 00 00 00	0.0 0.0 0.0 0.0 0.0 0.1 0.0	0.2 1.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	3 12 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 2.8 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.2	0.5 0.0 20.2 0.0 0.0 0.0 0.0	390.8 226.3 181.7 129.5 30.2 19.9 199.2 33.4
	All Other Centres and Stores Elsewhe	ere	13.8 132						1.8 0		0.4	0.4 1	4 0.4		1.4 2			2.4	6.4 0.9		4.6 5	.1 1.9	3.0				49.8 7.2		1.8 3		55.5	3.6 3.2	0.5	6.3	1.1 0.0	0.0	0.9	15.9	0.8 4.5	2.0		13.3 21.0		842.1
		subtotal	120.0 216	9 147.6	200.9	39.0 91	1.2 49.3	139.7	3.7 3	3.9 1.1	0.6	5.1 9	4 1.5	1.3	1.9 1	27.2 5.2	162.6	3.7	7.4 0.9	1.4	4.7 7	8 27	5.9	34.8 16	2 2.8	1.0	188.7 111.1	15.7	2.9 6.	4 34.6	68.4	8.4 7.7	2.4	21.8	5.6 3.3	2 0.0	7.7	32.1	1.0 6.8	3.2	22.0	18.6 27.5	67.8	2053.0
		GRAND TOTAL	163.0 257	.7 152.7	208.8	88.9 91	1.6 67.2	143.6	57.4 8	4.6 39.2	54.0	46.3 13	0.0 65.4	60.8	67.3 1	38.2 76.	6 167.9	74.9	79.4 95.3	95.5	67.3 2	1.0 122.4	76.6	38.1 56	.8 85.8	103.4	192.8 113.5	114.7	41.2 43	8 40.5	68.3	37.6 62.	6 36.4	133.9	79.9 57.	3 47.9	107.8	32.7 3	36.0 142.	0 77.2	37.9	44.3 72.0	72.2	4775.8

Lambert Smith Hampton

TABLE 6: 2039 SURVEY.DERIVED MARKET SHARE ANALYSIS (Em) ALL CONVENENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shopping and diver Special Forms of Trading

LOCAL PLANNING AUTHORIT	TY CENTRE TYPE		Zone 1 Zon	e 2 Zone 3	Zone 4 Zo	one 5 Zone	6 Zone 7 2	Zone 8 Zone	e 9 Zone 10	Zone 11 Zon	ie 12 - Zone 13	Zone 14 Zo	ne 15 Zone	16 Zone 17	Zone 18 Zor	e 19 Zone 20	Zone 21 Zo	one 22 Zone 2	3 Zone 24 2	one 25 Zone	26 Zone 27 .	Zone 28 Zone	29 Zone 30 2	one 31 Zone :	32 Zone 33 3	one 34 Zone 3	6 Zone 36 Z	one 37 Zone	35 Zone 39	Cone 49 Zone	a 41 Zone 42	Zone 43 Z	one 44 Zone 4	45 Zone 46	Zone 47 Zor	ne 45 Zone 4	49 Zone 50	cone 51 Zone	52 Zone 53	Zone 54 Zone	S STUDY ARE
Wolverhampton	Stratecic Centre	Wolverhamoton	0.0 0.1	0.0	0.0 0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 C	.1 0.0	0.0	0.0 0.4	0.1	0.0 0	3 0.0	0.0	3.1 1.6	0.0	0.5 0.0	0.0	0.0 0.7	0.2	0.7 0.2	0.0	0.4 0.0	0.0	0.0 0.1	0.0	0.0 0.0	0 6.3	28.2	3.9 1.4	0.8	3.3 (0.0 12.4	58.3	21.8 1.5	5 4.7	7.2 0.0	159.0
	Town Centre	Bilaton Wednesfield	0.0 0.1	0.0	0.0 0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0	0 0.2	0.0	0.0 0.0	0.1	0.0 1	2 0.0		2.9 1.2 0.0 0.0	0.0	0.1 0.0 0.0 0.0	0.0	0.9 0.0		0.4 0.6 0.0 0.0	0.0	0.3 0.0 0.0 0.0	0.0	0.0 0.6	0.0	0.0 0.0	0 3.1 0 0.3	0.5	1.2 1.2 3.9 0.0	3.0 0.1	48.0 0 0.0 0	0.0 6.1 0.0 0.0	2.5 0.0	7.6 0.3 0.0 0.0	3 0.0 0 0.0	0.0 0.0	83.3 5.1
	District & Local Centres		0.0 0.0	0.0	0.3 0	0.0 0.0	0.0	0.0 0.3	2 0.0	0.0 0	0 0.1	0.0	0.0 0.7	0.4	0.4 0	0.0 0.0	0.0	5.1 0.0	0.0	0.2 0.0	0.0	0.6 0.0	0.0	0.0 0.5	1.2	0.0 0.0	0.0	0.1 0.0	0.0	0.0 0.0	0 3.4	21.8	5.6 2.1	0.2	6.6	0.0 10.1	41.4	28.4 1.5	.1 4.0	2.0 4.4	142.3
	Out-of-Centre	subtotal	0.0 1.	0.0	0.0 0	0.0 0.0	0.0	0.0 0.1	2 0.3 4 0.3	0.0 0	1 0.2 3 0.4	0.3	0.0 0.3	0.0	0.0 0	0 0.0	0.6	27 0.3 13.8 3.1	0.5	0.7 0.2	0.6	0.0 2.7	0.5	2.2 0.3 3.3 1.5	0.0	1.7 0.4	0.0	0.0 0.6	0.2	0.0 0.0	0 13.3	62.1 113.3	44.7 11.5 59.3 16.3	5.0	3.2 (61.1 (0.1 5.0	33.1 133.3	11.4 2.7 69.1 5.5	7 18.0 5 26.7	35.2 0.0 44.4 4.4	264.8
Dudlev	Strategic Centre	Briefev Hil- Traditional High Street Briefev Hil- Merry Hill	1.7 0.1			0.0 0.0		0.0 0.0		0.2 0			0.0 0.0	0.0		.7 0.0 5 0.0		0.5 1.4		2.7 0.3 2.9 0.9		2.1 0.0 7.1 0.0		0.0 0.0	0.0	0.0 0.0		0.0 0.0		0.0 0.0	0 0.0		0.0 0.0			0.0 0.0		0.0 0.0		0.0 0.0	
	Town Centre	Dudlev Stourbridge Helesowen	0.0 0.0	0.0	0.0 0	0.1 0.0 0.0 0.0 4.3 0.0	0.0	0.0 0.0	7 0.6	0.0 0	0.0	0.0	1.5 0.0 0.0 0.0 0.7 0.0	0.0	0.0 0	3.7 0.0 5 5.0 0 0.0	0.0	0.9 0.5	6.2	1.4 0.0 3.4 3.9 0.0 0.0	49.6	0.0 0.0 36.8 0.0 2.3 0.0	0.0	0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0		0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0.1	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.1 0.0 0.8 0.0 0.0	0.0 0.0	0.0 0.0 0.0 0.1 0.0 0.0	112.7
	District & Local Centres		1.7 1.5	i 1.4	0.0 0	0.0 0.0	0.0	0.0 2.3	2 2.1	0.8 0	.1 0.0	0.0	1.0 0.3	0.2	0.0 1	1.0 0.4	3.8	34.7 1.0	13.8	23.8 6.0	26.3	5.9 0.0	0.0	0.0 0.4	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0	0 0.2	0.4	0.3 0.0	0.0	5.9	0.5 0.6	1.6	3.0 1.7	.7 0.4	0.0 0.0	160.9
	Out-of-Centre	subtotal	0.0 2:				0.0																										0.0 0.0							0.1 0.0	
Sandwell	Strategic Centre	Weat Bromwich	0.0 6.			00 00	6.1	0.0 0.0	0 00	02 0	7 30	56	17 295	1 122	0.9 0	9 00	0.9	0.0 12	0.0	01 00	0.0	0.0 0.0	0.0	0.0 1.1	0.0	0.0 0.0	0.4	24 04		0.2 0.0	0 00	0.0	0.0 0.0	0.2	0.1 0	00 02	0.0	0.0 0.0	0 0.0	0.0 0.0	
	Town Centre	Blackheath Cradley Heath	0.6 0.1	0.0	0.0 2	29 0.0 04 0.0	0.0	0.6 15.	5 4.1 1 8.2	2.8 2 21.9 4	0.3 0.0 2 0.0	3.3	1.9 0.0		0.0 0	7 0.0		0.0 0.0	0.0	0.0 0.0	0.0	0.1 0.0 2.7 0.0		0.0 0.0		0.0 0.0	0.1	0.0 0.0	0.0	0.0 0.0			0.0 0.0	0.0		0.0 0.0		0.0 0.0		0.0 0.0	55.0
		Great Bridge Oldburv Wednesbury Cape Hil	0.0 3. 6.4 2. 0.0 0.1 12.4 4.1		0.0 0	0.0 0.0 0.8 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.4 0.0		0 0.0 2 0.0 0 0.0 0 0.0	0.0 0	0 26.5	0.4 10.7 0.0 20.4	3.2 15.5 15.6 3.6 0.0 1.0 0.6 0.3	9.8 3.4 1.5 0.0	0.0 4	0 0.0 2 0.0 0 0.0 0 0.0 0 0.0	1.8 1.0 0.0 0.0	2.2 39.9 0.3 1.9 0.0 2.0 0.0 0.2	0.4 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.2 0.0 0.0	0.7 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 6.9 0.0 1.2 4.1 20.2 0.0 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 0.0 0.0	0.8 0.0 0.3 0.0 0.2 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.3 0.0 0.0	0 0.2 0 0.0 3 0.8 0 0.0	0.0 0.7 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.1 0.0 0.0	0.8 0.0 1.6 0.0	3.3 0 1.0 0 4.3 0	0.0 0.0 0.0 0.1 0.0 0.3 0.0 0.0	0.0 0.0 0.2 0.2	0.5 0.0 0.0 0.1 0.4 0.0 0.0 0.0	0 0.0 1 0.0 0 0.0	0.0 0.0 0.0 0.0 0.6 0.0 0.0 0.0	93.8 57.6 37.7 65.4
	District & Local Centres	Bearwood	8.6 0.1		2.6 1 1.8 2	1.0 0.0				0.0 0 1.2 8	0 5.4 3 2.8		0.0 0.0 3.5 1.3	0.0 2.0		0 0.0		0.0 0.2		0.0 0.0		0.0 0.0		0.0 0.0		0.0 0.0		0.0 0.0		0.0 0.0		0.0	0.0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0 0.0	0 0.0	0.0 0.0	
	Out-of-Centre		4.7 4.1	0.8		10.9 0.0	0.3	13 74	8 0.1		0.5 1.0	48.2	24.2 6.8	13.3	0.0	0.0 0.0	0.3	12 182	0.0	0.0 0.0	0.0	0.6 0.0	0.2	0.0 39.0	0.0	0.0 0.0	0.1	1.2 0.3	0.0	0.0 0.0	0 0.1	0.0	1.3 0.0	0.0	7.3	00 03	0.4	0.0 0.6	8 12	0.0 0.0	209.7
Walsall	Strategic Centre	subtotal	38.8 28		4.3 3	<u>37.8 0.0</u> 0.0 0.0		3.3 29. 0.8 0.0	A 18.3	0.3 0	0 0.0	0.0	51.1 58.2 0.0 0.1	1.5	1.1 8	0.0	16.2	3.7 74.5	10.3	0.2 0.2	2.5	4.1 0.0	25.1	4.1 70.5 27.1 3.4	0.0	0.0 0.0		5.0 1.5 14.9 0.6	0.0	0.2 0.3	<u>3 1.1</u> 0 0.0	0.7	0.2 2.7	2.9	0.6 0	0.0 0.9	0.0	0.9 0.7	7 1.2 0 0.0	0.6 0.0	
	Town Centre	Bloswich Brownhills Aldridge Willenhall	0.0 0.1 0.0 0.1 0.0 2.1 0.0 0.1	0.0	0.0 0	0.0 0.0 0.0 0.0 0.0 0.4 0.0 0.0	0.0	0.0 0.0	0.0	0.0 0 0.0 0 0.0 0	0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.2 0.0 0.0	0.3	6.8 0	0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.2 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3	2.5 0.0 2.5 0.0 0.0 0.0 5.2 0.2	0.0	0.0 37.4 0.0 12.9 0.0 4.1 0.0 4.3	6.6 11.5	0.1 1.5 2.6 0.2 0.6 0.1 0.0 0.2	1.8	0.2 0.1 25.7 12.8 2.3 31.8 0.0 0.0	.8 0.0	0.0	1.6 6.3 0.0 0.0 0.0 0.0 7.8 14.8	0.0	0.0 0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 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 0.0 0.0 0.0 0.0 0.0 0.2 0.0	67.1 63.2
		Darlaston	0.0 0.1			0.0 0.0		0.0 0.0		0.0 0			0.0 0.0		0.0 0			0.0 0.0		0.0 0.0		0.0 0.0		8.4 23.0		0.0 0.6		0.3 0.0		0.0 0.0			2.9 1.0			0.0 0.3		0.0 0.0		0.0 0.0	
	District & Local Centres Out-of-Centre		0.0 0.1		0.0 0							0.8											12																	0.0 0.0	
	Usidi-Centre	subtotal	0.0 6.1	1.9	0.0 0	0.0 0.4	5.0	0.8 0.0	0.0	0.4 0	0.0	0.8	0.1 0.3	3.3	9.6 0	3 0.0	0.0	0.5 0.9	0.0	0.2 0.0	0.7	0.0 0.0	41.4	21.3 5.0 79.0 32.8	3 2.8	0.0 101.2	38.4	37.2 3.3	1.9	29.7 55.8	o 2.1 .8 7.3	1.4	14.8 39.8	37.5	9.3 0	0.0 0.0	0.6	0.1 0.0	0.0	0.2 0.0	565.0
All Other Centres Outside I	BCLA Area Birmincham Cannock Kidderminster Lichfield Reddlich Stafford Suton Coldfield Teiford		95.6 54 0.0 4.4 0.0 0.1 0.0 0.1 0.0 0.1 11.5 27 1.7 0.1	0.7 0 0.5 0 0.0 0 2.8 0 0.0 6 23.0	0.0 0 5.8 0 0.0 0 6.8 5	0.4 1.8 0.0 0.0 0.0 0.0 0.0 12.7 0.3 0.0	0.0 0.0 0.0 0.3 5.4	4.3 0.3	0 0.6 0 0.0 0 0.0 0 0.0 3 0.0	0.0 0	0 0.0	0.0 0.0 0.0 0.0 0.0		0.1 0.0 0.0	0.5 0 99.8 0	0 0.0 5 158.8 0 0.0 0 0.0 0 0.0 0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.7 0.0 0.0 0.0 0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.4 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.0 0.1 2.6 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 11.1 1.9 0.0 0.0 0.0 0.0 0.0 0.2 10.3 0.9 0.0 0.0 2.1	1 1.7 0.0 10.7 0.0 3 0.0 0.2	0.0 0.5 1.1 0.1 0.0 0.0 0.4 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	140.2 0.0 2.1 0.0 0.6 0.0	2.1 0.5	0.0 0.0 0.0 0.0 0.0 0.1	0.6 0.0 0.8 283 0.0 0.0 0.3 0.3 0.0 0.0 0.0 0.0 1.1 0.0 0.0 0.0	4.3 0.0 6.3 0.0 0.5 0.0	0.0 0.0 3.8 1.7 0.0 0.0 1.3 0.9 0.0 0.0 0.0 0.0 0.1 2.0 0.0 0.0	0 0.3 9 0.0 0 0.0 0 0.0 0 0.0	10.0 0.0 0.0 5.6 0.0	0.0 0.0 4.0 3.0 0.0 0.0 0.0 0.2 0.0 0.0 0.1 0.0 0.0 0.0 0.5 0.0	0.0 0.0 0.0 0.0	0.0 0	0.0 0.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 1.0 0.0	12 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0	0.0 0.5 2.9 0.0 0.0 203 0.0 0.0 0.2 0.0 0.0 0.0 0.2 0.0 3.5 2.9	232.0 8 186.3 132.8 31.0 20.4 204.2
	All Other Centrus and Stores Elsewhe	ere	14.1 135	6 49.7	130.9 \$	9.4 24.8	40.4	118.3 1.8	8 0.8	0.6 0	4 0.5	1.4	0.4 0.7	1.4	23.7 2	5 6.2	2.5	6.5 0.9	0.8	4.7 5.1	1.9	3.1 11.5	2.3	1.4 0.0	51.4	7.4 2.3	1.8	3.7 6.6	58.7	3.7 3.2	2 0.5	6.5	1.1 0.0	0.0	1.0 1	6.4 0.8	4.5	2.1 22.5	.3 13.6	21.4 45.5	5 863.5
		subtotal					50.3				7 5.3					.4 167.0							4 17.0									22.5	5.7 3.3	0.0	7.9 3					28.0 69.3	
		GRAND TOTAL	167.1 263	4 154.9	213.3 9	90.7 93.6	68.5	149.6 58.	6 86.8	40.1 5	5.2 48.2	132.9	67.6 62.4	68.9	140.0 7	3.3 172.4	77.4	80.6 98.3	99.8	68.3 21.1	124.7	78.3 38.8	3 59.4	89.3 106.5	9 199.0	116.2 117.3	42.1	48.9 41.1	69.9	38.5 63.5	9 37.6	138.3	81.3 59.5	42.4	110.7 3	3.7 37.2	144.8	78.9 38,	5 45.5	73.4 74.3	4897.3

Appendix 5A: Convenience Goods Capacity:

City of Wolverhampton



TABLE 1: REVISED FORECAST CONVENIENCE GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2021	2024	2029	2034	2039
Wolverhampto	n Strategic Centre	Wolverh	0%	£146.2	£148.3	£151.4	£155.1	£159.0
	Town Centre	Bilston Wednes	0% 0%	£76.6 £4.7	£77.7 £4.8	£79.3 £4.9	£81.3 £5.0	£83.3 £5.1
	District & Local Centre	s	0%	£130.8	£132.7	£135.5	£138.7	£142.3
	Out-of-Centre		0%	£243.4	£247.0	£252.1	£258.2	£264.8
ity of Wolverh	ampton Council Are	ea		£601.8	£610.4	£623.2	£638.2	£654.5

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2021 (£ per sqm)		т	ırnover (£m)		
Wolverhampton - Edge-of-City Centre	16/00598/PAOTH	Interchange: Railway Station - Wolverhampton Railway Station Railway Drive City Centre Wolverhampton West Midlands WV1 1LE	825	193	10,000	2021 £1.9	2024 £2.0	2029 £2.0	2034 £2.0	20 £2
Blakenhall District Centre (Dudley Road)	18/00132/FUL	Community Centre: Proposed part change of use from Industrial building to form 4 Retail units.	314	110	2,000	£0.2	£0.2	£0.2	£0.2	£0
Wolverhampton - Out-of-Centre	13/00871/FUL	Pountney Street, unit shops - Proposed change of use of the existing basement area to create a mixed use development comprising retail units, bar, restaurant, creche and indoor parking I Basement Of Forme J W Braithwaite Pountney Street Wolverhampton West Midlands WV2 4HX	1,098	384	5,000	£1.9	£1.9	£2.0	£2.0	£2
Wolverhampton - Out-of-Centre	16/00678/FUL	Aldi Portobello: Land Between New Street South Street Portobello Wolverhampton West Midlands. Proposed new Food Retail Store (Use Class A1), with associated car parking, servicing and landscaping (amended proposal following earlier approval).	1,505	1,064	11,000	£11.7	£11.9	£12.0	£12.2	£1
Parkfield Local Centre	19/01048/FUL	Aldi, Parkfield	421	320	11,000	£3.5	£3.6	£3.6	£3.7	£3
TOTAL			4.163	2.071		£19.3	£19.5	£19.8	£20.1	£20

Under construction in two stages, which will provide 6 units. Assume 33% A1 convenience and gross to net ratio of 70%

- [2]
- Built-out, unoccupied. Assumed that of the total floorspace 314 sqm permitted the convenience /comparison split will be 50% / 50% and the gross to net ratio applied is 70%. One 120sqm unit built out, previously occupied by a comparison operator and now vacant. Assumed that of the total permitted floorspace of 1,098 sqm the convenience /comparison split will be 50% / 50% and netted down using a gross to net factor 70%. [3]
- Builtout, occupied. Assumed of the 1,254sqm sales area 190sqm max sales area for comparison goods, remaining 1,064sqm is coonvenience sales area. [4]
- Construction about to commence. Add Goldthorn Hill Wolverhampton, WV2 3HP. Extension of existing food retail store (Class A1) with associated alterations to existing car parking, access, servicing & landscaping. Assumed net increase of 320 sqm is for convenience goods. [5]

TABLE 3: CITY OF WOLVERHAMPTON COUNCIL AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£601.8	£610.4	£623.2	£638.2	£654.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£601.8	609.6	618.8	628.2	637.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.8	£4.4	£10.1	£16.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£19.5	£19.8	£20.1	£20.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£18.7	-£15.4	-£10.1	-£3.6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
	(ii) Net Floorspace Capacity (sq m):	-	-1,480	-1,202	-771	-272
	(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		70% -2,114	70% -1,717	70% -1,102	70% -389
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,091	£7,198	£7,307	£7,417
	(ii) Net Floorspace Capacity (sq m):	-	-2,642	-2,146	-1,378	-486
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sg m):		-3.775	-3.066	-1.968	-695

STEP 1: STEP 2:

STEP 3: STEP 4:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPAs convenience real imarket is in 'equilibrium' at the bases year (a. benchmark' turnovers) are equivalent to the survey-derived 'current' turnover' tends). The growth in the base year ((a. benchmark') numver has been constrained over the thorecast period assuming average annual' productivity' the forecast residuel expenditure capacity (pice commitments) has been derived from Steps 1 and 2. No account is taken of commitments will be opened and will have reached mature trading conditions by 2224. The forecast penditure capacity (mark an allowance for the process of this assessment that all commitments will be opened and will have reached mature trading conditions by 2224. The forecast penditure convertified in a analyze of the forecast turnover of all commitments (Step 4). The increast all expenditure is converted into a net(process for the process of the assumed in the assumed for the purpose of the average assumed and and the assumed for the purpose of the assumed in the assumed and exercise of superstance operators (i.e. The increast all expenditure is converted into a net(process for the forecast turnover of all commitments (Step 4). The increast and expenditure is converted into a net(process for the process of the average assumed in the assumed in the assumed for the purpose of the average assumed and exercise of superstance operators (i.e. Browned assumed as a diversions and takes 5 Septement and the barrent assumed in the assumed for the purpose of diversions of adversions (i.e., Ser-Op. Browned assumed to the process and takes 5 Septement and the barrent assumed in the assumed in the assumed in the adversion operators (i.e., Browned and the adversions and takes 5 Septement and the barrent assumed in the adversion operators (i.e., Browned and the adversion adversions) adversion adversion adve STEP 5: STEPS 6 & 7:

TABLE 4: CITY OF WOLVERHAMPTON COUNCIL: STRATEGIC CENTRE: WOLVERHAMPTON - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Fauiliprium at Base Year and Constant Markel Shares

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£146.2	£148.3	£151.4	£155.1	£159.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£146.2	148.1	150.3	152.6	154.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		£0.2	£1.1	£2.4	£4.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£2.0	£2.0	£2.0	£2.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£1.8	-£0.9	£0.4	£2.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,24
	(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	•	-139 70%	-71 70%	33 70%	154 70%
	(iii) Assumed Net / Gross Flootspace Railo. (iv) Gross Floorspace Capacity (sq m):		-198	-102	47	221
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,091	£7,198	£7,307	£7,41
	(ii) Net Floorspace Capacity (sq m):	-	-248	-127	59	276
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iii) Assumed Net / Gloss Floorspace Rate:		-354	-182	85	394

STEP 1: STEP 2:

STEP 5: STEPS 6 & 7:

The (survey-derived) 'current' (or 'potential') surveyare assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience relatil markst in its velocity equilibrium at the base years (survey-derived) survey-derived) survey-derived) survey-derived current furveyares in the base years (survey-derived) survey-derived) survey where the level constrained over the forecast period assuming average annual 'productively' growthan rates informed by the itsets Equivalent Retail Planner briefing Note 5] (colored 2020) and other research evidence. The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnever of a lown commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached mature trading conditions by 2024. The origination approved from any stage of the purpose of this assessment that all commitments will be opened and will have reached mature trading conditions by 2024. The new residual expenditors is portformed for a purpose of the purpose of this assessment that any energy asles performance of superstore operators (s. The origination approximation and Marks & Spencer) and the lower average sales performance of superstores (s. g. Ald, Lid, Netto, Co-Op. Biodens, etc.).

TABLE 5:CITY OF WOLVERHAMPTON COUNCIL: TOWN CENTRE: BILSTON - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£76.6	£77.7	£79.3	£81.3	£83.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£76.6	77.6	78.8	80.0	81.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.6	£1.3	£2.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.6	£1.3	£2.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	 Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,663	£12,854	£13,048	£13,245
	(ii) Net Floorspace Capacity (sq m):	-	8	44	98	162
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		12	62	140	231
STEP 6	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
2.2.0	(i) Estimated Average Sales Density of New Floorspace (£ per sg m):	£7.000	£7.091	£7.198	£7.307	£7.417
	(ii) Net Floorspace Capacity (sq m):	-	15	78	176	289
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		21	111	251	413

STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5: STEPS 6 & 7:

The (survey-derived) current' (or 'potential') purposes assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purposes of this assessment that the U-N's convenience retail markets is in (significant at the base) year (a. 'benchmark' humovers are equivalent to the presuperiod that the purposes of this assessment that the U-N's convenience retail markets is in (significant at the base) year (a. 'benchmark' humovers are equivalent to the presuperiod that the purposes of this assessment that the U-N's convenience retail markets is in convenience or contained of one the forecast period assuming average assuming average. The forecast retained by the latest Experian Retail Planner Evident Note 11 (October 2020) and other research evidence. The forecast retained average markets and is the derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached mature' radial control by the latest Expertitive of the the forecast turnover of all commitments (Step 4). The forecast retained into a neight on songrades conspace capacity settimated based on the assumet hyber average sales performance of superstore operators (i.e. Teresc, Ada, Sainstury's, Waltrose, Morrisons and Marks & Spence) and the lower average sales performance of supernators (a. discourse) and the lower average sales performance of superstore (s. g. Adi, Lidi, Ketto, Co-Op. Budgens, etc.'.

TABLE 6:CITY OF WOLVERHAMPTON COUNCIL: TOWN CENTRE: WEDNESFIELD - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£4.7	£4.8	£4.9	£5.0	£5.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£4.7	4.8	4.8	4.9	5.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		£0.0	£0.0	£0.1	£0.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.1	£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii	£12,500	£12,663	£12,854	£13,048	£13,245
	(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	-	70%	3 70%	70%	70%
	 (iii) Assumed rear / Gross Procespace Radio. (iv) Gross Floorspace Capacity (sq m): 		1	4	9	14
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7.000	£7.091	£7.198	£7.307	£7.417
	(i) Estimated Average Sales Density of New Ploorspace (2 per sq m). (ii) Net Floorspace Capacity (sq m):	£7,000	1	5	11	18
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience relail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivatent to the survey-derived' current turnover levels). The growth in the base years (survey-derived' current constrained over the thorecast period assuming wereage annual 'productively' growths rates informed by the latest. Experian Retail Planner Briefing Note 15 (October 2020) and other research evidence. The forecast reliadue dependiture capacity (pre commitments) has been direvel for Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been direvel for Steps 1 and 2. No account is taken of commitments will be opened and will have reached mature trading conditions by 2024. The fort evidual expenditure is capacity makes an allowance for the forecast tarnover of all commitments (Step 4). The fort evidual expenditure is capacity makes an allowance for the forecast tarnover of all commitments (Step 4). The fort evidual expenditure is converting to an editors for storage capacity estimated based on the saments higher average sales performance of superstore operators (i.e. Tesco, Ada, Sainsbury's, Watrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore (s.g., Adi, Lidi, Netto, Co-Op Budgers, etc.). STEP 3: STEP 4:

STEP 5: STEPS 6 & 7:

STEP 3: STEP 4:

TABLE 7:CITY OF WOLVERHAMPTON COUNCIL: DISTRICT & LOCAL CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£130.8	£132.7	£135.5	£138.7	£142.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£130.8	132.5	134.5	136.5	138.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		£0.2	£1.0	£2.2	£3.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£3.8	£3.8	£3.9	£4.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£3.6	-£2.9	-£1.7	-£0.3
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,663	£12,854	£13,048	£13,245
	(ii) Net Floorspace Capacity (sq m):	-	-285 70%	-225 70%	-131 70%	-23 70%
	(iii) Assumed Net / Gross Floorspace Ratio:					-33
	(iv) Gross Floorspace Capacity (sq m):		-408	-321	-188	-33
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	 Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,091	£7,198	£7,307	£7,417
	(ii) Net Floorspace Capacity (sq m):	-	-509	-402	-235	-41
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iii) Assumed Net / Gross Floorspace Ratio.		-728	-574	-335	-58

STEP 2:

STEP 3: STEP 4:

STEP 5: STEPS 6 & 7:

It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (a.'' benchmark 'tunovers are equivalent to the survey-derived 'unner' tunover levels'). The growth in the base year (a.'' benchmark' burnovers are equivalent to the thoreast period saturing average annual 'productively' growts rates informed by the latest Experian Retail Planner Briefing Note 18 (Cotber 2020) and other research evidence. The forecast retained expenditure equation (be commitments) has been directed form Steps 1 and 2. No account is taken of commitments at this step. The functions by 2024. The fore equation of the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. The 'Art's residual expenditure equaptions' processor equaptions been directed formations by account is taken assumed higher average satures provident to the supression of the forecast residual comparitors by 2024. The 'Art's residual expenditure equaptions compared compare equaptions are supressible to an edigross forsongace capacity frainted based on the assumed higher average sates performance of superators (i.e. Tesco, Ada, Sainsbury's, Waltrose, Morrisons and Marks & Spence') and the lower average sates performance of superators (e.g. Ald, Lidl, Vetto, Co-Op, Budgens, etc.).

TABLE 8:CITY OF WOLVERHAMPTON COUNCIL: OUT-OF-CENTRE LOCATIONS - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£243.4	£247.0	£252.1	£258.2	£264.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£243.4	246.6	250.3	254.1	258.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£1.8	£4.1	£6.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£13.8	£14.0	£14.2	£14.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£13.5	-£12.2	-£10.1	-£7.6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	 Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,663	£12,854	£13,048	£13,245
	(ii) Net Floorspace Capacity (sq m):	-	-1,064	-952	-778	-576
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,520	-1,360	-1,111	-822
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	 Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,091	£7,198	£7,307	£7,417
	(ii) Net Floorspace Capacity (sq m):	-	-1,900	-1,700	-1,389	-1,028
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-2,715	-2,428	-1,984	-1,469

STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5: STEPS 6 & 7:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience relail market is in 'equilibrium' at the bases year (a. benchmark turnovers are equivalent to the survey-derived 'unnov' turnover levels). The growth in the base year (survey-derived 'unnovers) constrained over the forecast period assuming assegnment that the LPA's convenience relail market is in 'equilibrium' at the bases year (a. benchmark turnoverses). The survey derived 'unnovers has been derived fore 10 has been derived fore 10 has been derived fore account is taken of commitments will be genered and will have reached mature trading constraints by the survey of all commitments (Step 4). The 'unnover of all income commitments has been derived form Table 2. It is assumed for the purpose of this assessment that all commitments will be genered and will have reached mature trading constraints by 2004. The 'net "esidual expenditure expandity market and analyzing constraint end the survey of all commitments (Step 4). The 'net "esidual expenditure expandity market and analyzing constraint end the survey of all commitments (Step 4). The 'net "esidual expenditure expandity market and and survey of all commitments (Step 4). The 'net "esidual expenditure expandity market and and surveys assumed hybrit ensured based on the surveys assumed hybrit ensure based proteometry of all commitments (step 4). The 'net 'esidual expenditure is converting on an enginess to surveys expenditure assumed hybrit ensure based on the surveys expenditure is converting on the surveys expenditure is converting on the surveys expenditure is converting on the surveys assumed hybrit ensures assumed hybrit ensures based on the surveys expenditure is converting on the surveys expenditure is converting

TABLE 9: CITY OF WOLVERHAMPTON COUNCIL: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M) Assume Equilibrium at Base Year and Constant Market Shares

CENTRE TYPE					STORE FO	RMAT			
	f	Foodstore Format (sqm net)				Local Supermarket/ Deep Discounter For (sqm net)			
		2024	2029	2034	2039	2024 2029 2034			2039
Residual Expenditure (after Commitme	ents) (£m)	-£18.7	-£15.4	-£10.1	-£3.6	-£18.7	-£15.4	-£10.1	-£3.6
Strategic Centre	Wolverhampton	-139	-71	33	154	-248	-127	59	276
Town Centre	Bilston Wednesfield	8 1	44 3	98 6	162 10	15 1	78 5	176 11	289 18
District & Local Centres		-285	-225	-131	-23	-509	-402	-235	-41
Out-of-Centre		-1,064	-952	-778	-576	-1,900	-1,700	-1,389	-1,028
CITY OF WOLVERHAMPTON COUNCIL	AREA	-1,480	-1,202	-771	-272	-2,642	-2,146	-1,378	-486



Appendix 5B: Convenience Goods Capacity: Dudley MBC

TABLE 1: REVISED FORECAST CONVENIENCE GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2021	2024	2029	2034	2039
Dudlev								
,	Strategic Centre	Brierley Hill- Traditional High Street	0%	£34.9	£35.4	£36.2	£37.0	£38.0
		Brierley Hill- Merry Hill	0%	£40.8	£41.3	£42.2	£43.2	£44.3
	Town Centre	Dudley	0%	£27.8	£28.2	£28.8	£29.4	£30.2
		Stourbridge	0%	£103.6	£105.1	£107.3	£109.9	£112.7
		Halesowen	0%	£56.7	£57.5	£58.7	£60.2	£61.7
	District & Local Centres		0%	£148.0	£150.1	£153.3	£157.0	£160.9
	Out-of-Centre		0%	£293.6	£297.8	£304.1	£311.4	£319.3
Dudlev M	BC Area			£705.4	£715.5	£730.5	£748.1	£767.

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

	CENTRE	PLANNING REF	SCHEME FI		Net Floorspace (sq m)	Sales Density 2021 (£ per sqm)	Turnover (Em)				
							2021	2024	2029	2034	2039
[1]	Dudley-Town P Centre	18/0590	Demolition, remodelling and remediation; redevelopment to allow; retail, service and leisure accommodation (use classes A1, A2, A3, A4, A5, A2, student accommodation (Use Class C2); dwelling houses (C3); hotel accommodation (C1); offices (B1a); non-residential institution uses (D1); car showroon (sui generis) taxi arian; bublic space, highways, access and pedestrian connectivity works; car parking; landscaping; associated works (outline, all matters reserved)	2,322	1,625	8,000	£13.0	£13.2	£13.4	£13.6	£13.8
[2]	Lye-Out-of- P Centre	15/0845	Former Clarkson Place Unit, Thorns Road, Lye, DY5 2LD; Erection of retail store (Aldi) (A1) with associated car parking and landscaping.	1,805	1,003	11,000	£11.0	£11.2	£11.3	£11.5	£11.7
[3]	Kingswinford- P Out-of-Centre	16/1461	Former Ibstock Brick Ltd Stallings lane. Outline application for mixed use development comprising residential (C3); Retail (A1); Leisure (D2) ad a Public House (A4).	7,205	2,522	10,000	£25.2	£25.5	£25.9	£26.3	£26.7
	TOTAL			11,332	5,150		£49.3	£49.9	£50.6	£51.4	£52.2

Notes: [1] [2] A 1 shops (food): maximum 2,322 sqm , netted down by 70%. Planning Statement accompaying application provides 1805 sq m of gross A1 retail floorspace and some 1,254 sq m net. The net floorspace figure is broken down into 1,003 sqm net convenience goods and 251 sqm net for comparison goods.

Indicative material accomprying application shows 7.205 sqn more area proposed for retail. It is assumed that of the total permitted gross floorspace of 7.205 sqn the convenience /comparison spit will be 50% / 50%. This is thereafter netted down using a gross to net factor of 70%. [3]

TABLE 3: DUDLEY MBC AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£705.4	£715.5	£730.5	£748.1	£767.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£705.4	714.6	725.4	736.3	747.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.9	£5.1	£11.8	£19.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£49.9	£50.6	£51.4	£52.2
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£48.9	-£45.5	-£39.6	-£32.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Not Floorspace Capacity (sq m): (iii) Assumed Net (Gross Floorspace Ratio:	£12,500	£12,663 -3,865 70%	£12,854 -3,540 70%	£13,048 -3,035 70%	£13,245 -2,450 70%
	(iv) Gross Floorspace Capacity (sq m):		-5,522	-5,057	-4,336	-3,500
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,417
	(ii) Net Floorspace Capacity (sq m):	-	-6,902	-6,321	-5,420	-4,375
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-9,861	-9,030	-7,743	-6,250
Notes:						

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The grown the base year (jurney-derived) turnover has been constrained over the forecast period assuming areage annual 'productivity' growthe rates informed by the latest Experime Retail Planne Briefing Note 13 The brown the turnover of all known commitments has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived for Table 2. It is assumed or the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

STEP 5: STEPS 6 & 7:

The het residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het residual expenditure is converted into a netgross floorspace capacity estimated based on the assumed higher average sales performance of supernative operators (i.e. Tesco, Asda, Sainsburys, Watrose, Morrisons and Marka & Spreening a sales performance of augemarked and discuss operators (i.e. J. Add. L.D., Netio, Co-Op, Budgern, etc.).

TABLE 4: DUDLEY MBC AREA STRATEGIC CENTRE: BRIERLEY HILL (Incorporating Traditional High St+ Merry Hill) - CONVENIENCE GOODS CAPACITY ASSESSMENT

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£75.7	£76.8	£78.4	£80.2	£82.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£75.7	76.7	77.8	79.0	80.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.6	£1.3	£2.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.6	£1.3	£2.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: ()) Estimated Average Sales Density of New Floorspace (£ per sq m);	£12,500	£12,663	£12,854	£13,048	£13,245
(ii) Net Floorspace Capacity (sq m):		8	43	97	160
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		11	61	139	228
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	£7.000	£7,091	£7,198	£7,307	£7,417
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 				173	285
(ii) Net Floorspace Capacity (sq m):	-	14	77		
	-	14 70% 21	70%	70%	70%

STEP 1: STEP 2:

The (survey-derived) current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnover's are equivalent to the survey-derived 'current turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence. The forecast residual expenditure capacity (per commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

The 'nef' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'nef' residual expenditure is converted into a nettyross floorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sansbury's, Waltrose, Morrisons and Marks & Spencer) and the lowar average sales performance of superstrater and discount operators (e.g. Akti Luli, Netto, Co-Op, Budgens, etc.). STEP 5: STEPS 6 & 7:

TABLE 5: DUDLEY MBC AREA : TOWN CENTRE: DUDLEY - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£27.8	£28.2	£28.8	£29.4	£30.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£27.8	28.1	28.6	29.0	29.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.2	£0.5	£0.8
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£13.2	£13.4	£13.6	£13.8
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£13.1	-£13.2	-£13.1	-£13.0
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
(ii) Net Floorspace Capacity (sq m):	-	-1,037	-1,024	-1,005	-982
		70%	70%	70%	70%
(iii) Assumed Net / Gross Floorspace Ratio:					
(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		-1,482	-1,464	-1,435	-1,402
			-1,464	-1,435	-1,402
(iv) Gross Floorspace Capacity (sq m):	£7,000		-1,464 £7,198	-1,435 £7,307	-1,402 £7,417
(iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	£7,000 -	-1,482	, .	,	£7,417 -1,753
(iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000 -	-1,482 £7,091	£7,198	£7,307	£7,417

The (survey-derived) 'current' (or 'potential') tumovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience real market is in 'equilibrium' at the base year (i.e. "benchmark tumovers are quivalent to the survey-derived 'current' tumover levels). The growth in the base year (survey-derived) tumover has been constrained over the forecast period assuming average annual 'productively' growther rates informed by the latest Experian Retail Planner Briefing Note 18 (Otcher 2020) and other reasersh evidence. The forecast residual apenditum capacity (ore commitments) has been derived from Staps 1 and 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS 6; 7: The 'net' residual expenditure is converted into a net/prose floorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morris and Marka Sapence) and the lower average sales performance of superstarket and discount operators (i.e. Co-Op. Budgens, etc.).

TABLE 6: DUDLEY MBC AREA : TOWN CENTRE: STOURBRIDGE - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£103.6	£105.1	£107.3	£109.9	£112.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£103.6	105.0	106.6	108.2	109.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.8	£1.7	£2.9
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.8	£1.7	£2.9
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (<u>£</u> per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	£12,663	£12,854	£13,048 133	£13,245 219
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500				£13,245 219 70% 313
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:		11 70% 16	59 70% 84	133 70% 190	219 70% 313
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net/ Gross Floorspace Rato: (iv) Gross Floorspace Capacity (sq m): (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Assumed Net (for state and for the st	£12,500 	11 70% 16 £7,091	59 70% 84 £7,198	133 70% 190 £7,307	219 70% 313 £7,417
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:		11 70% 16	59 70% 84	133 70% 190	219 70%

STEP 1: In the storey-dennosity ourner (or potential) jumpore assume constant manes areas over the torecasts peniod generation tasks of the provide of the storey-dennosity ourner (or potential) jumpore of this assessment that the LPA convenience relating market in a requilibrium" at the base year (jumpore) that assessment that the LPA convenience relating market in a requilibrium" at the base year (jumpore) that assessment that the LPA convenience relating market in a requilibrium" at the base year (jumpore) that assessment that the LPA convenience relating market in a requilibrium" at the base year (jumpore) that sees the store of the store relating the store of the store of the store relation of the store of the store relative constrained over the been constanted over the forecast period assuming average annual you conductivity growth rates informed by the latest Experian Retail Planner Briefing Note 18 (COCE 2020) and other research veldence.
STEP 3: The torecast relations expective (per committenist has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
STEP 4: The tumore of all known commitments is been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 5: The 'hef' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS 68 7: The 'hef' residual expenditure is converted into a net/gross floorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka's Spenergy and the lower average sales performance of supermixed to a clocunt operator (e.g. ASU, Lid, Netto, Co-Op, Budgens, etc.).

TABLE 7: DUDLEY MBC AREA : TOWN CENTRE: HALESOWEN - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£56.7	£57.5	£58.7	£60.2	£61.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£56.7	57.5	58.3	59.2	60.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.4	£0.9	£1.6
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.4	£0.9	£1.6
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
(ii) Net Floorspace Capacity (sq m):	-	6	32	73	120
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70% 171
(iii) Assumed net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		9	46	104	17.1
		9	46	104	171
		9	46	104	1/1
(iv) Gross Floorspace Capacity (sq m):	£7,000	9 £7,091	46 £7,198	104 £7,307	£7,417
(iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£7,000 -	£7,091 11	£7,198	£7,307 130	£7,417 214
(iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: () Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000 -	£7,091	£7,198	£7,307	£7,417

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year ((a. 'benchmark' turnover are equivalent to the survey-derived 'current' turnover levels). The growth in the base year ((anu-generic-lutance) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 15 (October 2020) and other research evidence. The forecast residual expenditure capacity (pre commitments) has been derived from Stape 1 and 2. It has assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2:

STEP 3: STEP 4:

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'net' residual expenditure is converted into a netigross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Watrose, Morrisr and Marks & Spencer) and the lower average sales performance of supermarket and discount operators (e.g. Aldi, Lidi, Netto, Co-Op, Budgens, etc.). STEP 5: STEPS 6 & 7:

TABLE 8: DUDLEY MBC AREA : DISTRICT & LOCAL CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Foulibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£148.0	£150.1	£153.3	£157.0	£160.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£148.0	149.9	152.2	154.5	156.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£1.1	£2.5	£4.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.2	£1.1	£2.5	£4.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,663	£12,854	£13,048	£13,245
(ii) Net Floorspace Capacity (sq m):	-	16	84	190	313
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		22	120	271	447
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,417
	£7,000	£7,091 28	£7,198 150	£7,307 339	£7,417 558
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 					

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (Crocker 2202) and other research evidence. The torecast residue levendhur commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

STEP 5: The 'hef residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS (6 7). The 'hef' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of supernstate and Marka & Spenceria and Harka & Spenceria and Her was exercised as a discuss of exercise (a. E. Ald, Lid). Netto, Co-Op, Budgens, etc.).

TABLE 9: DUDLEY MBC AREA : OUT-OF-CENTRE LOCATIONS - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£293.6	£297.8	£304.1	£311.4	£319.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£293.6	297.4	301.9	306.5	311.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£2.1	£4.9	£8.2
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£36.7	£37.3	£37.8	£38.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£36.3	-£35.1	-£32.9	-£30.2
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Avarage Sales Density of New Floorspace (£ per so m):	£12,500	£12.663	£12.854	£13.048	£13.245
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:	£12,500	£12,663 -2,869	£12,854 -2,733	£13,048 -2,523	£13,245 -2,280
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500 -	-2,869 70%	-2,733 70%	-2,523 70%	-2,280 70%
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500 -	-2,869	-2,733	-2,523	
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sg m); (ii) Net Floorspace Capacity (sg m); (iii) Assumed Net / Gross Floorspace Ratio:	£12,500	-2,869 70%	-2,733 70%	-2,523 70%	-2,280 70%
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Harl (Fores Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 - - -	-2,869 70%	-2,733 70%	-2,523 70%	-2,280 70%
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Her / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	-	-2,869 70% -4,098 £7,091 -5,123	-2,733 70% -3,905 £7,198 -4,881	-2,523 70% -3,605 £7,307 -4,506	-2,280 70% -3,257 £7,417 -4,071
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	-	-2,869 70% -4,098 £7,091	-2,733 70% -3,905 £7,198	-2,523 70% -3,605 £7,307	-2,280 70% -3,257 £7,417

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') tumovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience real market is in 'beguilbritum' at the base year (i.e. benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base years (survey-derived) tumover has been constrained over the forecast period assuming average annual 'productively' growther rates informed by the latest Experian Retail Planner Briefing Note 15 (October 2020) and other research evidence. The forecast residual aspenditure cogesity (ner commitments) has been derived from Stage 1 and 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 3: STEP 4:

The het residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het residual expenditure is converted into a netigross floorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrie and Marka & Sponent) and the lowar expenses alles performance of superstarted tables (e.g. ASU, Lid). Netio, Co-Op, Budgens, etc.). STEPS 6 & 7:

TABLE 10: DUDLEY MBC AREA: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M) Assume Equilibrium at Base Year and Constant Market Shares

CENTRE TYPE					STORE F	ORMAT			
		Fo	odstore Forr	nat (sqm ne	t)	Local Su	upermarket Format (:		counter
		2024	2029	2034	2039	2024	2029	2034	2039
Residual Expenditure (after Commitments) (£r	n)	-£48.9	-£45.5	-£39.6	-£32.5	-£48.9	-£45.5	-£39.6	-£32.5
Strategic Centre	Brierley Hill (Traditonal High St +Merry Hill)	8	43	97	160	14	77	173	285
Town Centre	Dudley Stourbridge Halesowen	-1,037 11 6	-1,024 59 32	-1,005 133 73	-982 219 120	-1,852 20 11	-1,829 105 58	-1,794 237 130	-1,753 391 214
District & Local Centres		16	84	190	313	28	150	339	558
Out-of-Centre		-2,869	-2,733	-2,523	-2,280	-5,123	-4,881	-4,506	-4,071
DUDLEY MBC AREA		-3,865	-3,540	-3,035	-2,450	-6,902	-6,321	-5,420	-4,375

Appendix 5C: Convenience Goods Capacity: Sandwell MBC

TABLE 1: REVISED FORECAST CONVENIENCE GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2021	2024	2029	2034	2039
Sandwell	-							
	Strategic Centre	West Bromwich	0%	£85.9	£87.1	£88.9	£91.1	£93.4
	Town Centre	Blackheath	0%	£50.6	£51.3	£52.4	£53.7	£55.0
		Cradley Heath	0%	£60.1	£61.0	£62.3	£63.8	£65.4
		Great Bridge	0%	£86.3	£87.5	£89.4	£91.5	£93.8
		Oldbury	0%	£53.0	£53.7	£54.8	£56.2	£57.6
		Wednesbury	0%	£34.7	£35.2	£35.9	£36.8	£37.7
		Cape Hill	0%	£60.2	£61.0	£62.3	£63.8	£65.4
		Bearwood	0%	£32.0	£32.5	£33.1	£33.9	£34.8
	District & Local Centre	s	0%	£94.4	£95.7	£97.7	£100.1	£102.6
	Out-of-Centre		0%	£192.8	£195.6	£199.6	£204.5	£209.7
Sandwell N	IBC Area			£749.8	£760.6	£776.6	£795.3	£815.5

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

	CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2021 (£ per sqm)		т	⁻ urnover (£m)		
							2021	2024	2029	2034	2039
[1]	West Bromwich- Town Centre	DC/13/56479	3 Bull Street West Bromwich Ringway West Bromwich B70 6EU. mixed use development including retail, restaurant and five apartments.	300	210	4,000	£0.8	£0.9	£0.9	£0.9	£0.9
[2]	West Bromwich- Town Centre	DC/16/59740	Proposed mixed use development consisting of 4 No. ground floor commercial units with 49 No. apartments above with undercroft car parking to rear and cycle and refuse storage Car Park Victoria Street West Bromwich	295	103	4,000	£0.4	£0.4	£0.4	£0.4	£0.4
[3]	West Bromwich- Edge of Town Centre	DC/18/62210	Staples Limited Tildasley Street West Bromwich B70 9SJ. Proposed variation of condition 1 of planning permission DC/1862210 (Proposed change of use to supermarket (Class A1), external alterations including new store access, loading bay extension, trolley bay canopy, and alterations to car park and landscaping) to remove loading bay extension and replace with rear access ramp and new ramp to customer service entrance.	1,973	1,052	11,000	£11.6	£11.7	£11.9	£12.1	£12.3
[4]	Great Bridge- Town Centre	DC/15/58596	87 Whitehall road and land adjaent to West Bromwich, Great Bridge. 2 No. retail units with 2 No. two bedroom flats above and two storey building comprising of 8 No. two bedroom flats with associated parking.	150	105	4,000	£0.4	£0.4	£0.4	£0.4	£0.4
[5]	Oldbury Town Centre- Edge of Centre	DC/17/61306	9 Oldbury Green Retail Park Oldbury Ringway Oldbury B69 3DD. Proposed installation of mezzanine floor.	465	326	10,000	£3.3	£3.3	£3.3	£3.4	£3.4
[6]	Cradley Heath - Town Centre	DC/17/61336	Land Adj 149 Halesowen Road Cradley Heath B64 6HX. Proposed 2 storey building comprising of 3 shops at ground floor with 2 No. one bedroom flats above and associated parking (revised application - DC/17/60463).	128	90	4,000	£0.4	£0.4	£0.4	£0.4	£0.4
[7]	Wednesbury - Out-of-Centre	DC/15/57967	Johal Supersave 90 Oxford Street Wednesbury WS10 0PY - replacement shop with five apartments above	203	142	4,000	£0.6	£0.6	£0.6	£0.6	£0.6
[8]	Smethwick Local Centre - Town Centre	DC/15/58733	Site Of 2 To 4 Cape Hill Smethwick. Proposed three storey development comprising of 3 No. retail units at ground floor and 6 No. 2 bed apartments at first and second floor.	202	141	4,000	£0.6	£0.6	£0.6	£0.6	£0.6
[9]	Smethwick Local Centre - Town Centre	DC/17/60690	Proposed construction of a ground floor retail unit, first floor showroom with exterior rear display area and 2 No. 2 bed loft apartments at second floor with balcomies and associated car parking and bin storage to rear. Land Adjacent To 3-5 St Pauls Road Smethwick	340	238	4,000	£1.0	£1.0	£1.0	£1.0	£1.0
[10]	Tipton Local Centre-In- Centre	DC/17/60958	Lidl UK & Car Repairs & Testing Centre 119 Horseley Heath Tipton DY4 7AH. Demolition of existing buildings and proposed construction of a replacement foodstore with associated access, parking, cycle parking, landscaping, and associated works.	262	183	11,000	£2.0	£2.0	£2.1	£2.1	£2.1
[11]	Smethwick Local Centre - Town Centre	DC/20/64854	15 Tollhouse Way; Smethwick; B66 1HJ. Proposed demolition of derelict garage and erection of 3 storey building to create 3 No. commercial ground floor units and 6 No. apartments above.	182	64	5,000	£0.3	£0.3	£0.3	£0.3	£0.3
[12]	Wednesbury Town Centre	DC/20/64006	41 Lower High Street; Wednesbury; WS10 7AJ. Proposed change of use of the former Barclays Bank into a shop (Class A1) at ground floor and self- contained flats (Class C3) on first and second floors with external alterations to windows and doors.	207	145	4,000	£0.6	£0.6	£0.6	£0.6	£0.6
[13]	Out-of- Centre: Goose Farm Road	DC/19/63758	The Red Admiral; 52 Gorse Farm Road; Great Barr; B43 5LR. Proposed demolition of existing public house and erection of 1 No. single storey retail building (Class A1) with associated car parking and plant area.	366	256	4,000	£1.0	£1.0	£1.1	£1.1	£1.1
[14]		DC/19/63355	Unit 12 - 16; Unity Walk; Tipton; DY4 8QL. Proposed change of use to shops (Class A1).	425	149	4,000	£0.6	£0.6	£0.6	£0.6	£0.6
[15]	Oldbury Town Centre	DC/19/63208	Former Perrott Arms; 2 Birmingham Road;Oldbury; B69 4ED. Proposed change of use and two storey rear extension to create 3 No. shops at ground floor and 2 No. one bedroom flats above.	205	72	4,000	£0.3	£0.3	£0.3	£0.3	£0.3
	TOTAL			5 702	3.276		£23.8	£24.1	£24.4	£24.8	£25.2
	TOTAL			5,703	3,276		£23.8	£24.1	£24.4	1.24.8	£23.2

Notes [1] [2] [3] Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that 50% of the floorspace is for A1 convenience goods and that 50% is for A3 uses. Add application, as per planning and retail statement net sales area of 1,315. It is assumed that of this 80% of all the floorspace is for convenience good and that remainder 20% is for comparison goods.

[4] [5] [6] [7] [8] [10] [11] [12] [13] [14] [15]

and that remainder 20% is for comparison goods. Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that 30% of the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that 30% of the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods. Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods. Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods. Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods. Assumed gross to net ratio of 70% an



TABLE 3: SANDWELL MBC AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m);	2021	2024 £760.6	2029 £776.6	2034 £795.3	2039 £815.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£749.8	759.6	771.1	782.7	794.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.0	£5.5	£12.6	£21.0
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£24.1	£24.4	£24.8	£25.2
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£23.1	-£19.0	-£12.3	-£4.2
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,663	£12,854	£13,048	£13,245
(ii) Net Floorspace Capacity (sq m):	-	-1,822	-1,475	-939	-317
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,602	-2,108	-1,342	-453
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,091	£7,198	£7,307	£7,417
(ii) Net Floorspace Capacity (sq m):	-	-3,253	-2,635	-1,677	-566
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-4.647	-3.764	-2.396	-809

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base yser (in. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base yser (in. benchmark' turnovers' as been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence. The forecast residuel appenditure capacity (pric commitments) has been derived from States 1 and 2. No account is taken of commitments at this stage. The turnover of al noven commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

The 'het' residual expenditure capacity makes an allowance for the forecast turnover of all comments (Stap 4). The 'het' residual expenditure is compenditure is compenditure and in the same of the same of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and discount operators (e.g. Akdi, Lidl, Netto, Co-Op, Budgens, etc.). STEP 5: STEPS 6 & 7:

TABLE 4: SANDWELL MBC AREA STRATEGIC CENTRE: WEST BROMWICH - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	2039
STEP 1:	: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£85.9	£87.1	£88.9	£91.1	£93.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£85.9	87.0	88.3	89.7	91.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.6	£1.4	£2.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£13.0	£13.2	£13.4	£13.6
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£12.9	-£12.6	-£11.9	-£11.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
	(ii) Net Floorspace Capacity (sq m):	-	-1,017	-977	-916	-845
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,453	-1,396	-1,308	-1,206
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,091	£7,198	£7,307	£7,417
	(ii) Net Floorspace Capacity (sq m):	-	-1,816	-1,745	-1,635	-1,508
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-2,594	-2,493	-2,336	-2,154

es: STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constained over the forecast period assuming average armual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 16 (October 2020) and other research evidence.

STEP 3: STEP 4: research envolution: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5. The 'het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS 6 & 7. The 'het' residual expenditure is converted into a net/goos floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore capacity (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore capacity (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore capacity (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore capacity (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore capacity (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore capacity (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore capacity (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore capacity (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore capacity (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore capacity (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore capacity (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance aver

TABLE 5: SANDWELL MBC AREA : TOWN CENTRE: BLACKHEATH - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£50.6	£51.3	£52.4	£53.7	£55.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£50.6	51.3	52.0	52.8	53.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		£0.1	£0.4	£0.8	£1.4
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.4	£0.8	£1.4
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
(ii) Net Floorspace Capacity (sq m):	-	5	29	65	107
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		8	41	93	153
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	£7.000	£7.091	£7,198	£7,307	£7,417
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): 	-	10	51	116	191
		10 70%	51 70%	116 70%	70%

The (survey-derived) 'current' (or 'potential') kurvovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the gupcase of this assessment that the LPA's convenience relat market is in 'equilibrium' at the base year (i.e. "next-mark" kurvovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (inc) expected with the LPA's convenience relat market is in 'equilibrium' at the base year (inc). The base year (inc) expected with the LPA's convenience relation assuming average annual 'productivity' growths rates informed by the latest Experian Relat Planner Briefing Note 18 (October 2020) and other research evidence. The forecast reliculal expenditure capacity (pre commitments) has been derived for Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5: The 'nef' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS 6 & 7: The 'nef' residual expenditure is converted into a net/pross floorspace capacity estimated based on the assumed higher average sakes performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spacer') and the lower average sakes performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spacer's and the lower average sakes performance of superstore sections.

TABLE 6: SANDWELL MBC AREA : TOWN CENTRE: CRADLEY HEATH - CONVENIENCE GOODS CAPACITY ASSESSMENT

£60.1 £60.1	£61.0 60.9	£62.3 61.8	£63.8 62.8	£65.4 63.7
£60.1	60.9	61.8	62.8	
-	00.9	01.0		
-			02.0	03.7
	£0.1	£0.4	£1.0	£1.7
	£0.4	£0.4	£0.4	£0.4
	-£0.3	£0.1	£0.6	£1.3
£12,500	£12,663	£12,854	£13,048	£13,245
-	-22	5	49	98
	70%	70%	70%	70%
	-32	8	69	141
£7,000	£7,091	£7,198	£7,307	£7,417
-	-40	10	87	176
	70%	70%	70%	70%
	-57	14	124	251
-	-	<u>-£0.3</u> <u>£12,500</u> <u>£12,663</u> <u>- 22</u> 70% -32 <u>£7,091</u> <u>- 40</u> 70%	E12.00 £12.804 -£0.3 £0.1 -22 5 70% 70% -32 8 £7,000 £7,091 27,004 10 70% 70%	E7.000 E7.091 E7.198 E7.307 60.3 £0.4 £0.6 £12.66 £13.048 - -22 5 49 -70% 70% 70% - -32 8 69 -

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (i.e. 'benchmark' turnover level) burnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence. The forecast residual openditure capacity (pre commitments) has been derived from Stops 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

STEP 5: The 'hef' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS (6 2): The 'hef' residual expenditure is converted into a net/prose forespace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales are formance of superstants and adjocuto performance (see, JAIL). Notic O-Op, Budgens, etc.).

TABLE 7: SANDWELL MBC AREA : TOWN CENTRE: GREAT BRIDGE - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£86.3	£87.5	£89.4	£91.5	£93.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£86.3	87.4	88.7	90.1	91.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		£0.1	£0.6	£1.4	£2.4
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.4	£0.4	£0.4	£0.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.3	£0.2	£1.0	£2.0
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,663	£12,854	£13,048	£13,245
(ii) Net Floorspace Capacity (sq m):	-	-24	15	77	149
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-35	22	110	212
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7.000	£7.091	£7.198	£7,307	£7,417
(ii) Net Floorspace Capacity (sg m):	-	-44	28	138	265
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sg m):		-62	39	197	379

The (survey-derived) current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrum' at the base year (inc. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (inc.'benchmark' burnover has been constrained over the forecast period assuming average annual 'productively' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence. The forecast reliculal expenditure capacity (or commitments) has been derived from Stops 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5: The first residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEP 5 & 8.7: The first residual expenditure is converted into a negross florospace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka & Spencer) and the loar average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka & Spencer) and the loar average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka & Spencer) and the loar average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka & Spencer) and the loar average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka & Spencer) and the loar average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka & Spencer) and the loar average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka & Spencer) and the loar average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka & Spencer) and the loar average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka & Spencer) and the loar average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka & Spencer) and the loar average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka & Spencer) and the loar average sales performance of superstore perators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka & Spencer) and the loar average sales performance average sales pe

TABLE 8: SANDWELL MBC AREA : TOWN CENTRE: OLDBURY - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£53.0	£53.7	£54.8	£56.2	£57.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£53.0	53.6	54.5	55.3	56.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.4	£0.9	£1.5
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£3.6	£3.6	£3.7	£3.8
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£3.5	-£3.3	-£2.8	-£2.3
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:	040 500				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	£12,663	£12,854	£13,048 -215	£13,245
(ii) Net Hoorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	•	-278	-253 70%	-215 70%	-171 70%
(iii) Assument ver Cause Footspace Ratio. (iv) Gross Floorspace Capacity (sq m):		-397	-362	-308	-245
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,417
		-496	-452	-385	-306
(ii) Net Floorspace Capacity (sq m):	-				
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		70%	70% -646	70% -550	70% -437

es: STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience relatil market is in 'qualificitum' at the base year (i.e. "benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence. STEP 3: The forecast residue expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. STEP 4: The turnover of all inown commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS 68 7: The 'net' residual expenditure is converted into a net/prose floorsalo-capace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka & Sponcer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka & Sponcer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka & Sponcer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka & Sponcer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka & Sponcer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka & Sponcer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka & Sponcer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka & Sponcer) and the lower average sales performance operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka & Sponcer) and the lower average sales performance operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka & Sponcer) and the lower average sales performance operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka & Sponcer) and the lower average sales performance operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka & Sponcer) and the lower average sales performance operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka & Sponcer) and the lower average sales performance operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons an

TABLE 9: SANDWELL MBC AREA : TOWN CENTRE: WEDNESBURY - CONVENIENCE GOODS CAPACITY ASSESSMENT

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£34.7	£35.2	£35.9	£36.8	£37.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£34.7	35.1	35.7	36.2	36.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.3	£0.6	£1.0
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.6	£0.6	£0.6	£0.6
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.5	-£0.3	£0.0	£0.4
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,663	£12,854	£13,048	£13,245
(ii) Net Floorspace Capacity (sq m):	-	-43	-27	-2	27
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-61	-38	-3	38
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,091	£7,198	£7,307	£7,417
(ii) Net Floorspace Capacity (sq m):	-	-76	-48	-3	48
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-109	-68	-5	69
Notes:					

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (i.e. 'benchmark' turnover level) burnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence. The forecast residual openditure capacity (pre commitments) has been derived from Stops 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS (6 2): The 'net' residual expenditure is converted into a net/goes floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstands and discont performance (see, JAIL, UNIX, DC-QP, Budgens, etc.).

TABLE 10: SANDWELL MBC AREA : TOWN CENTRE: CAPE HILL - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£60.2	£61.0	£62.3	£63.8	£65.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£60.2	60.9	61.9	62.8	63.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.4	£1.0	£1.7
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.4	£1.0	£1.7
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	6	34	77	127
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assured Net Gross Floorspace Ratio:	£12,500	6 70%	34 70%	77 70%	127 70%
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	6	34	77	127
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assured Net Gross Floorspace Ratio:	£12.500 -	6 70%	34 70%	77 70%	127 70%
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	£12,500 - -	6 70%	34 70%	77 70%	127 70%
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assured Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	-	6 70% 9	34 70% 49	77 70% 110	127 70% 182
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assured Net Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	- £7,000	6 70% 9 £7,091	34 70% 49 £7,198	77 70% 110 £7,307	127 70% 182 £7,417

es: STEP 1: The (survey-derived) 'uterref' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). STEP 2: If has been assumed for the purpose of this assame that the LPA's convenience retail market is in 'squilibrium' at the bare year (i.e. "benchmark' turnovers are equivalent to the survey-derived 'uteref' turnover levels). The growth in the base year (survey-derived) utmover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the last. Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence. STEP 3: The forecast residue acquority (re commitments) has been derived from Steps 1 and 2. Na account is taken of commitments at this stage. STEP 4: The turnover of al known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS 6, 8 7: The 'net' residual expenditure is converted into a net/goss flooragace capacity estimated based on the assumed higher average sakes performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sakes performance of superstands and discont operators (i.e. Add.). (Netto, CoOp, Budgens, etc.).

TABLE 11: SANDWELL MBC AREA : TOWN CENTRE: BEARWOOD - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£32.0	£32.5	£33.1	£33.9	£34.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£32.0	32.4	32.9	33.4	33.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.2	£0.5	£0.9
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.2	£0.5	£0.9
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,663	£12,854	£13,048	£13,245
(ii) Net Floorspace Capacity (sq m):		3	18	41	68
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		5	26	59	97
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7.000	£7.091	£7.198	£7.307	£7.417
(i) Estimated Average Sales Density of New Ploorspace (2 per sq m): (ii) Net Floorspace Capacity (sq m):	£7,000	£1,091	£7,196 32	£7,307 73	£/,41/ 121
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net/Gross Floorspace Ratio:		70%	70%	70%	70%
(iii) Assumed Net / Gross Floorspace Rauo: (iv) Gross Floorspace Capacity (sq m):		7,0%	46	105	172

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (unrey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence.

research evidence. STEP 3: The forescar residual evidence. STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading condition.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS 6 8 7: The 'net' residual expenditure is converted into a net/prose floorsalo-capace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6 Spenory) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6 Spenory) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6 Spenory) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6 Spenory) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6 Spenory) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6 Spenory) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6 Spenory) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6 Spenory) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6 Spenory) and the lower average sales performance operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6 Spenory) and the lower average sales performance operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6 Spenory) and the lower average sales performance operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6 Spenory) and the lower average sales performance operators (i.e. Tesco, Asda, Sainsburys, Waltrose, Morrisons and Marka 6 Spenory) and the lower average sales performance operators (i.e. Tesco, Asda, Sainsburys, Waltros

TABLE 12: SANDWELL MBC AREA : DISTRICT & LOCAL CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£94.4	£95.7	£97.7	£100.1	£102.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£94.4	95.6	97.1	98.5	100.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.7	£1.6	£2.6
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£4.5	£4.6	£4.6	£4.7
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£4.4	-£3.9	-£3.1	-£2.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12.500	£12.663	£12.854	£13.048	£13.245
(ii) Net Floorspace Capacity (sq m):	-	-346	-302	-235	-156
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-494	-432	-335	-224
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,417
	-	-618	-540	-419	-279
(ii) Net Floorspace Capacity (sq m):					
(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		70% -882	70% -771	70% -599	70% -399

The The (sump-derived) burner ((b typethic)) humses assume conduct match takes over the forecast period (derived from Table 1). STEP 2: It has been assumed for the purpose of this assume that the LPA commension entities in the summary factor of the sum-ey-derived 'summa' turnover levels). The growth in the base year (survey-derived) burnow has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experies Retail Planner Briefing Note 18 (October 2020) and other research endering. STEP 3: The forecast residue dependure capacity (pre-commitments) has been derived from Steps 1 and 2. No account is taken of commitments will be greend and will have eached 'mature' trading conditions by 2024.

STEP 5: The 'hef' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS (6 2): The 'hef' residual expenditure is converted into a net/poss floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spence) and the lower average sales performance of superstands and discount performance (s.g. Adl. (U. Not. Co-Q), Budgens, etc.).

TABLE 13: SANDWELL MBC AREA : OUT-OF-CENTRE LOCATIONS - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£192.8	£195.6	£199.6	£204.5	£209.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£192.8	195.3	198.2	201.2	204.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		£0.3	£1.4	£3.2	£5.4
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£1.6	£1.6	£1.7	£1.7
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£1.4	-£0.2	£1.6	£3.7
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,663	£12,854	£13,048	£13,245
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): 	£12,500	£12,663 -107	-18	120	280
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	£12,500	-107 70%	-18 70%	120 70%	280 70%
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): 	£12.500 -	-107	-18	120	280
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	£12,500 -	-107 70%	-18 70%	120 70%	280 70%
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Hz (forcs Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12.500	-107 70%	-18 70%	120 70%	280 70%
(i) Estimated Average Sales Density of New Floorspace (£ per sq m); (ii) Net Floorspace Capacity (sq m); (iii) Assumed Vet / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	-	-107 70% -153	-18 70% -26	120 70% 171	280 70% 400
(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (cg m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): (iv) Gross Floorspace Capacity (sq m): STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	-	-107 70% -153 £7,091	-18 70% -26 £7,198	120 70% 171 £7,307	280 70% 400 £7,417

es: STEP 1. The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenence retail market is in 'qualificitum' at the basey set (i.e. Thenchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence. STEP 3: The forecast residue expenditure capacity (pre commitments) has been derived from Steps 1 and 2. Na account is taken of commitments at this stage. STEP 4: The turnover of all inown commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS 6, 8 7: The 'net' residual expenditure is converted into a net/goss flooragace capacity estimated based on the assumed higher average sakes performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sakes performance of superstands and discont operators (i.e. Add.). (Netto, CoOp, Budgens, etc.).

TABLE 14: SANDWELL MBC AREA: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M) Assume Equilibrium at Base Year and Constant Market Shares

CENTRE TYPE			STORE FORMAT							
			Foodstore Format (sqm net)			Local Supermarket/ Deep Discounter Format (sqm net)				
		2024	2029	2034	2039	2024	2029	2034	2039	
Residual Expenditure (after Commitments) (£m)		-£23.1	-£19.0	-£12.3	-£4.2	-£23.1	-£19.0	-£12.3	-£4.2	
Strategic Centre	West Bromwich	-1,017	-977	-916	-845	-1,816	-1,745	-1,635	-1,508	
Town Centre	Blackheath	5	29	65	107	10	51	116	191	
	Cradley Heath Great Bridge	-22 -24	5 15	49 77	98 149	-40 -44	10 28	87 138	176 265	
	Oldbury	-278	-253	-215	-171	-496	-452	-385	-306	
	Wednesbury	-43	-27	-2	27	-76	-48	-3	48	
	Cape Hill	6	34	77	127	11	61	138	227	
	Bearwood	3	18	41	68	6	32	73	121	
District & Local Centres		-346	-302	-235	-156	-618	-540	-419	-279	
Out-of-Centre		-107	-18	120	280	-191	-32	214	500	
SANDWELL MBC AREA		-1,822	-1,475	-939	-317	-3,253	-2,635	-1,677	-566	

Appendix 5D: Convenience Goods Capacity:

Walsall Council
TABLE 1: REVISED FORECAST CONVENIENCE GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2021	2024	2029	2034	2039
Walsall	-							
	Strategic Centre	Walsall	0%	£98.9	£100.3	£102.4	£104.8	£107.5
	Town Centre	Bloxwich	0%	£42.8	£43.4	£44.3	£45.4	£46.5
		Brownhills	0%	£61.7	£62.5	£63.8	£65.4	£67.1
		Aldridge	0%	£58.1	£59.0	£60.2	£61.7	£63.2
		Willenhall	0%	£60.3	£61.1	£62.4	£63.9	£65.5
		Darlaston	0%	£42.3	£42.9	£43.8	£44.9	£46.0
	District & Local Centres	s	0%	£35.0	£35.5	£36.3	£37.2	£38.1
	Out-of-Centre		0%	£111.2	£112.8	£115.2	£118.0	£121.0
Walsall MBC Are	a			£510.3	£517.6	£528.5	£541.2	£555.0

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

	CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2021 (£ per sqm)			Turnover (£m)		
							2021	2024	2029	2034	2039
	enhall Town tre-In-Centre	18/0438	Proposed demolition of existing class A1 retail (Budgens) store. Erection of new class A1 retail store (Aldi) with associated amendments to access, car	1,831	195	11,000	£2.1	£2.2	£2.2	£2.2	£2.3
Birch Centi		18/0460	15 Old Birchills, Walsall, WS2 8QH. Change of Use from A4 to A1 (Costcutter) with external installation of plant and machinery to accommodate internal refrigeration.	292	204	11,000	£2.2	£2.3	£2.3	£2.3	£2.4
Brow Centr		17/1629	Land Between 75-85 High Street, Brownhills. New 2.5 storey development of 3 commercial units and 3 x 1 bed flats	171	60	11,000	£0.7	£0.7	£0.7	£0.7	£0.7
тот	TAL			2,294	459		£5.0	£5.1	£5.2	£5.3	£5.3

 Note:
 Image: Constraint of the second s

TABLE 3: WALSALL MBC AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£510.3	£517.6	£528.5	£541.2	£555.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£510.3	516.9	524.7	532.6	540.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.7	£3.7	£8.5	£14.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£5.1	£5.2	£5.3	£5.3
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£4.4	-£1.5	£3.3	£8.9
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12.500	£12.663	£12.854	£13.048	£13.245
	(ii) Net Floorspace Capacity (sq m):	-	-349	-114	251	674
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-499	-163	359	963
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	 Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,091	£7,198	£7,307	£7,417
	(ii) Net Floorspace Capacity (sq m):	-	-624	-203	449	1,204
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-891	-290	641	1,720
lotes:						
STEP 1:	The (survey-derived) 'current (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the ourcose of this assessment that the IPA's convenience retail market is in 'semilitimin' at the base year (ii - benchmark' turnovers are emulatent to the s					

It has been assumed for the purpose of this assessment that the LPAs convenience retail market is in 'equilibrium' at the basey set (i.e. theremark 'unmovers are equivalent to the survey-derived current' turnover levels). The growth in the base year (i.e. theremark 'unmover's are equivalent to the survey-derived current 'unmover levels). The growth in the base year (i.e. theremark 'unmover's are equivalent to the survey-derived current 'unmover levels). The growth in the base year (i.e. theremark's unmover's are equivalent to the survey-derived current 'unmover levels). The growth in the intervent reliable agenditive capacity (i.e. theremark's unmover levels). The growth is also and count is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

The 'nef' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'nef' residual expenditure is converted into a net/gross foorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks 4 Spence) are also performance of automatic and the low average assets performance or supermarket and discussional operators (e.g. Add. LIM, Netto, Co-Op, Budgens, etc.). STEP 5: STEPS 6 & 7:

TABLE 4: WALSALL MBC AREA STRATEGIC CENTRE: WALSALL - CONVENIENCE GOODS CAPACITY ASSESSMENT

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£98.9	£100.3	£102.4	£104.8	£107.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£98.9	100.1	101.7	103.2	104.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.7	£1.7	£2.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.7	£1.7	£2.8
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,663	£12,854	£13,048	£13,245
	(ii) Net Floorspace Capacity (sq m):	-	11	56	127	209
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		15	80	181	298
STEP 6	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
0121 0.	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7.000	£7.091	£7.198	£7.307	£7,417
	(ii) Net Floorspace Capacity (sq m):	21,000	19	100	227	373
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sg m):		27	143	324	533
Notes:						
STEP 1:	The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).					
STEP 2:	It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian R					

evidence. Ret residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. wer of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. The fore STEP 3: STEP 4:

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is converted into a netigross foorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Montsons and Marks & Spence) and the lower average sales performance or supermarket and decount operators (a, Ad, Lidi, Netic, Co-Op, Budgens, etc.). STEP 5: STEPS 6 & 7:

TABLE 5: WALSALL MBC AREA : TOWN CENTRE: BLOXWICH - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	203
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£42.8	£43.4	£44.3	£45.4	£46
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£42.8	43.3	44.0	44.6	45
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.3	£0.7	£
TEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.3	£0.7	£
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	 Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,663	£12,854	£13,048	£13
	(ii) Net Floorspace Capacity (sq m):		5	24	55	
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	7
	(iv) Gross Floorspace Capacity (sq m):		6	35	78	
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	 Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7.000	£7.091	£7,198	£7.307	£7
	(ii) Net Floorspace Capacity (sq m):	-	8	43	98	1
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	7
			12	62	140	2

The (survey-derived) 'current' (or 'potential') surveys assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assumest that the LPA's convenience retail market is in 'koulibrium' at the basey set (ii. - benchmark' tumovers are equivalent to the survey-derived 'current' furrovers level). The gowth in the base year (ii. - benchmark' tumovers has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence. The forecast retailed segnificare capacity (ore commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The tumover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2:

STEP 3: STEP 4:

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is converted into a net/gross foorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Aada, Sainsbury's, Watrose, Morrisons and Marks & Spencerja with between average sales performance of superstore operators (i.e. Tesco, Aada, Sainsbury's, Watrose, Morrisons and Marks & Spencerja with between average sales performance of superstore operators (i.e. Tesco, Aada, Sainsbury's, Watrose, Morrisons and Marks & Spencerja with between average sales performance of superstore operators (i.e. Tesco, Aada, Sainsbury's, Watrose, Morrisons and Marks & Spencerja with between average sales performance of superstore operators (i.e. Tesco, Aada, Sainsbury's, Watrose, Morrisons and Marks & Spencerja with between average sales performance of superstore operators (i.e. Tesco, Aada, Sainsbury's, Watrose, Morrisons and Marks & Spencerja with between average sales performance of superstore operators (i.e. Tesco, Aada, Sainsbury's, Watrose, Morrisons and Marks & Spencerja with between average sales performance of superstore operators (i.e. Tesco, Aada, Sainsbury's, Watrose, Morrisons and Marks & Spencerja with between average sales performance of superstore operators (i.e. Tesco, Aada, Sainsbury's, Watrose, Morrisons and Marks & Spencerja with between average sales performance of the superstore operators (i.e. Tesco, Aada, Sainsbury's, Watrose, Morrisons and Marks & Spencerja with between average sales aver STEP 5: STEPS 6 & 7:

TABLE 6: WALSALL MBC AREA : TOWN CENTRE:BROWNHILLS - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Fouilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	203
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£61.7	£62.5	£63.8	£65.4	£67.
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£61.7	62.5	63.4	64.4	65.
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.5	£1.0	£1.
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.7	£0.7	£0.7	£0.
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.6	-£0.2	£0.3	£1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12.663	£12.854	£13,048	£13
	(ii) Net Floorspace Capacity (sq m):	-	-46	-17	27	7
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70
	(iv) Gross Floorspace Capacity (sq m):		-66	-25	38	1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,091	£7,198	£7,307	£7
	(ii) Net Floorspace Capacity (sq m):	-	-82	-31	48	1
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	7
	(iv) Gross Floorspace Capacity (sq m):		-117	-45	68	1

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research evidence. The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 3: STEP 4:

STEP 5: STEPS 6 & 7:

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is converted into a net/gross foorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sansbury's, Waltrose, Monisons and Marka's Spencer) are also between average assets performance of automatic advance for the forecast turnover of all All. LIN. Notice Co-QB, Budgens, etc.).

TABLE 6: WALSALL MBC AREA : TOWN CENTRE: ALDRIDGE - CONVENIENCE GOODS CAPACITY ASSESSMENT

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£58.1	£59.0	£60.2	£61.7	£63.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1).	£58.1	58.9	59.8	60.7	61.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.4	£1.0	£1.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.4	£1.0	£1.6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500	£12,663 6 70% 9	£12.854 33 70% 47	£13,048 75 70% 107	£13,245 123 70% 175
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,091	£7,198	£7,307	£7,417
	(ii) Net Floorspace Capacity (sq m):	-	11	59	133	219
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		16	84	190	313
Notes: STEP 1: STEP 2:	The (survey-derived) current (or 'potential') furnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. benchmark' turnovers are equivalent to the n					

in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual (productivity growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence.

research mounce. The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 3: STEP 4:

STEP 5: STEPS 6 & 7:

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is converted into a netigross foorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Montsons and Marks & Spence) and the lower average sales performance or supermarket and decount operators (a, Ad, Lidi, Netic, Co-Op, Budgens, etc.).

TABLE 7: WALSALL MBC AREA : TOWN CENTRE: WILLENHALL- CONVENIENCE GOODS CAPACITY ASSESSMENT

		2021	2024	2029	2034	203
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£60.3	£61.1	£62.4	£63.9	£65.
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£60.3	61.0	62.0	62.9	63.
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.4	£1.0	£1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£2.2	£2.2	£2.2	£2
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£2.1	-£1.8	-£1.2	-£
STED 6						
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:	£12 500	£12.663	£12 854	£13.048	£11
STEP 6:	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,663	£12,854	£13,048 -94	
STEP 6:		£12,500				-
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	-165	-137	-94	£13 - 7
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Rato:	£12,500 -	-165 70%	-137 70%	-94 70%	7
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	£12,500 	-165 70%	-137 70%	-94 70%	7
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Forcs Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	-	-165 70% -235	- 137 70% -196	-94 70% -134	7
STEP 6: STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Not Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratic: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUTFORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	-	-165 70% -235 £7,091	-137 70% -196 £7,198	-94 70% -134 £7,307	-

The (survey-derived) 'current' (or potential') surveyers assume constant market shares over the forecast period (derived from Tade 1). It has been assumed that the DAPS convenience real market is in the QAPS convenience real market is in the QAPS assume the DAPS convenience real market is in the quest assumed to the purpose of this assessment that the DAPS convenience real market is in the QAPS assume the DAPS convenience real market is in the QAPS assume the DAPS convenience real market is in the QAPS assume the QAPS assumed to the purpose of this assessment that the DAPS convenience real market is in the QAPS assume the QAPS assumed to the purpose of the states of constrained over the forecast period convenience assumed to the purpose of this assessment that assume the the assumed to the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. The Vereadure dependiture convention to an edgrass for the purpose of this assessment that all commitments as the denived from table 2. It is assumed higher assu STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5: STEPS 6 & 7:

TABLE 8: WALSALL MBC AREA : TOWN CENTRE: DARLASTON CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Emilibrium at Base Year and Constant Martinet Channel

		2021	2024	2029	2034	20
TEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£42.3	£42.9	£43.8	£44.9	£4
TEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£42.3	42.9	43.5	44.2	44
TEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.3	£0.7	£
TEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£
TEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.3	£0.7	£
TEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,663	£12,854	£13,048	£1
	(ii) Net Floorspace Capacity (sq m):	-	4	24	54	
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	7
	(iv) Gross Floorspace Capacity (sq m):		6	34	78	
TEP 6	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
121 0.	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7.000	£7.091	£7.198	£7.307	£
	(ii) Net Floorspace Capacity (sq m):	-	8	43	97	_
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	
	(iv) Gross Floorspace Capacity (sq m):		11	61	139	

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPAs convenience retail market is in 'equilibrum' at the base yes' (i.e. Denchmark turnovers are equivalent to the survey-derived 'current' furnover levels). The growth in the base yes' (curvey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence. The forecast retained argenditive capacity (rec commitments) has been derived form Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2:

STEP 3: STEP 4:

The 'nef' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'nef' residual expenditure is corrected into a netgross footspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks 4 Spence) and the lower average askes performance of supermarket and discust operators (a.d. kill, STEP 5: STEPS 6 & 7:

TABLE 9: WALSALL MBC AREA : DISTRICT & LOCAL CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Fruilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£35.0	£35.5	£36.3	£37.2	£38.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£35.0	35.5	36.0	36.6	37.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		£0.0	£0.3	£0.6	£1.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£2.3	£2.3	£2.3	£2.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£2.2	-£2.1	-£1.8	-£1.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12.500	£12.663	£12.854	£13.048	£13,245
	(ii) Net Floorspace Capacity (sq m):	-	-176	-160	-135	-106
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-252	-229	-193	-151
STEP 6	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	 Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7 000	£7.091	£7.198	£7.307	£7,417
	(ii) Net Floorspace Capacity (sq m):	-	-315	-286	-241	-189
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-449	-408	-344	-270
tes:						
STEP 1:	The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).					
STEP 2:	It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnover					
	in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the	e latest Experian Retail Planner Briefing N	te 18 (October 20	20) and other		

efing No

STEP 3: STEP 4:

STEP 5: STEPS 6 & 7:

In the Bable Viel (survey-centres) untrover that been consumers one un scheate period assuming a constraint period. The Bable Viel (survey-centre) (or econtributed) (or econ

TABLE 10: WALSALL MBC AREA : OUT-OF-CENTRE LOCATIONS - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£111.2	£112.8	£115.2	£118.0	£121.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£111.2	112.7	114.4	116.1	117.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		£0.1	£0.8	£1.9	£3.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.8	£1.9	£3.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	 Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,663	£12,854	£13,048	£13,24
	(ii) Net Floorspace Capacity (sq m):		12	63	143	235
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		17	90	204	336
STEP 6	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	 (i) Estimated Average Sales Density of New Floorspace (£ per sg m); 	£7.000	£7.091	£7.198	£7.307	£7.41
	(ii) Net Floorspace Capacity (sg m):	-	21	113	255	420
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		30	161	364	600
es:						
STEP 1:	The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).					
STEP 2:	It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnover					
	in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual productivity growths rates informed by the					

scast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) as

STEP 3: STEP 4:

research eddexic. The benest result expenditure capacity (pre-commitments) has been derived the Steps 1 and 2. No account is taken of continuer of an abes Legislan relater trainer using rower to (URBDER 2020) and on The forecast resultant expenditure capacity (pre-commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached mature' trading contations by 2024. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached mature' trading contations by 2024. The first residual expenditure capacity makes an allowance for the forecast turnover of all commitments (gep 4). The first residual expenditure is commetted in an entry consolupce capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and discourt operators (e.g. Aidi, Lidi, Netto, Co-Op, Budgens, etc.). STEP 5: STEPS 6 & 7:

TABLE 9: WALSALL MBC AREA: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M) Assume Foulihoim at Base Year and Constant Market Shares

				STORE FC	RMAT				
	Fo	odstore Forr	nat (sqm ne	et)	Local Su	permarket	t/ Deep Dis	scounter	
						Format (sqm net)		
	2024	2029	2034	2039	2024	2029	2034	2039	
(£m)	-£4.4	-£1.5	£3.3	£8.9	-£4.4	-£1.5	£3.3	£8.9	
Walsall	11	56	127	209	19	100	227	373	
Bloxwich Brownhills Aldridge Willenbell	5 -46 6	24 -17 33	55 27 75	90 78 123	8 -82 11	43 -31 59	98 48 133	161 139 219 -78	
Darlaston	4	24	54	89	8	43	97	160	
	-176	-160	-135	-106	-315	-286	-241	-189	
	12	63	143	235	21	113	255	420	
	-349	-114	251	674	-624	-203	449	1,204	
	Bloxwich Brownhills Aldridge Willenhall	2024 (£m) -£4.4 Walsall 11 Bloxwich 5 Brownhills -46 Aldridge 6 Willenhall -165 Darlaston 4 -176 12	2024 2029 (£m) -£4.4 -£1.5 Walsall 11 56 Bloxwich 5 24 Brownhills -46 -17 Aldridge 6 33 Willenhall -165 -137 Darlaston 4 24 -176 -160 12	Foodstore Format (sqn ne 2024 2029 2034 (£m) -£4.4 -£1.5 £3.3 Walsall 11 56 127 Bloxwich 5 24 55 Brownhills -46 -17 27 Aldridge 6 33 75 Willenhall -165 -137 -94 Darlaston 4 24 54 -176 -160 -135 12 63 143	Foodstore Format (sqm net) 2024 2029 2034 2039 (£m) -£4.4 -£1.5 £3.3 £8.9 Walsall 11 56 127 209 Bloxwich Brownhills 5 24 55 90 Aldridge 6 33 75 123 Willenhall -165 -137 -94 -44 Darlaston -176 -160 -135 -106 12 63 143 235 -106	2024 2029 2034 2039 2024 -£4.4 -£1.5 £3.3 £8.9 -£4.4 Walsall 11 56 127 209 19 Bloxwich Brownhills 5 24 55 90 8 Aldridge 6 33 75 123 11 Willenhall -165 -137 -94 -44 -294 Darlaston -176 -160 -135 -106 -315 12 63 143 235 21	Foodstore Format (sqm net) Local Supermarkee Foodstore Format (sqm net) Local Supermarkee Format (Foodstore Format (sqm net) Local Supermarkee (£m) -£4.4 -£1.5 £3.3 £8.9 -£4.4 -£1.5 Walsall 11 56 127 209 19 100 Bloxwich Brownhills 5 24 55 90 8 43 Aldridge 6 33 75 13 11 59 Willenhall -166 -137 -94 -244 -294 -245 Darlaston -176 -160 -135 -106 -315 -286 12 63 143 235 21 113	Foodstore Format (sqm net) Local Supermarket/ Deep Dis Format (sqm net) 2024 2024 2034 <th cols<="" td=""></th>	



Appendix 6: Population and Expenditure: Comparison Goods



TABLE 1: EXPERIAN BUSINESS ST	RATEGIES - BASE YEAR (202	21) POPULAT	ION & PRO	JECTIONS (to 2039)		H 2021 to	
ZONE:	2021	2024	2029	2034	2039	2021- 2029	2029- 2039	2021- 2039
Zone 1	73,916	75,037	76,560	78,014	79,625	3.6%	4.0%	7.7%
Zone 2	130,525	132,152	134,522	137,052	139,536	3.1%	3.7%	6.9%
Zone 3	76,268	76,945	78,454	79,629	80,451	2.9%	2.5%	5.5%
Zone 4	91,750	92,761	94,422	96,020	97,674	2.9%	3.4%	6.5%
Zone 5	40,343	40,717	41,304	41,935	42,611	2.4%	3.2%	5.6%
Zone 6	38,188	38,756	39,746	40,497	41,220	4.1%	3.7%	7.9%
Zone 7	29,964	30,299	30,810	31,307	31,762	2.8%	3.1%	6.0%
Zone 8	55,988	57,665	60,113	62,440	64,780	7.4%	7.8%	15.7%
Zone 9	24,974	25,224	25,615	25,940	26,375	2.6%	3.0%	5.6%
Zone 10	37,548	37,876	38,456	38,995	39,820	2.4%	3.5%	6.1%
Zone 11	18,253	18,488	18,839	19,225	19,614	3.2%	4.1%	7.5%
Zone 12	24,955	25,252	25,804	26,290	26,799	3.4%	3.9%	7.4%
Zone 13	25,441	26,030	26,881	27,734	28,758	5.7%	7.0%	13.0%
Zone 14	63,107	64,012	65,116	66,291	67,525	3.2%	3.7%	7.0%
Zone 15	30,947	31,540	32,305	33,076	34,006	4.4%	5.3%	9.9%
Zone 16	32,531	33,033	33,779	34,489	35,253	3.8%	4.4%	8.4%
Zone 17	32,188	32,645	33,234	33,763	34,405	3.2%	3.5%	6.9%
Zone 18	56,669	56,971	57,473	58,145	58,654	1.4%	2.1%	3.5%
Zone 19	34,944	35,527	36,435	37,516	38,698	4.3%	6.2%	10.7%
Zone 20	70,414	71,621	73,414	75.045	76,736	4.3%	4.5%	9.0%
Zone 21	36,590	37,246	38,153	39,224	40,385	4.3%	5.9%	10.4%
Zone 22	35,525	35,889	36,426	36,790	37,181	2.5%	2.1%	4.7%
		47,139	48,300	49,591	50,958	4.1%	5.5%	9.9%
Zone 23 Zone 24	46,386 44,276	47,139	46,078	49,591	48,680	4.1%	5.6%	9.9%
Zone 25		29,768	30,244	30,605	30,897	2.4%	2.2%	4.6%
	29,531							
Zone 26	8,213	8,266	8,301	8,346	8,372	1.1%	0.9%	1.9%
Zone 27	52,174 31,969	52,724 32,442	53,411 33,211	54,208 33,839	55,003 34,430	2.4%	3.0%	5.4% 7.7%
Zone 28						3.9%	3.7%	
Zone 29 Zone 30	15,866	16,034	16,237	16,431	16,652	2.3%	2.6%	5.0%
	28,400	29,113	30,289	31,544	32,834	6.7%	8.4%	15.6%
Zone 31	42,241	43,300	44,927	46,523	48,237	6.4%		14.2%
Zone 32	50,204	51,234	52,687	54,183	55,781	4.9%	5.9%	11.1%
Zone 33	83,385	85,044	87,544	89,975	92,499	5.0%	5.7%	10.9%
Zone 34	47,710	48,279	49,112	49,981	50,976	2.9%	3.8%	6.8%
Zone 35	54,115	55,028	56,241	57,444	58,718	3.9%	4.4%	8.5%
Zone 36	18,081	18,391	18,828	19,174	19,519	4.1%	3.7%	8.0%
Zone 37	21,927	22,261	22,745	23,150	23,590	3.7%	3.7%	7.6%
Zone 38	18,457	18,634	18,933	19,282	19,710	2.6%	4.1%	6.8%
Zone 39	30,400	30,752	31,233	31,691	32,282	2.7%	3.4%	6.2%
Zone 40	16,937	17,199	17,645	17,991	18,368	4.2%	4.1%	8.4%
Zone 41	27,508	27,771	28,116	28,494	28,939	2.2%	2.9%	5.2%
Zone 42	17,330	17,671	18,172	18,683	19,241	4.9%	5.9%	11.0%
Zone 43	62,849	63,984	65,547	67,223	69,105	4.3%	5.4%	10.0%
Zone 44	36,514	36,978	37,663	38,294	38,794	3.1%	3.0%	6.2%
Zone 45	26,407	26,870	27,558	28,192	28,856	4.4%	4.7%	9.3%
Zone 46	22,628	23,110	23,831	24,518	25,202	5.3%	5.8%	11.4%
Zone 47	50,679	51,478	52,696	53,813	55,042	4.0%	4.5%	8.6%
Zone 48	12,315	12,646	13,110	13,560	13,928	6.5%	6.2%	13.1%
Zone 49	18,468	18,853	19,434	19,959	20,570	5.2%	5.8%	11.4%
Zone 50	63,967	64,937	66,394	67,573	68,626	3.8%	3.4%	7.3%
Zone 51	35,069	35,647	36,341	37,012	37,671	3.6%	3.7%	7.4%
Zone 52	16,029	16,102	16,284	16,439	16,629	1.6%	2.1%	3.7%
Zone 53	17,805	18,108	18,588	19,029	19,470	4.4%	4.7%	9.4%
Zone 54	30,746	31,155	31,789	32,274	32,744	3.4%	3.0%	6.5%
Zone 55	28,252	29,036	30,142	31,004	31,753	6.7%	5.3%	12.4%
Study Area	2,167,866	2.200.680	2,249,492	2,296,672	2,345,944	3.8%	4.3%	8.2%

Source: EXPERIAN BUSINESS STRATEGIES

Notes:

The base year (2021) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) MMG3 Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.



TABLE 2: REVISED COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

TABLE 2: REVISED COMPARISON C	2021	2021	2024	2029	2034	2039
	(incl SFT)		UDING SPE			
EXPERIAN - SPECIAL FORMS OF TR	ADING (%):	21.8%	24.0%	26.6%	27.9%	28.6%
REVISED SPECIAL FORMS OF TRAD		24.9%	27.4%	30.4%	31.9%	32.7%
Zone 1	£3,191	£2,397	£2,551	£2,831	£3,196	£3,644
Zone 2	£2,616	£1,965	£2,091	£2,321	£2,620	£2,987
Zone 3	£3,021	£2,269	£2,415	£2,679	£3,025	£3,449
Zone 4	£3,223	£2,420	£2,576	£2,858	£3,227	£3,679
Zone 5	£2,956	£2,220	£2,362	£2,622	£2,960	£3,375
Zone 6	£3,388	£2,544	£2,708	£3,005	£3,393	£3,869
Zone 7	£3,302	£2,479	£2,639	£2,928	£3,306	£3,769
Zone 8	£3,763	£2,826	£3,008	£3,338	£3,769	£4,297
Zone 9	£3,463	£2,601	£2,768	£3,072	£3,468	£3,954
Zone 10	£3,240	£2,433	£2,590	£2,874	£3,245	£3,699
Zone 11	£2,757	£2,070	£2,204	£2,445	£2,761	£3,148
Zone 12	£2,854	£2,143	£2,281	£2,532	£2,858	£3,259
Zone 13	£1,933	£1,452	£1,545	£1,715	£1,936	£2,207
Zone 14 Zone 15	£2,744	£2,061	£2,193	£2,434	£2,748	£3,133
Zone 15 Zone 16	£2,714 £2,157	£2,038 £1,619	£2,169 £1,724	£2,407 £1,913	£2,718 £2,160	£3,099 £2,462
Zone 16 Zone 17	£2,157 £2,663	£1,619 £2,000	£1,724 £2,129	£1,913 £2,362	£2,160 £2,667	£2,462 £3,041
Zone 17 Zone 18	£2,003 £4,215	£2,000 £3,165	£2,129 £3,369	£2,362 £3,738	£2,007 £4,221	£3,041 £4,812
Zone 19	£2,878	£3,105 £2,161	£2,309	£3,736 £2,552	£2,882	£4,612 £3,286
Zone 20	£3,402	£2,101 £2,555	£2,300 £2,719	£2,552 £3.017	£3,407	£3,280 £3,884
Zone 21	£2,583	£2,555 £1,940	£2,719 £2,065	£3,017 £2,291	£2,587	£3,864 £2,950
Zone 22	£3,286	£1,940 £2,468	£2,626	£2,291 £2,915	£3,291	£2,950 £3,752
Zone 23	£2,558	£1,921	£2,045	£2,313	£2,562	£2,921
Zone 24	£2,897	£2,176	£2,316	£2,203	£2,901	£3,308
Zone 25	£3,517	£2,641	£2,811	£3,119	£3,522	£4,015
Zone 26	£4,432	£3,328	£3,542	£3,931	£4,438	£5,060
Zone 27	£3,583	£2,691	£2,864	£3,178	£3,588	£4,091
Zone 28	£3,696	£2,776	£2,954	£3,278	£3,701	£4,220
Zone 29	£3,816	£2,866	£3,050	£3,385	£3,821	£4,357
Zone 30	£2,335	£1,753	£1,866	£2,071	£2,338	£2,666
Zone 31	£2,323	£1,745	£1,857	£2,061	£2,326	£2,652
Zone 32	£2,546	£1,912	£2,035	£2,258	£2,550	£2,907
Zone 33	£3,267	£2,454	£2,612	£2,898	£3,272	£3,731
Zone 34	£3,791	£2,847	£3,030	£3,362	£3,796	£4,328
Zone 35	£2,732	£2,052	£2,184	£2,424	£2,736	£3,120
Zone 36	£3,244	£2,436	£2,593	£2,877	£3,249	£3,704
Zone 37	£3,248	£2,439	£2,596	£2,881	£3,253	£3,708
Zone 38	£3,264	£2,451	£2,609	£2,895	£3,268	£3,726
Zone 39	£3,434	£2,579	£2,745	£3,046	£3,439	£3,921
Zone 40	£3,141	£2,359	£2,510	£2,786	£3,145	£3,586
Zone 41	£3,474	£2,609	£2,777	£3,081	£3,479	£3,966
Zone 42	£2,591	£1,946	£2,071	£2,298	£2,595	£2,958
Zone 43	£2,717	£2,040	£2,172	£2,410	£2,721	£3,102
Zone 44	£3,020	£2,268	£2,414	£2,679	£3,024	£3,448
Zone 45	£3,061	£2,299	£2,447	£2,715	£3,065	£3,495
Zone 46	£2,702	£2,029	£2,160	£2,397	£2,706	£3,085
Zone 47	£2,744	£2,061	£2,193	£2,434	£2,748	£3,133
Zone 48	£4,015	£3,015	£3,209	£3,561	£4,021	£4,584
Zone 49	£2,243	£1,685	£1,793	£1,990	£2,246	£2,561
Zone 50	£3,242	£2,435	£2,591	£2,876	£3,247	£3,702
Zone 51	£3,264	£2,451	£2,609	£2,895	£3,268	£3,726
Zone 52	£3,715	£2,790	£2,969	£3,295	£3,720	£4,241
Zone 53	£3,796	£2,850	£3,034	£3,367	£3,801	£4,334
Zone 54	£3,507	£2,634	£2,803	£3,111	£3,512	£4,004
Zone 55	£3,684	£2,766	£2,944	£3,267	£3,689	£4,206
STUDY AREA AVERAGE:	£3,126	£2,348	£2,499	£2,773	£3,131	£3,569

Source: Notes:

Average spend per capita estimates (2019 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 18 published by Experian Business Strategies (October 2020). An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 18 (October 2020).



TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, BASE YEAR (2021) TO 2039 (fm)

TABLE 3: TOTAL AVAILABLE	COMPARISON GOOD	S EXPENDITU	IRE, BASE Y	EAR (2021)	TO 2039 (£	m)	GROWI	H 2021 to	2039 (%)
	2021	2021	2024	2029	2034	2039	2021- 2029	2029- 2039	2021- 2039
	(incl SFT)	EXCL	UDING SPE		IS OF TRAD	ING	2029	2039	2039
Zone 1	235.9	177.2	191.4	216.7	249.3	290.1	22.3%	33.9%	63.8%
Zone 2	341.5	256.5	276.4	312.2	359.1	416.8	21.7%	33.5%	62.5%
Zone 3	230.4	173.0	185.8	210.2	240.9	277.5	21.5%	32.0%	60.4%
Zone 4	295.7	222.0	238.9	269.9	309.9	359.4	21.5%	33.2%	61.9%
Zone 5	119.2	89.5	96.2	108.3	124.1	143.8	20.9%	32.8%	60.6%
Zone 6	129.4	97.2	105.0	119.4	137.4	159.5	22.9%	33.5%	64.1%
Zone 7	98.9	74.3	80.0	90.2	103.5	119.7	21.4%	32.7%	61.2%
Zone 8	210.7	158.2	173.5	200.7	235.3	278.4	26.8%	38.7%	75.9%
Zone 9	86.5	65.0	69.8	78.7	90.0	104.3	21.1%	32.5%	60.6%
Zone 10	121.7	91.4	98.1	110.5	126.5	147.3	21.0%	33.3%	61.2%
Zone 11	50.3	37.8	40.7	46.1	53.1	61.7	21.9%	34.0%	63.4%
Zone 12	71.2	53.5	57.6	65.3	75.1	87.3	22.1%	33.7%	63.3%
Zone 13	49.2	36.9	40.2	46.1	53.7	63.5	24.8%	37.7%	71.9%
Zone 14	173.2	130.0	140.4	158.5	182.2	211.6	21.9%	33.5%	62.7%
Zone 15	84.0	63.1	68.4	77.8	89.9	105.4	23.3%	35.5%	67.1%
Zone 16	70.2	52.7	56.9	64.6	74.5	86.8	22.6%	34.3%	64.8%
Zone 17	85.7	64.4	69.5	78.5	90.0	104.6	21.9%	33.3%	62.5%
Zone 18	238.8	179.4	191.9	214.8	245.4	282.2	19.8%	31.4%	57.4%
Zone 19	100.6	75.5	81.7	93.0	108.1	127.1	23.1%	36.7%	68.4%
Zone 20	239.5	179.9	194.7	221.5	255.7	298.0	23.1%	34.5%	65.7%
Zone 21	94.5	71.0	76.9	87.4	101.5	119.1	23.2%	36.3%	67.8%
Zone 22	116.7	87.7	94.3	106.2	121.1	139.5	21.1%	31.4%	59.1%
Zone 23	118.7	89.1	96.4	109.6	127.0	148.8	23.0%	35.8%	67.0%
Zone 24	128.3	96.3	104.3	118.4	137.0	161.0	22.9%	36.0%	67.2%
Zone 25	103.9	78.0	83.7	94.3	107.8	124.1	21.0%	31.5%	59.1%
Zone 26	36.4	27.3	29.3	32.6	37.0	42.4	19.4%	29.8%	55.0%
Zone 27	186.9	140.4	151.0	169.7	194.5	225.0	20.9%	32.6%	60.3%
Zone 28	118.2	88.7	95.8	108.9	125.3	145.3	22.7%	33.4%	63.7%
Zone 29	60.5	45.5	48.9	55.0	62.8	72.6	20.9%	32.0%	59.6%
Zone 30	66.3	49.8	54.3	62.7	73.8	87.5	26.0%	39.5%	75.8%
Zone 31	98.1	73.7	80.4	92.6	108.2	127.9	25.6%	38.2%	73.6%
Zone 32	127.8	96.0	104.3	119.0	138.2	162.2	24.0%	36.3%	68.9%
Zone 33	272.5	204.6	222.1	253.7	294.4	345.1	24.0%	36.0%	68.7%
Zone 34	180.9	135.8	146.3	165.1	189.7	220.6	21.6%	33.6%	62.4%
Zone 35	147.9	111.0	120.2	136.3	157.2	183.2	22.8%	34.4%	65.0%
Zone 36	58.7	44.0	47.7	54.2	62.3	72.3	23.0%	33.4%	64.1%
Zone 37	71.2	53.5	57.8	65.5	75.3	87.5	22.5%	33.5%	63.6%
Zone 38	60.2	45.2	48.6	54.8	63.0	73.4	21.2%	34.0%	62.4%
Zone 39	104.4	78.4	84.4	95.1	109.0	126.6	21.2%	33.0%	61.4%
Zone 40	53.2	39.9	43.2	49.2	56.6	65.9	23.0%	34.0%	64.9%
Zone 41	95.6	71.8	77.1	86.6	99.1	114.8	20.7%	32.5%	59.9%
Zone 42	44.9	33.7	36.6	41.8	48.5	56.9	23.8%	36.3%	68.8%
Zone 43	170.8	128.2	138.9	158.0	182.9	214.4	23.2%	35.7%	67.2%
Zone 44	110.3	82.8	89.3	100.9	115.8	133.8	23.2 %	32.6%	61.5%
Zone 45	80.8	60.7	65.7	74.8	86.4	100.8	23.3%	34.8%	66.1%
Zone 46	61.1	45.9	49.9	57.1	66.3	77.8	23.3%	36.1%	69.3%
Zone 47	139.1	104.4	112.9	128.3	147.9	172.5	24.4%	34.5%	65.1%
Zone 48	49.4	37.1	40.6	46.7	54.5	63.8	25.7%	36.8%	71.9%
Zone 49	49.4	31.1	33.8	38.7	44.8	52.7	25.7%	36.2%	69.3%
Zone 50	207.4	155.7	168.3	190.9	219.4	254.0	24.3%	33.1%	63.1%
Zone 50 Zone 51	114.4	85.9	93.0	190.9	121.0	254.0	22.6%	33.1%	63.3%
Zone 51 Zone 52	59.5	44.7	47.8	53.7	61.2	70.5	22.4%	31.5%	57.7%
Zone 52 Zone 53	67.6	50.8	54.9	62.6	72.3	84.4	20.0%	34.8%	66.3%
Zone 54	107.8	81.0	87.3	98.9	113.4	131.1	23.3%	32.6%	61.9%
Zone 55	107.8	78.2	85.5	98.5	113.4	133.5	26.0%	35.6%	70.9%
STUDY AREA:	6,692.1	5.025.5	5.428.7	6.155.9	7.093.2	8.256.4	20.0%	34.1%	64.3%

Appendix 7: Comparison Goods Market Shares (including SFT)

TABLE 1: ALL COMPARISON GOODS - 2021 MARKET SHARE ANALYSIS (%) Including Internet Shapping and other Special Forms of Trading Based on 2019 Household Survey

LOCAL PLANNING ALITHORITY	CENTRE TYPE		Terre 1 Terr	A Tree 1	Trees 4 1 To	-	A Tree 7	-	-	10 Tens 11	Taxa 12 X		14 Terms 11	Terrs 11 1	tana 17 Tan	All Term 10	Terre 10	Tenne 24 - Tenne	- 22 Jane 2	Teres 24	Terry Diff. Terry	-	Tana 31 - 2	To	30 Zone 31	Teres 12		Tere 10 1	Tene M. Ten	- 17 Jame 10	Terre 10	Terre ID Terre	11 Tenn 12	Terre (1) Te	and the Party of	Trans All	Teres 17 7.	and the Taxa	43 Teres 50	-	and the Read	13 Jame M	Tree It 1	COLUMN ADDRESS	Maharahaan	CORE 2	NES / Sentenii Wahai
LOCAL POANNING ADTHORIT	CENTRE ITPE		2016 1 201	2 2006.3	2016 4 20	ere 5 2016	16 20ne /	2006 8 20	dates from	10 2008 11	2010 12 2	01613 2016	14 2018 15	2008 16 2	cone 17 Zon	18 2016 19	2010 20	2006-21 200	22 2010 2	3 2016 24	2016 20 201	26 2000 27	2010/20/20	2010 23 2010	30 2016 31	2006.32 200	na 33 2011a 34	4 2016 33 4	2010-201 201	10 37 20110 30	2010 33 2	cone 40 zone	141 2008 42	20116 43 20	2010 44 2010 4	D 2018 49	2008 4/ 20	me 40 2016	43 2016 50	2010 01 0	one oz izone	53 Zone 54	1 2010 00	100110300	Contract and	ipon uusie	Salowel Wash
Wokerhamoton	Strategic Centre	Wolverhampton	0.5% 0.6	6 0.1%	0.0% 0	0.3% 0.0%	N 0.9%	0.1% 0	0.3% 0.4%	% 0.2%	0.1%	0.0% 0.4	N 0.5%	1.7%	0.1% 0.0	% 2.2%	0.2%	0.5% 9.	n 0.6%	0.0%	1.4% 0.5	9% 0.1%	0.0%	5.6% 0.0	% 0.9%	0.5% 0.	1.2% 1.3%	0.8%	0.2% 0.1	1% 0.9%	0.4%	0.8% 0.3	% 31.8%	41.3% 5	4.5% 12.1%	14.3%	16.3% 1	1.0% 49.4	% 44.9%	42.1%	13.5% 28.5	% 24.9%	1.2%	5.9%	34.4%	1.5%	0.5% 2.9%
	Town Centre	Bilaton Wednesfield	0.0% 0.0			0.0% 0.0%			0.0% 0.0%		0.0%	0.2% 0.0	N 0.1%	0.1%	0.1% 0.0	% 0.1% % 0.0%	0.0%	0.1% 0.	N 0.4%	0.0%	0.0% 0.0	0% 0.1%	0.8%	0.1% 0.0	% 2.4% % 0.0%		0.0%		0.0% 0.0		0.0%		% 3.0% % 1.0%		13% 0.4%	3.5%	25.8% 0	0.0% 5.81			0.1% 0.0	6 0.2% 6 0.2%		0.8%	5.5%		0.3% 0.7% 0.1% 0.2%
	District & Local Centres		0.0% 0.0	6 0.0%	0.0% 0	0.0% 0.2%	N 0.0%	0.4%	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	N 0.1%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.3% 1.	% 0.0%	0.0%	0.0% 0.1	8% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.05	% 0.0%	0.9%	1.3% 0.0%	0.0%	0.0% 0	0.0% 6.35	5 3.1%	3.8%	11.8% 0.0	6 0.7%	0.0%	0.4%	2.0%	0.1%	0.0% 0.0%
	Out-of-Centre	subtotal	0.3% 0.5	6 0.0% 6 0.1%	0.3% 1	1.5% 0.09	<u>5 0.2%</u> 5 1.1%	0.5%	0.0% 0.19 0.3% 0.4 ⁴	% 0.0% % 0.2%	0.1%	0.0% 0.3	N 0.6%	0.7%	0.5% 0.0	<u>% 2.2%</u> % 4.5%	0.0%	0.3% 5/	7% 2.1%	0.1%	0.7% 0:	2% 0.1%	0.0%	0.8% 0.0	% <u>2.5%</u> % 5.8%	0.5% 0.	12% 0.0%	3.6%	2.5% 12	2% 0.7%	0.0%	0.0% 0.2	% 17.3% % 53.1%	13.8% 2	5.7% 10.0%	8.8%	92% 0	1.8% 71.5	<u>% 7.6%</u> % 56.3%	9.8%	4.0% 3.2	6 <u>12.3%</u> % 38.3%	0.0%	2.5%	12.5%	1.0%	0.6% 3.2%
Dudlev	Strategic Centre	Briefey Hil- Traditional High Street Briefey Hil- Merry Hil	0.0% 0.0					0.1% 0 11.2% 2														2% 0.2% 1% 47.3%			% 0.0% % 2.0%						0.0%				0.0% 0.0%			1.0% 0.0 ⁹		0.0%				0.3%	0.0%		0.3% 0.0%
	Town Centre	Dudwy Stourbridge Halesowen	0.0% 0.0 0.0% 0.0 0.7% 0.0			0.3% 0.0% 0.1% 0.0% 3.8% 0.0%	N 0.1% N 0.0% N 0.0%	0.0%	0.8% 0.7% 0.7% 0.8% 14.4% 22.8%	5 0.1%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.2% 0.0	% 0.6%	0.2%	0.5% 0.3	N 0.0%	1.4%	1.1% 0. 2.5% 8/ 0.4% 0.	4% 19.7%	18.2%	0.0% 0.0	% 0.0% % 0.0% % 0.0%	0.0% 0	1.0% 0.0% 1.0% 0.0%	0.0%	0.1% 0.0	0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0% 0	0.1% 0.1% 0.0% 0.0% 0.0% 0.0%	0.0%	0.0% 0	1.0% 0.2% 1.0% 0.0%	5 0.1%	0.0%	0.9% 0.0 0.3% 0.0 0.0% 0.0	6 0.0%	0.1%	1.0% 1.0% 0.8%	0.2% 0.0% 0.0%	6.2%	1.2% 0.0% 0.0% 0.0% 0.5% 0.0%
	District & Local Centres		0.0% 0.0	6 0.3%	0.0% 0	3.0% 0.07	N 0.0%	0.0% 0	0.0% 0.0%	% 0.0%	0.9%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.0	% 0.7%	0.0%	1.4% 8.4	% 0.3%	2.3%	10.6% 2.4	4% 1.8%	1.7%	0.0% 0.4	% 0.1%	0.0% 0	0.4%	0.0%	0.0% 0.0	0% 0.0%	1.0%	0.0% 0.05	% 0.1%	0.0% 0	2.7% 0.0%	0.0%	0.1% 0	0.0% 0.0%	N 0.1%	0.3%	1.6% 0.5	6 0.0%	0.0%	0.6%	0.2%	3.0%	0.1% 0.0%
	Out-of-Centre	sublotal	12% 0.3	6 0.5% 6 4.2%	1.0% 3	10% 0.2%	N 0.0%	0.3%	4.7% 3.5%	% 3.3% % 50.5%	2.8%	0.5% 1.8	N 2.1%	0.1%	37% 0.2	5 1.7% 5 65.1%	0.1%	3.1% 2/	N 1.6%	3.0%	2.8% 0.1	2% 1.4% 3% 70.8%	2.7%	0.0% 0.0	% 0.0% % 2.1%	0.0% 0. 6.8% 0.	0.0% 0.0%	0.0%	0.0% 0.0	0% 0.0% 4% 0.4%	0.0%	0.0% 0.0	% 0.3% % 3.7%	2.4% 2	2.0% 0.0%	0.0%	0.1% 0	2.0% 0.15	N 0.1%	0.1%	0.9% 0.0	6 0.0% 6 1.8%	0.1%	0.8%	0.1%	2.6%	1.2% 0.0%
Sendwell	Strategic Centre	West Bromwich	0.8% 7.0	6.0%	0.0% 0	3.6% 0.07	N 9.5%	0.0%	3.5% 0.2?	% 0.1%	5.3%	15.0% 7.5	N 9.5%	39.3%	33.8% 0.6	% 0.1%	0.0%	4.0% 0.1	9.1%	0.0%	0.0% 0.	3% 0.1%	0.0%	0.0% 0.4	% 0.2%	6.8% 0.	0.0%	0.0%	0.3% 4.4	4% 0.0%	0.0%	0.2% 0.9	% 0.5%	0.0% 0	1.3% 0.0%	0.2%	0.7% 0	0.41	N 0.1%	0.0%	0.3% 0.0	6 0.0%	0.0%	2.4%	0.2%	0.7%	12.7% 0.7%
	Town Centre	Blackheath Cradley Heath Great Bridge Oldbury Wednesbury Cape Hill	1.2% 0.0	6 0.0% 6 0.0% 6 0.0% 6 0.0% 6 0.0%	0.0% 0 0.0% 0 0.2% 1 0.0% 0 0.0% 0	0.0% 0.0% 0.0% 0.0% 1.4% 0.0% 0.0% 0.0%	N 0.0% N 0.3% N 0.8% N 0.6% N 0.0%	0.3% 3	0.4% 0.6% 0.0% 0.0% 3.1% 0.9% 0.0% 0.0%	% 4.4% % 0.0% % 2.1% % 0.0% % 0.2%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0 0.0% 0.0 6.0% 10.5 0.2% 0.0 17.7% 2.3	N 0.1% N 0.5% N 21.5% N 0.3% N 0.1%	0.0% 6.8% 4.7% 1.7% 0.0%	0.0% 0.0 3.4% 0.0 3.1% 0.0 1.8% 0.0 0.0% 0.0	% 0.0% % 1.0% % 1.6% % 0.0% % 0.0%	0.0% 0.0% 0.0% 0.0%	0.5% 0.1 0.0% 0.1 1.9% 0.5 0.0% 0.1 0.0% 0.1	% 0.0% % 8.2% % 3.6% % 1.2%	0.5% 0.0% 0.0% 0.0%	0.0% 0.1 0.0% 0.1 0.0% 0.1 0.0% 0.1 0.0% 0.1	0% 0.1% 0% 0.2% 0% 0.1% 0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0 0.2% 0.0 0.0% 0.1 0.0% 0.1 0.0% 0.0	% 0.0% % 0.0%	0.0% 0.1.0% 0.1.0% 0.1.0% 0.1.0%	1.0% 0.0% 1.3% 0.0% 1.1% 0.0%	0.0% 0.0% 0.3% 0.0%	0.0% 0.0 0.0% 0.0 0.2% 0.0 0.0% 0.0	0% 0.0% 2% 0.0% 0% 0.0% 0% 0.2% 0% 0.0%	0.0% 0.0% 0.1% 0.0%	0.0% 0.0%	% 0.0% % 0.0% % 0.0% % 0.9%	0.0% 0	1.0% 0.0% 3.0% 0.0% 1.0% 0.0% 1.0% 0.9% 3.0% 0.9%	0.0% 0.0% 0.4% 0.4%	0.0% 0 1.3% 0 0.5% 0 0.3% 0 0.0% 0	1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0%	N 0.0% N 0.0% N 0.0% N 0.2% N 0.2%	0.0% 0.3% 0.0% 0.0%	0.0% 0.0 0.1% 0.0 0.4% 0.0 0.0% 0.0 0.0% 0.0	6 0.0% 6 0.0% 6 0.0% 6 0.0% 6 0.0%	0.0% 0.1% 0.0% 0.0% 0.0%	0.4% 0.1% 0.4% 1.2% 0.4% 0.2%	0.0% 0.0% 0.3% 0.1% 0.3% 0.0%	0.3% 0.1% 0.8% 0.0%	1.3% 0.0% 0.3% 0.0% 2.2% 0.0% 6.2% 0.0% 1.9% 0.3% 1.4% 0.0%
	District & Local Centres	Bearwood		6 0.0% 6 0.0%																					% 0.0% % 0.0%																			0.3%	0.0%		1.3% 0.0%
	Out-of-Centre		0.9% 3.5	6 0.6%	0.7% 2	2.3% 0.5	5 14.25	1.1%	1.0% 1.6	5 1.15	2.9%	1.4% 8.5	5.8%	7.6%	11.7% 1.4	5 1.9%	0.5%	0.8% 1.	12.4%	0.1%	1.0% 0.1	2% 0.3%	1.9%	0.4% 7.2	% 11.3% % 12.0%	22.7% 1.	7% 0.5%	6.8%	6.2% 16.	6% 2.0%	1.15	2.4% 7.6	5. 3.05	2.5% 5	12% 10.3%	7.8%	3.7% 0	2.8% 0.45	5 2.5%	1.3%	1.2% 0.1	5 2.1%	0.1%	3.5%	2.8%	1.15	10.1% 8.6%
Walasil	Strategic Centre	subtotal Wataali	9.1% 13.			0.3% 0.0%			0.2% 0.0%	5 9.0%	31.7% 5	0.0% 0.0			16% 0.8			0.1% 01			0.0% 01				% 12.0%		10% 0.5%													0.0%				3.7%	1.3%		39.0% 9.7%
	Town Centre	Bowich Brownills Addition	0.0% 0.0	6 0.0% 6 0.0%	0.0% 0	0.0% 0.0%	N 0.0%	0.0% 0	0.0% 0.0%	% 0.0%		0.0% 0.0	N 0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0% 0.1	1% 0.0%	0.0%	0.0% 01	0% 0.0%	0.0%	0.0% 0.0	% 1.7% % 0.2% % 0.0%	0.0% 0:	0.0%	11.3%	1.0% 0.3	2% 1.0%	0.1%	0.3% 0.07	% 0.2% % 0.1%	0.0% 0	1.0% 4.5%	0.0%	0.0% 0	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.0	6 0.0% 6 0.0%	0.0%	0.4%	0.0%	0.0%	0.0% 3.1% 0.0% 1.7% 0.1% 3.4%
		Wilerhall Darlaston	0.0% 0.0	6 0.0%	0.0% 0	0.0% 0.0%	5 0.0%	0.0% 0	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.1	0.0%	0.0%	0.1% 0.1	0% 0.1%	0.0%	0.0% 0.0	5 0.05 5 1.5% 5 1.4%	0.7% 0	0.0%	0.0%	0.0% 0.0	0% 0.1%	0.0%	0.0% 0.05	5 2.6%	0.0% 2	2.1% 8.1%	15.1%	0.0%	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.0	6 0.0%	0.0%	0.3%	0.4%	0.0%	0.1% 3.4% 0.1% 2.4% 0.5% 0.4%
	District & Local Centres		0.0% 0.0	6 0.0%	0.0% 0	2.0% 0.0%	N 0.1%	0.0% 0																	% 0.2%																0.0% 0.0	6 0.0%	0.0%	0.1%			0.0% 0.9%
	Out-of-Centre	sublotal	0.2% 0.5	6 0.0% 6 0.5%	0.0% 0	0.0% 0.0%	N 3.0% N 8.5%	0.0% 0	0.1% 0.0%	% 0.6% % 0.6%	0.1%	0.0% 0.9	N 0.0% N 0.0%	0.9%	1.6% 1.0 3.2% 4.1	% 0.4% % 0.5%	0.0%	0.1% 0.2% 0.2%	05 0.155 05 1.155	0.0%	0.0% 0.0%	1% 0.0% 3% 0.2%	0.0%	0.4% 4.8	% 10.5% % 58.5%	2.8% 0. 13.7% 4.	17% 0.0%	2.9% 47.3%	6.1% 6.1 48.4% 34	1% 1.3% 4% 9.9%	0.1% 2.3%	1.1% 3.19	% 0.9% % 6.5%	0.7% 1	1.3% 7.3% 7.9% 38.8%	5.4% 34.4%	0.8% 0	2.5% 0.45 2.5% 1.55	N <u>0.5%</u> N 1.1%	0.2%	0.3% 0.4	6 1.0% 6 1.0%	0.0%	1.0%	0.7%	0.1%	1.1% 5.3% 3.5% 42.8%
All Other Centres Outside B	BCLA Area Birmingham Cannock Kidderminster Lichfield Reddlich Staffond Sution Coldfield Teillord		0.0% 1.0 0.1% 0.0 0.0% 0.8 0.0% 0.1 0.0% 0.4 0.0% 8.4	6 0.3% 6 0.4% 6 0.0% 6 2.3% 6 0.0% 6 0.0%	0.1% 0 0.3% 0 0.0% 0 4.4% 0 0.0% 0 0.0% 0	0.0% 0.8% 0.1% 0.1% 0.0% 0.0% 0.3% 16.1% 0.0% 0.0% 0.1% 0.3%	N 0.0% N 0.0% N 0.1% N 0.0% N 0.0% N 11.4%	3.3% 1 0.0% 0 12.3% 0 0.0% 0 0.5% 0	0.1% 0.0% 1.1% 0.6% 0.0% 0.0% 0.0% 0.0% 0.3% 0.0% 0.0% 0.0%	% 0.0% % 0.5% % 0.0% % 0.0% % 0.0%	0.1% 0.2% 0.0% 0.0% 0.0%	0.0% 0.0 0.0% 0.0 0.0% 0.0 0.0% 0.0 0.0% 0.0 0.0% 0.0	N 0.2% N 0.0% N 0.0% N 0.0% N 0.0% N 0.0%	0.1% 0.0% 0.0% 0.0% 0.0%	0.1% 0.0 0.1% 0.5 0.0% 0.0 0.0% 0.0 0.0% 27.1	% 0.2% % 1.7% % 0.0% % 0.0% % 0.0%	0.1% 54.0% 0.0% 0.0% 0.0%	0.0% 0. 0.1% 0. 0.0% 0. 0.0% 0. 0.0% 0.1 0.0% 0.1	1% 0.0% 1% 0.2% 1% 0.0% 1% 0.0% 1% 0.0%	0.0% 0.5% 0.0% 0.0% 0.0%	0.0% 0.1 1.7% 14 0.0% 0.1 0.0% 0.1 0.0% 0.1 0.0% 0.1	0% 0.0% 18% 2.3% 0% 0.0% 0% 0.0% 0% 0.0%	0.0% 1 4.7% 0.0% 0.0% 0.0% 0.0% 0.0%	8.2% 2.7 0.1% 0.0 0.0% 9.4 0.0% 0.0 13.7% 0.7 0.2% 0.3	% 4.5% % 0.2% % 0.1% % 0.0% % 0.2% % 0.2% % 0.0%	0.1% 44 0.0% 0: 0.0% 1: 0.0% 0: 0.4% 4: 0.0% 0:	4.2% 1.1% 10% 0.0% 18% 33.7% 10% 0.0% 14% 0.2% 10% 1.6%	6.6% 0.0% 1.7% 0.0% 0.0% 0.2%	3.8% 0.1 0.0% 0.1 0.9% 0.1 0.0% 0.0 0.2% 0.2 2.3% 0.1	1% 42.5% 1% 0.0% 1% 0.5% 0% 0.0% 2% 0.5% 7% 0.0%	14.4% 0.0% 15.7% 0.0% 2.1% 0.2%	13.4% 4.7 0.0% 0.0 7.3% 1.5 0.0% 0.0 0.0% 0.0 0.5% 5.4	% 0.3% % 0.0% % 0.0% % 0.0% % 0.0%	4.0% 4 0.1% 0 0.0% 0 0.0% 0 0.4% 0	1.3% 2.8% 1.0% 0.0% 1.3% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0%	0.4% 0.0% 0.0% 0.0% 0.0%	0.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.1% 0.1% 0.0% 0.0% 0.3% 0.0% 0.0% 0.0% 1.0% 0.0%	N 0.2% N 0.2% N 0.0% N 0.0% N 0.2% N 0.2%	0.5% 0.3% 0.0% 0.0% 0.2% 0.2%	0.1% 0.2 1.1% 0.3 0.0% 0.0 0.0% 0.0 0.0% 0.0 0.0% 0.0	6 3.3% 6 0.0% 6 0.0% 6 0.0% 6 0.0% 6 0.0%	0.0% 27.5% 0.0% 0.1% 0.0% 0.0%	10.1% 3.4% 2.9% 1.5% 0.5% 1.8% 1.8%	3.0% 1.8% 0.1% 0.0% 0.1% 0.2% 0.0% 1.8%	0.0% 1.5% 0.0% 0.0% 0.0% 0.0%	7.5% 5.8% 0.0% 3.8% 0.0% 0.0% 0.0% 2.0% 0.0% 0.0% 0.1% 0.1% 1.2% 1.1% 0.2% 0.8%
	All Other Centres and Stores Elsewher	•						31.9% 1			2.1%				3.5% 20.						1.6% 9.0			9.6% 6.6			1% 25.5%				25.8%				0.7%			4.2% 2.45						9.3%	1.4%		3.4% 3.4%
SPECIAL FORMS OF TRADI	ING/ INTERNET SHOPPING:	aubiotal																							% 6.6% % 14.8%																			32.0%	8.0%		12.6% 16.7% 28.3% 22.5%
		GRAND TOTAL	100.0% 100	% 100.0%	100.0% 10	00.0% 100.5	2% 100.0%	100.0% 1	00.0% 100./	0% 100.0%	100.0% 1	00.0% 100.	2% 100.0%	100.0%	100.0% 100	0% 100.0%	100.0%	100.0% 100	0% 100.0%	100.0%	100.0% 100	0.0% 100.0%	100.0% 1	00.0% 100.	0% 100.0%	100.0% 100	0.0% 100.0%	100.0%	100.0% 100	0.0% 100.0%	100.0% 1	100.0% 100.0	0% 100.0%	100.0% 10	0.0% 100.0%	6 100.0%	100.0% 10	00.0% 100.0	2% 100.0%	100.0%	100.0% 100.	25 100.0%	100.0%	100.0%	100.0%		100.0% 100.0%

TABLE 2: CLOTHING & FOOTWEAR - 2021 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading Based on 2019 Household Survey

	BITY CENTRE TYPE		_				_			_				_		_		_		_	_		_	_			_		_	_				_					_	_	_	_			STUDY ARE	-	CORE		
LOCAL PLANNING AUTHOR	RITY CENTRE TYPE		Zone 1 Zo	ne 2 – Zone	3 Zone 4	Zone 5	Zone 6 Zo	one 7 Zone	e 8 – Zone 9	Zone 10	Zone 11 Zon	e 12 Zone 1	3 Zone 14	Zone 15 Zor	ie 16 - Zonie 1	Zone 18	Zone 19 Zo	one 20 Zon	e 21 Zone 2	2 Zone 23	Zone 24 Zo	one 25 Zone	26 Zone 27	Zone 28 Zon	e 29 Zone 3	10 Zone 31 3	Cone 32 Zon	ie 33 Zone 34	4 Zone 35	Zone 36 Zon	e 37 Zone 35	Zone 39 Zo	ine 40 Zone -	41 Zone 42	Zone 43 Zo	one 44 Zone -	65 Zone 46	Zone 47 Zo	one 48 – Zone	49 Zone 50	Zone 51	Zone 52 Zor	ne 53 Zone	ie 54 - Zone 55	SS STUDY ARE	Wolvern	ampton Dudi	ley Sandwell 1	<u>////TR</u>
Wolverhampton	Strategic Centre	Wolverhampton	0.0% 0	0% 0.0%	6 0.0%	0.6%	0.0% 2	2.1% 0.05	n 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	1.1% 2	4% 0.5%	0.0%	1.7%	0.0% 0.5	5% 9.0%	1.0%	0.0%	0.5% 1.35	0.5%	0.0% 10	7% 0.0%	1.9%	1.8% 0.3	7% 1.8%	2.6%	0.7% 0.0	15 1.3%	0.0%	0.0% 0.0%	36.7%	47.4% 1	6.7% 15.35	25.8%	24.3%	0.7% 52.3	% 38.6%	41.4%	14.6% 32	.8% 23.9	.9% 0.0%	6.3%	36.	145	% 0.9%	4.5%
	Town Centre	Bilaton Wednesfield	0.0% 0					10% 0.0%					0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.	5% 0.6% 2% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	1.6% 0.	0% 0.0%	1.7%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	3.1%	0.9%	0.0% 0.0%	4.1%	14.1%	0.0% 4.2	N 0.0%				0% 0.0%		3.3		% 0.0% % 0.0%	
	District & Local Centres	THU MARKE	0.0% 0			0.0%		1.0% 0.0%		0.0%	0.0% 0.				0% 0.0%			0.0% 0.1				0.0% 0.0%		0.0% 0.			0.0% 0.1			0.0% 0.0			0.0% 0.0%			0.0% 0.0%			0.0% 0.0			2.0% 0.			0.0%			5 0.05	
	Out-of-Centre		0.0% 0	0.00	6 0.0%	2.0%	0.0% 0	2.0% 0.0%	n 0.0%	0.0%	0.0% 0	0.0%	0.0%	0.9% 0	2% 0.0%	0.0%	1.0%	0.0% 0.	2% 0.5%	0.0%	0.0%	0.0% 0.03	0.0%	0.0% 0.	en 0.0%	0.9%	0.0% 0.1	0.0%	2.4%	1.1% 0.0	1% 0.0%	0.0%		11.1%	4.7% 2	18.5% 11.83	10.6%	2.4%	0.0% 5.8	5 6.2%	2.7%	1.3% 2	5% 6.5°	5% 0.0%	1.5%	7.9	5 0.2	5 0.25	2.7%
		aubiotal	0.0% 0	0% 0.0*	6 0.0%	2.6%	0.0% 2	2.1% 0.0%	ni 0.0%	0.0%	0.0% 0.	0% 0.6%	0.0%	2.0% 3	2% 0.6%	0.0%	2.7%	0.0% 1.	5% 10.2%	1.0%	0.0%	0.5% 1.35	0.5%	1.6% 11	5% 0.0%	4.6%	1.8% 0.3	7% 1.8%	5.0%	3.1% 0.6	5 1.3%	0.0%	2% 0.0%	52.0%	54.0% 4	16.6% 27.85	41.5%	41.6%	0.7% 62.3	5 45.15	45.6%	17.9% 35	4% 30.7	7% 0.0%	8.5%	48.	5 1.9	55 1.155	8.2%
Dudlev	Strategic Centre	Briefley Hill- Traditional High Street Briefley Hill- Merry Hill	t 0.0% 0 7.2% 1	0% 0.0% 9% 7.6%	6 0.0% 6 11.0%	0.0%	0.0% 0.	1.0% 0.5% 1.7% 19.2%	n 0.0% 2% 50.7%	0.0%	0.0% 0.70.3% 42	0% 0.0% 9% 3.9%	1.3%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.1	0.0% 8% 58.5%	1.4%	2.1%	3.6% 0.0%	0.0% 6 67.3%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	% 0.0% % 1.2%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.	0% 0.0 3% 4.1	0% 1.9%	0.2%	0.0	% 0.0 % 63.5	% 0.4% % 19.7%	0.0%
	Town Centre	Dudky Stourbridge	0.0% 0	0% 0.0%	L 0.0%		0.0% 0	1.0% 0.09			0.0% 1.	1% 0.0%	0.5%	1.8% 0	0% 0.0%	0.0%	13.2%	0.0% 13	2% 2.2%	3.9%	0.0%	0.0% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.8% 0.0	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.5%	0.0% 0.0	5 0.4%	0.6%	0.7% 0.	0% 0.0	0% 0.0%	0.5%	0.3		% 0.9% % 0.0%	
		Halesowen	1.2% 0																					0.0% 0.		0.0%													0.0% 0.0			0.0% 0.				0.0		5 0.4%	
	District & Local Centres				6 0.0%					0.0 %			0.0%											0.0% 0.		0.0%					1% 0.0%								0.0% 0.0			0.0% 0.			0.3%	0.4		% 0.0%	
	Out-of-Centre	aubiotal	8.3% 0		6 0.0% 6 11.0%	0.0%	0.0% 0	10% 0.0%	% 0.0% 5% 60.4%	0.0%	0.0% 0.73.7% 44	0% 0.0% 6% 3.9%	0.0%	0.0% 0 41.2% 8	0% 0.0% 3% 7.6%	0.0%	0.0%	0.0% 01	2% 2.2% 0% 65.0%	0.0%	77.9% 8	0.0% 0.0%	0.0%	0.0% 0. 70.8% 0.	0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	2.3%	3.4% 3.4	5 0.0%	0.0% 0	0.0% 0.0%	0.0%	2.8%	0.0% 0.0%	0.0%	23.2%	0.0% 0.0	5 0.0% 5 6.2%	20.1%	48.4% 4.	0% 0.0 ⁴ 3% 4.1 ⁴	0% 0.6%	20.4%	0.0		5 0.0%	
Sandwell	Strategic Centre	Weat Bromwich	2.2% %	.9% 0.0%	6 0.0%	1.6%	0.0% 12	3.3% 0.09	ni 3.6%	0.9%	0.0% 11	7% 25.0%	12.0%	14.5% 42	4% 41.9%	1.0%	0.0%	0.0% 5.	1% 0.0%	15.8%	0.0%	0.0% 0.0%	0.0%	0.0% 0.	0% 0.5%	0.0%	17.6% 0.0	0.0%	0.0%	0.7% 11.	4% 0.0%	0.0%	3.4%	1.1%	0.0%	1.1% 0.0%	0.6%	2.9%	0.0% 0.5	N 0.4%	0.0%	1.2% 0.	0% 0.0	0% 0.0%	3.9%	0.8	5 0.9	% 19.1%	1.7%
	Town Centre	Blackheath Cradley Heath	0.0% 0					10% 0.0%			0.6% 1.				0% 0.0%			0.0% 0.1				0.0% 0.0%			0% 0.0%		0.0% 0.0	0% 0.0%		0.0% 0.0		0.0% 0	0.0% 0.0%			0.0% 0.0%			0.0% 0.0				0% 0.0			0.0		% 0.3% % 0.0%	
		Great Bridge	0.0% 0	0% 0.05	6 0.0%	0.0%	0.0% 0.	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 2	6% 0.0%	0.0%	1.8%	0.0% 0.1	0.0%	8.4%	0.0%	0.0% 0.0%	0.8%	0.0% 0.	0.0%	0.0%	0.8% 0.0	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.5%	0.0% 0.0	0.0%	0.0%	0.0% 0.	0% 0.0	0% 0.0%	0.3%	0.1	% 0.35	5 1.4%	0.0%
		Oldbury Wednesbury	0.0% 2	3% 0.05	6 0.0% 6 0.0%			1.2% 0.0%			0.0% 6.	2% 0.6%	0.9%	14.7% 2	6% 0.0% 0% 1.7%	0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 1.3	3% 0.0% 0% 0.0%	0.0%	0.0% 0.0	1% 0.0% 1% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 1	0.0% 0.0%	0.0%	0.0%	0.0% 0.0		0.0%		0% 0.0		0.5%	0.0	% 0.15 % 0.05	% 2.3% % 0.8%	0.0%
		Cape Hill Bearwood	1.6% 0	0% 0.05	6 0.0%	0.0%		1.0% 0.0%		0.0%	0.0% 0.	0% 11.0%	1.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.1	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.	0% 0.0*	0.0%	0.2%	0.0	% 0.0 ⁴	% 0.9% % 0.1%	0.0%
	District & Local Centres		0.0% 0	0% 0.01	6 0.0%	0.0%	0.0% 0.	2.0% 0.0%	ni 0.0%	0.0%	0.0% 0.	0% 1.4%	1.0%	0.0% 1	5% 0.0%	0.0%	0.0%	0.0% 0.1	2% 0.0%	1.7%	0.0%	0.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.	0% 0.0	0% 0.0%	0.1%	0.0	% 0.0	% 0.6%	0.0%
	Out-of-Centre																									5.8%																				0.2		% 3.0%	2.3%
		aubiotal	5.0% 14	.1% 0.05	6 0.0%	3.2%	0.0% 18	8.7% 0.0%	75 <u>8.25</u>	0.9%	1.25 20	5% 38.6%	17.9%	30.9% 50	15 46.75	1.0%	135	0.0% 6.	25 1.05	30.3%	2.4%	0.0% 2.05	0.8%	0.0% 0	0% 3.2%	5.8%	32.7% 12	5% 0.0%	0.0%	0.7% 21/	0% 1.1%	0.0%	3% 3.4%	1.1%	0.8%	1.8% 2.5%	1.65	3.4%	0.0% 0.87	5 0.4%	0.0%	125 0	0% 0.0	0% 0.0%	6.1%	1.2	5 20	5 28.5%	425
Watsall	Strategic Centre	Wahaal	0.0% 3					7.7% 1.55					0.0%									0.0% 0.0%			0% 33.2%		8.5% 6.3				3% 10.1%					7.0% 21.95			0.0% 0.67			0.0% 0.				1.5		% 2.5%	
	Town Centre	Bloswich Brownhills	0.0% 0					1.0% 0.0% 1.0% 0.0%					0.0%		0% 0.0%			0.0% 0.0				0.0% 0.0%		0.0% 0.	0% 0.0%			0% 0.0%			1% 1.3% 1% 0.0%					0.0% 2.2%						0.0% 0.		0% 0.0%		0.0		% 0.0% % 0.0%	
		Aldridge	0.0% 0	0% 0.0%	6 0.0%	0.0%	0.0% 0.	2.0% 0.0%	% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.1	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	1.5%	0.0% 0.0	0.0%	0.0%	1.4% 0.0	5 0.0%	0.0% 0	1.9%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.	0% 0.0	0.0%	0.1%	0.0	% 0.05	% 0.0%	0.6%
		Wilenhall	0.0% 0																							0.5%																0.0% 0.		0% 0.0%		0.2		% 0.2% % 0.3%	
	District & Local Centres	Liardaton																								0.0%																				0.0		5 0.05	
	Out-of-Centre		0.6% 0	0% 0.05	6 0.0%	0.0%	0.0% 4	L1% 0.05	% 0.5%	0.0%	0.0% 0.	0.0%	1.7%	0.0% 2	2.1%	1.1%	0.0%	0.0% 0.5	5% 0.0%	0.0%	0.0%	0.0% 0.75	0.0%	0.0% 1	5% 3.3%	6.9%	2.6% 0.5	5% 0.0%	3.2%	6.9% 3.4	5 3.1%	0.0%	22% 4.2%	0.0%	145	2.7% 10.05	2.4%	0.5%	2.0% 0.67	5 0.7%	0.6%	1.3% 0.	0% 2.4	4% 0.0%	1.1%	1.0	5 0.25	5 1.25	4.8%
		subtotal	0.6% 3	2% 1.95	6 0.0%	0.0%	0.0% 11	1.8% 1.5%	N 0.6%	0.0%	0.0% 0.	0% 0.0%	1.7%	0.0% 2	9% 3.8%	1.7%	0.0%	0.0% 0.5	5% 0.6%	3.5%	0.0%	0.0% 0.75	0.0%	0.0% 1.	6% 36.5%	57.0%	14.6% 7.1	9% 0.0%	47.4%	40.6% 21.	8% 14.5%	4.4% 3	5.1% 25.25	6 5.2%	2.2% 1	10.4% 34.8%	i 26.9%	2.5%	2.0% 2.4	% 0.7%	0.6%	1.3% 0.	0% 2.4	4% 0.0%	6.2%	2.9	% 0.2 ⁴	56 4.5%	38.1%
All Other Centres Outside																																																	
	Binningham Carmock		46.8% 25	.0% 31.7 5% 0.61	% 38.3% 6 0.6%	28.7%	32.6% 23	3.6% 11.25	2% 10.9%	6.6%	2.8% 7.	0% 35.2% 6% 0.0%	20.4%	5.1% 12	.1% 9.0%	25.7%	2.7%	8.1% 0.1	3% 0.0% 3% 0.0%	7.6%	0.9%	2.3% 3.6%	0.0%	5.7% 2.	1% 9.6%	10.4%	6.7% 9.1	1% 13.2%	2.8%	17.3% 20.	7% 6.9%	5.4% 1	22.95	6 2.5%	5.0%	2.4% 7.3%	0.0%	6.7%	1.3% 1.7	5 8.1%	6.6%	3.0% 0.	0% 5.7	7% 6.7% 5% 0.0%	14.2%	5.6	% 2.9 ⁵	% 13.3% % 0.0%	14%
	Kidderminater		0.0% 0	0% 0.6%	6 0.6%		0.0% 0.	2.85	% 0.0%	1.5%	1.2% 0.	0.0%	0.0%	0.0% 0	6% 0.0%	0.0%	0.0% 3	0.8% 0.1	0.0%	0.0%	0.0%	0.0% 5.6%	1.0%	1.2% 0.	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.	0% 0.0*	0% 15.1%	6 1.5%	0.0	% 0.5 ⁴	5 0.2%	0.0%
	Lichfield Redditch			0% 0.0%	6 0.0% 6 6.6%	0.0%	0.0% 0.	10% 0.0%	N 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	0% 0.5%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.	0% 6.6%	0.5%	0.0% 1.5	5% 17.8%	2.9%	2.5% 0.0	1.8%	14.8% 1	1.2% 2.3%	0.0%	0.0%	1.2% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%		0.0% 0.		0% 0.0%				% 0.1% % 0.0%	
	Stafford		0.0% 1	5% 0.0%	6 0.0%	0.0%	0.0% 0.	0.0% 0.0%	05 1.1%	0.0%	0.0% 0.	0.0%	1.3%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.1	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 23	7% 2.3%	0.0%	0.8% 15.	3% 0.0%	0.0%	0.7% 0.0	5 2.0%	6.1% 0	0.0% 0.0%	0.0%	0.5%	0.7% 0.0%	0.0%	0.0%	0.7% 0.0	5 0.7%	0.0%	0.0% 0.	0% 2.1	1% 0.0%	1.2%	0.4	% 0.15	% 0.4%	0.3%
	Sutton Coldfield		0.0% 8	2% 1.05	6 0.0%	0.0%	0.6% 8	1.5% 1.5%	ni 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	0% 0.0%	13.0%	0.0%	0.0% 0.1	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.	0% 0.5%	0.5%	0.0% 0.0	0% 0.5%	0.8%	5.3% 2.3	15 0.0%	0.0%	2.8% 8.1%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.	0.0 40	0% 0.0%	1.4%		% 0.15	% 0.9%	2.1%
	Telford All Other Centres and Stores Elsewhe	-	0.0% 0																					4.1% 2		0.0%		5% 0.0% 5% 37.2%			1% 9.2%													.7% 9.1% 0% 42.3%				% 0.2% % 2.5%	
	An owner Genards and Stores Elsewine																																																
		sublotal	51.1% 52	1% 55.4	\$ 56.9%	32.6%	71.5% 38	8.4% 55.15	1% 12.6%	2.4%	8.4% 12	0% 37.9%	23.0%	5.1% 15	3% 16.4%	59.6%	3.3% 4	17.1% 0.1	55 2.35	10.7%	4.3%	5.5% 15.6	6 3.2%	11.0% 50	6% 28.6%	13.3%	7.5% 61	5% 68.7%	19.5%	37.9% 26	5% 51.5%	62.5% 4	4.8% 45.55	6 9.1%	12.8% 1	10.7% 10.95	6.8%	7.2% 7	10.0% 4.1	N 16.8%	11.2%	12.3% 38	6% 43.2	2% 73.2%	33.2%		5.6	5 17.4%	14.8%
SPECIAL FORMS OF TRA	ADING/ INTERNET SHOPPING		34.0%. 21	7% 33.0	NL 1011L	98.4%	28.4% 28	8 7% 23 74	P4L 17 04L	18 2%	1K KNL 22	0% 10.1%	40.0%	20.8% 20	24. 24.04	17.8%	14.0%	M 7% 92	0% 21.0%	23.1%	14.24	10 4% 20 8	L 14, 8%L	16.6% M	246 27 74	18 2%	ND 0%. 28	14. 34.8%	25.7%	14.9% 58	74. 30.44.	31.4% 1	7.6% 24.04	4 94.8%	97 94L 9	14 1% 25 89	L 17.96	99.1% S	96 94L 93 7	4L 30.04L	21.4%	18 7% 21	<i>R</i> %L 10.7	7% 10.1%	25.0%	24.1	P% 18.0	96. 27.0%	22.1%
		GRAND TOTAL	100.0% 10	100.0	100.005	100.0%	100.0% 10	0.0% 100.0	0% 100.0%	100.05	100.0% 100	100.05	100.0%	100.056 10	100.05	100.0%	100.0% 1	00.0% 100	0% 100.0%	E 100.0%	100.0% 1	00.0% 100.0	5. 100.055	100.0% 10	100 00	5 100.055	100.0% 100	10% 100.0%	100.0%	100.055 100	055 100.055	100.0% 10	0.0% 100.0	5. 100.055	100.0% 1	00.0% 100.0	5 100 0%	100.056 1	00.0% 100.0	75. 100.055	100.0%	100.056 100	0.0% 1001	0% 100.0%	5 100.0%	300	C75. 0488	100.0%	100.08

TABLE 3: RECORDING MEDIA - 2021 MARKET SHARE ANALYSIS (%) Including Internet Shapping and other Special Forms of Trading Based on 2019 Household Survey

																																												_	COR	IE ZONES
LOCAL PLANNING AUTHORI	ITY CENTRE TYPE		Zone 1	Zone 2 Zor	ne 3 Zone 4	4 Zone 5	Zone 6 Z	Zone 7 Zoo	ne 8 Zone 9	Zone 10	one 11 Zone	12 Zone 13	Zone 14 Zon	ne 15 Zone 9	16 Zone 17	Zone 18 2	Cone 19 Zone	20 Zone 21	Zone 22	Zone 23 Zos	ne 24 Zone 25	Zone 26 Z	one 27 Zone 2	28 Zone 29	Zone 30 Zon	e 31 Zone 32	Zone 33 Zo	one 34 Zone 3	35 Zone 36	Zone 37 Zone	e 38 Zone 39	Zone 40 Zone	e 41 Zone 42	Zone 43 Zon	a 44 Zone 45	Zone 46 Zon	ne 47 Zone 4	48 Zone 49	Zone 50 Zo	ne 51 Zone 5	2 Zone 53 3	Zone 54 Zone	e 55 STUDY ARE	S. Wolver	erhampton Dy	udlev Sandwell Walas
Wokerhamotoo																																														
	Strategic Centre	Wolverhampton	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	0.0% 0.0	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0%	1.0% 0.0	% 2.5%	4.1%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	% 3.5%	0.0% 3.4	1.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	0.0%	3.1% 0.0	16.6%	31.8% 13.	1% 23.7%	19.8% 14	4.3% 0.0%	. 45.1%	24.0% 43	1.9% 7.7%	27.2%	17.4% 0.05	0% 4.5%	25	25.5% 0.	0.8% 0.1% 5.0%
	Town Centre	Bilaton Wedneafield	0.0%						0.0% 0.0%		0.0% 0.0%		0.0% 0.0			0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	N 0.0% N 0.0%	0.0% 4.1	2% 0.0% 2% 0.0%	0.0%	0.0% 0.0%		0.0% 0.0		0.0% 0.0		0.0% 1.5	% 0.0% % 0.0%		1.7% 0.0% 1.6% 0.0%			0.0% 0.0%	0.0%		0% 0.4% 0% 0.1%	20		0.0% 0.1% 0.7% 0.0% 0.3% 0.0%
	District & Local Centres		0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	0.0% 0.0	0.0% 0.0%	0.0%	0.0% 0.09	0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0% 0.	0.0% 0.0%	3.5%	0.0% 0.0%	N 0.0%	0.0% 0.1	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	0.0%	0.0% 0.0	7% 0.0%	0.0% 0.0	ni 0.0%	0.0% 0.	0.0% 0.0%	6 0.0%	0.0% 0.	0.0% 2.9%	0.0%	0.0% 0.0%	0.0%	•	0.0% 0.	2.0% 0.0% 0.0%
	Out-of-Centre	white	0.0%	0.0% 0.	0.0%	0.0%	0.0% r	0.0% 0.1	.0% 0.0%	0.0%	0.0% 0.0*	N 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0.0% 0.0	\$ 0.0%	0.0%	2.5% 0	0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0% 0.1	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	0.0%	0.0% 0.0	25 4.3%	4.6% 10.	5% 3.4%	2.7% 0.	.0% 0.0%	2.7%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	0% 0.5%		2.8% 0.	0.0% 0.3% 0.6%
		8400008	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	3 0.0%	0.0% 0)	425 1.125	3.2%	0.0%	1.0% 0.0	5 255	4.175	2.6% 0.	275 0.075	3.5%	3.0% 0.0%	3.5%	0.0% 72	476 1.076	0.0%	0.0% 0.0%	5 0.0%	0.0% 0.0	75 0.075	3.1% 0.0	75 23.0%	30.4% 20.	A 40.13	23.5% 21	.0% 0.0%	24.175	24.05 43	.9% 10.0%		17.4% 0.01	A 5.0%		1.0% 0.	0.00 0.00
Dudlev	Strategic Centre	Briefey Hill- Traditional High Street Briefey Hill- Merry Hill	3.0%		0% 0.0%				0.0% 0.0%		0.0% 0.0%	N 0.0%	2.7% 0	0% 0.0% 9.7% 2.8%	0.0%	0.0%	0.0% 0.0	% 0.0% % 28.1%	2.2%	0.0% 4.	9% 0.0% 3.7% 37.5%	3.5%	0.0% 1.3% 31.0% 40.1%	% 0.0% % 0.0%	0.0% 03	2% 0.0% 2% 10.5%	0.0%	0.0% 0.0%	6 0.0% 6 0.0%	0.0% 0.0	2% 0.0% 5% 0.0%	0.0% 0.0	% 0.0% % 2.1%	0.0% 0.0	n 0.0%	0.0% 0.	0.0% 0.0%	6 0.0%	0.0% 0.	10% 0.0%	6.0%	0.0% 3.5%	5% 0.3% 1% 9.4%			1.0% 0.5% 0.0%
	Town Centre	Dudiey Stourbridge	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	0.0% 0.0	0.0% 0.0%	0.0%	0.0% 0.09	0.01	0.0% 0.	0.0% 0.0%	0.0%	0.0%	8.6% 0.0	× 0.0%	0.0%	0.0% 0	18%	0.1%	0.0% 0.0%	10 0 01	0.0% 0.0	246 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.07	256 0.056	0.0% 0.0	240.0.24	0.0% 0.0	40.0	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	0.6%		0.0% 3.	2.8% 0.2% 0.0%
		Halesowen		0.0% 0.				0.0% 0.0															0.0% 0.0%																			0.0% 0.0%				1.5% 0.4% 0.09
	District & Local Centres Out-of-Centre			0.0% 0/	0% 0.0%		0.0% 0					2% 0.0%											0.0% 0.0%									0.0% 0.0					0.0% 0.0%					0.0% 0.0%				2.2% 0.0% 0.0%
		aubiotal					0.0%	1.4% 2.1	6% 24.1%		43.8% 27.1	% 0.0%	11.8% 12	17% 2.8%	1.0%	0.0%	45.4% 8.5	\$ 40.9%	51.0%	11.3% 48	16% 39.3%	41.5%	39.3% 58.4%	% 0.0%	5.4% 5.	255 12.155	0.0%	2.0% 0.0%	6 0.0%	1.9% 3.3	7% 0.0%	0.0% 0.0	25 2.1%	1.7% 3.0						8% 25.5%	0.0%	0.0% 4.6	5% 11.3%	- 4	4.8% 44	4.0% 12.2% 1.5%
Sandwell	Strategic Centre	Weat Bromwich	0.0%	3.0% 0.	0.0%	0.0%	0.0% 4	4.1% 0.0	0.0% 4.2%	0.0%	0.0% 0.0%	N 11.6%	3.2% 5:	.5% 26.1%	6 19.9%	0.0%	0.0% 0.0	5 3.4%	0.0%	3.5% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.0%	6 1.8%	0.0% 0.0	2% 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0		0.0% 0.	0.0% 0.0%	6 0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	0% 1.3%	•	0.0% 0.	0.7% 6.4% 0.19
	Town Centre	Blackheath Cradley Heath	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	0.0% 0.0	0.0% 1.5%	0.0%	0.0% 2.09 3.5% 3.49	0.0%	0.0% 1./	1.0% 0.0%	0.0%	0.0%	0.0% 0.0	5 0.9%	0.0%	0.0% 0.	2.4% 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0% 0.1	2% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	2% 0.0%	0.0% 0.0	25 0.0%	0.0% 0.0		0.0% 0.	0.0% 0.0%	6 0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	0% 0.1%	0.	0.0% 0.	0.4% 0.2% 0.0% 0.1% 0.5% 0.0%
		Great Bridge Oldbury	0.0%	0.0% 0.					0.0% 0.0%			2% 0.0% 5% 0.0%					0.0% 0.0				0.0% 0.0%		0.0% 0.0%		0.0% 0.0			0.0% 0.0%				0.0% 0.0		0.0% 0.0			5.0% 0.0%			0.0% 0.0%		0.0% 0.0%				1.0% 1.2% 0.0% 1.0% 1.6% 0.0%
		Wednesbury	3.5%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	0.0% 0.0	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	0.0% 0.0%	1.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	1.5% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0% 0.1	2% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	0.0%	0.0% 0.0	25 0.05	0.0% 0.0	0.0%	1.0% 0.	0.0% 0.0%	6 0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	0% 0.2%	0.	0.0% 0.	0.0% 0.3% 0.19
		Cape Hill Bearwood		0.0% 0.																			0.0% 0.0%																							2.0% 0.9% 0.0% 2.0% 0.2% 0.0%
	District & Local Centres		0.0%	0.0% 0.	0.0% 0.0%	2.4%	0.0% 0	0.0% 0.0	0.0% 0.0%	0.0%	0.0% 0.0*	5 4.2%	0.0% 1	.0% 0.0%	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0% 0.1	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	0.0%	0.0% 0.0	2% 0.0%	0.0% 0.0	ni 0.0%	0.0% 0.	0.0% 0.0%	6 0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	0% 0.1%	•	0.0% 0.	0.0% 0.3% 0.0%
	Out-of-Centre	subtotal	0.0%	0.0% 0	0.0%	0.0%	0.0% 0	0.0% 0.0	0% 1.5%	0.0%	0.0% 2.3*	<u>N 0.0%</u>	0.0% 2	.75 1.15	0.0%	0.0%	0.0% 0.0	<u>5 0.0%</u>	0.0%	4.7% 0	0% 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0% 21	2% 13.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	2% 0.0%	0.0% 0.0	25 0.0%	0.0% 0.0	05 1.7%	1.0% 0.	0% 0.0%	0.0%	0.0% 0	10% 0.0%	0.0%	0.0% 0.0	0% 0.6%		0.0% 0.	1.1% 3.0% 0.69 1.3% 14.6% 0.89
																																												_		
Walsall	Strategic Centre	Watsall		0.0% 0.				0.0% 0.0				0.0%											0.0% 0.0%																							1.0% 1.2% 11.2
	Town Centre	Bloswich Brownhilla	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	0.0% 0.0	0.0% 0.0%	0.0%	0.0% 0.0%	2% 0.0% 2% 0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0% 0.1	2% 0.0% 2% 0.0%	0.0%	0.0% 0.0%	% 5.9% 6 0.0%	0.0% 0.0	2% 0.0% 2% 2.2%	3.8% 0.0	25 0.0% 25 0.0%	0.0% 0.0	1% 0.0% 1% 0.0%	0.0% 0.	0.0% 0.0%	6 0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	0% 0.5% 0.1%	ŝ	0.0% 0.	0.0% 0.0% 4.7%
		Aldridge Wilenhall	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	0.0% 0.0	0.0% 0.0%	0.0%	0.0% 0.0%	2% 0.0% 2% 0.0%	0.0% 0.1	.0% 0.0%	0.0%	0.0%	0.0% 0.0	\$ 0.0%	0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0% 0.1	2% 0.0%	0.0%	0.0% 0.0%	6 8.8%	0.0% 0.0	0.0%	0.0% 3.7	5 0.05	0.0% 0.0	% 0.0%	0.0% 0.	0.0% 0.0%	6 0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	0% 0.1% 0.2%		0.0% 0.	0.0% 0.0% 1.1%
		Darlaston	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	0.0% 0/	.0% 0.0%	0.0%	0.0% 0.0	7% 0.0%	0.0% 0	10% 0.0%	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0% 81	7% 0.0% 7% 5.3%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	7% 0.0%	0.0% 0.0	215	0.0% 2.4	% 0.0%	1.7% 0.	0.0% 0.0%	6 0.0%	0.0% 0	10% 0.0%	0.0%	0.0% 0.0%	0% 0.3%	0		10% 0.8% 1.39
	District & Local Centres		0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% r	0.0% 0.1	.0% 0.0%	0.0%	0.0% 0.0*	N 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0% 0.1	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	2% 0.0%	0.0% 0.0	2% 0.0%	0.0% 0.0	r% 0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0.0	0.0%	•	0.0% 0.	0.0% 0.0% 0.0%
	Out-of-Centre	white	0.0%	0.0% 0	0.0%	0.0%	0.0%	14% 0/	0% 0.0%	0.0%	0.0% 0.0*	<u>N 0.0%</u>	0.0% 0	0.0% 0.0%	2.8%	0.0%	0.0% 0.0	<u>5 0.0%</u>	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	<u>5 0.0%</u>	0.0% 63	0.0%	2.6%	0.0% 2.0%	6 1.6%	2.1% 0.0	2% 0.0%	0.0% 0.0	25 0.0%	0.0% 0.1	05 1.7%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0	10% 0.0%	0.0%	0.0% 0.0	0.2%		0.0% 0	0.0% 0.1% 1.99
All Other Centres Outside	BCLA Area Birmingham		18.3%	23.2% 9	5% 27.3%	12.4%	10.5% 14	14.8% 8.3	3.3% 0.0%	1.7%	1.3% 4.05	/% 25.3%	6.1% 3.	3.4% 11.07	6 7.4%	11.2%	1.7% 11.0	N 0.0%	0.0%	3.0% 0.	1.0% 1.0%	0.0%	1.4% 3.5%	5 0.0%	4.1% 5/	5% 0.0%	4.1%	1.25 3.15	6 7.5%	9.7% 0.0	2,2%	3.1% 17.1	0.0%	0.0% 4.1	n 0.0%	3.1% 0.	2.8%	6 0.0%	1.2% 0.	0.0% 0.0%	0.0%	4.8% 0.07	7.2%		1.1% 1.	1.2% 6.4% 5.89
	Cannock				0.0% 0.0%				0.0% 0.0%		0.0% 0.0%			0.0% 0.0%			0.0% 0.0	\$ 0.0%	0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	N 2.0%	1.7% 0.1	2% 0.0% 8% 0.0%	18.9%	2.2% 1.8%				0.0% 0.0			ni 0.0%	0.0% 0.	0.0% 0.0%			0.0% 0.0%		2.7% 0.05				0.0% 0.0% 0.8%
	Kidderminater Lichfield		0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 1	1.4% 0.0	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%		0.0% 0.0%	0.0%	0.0%	0.0% 13.5	5 0.0%	0.0%	0.0% 0.	0.0% 0.0%	0.0% 1	0.0% 0.0%	N 0.0%	3.6% 0.1	0.0%	0.0% 1	0.0% 0.0%	6 0.0%	0.0% 0.0	7% 6.5%	0.0% 0.0	256 0.056	0.0% 0.0	0.0%	0.0% 0.	0.0% 0.0%	6 0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 19.7	0% 0.4%	0.	0.0% 0.	0.0% 0.0% 0.5% 0.0% 0.1% 0.6%
	Redditch		0.0%	0.0% 3/	8% 7.4%	0.0%	15.8% 0		7.1% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0% 0.1	2% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	2% 0.0%	0.0% 0.0	25 0.0%	0.0% 0.0	0.0%	0.0% 0.	0.0% 0.0%	6 0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	0% 1.2%	0.	0.0% 0.	0.0% 0.0% 0.0%
	Stafford Sutton Coldfield		0.0%	0.0% 0.					0.0% 0.0%	0.0%	0.0% 0.0%	2% 0.0% 2% 0.0%	0.0% 0.1	20% 20%	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	5.9%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0	7% 0.0%	0.0% 0.0	25 0.0%	0.0% 0.0	% 0.0%	0.0% 0.	0.0% 1.7%	6 0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0%	0% 0.1% 0.3%			1.0% 0.0% 0.0% 1.0% 0.0% 0.2%
	Telford			0.0% 0.						0.0%	0.0% 0.0*	2% 0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%			0.0%	0.0% 0.0%	5 13.8%	0.0% 0.1	0.0%	0.0%	0.0% 3.5%	6 0.0%	1.7% 1.8	5% 1.2%	0.0% 0.0	2% 0.0%	1.0% 1.5	76 0.0%	0.0% 0.	10% 40.8%	.6 0.0%								2.0% 0.0% 0.99
	All Other Centres and Stores Elsewhe	rs -		12.8% 8/			11.5% 13		20.0 273.0		3.7% 5.39		0.0% 0.				1.0% 5.5				0.0% 1.8%		1.3% 0.0%		4.7% 0.1			11.4% 0.0%		1.1% 0.0		5.4% 2.3		0.0% 0.0			0.0% 6.5%					3.9% 25.2				2.8% 2.0% 1.39
		subiotal	24.3%	35.1% 21	.9% 42.3%	12.4%	37.8% 3	31.4% 45	1.0% 0.0%	1.7%	5.0% 9.3*	N 28.6%	6.1% 3	.4% 11.0%	6 7.4%	30.3%	2.7% 29.5	% 1.5%	1.2%	3.0% 0.	.0% 3.5%	0.0%	2.7% 3.5%	\$ 21.6%	14.1% 92	2% 0.0%	25.1% 2	25.3% 8.4%	6 10.7%	12.5% 27.5	5% 25.7%	11.6% 21.3	3% 0.0%	2.7% 10.	2% 0.0%	4.6% 0.	.9% 51.7%	6 0.0%	1.2% 2	:3% 8.1%	23.3%	25.9% 45./	4% 16.8%	2	2.7% 1	1.9% 8.5% 10.0
SPECIAL FORMS OF TRAD	DING/ INTERNET SHOPPING:		69.3%	55.9% 76	5% 55.9%	65.2%	62.2% 6	61.7% 45	15% 68.6%	56.9%	47.7% 50.2	r% 40.2%	75.2% 61	1.1% 51.1%	60.7%	69.7%	49.8% 61.6	% 50.9%	43.8%	70.9% 48	19% 55.1%	55.0%	58.0% 38.1%	% 74.8%	68.8% 42	5% 61.1%	72.2%	71.7% 50.5%	5 68.9%	76.1% 67.4	4% 69.0%	75.7% 68.	6% 72.9%	59.2% 55	1% 52.9%	51.0% 55	3.0% 48.3%	.6 45.9%	69.7% 4	2.0% 55.8%	49.5%	56.7% 49.0	0% 60.3%	55	39.2% 51	1.9% 61.8% 59.3
		GRAND TOTA																																									_	\neg		
		GRAND TOTAL	100.0%	100.0% 100	0.0% 100.0%	6 100.0%	100.0% 1	100.0% 100	10% 100.0%	, 100.0%	.00.0% 100.0	/% 100.0%	100.0% 10*	0.0% 100.0%	\$ 100.0%	100.0% 1	100.0% 100.	2% 100.0%	100.0%	100.0% 10	10% 100.0%	100.0% 1	00.0% 100.0%	2% 100.0%	100.0% 100	100.0%	100.0% 1	100.0% 100.0	7% 100.0%	100.0% 100.0	0% 100.0%	100.0% 100.	.0% 100.0%	100.0% 100	0% 100.0%	100.0% 100	0.0% 100.0%	<u>s 100.0%</u>	100.0% 10	0.0% 100.0%	, 100.0% ·	100.0% 100,0	100.0%		20.0% ##	100.0% 100.0

TABLE 4: AUDIO VISUAL. PHOTOGRAPHIC & COMPUTER ITEMS - 2021 MARKET SHARE ANALYSIS I's Including Internet Shopping and other Special Forms of Trading Based on 2019 Hovehold Survey

	lased on 2019 Household Surve	Ŷ																																									Webs		RE ZONES Judiev Sandwell Wa
Augustum <th>OCAL PLANNING AUTHOR</th> <th>ITY CENTRE TYPE</th> <th></th> <th>Zone 1</th> <th>Sone 2 Zor</th> <th>ne 3 Zone 4</th> <th>4 Zone 5</th> <th>Zone 6 Zor</th> <th>ne 7 Zone 8</th> <th>Zone 9 2</th> <th>Zone 10 Zone</th> <th>11 Zone 12</th> <th>Zone 13 Zon</th> <th>e 14 Zone 15</th> <th>Zone 16 Zo</th> <th>ine 17 Zone 1</th> <th>Zone 19 2</th> <th>Some 20 Zon</th> <th>a 21 Zona 22</th> <th>Zone 23 Z</th> <th>one 24 Zone :</th> <th>5 Zone 26 Z</th> <th>Ione 27 Zone</th> <th>25 Zone 29</th> <th>Zone 30 Zone</th> <th>e 31 Zone 32</th> <th>Zone 33 Zon</th> <th>te 34 Zone 35</th> <th>Zone 36 Zon</th> <th>ie 37 Zone 35</th> <th>Zone 39 Zon</th> <th>e 40 Zone 41</th> <th>Zone 42 Zone -</th> <th>43 Zone 44 Zo</th> <th>ine 45 Zone 4</th> <th>6 Zone 47 Z</th> <th>Ione 48 Zone</th> <th>42 Zone 50</th> <th>Zone 51 Zon</th> <th>52 Zone 53</th> <th>Zone 54 Zon</th> <th>ne 55 STUDY A</th> <th></th> <th>enanpian o</th> <th>stey salower na</th>	OCAL PLANNING AUTHOR	ITY CENTRE TYPE		Zone 1	Sone 2 Zor	ne 3 Zone 4	4 Zone 5	Zone 6 Zor	ne 7 Zone 8	Zone 9 2	Zone 10 Zone	11 Zone 12	Zone 13 Zon	e 14 Zone 15	Zone 16 Zo	ine 17 Zone 1	Zone 19 2	Some 20 Zon	a 21 Zona 22	Zone 23 Z	one 24 Zone :	5 Zone 26 Z	Ione 27 Zone	25 Zone 29	Zone 30 Zone	e 31 Zone 32	Zone 33 Zon	te 34 Zone 35	Zone 36 Zon	ie 37 Zone 35	Zone 39 Zon	e 40 Zone 41	Zone 42 Zone -	43 Zone 44 Zo	ine 45 Zone 4	6 Zone 47 Z	Ione 48 Zone	42 Zone 50	Zone 51 Zon	52 Zone 53	Zone 54 Zon	ne 55 STUDY A		enanpian o	stey salower na
	Wolverhamoton																																												
Algord		Town Centre		0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0%	% 0.0% % 0.0%	0.0% 0.0	0.0% 0.0%	0.0%	1.0% 0.0% 1.0% 0.0%	0.0%	0.0% 0.0	1% 0.0% 1% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	% 1.3% % 0.0%	0.0% 2.1	% 2.9% % 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	0.0% 0.0% 0% 0.0%	0.8% 0.6%	2.3%	5.2% 3.7% 3.0% 0.6%	0.0%	0.0% 2.95	N 0.0%	2.3% 0.0%	% 0.0% % 0.0%	0.0% 0.0	.0% 0.8%			
Mathefficie Matheffici		District & Local Centres		0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0*	% 0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	0.0%	0.0% 0.6%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	5 2.3%	1.4% 0.	56 0.0%	0.0% 0.	1.0% 0.1%		0.9%	a.0% 0.0% 0
Autom Au		Out-of-Centre	and taken and the second se	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0	% <u>0.0%</u>	0.0% 0.0	0.0%	1.0%	0.0% 0.0%	0.0%	0.0% 0.0	15 0.05	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0% 0.0	1.75	0.0% 0.	0% 4.6%	0.0% 3	4% 1.9%	0.0% 0	0.0%	13.1% 8.7%	15.6%	10% 6.4%	7.4%	0.0% 9.45	N 1.0%	0.7% 1.	5 0.0%	3.5% 0	10% 1.2%		6.9%	20% 0.3% 2
NormNo	Durtherr		Autor.	1.1.4			0.0.4	0.03 0.	28 1.88		12.5 0.07	<u>a 004</u>			21.0		140		a 163.4	20.0		6.0.8	0.0% 0.07	<u>a 668</u>		444	0.03	40.0		1.4.4	40.0		40.0 2.2		1.1.4 19.9.3		44A 141	A 200A	344.5 20		- 464.8 0.	40 640		2124	44 100 4
		Strategic Centre		0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.8%	0.0% 0.7	% 0.0%	0.0% 1.0	5% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	4.1% 1.7%	0.0%	0.0% 0.0%	N 0.0%	0.0% 0.0	N 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%								
Author		Terra Contra																																											
		TOWN CHILIN	Stourbridge	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	0.0% 0.0%	1.3%	0.0% 0.7%	% 0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	55 2.6%	0.0%	0.6% 1.8%	5.6%	5.7% 14.3	% 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	0.0%	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0% 0.	66 0.0%	0.0% 0.0	0.0% 0.6%	6 1	0.0%	3.3% 0.0% 0.
Alter large lar		District & Local Centres		0.0%	0.0% 0/	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	5 0.05	0.0% 0.0	2% 0.0%	0.0%	2.0% 0.0%	0.7%	0.0% 0.0	145	0.0%	1.6% 7.9%	5.6%	0.0% 0.0%	5 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	2% 0.0%	0.8% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0% 2.	5 0.05	0.0% 0	0.0% 0.3%	11		
Alter:		Out-of-Centre		0.0%	0.0% 0.	0% 0.0%	1.6%	0.0% 0.	0% 0.0%	0.8%	0.7% 0.0	5 0.05	0.0% 0.0	0.7%	0.0%	2.0% 0.0%	0.0%	0.0% 1.2	5 2.3%	2.7%	1.7% 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	2% 0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%					0.0% 0	0.2%		0.0%	0.7% 0.4% r
			sublotal	5.0%	1.2% 1/	4% 1.8%	12.4%	0.0% 0.	0% 10.6%	35.1%	53.9% 50.2	2% 38.4%	1.4% 9.3	3% 29.2%	1.9%	2.2% 0.0%	55.5%	3.1% 52	4% 40.2%	10.7%	53.7% 60.6%	44.8%	49.4% 61.3	% 0.0%	1.5% 1.7	°% 6.0%	0.0% 0.	0% 0.0%	0.0% 0.	6% 0.0%	0.0% 0.	0.0%	1.6% 1.2%	0.0% 0	0.0% 0.0%	12.3%	0.0% 2.75	N 2.5%	3.4% 35	5% 1.8%	0.0% 2.	.2% 12.4%	9 F	3.6% 5	3.3% 12.8% 0
	Bandwell	Strategic Centre	Weat Bromwich	0.0%	4.5% 0.	0% 0.0%	0.0%	0.0% 4	0% 0.0%	3.7%	0.0% 0.05	% 0.0%	3.6% 6.3	3% 5.1%	25.2% 2	4.8% 0.0%	1.2%	0.0% 3.6	1% 0.0%	2.1%	0.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0% 0.0	2% 0.0%	0.0% 0.	0.0%	0.9% 1.	7% 0.0%	0.0% 0.	0.0%	0.0% 0.0%	0.0%	0.6%	0.0%	0.0% 0.7%	N 0.0%	0.0% 0.	% 0.0%	0.0% 0.1	-0% 1.2%	· ·	0.0%	2.7% 6.6% 0
NT <th< td=""><td></td><td>Town Centre</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<>		Town Centre																																											
Number 10			Great Bridge	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0% 0.0	2.1%	7.9%	0.0%	0.0%	0.0% 0.0	1% 0.0%	2.7%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0% 0.	0.0%	0.0% 0.	0% 0.0%	0.0% 0.	2% 0.0%	0.0% 0.0%	0.0% 0	0.0% 0.0%	3.1%	0.0% 0.0%	0.0%	1.3% 0.0	56 0.0%	0.0% 0.0	0.0% 0.2%		0.7%	0.0% 1.2% 0.
Almon Al			Wedneabury	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	% 0.0%	2.6% 0.0	2.4%	0.7%	1.6% 0.0%	0.0%	0.0% 0.0	1% 0.0%	1.8%	0.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0% 1.0	14%	1.6% 0.	0% 0.7%	1.5% 0.	0% 1.7%	1.2% 0.	0.0%	4.9% 1.0%	1.5% 0	0.0% 0.0%	0.7%	0.0% 0.0%	5 0.0%	0.0% 0.	66 0.0%	0.0% 0.0	0.0% 0.4%	6 1	0.8%	0.0% 1.0% 0.
Over-Out-Out-Out-Out-Out-Out-Out-Out-Out-Out												% 0.0% % 0.0%	7.7% 0.0	0% 0.0% 5% 1.5%	0.0%	0.0% 0.0% 0.0% 0.0%	0.0%	0.0% 0.0	1% 0.0% 1% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	% 0.0% % 0.0%	0.0% 0.0	1% 0.0% 1% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	0.0% 0.0% 0% 0.0%	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0% 0.						
Abbit		District & Local Centres		0.0%	0.0% 0.	0.0%	0.0%	0.0% 1.	.4% 0.0%	0.0%	0.0% 0.0	% 0.0%	7.7% 0.0	0.0%	1.8%	2.0% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.6%	0.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.	0.0%	0.0% 0.	0% 0.0%	0.0% 0.	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	1.2%	0.0% 0.0%	N 0.0%	0.0% 0.	% 0.0%	0.0% 0.	2.0% 0.1%		0.2%	0.0% 0.7% C
And <		Out-of-Centre		0.0%	7.6% 0.	0.0%	0.0%	0.0% 34	.8% 1.8%	0.8%	0.0% 0.0	% 2.0%	2.4% 9.3	2% 6.0%	20.8% 3	0.2% 4.4%	2.2%	0.0% 0.0	% 5.2%	25.7%	0.0% 0.0%	0.0%	0.0% 1.99	5 2.1%	18.1% 34.4	4% 54.4%	5.7% 0.	0% 22.5%	18.3% 43	5% 6.0%	3.3% 14	1% 23.1%	4.2% 3.5%	22.1% 4	6.9% 28.6%	17.8%	0.0% 0.09	5 2.2%	1.3% 1.	% 0.0%	6.0% 0.	1.0% 8.2%		7.9%	
Image: bit is and bit and bit is and bit and bit and bit and bit and bit and			subtotal	6.3%	12.0% 0.	0% 0.0%	4.7%	0.8% 41	55 1.8%	11.4%	1.7% 6.39	5 11.75	39.3% 30	6% 33.6%	62.1% 5	7.4% 4.4%	4.7%	0.0% 4.8	5.2%	35.8%	1.7% 0.0%	0.0%	1.0% 1.95	5 2.15	18.1% 35.4	4% 55.9%	7.3% 0.	0% 23.2%	20.6% 45	25 7.75	4.6% 14	15 23.15	9.1% 4.5%	23.6% 4	5.9% 29.3%	22.8%	0.0% 0.7%	5 2.2%	2.6% 1.	5 0.0%	6.0% 0.1	.0% 11.7%	4 1-	9.6%	12% 38.4% 28
Image: Base base base base base base base base b	Watsall	Strategic Centre	Wahaali	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	8% 0.0%	0.0%	0.0% 0.05	% 0.0%	0.0% 0.0	0.0%	0.0%	2.8% 1.1%	0.7%	1.1% 0.0	1% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	15.2% 25.5	9% 5.1%	0.0% 0.	0% 21.4%	19.1% 11	.3% 1.0%	2.0% 8.	2% 4.0%	2.6% 0.0%	0.0%	1.3% 11.0%	0.0%	0.0% 0.0%	5 1.4%	0.0% 2.	% 0.0%	0.0% 0.1	-0% 1.8%	· ·	0.5%	2.1% 0.9% 17
All A		Town Centre																																											
Desime Desim Desim Desim <td></td> <td></td> <td>Aldridge</td> <td>0.0%</td> <td>0.0% 0.</td> <td>0% 0.0%</td> <td>0.0%</td> <td>0.0% 0.</td> <td>0.0%</td> <td>0.0%</td> <td>0.0% 0.0%</td> <td>% 0.0%</td> <td>0.0% 0.0</td> <td>2% 0.0%</td> <td>0.0%</td> <td>0.7%</td> <td>0.0%</td> <td>0.0% 0.0</td> <td>5 0.0%</td> <td>0.0%</td> <td>0.0% 0.0%</td> <td>0.0%</td> <td>0.0% 0.0%</td> <td>N 0.0%</td> <td>0.0% 0.0</td> <td>5 0.0%</td> <td>0.0% 0.</td> <td>0% 0.0%</td> <td>1.8% 0.</td> <td>0.0%</td> <td>0.0% 1/</td> <td>2% 7.3%</td> <td>0.0% 0.0%</td> <td>0.0% 0</td> <td>0.0% 0.0%</td> <td>0.0%</td> <td>0.0% 0.0%</td> <td>N 0.0%</td> <td>0.0% 0.1</td> <td>5 0.0%</td> <td>0.0% 0.0</td> <td>0.0% 0.2%</td> <td>6 1</td> <td>0.0%</td> <td>0.0% 0.0% 1.</td>			Aldridge	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0% 0.0	2% 0.0%	0.0%	0.7%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0% 0.0	5 0.0%	0.0% 0.	0% 0.0%	1.8% 0.	0.0%	0.0% 1/	2% 7.3%	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0% 0.1	5 0.0%	0.0% 0.0	0.0% 0.2%	6 1	0.0%	0.0% 0.0% 1.
And <																																													
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ships 0 <td></td>																																													
Bungle U/L U/L U/L </td <td></td> <td>Out-of-Centre</td> <td>sublotal</td> <td>0.0%</td> <td>1.9% 0.</td> <td>0% 0.0%</td> <td>0.0%</td> <td>0.0% 3.</td> <td>2% 0.0%</td> <td>0.0%</td> <td>0.0% 0.0%</td> <td>% 0.0%</td> <td>0.0% 0.0</td> <td>2% 0.0% 2% 0.0%</td> <td>0.0%</td> <td>24% 1.1% 13% 3.0%</td> <td>0.0%</td> <td>1.1% 0.0</td> <td>5<u>0.05</u> 1%0.0%</td> <td>0.0%</td> <td>0.0% 0.0%</td> <td>0.0%</td> <td>0.0% 0.0%</td> <td>S<u>0.0%</u> N 0.0%</td> <td>6.3% 6.9 21.6% 34.9</td> <td>9% 6.0%</td> <td>0.5% 0.</td> <td>0% 0.0%</td> <td>4.95 1.</td> <td>2% 2.1%</td> <td>2.0% 15</td> <td>25 4.25 2% 16.1%</td> <td>2.6% 1.8%</td> <td>1.3% 1</td> <td>3.6% 1.0%</td> <td>0.0%</td> <td></td> <td></td> <td></td> <td></td> <td>0.8% 0.</td> <td>10% 0.6%</td> <td>리브</td> <td>1.1%</td> <td><u>2.1% 0.6% 3</u> <u>2.1% 1.6% 2</u></td>		Out-of-Centre	sublotal	0.0%	1.9% 0.	0% 0.0%	0.0%	0.0% 3.	2% 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	24% 1.1% 13% 3.0%	0.0%	1.1% 0.0	5 <u>0.05</u> 1%0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	S <u>0.0%</u> N 0.0%	6.3% 6.9 21.6% 34.9	9% 6.0%	0.5% 0.	0% 0.0%	4.95 1.	2% 2.1%	2.0% 15	25 4.25 2% 16.1%	2.6% 1.8%	1.3% 1	3.6% 1.0%	0.0%					0.8% 0.	10% 0.6%	리브	1.1%	<u>2.1% 0.6% 3</u> <u>2.1% 1.6% 2</u>
Drame Dramo Drame Drame <th< td=""><td>All Other Centres Outside</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<>	All Other Centres Outside																																												
Marringer													25.9% 9.5	5% 0.0%	5.5%	1.5% 7.1%	2.2%	3.3% 0.0	1.4%	4.2%	0.0% 1.0%	0.0%	1.1% 1.15	% 2.1% K 33.0%	3.9% 0.0	1% 0.8%	0.0% 3	0% 2.3%	1.8% 4.	2% 2.1%	1.2% 13	5.8%	3.3% 0.0%	2.7% 0	0.0% 3.2%	1.9%	0.0% 0.0%		4.0% 3.	5 0.0%	0.0% 0.1	.0% 8.0%			14% 5.2% 2
Math UN U		Kidderminater		0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	10% 4.9%	0.0%	0.0% 0.0%	% 0.7%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	0.7%	54.0% 0.0	1% 0.0%	0.0%	0.0% 0.6%	25.7%	1.0% 3.95	N 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	0.0%	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0% 1.	5 1.8%	0.0% 29.	9.4% 2.9%	6 1	0.0%	0.9% 0.1% 0.
Bull Bull <th< td=""><td></td><td>Lichfield</td><td></td><td>0.0%</td><td>0.0% 0.</td><td>0% 0.0%</td><td>0.0%</td><td>0.0% 0.</td><td>2% 0.0%</td><td>0.0%</td><td>0.0% 0.0*</td><td>% 0.0%</td><td>0.0% 0.0</td><td>0.0%</td><td>0.0%</td><td>0.0% 0.0%</td><td>0.0%</td><td>0.0% 0.0</td><td>1% 0.0%</td><td>0.0%</td><td>0.0% 0.0%</td><td>0.0%</td><td>0.0% 0.0%</td><td>N 0.0%</td><td>3.0% 0.0</td><td>1% 0.0%</td><td>0.5% 8.</td><td>4% 0.0%</td><td>1.6% 0.</td><td>0% 0.0%</td><td>10.4% 4.</td><td>4% 1.2%</td><td>0.0% 0.0%</td><td>0.0% 0</td><td>0.0% 0.0%</td><td>0.0%</td><td>2.7% 0.0%</td><td>% 0.0%</td><td>0.0% 0.0</td><td>% 0.0%</td><td></td><td>.0% 0.5%</td><td>2 I I - 1</td><td>0.0%</td><td>10% 0.0% 0</td></th<>		Lichfield		0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	2% 0.0%	0.0%	0.0% 0.0*	% 0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	3.0% 0.0	1% 0.0%	0.5% 8.	4% 0.0%	1.6% 0.	0% 0.0%	10.4% 4.	4% 1.2%	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	2.7% 0.0%	% 0.0%	0.0% 0.0	% 0.0%		.0% 0.5%	2 I I - 1	0.0%	10% 0.0% 0
feet 05 0		Stafford		0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	5 18.5%	0.0% 0.0	1% 0.0%	0.5% 0.	0% 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	0.0%	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0% 0.	66 0.0%	0.0% 0.0	0.0% 0.2%	6 1	0.0%	0.0% 0.0% 0.
LIE LIN DIE		All Other Centres and Stores Elsewhe	16	3.4%	13.0% 12	4% 15.8%	1.6%	38.4% 6.	.7% 14.6%	0.8%	0.7% 7.4	% 3.8%	2.2% 0.6	5% 2.1%	1.0%	5.7% 13.8%	0.0%	4.4% 4.3	1% 0.0%	0.0%	0.0% 0.0%	2.9%	1.0% 0.7%	N 3.6%	12.1% 0.0	1% 0.8%	1.7% 29	.8% 0.7%	2.6% 3.	7% 2.9%	14.4% 3/	5% 7.2%	0.8% 0.0%	0.0%	0.0% 1.8%	0.0%	5.0% 0.09	N 1.0%	0.0% 2.	5 7.4%	1.7% 25	5.7% 6.4%	.	0.3%	0.8% 2.6% 7
			aubiotal	41.2%	37.3% 55	7% 48.9%	40.5%	55.8% 29	2.1% 31.1%	8.2%	0.7% 9.7	5 4.5%	29.2% 10.	15 2.15	6.6% 1	0.2% 55.2%	2.9%	61.7% 4.2	5 1.45	4.2%	0.0% 1.7%	29.6%	3.8% 5.87	5 51.1%	22.7% 0.6	25 1.75	54.8% 45	7% 16.0%	8.8% 7.	8% 55.5%	53.8% 32	5% 30.6%	7.6% 4.1%	6.9%	1.6% 5.0%	1.9% (63.4% 0.0%	5 1.8%	4.0% 8.	% 31.0%	21.5% 57	8.9% 25.1%		3.5%	3.0% 9.7% }
	OF TRA	DING/ INTERNET SHOPPING		45.4%	4.1% 41	846 40 146	42.4%	45.45. 25		42 7%	42.5% 34.7	NL 47.4%	30.1% 48	44. 35.14.	26.2% 2	K 0%. 17.4%	30.5%	10.4% 10	0% 33.8%	4.0%	M #15 37 15	25.6%	45.8% 31.0	AL 38.0%	36.1% 24.3	NA 25.8%	37.4% 54	3% 28.8%	10.0% 28	ANL 12 GAL	10.7% 34	AN 10 11	35.35 30.05	L 32/65 2	4 8% 20 5%	18.6%	30.4% 22.24	% 17.2%	35.55 31	NL 43.8%	23.3% 37	2 7% 37 5%	£ .	31.1%	17.7% 94.0% 2
			GRAND TOTAL	100.0%	00.0% 100	0.0% 100.0%	6 100.0%	100.0% 100	J.0% 100.0%	100.0%	100.0% 100.0	0% 100.0%	100.0% 100	0% 100.0%	100.0% 1	0.0% 100.0%	100.0%	100.0% 100	.0% 100.0%	100.0% 1	00.0% 100.0*	100.0% 1	100.0% 100.0	2% 100.0%	100.0% 100.	.0% 100.0%	100.0% 100	100.0%	100.0% 100	100.0%	100.0% 100	10% 100.0%	100.0% 100.0	5 100.0% 10	0.0% 100.0%	6 100.0% 1	100.0% 100.0	2% 100.0%	100.0% 100	0% 100.0%	100.0% 100	.0.0% 100.07	5	100.0% A	ANNAN 100.0% 10

TABLE 5: BOOKS. STATIONERY & DRAWING MATERIALS - 2021 MARKET SHARE ANALYSIS (%) Including Internet Staceding and other Special Forms of Trading Based on 2019 Insueding Songer

sabled on 2019 Household Survey	9																																													CORE 20	NES
OCAL PLANNING AUTHORI	ITY CENTRE TYPE		Zone 1	Zone 2 Zo	ine 3 Zone -	4 Zone 5	Zone 6	Zone 7 Z	Zone 8 Zon	ne 9 Zone 10	0 Zone 11 3	Zone 12 Zon	te 13 Zone 1	4 Zone 15	Zone 16 Zo	ine 17 Zone	15 Zone 19	Zone 20 Z	one 21 Zone	22 Zone 23	Zone 24 Zo	one 25 Zone 2	Cone 27	Zone 28 Zone	29 Zone 30	Zone 31 Zo	ine 32 Zone	33 Zone 34	Zone 35 Zon	ne 36 Zone 37	7 Zone 35 2	Zone 39 Zone	40 Zone 41	Zone 42 Zone	43 Zone 44	Zone 45 Zor	te 46 Zone 47	Zone 48 Z	one 49 Zone	50 Zone 51	Zone 52 Zor	ne 53 Zone 5	54 Zone 55	STUDY AREA	Wolverhame	pton Dudley	
Nokerhamoton																																												.			
	Strategic Centre	Wolverhampton	0.0%	1.9% 0	0.0%	0.0%	0.0%	0.0% 0	0.0% 1.4	4% 0.0%	0.0%	0.0% 0.0	0% 0.0%	1.7%	0.0% 0	0.0% 0.0%	6 1.7%	0.0%	0.0% 7.6%	0.7%	0.0%	0.0% 0.0%	0.0%	0.0% 5.1	% 0.0%	2.1% 0	0.0	% 0.0%	0.0% 0	.0% 0.0%	1.4%	0.0% 1.5	% 0.0%	39.2% 38.7	% 15.3%	11.5% 11	.4% 16.1%	1.4% 5	57.9% 38.0	5 43.1%	13.2% 28	5.1% 26.19	6 0.0%	5.5%	33.5%	1.1%	0.3% 2.5%
	Town Centre	Bilaton Wertnerfield	0.0%	0.0% 0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	2.6% 0	0.0% 0.0	% 0.0% % 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	3.7% 1.5	5 1.1%	0.0% 3	7% 28.6%	0.0%	11.1% 0.09	4.0%	0.0% 0	0% 0.0%	0.0%	0.8%	5.9% 1.2%	0.0%	0.0% 0.6%
		wednessed																																													
	District & Local Centres			0.0% 0			0.0%																					% 0.0%											1.8% 0.95					0.4%	1.2%		0.0% 0.0%
	Out-of-Centre	subtotal	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0%	1.8% 0.0	0.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.0%	6 0.0% N 0.7%	0.0%	0.0% 0.0%	0.0%	0.0% 1.1	% 0.0% % 0.0%	2.2% 2 6.8% 3	2.1% 0.0 3.9% 0.0	% 0.0% % 0.0%	0.0% 3	0% 0.0%	5.9%	0.0% 0.0%	% <u>0.0%</u> %0.0%	7.1% 6.7 51.7% 47.6	N 12.6% N 40.1%	7.1% 3	9% 6.7% 1% 49.5%	1.4% 3	2.6% 2.89 73.4% 41.75	6 2.9% % 52.9%	26.5% 28	0% 6.2%	0.0%	8.0%	47.5%	1.5%	0.3% 1.6%
hutley																																															
	Strategic Centre	Briefey Hill- Traditional High Street			0.0% 0.0%				0.0% 0.0																			% 0.0%																0.2%	0.0%		0.0% 0.0%
		Briefey Hill- Merry Hill	2.0%																					37.3% 0.0				% 0.0%																8.8%	4.4%		9.2% 0.4%
	Town Centre	Dudley Stourbridge	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0%	0.0% 1.6	4% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	N 0.8%	0.0%	0.0% 0.0%	0.0%	3.3%	0.0% 0.0%	18 0%	16.6% 0.07	10.00	0.0% 0	0.0% 0.0	10.01	0.0% 0	0% 0.0%	0.0%	0.0% 0.0*	% 0.0% % 0.0%	0.0% 0.07	6 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.5%	6 0.0%	0.0% 0	0% 0.0%	0.0%	1.0%	0.1%	6.5%	1.8% 0.0%
		Halesowen	0.0%	0.0% 0	0.5%	4.1%	0.0%	0.0% 0	0.0% 21.1	0% 39.3%	9.8%	4.4% 0.1	5% 4.4%	0.0%	0.8% 0	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	2.1%	1.2% 0.0	% 0.0%	0.0% 0	0.0% 0.0	% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0*	% 0.0%	0.0% 0.0	N 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0% 0.0%	0.0%	1.4%	0.0%	6.9%	1.8% 0.0%
	District & Local Centres		0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	N 0.0%	0.0%	0.7% 8.6%	0.0%	0.0%	5.1% 0.0%	0.6%	0.0% 0.0	% 0.0%	0.0% 0	0.0% 0.0	% 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0*	% 0.0%	0.0% 0.0	N 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 0.8%	0.0% 1	.6% 0.0%	0.0%	0.3%	0.1%	1.7%	0.0% 0.0%
	Out-of-Centre		0.0%	0.0% 0	0.0%	0.0%	0.0%	0.0% (0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.9%	0.0%	2.0% 0.09	5 3.0%	0.0%	4.7% 0.85	3.6%	3.0%	2.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0	2.0% 0.0	% 0.0%	0.0% 0	05 0.0%	0.0%	0.0% 0.0	5 0.05	0.0% 0.0	s 0.0%	0.0% 0	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0% 0.0%	0.0%	0.2%	0.0%	1.1%	0.5% 0.0%
		subtobal																										% 0.0%																13.1%			13.3% 0.4%
andwell	Strategic Centre	Weat Bromwich	0.0%	7.1% 0	0.0% 0.0%	0.0%	0.0%	12.8%	0.0% 2.4	4% 0.0%	0.0%	5.1% 8.3	7% 8.4%	7.0%	32.3% 3	1.8% 0.7%	N 0.0%	0.0%	1.9% 0.0	6.8%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 6	5.1% 0.0	% 0.0%	0.0% 0	.0% 4.0%	0.0%	0.0% 0.0*	% 0.0%	0.8% 0.0	5 0.0%	0.0% 0	0% 0.0%	0.0%	0.9% 0.0%	6 0.0%	0.0% 0	0% 0.0%	0.0%	1.9%	0.1%	0.4%	11.5% 0.4%
	Town Centre	Blackheath Cradley Heath	0.0%	0.0% 0	0% 0.0%	0.8%			0.0% 7.7	7% 0.0%	1.7%	16.6% 0.0	0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	N 0.0%	0.0%	0.7% 0.0%	0.0%	2.2%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0% 0	1.0% 0.0 1.0% 0.0	% 0.0% % 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	N 0.0%	0.0% 0	0% 0.0%		0.0% 0.0%		0.0% 0			0.3%	0.0%	1.0%	1.3% 0.0%
		Great Bridge	0.0%	0.0% 0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	7.5% 0	0.0% 0.0%	5 1.5%	0.0%	0.0% 0.0%	9.6%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0% 3	1.2% 0.0	% 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0*	% 0.0%	0.0% 0.0	5 0.0%	0.0% 0	0% 3.7%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0% 0.0%	0.0%	0.4%	0.6%	0.1%	2.2% 0.0%
		Oldbury Wednesbury	0.0%	1.8% 0	0.0% 0.0%				0.0% 0.0	0.0%	0.0%	8.3% 0.1	8% 4.3% 0% 0.0%	12.5%	3.3% 0	0.0% 0.0%	N 0.0% N 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	% 1.7% % 0.0%	0.0% 0	0.0% 0.0 5.9% 0.0	% 0.0% % 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0*	% 0.0% % 0.0%	0.0% 0.0	N 0.0%		0% 0.0%		0.0% 0.0%	6 0.0% 6 0.0%	0.0% 0	0% 0.0%	0.0%	0.5%	0.0%	0.0%	2.8% 0.2%
		Cape Hill Research	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	2% 0.0%	0.0%	0.0% 23.	2% 9.3%	0.0%	0.0% 0	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0	0.0% 0.0	5 0.0%	0.0% 0	205 0.0%	0.0%	0.0% 0.0*	% 0.0%	0.0% 0.0	5 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0% 0.0%	0.0%	0.4%	0.0%	0.0%	3.0% 0.0%
		Delarwood																																				0.0%	0.0% 0.0%	6 0.0%	0.0% 0						
	District & Local Centres			0.0% 0			0.0%				0.0%													0.0% 0.0			0.0% 0.0							0.0% 0.0		0.0% 0		0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0% 0.0%	0.0%	0.2%	0.2%		1.0% 0.0%
	Out-of-Centre	aubtotal	0.0%	8.9% 0	0.0% 0.0%	2.5%	0.0%	14.5% 0	0.0% 0.0	0.0% 0% 0.0%	6.1%	2.2% 0.1	0% 2.2% 9% 30.2%	3.1%	3.9% C	3.4% 0.09	<u>5 0.0%</u> N 1.5%	0.0%	3.9% 0.0%	21.8%	2.2%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0% % 1.7%	0.0% 3	9.2% 0.0	% 0.0% % 0.0%	1.6% 0	0% 0.7%	2.5%	0.0% 0.0*	% 2.2% % 2.2%	0.0% 0.0	<u>5 1.9%</u> 5 1.9%	0.0% 0	0% 1.2%	0.0%	0.0% 0.0%	6 0.0% 6 0.0%	0.0% 0	0% 0.0%	0.0%	0.4%	0.4%	0.0%	20.5% 1.3%
																												% 0.0%																			
Jatsan	Strateoic Centre	Watsall		1.8% 0			0.0%																																					3.8%			3.1% 28.51
	Town Centre	Bloswich Brownhilla		0.0% 0	0.0% 0.0%				0.0% 0.0			0.0% 0.0				0.0% 0.0%	N 0.0%		0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	2.6% 0	0.0% 0.0	% 0.0%		.1% 0.0%				0.0% 0.0		7.1% 0	0% 0.0%		0.0% 0.0%		0.0% 0			0.5%	0.0%		0.0% 4.5% 0.0% 3.1%
		Aldridge Wilenhall	0.0%	0.0% 0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	1.0% 1.0%	N 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.8% 0	0.0% 0.0	% 0.0% % 0.0%	1.0% 12	2.4% 1.9%	0.0%	0.0% 1.0*	% 30.3%	0.0% 0.0	5 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0% 0.0%	0.0%	0.7%	0.0%	0.0%	0.0% 5.9%
		Darlaston	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	10% 0.0%	N 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.8% 1	1.8% 0.0	% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	N 0.0%	1.0% 1	4% 1.1%	0.0%	1.7% 0.05	6 0.0%	0.0% 0	0% 0.0%	0.0%	0.3%	0.2%	0.0%	0.2% 0.3%
	District & Local Centres		0.0%	0.0% 0	0.0%	0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.75	N 0.0%	0.0%	0.0% 0.05	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0	0.0% 0.0	% 0.0%	0.0% 3	.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	5 1.1%	2.7% 0	20.0 20	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0% 0.0%	0.0%	0.1%	0.1%	0.0%	0.0% 0.5%
	Out-of-Centre		0.0%	0.0% 0	0.0%	0.0%	0.0%	0.8%	0.0% 0.0	n	0.0%	0.0% 0.0	CP6 0.0%	0.0%	0.0%	10% 0.0	s 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	5 365	8.2% 0	10% 0.0	% 0.0%	0.0% 3	95 0.75	0.9%	0.0% 0.0	5 7 25	37% 0.0	s 0.0%	67% 6	55 0.05	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0% 0.0%	0.0%	0.4%	0.2%	0.0%	0.1% 3.3%
	Construints	aubiotal	0.0%	1.8% 0	0.0%	0.0%	0.0%	6.4% 0	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 8	10% 3.45	N 1.3%	0.0%	0.0% 0.0	1.2%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	\$ 44.7%	68.6% 1	3.7% 1.0	% 0.0%	53.2% 52	5.1% 45.0%	7.1%	2.5% 42.8	5 42.25	11.0% 0.0	N 3.8%	40.1% 30	2% 5.0%	0.0%	2.6% 0.0%	6 1.4%	0.0% 0	0% 0.0%	0.0%	6.2%	2.1%	0.1%	3.4% 48.19
All Other Centres Outside																																												.			
	Binningham Carrock				7.3% 24.6%			14.4% 5	5.7% 5.6			0.0% 25.	4% 6.1%			3.0% 3.0%			0.0% 0.0%			0.0% 0.0%		2.3% 0.0%			1.3% 1.9			.1% 0.0%		0.0% 0.0*		3.7% 3.7			5% 1.1% 0% 0.0%		0.0% 0.0%			0% 1.5%	2.9%	8.0%	2.1%		6.6% 4.1% 0.0% 1.8%
	Kidderminater		0.0%	0.0% 0	0.0%	0.0%	0.0%	0.0%	1.5% 0.0	1.3%	2.3%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	N 0.0%	50.0%	0.0% 0.0%	0.0%	0.0%	2.8%	0.0%	3.1% 0.0	% 0.0%	0.0% 0	0.0% 0.0	% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0*	% 0.0%	0.0% 0.0	5 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0% 0.0%	21.9%	2.4%	0.0%	0.5%	0.1% 0.0%
	Lichfield Redditch		0.0%		2% 7.5%				0.0% 0.0			0.0% 0.0				0.0% 0.0%			0.0% 0.0%			0.0% 0.0%		0.0% 0.0			1.0% 3.7 1.0% 0.0			0% 0.0%		29.2% 10.8		0.0% 0.0			0% 0.0%		0.0% 0.0%			0% 0.0%		2.2%	0.0%		0.1% 2.6%
	Stafford		0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 24.6	1.0%	0.0% 1	1.1% 0.0	% 0.0%	0.0% 0	.0% 0.0%	0.0%	1.9% 0.0*	% 0.0%	0.0% 1.2	5 0.0%	0.0% 0	0% 0.0%	3.3%	0.0% 0.0%	6 0.0%	0.0% 0	0% 0.0%	0.0%	0.4%	0.2%	0.0%	0.1% 0.1%
	Sutton Coldfield Telford		0.0%		0.0% 0.0%	0.0%	0.7%	9.7% 0	0.0% 0.0	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	10% 43.3	5 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.8% 0	0.0% 0.0	% 0.7% % 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 2.6	% 6.5% N 0.0%	0.0% 0.0	N 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0% 0.0%	0.0%	2.6%	0.0%	0.0%	1.1% 1.2%
	All Other Centres and Stress Flamabe				1 1% 16 7%						18.7%								2.5% 0.8			75 375			n 0.0%		10% 29					10.8% 1.87		0.0% 0.0		37% 2			17% 0.9%		6.7% 17			7.1%	0.5%		3.9% 2.2%
	As Other Centres and Stores Elsewhe																																														
		sublotal	41.9%	52.5% 51	1.7% 48.9%	6 36.8%	51.4%	44.1% 6	67.3% 6.5	5% 3.1%	22.6%	0.0% 25.	.9% 8.0%	1.5%	7.9% 8	5.1% 52.8	5, 5,3%	53.0%	2.5% 0.8	10.1%	0.0%	0.7% 6.5%	1.2%	5.4% 58.3	18.6%	3.4% 2	2.4% 55.7	% 51.9%	13.9% 18	1.9% 13.7%	41.2%	49.7% 17.5	12.8%	3.7% 9.5	5 6.1%	5.5% 4	5% 2.4%	65.5%	1.7% 3.69	6 4.2%	7.6% 35	5.0% 30.95	6 64.9%	28.1%	4.9%	2.6%	12.3% 11.91
PECIAL FORMS OF TRAF	DING/ INTERNET SHOPPING:		55.4%	34.8% 43	7.0% 48.9%	6 42.0%	48.6%	34.2% 2	25.5% 33.5	5% 28.8%	35.5%	33.0% 27.	4% 52.3%	42.4%	38.4% 4	9.8% 43.1	% 20.0%	40.4%	33.3% 39.1	N 44.5%	44.4% 4	2.2% 43.5%	41.6%	39.5% 35.5	1% 33.9%	19.9% 5	4.4% 43.4	45.1%	31.3% 23	3.0% 36.6%	41.9%	47.8% 38.1	% 42.9%	32.0% 40.2	% 48.1%	34.8% 44	.9% 28.5%	33.1% 2	21.4% 50.65	5 31.4%	41.1% 35	5.2% 34.49	6 34.3%	40.2%	39.4%	36.7%	43.7% 33.6%
																																												.			
-		GRAND TOTAL	100.0%	100.0% 10	0.0% 100.0*	% 100.0%	100.0%	100.0% 10	100.0% 100.	0% 100.0%	+ 100.0%	100.0% 100	100.05	100.0%	100.0% 10	0.0% 100.0	100.0%	100.0% 1	00.0% 100.0	% 100.0%	100.0% 1	00.0% 100.0%	6 100.0%	100.0% 100.0	0% 100.0%	100.0% 10	0.0% 100.	0% 100.0%	100.0% 10	0.0% 100.0%	100.0%	100.0% 100.0	0% 100.0%	100.0% 100.	100.0%	100.0% 10	0.0% 100.0%	100.0% 1	00.0% 100.0	100.0%	100.0% 10	0.0% 100.0%	\$ 100.0%	100.0%	100.0%		100.0% 100.0

Appendix 8: Comparison Goods Turnover

(excluding SFT)

TABLE 1: ALL COMPARISON GOODS - 2021 MARKET SHARE ANALYSIS (%) Excluding Internet Shopping and other Special Forms of Trading

LOCAL PLANNING AUTHORITY	Y CENTRE TYPE		Zone 1 Z	one 2 Zone	3 Zone 4	Zone 5	Zone 6 Z	one 7 Zone	e 8 Zone S	9 Zone 10	Zone 11 Z	ione 12 Zo	ne 13 Zone	14 Zone 1	5 Zone 16	Zone 17 2	lone 18 Zo	ne 19 Zone	20 Zone 2	1 Zone 22	Zone 23	Zone 24 Zon	e 25 Zone 2	Zone 27	Zone 28 Zon	29 Zone 3	0 Zone 31	Zone 32 Z	Zone 33 Zone	34 Zone 3	5 Zone 36	Zone 37 Zo	ne 38 Zone	20me 40	Zone 41 2	Zone 42 Zo	one 43 Zor	ne 44 Zone -	45 Zone 46	Zone 47	Zone 48 Z	one 49 Zor	ne 50 Zone	a 51 Zone 57	2 Zone 53	Zone 54 Zo	me 55 STUD	OY AREA
Wolverhampton																																																
1	Strategic Centre	Wolverhampton	0.8%	1.9% 0.2%	0.0%	0.4%	0.0%	1.2% 0.19	% 0.4%	0.5%	0.2%	0.2% 0	1.0% 0.8	6 0.7%	2.0%	0.2%	0.0% 2	.7% 0.2	5 0.6%	12.4%	0.9%	0.0% 1.	8% 1.2%	0.2%	0.0% 7.6	/% 0.1%	1.1%	0.8%	0.3% 1.8	6 1.1%	0.2%	0.2% 1	.3% 0.69	1.0%	0.4%	43.9% 5	4.5% 19	4% 14.95	6 18.7%	19.7%	1.9% 6	81.0% 63	2.0% 53.6	1% 17.6%	33.8%	30.6% 1	4% 8	8.1%
	Town Centre	Bilaton Wednesfield	0.0%																										0.0% 0.0																			1.1%
1	District & Local Centres		0.0%	1.0% 0.0%	0.0%	0.0%	0.2% 0	0.0% 0.6%	n 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0	6 0.2%	0.0%	0.0%	0.0% 0	.0% 0.0	5 0.4%	1.5%	0.0%	0.0% 0.	0% 1.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 0	.0% 0.09	0.0%	0.0%	0.0% 1	1.2% 1	7% 0.0%	6 0.0%	0.0%	0.0%	7.8% 4	1.3% 4.84	/% 15.4%	0.0%	0.9% 0	3.0% /	0.6%
L	Out-of-Centre		0.5%	3% 0.0%	0.5%	1.9%	0.0% 0	0.3% 0.79	% 0.0%	0.1%	0.0%	0.1% 0	0.4	6 0.8%	0.8%	0.7%	0.0% 2	8% 0.0	5 0.4%	7.3%	3.1%	0.2% 0.1	8% 0.3%	0.2%	0.0% 1.1	% 0.0%	2.9%	0.8%	0.2% 0.0	6 4.8%	3.1%	1.6% 1	.0% 0.09	0.0%	0.3%	23.9% 1	8.2% 34	2% 12.49	5 11.4%	11.1%	0.3%	12.3% 10	0.5% 12.5	5% 5.2%	4.0%	15.0% 0	3.0% /	3.4%
		sublotal	1.3%	2% 0.2%	0.5%	2.2%	0.2%	1.4% 1.45	N 0.4%	0.6%	0.2%	0.3% (12% 1.0	6 1.8%	3.0%	1.2%	0.0% 5	.6% 0.2	\$ 1.5%	21.7%	4.7%	0.2% 23	5% 2.5%	0.5%	1.0% 9.0	% <u>0.1%</u>	6.8%	3.9%	0.5% 1.8	5.9%	3.7%	1.8% 2	.3% 0.6%	1.9%	0.7%	73.3% 7	8.1% 64	7% 28.57	\$ 35.2%	62.7%	2.2% 8	18.3% 71	1.7% 75.2	5 3835	38.3%	47.0% 1	5% 1	15%
Dudlev	Strategic Centre	Briefev Hill- Traditional High Street Briefev Hill- Merry Hill	0.0%	1.0% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.29	% 0.1% 7% 35.6%	0.3%	0.3% 57.3%	0.0% 0	1.0% 1.5	6 0.2% % 32.0%	0.1%	0.0%	0.0% 0	2% 0.0	% 0.1% % 54.4%	1.0%	1.3% 19.6%	9.7% 3J 71.0% 63	0% 1.6% .3% 42.4%	0.3% 61.1%	0.5% 0.0	% 0.0% % 1.5%	0.0%	0.0%	0.0% 0.0	6 0.0% 6 1.0%	0.0%	0.0% 0	0% 0.09	0.0%	0.0%	0.0% 0	0.0% 0 3.2% 1	0% 0.09 7% 1.99	6 0.0% 6 3.6%	0.0%	0.0%	0.0% 0	1.0% 0.0! 5.0% 11.7	7% 0.1% 7% 39.2%	0.0%	0.0% 1	1.0% (0.4%
1	Town Centre	Dudlev Stourbridge	0.0%	1.0% 0.0%	0.0%	0.2%	0.0% 0	0.0% 0.0%	1% 0.9%	1.0%	0.1%	0.0% 0	1.0% 0.0	6 0.0%	0.0%	0.0%	0.0% 0	7% 0.3	6 0.6%	0.4%	0.0%	1.8% 3.3	2% 11.1%	25.5%	22.6% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 0	.0% 0.09	0.0%	0.0%	0.0% 0	0.0% 0.	0% 0.0%	6 0.0%	0.0%	0.0%	0.0% 0	0.1% 0.09	0% 0.4%	0.0%	0.0% 0.	0.1% 1	1.3% 1.4%
1		Halesowen																											0.0% 0.0																			1.1%
1	District & Local Centres																												0.0% 0.8																			0.8%
	Out-of-Centre	subtotal	1.8%	15% 0.8% 1.6% 6.7%	1.5%	4.3%	0.3% 0	0.1% 0.45	<u>% 6.1%</u> 2% 62.2%	4.5%	4.3%	3.7% (47.2% 3	16% 2.9 1.6% 21.1	6 <u>28%</u> % 40.2%	0.2%	0.0% 5.1%	0.0% 2	156 0.1 0.9% 14.0	<u>% 4.2%</u> % 83.2%	2.6%	2.4%	38% 31	<u>6% 0.8%</u> 4% 60.0%	1.8%	3.3% 0.0	<u>% 0.0%</u> % 2.1%	2.4%	2.9%	0.0% 0.0	<u>6 0.0%</u> 6 1.0%	0.0%	0.0% 0	.0% 0.09	0.0%	0.0%	0.5% 0 5.1% 2	0.0% 0 3.2% 2	0% 0.0% 8% 2.0%	6 <u>0.0%</u> 63.6%	0.2%	0.0%	0.2% 0 3.7% 5	1156 0.29 5.7% 12.5	5% 12% 5% 442%	2.6%	2.3% 4	44% 2	1.1%
Sandwell	Strategic Centre	Weat Bromwich	1.2% 1	0.2% 0.0%	0.0%	0.8%	0.0% 1	2.4% 0.0	% 4.5%	0.3%	0.2%	7.2% 1	8.2% 12.2	5 12.4%	48.5%	46.7%	0.8% 0	2% 0.0	\$ 5.3%	0.0%	13.4%	0.0% 0.	0% 0.0%	0.2%	0.0% 0.0	% 0.6%	0.2%	9.9%	0.0% 0.0	6 0.0%	0.4%	5.9% 0	.0% 0.09	0.3%	1.1%	0.7% 0	0.0% 0	4% 0.0%	6 0.3%	0.9%	0.0%	0.5% 0	3.1% 0.0*	/% 0.4%	0.0%	0.0% C	3.0% :	3.3%
	Town Centre	Blackheath Cradlev Heath Great Bridge	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0%	r% 0.5%		5.7%		1.0% 1.1	6 0.2%	0.0%	0.0%	0.0% 0	0% 0.0	6 0.8%	0.0%		0.8% 0.1	0% 0.0%	0.2%	0.0% 0.0		0.0%	0.0%	0.0% 0.0		0.0%	0.0% 0	0% 0.09	0.0%	0.0%	0.0% 0	0.0% 0.	0% 0.0%	6 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.09	0.0%	0.0%		0.0% 0	0.5%
1		Oldbury Wednesbury	3.3%		0.4%	2.0%	0.0%	1.1% 0.4%	% 3.9%	1.1%		11.0% 1	1.3% 17.1 1.2% 0.0	5 28.1%	5.9%	4.3%	0.0% 2	0% 0.0	5 2.5%	0.7%	5.3%	0.0% 0.1	8% 0.0%	0.1%	0.0% 0.0	0.1%	0.0%	0.8%	0.4% 0.0	6 0.0%	0.0%	0.0% 0	.0% 0.09	0.0%	0.0%	0.0% 0	0.0% 0.	0% 0.0%	6 0.0%	0.7%	0.0%	0.0% 0	0.0% 0.0%	0.6%	0.0%		0.2% 1	1.7%
		Cape Hill Bearwood	1.7%	1.0% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0%	r% 0.0%	0.0%	0.3%	0.0% 2	1.5% 3.7	6 0.2%	0.0%	0.0%	0.0% 0	0% 0.0	6 0.0%	0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 0	.0% 0.09	0.0%	0.0%	0.0% 0	0.0% 0.	0% 0.0%	6 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.	0.0% 0	0.3%
1	District & Local Centres		0.2%	0.0% 0.0%	0.0%	3.1%	0.0% 0	0.6% 0.0%	n 0.7%	0.2%	0.0%	2.0% 1	0.6% 1.8	6 1.1%	3.8%	1.2%	0.0% 0	.0% 0.0	5 0.0%	0.1%	4.6%	0.0% 0.	0% 0.5%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0%	0.0% 0.0	6 0.0%	0.0%	1.0% 0	.8% 0.09	0.0%	0.0%	0.0% 0	0.4% 0	0% 0.0%	6 0.0%	0.2%	0.0%	0.0% 0	0.2% 0.1 ^r	. 0.3%	0.0%	0.0% C	a.o% r	0.4%
L	Out-of-Centre	istotal	1.4%	10%	12%	3.3%	0.8% 1	88% 1.6	75 1.3%	2.1%	1.4%	3.9% 1 42.7% 6	7% 138	5 7.6%	9.4%	16.1%	20% 2	4% 0.7	<u>5 1.1%</u>	2.3%	15.2%	0.2% 1:	3% 1.2%	0.4%	24% 05	<u>% 9.8%</u>	13.2%	33.0%	24% 0.7	<u>5 9.1%</u>	7.7%	22.3% 2	8% 1.69	3.1%	10.0%	4.1% 3	3.4% 6 3.9% 8	<u>9% 12.7</u>	5 10.2%	4.5%	0.9%	0.5% 3	<u>15% 18</u> 4	<u>25 165</u>	0.1%	26% 0	11% ·	1.8%
Walsali	Strategic Centre	Wabal		2% 0.8%						0.0%																			5.8% 0.4																			5.0%
	Town Centre	Bloxwich Brownhills	0.0%	0.0% 0.0%				0.0% 0.0%				0.0% 0	1.0% 0.0		0.0%							0.0% 0.0							0.0% 0.0														0.0% 0.09			0.0% 0		0.5%
		Aldridoe Willenhall Darlastro		1.0% 0.0%	0.0%	0.0%	0.0% 0	0.7% 0.0%	r% 0.0%	0.0%	0.0%	0.0% 0	1.0% 0.0	6 0.0%	0.0%	0.0%	0.0% 0	0% 0.0	6 0.0%	0.0%	0.0%	0.0% 0.3	2% 0.0%	0.2%	0.0% 0.0	% 0.0%	1.7%	1.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 0	2% 0.09	0.0%	0.0%	3.6% 0	0.0% 2	8% 10.05	6 19.7%	0.0%	0.0%	0.0% 0	0.0% 0.09	1% 0.0%	0.0%	0.0% 0.	0.0% 0	0.6% 0.5% 0.2%
1	District & Local Centres	Darlaston																											0.0% 0.0																			0.2%
1	Out-of-Centre		0.9%																										02% 0.0																			1.256
	Caronsalina	subtotal	0.8%	1.7% 0.8%	0.2%	0.4%	0.0% 1	1.6% 0.85	N 0.4%	0.0%	0.7%	0.2% (1.0% 1.4	6 0.0%	1.1%	4.5%	5.8% 0	.6% 1.0	\$ 0.3%	0.4%	1.6%	0.0% 0.	2% 0.4%	0.3%	0.0% 0.5	% 53.7%	69.0%	19.9%	6.8% 0.4	63.1%	60.8%	46.2% 1	3.8% 3.49	47.3%	49.4%	8.9% 1	1.2% 10	5% 48.19	\$ 44.7%	4.6%	0.6%	1.9% 1	1.5% 0.3*	5 0.7%	0.5%	1.2% 0	10% /	1.5%
All Other Centres Outside B	BCLA Area Birmingham Cannock		67.4% 3																										5.3% 9.8 63.2% 1.5																	3.9% 3		13.8%
	Kidderminster Lichfield Reddlich		0.2%	0.6%	0.5%	0.2%	0.1% 0	0.0% 4.7%	% 1.4% % 0.0%	0.8%	260 200	0.3% 0	1.0% 0.0	6 0.0% 6 0.0%	0.2%	0.1%	0.0% 2	2% 71.2	% 0.1% % 0.0%	0.4%	0.3%	0.8% 2:	2% 19.5% 0% 0.0%	3.0%	5.9% 0.1 0.0% 0.0	% 0.0% % 12.8%	0.2%	0.0%	0.0% 0.0 2.6% 46.5 0.0% 0.0	6 0.0% % 2.2%	0.0%	0.1% 0	0% 0.09	0.0%	0.0%	0.0% 0	0.2% 0	0% 0.0% 4% 0.0%	6 0.0% 6 0.0%	0.0%	0.0%	0.0% 0	0.3% 0.39	3% 1.4% 0% 0.0%	0.4%	0.0% 33	33.8% 3 0.0% 2	3.9% 2.1% 1.3%
	Stafford Sutton Coldfield Telford		0.0%	1.6% 0.0% 2.3% 0.5%	0.0%	0.0%	0.0% 0	0.0% 0.0%	% 0.4% % 0.0%	0.0%	0.0%	0.0% 0	1.0% 0.6	6 0.0% 6 0.0%	0.0%	0.0%	0.0% 0	0% 0.0	% 0.0% % 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 32	4% 1.0% % 0.3%	0.4%	0.5%	62% 0.3 0.0% 2.2 3.1% 0.0	6 0.0% 6 0.3%	0.2%	0.2% 0	.7% 3.19	0.0%	0.0%	0.0% 0	0.6% 0	4% 0.0% 0% 0.0%	6 0.0% 6 0.0%	0.0%	1.2%	0.0% 0	0.2% 0.29	2% 0.0% 0% 0.0%	0.0%	0.8% 0	0.0% 0	0.7% 2.4% 2.2%
1	All Other Centres and Stores Elsewhe	re	6.7%	8.0% 28.2%	\$ 35.2%	8.5%	37.3% 1	16.1% 44.8	3% 2.3%	1.8%	18.2%	2.9% 2	1.6% 1.8	6 2.0%	1.3%	4.8%	29.1% 1	.6% 6.7	\$ 3.5%	1.1%	3.6%	3.5% 2.	0% 12.7%	2.7%	3.5% 13.	2% 8.9%	1.3%	0.1%	7.3% 35.5	% 2.1%	6.2%	2.9% 1	.3% 38.5	6 12.5%	8.8%	2.3% 1	1.9% 1	3% 0.9%	1.2%	1.2%	29.7%	2.9% 2	2.5% 1.8'	r% 6.7%	28.2%	13.7% 4/	a.7% 1	12.6%
L		subtotal	74.3% 1	2.4% 91.3%	6 89.0%	51.5%	97.0% 5	2.3% 79.7	7% 13.4%	6 7.6%	21.2%	9.6% 2	8.8% 18.6	\$ 5.7%	11.3%	13.6%	91.0% 7	.1% 84.0	% 4.3%	2.8%	11.2%	5.0% 6.	7% 35.4%	6.7%	14.1% 89.	3% 33.6%	7.7%	5.9%	87.7% 95.1	% 20.5%	24.9%	20.7% 7	0.6% 92.4	6 47.4%	38.2%	6.6% 1	5.6% 13	4% 7.6%	5.5%	5.1%	96.0%	5.1% 11	1.0% 9.9*	/% 13.6%	58.6%	46.9% 9	3.8% 4	3.7%
L		GRAND TOTAL	100.0% 1	0.0% 100.09	5 100.0%	100.0%	100.0% 10	00.0% 100.0	0% 100.05	% 100.0%	100.0%	100.0% 10	0.0% 100.	% 100.03	100.0%	100.0%	100.0% 10	0.0% 100.	100.05	6 100.0%	100.0%	100.0% 100	0.0% 100.0%	100.0%	100.0% 100	0% 100.05	6 100.0%	100.0%	100.0% 100.	100.0%	100.0%	100.0% 10	0.0% 100.0	% 100.0%	100.0%	100.0% 10	00.0% 10	0.0% 100.0	% 100.0%	100.0%	100.0% 1	00.0% 10	20.0% 100.0	0% 100.09	s 100.0%	100.0% 1/	00.0% 1	20.0%

TABLE 2: 2021 SURVEY-DERVED MARKET SHARE ANALYSIS (Ém) ALL CONVENIENCE GOODS EXPENDITURE ALLOCATO TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding internet Shopping and other Special Forms of Trading

LOCAL PLANNING AUTHORI	ITY CENTRE TYPE		Zone 1 Zone	2 Zone 3	Zone 4 Zone	5 Zone 6	Zone 7 Zor	ne 8 Zone 9	Zone 10 Z	one 11 Zone	2 Zone 13	Zone 14 Zor	ne 15 Zone '	16 Zone 17	Zone 18 Zor	te 19 Zone 2	0 Zone 21	Zone 22 Zone	e 23 Zone 24	Zone 25 Zo	ne 26 Zone 1	Zone 28 Zo	ine 29 Zone 3	0 Zone 31 Zo	ine 32 Zone 3	3 Zone 34 Zi	one 35 Zone 3	6 Zone 37	Zone 38 Zone	39 Zone 40	Zone 41 Zone	42 Zone 43	Zone 44 Zon	e 45 Zone 46	Zone 47 Zon	e 48 Zone 43	Zone 50 Zor	ne 51 Zone 52	2 Zone 53 Zone	a 54 Zone 55	STUDY AR
Wolverhampton	Stratecic Centre	Wolverhamoton	1.4 2.4	0.4	0.0 0.3	0.0	0.9 0	12 0.3	0.4	0.1 0.1	0.0	0.8	0.5 1.1	0.1	0.0	2.1 0.4	0.4	10.9 0.	8 0.0	1.4	0.3 0.2	0.0	3.5 0.0	0.8	0.7 0.5	2.5	1.2 0.1	0.1	0.6 0.5	0.4	0.3 14.	8 69.9	16.0 9	1 8.6	20.5 0	3 19.0	96.5 4	46.0 7.8	17.2 24	4.8 1.1	404.7
	Town Centre	Bilaton Wednesfield	0.0 0.0		0.0 0.0			0.0 0.0		0.0 0.0	0.1		0.0 0.1	0.1		0.0 0.0	0.1	0.4 0			0.0 0.2		0.1 0.0		1.9 0.0 0.4 0.0		0.0 0.0 0.2		0.0 0.0		0.0 1.4	4 1.5 5 1.3	0.3 0 7.5 0		32.6 0 0.6 0		0.5 5	3.7 0.1 0.0 0.0		0.2 0.0 0.2 0.0	58.7 13.5
	District & Local Centres		0.0 0.0	0.0	0.0 0.0	0.2	0.0 0	0.0 0.0	0.0	0.0 0.0	0.0	0.0	0.1 0.0	0.0	0.0	0.0 0.0	0.3	1.3 0	0 0.0	0.0	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 0.0	0.0	0.0 0.0	0 1.6	1.4 0	0.0	0.0 0	0 2.4	6.6 4	4.2 6.9	0.0 C	.7 0.0	27.9
	Out-of-Centre	subtotal	0.9 3.3	0.0	1.0 1.7	0.0	0.2 1	0 0.0	0.1	00 00	0.0	0.6 (0.5 0.4	0.4	0.0	2.1 0.0	0.3	6.4 2	8 0.1	0.7	01 02	0.0	05 00	2.1	08 04	0.0	54 14	0.8	05 00	0.0	0.2 8.1	1 23.3	28.3 7	5 52	11.6 0	1 38	16.3 1	10.7 2.3	2.0 12	2 00	173.3
Dudlev	Strategic Centre	Brienley Hill- Traditional High Street Brienley Hill- Merry Hill		0.0	0.0 0.0		0.0 0.0	13 0.1 4.8 23.1	0.2	0.1 0.0	0.0	1.9 0	0.1 0.0	0.0	0.0	0.1 0.0 8.2 23.5	0.1	0.9 1:	2 9.4		0.4 0.4	0.5	0.0 0.0	0.0	0.0 0.0		0.0 0.0	0.0	0.0 0.0		0.0 0.0	0.0	0.0 0	0 0.0	0.0 0	0.0 Q	0.0 0	0.0 0.1	0.0 0.		19.7 784.6
	Town Centre	Drahav Hil- Marv Hil Dudley Stourbridge Hildsowen	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.4	0.0 0.3 0.0 0.2 0.5 4.8	0.0	0.1 0	1.0 0.7	0.9	0.2 1.1	0.1	0.9	3.1 0.1 0.0 0.0 0.2 0.1	0.1	0.0 2	0.0 0.9 0.5 0.5 0.0 0.3	15.4	7.1 5: 0.4 0: 0.0 0:	3 2.2 0 1.7	1.1	0.1 0.2 3.0 35.8 0.1 0.3	0.3	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.8 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.2 0.0 0.0 0.0	0.0	0.0 0.0	0.0	0.1 0	.1 0.0	1.1 0. 0.0 0. 0.0 0.	0 0.1	0.4 0	02 05 00 02 00 00	0.0 0.	10 24 12 0.0 10 0.1 10 0.0	67.1 71.6 55.4
	District & Local Centres	reesower	0.0 0.2		0.0 0.0		0.0 0	10 12.0		0.0 0.6	0.0		0.0 0.0			0.0 0.0		9.5 0.			0.9 3.3		0.0 0.3		0.0 0.0		0.0 0.0		0.0 1.2		0.0 0.0		0.8 0		0.2 0		0.2 0	0.4 0.9			39.9
	Out-of-Centre	subtotal	3.2 1.3 17.6 6.6		3.4 3.8		0.0 0			1.6 2.0		3.8	1.8 0.1	0.0	0.0	1.6 0.1		2.3 2:	2 3.7		0.2 2.5	3.0	0.0 0.0		0.0 0.0				0.0 0.0		0.0 0.2	2 0.0	0.0 0	0 0.0	0.2 0	0.0 0.0	0.2 0	0.2 0.5		0.0 0.1	54.2
Sandwell	Strategic Centre	West Bromwich	2.1 26.2		0.0 0.7		9.2 0	10 2.9	0.3	0.1 3.8	6.7	15.8	7.8 25.5	30.1	1.4 1	0.1 0.0	3.8	0.0 11	.9 0.0	0.0	0.0 0.2	0.0	0.0 0.3	0.1	9.5 0.0	0.0	0.0 0.2	3.2	0.0 0.0		0.8 0.2	2 0.0	0.3 0	0 0.1	0.9 0	0 02		0.0 0.2		.0 0.0	163.6
	Town Centre	Blackheath Cradley Heath Great Bridge	0.0 0.0 0.0 0.0 0.0 0.8	0.0	0.0 0.8	0.0		10 7.8 10 0.3	0.7	0.8 9.3 2.2 0.6 0.0 0.0		0.0	0.8 0.0 0.1 0.0 0.4 4.4	0.0	0.0	0.0 0.0 0.0 0.0 1.0 0.0		0.0 0:	0 0.7	0.0	0.0 0.0 0.0 0.3 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 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.1 0.0 0.0 0.0 0.0		0.0 0.0	0.0	0.0 0.0	0.0	0.0 0 0.0 0		0.0 0	0 0.0		0.0 0.1 0.0 0.0 0.3 0.1	0.0 0.	0.0 0.0	25.5 6.2 25.5
		Oldburv Wedneaburv Cape Hill Bearwood	5.9 4.8 1.1 2.7 3.1 0.0 9.2 0.0	0.0			0.5 0	16 2.6 10 0.0 10 0.0 10 0.3	0.0	1.0 5.9 0.0 0.0 0.1 0.0 0.0 0.0	0.1	0.0 0 4.9 0	17.7 3.1 0.3 1.1 0.1 0.0 0.1 0.0	0.0	0.0	15 0.0 10 0.0 10 0.0	0.0	0.6 41	6 0.0 0 0.0	0.0		0.0	0.0 0.0 0.0 0.1 0.0 0.0 0.0 0.0	0.5	0.8 0.9 13.7 3.1 0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.5 0.1 0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.1 0.2 0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.1 0.4 0.0 0.0 0.0 0.0	4 0.2 0 0.0	0.0 0 1.1 0 0.0 0 0.0 0	7 0.2	0.8 0	0.0 0.0	0.0 0	0.0 0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.	0 0.1 0 0.0 0 0.0	83.3 30.0 16.0 22.9
	District & Local Centres		0.4 0.0		0.0 2.8		0.4 0	1.0 0.5		0.0 1.1	3.9	2.3 (0.7 2.0	0.8	0.0	0.0 0.0	0.0	0.1 4.	1 0.0	0.0	0.1 0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0		0.3 0.0	0.0	0.0 0.0	0.6	0.0 0	0 0.0	0.2 0	0.0 0.0	0.2 0	0.1 0.1		0.0 0.0	21.6
	Out-of-Centre	subtotal	2.5 14.5	1.7	26 29	0.8	13.9 2 25.4 3	5 0.8	1.9	0.5 2.1 4.7 22.8	0.6	17.9	4.8 50	10.4	35	18 13	0.8	2.0 13	6 0.1	1.0	03 06	2.1	03 49	9.7	31.7 4.9 57.9 8.9	1.0	10.1 3.4	11.9	13 13	12	72 14	4 4.3	5.7 7 7.1 8	7 4.7	4.7 0	3 02	5.4	1.4 0.7	0.1 2	1 0.1	238.9
Walsall	Strategic Centre	Wahail	1.0 5.8				5.0 1	.2 0.1	0.0	0.0 0.0	0.0	0.0	0.0 0.0	1.4	2.1	0.1 1.8	0.1	0.0 1.	3 0.0	0.0	0.0 0.1	0.0	0.0 23.3	36.9	9.0 11.8		45.3 15.9	19.3	4.6 1.5	8.6	13.8 1.1	1 0.4	4.7 1		2.7 0			0.0 0.1		0.0 0.0	251.8
	Town Centre	Bloxwich Brownhills Aldridge Willenhall	0.0 0.0 0.0 0.0 0.0 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 0.0	0.0 0	10 0.0 10 0.0 10 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0	0.0 0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0	0.6 2.4 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0	0.0 0) 0.0 0) 0.0 0)	0 0.0 0 0.0 0 0.0	0.0 0.0 0.1	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.3	0.0 0.0	0.0 0.0 0.0 0.1 0.0 0.0 0.0 0.0	0.2 0.5 1.3	0.0 0.0 0.3 1.7 0.0 0.0 1.0 0.0	0.0	16.8 0.6 0.6 1.2 1.4 4.9 0.0 0.0	0.2 0.5 0.0	0.6 0.1 0.0 1.0 0.0 0.0 0.1 0.0	8.6 0.4 0.0	0.0 0.1 1.6 0.0 16.5 0.0 0.0 1.2	0 0.0 0 0.0 2 0.0	0.0 3 0.0 0 0.0 0 2.3 6	0 0.0 1 0.1 1 9.0	0.0 0 0.0 0 0.1 0 0.0 0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0. 0.0 0. 0.0 0.	0.0 0.0	24.2 16.3 28.7 22.6
	District & Local Centres	Darlaston	0.0 0.0		0.0 0.0	0.0	0.0 0	10 0.0	0.0	0.0 0.0	0.0	0.0 0	0.0 0.0 0.0 0.0	0.1	2.8	0.0 0.0	0.0	0.0 0	o o.o o o.o	0.0	0.0 0.0 0.0 0.0	0.0	0.0 0.0	1.2	5.0 0.0 0.0 0.0	0.0	0.0 0.0	0.1	0.0 0.0	0.0	0.0 0.0	0 0.0 2 0.0	0.1 0	7 0.5	0.7 0	0 0.4	0.0 0	0.0 0.0	0.0 0. 0.0 C	0.0 0.0	8.9 9.9
	Out-of-Centre		0.4 3.5										0.0 0.6			0.0			1 0.0																				0.2 1.		68.5
All Other Centres Outside		subtotal	15 9.6				8.6 1	2 0.3	0.0	0.3 0.1	0.0	1.8 0	8.0 0.0	2.9	10.5	2.4 1.8	0.2	0.4 1	4 0.0	0.1	0.1 0.4	0.0	0.2 26.7	50.9	19.1 13.9	0.5	70.1 26.8	24.7	62 2.7	18.9	35.5 3.0	0 1.5	8.7 21		4.8 0		2.4 (32 03	0.2 1.		
	Birminoham Cannock Kidderminister Lichfield Redditch Stafford		119.3 785 0.0 3.7 0.4 0.0 0.0 3.0 0.0 0.3 0.0 1.6	1.0 1.0 0.0 6.3	102.6 37- 0.5 0.0 1.2 0.1 0.0 0.0 15.1 0.3 0.0 0.0	0.8 0.1 0.0 23.8	0.0 7 0.1 0 0.0 2	7.9 6.0 1.0 0.1 1.4 0.9 1.0 0.0 7.4 0.0 1.0 0.3	0.7 0.0 0.0	0.9 3.0 0.0 0.1 0.2 0.2 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0	22 52 0.1 0.0 0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0	0.1 0.1 0.0	0.0 1.4 0.0	24 108 12 0.2 18 128.0 10 0.0 10 0.0 10 0.0	0.0	0.8 6 0.1 0 0.4 0 0.1 0 0.0 0 0.0 0	3 0.7 0 0.0 0 0.0	1.7	0.7 1.1 0.0 0.0 5.3 4.2 0.0 0.0 0.0 0.0 0.0 0.0	5.2 0.0 0.0	0.9 3.4 11.3 1.9 0.1 0.0 0.0 6.4 0.0 0.0 14.7 0.5	0.1 0.1 0.0	5.0 10.8 0.1 129.3 0.0 0.0 0.0 5.3 0.0 0.0 0.5 12.7	0.0 63.7 0.0	4.7 4.1 9.8 2.1 0.0 0.0 2.5 0.5 0.0 0.0 0.0 0.1	0.1 0.1 0.0	1.6 3.9 26.7 16.1 0.0 0.0 0.3 18.1 0.0 0.0 0.3 2.4	0.0 3 3.9 0.0	10.1 1.0 4.4 0.1 0.0 0.0 1.5 0.0 0.0 0.0 0.0 0.0	0.0	3.2 2 4.8 2 0.0 0 0.3 0 0.0 0 0.3 0	0 0.0	3.6 0. 0.1 0. 0.0 0. 0.0 0. 0.4 0. 0.0 0.	0 0.0	0.0 0	5.1 15 0.8 0.1 0.3 0.8 0.0 0.0 0.0 0.0 0.2 0.0	0.1 3. 0.2 0. 0.0 0. 0.0 0.	12 29 13 0.0 10 264 10 0.0 10 0.1 16 0.0	691.4 231.4 196.6 104.6 67.6 36.5
	Sutton Coldfield Telford		0.0 31.4	0.9	0.0 0.2	0.4	11.1 1	10 0.3 14 0.0 1.1 0.0	0.0	0.0 0.0	0.0	0.0 0	0.0 0.0	0.0	69.9	10 0.0 10 0.0 10 0.0	0.0	0.2 0.	0.0	0.0	0.0 0.0	0.0	02 02 7.6 0.0	0.1	0.0 0.0 0.0 0.0 0.0	3.0	0.0 0.1 0.3 1.3 3.1 0.2	0.5	0.0 0.2	0.4	5.1 0.0 0.0 0.3	0.0	0.0 0	0.0	0.0 0	.1 0.0		0.0 0.0 1.0 0.9	0.0 0.	0.0 0.0 9.8 5.0	122.3 108.6
	All Other Centres and Stores Elsewi	shere	11.9 66.7		78.2 7.6	36.2	12.0 71	0.9 1.5	1.6	6.9 1.5	1.0	2.3	1.3 0.7	3.1	52.3	1.2 12.1	2.5	1.0 3:	2 3.4	1.6	3.5 3.7	3.1	5.9 4.5	1.0	0.1 15.0	48.2	2.4 2.7	1.6	5.1 30.	2 5.0	6.3 0.8	8 2.5	1.1 0	6 0.6	1.3 11	0.0	3.9 1	1.4 3.0		1.1 38.9	635.6
		subtotal	131.6 185.							8.0 5.1	10.7	24.2 :	3.6 6.0	0.1	102.5	5.4 151.1	3.1	2.5 10	.0 4.8			12.5				130.5					27.4 2.2	2 20.0	11.1 4	6 2.5	5.4 35				29.7 38		2194.5
		GRAND TOTAL	177.2 256.	5 173.0	222.0 89.9	972	74.3 15	82 650	91.4	37.8 53.5	36.9	130.0 6	31 527	64.4	179.4 7	55 1799	71.0	87.7 89	1 96.3	78.0	73 140.4	88.7	45.5 49.8	73.7 1	95.0 204.6	135.8	1110 44.0	53.5	45.2 78	1 39.9	718 33	7 128.2	82.8 64	7 459	104.4 33	1 311	1557 8	85.9 44.7	50.8 81	0 782	-

Lambert Smith Hampton

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TABLE 3: 2024 SURVEY-DERIVED MARKET SHARE ANALYSIS (fm) ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES. SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding interest Shooning and Other Secolal Forms of Trading

Excluding internet Shobbi																																							
OCAL PLANNING AUTHOR	RITY CENTRE TYPE		Zone 1 Zone 2	Zone 3 2	Zone 4 Zone !	5 Zone 6	Zone 7 Zone	8 Zone 9 2	Cone 10 Zone 1	1 Zone 12 Z	Ione 13 Zone 1	4 Zone 15 2	Cone 16 Zone '	17 Zone 18	Zone 19 Zone	20 Zone 21	Zone 22 Zone 2	3 Zone 24 Zo	one 25 Zone 1	6 Zone 27 Z	one 28 Zone 21	Zone 30 Zo	ne 31 Zone 31	2 Zone 33 Zon	e 34 Zone 35	Zone 36 Zone	37 Zone 38	Cone 39 Zone	40 Zone 41 Z	Zone 42 Zone	43 Zone 44 Z	Ione 45 Zon	e 46 Zone 47	Zone 48 Zor	ine 49 Zone 5	© Zone 51 Z	Cone 52 Zone 5	53 Zone 54 Zo	ine 55 STUDY A
Volverhamoton	Strategic Centre	Wolverhampton	1.5 2.6	0.4	0.0 0.4	0.0	0.9 0.2	0.3	0.5 0.1	0.1	0.0 0.8	0.5	1.2 0.1	0.0	2.2 0.	5 0.5	11.7 0.9	0.0	1.5 0.3	0.2	0.0 3.7	0.0	0.9 0.8	0.6	6 1.3	0.1 0.	1 0.6	0.5 0.4	0.3	16.1 75.	8 17.3	9.8 9.	3 22.2	0.8 1	20.6 104.3	3 49.8	8.4 18.6	3 26.7	1.2 437
	Town Centre	Biaton Wednesfield	0.0 0.0		0.0 0.0		0.0 0.0		0.0 0.0	0.0	0.1 0.0	0.1	0.1 0.1	0.0	0.1 0.		0.5 0.6		0.0 0.0		0.9 0.1		2.3 2.0	0.0	0 0.0	0.0 0.		0.0 0.0	0.0	1.5 1.6		0.3 2			2.4 0.6		0.1 0.0	0.2	
	District & Local Centres		0.0 0.0	0.0	0.0 0.0	0.3	0.0 1.0	0.0	0.0 0.0	0.0	0.0 0.0	0.1	0.0 0.0	0.0	0.0 0.0	0.3	1.4 0.0	0.0	0.0 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 0.0	0.0	0.0 1.3	1.5	0.0 0.	0.0	0.0	2.6 7.2	4.5	7.3 0.0	0.8	0.0 30.1
	Out-of-Centre	subtotal																																				13.1	
Judiev	Strateoic Centre	Brieflev Hill- Traditional High Street Brieflev Hill- Matry Hill		0.0		0.0	0.0 0.3	0.1	0.3 0.1	0.0	0.0 2.1	0.1	0.1 0.0	0.0	0.1 0.1	0.1	1.0 1.3 46.2 18.9	10.1	2.5 0.5 52.9 12.4	0.5	0.5 0.0	0.0	0.0 0.0	0.0 0		0.0 0.	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.	0 0.0	0.0 0	0.0 0.0	0.0		0.0	0.9 21.3
	Town Centre	Dranev Pail- Astro Pail Dudlev Stourbridge Halesowen	0.0 0.0 0.0 0.0 2.0 0.0	0.4	0.0 0.4	0.0	0.1 0.0	0.7	0.9 0.2 1.0 0.0	1.1	0.1 1.0	3.4 0.0	0.1 0.2	0.0	21.7 0.	16.7 5 0.5	7.6 5.8	2.3 1.8	1.2 0.1	0.2 38.5	0.3 0.0 21.7 0.0 0.8 0.0	0.0	0.0 0.9 0.0 0.0 0.0 0.0	0.0 0	0 0.0	0.1 0.	0.0 0.0	0.2 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0	0.1	0.1 0. 0.0 0. 0.0 0.	0 1.2	0.0 0.0	0.1 0.4 0.0 0.2 0.0 0.0	0.2	0.6 0.0	0.2 0.0	0.0 72.5
	District & Local Centres	reesower	0.0 0.2		0.0 0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.7	0.0 0.0	0.0	0.0 0.0	0.0	0.7 0.	0.3 0 1.4	10.3 0.4		11.2 0.9	3.6	2.1 0.0	0.3	0.1 0.0	0.0 0	9 0.0	0.0 0.	0.0 0.0	1.3 0.0	0.0	0.0 0.0	0.8	0.0 0.	0 0.2	0.0	0.0 0.2	0.4	1.0 0.3		0.0 59.8
	Out-of-Centre	subtotal	<u>3.4 1.4</u> 19.0 7.1	1.4	37 4.1	0.3	0.0 0.6	4.2	4.5 1.8	22	0.3 4.1	1.9	0.1 0.0		1.7 0.	3.2	24 23	4.0	30 02	27	32 00	0.0	20 00	0.0 0	0 0.0	0.0 0	0 00	0.0 0.0		0.2 0.0	0.0	0.0 0	0 02	0.0 /	0.1 0.2	0.2	0.6 0.0	0.0	0.1 58.6
Sandwell	Strategic Centre	West Bromwich	2.3 28.2		0.0 0.8		9.9 0.0		0.3 0.1	4.1	7.3 17.1		27.6 32.5		0.1 0) 4.1	0.0 12.9		0.0 0.0	0.2	0.0 0.0	0.3	0.1 10.3	0.0 0	0.0	0.2 3	4 0.0	0.0 0.1	0.9	0.2 0.0	0.3	0.0 0.	1 1.0		0.2 0.2		0.2 0.0		0.0 176.8
	Town Centre	Blackheath Cnadlev Heath Creat Bridge Oldburv Wednesburv Case Hill	0.0 0.0 0.0 0.8 6.4 5.2 1.2 2.9 3.3 0.0	0.0	0.0 0.9 0.0 0.0 0.9 2.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.3 0.0 0.8 0.7 0.6 0.0 0.0 0.0	0.0 2.7 0.0	0.5 0.9 0.8 23 0.0 0.0 1.1 1.1 0.0 0.0 0.0 0.1	0.0 6.3 0.0	0.0 1.6 0.0 0.0 0.0 0.0 2.9 24.0 0.1 0.0 8.6 5.3	0.1 0.5 19.2 0.3	0.0 0.0 0.0 0.0 4.8 3.3 3.3 3.0 1.2 1.7 0.0 0.0	0.0 0.0	0.0 0.0 0.0 0.0 1.0 0.0 1.6 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.4 0.0 0.0 0.0 11.6 0.6 5.2 0.0 1.7 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.7 0.0 0.0 0.0 0.0 0.0	0.4 0.2 0.0	0.0 0.0 0.4 0.0 0.0 0.2 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.1	0.0 0.0 0.0 0.0 0.0 25 0.0 0.8 0.5 14.9 0.0 0.0	0.0 0 1.0 0 3.4 0		0.1 0. 0.0 0. 0.0 0. 0.0 0. 0.1 0.	2 0.0 0 0.0 0 0.1	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.2 0.0 0.0 0.0	0.0 0.0 0.1	0.0 0.0	0.0 0.0 1.2	0.0 0. 0.0 0. 0.0 0. 0.0 0. 0.8 0. 0.0 0.	0 1.8 0 0.8 2 0.4	0 0.0 0 0.0 0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.4 0.0 0.0	0.1 0.0 0.0 0.0 0.1 0.0 0.3 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 27.6 0.0 6.7 0.0 27.6 0.1 90.0 0.0 32.4 0.0 17.3
	N-1-1-1	Bearwood	9.9 0.0	0.0	0.0 1.7	0.3	02 00		0.0 0.0	0.0	3.1 11.4		0.1 0.0	0.0	0.0 0.0		0.0 0.0	0.0	0.0 0.0		0.0 0.0		0.0 0.0	0.0		0.0 0		0.0 0.0		0.0 0.0		00 0.			0.0 0.0	0.0	0.0 0.0	0.0	0.0 24.7
	District & Local Centres Out-of-Centre		27 157 282 528		2.8 3.2	0.9	15.0 2.7	0.9	2.1 0.6	2.2	0.7 19.4	5.2	54 11.2	3.8	19 1/	0.8	2.2 14.7	0.2	1.1 0.4	0.6	23 03	53	0.0 0.0 10.6 34.4	5.3	.1 11.0	3.7 12	9 13	1.4 1.3	7.7	1.5 4.3	6.1	83 5	1 5.1	0.0 0	02 58	1.5	0.1 0.0	23	0.1 258.1
Walsall	Strategic Centre	subtotal Walkall	26.2 52.8	1.9	3.7 11.4	0.0	<u>27.3</u> 3.4 5.4 1.4	0.2	4.8 5.1	24.6	27.1 81.2	35.8	44.5 52.6	23	4.7 1. 0.1 2/	0.1	2.9 50.9	3.4	0.0 0.0	0.1	0.0 0.0	25.4	1.3 62.9	9.7 1	.1 11.5	4.1 17	9 50	1.6 1.5	14.8	1.2 0.4	5.1	9.1 5.	5 9.3 2 3.0	0.4 0	0.1 1.3	2.0	0.1 0.0		0.2 684.4
	Town Centre	Bloxwich Browshills Addidoe Willenhall Dadistron	0.0 0.0 0.0 0.0 0.0 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 0.0 0.0 0.0		0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	2.6	0.0 0.1 0.0 0.1 0.0 0.1 0.0 0.1	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.1 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	1.6 0.0 0.2 0.3 0.5 0.0 1.4 1.0 1.3 5.5	0.0 0	0 1.5	0.6 0. 1.3 0. 5.3 0. 0.0 0.	5 0.0 0 0.1	0.1 0.1 1.1 9.2 0.0 0.4 0.0 0.0 0.0 0.0	17.8 0.0	0.1 0.0 0.0 0.0 0.0 0.0 1.3 0.0	0.0	3.6 0. 0.0 0. 0.1 0. 6.6 9. 0.7 0.	1 0.1 8 0.0	0.0 0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 262 0.0 17.6 0.0 31.0 0.0 24.4 0.0 9.6
	District & Local Centres		0.0 0.0			0.0			0.0 0.0		0.0 0.0		0.0 0.0		0.0 0.		0.0 0.0		0.0 0.0		0.0 0.0		0.2 0.0		0 1.7	0.9 0.		0.0 0.7		0.2 0.0		1.9 0.			0.0 0.0		0.0 0.0	0.0	
	Out-of-Centre	subtotal	0.5 3.8	0.0	0.0 0.0	0.0	3.1 0.0	0.1	0.0 0.3	0.1	0.0 20	0.0	0.6 1.5	2.7	0.4 0	0.1	0.4 0.1	0.0	0.0 0.1	0.0	00 03	3.6	0.0 4.2	0.4 0	0 4.7 5 758	3.6 4	7 09	0.1 0.6	32	0.5 12	1.5	6.0 3 31.6 22	5 1.1	02 /	02 12	02	02 0.3	11	0.0 71.8
All Other Centres Outsid	le BCLA Area Birningham Cannock Kidderminster Lichfwidd Redditch Balford Sathon Codifield Teiford		128.9 85.1 0.0 4.0 0.4 0.0 0.0 3.2 0.0 3.2 0.0 1.7 0.0 33.9 0.0 0.1	106.7 1.0 1.1 0.0 6.7 0.0 1.0	110.4 40.2 0.5 0.0 1.3 0.1 0.0 0.0 16.2 0.3 0.0 0.0	35.5 0.9 0.1 25.7 0.0 0.4	16.5 19.6 0.0 1.1 0.0 8.1	6.4 0.1 1.0 0.0 0.3 0.0	4.8 1.0 0.0 0.0 0.8 0.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	32 0.1 0.0 0.0 0.0 0.0	10.5 21.4 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.8 0.0 0.0 0.0 1.5	23 0.1 0.0 0.0 0.0 0.0	5.6 5.7 0.1 0.0 0.1 0.1 0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	42.6 0.0 1.5 0.0 0.0 74.8	2.6 11 0.2 0.1 1.8 132 0.0 0.1 0.0 0.1 0.0 0.1 0.0 0.1	7 0.4 2 0.0 6 0.1 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0	0.8 7.0 0.1 0.0 0.4 0.3 0.1 0.0 0.0 0.0 0.0 0.0 0.2 0.0 0.0 0.0	0.7 0.0 0.8 0.0 0.0 0.0 0.0	20 0.8 0.0 0.0 1.9 5.7 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	1.2 0.0 4.5 0.0 0.0 0.0	4.4 1.0 0.0 12.1 5.6 0.1 0.0 0.0 0.0 0.0 0.0 15.8	3.7 2.0 7.0 0.0 0.5 0.2	4.2 5.4 0.2 0.1 0.1 0.0 0.0 0.0 0.3 0.6 0.2 0.0 0.0 0.0	11.7 1 140.3 2 0.0 0 5.7 6 0.0 0 13.8 0	4.1 5.1 12 10.6 10 0.0 16 2.7 10 0.0 15 0.0 12 0.3	4.4 9. 2.3 0. 0.0 0. 0.8 0. 0.0 0. 0.1 0.	2 1.7 1 28.6 1 0.0 1 0.3 0 0.0 1 0.3 6 0.0	42 25 18.1 7.6 0.0 0.0 19.7 42 0.0 0.0 2.8 0.0 0.2 0.4 0.5 0.3	10.9 4.7 0.0 1.8 0.0 0.0 5.5	1.1 33 0.2 74 0.0 03 0.0 03 0.0 03 0.0 03 0.0 03	3.4 5.1 0.0 0.4 0.3 0.3	222 1. 2.1 0. 0.0 0. 0.0 0. 0.0 0. 0.0 0. 0.0 0. 0.0 0.	6 3.9 2 0.1 0 0.0 0 0.0 0 0.5 0 0.0 0 0.0	0.7 0 0.1 0 0.0 0 0.1 0 0.5 0 0.5 0	0.7 83 0.0 0.5 0.0 0.5 0.0 0.0 0.0 0.0 0.0 0.4 0.0 0.0 0.0 4.7	55 08 03 00 02 00	1.6 0.6 0.1 0.1 0.7 0.2 0.0 0.0 0.0 0.0 0.0 0.0	3.4 3.5 0.0 2 0.0 0.0 0.7 0.0	3.2 746.9 0.0 249.9 28.9 212.4 0.0 113.0 0.1 73.0 0.0 39.4 0.0 132.1
	All Other Centres and Stores Elsewh		12.9 71.8																						2.0 2.6				6.8			0.6 0.						5 11.9 4	
-		subtotal	142.2 200.1	169.7	212.6 49.5	101.8	41.8 138.	2 9.4	7.5 8.7	5.5	11.6 26.1	3.9	6.4 9.4	174.7	5.8 163	.6 3.3	2.7 10.8	5.2	5.6 10.4	10.1	13.6 43.8	18.2	6.2 6.2	194.9 14	0.5 24.6	11.9 12	0 387	78.0 20.5	29.4	2.4 21.	7 12.0	5.0 2	7 5.8	38.9	1.7 18.5	9.2	6.5 32.2	2 40.9 8	s0.2 2370/
		GRAND TOTAL	191.4 276.4	185.8	238.9 96.2	105.0	80.0 173.	5 69.8	\$8.1 40.7	57.6	40.2 140.4	68.4	56.9 69.5	191.9	81.7 194	.7 76.9	94.3 96.4	104.3	83.7 29.3	151.0	95.8 48.9	54.3 8	0.4 104.3	222.1 14	6.3 120.2	47.7 57	8 48.6	84.4 43.2	77.5	36.6 138	9 89.3	65.7 43	9 112.9	40.6 3	33.8 168.3	93.0	47.8 54.9	87.3	85.5 5428.

TABLE 4: 2029 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em) ALL CONVENIENCE GOODS EXPENITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shopping and Gener Special Forms of Trading

LOCAL PLANNING AUTHOR	ITY CENTRE TYPE		Zone 1 Zo	ine 2 Zone 1	Zone 4	Zone 5 Z	one 6 Zone	a 7 Zone 8	Zone 9	one 10 Zon	a 11 Zone 1	2 Zone 13	Zone 14 Z	one 15 Zone	16 Zone 17	Zone 18	Zone 19 Zo	one 20 Zon	a 21 Zone 2	2 Zone 23	Zone 24 Zor	e 25 Zone 2	Zone 27 Z	ne 28 Zone	29 Zone 30	Zone 31 Zon	ie 32 Zone 3	3 Zone 34 3	one 35 Zon	e 36 Zone 37	Zone 38 Zor	e 39 Zone 4	0 Zone 41 2	Zone 42 Zo	one 43 Zone	44 Zone 45	Zone 46	Zone 47 Zor	e 48 Zone 4	2 Zone 50	Zone 51 Zon	le 52 Zone 57	3 Zone 54 Z	one 55 STUDY ARE
Wolverhampton																																							9 23.6	118.3	58.3 0	9.4 21.2		1.4 495.8
	Strategic Centre	Wolverhampton	1.7	2.9 0.5	0.0	0.4	0.0 1.1	0.3	0.3	0.5 0.	1 0.1	0.0	0.9	0.6 1.	5 0.2	0.0	2.6	0.5 0	5 13.2	1.0	0.0 1	.7 0.4	0.3	0.0 42	0.0	1.0 0	1.9 0.7	3.0	1.4 0.	1 0.1	0.7 0		0.3	18.3 1	86.2 19.	5 11.2	10.7	25.2 0					30.3	
	Town Centre	Bilaton Wednesfield		0.0 0.0	0.0		0.0 0.0			0.0 0.		0.1	0.0	0.0 0.1	0.1	0.0		0.0 0		0.0		0.0		1.0 0.1 0.0 0.0	0.0		1.3 0.0	0.0	0.0 0.		0.0 0.0	0 0.0			1.8 0.4 1.6 9.3				0 2.8			0.1 0.0 0.0 0.3	0.3	0.0 69.4 0.0 16.6
	District & Local Centres		0.0	0.0 0.0	0.0	0.0	0.3 0.0	1.1	0.0	0.0 0.	0 0.0	0.0	0.0	0.1 0.1	0.0	0.0	0.0	0.0 0.0	3 1.5	0.0	0.0 0	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	0.0 0.0	0.0	0.0	1.9 1.3	0.0	0.0	0.0 0	0 3.0	8.1	5.1 8	1.2 0.0	0.9	0.0 34.1
	Out-of-Centre	latotdua	1.0	4.0 0.0	1.3	2.0	0.0 0.2	13	0.0	0.1 0	0 00	0.0	0.7	0.6 0.	0.5	0.0	2.6	0.0 0	3 7.7	3.4	0.2 0	8 0.1	0.3	00 06	0.0	2.7 0 6.3 4	0.9 0.5	0.0	6.6 1 80 2	7 1.0	0.5	0 00	0.3	10.0	28.7 34	5 92	6.5	14.2 1	4.8	20.0	13.1 2	18 2.5	14.9	0.0 212.2
0																																												
budiev	Strategic Centre	Brierlev Hill- Traditional High Street Brierlev Hill- Merry Hill	0.0 15.4	0.0 0.0 6.2 10.7			0.0 0.0 1.6 0.4		0.1 28.0	0.3 0. 56.3 26	2 0.0 4 25.5			0.1 0.1 24.9 3.1				0.0 0 28.9 41		1.4 21.5		9 0.5 9.7 13.8		0.6 0.0 56.9 0.0	0.0		0.0 0.0 0.8 1.7		0.0 0. 1.3 0.		0.0 0	0.0 0.0			0.0 0.0 5.1 1.3		0.0	0.0 0 23.0 0	10 0.0 12 1.3		0.0 0 12.3 2	0.1 0.0 11.0 1.2	0.0 2.0	
	Town Centre	Dudley Stourbridge	0.0	0.0 0.5			0.0 0.1			1.1 0.				3.8 0.2	2 0.2			1.1 18	9 8.6 6 0.4	6.6	2.7 1			0.4 0.0	0.0		0.0 0.0		0.0 0.	1 0.0	0.0	2 0.0			0.0 0.1		0.0		0.1			0.6 0.0		0.0 82.2 0.1 87.7
		Halesowen	2.3			5.8	0.0 0.0	0.0	14.5	32.2 1.	3 0.9	0.0		0.3 0.7					3 0.0		0.2 0	15 0.1	0.4	0.9 0.0		0.0 0	1.0 0.0	0.0	0.0 0.			0 00	0.0	0.0	0.0 0.0		0.0	0.0 0	0.0 0.0		0.0 0		0.0	
	District & Local Centres		0.0	0.2 1.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.	0 0.7	0.0	0.0	0.0 0.0	0.0	0.0	0.8	0.0 1	6 11.6	0.4	3.4 1	2.7 1.0	4.0	2.4 0.0	0.4	0.1 0	0.0 0.0	1.0	0.0 0.	0.0	0.0	5 0.0	0.0	0.0	0.0 0.1	0.0	0.0	0.2 0	0.0	0.3	0.4 1	1.1 0.4	0.0	0.0 48.9
	Out-of-Centre	subtotal	3.9 21.6	1.5 1.6	4.2		0.3 0.0			5.0 2. 98.0 St	0 2.4	0.3	4.6	2.2 0.1	0.0	0.0		0.1 3			4.5 2			3.6 0.0		0.0 0 2.3 1	0.0 0.0		0.0 0	0 0.0		0 0.0	0.0	0.2	0.0 0.0	0.0	0.0	0.2 0	0.1	0.3	0.2 0	0.6 0.0		0.2 68.4
Sandwell	Strategic Centre	West Bromwich	2.6			0.9	0.0 11.3	2 0.0	3.6	0.3 0	1 47	84	19.3	97 31	3 367	17	0.1	0.0 4	6 00	14.7	0.0 0	0 00	0.3	0.0 0.0	0.4	0.2 1	17 0.0	0.0	0.0 0	2 3.9	0.0	0 01	10	0.3	0.0 0.4	0.0	0.2	12 1	0 02	0.2	0.0 0	0.2 0.0		0.0 200.4
	Town Centre	Blackheath	0.0		0.0	1.0	0.0 0.0		9.4	0.5 1	0 114	0.0	18	10 01		0.0	0.0	0.0 0		0.4	27 0	0 00	0.0	0.0 0.0	0.0	0.0 0		0.0	0.0 0	1 00	0.0	0 00	0.0	0.0	0.0 0.0		0.0	0.0 0	0 00	0.0	0.0 0	0.1 0.0		0.0 31.3
		Cradley Heath Great Bridge	0.0	0.0 0.0			0.0 0.0			0.9 2		0.0		0.2 0.1		0.0		0.0 0	7 0.0	0.0		0 0.0		0.4 0.0	0.0	0.0 0		0.0	0.0 0.		0.0 0	0 00		0.0	0.0 0.0		0.0	0.0 0	0.0 0.0			0.0 0.0	0.0	0.0 7.6
		Oldbury Wednesbury		5.9 0.0	1.0	2.2	0.0 1.0	0.8	3.1	1.3 1.		3.4	27.1	21.9 3.1	3 3.4	0.0	1.9	0.0 2	2 0.7	5.9	0.0 0	18 0.0	0.2	0.0 0.0	0.0	0.0 1	1.0 1.1	0.0	0.0 0.	0.0	0.0 0	0 0.0	0.0	0.0	0.0 0.0		0.0	0.9 0	0.0 0.0	0.0		0.3 0.0	0.0	0.2 102.1 0.0 38.7
		Cape Hill Bearwood	3.8 11.2	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.	1 0.0	9.9	5.9		0.0	0.0	0.0	0.0 0	0.0	0.0	0.0 0		0.0	0.0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0 0.	0.0	0.0 0	0 00	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0 0	0.0 0.0	0.0	
	District & Local Centres		0.4	0.0 0.0	0.0	3.4	0.0 0.5	0.0	0.6	0.2 0.	0 1.3	4.9	2.8	0.8 2.4	1.0	0.0	0.0	0.0 0.0	0 0.1	5.1	0.0 0	0 0.2	0.0	0.0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0 0.	0 0.7	0.4 0	0.0	0.0	0.0	0.7 0.0	0.0	0.0	0.3 0	0.0	0.3	0.1 0	0.1 0.0	0.0	0.0 26.4
	Out-of-Centre		3.0	7.7 2.1	3.1	3.6	1.0 16.5	9 3.1	1.0	2.3 0.	6 25	0.8	21.9	5.9 6.	12.7	42	22	1.6 1	0 2.4	16.7	0.2 1	2 0.4	0.7	2.6 0.3	6.1	12.2 3	9.3 6.0	12	12.4 4	2 14.6	1.5	8 15	8.7	1.7	5.3 6.1	9.5	5.8	5.8 (4 0.2	6.6	1.7 0	0.1	2.5	0.1 292.6
		subtotal	29.6			12.8	1.3 30.8	8 3.9	18.5	5.4 5.	7 27.9	31.1	91.7	40.7 50.	5 59.4	5.9	5.4	1.6 9	4 3.3	57.8	3.8 1	0.6	2.0	3.0 0.5	6.7	13.0 7	1.8 11.0		13.0 4	7 19.3	2.1	.8 1.7	9.7	2.5	6.2 8.1	10.4	6.2	10.6 0	4 0.4	7.8	2.3 1	1.7 0.1		
Walsall	Stratecic Centre	Wahail	1.2			0.4	0.0 6.1	1.6	0.2	0.0 0.	0 0.0	0.0	0.0	0.0 0.1	1.7	2.5	0.1	2.3 0	1 0.0	1.6	0.0 0	0.0	0.1	0.0 0.0	29.3	46.3 1	1.1 14.6	0.6	55.6 19	5 23.7	5.6	8 10.6	16.7	1.3	0.4 5.8	14.5	9.4	3.4 0	0.1	1.5	0.0 0	0.2 0.0		0.0 308.4
	Town Centre	Blowich Brownhills	0.0	0.0 0.0			0.0 0.0		0.0	0.0 0.			0.0	0.0 0.0		0.0		0.0 0	0.0			0.0		0.0 0.0		0.3 0	0.0 0.0	0.0	20.6 0. 0.8 1.	7 0.1 5 0.2		.1 0.2 2 10.5			0.0 0.0			0.0 0				0.0 0.0	0.0	0.0 29.7 0.0 19.9
		Aldridge Willenhall	0.0	0.4 0.0 0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0.0	0.0	2.9	0.0	0.0 0.0	0.0	0.0	0.0 0		0.3	0.0 0.0	0.0	1.6 1		0.0	1.7 6. 0.0 0.	0.0	0.1 0	0 0.4	0.0	1.5	0.0 0.0	7.5	11.2		0.0 0.0	0.0	0.1 0		0.0	0.0 35.2 0.0 27.7
		Darlaston		0.0 0.0			0.0 0.0			0.0 0.				0.0 0.1	0.1	0.0		0.0 0				0.0		0.0 0.0			1.2 0.0		0.0 0.			0.0 0.0			0.0 0.1	0.0			0.4			0.0 0.0		0.0 10.9
	District & Local Centres		0.0				0.0 0.1			0.0 0.		0.0		0.0 0.1	0.0	3.3		0.0 0		0.0		0.0	0.0	0.0 0.0			0.0 0.0		2.0 1						0.0 0.1				0.0		0.0 0	.0 0.0		0.0 12.1
	Out-of-Centre	subtotal																																								0.2 0.3		0.0 81.4
All Other Centres Outside																																												
	Birminoham Cannock		0.0	6.1 120.8 4.6 1.2	0.6	0.0	40.4 18.6 1.0 0.0	1.3	0.1	5.4 1. 0.0 0.	0 0.1	0.0		2.7 6. 0.2 0.7	0.0	47.7	0.2	13.3 0 0.2 0	0 0.1			2 0.9	0.0	5.0 1.1 0.0 13.6			0.1 160.3	2.5	5.8 5. 12.0 2		32.3 2	8 29 15 87	5.3	0.2	4.0 3.1 8.4 5.8	2.4	1.8	4.4 0 0.1 0			6.2 1 0.7 0	1.8 0.7 0.1 0.1	4.0	3.7 846.9 0.0 283.4
	Kidderminster Lichfield			3.6 0.0	0.0	0.0	0.2 0.0	0.0	0.0	0.9 0.	0.0	0.0	0.0	0.0 0.0	0.2	0.0	0.0	157.7 0 0.0 0	0 0.1	0.0		0.0	0.0	6.4 0.1 0.0 0.0	8.0	0.2 0	1.0 0.0 1.0 6.5	77.5	0.0 0. 3.0 0.	6 0.1	0.4 2	0 0.0	1.8	0.0	0.3 0.0	0.0	0.0	0.0 0		0.0	0.0 0	0.7 0.2	0.0	33.3 240.8 0.0 128.1
	Redditch Stafford		0.0	0.3 7.6 1.9 0.0	0.0	0.0	29.3 0.0 0.0 0.0	0.0	0.3	0.0 0.	0.0	0.0	0.9	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.0	0.0 0.0	0.6	0.0 0	0.6 15.8	0.5	0.0 0.	1 0.1	0.4 :	0 00	0.0	0.0	0.0 0.0	0.0	0.0	0.5 0	0.0 8.1	0.4	0.2 0	0.0 0.0	0.8	0.1 82.8 0.0 44.7
	Sutton Coldfield Telford			8.3 1.1 0.1 0.8			0.5 13.5			0.0 0.				0.0 0.0		83.7		0.0 0.0			0.0 0	0 0.0		0.0 0.2 0.2 9.2			0.0 0.0 0.0 8.0		0.4 1. 3.9 0.		2.4 0	3 05 5 04			0.0 0.0 8.0 1.8			0.0 0				0.0 0.0		0.0 149.8 6.3 133.1
	All Other Centres and Stores Elsewh	here	14.6	1.2 59.2	95.1	9.2	44.5 14.5	5 89.9	1.8	2.0 8	4 1.9	1.2	2.8	1.6 0.1	3.8	62.6	1.5	14.9 3	1 1.2	4.0	4.2 1	.9 4.1	4.5	3.8 7.2	5.6	1.2 0	0.1 18.6	58.7	2.9 3	4 1.9	6.2 3	8.7 6.1	7.6	0.9	3.0 1.1	0.7	0.7	1.6 1	3.9 1.1	4.7	1.7 3	3.6 17.6	13.5	49.0 778.5
		subtotal	161.0 2	26.0 192.0	240.2	55.7 1	15.9 47.1	1 159.9	10.6	8.4 9.	8 6.3	13.3	29.5	4.4 7.	3 10.7	195.6	6.6 1	186.0 3	8 3.0	12.2	5.9 6	1.3 11.6	11.4	15.4 49.3	21.0	7.1 7	.1 222.6	158.7	27.9 13	5 13.6	43.6 8	19 23.3	33.1	2.8	24.7 13.	5 5.7	3.1	6.6 4	4.8 2.0	21.0	10.4 7	3 38.6	46.4	92.4 2688.1
		GRAND TOTAL	216.7 3	12.2 210.2	269.9	108.3 1	19.4 90.2	2 200.7	78.7	110.5 46	1 65.3	46.1	158.5	77.8 64.	6 78.5	214.8	93.0 2	221.5 81	.4 106.2	109.6	118.4 9	4.3 32.6	169.7	108.9 55.0	62.7	92.6 11	9.0 253.7	165.1	136.3 54	2 65.5	54.8 9	5.1 49.2	86.6	41.8 1	158.0 100	9 74.8	57.1	128.3 4	6.7 38.7	190.9	105.2 5	3.7 62.6	\$8.9	98.5 6155.9

TABLE 5: 2014 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em) ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shopping and Gener Special Forms of Trading

LOCAL PLANNING AUTHORI	TY CENTRE TYPE		Zone 1 3	one 2 Zone	3 Zone 4	Zone 5	Zone 6 Z	one 7 Zone	a 8 Zone 9	Zone 10	Zone 11 Zo	ine 12 Zoni	13 Zone 14	Zone 15	Zone 16 Zo	one 17 Zoi	ne 18 Zone	19 Zone 20	Zone 21	Zone 22 Z	one 23 Zon	e 24 Zone 2	5 Zone 26	Zone 27 Zor	ne 28 Zone :	29 Zone 30	Zone 31 Zo	one 32 Zon	e 33 Zone 34	Zone 35 Z	Zone 36 Zon	e 37 Zone 31	Zone 39	Zone 40 Z	one 41 Zone	a 42 Zone 4	43 Zone 44	Zone 45	one 46 Zor	ne 47 Zone 4	8 Zone 49	Zone 50 Z	one 51 Zone	e 52 Zone 53	Zone 54 Z	Ione 55 STUDY	AREA
Wolverhampton																																															
	Strategic Centre	Wolverhamoton	1.9	3.4 0.5				1.2 0.3		0.6		0.2 0.	0 1.1	0.7		0.2 1	0.0 3.0	0.6	0.6	15.0	1.2 0.				0.0 4.8	0.0		1.1 0.		1.7	0.1 0.	1 0.8	0.7	0.6	0.4 21.	3 29.8		12.9	12.4 2	9.1 1.0	27.3	136.0	64.8 10		34.7		
	Town Centre	Biston Wednesfield	0.0	0.0 0.0	0.0	0.0		0.0 0.0		0.0		0.0 0.					0.0 0.1		0.2		0.8 0.		0.0		1.2 0.1 0.0 0.0			2.7 0. 0.6 0.		0.0	0.0 0.		0.0		0.0 2.0	0 2.1 7 1.8	0.4 10.5			6.2 0.0 0.9 0.0	3.2	0.7	5.2 0. 0.0 0.1	.1 0.0 .0 0.3	0.3	0.0 80	
	District & Local Centres		0.0	0.0 0.0	0.0	0.0	0.3	0.0 1.3	0.0	0.0	0.0	0.0 0.	0.0	0.2	0.0	0.0	0.0 0.0	0.0	0.4	1.8	0.0 0.	0.0 0.0	0.4	0.0	0.0 0.0	0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0	0.0 0.0	0 2.2	1.9	0.0	0.0	0.0 0.0	3.5	9.3	5.9 9.	A 0.0	1.0	0.0 39	.3
	Out-of-Centre	istotel	12	4.6 0.0	1.5	23	0.0	03 15	0.0	0.1	0.0	0.1 0.	0 0.8	0.7	0.6	0.6	00 30	0.0	0.4	8.8	40 0	2 09	0.1	03 0	0.0 0.7	0.0	3.1	1.1 0 55 1	6 00	7.6	20 1	2 0.6	0.0	0.0	0.3 11	<u>6 33.2</u> 5 139.1	39.6	10.7	7.6 1	6.4 0.1	5.5	23.0	15.1 3; 91.0 23	2 29	17.0	0.1 244	15
Dudley																																															
	Strategic Centre	Briefev Hill- Traditional High Street Briefev Hill- Merry Hill	0.0					0.0 0.4				0.0 0.	0 2.7 5 24.9		0.1 4.3		0.0 0.2		0.1 55.2		1.7 13 24.9 97			0.6 0 118.8 6	0.7 0.0			0.0 0.			0.0 0.		0.0		0.0 0.0					0.0 0.0		0.0	0.0 0.114.2 24		0.0 2.3		
	Town Centre	Dudley		0.0 0.6				0.1 0.0				1.5 0.					0.0 28.		22.0		7.6 3				0.4 0.0			1.2 0.			0.1 0.		0.2		0.0 0.0					1.6 0.0			0.2 0.3	7 0.0		0.0 94	
		Stourbridge Halesowen	0.0 2.6			0.2 6.7		0.0 0.0		1.3 38.9	1.5				0.0		8.0 0.0 0.0 0.0		0.7		0.0 2			49.5 2 0.4 1	1.1 0.0			0.0 0.			0.0 0.				0.0 0.0					0.0 0.0	0.0		0.0 0.0		0.0	0.1 101 0.0 78	
	District & Local Centres		0.0	0.2 1.1	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.9 0.	0.0	0.0	0.0	0.0	0.0 0.0	0.0	1.9	13.2	0.5 4	0 14.5	1.2	4.6	2.7 0.0	0.4	0.1	0.0 0.	0 1.2	0.0	0.0 0.	0.0 0	1.7	0.0	0.0 0.1	1 0.0	1.1	0.0	0.0 0	0.2 0.0	0.0	0.3	0.5 1.	3 0.5	0.0	0.0 56	3
	Out-of-Centre	subtotal	4.4		4.8			0.1 0.8				2.8 0.				4.6			4.2	3.1 87.2	3.1 5.	2 3.9	0.3	3.5 4	4.2 0.0	0.0	0.0	0.0 0.	0 0.0		0.0 0	0 0.0								0.2 0.0			0.2 0.2	7 0.0	0.0	0.2 78	3.5
Sandwell	Strategic Centre	West Bromwich	2.9	36.6 0.0	0.0	1.0	0.0	12.9 0.0	4.1	0.3	0.1	5.4 9.	8 22.2	11.2	36.1	42.1	1.9 0.2	0.0	5.4	0.0	17.0 0.	.0 0.0	0.0	0.3 0	0.0 0.0	0.4	0.2	13.6 0.	0.0 0.0	0.0	0.3 4	5 0.0	0.0	0.2	1.1 0.3	3 0.0	0.4	0.0	0.2	1.3 0.0	0.2	0.3	0.0 0.	2 0.0	0.0	0.0 231	1.0
	Town Centre	Blackheath	0.0			1.1		0.0 0.0		0.6	1.2	13.1 0.		1.2			0.0 0.0	0.0	1.0		0.5 3.	1 0.0	0.0		0.0 0.0			0.0 0.	.0 0.0		0.2 0		0.0	0.0	0.0 0.0		0.0			0.0 0.0	0.0	0.0	0.0 0.1	.1 0.0		0.0 36	
		Cradley Heath Great Bridge	0.0	1.1 0.0	0.0	0.0	0.0	0.0 0.0 0.0 0.4 0.0	0.0		0.0	0.9 0.	0.0	0.6	6.2	4.2 1	0.0 0.0	0.0	0.8	0.0	15.3 0.		0.0	0.5 0	0.5 0.0	0.0	0.0	0.0 0. 3.3 0.	0.0	0.0	0.0 0.	2 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0 2.3 0.0	0.0	0.0	0.0 0.1	1 0.0	0.0	0.0 8.0	3.0
		Oldburv Wednesburv Cape Hill	83 1.6 4.3	3.7 0.0	0.0	2.5 0.0 0.0	0.0	1.1 0.9 0.8 0.0 0.0 0.0	0.0	0.0	0.0	8.3 3: 0.0 0.		0.4		2.3 1	0.0 2.2 0.0 0.0 0.0 0.0	0.0		0.0	6.8 0. 2.3 0. 0.0 0.		0.0	0.0 0	0.0 0.0 0.0 0.0 0.0 0.0	0.1	0.7	1.1 1. 19.8 4. 0.0 0.	5 0.0	0.7	0.0 0.		0.0 0.2 0.0	0.0	0.0 0.0	6 0.3	1.6	1.0	0.3 0	1.1 0.0 0.5 0.0 0.0 0.0	0.0	0.7	0.0 0.0	0.0		0.2 117 0.0 42 0.0 22	2.3
		Bearwood	12.9			2.2		0.2 0.0					1 14.8				0.0 0.0				0.0 0.				0.0 0.0			0.0 0.			0.0 0.				0.0 0.0					0.0 0.0			0.0 0.1			0.0 32	
	District & Local Centres		0.5	0.0 0.0	0.0	3.8	0.0	0.6 0.0	0.7	0.2	0.0	1.5 5.	7 3.3	1.0	2.8	1.1	0.0 0.0	0.0	0.0	0.2	5.9 0.	0.0	0.2	0.0	0.0 0.0	0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0 0.	8 0.5	0.0	0.0	0.0 0.0	0 0.8	0.0	0.0	0.0	0.3 0.0	0.0	0.3	0.2 0.2	2 0.0	0.0	0.0 30	4
	Out-of-Centre	subtotal	3.5 34.1	20.3 2.4 68.6 2.4	3.6	4.1	1.1	19.4 3.7 35.4 4.6	1.2	2.7	0.7	2.9 0. 32.1 35	9 <u>25.1</u> 2 105.4	6.8 47.0	7.0	14.5		1.8	1.1	2.8	19.3 0. 67.0 4	2 1.4 4 2.3	0.5	2.3	3.0 0.4 3.5 0.6	72	14.3	45.6 7.	0 14	14.3	4.8 16	8 17	1.8	1.8	9.9 2.0 11.1 3.0	0 62	8.0 10.0	11.0	67 1	67 05 22 05	0.2	7.6	2.0 1/	9 0.1	2.9	0.1 337	43
Walsall	Strategic Centre	Wabal	1.4	8.1 1.9	0.6	0.5	0.0	7.0 1.9	0.2	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	1.9 :	2.9 0.1	2.6	0.1	0.0	1.9 0.	0.0	0.0	0.1 0	0.0 0.0	34.4	54.1	12.9 17	.0 0.7	64.2	22.5 23	2 6.4	2.0	12.2	19.1 1.6	6 0.5	6.6	16.7	10.9 :	3.9 0.0	0.1	1.8	0.0 0:	2 0.0	0.0	0.0 355	5.3
	Town Centre	Bloawich	0.0					0.0 0.0		0.0		0.0 0.		0.0			0.0 0.0		0.0		0.0 0.		0.0		0.0 0.0			0.0 0.			0.8 0.		0.1		0.0 0.1					0.0 0.0	0.0	0.0	0.0 0.0	0.0 0.0		0.0 34	
		Brownhills Aldridge Willenhall	0.0		0.0	0.0	0.0	0.0 0.0 0.0 0.0 0.0	0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0	0.0 8.0	0.0		0.0		0.0	0.0	0.0 0	0.0 0.0	0.0	0.7	0.4 2. 0.0 0. 1.4 0.	0.0 0.0	1.9	1.7 0. 6.9 0. 0.0 0.	7 0.0	0.0	0.5	2.2 0.1 22.8 0.0 0.0 1.1	0.0	0.0	0.1	0.1 0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0	0.0 01	0.0 0.0	0.0	0.0 23 0.0 40	1.5
		Darlaston	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0				0.0 0.				0.0	0.0 0.0	0.0	0.0		0.0 0.	0 0.0			0.0 0.0			1.4 0. 7.2 0.		0.0	0.0 0.		0.0		0.0 1.1				13.0 0 0.8 1	0.0 0.0			0.0 0.1		0.0	0.0 31 0.0 12	.5
	District & Local Centres		0.0	0.0 0.0	0.0	0.0	0.0	0.2 0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	3.8 0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0.0	0.2	0.3	0.0 0.	0.0 0.0	2.3	1.2 0.	2 0.2	0.0	1.0	0.8 0.1	3 0.0	0.2	2.5	0.2 0	0.2 0.0	0.0	0.0	0.0 0.1	0.0 0.0	0.0	0.0 13	9
	Out-of-Centre	subtotal	0.6	4.9 0.0	0.0	0.0	0.0	4.0 0.0	0.2	0.0	0.4	0.1 0	0 2.6	0.0	0.8	2.0 :	3.4 0.5 14.3 0.6	0.0	0.2	0.5	0.2 0.	0 0.0	0.1	0.0 0	0.0 0.3	4.9 39.6	13.5	5.5 0.	5 0.0	6.1 99.2	4.8 6	2 1.1	0.2	0.8 26.8	4.1 0.6	6 <u>1.6</u> 3 2.1	2.0	7.9	4.7 29.7 4	1.5 0.3 6.8 0.3	0.2	1.6	0.2 0.2	3 0.4	1.4	0.0 93	
All Other Centres Outside	BCI & Area																																														
	Birmincham Cannock		168.0	10.5 138- 5.2 1.3				21.3 26.6 0.0 1.5	6 8.3 i 0.1	6.2 0.0	1.3	4.2 14		3.1 0.2	7.3		i4.4 3.4 0.0 0.3	15.3	0.5		9.2 0. 0.0 0.	9 25	1.0	1.5 5	5.8 1.3 0.0 15.6	5.0		7.2 15	15 18.3 6.0 2.8	6.6 13.8	5.8 12 3.0 0	1 37.1	5.5 23.4	3.3 10.0	14.0 1.4 6.1 0.3	4 4.7 2 9.7	4.4	2.8 2.8	2.1 5	5.1 0.9 0.1 0.1	0.9 0.0	10.8 0.6	7.1 2.0	0 0.8		4.3 975 0.0 326	
	Kidderminster Lichfield		0.5	0.0 1.4	1.7	0.2	0.2	0.0 11.0	0 1.3		0.3	0.2 0	0.0	0.0	0.1	0.1	0.0 2.3	182.0		0.5	0.4 1		7.2	5.8	7.4 0.1	0.0	0.2	0.0 0.	0.0 0.0	0.0	0.0 0.	1 0.0	0.0 25.5	0.0	0.0 0.0	0 0.3	0.0	0.0	0.0 0	0.0 0.0	0.0	0.7	0.4 0.0	9 0.3	0.0	38.6 277 0.0 147	7.5
	Redditch		0.0	0.4 8.7	21.0	0.4	33.7	0.0 40.8	8 0.0	0.0	0.0	0.0 0.1	0.0	0.0	0.0	0.0 1	0.0 0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0.0	0 0.0	0.0	0.0	0.0 0	0.6 0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.1 95	5.4
	Stafford Sutton Coldfield		0.0	2.2 0.0 44.0 1.3	0.0	0.2	0.5	0.0 0.0 15.5 2.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 9	0.0 0.0	0.0	0.0	0.2		0.0	0.0	0.0 0	0.0 20.3	0.3	0.2	0.0 0.		0.4	0.1 0.	7 0.0	3.4 0.3	0.6	0.0 0.0	0 0.0	0.0	0.0	0.0 0	0.0 0.7	0.0	0.0	0.3 0.0	0.0 0.0	0.0	0.0 51	2.6
	Telford		0.0	0.1 1.0	0.0	0.6	0.0	0.4 0.2	1 0.0	0.1	0.0	0.5 0.	0 1.9	0.0	0.0	0.2	0.0 0.0	0.0	0.2	0.0	0.0 0.	0.0	0.2	0.4 0	0.2 10.5	0.0	0.0	0.0 9.	3 0.0	4.5	0.2 0.	2 2.8	0.6	0.4	0.0 0.5	5 9.3	2.0	0.1	0.4 0	0.0 34.2	0.0	6.1	1.4 1.2	2 20.7	27.7	7.4 153	13
	All Other Centres and Stores Elsew	here	16.8																										1.6 67.4						8.7 1.1					1.8 16.2					15.5		
		subtotal	185.2	50.0 2201	0 275.7	63.9	133.3	54.1 187.	.5 12.1	9.7	11.3	7.2 15	5 33.9	5.1	8.4	12.2 2	23.4 7.7	214.7	4.4	3.4	14.2 6.	8 7.2	13.1	13.0 1	17.7 58.2	24.7	8.3	8.2 25	8.3 182.3	32.2	15.5 15	.6 50.1	100.6	26.8	37.8 3.1	2 28.6	15.5	6.5	3.6	7.6 52.3	2.3	24.1	11.9 8:	3 42.4	53.1 1	107.3 309	14
		GRAND TOTAL	249.3	159.1 240.	9 309.9	124.1	137.4 1	103.5 235.	.3 90.0	126.5	53.1	75.1 53	7 182.2	89.9	74.5	90.0 2	45.4 108	1 255.7	101.5	121.1	127.0 13	7.0 107.8	37.0	194.5 12	25.3 62.8	73.8	108.2 1	138.2 29	4.4 189.7	157.2	62.3 75	3 63.0	103.0	56.6	99.1 48.	5 182.5	115.8	86.4	66.3 1	47.9 54.5	44.8	219.4	121.0 61	2 72.3	113.4 1	114.4 709	3.2

TABLE 6: 2039 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em) ALL CONVENIENCE GOODS EXPENITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shopping and Gener Special Forms of Trading

LOCAL PLANNING AUTHORI	TY CENTRE TYPE		Zone 1 Z	ine 2 Zone	Zone 4	Zone 5 Zo	one 6 Zone	a 7 Zone 8	Zone 9	Zone 10 Zon	e 11 Zone 1	12 Zone 13	Zone 14	Zone 15 Zor	e 16 Zone	17 Zone 1	18 Zone 19	Zone 20	Zone 21 Zo	ne 22 Zone	23 Zone 24	Zone 25 Z	lone 26 Zor	ne 27 Zone 2	28 Zone 29	Zone 30 Z	one 31 Zone	e 32 Zone 3	3 Zone 34	Zone 35 Zo	ne 36 Zone :	37 Zone 38	Zone 39 2	Cone 40 Zor	ne 41 Zone	42 Zone 43	3 Zone 44	Zone 45 Z	Zone 46 Zo	ne 47 Zone	48 Zone 41	2 Zone 50	Zone 51 Zo	one 52 Zone	e 53 Zone 54	4 Zone 55	TUDY AREA
Wolverhampton																																															
	Strategic Centre	Wolverhampton	2.2	3.9 0.6	0.0	0.5	0.0 1.4	0.4	0.4	0.7 0	.1 0.2	0.0	1.2	0.8	.8 0.2	: 0.0	3.5	0.7	0.7	17.3 1.4	0.0	2.2	0.5 0	0.4 0.0	5.5	0.0	1.4 1.	.3 0.9	4.0	1.9	12 0.2	1.0	0.8	0.7	0.4 25.0	116.9	25.9	15.1	14.5	33.9 1.2	2 32.1	157.4	75.2	12.4 28.1		1.9	664.9
	Town Centre	Bilaton Wednesfield		0.0 0.0	0.0		0.0 0.0			0.0 0	0.0 0.0	0.1	0.0	0.1 0	1.1 0.2		0.1			0.7 1.0				0.4 1.4 0.0 0.0			3.6 3. 0.0 0.		0.0		10 0.0 13 0.0	0.0	0.0	0.0	0.0 2.3 0.0 0.8		0.5			53.9 0.0 1.1 0.0		0.9		0.1 0.0		0.0	93.1 22.2
	District & Local Centres		0.0	0.0 0.0	0.0	0.0	0.4 0.0	1.6	0.0	0.0 0	.0 0.0	0.0	0.0	0.2 0	0.0	0.0	0.0	0.0	0.4	2.0 0.0	0.0	0.0	0.4 0	0.0 0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	2.6	2.2	0.0	0.0	0.1 0.0	4.1	10.8	6.8	10.8 0/	ð 1.2	0.0	45.8
	Out-of-Centre	subtotal	14	53 00	1.7	27	0.0 0.3	18	0.0	0.1 0	0 0.1	0.0	0.9	0.8 1	7 0.7	0.0	35	0.0	0.4	0.2 4.6	0.2	1.0	0.1 1	0.4 0.0	0.8	0.0	3.7 1.	3 0.7	0.0	8.8	23 14	0.7	0.0	0.0	0.3 136	38.9	45.8	12.5	8.9	19.1 0.2	6.5	26.7	17.5	37 3	4 19.7	0.1	284.6
		ALCOME.	3.0		1.2	54	0.4 1.1	5.0	0.4	0.0 0		0.1	2.1			0.0	7.4	0.7	1.0			2.5	1.0	1.1 1.4	0.5	0.0	0.7 0.	4 1.2	4.2	10.0		1.2	0.0	14	41.	100.1	00.0	20.0		60.1 TA	40.5	147.4	103.0		2 01.1		
Dudlev	Stratecic Centre	Briefev Hill- Traditional High Street Briefev Hill- Merry Hill		0.0 0.0 8.3 14.1	0.0 25.3	0.0 34.3	0.0 0.0 2.2 0.5			0.4 0 75.1 3		0.0 1.8	3.1 28.9		.1 0.0 i.0 5.1					1.4 2.0 38.4 20.3				0.7 0.8 37.4 76.0	0.0		0.0 0. 3.0 14				0.0 0.0				0.0 0.0	0.0 6.9			0.0 2.8	10 0.0 10 9.00			0.0 16.4 2	0.1 0.0 27.7 1.6	0 0.0 6 2.6	1.3 4.2	32.4 1289.0
	Town Centre	Dudley Stourbridge	0.0	0.0 0.6			0.0 0.1			1.4 0					2 0.2				25.8 0.8	1.3 8.9				0.4 0.5			0.0 1.	4 0.0		0.0	0.1 0.0	0.0	0.3		0.0 0.0 0.0 0.0					1.9 0.0		0.6		0.8 0.0	0 0.3		110.3 117.6
		Halesowen	3.0			7.7				43.0 1			5.0	0.4 0	2 0.0				0.4					0.5 1.2			0.0 0.	.0 0.0	0.0		10 0.0	0.0			0.0 0.0	0.0			0.0	0.0 0.0					0 0.0		91.0
	District & Local Centres		0.0	0.3 1.3	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	.0 1.0	0.0	0.0	0.0 0	0.0	0.0	1.1	0.0	2.2	5.2 0.6	4.7	16.6	1.4 5	5.4 3.1	0.0	0.5	0.1 0.	0.0	1.3	0.0	0.0 0.0	0.0	2.0	0.0	0.0 0.1	0.0	1.2	0.0	0.0	0.3 0.0	0.0	0.4	0.6	1.5 0.4	5 0.0	0.0	65.6
	Out-of-Centre	subtotal	5.2	2.0 2.1	5.5		0.4 0.1			6.7 2			6.1	2.9 (.1 0.0		2.6			3.6 3.6				4.0 4.8	0.0		0.0 0.			0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.3	0.0	0.0	0.0	0.0	0.3 0.0	0.1	0.3	0.3	0.8 0/	0.0	0.2	89.1
						12	2.0 0.1			120.0 4			25.8	42.4			102.8	11.4				100.7								1.0														03 00			268.8
Sandwell	Strategic Centre	West Bromwich	3.4				0.0 14.9	9 0.0	4.7	0.4 0	1 6.2	11.6		13.1 4	2.1 48.5	9 22	0.2	0.0	6.3	0.0 19.5	0.0	0.0	0.0 0	0.4 0.0	0.0	0.5	0.2 16	1.0 0.0	0.0	0.0	13 5.2	0.0	0.0	0.2	1.3 0.4	0.0	0.5	0.0	0.2	1.6 0.0	1 0.3	0.3	0.0				
	Town Centre	Blackheath Cradley Heath	0.0	0.0 0.0		0.0	0.0 0.0	0.0		0.7 1		0.0		0.2 0	0.0 0.0	0.0	0.0	0.0		0.0 0.6	1.2			0.0 0.0 0.4 0.5		0.0	0.0 0.0	0.0	0.0		0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0		0.0		0.0 0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0		0.1 0.0	0.0		41.9 10.3
		Great Bridge Oldbury	9.7		1.4	2.9	0.0 0.5 0.0 1.3	1.1	4.1	0.0 0	8.0 8.	4.7	36.2	29.6		i 0.0	1.6 2.5		3.0	0.0 17.1 0.9 8.0	0.0	1.0	0.0 0	0.6 0.0 0.0 0.0	0.0	0.1	0.0 3:	3 1.5	0.0	0.0	0.0 0.2	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	2.7 0.0	0.0	0.0	0.0	0.1 0.0	0.0	0.2	41.9 136.9
		Wedneaburv Cape Hil	1.8	0.0 0.0	0.0	0.0	0.0 0.9	0.0	0.0	0.0 0	2 0.0	13.6	7.9	0.2 0	8 2.6	0.0	0.0	0.0	0.0	0.0 2.7	0.0	0.0	0.0 0		0.0	0.0	0.8 23	0.0 0.0	0.0	0.0	0.0 0.0 0.0	0.0	0.0	0.0	0.1 0.7	0.0	0.0	0.0	0.0		0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0	49.2 26.3
		Bearwood	15.1				0.4 0.2			0.0 0			17.2		.1 0.0					0.0 0.0				0.0 0.0		0.0	0.0 0.	.0 0.0	0.0		0.0 0.0			0.0	0.0 0.0			0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0			37.6
	District & Local Centres		0.6	0.0 0.0	0.0	4.5	0.0 0.7	0.0	0.8	0.2 0	.0 1.8	6.7	3.8	1.1 :	1.3 1.3		0.0	0.0	0.0	0.2 6.9	0.0	0.0	0.2 0	0.0 0.0	0.0	0.0	0.0 0.	.0 0.0	0.0	0.0	0.0 0.9		0.0	0.0	0.0 0.0	0.9	0.0	0.0	0.0	0.3 0.0	0.0	0.4	0.2	0.2 0.0	0.0		35.4
	Out-of-Centre	subtotal	4.0 39.7	3.6 2.8 9.6 2.8	4.2 5.6	4.7 17.0	1.3 22.5 1.7 40.9	5 <u>43</u> 9 55	1.3 24.5	3.1 0	8 <u>3.4</u> 7 37.3	1.1 42.8	29.2 122.4	8.0 J 55.1 6	12 165 7.8 79.1	9 <u>56</u> 1 7.8	3.0 7.3	2.1	1.3	3.2 22.6 4.3 78.5	3 0.2 5 5.2	1.6 2.6	0.5	10 35 26 4.0	0.4	8.6 9.3	16.9 53 18.0 97	1.5 8.2 1.8 15.0	1.6 1.6	16.7	5.6 19.5 3.3 25.8	2.0	2.1 2.3	2.1 1 2.3 1	1.5 2.3 2.9 3.5	7.2	9.2 11.5	12.8	7.9 8.5	7.8 0.6 14.2 0.6	3 0.3 3 0.5	8.8	23	1.1 0.1	1 3.4 .1 3.4	0.1	392.5 1040.9
Walsall	Strategic Centre	Wahail	1.7	9.3 2.1	0.7	0.5	0.0 8.1	2.2	0.2	0.0 0	.0 0.0	0.0	0.0	0.0	0 2.2	: 3.3	0.2	3.1	0.1	0.0 2.2	0.0	0.0	0.0	0.2 0.0	0.0	40.9	64.0 15	i.2 19.9	0.8	74.8 2	6.1 31.6	7.5	2.4	14.2 2	12.1 1.8	0.6	7.6	19.5	12.8	4.5 0.0	0.1	2.0	0.0	0.2 0.0	.0 0.0	0.0	413.6
	Town Centre	Blowich Brownhills		0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	0 0.0	0.0	0.0	0.0 0	0 00	0.0	0.0	0.0	0.0	0.0 0.0		0.0	0.0 0	0.0 0.0	0.0		2.6 0.0		0.0	27.7	0.9 0.2	1.0	0.1	0.2	0.0 0.1	0.0	0.0	5.6	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0		0.0	39.8 26.7
		Aldridge Willenhall		0.5 0.0			0.0 0.0			0.0 0	0.0 0.0				0.0 0.0					0.0 0.0				0.0 0.0			0.9 0/ 2.2 1/				3.1 0.8 0.0 0.0				16.4 0.0 0.0 2.0					0.1 0.0				0.0 0.0			47.2 37.2
		Darlaston	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0 0	0.1	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	2.1 8.	5 0.0	0.0	0.0	0.0 0.1	0.0	0.0	0.0	0.0 0.0	0.0	0.2	1.1	0.9	1.2 0.0	0.6	0.0	0.0	0.0 0.0	0.0	0.0	14.6
	District & Local Centres		0.0				0.0 0.2			0.0 0		0.0		0.0	0.0 0.0	4.4			0.0	0.0 0.0				0.0 0.0	0.0		0.3 0.				1.4 0.3				0.9 0.3			2.9		0.3 0.0	0.0	0.0	0.0	0.0 0.0	.0 0.0	0.0	16.2
	Out-of-Centre	subtotal																																											4 1.6 4 1.6		109.2
All Other Centres Outside	PCI A Area																																														
All Caller Centres Colores	Birminoham Carmock			28.3 159.4 8.1 1.5			54.0 24.7 1.4 0.0		9.6	7.2 1		16.6		3.6 1	1.5 8.6	62.6		17.9	0.6	1.2 10.1				1.8 6.7 0.0 0.0	1.5 18.0		6.7 8- 0.3 0.			7.7	13.7 13.9 14 0.1		6.3 27.2	3.9 1 11.6 2	16.2 1.6 7.0 0.2		5.1	3.3 3.3	2.4 0.4	5.9 1.1 0.1 0.1	1.1	12.5	8.3 0.9	2.3 1.0 0.1 0.2			1135.9 380.1
	Kidderminster		0.6	0.0 1.6	1.9	0.2	0.2 0.0	13.0	1.5	1.2 0	4 0.3	0.0	0.0	0.0 0	2 0.1	0.0	2.8	212.1	0.1	0.6 0.5	1.2	2.7	8.3 (67 8.6	0.1	0.0	0.2 0.	0.0	0.0	0.0	0.0 0.1	0.0	0.0	0.0	0.0 0.0	0.4	0.0	0.0	0.0	0.0 0.0	0.0	0.8	0.5	1.0 0.3	3 0.0	45.1	323.0 171.8
	Lichfield Redditch		0.0	4.8 0.0 0.4 10.1	24.4	0.5 3	0.0 0.2 39.1 0.0	48.2	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0	0 0.2	0.0	0.0	0.0	0.0	0.1 0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.2 0.	0.0 0.0	0.0	0.0	0.9 0.1	0.0	0.0	0.0	2.3 0.0 0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.2	0.0		0.0	0.0 0.0	0.0 0.0	0.1	111.1
	Stafford Sutton Coldfield			2.5 0.0			0.0 0.0 0.0 0.6 17.9		0.4	0.0 0			1.2		0 00					0.0 0.0		0.0		0.0 0.0		0.8	0.5 0.0				0.2 0.2	0.5			0.0 0.0	1.2				0.0 0.6				0.0 0.0			60.0 200.9
	Telford		0.0			0.8				0.2 0					0 0.2					0.0 0.0				0.5 0.3			0.0 0.				1.3 0.3				0.0 0.6					0.0 40				1.4 24.			178.4
	All Other Centres and Stores Elsewh	ere	19.5 1	18.4 78.2	128.6	12.2 5	59.4 19.3	3 124.8	2.4	2.7 1	1.2 2.5	1.7	3.7	2.2	.1 5.0	82.2	2.0	20.0	4.2	1.5 5.4	5.7	2.5	5.4 0	6.0 5.0	9.5	7.8	1.7 0.	2 25.3	78.4	3.9	1.5 2.6	8.3	48.8	8.2 1	10.1 1.3	4.1	1.7	0.9	1.0	2.1 19.	0 1.6	6.3	2.3	4.7 23.	1.8 17.9	66.4	1044.1
		subtotal	215.5 3	01.8 253.4	319.8	74.0 1	154.7 62.6	6 221.8	14.0	11.3 1	3.1 8.4	18.3	39.4	6.0 1	18 142	2 257.0	9.1	250.3	5.2	3.9 16.6	8.0	8.3	15.0 1	5.1 20.5	65.0	29.4	9.8 9.	.6 302.7	212.0	37.5 1	8.0 18.1	58.4	116.9	31.2 4	13.8 3.8	33.5	17.9	7.6	4.3	8.9 61.	3 2.7	27.9	13.9	9.6 49	1.4 61.5	125.3	3605.4
		GRAND TOTAL	290.1 4	16.8 277.5	359.4	143.8 1	159.5 119.3	7 278.4	104.3	147.3 6	1.7 87.3	63.5	211.6	105.4 8	6.8 104.	6 282.1	2 127.1	298.0	119.1 1	39.5 148.	8 161.0	124.1	42.4 2	25.0 145.3	3 72.6	87.5	127.9 163	2.2 345.1	220.6	183.2 1	2.3 87.5	73.4	126.6	65.9 1	14.8 56.5	214.4	133.8	100.8	77.8 1	72.5 63.	8 52.7	254.0	140.4	70.5 84	.4 131.1	133.5	8255.4

Appendix 9A: Comparison Goods Capacity:

City of Wolverhampton

TABLE 1: REVISED FORECAST COMPARISON GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2021	2024	2029	2034	2039
Wolverhampton								
	Strategic Centre	Wolverhampton	5%	£426.0	£460.2	£521.8	£601.3	£699.9
	Town Centre	Bilston Wednesfield	0% 0%	£56.7 £13.5	£61.2 £14.6	£69.4 £16.6	£80.0 £19.1	£93.1 £22.2
	District & Local Centres		0%	£27.9	£30.1	£34.1	£39.3	£45.8
	Out-of-Centre		0%	£173.3	£187.2	£212.2	£244.5	£284.6
City of Wolverh	ampton Council Area	1		£697.3	£753.3	£854.2	£984.3	£1,145.7

TABLE 2: COMMITTED COMPARISON FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2021 (£ per sqm)			Turnover (£m)		
						2021	2024	2029	2034	20
Blakenhall District Centre (Dudley Road)	18/00132/FUL	Community Centre: Proposed part change of use from Industrial building to form 4 Retail units.	314	110	2,000	£0.2	£0.2	£0.3	£0.3	£0
Wolverhampton - OTC	19/00349/FUL	Installation of 697sqm mezzanine and elevational changes to Unit F. St Johns Retail Park Church Street City Centre Wolverhampton West Midlands WV2 4SJ	697	600	3,000	£1.8	£2.0	£2.2	£2.6	£3
Wolverhampton - DTC	13/00871/FUL	Pountney Street, unit shops - Proposed change of use of the existing basement area to create a mixed use development comprising retail units, bar, restaurant, creche and indoor parking [Basement Of Former J W Braithwatie Pountney Street Wolverhampton West Midands WV2 4HX	1,098	384	3,000	£1.2	£1.3	£1.4	£1.7	£1
Wolverhampton - DTC	16/00678/FUL	Aldi Portobello: Land Between New Street South Street Portobello Wolverhampton West Midlands. Proposed new Food Retail Store (Use Class A1), with associated car parking, servicing and landscaping (amended proposal following earlier approval).	1,505	190	4,000	£0.8	£0.8	£0.9	£1.1	£1
Wolverhampton - City Centre	14/00310/FUL	Mander Centre reconfiguration	8,360	3,855	4,000	£15.4	£16.8	£19.2	£22.1	£2
TOTAL			11.974	5.139		£19.4	£21.1	£24.1	£27.8	£3

Notes: [1] Built-out, unoccupied. Assumed that of the total floorspace 314 sqm gross permitted the convenience /comparison split will be 50% / 50% and the gross to net ratio applied is 70%.

[2] [3]

gross to net ratio applied is 70%. Built-out, occupied Permission provides for maximum 600sqm mezzanine net sales area One 120sqm unit built out, previously occupied by a comparison operator and now vacant. Assumed that of the total permitted floorspace of 1,098 sqm the convenience /comparison split will be 50% / 50% and netled down using a gross to net factor of 70%. Built-out, occupied: 109sqm max as alse area for comparison goods Demolition of south western corner of Mander Centre fronting Bell Street, to be replaced by a new 8,360 sqm department store unit. Creation of larger retail units at ground floor, construction of a new retail locks fronting Woolpack. Alley and refurbishment of existing mail. Council provided an uplit of 5,507 sqm gross. Applied gross to net ratio of 70% representing a net increase of 3,855 sqm net. [4] [5]

TABLE 3: CITY OF WOLVERHAMPTON COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£697.3	£753.3	£854.2	£984.3	£1,145.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£697.3	759.0	868.0	1001.4	1155.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£5.7	-£13.8	-£17.2	-£9.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£21.1	£24.1	£27.8	£32.1
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£26.8	-£37.9	-£44.9	-£41.7
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Sross Floorspace Ratio:	£6,000	£6,531 -4,106 70%	£7,469 -5,079 70%	£8,616 -5,216 70%	£9,940 -4,194 70%
	(iii) Assumed versions roomspace value. (iv) Gross Floorspace Capacity (sg m):		-5,865	-7,256	-7,452	-5,992

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in sequilibrium' at the base year ((i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivel' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and cher research evidence. The forecast retailed expenditure capacity (pre commitments) has been derived from Staps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

STEP 5: STEP 6:

The net residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The net residual expenditure is converted into a netgross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods related as table and the same the same table and t

TABLE 4: CITY OF WOLVERHAMPTON COUNCIL: STRATEGIC CENTRE: WOLVERHAMPTON - COMPARISON GOODS CAPACITY ASSESSMENT

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£426.0	£460.2	£521.8	£601.3	£699.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£426.0	463.7	530.3	611.8	705.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£3.5	-£8.5	-£10.5	-£5.9
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£16.8	£19.2	£22.1	£25.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£20.3	-£27.7	-£32.6	-£31.4
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,531	£7,469	£8,616	£9,940
	(ii) Net Floorspace Capacity (sq m):	-	-3,108	-3,702	-3,786	-3,162
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-4,440	-5,289	-5,409	-4,517

The (survey-derived) 'ourrent' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year ((i.e. 'benchmark' turnovers are equivalent to the survey-derived 'ourrent' turnover levels). The growth in the base year (unwy-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 15 (October Table forecast retailed expenditure capacity (pic commitments) has been derived from Steps 1 and 2. A baccount is lated or commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed of the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5: STEP 6:

The herf residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The herf residual expenditure is converted into a netgross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods reliabler stade at different average sales used to be taken into account when assessing the reliable mentils and need for different types of reliable loopspace.

TABLE 5:CITY OF WOLVERHAMPTON COUNCIL: TOWN CENTRE: BILSTON - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£56.7	£61.2	£69.4	£80.0	£93.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£56.7	61.7	70.5	81.4	93.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.5	-£1.1	-£1.4	-£0.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.5	-£1.1	-£1.4	-£0.8
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assume Met (7 cross Floorspace Ratio:	£6,000 -	£6,531 -72 70%	£7,469 -151 70%	£8,616 -162 70%	£9,940 - 79 70%
	(iv) Gross Floorspace Capacity (sq m):		-102	-215	-231	-112

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the guyces of this assessment that the LPA's comparison poods retail market is in 'squilibuum' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' have levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths' rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence. The furcest restant evidence of the survey of all known commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2: STEP 3: STEP 4:

The 'ne' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'ne' residual expenditure is converted into a netgross foospace capacity estimate based on the assumed average sales performance of new (prime) retail foospace. It should be noted that different comparison goods retainers trade at different average sales used so the base into account when assessing the relative ments and need for different types of retail foospace. STEP 5: STEP 6:

TABLE 6:CITY OF WOLVERHAMPTON COUNCIL: TOWN CENTRE: WEDNESFIELD - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£13.5	£14.6	£16.6	£19.1	£22.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£13.5	14.7	16.9	19.4	22.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.3	-£0.3	-£0.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.1	-£0.3	-£0.3	-£0.2
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
	(ii) Net Floorspace Capacity (sq m):	-	-17	-36	-39	-19
	(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		70% -24	70% -51	70% -55	70% -27

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrum' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (isuney-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and ther research exidence. The forecast resistual expenditure capacity (or commitments) has been derived form Stage 1. All 0. No accurul is taken dor commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2:

STEP 5: STEP 6:

The her freidual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The her freidual expenditure is converted into a netfyrous floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retains tradie at different average sales levels and this will recount when assessmall be related meritis and need for different types of retail floorspace.

STEP 3: STEP 4:

TABLE 7:CITY OF WOLVERHAMPTON COUNCIL: DISTRICT & LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT Assume Fruilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£27.9	£30.1	£34.1	£39.3	£45.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£27.9	30.3	34.7	40.0	46.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.6	-£0.7	-£0.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.2	£0.3	£0.3	£0.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.5	-£0.8	-£1.0	-£0.7
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
	(ii) Net Floorspace Capacity (sq m):	-	-72	-111	-116	-75
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-103	-158	-166	-108

The (survey-derived) 'ourrent' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year ((i.e. 'benchmark' turnovers are equivalent to the survey-derived 'ourrent' turnover levels). The growth in the base year (unwy-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 15 (October Table forecast retailed expenditure capacity (pic commitments) has been derived from Steps 1 and 2. A baccount is lated or commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed of the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2:

STEP 3: STEP 4:

The 'ne' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'ner residual expenditure is converted into a netgross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retainers toxic at different average sales used so that be into account when assessing the relative merits and need for different types of retail toorspace.

TABLE 8: CITY OF WOLVERHAMPTON COUNCIL: OUT-OF-CENTRE LOCATIONS - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m): £173.3 £187.2 £212.2 £284.6 STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1): £173.3 188.6 215.7 248.8 287.0 STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m): --£1.4 -£3.4 -£4.3 -£2.4 STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m) £4.0 £4.6 £5.3 £6.2 STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: -£5.5 -£8.1 -£9.6 -£8.5 STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m);
 (ii) Net Floorspace Capacity (sq m);
 (iii) Assumed Net (Forss Floorspace Ratio:
 (iv) Gross Floorspace Capacity (sq m); £6.000 £6.531 £7.469 £8.616 £9.940 70% -1,228 70% -1,196 70% -1,591 70% -1,542

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison poods entellimitaria is in tegulibrium' at the base year (use-derived hybrid s: STEP 1: STEP 2: STEP 3: STEP 4:

The 'ne' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'ne' residual expenditure is converted into a netgross foospace capacity estimate based on the assumed average sales performance of new (prime) retail foospace. It should be noted that different comparison goods retainers trade at different average sales used so the base into account when assessing the relative ments and need for different types of retail foospace. STEP 5: STEP 6:

TABLE 9: SUMMARY TABLE: CITY OF WOLVERHAMPTON COUNCIL:- COMPARISON GOODS CAPACITY (NET SQ M) Assuming Equilibrium at 2019 and Constant Market Shares

CENTRE TYPE		2024	2029	2034	2039
Residual Expenditure (after Commitments) (£m)		-£26.8	-£37.9	-£44.9	-£41.7
Strategic Centre	Wolverhampton	-3,108	-3,702	-3,786	-3,162
Town Centre	Bilston Wednesfield	-72 -17	-151 -36	-162 -39	-79 -19
District & Local Centres		-72	-111	-116	-75
Out-of-Centre		-837	-1,079	-1,113	-860
CITY OF WOLVERHAMPTON COUNCIL AREA		-4,106	-5,079	-5,216	-4,194

STEP 5: STEP 6:



Appendix 9B: Comparison Goods Capacity: Dudley MBC

TABLE 1: REVISED FORECAST COMPARISON GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2021	2024	2029	2034	2039
Dudley								
Judicy	Strategic Centre	Brierley Hill- Traditional High Street	0%	£19.7	£21.3	£24.1	£27.8	£32.4
	oratogio ocnito	Brierley Hill- Merry Hill	10%	£871.8	£941.7	£1,067.9	£1,230.5	£1,432.3
	Town Centre	Dudley	0%	£67.1	£72.5	£82.2	£94.8	£110.3
		Stourbridge	0%	£71.6	£77.3	£87.7	£101.1	£117.6
		Halesowen	0%	£55.4	£59.8	£67.8	£78.2	£91.0
	District & Local Centres		0%	£39.9	£43.1	£48.9	£56.3	£65.6
	Out-of-Centre		0%	£54.2	£58.6	£66.4	£76.5	£89.1
Oudlev MI	BC Area			£1,179.7	£1.274.4	£1.445.1	£1,665.1	£1,938.2

TABLE 2: COMMITTED COMPARISON FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

	CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2021 (£ per sqm)			Turnover (£m)		
							2021	2024	2029	2034	2039
[1]	Dudley - Town Centre	P18/0590	Demolition, remodelling and remediation; redevelopment to allow; retail, service and leisure accommodation (use classes A1, A2, A3, A4, A5, A2, S5, student accommodation (Use Class C2); dwelling houses (C3); hotel accommodation (C1); offices (C1); and in an experimental institution uses (D1); car showroom (sui generis)' taxi rank; public space; highways, access and pedestrian connectivity works; car parking; landscaping; associated works (cutiline, all matters reserved)	4,180	2,926	4,000	£11.7	£12.7	£14.6	£16.8	£19.4
[2]	Lye-Out-of- Centre	P15/0845	Former Clarkson Place Unit, Thorns Road, Lye, DY5 2LD; Erection of retail store (Aldi) (A1) with associated car parking and landscaping.	1,805	251	4,000	£1.0	£1.1	£1.2	£1.4	£1.7
[3]	Kingswinford- Out-of-Centre	P16/1461	Former Ibstock Brick Ltd Stallings lane. Outline application for mixed use development comprising residential (C3); Retail (A1); Leisure (D2) ad a Public House (A4).	7,205	2,522	4,000	£10.1	£11.0	£12.6	£14.5	£16.7
	TOTAL			13,190	5,699		£22.8	£24.8	£28.4	£32.7	£37.8

Notes: [1] [2]

[3]

A 1 shops (non-food): maximum 4.180 sqm gross netted down by a ratio of 70%. Planning Statement accompanying application provides 1805 sqm of gross A1 retail floorspace and some 1,254 sqm net. The net floorspace figure is broken down into 1,003 sqm net convenience goods and 251 sqm net for comparison goods. Indicative masterpian accompanying application shows 7,205 sqm gross area proposed for retail. It is assumed that of the total permitted gross floorspace of 7,205 sqm the convenience /comparison split will be 50% / 50%. This is thereafter netted down using a gross to net factor of 70%.

TABLE 3: DUDLEY MBC AREA - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1,179.7	£1,274.4	£1,445.1	£1,665.1	£1,938.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£1,179.7	1284.1	1468.5	1694.1	1954.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		-£9.7	-£23.4	-£29.0	-£16.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (Eff):	-	-£9.7	-£23.4	-£.29.0	-£ 10.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£24.8	£28.4	£32.7	£37.8
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£34.5	-£51.8	-£61.8	-£54.1
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-5,288	-6,935	-7,167	-5,438
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-7,555	-9,907	-10,239	-7,769

STEP 1: STEP 2:

The (survey-derived) current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in teguilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'ourrent' turnover levels). The growth in the base year (jourge-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence. The forecast residue openutive coapsult (pric commitments) has been derived from Staps 1 and 2. No account is taken of commitments at this tage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

The 'het' residuel expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'het 'residuel expenditure is converted into a net'gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace. STEP 5: STEP 6:

TABLE 4: DUDLEY MBC AREA STRATEGIC CENTRE: BRIERLEY HILL (Incorporating Traditional High St+ Merry Hill) - COMPARISON GOODS CAPACITY ASSESSMENT

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£891.5	£963.0	£1,092.0	£1,258.3	£1,464.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£891.5	970.4	1109.7	1280.2	1476.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£7.3	-£17.7	-£21.9	-£12.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£7.3	-£17.7	-£21.9	-£12.3
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):		-1,125	-2,370	-2,545	-1,239
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1,607	-3,385	-3,636	-1,769

es:
TEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
STEP 2: It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (us-benchmark' turnovers are equivalent to the survey-derived) 'unnover has been constrained over the forecast period assuming average annual 'productively' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and char research evidence.
STEP 3: The forecast residual expenditure capacity (ore commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEP 6: The 'het' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken in the account when assessing the retailwe merits and need for different types of retail floorspace.

TABLE 5: DUDLEY MBC AREA : TOWN CENTRE: DUDLEY - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£67.1	£72.5	£82.2	£94.8	£110.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£67.1	73.1	83.6	96.4	111.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.6	-£1.3	-£1.7	-£0.9
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£12.7	£14.6	£16.8	£19.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£13.3	-£15.9	-£18.5	-£20.3
STEP 5. NET RESIDUAL EXPENDITORE AFTER COMMITMENTS.		-2,13.3	-£10.9	-£ 10.0	-£20.5
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sg m):	£6.000	£6.531	£7.469	£8.616	£9.940
(ii) Net Floorspace Capacity (sq m):	-	-2,035	-2,129	-2,142	-2,044
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,908	-3,042	-3,061	-2,920

er: STEP 1: The (survey-derived) 'current' (or 'jotential') turnovers assume constant market shares over the forecast period (derived from Table 1). STEP 2: That been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'squilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The provide the base year (unwy-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growther rates informed by the latest Experian Retail Planner Briefing Note 16 (December 2016) and other research evidence. STEP 3: The forecast residue degravity commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments at this dage.

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is converted into a netgross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers toods at different average sales levels and the will need to be taken into account them assessing the retailer ments and need for different types of retail floorspace. STEP 5: STEP 6:

TABLE 6: DUDLEY MBC AREA : TOWN CENTRE: STOURBRIDGE - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£71.6	£77.3	£87.7	£101.1	£117.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£71.6	77.9	89.1	102.8	118.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.6	-£1.4	-£1.8	-£1.0
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.6	-£1.4	-£1.8	-£1.0
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-90	-190	-204	-99
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-129	-272	-292	-142

STEP 1: STEP 2:

The (survey-derived) 'current' (or' 'optential') tumovers assume constant market shares over the forecast period (rienved from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (a. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base per (array-derived) turnover has been constrained over the forecast period assuming average annual 'productive' growth rise tables. The base the survey-derived's turnover levels is the survey-derived's turnover levels. The growth rise tables period turnover levels is the survey-derived's turnover levels in the survey-derived 'current' turnover levels. The forecast residual expenditure capacity (or commitments) has been derived from Steps 1 and 2. No account is table of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5. The 'hef residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEP 6. The 'hef residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers turade at different screep sales levels and this will be noted that different comparison goods retailers turade at different screep sales levels and this will be noted that different comparison goods retailers turade at different screep sales levels and this will be noted to take in the account when assessing the retails ments and need for different types of retail floorspace.

STEP 3:

TABLE 7: DUDLEY MBC AREA : TOWN CENTRE: HALESOWEN - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£55.4	£59.8	£67.8	£78.2	£91.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£55.4	60.3	68.9	79.5	91.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.5	-£1.1	-£1.4	-£0.8
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.5	-£1.1	-£1.4	-£0.8
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-70	-147	-158	-77
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-100	-210	-226	-110

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in begulibrium' at the base year (a. 'benchmark' turnovers are equivalent to the survey-derived 'ourrent' turnover levels). The growth in the base year (purpey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and cher reasarch evidence. The forecast residual expenditure capacity (pre commitments) has been derived for NS teps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2:

STEP 3: STEP 4:

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 5: The 'het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEP 6: The 'het' residual expenditure is converted into a net/grass floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

TABLE 8: DUDLEY MBC AREA : DISTRICT & LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£39.9	£43.1	£48.9	£56.3	£65.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£39.9	43.4	49.7	57.3	66.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		-£0.3	-£0.8	-£1.0	-£0.6
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.3	-£0.8	-£1.0	-£0.6
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-50	-106	-114	-55
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-72	-152	-163	-79

xtes: STEP 1: STEP 2: The (survey-derived) current (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The growth in the base year (survey-derived): mover has been constrained over the forecast period period.

It has been assumed for the purpose of this assessmine a numerical assuming average a numerical assessment and a second s

STEP 3: STEP 4:

STEP 5: STEP 6:

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is converted into a netgross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and the will need to be taken into account them assessing the relative ments and need for different types of retail floorspace.

TABLE 9: DUDLEY MBC AREA : OUT-OF-CENTRE LOCATIONS - COMPARISON GOODS CAPACITY ASSESSMENT Assume Fouilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£54.2	£58.6	£66.4	£76.5	£89.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£54.2	59.0	67.5	77.8	89.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.4	-£1.1	-£1.3	-£0.7
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£12.1	£13.8	£15.9	£18.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£12.5	-£14.9	-£17.3	-£19.1
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-1,917	-1,993	-2,003	-1,924
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,738	-2,847	-2,862	-2,748

The (survey-derived) current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in Fegulibrium' at the base year (a. "benchmark' turnovers are equivalent to the survey-derived 'ourrent' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growth rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence. The forecast residue opendture capacity (per commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this tage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2:

STEP 3: STEP 4:

The het residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het residual expenditure is converted into a net/groups foorspace capacity estimate based on the assumed average sales performance of new (prime) retail foorspace. It should be noted that different comparison goods retailers trade at different serves assisted with sult need to be taken into account when assessing the retailer works and end for different types of retail foorspace.

TABLE 10: DUDLEY MBC AREA: SUMMARY TABLE - COMPARISON GOODS CAPACITY (NET SQ M) Assuming Equilibrium at 2019 and Constant Market Shares

CENTRE TYPE		2024	2029	2034	2039
Residual Expenditure (after Commitments) (£	m)	-£34.5	-£51.8	-£61.8	-£54.1
Strategic Centre	Brierley Hill (Traditonal High St +Merry Hill)	-1,125	-2,370	-2,545	-1,239
Town Centre	Dudley Stourbridge Halesowen	-2,035 -90 -70	-2,129 -190 -147	-2,142 -204 -158	-2,044 -99 -77
District & Local Centres		-50	-106	-114	-55
Out-of-Centre		-1,917	-1,993	-2,003	-1,924
UDLEY MBC AREA		-5,288	-6,935	-7,167	-5,438

Appendix 9C: Comparison Goods Capacity: Sandwell MBC

TABLE 1: REVISED FORECAST COMPARISON GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2021	2024	2029	2034	2039
Sandwell								
	Strategic Centre	West Bromwich	5%	£172.2	£186.1	£211.0	£243.1	£283.0
	Town Centre	Blackheath	0%	£25.5	£27.6	£31.3	£36.0	£41.9
		Cradley Heath	0%	£6.2	£6.7	£7.6	£8.8	£10.3
		Great Bridge	0%	£25.5	£27.6	£31.3	£36.0	£41.9
		Oldbury	0%	£83.3	£90.0	£102.1	£117.6	£136.9
		Wednesbury	0%	£30.0	£32.4	£36.7	£42.3	£49.2
		Cape Hill	0%	£16.0	£17.3	£19.6	£22.6	£26.3
		Bearwood	0%	£22.9	£24.7	£28.0	£32.3	£37.6
	District & Local Centre	\$	0%	£21.6	£23.3	£26.4	£30.4	£35.4
	Out-of-Centre		0%	£238.9	£258.1	£292.6	£337.2	£392.5
Sandwell M	MBC Area			£642.2	£693.7	£786.7	£906.4	£1,055.1

TABLE 2: COMMITTED COMPARISON FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

	CENTRE	PLANNING REF	SCHEME	(sq m) (sq m)	Floorspace (sq m)	Floorspace (sq m)	Sales Density 2021 (£ per sqm)	Turnover (£m)			
[1]	West Bromwich- Edge-of- Town Centre	DC/18/62210	Staples Limited Tildasley Street West Bromwich B70 95.J. Proposed variation of condition 1 of planning permission DC/18/62210 (Proposed change of use to supermarket (Class A1), external alterations including new store access, loading bay extension, trolley bay cancpy, and alterations to car prark and landscaping) to remove loading bay extension and replace with rear access ramp and new ramp to customer service entrance.	1,973	263	4,000	2021 £1.1	2024 £1.1	2029 £1.3	2034 £1.5	2039 £1.7
[2]	Great Bridge Town Centre	DC/18/61411	Poundland Unit 1 Great Bridge Retail Park Great Bridge Street West Bromwich B70 0EN. Proposed installation of new mezzanine floor for retail area (290m2 gross floor area).	290	203	3,000	£0.6	£0.7	£0.8	£0.9	£1.0
[3]	Smethwick Local Centre - Town Centre	DC/20/64854	15 Tollhouse Way; Smethwick; B66 1HJ. Proposed demolition of derelict garage and erection of 3 storey building to create 3 No. commercial ground floor units and 6 No. apartments above.	182	64	3,000	£0.2	£0.2	£0.2	£0.3	£0.3
[4]	Oldbury Town Centre- Out-of-Centre	DC/20/64854	Former Toys R Us; Wolverhampton Road, Oldbury. Proposed demolition of existing entrance, sub-division of existing retail unit (Class A1) together with external alterations, new shop frontage and cladding, mezzanie floor in Unit 1, creation of ancillary external garden centre area for Unit 2, construction of	564	395	3,000	£1.2	£1.3	£1.5	£1.7	£2.0
[5]	Tipton Local Centre-In- Centre	DC/19/63355	(Class A1).	425	149	3,000	£0.4	£0.5	£0.6	£0.6	£0.7
[6]	Oldbury Town Centre	DC/19/63208	Former Perrott Arms; 2 Birmingham Road;Oldbury; B69 4ED. Proposed change of use and two storey rear extension to create 3 No. shops at ground floor and 2 No. one bedroom flats above.	205	72	3,000	£0.2	£0.2	£0.3	£0.3	£0.4
	TOTAL			3,639	1,145		£3.7	£4.0	£4.6	£5.3	£6.1

Notes: [1]

[2] [3] [4] [5] [6]

Addi application, as per planning and retail statement net sales area of 1,315. It is assumed that of this 80% of all the floorspace is for convenience good and that remainder 20% is for comparison goods. The gross floorspace is 290 sqm to which a gross to net ratio of 70% has been applied. Assumed gross to net ratio of 75% and that 55% of the floorspace for convenience goods and that 50% is for comparison goods. The gross floorspace for the proposed graden centre is 564 sqm to which a gross to net ratio of 70% has been applied. Assumed gross to net ratio of 75% and that 55% of the floorspace for convenience goods and that 50% is for comparison goods. Assumed gross to net ratio of 75% and that 55% of the floorspace is for convenience goods and that 50% is for comparison goods. Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods.

TABLE 3: SANDWELL MBC AREA - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£642.2	£693.7	£786.7	£906.4	£1,055.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£642.2	699.0	799.4	922.2	1063.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£5.3	-£12.7	-£15.8	-£8.9
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£4.0	£4.6	£5.3	£6.1
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£9.3	-£17.4	-£21.1	-£15.0
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):		-1,427	-2,323	-2,450	-1,509
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,038	-3,319	-3,500	-2,155

STEP 1: STEP 2:

The (survey-derived)'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in Sequilibrium' at the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The good in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Expertain Retail Planner Briefing Nole 18 (October 2020) and other research evidence. The forecast retailed apenditure capacity (pric commitments) has base derived from Steps 1 and 2. No accurul is taken of commitments at this tabage. The turnover of all known commitments has been derived form Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 3: STEP 4:

STEP 5: STEP 6:

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'net' residual expenditure is converted into a nettyrous foregoes apachy estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different arrange sales levels and this will need to be taken into account them assessing the retailer metist and need to different types of retail floorspace.

TABLE 4: SANDWELL MBC AREA STRATEGIC CENTRE: WEST BROMWICH - COMPARISON GOODS CAPACITY ASSESSMENT

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£172.2	£186.1	£211.0	£243.1	£283.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£172.2	187.5	214.4	247.4	285.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.4	-£3.4	-£4.2	-£2.4
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£1.1	£1.3	£1.5	£1.7
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£2.6	-£4.7	-£5.7	-£4.1
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-393	-633	-667	-415
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-561	-905	-953	-592

es:
TEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
STEP 2: It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (us-benchmark' turnovers are equivalent to the survey-derived) 'unnover has been constrained over the forecast period assuming average annual 'productively' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and char research evidence.
STEP 3: The forecast residual expenditure capacity (ore commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: STEP 6:

The hef residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The hef residual expenditure is converted into a nettyross floorspace capacity estimate based on the assumed average asies performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different tarvega sails were and this will need to be taken into account them assessing the retailer ments and need for different types of retail floorspace.

TABLE 5: SANDWELL MBC AREA : TOWN CENTRE: BLACKHEATH - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£25.5	£27.6	£31.3	£36.0	£41.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1).	£25.5	27.8	31.8	36.7	42.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.5	-£0.6	-£0.4
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.2	-£0.5	-£0.6	-£0.4
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sg m):	£6.000	£6.531	£7.469	£8.616	£9.940
(ii) Net Floorspace Capacity (sq m):		-32	-68	-73	-35
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sg m):		-46	-97	-104	-51

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (iderived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in toguilaritum' at the base yea (in the bene deviced for the survey-derived 'current' furnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productively' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and char research evidence. The forecast residue genditure capacity (ore commitment) has been derived foron Steps 1 and 2. No account is taken of commitments at this stage.

STEP 3: STEP 4:

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). 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. It should be noted that different comparison goods retail trade all officent average sales levels and this will need to be taken in obscurut when assessing the retails ments and need for different types of retail floorspace. STEP 5: STEP 6:

TABLE 6: SANDWELL MBC AREA : TOWN CENTRE: CRADLEY HEATH - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£6.2	£6.7	£7.6	£8.8	£10.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£6.2	6.8	7.8	9.0	10.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.1	-£0.2	-£0.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	- £0.0 £0.0 £0.0				£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.1	-£0.1	-£0.2	-£0.1
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-8	-17	-18	-9
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-11	-24	-25	-12

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in legilibrium' at the base year ((a. "benchmark' turnovers are equivalent to the survey-derived 'uurnent' turnover levels). The growth in the base year (unevy-derived) turnover has been constrained over the forecast period assuming average annual 'productively' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and ther measch evidence. The forecast residence (incoments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

STEP 5: STEP 6:

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'net' residual expenditure is converted into a nettyrose floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different types of retail converge.

TABLE 7: SANDWELL MBC AREA : TOWN CENTRE: GREAT BRIDGE - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£25.5	£27.6	£31.3	£36.0	£41.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£25.5	27.8	31.8	36.7	42.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.2 -£0.5				
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	- £0.7				
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.9	-£1.3	-£1.5	-£1.4
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorsbace (£ per sg m):	£6.000	£6.531	£7.469	£8.616	£9.940
(i) Net Floorspace Capacity (sign m):	20,000	-134	-169	-174	-137
(iii) Assumed Net/Gross Floorsace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-191	-242	-249	-196

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in flogilithium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The growth in the base year (currey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence. The forecast residue appenditure capacity (price commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all 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. It should be noted that different comparison goods retailers torde at different except sales levels and this will need to be taken in account when assessing the relative metris and need for different types of retail floorspace.

TABLE 8: SANDWELL MBC AREA : TOWN CENTRE: OLDBURY - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£83.3	£90.0	£102.1	£117.6	£136.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ .	£83.3	90.7	103.7	119.7	138.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.7	-£1.7	-£2.1	-£1.2
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.2	£0.3	£0.3	£0.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.9	-£1.9	-£2.4	-£1.5
STEP 5. NET REGIDIAL EXPENDITURE AFTER COMMITMENTS.		-20.9	-2.1.9	-2.2.4	-£1.5
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-141	-257	-274	-152
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-202	-368	-391	-217

es: STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). STEP 2: It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'squillibrum' at the base year (us-banchmark' turnovers are equivalent to the survey-derived) runnover has been constrained over the forecast period assuming average annual 'productively' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and cher research evidence. STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

The hef residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The hef residual expenditure is converted into a netgross ficorpace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different targe sales levels and this will need to be taken into account them assessing the retailer morits and to fordifferent types of retail floorspace. STEP 5: STEP 6:

TABLE 9: SANDWELL MBC AREA : TOWN CENTRE: WEDNESBURY - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£30.0	£32.4	£36.7	£42.3	£49.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£30.0	32.6	37.3	43.0	49.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.6	-£0.7	-£0.4
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.2	-£0.6	-£0.7	-£0.4
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-38	-80	-86	-42
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-54	-114	-122	-59

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in Regulitrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year ((survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (Ocbber 2020) and other research evidence. The forecast residue spenditure capacity (or commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this tage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all 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. It should be noted that different comparison goods retailers tand as different average sales levels and this will be noted that different comparison goods retailers tand as different storage sales levels and this will be noted that different comparison goods retailers tand as different tands as different average sales levels and this will be noted that different comparison goods retailers tand as different tands as different tands as different tands and tands to the tand tand tands of the forecast tand as different tands and tands to the tand tand tands of the forecast tand as different tands and tands to the tand tand tands of the forecast tand as different tands and tands tands and tands the tand tand tands and tands tands and tands and tands tands and tands as the tand tands and tands as the tand tands and tands and tands are tand tands as the tand tands and tands as tands as the tand tands and tands as the tand tands as the tand tands and tands are tands as the tand tands as the tand tands as the tand tands as tands as the tands are tands as tands are tands as the tands are tands as ta

TABLE 10: SANDWELL MBC AREA : TOWN CENTRE: CAPE HILL - COMPARISON GOODS CAPACITY ASSESSMENT

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£16.0	£17.3	£19.6	£22.6	£26.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£16.0	17.4	19.9	23.0	26.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		-£0.1 -£0.3 -£0.4		-£0.2	
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	0.0 <u>£</u> 0.0 <u>£</u> 0.0		£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.1	-£0.3	-£0.4	-£0.2
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-20	-43	-46	-22
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-29	-61	-65	-32

es:
TEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
STEP 2: It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (us-benchmark' turnovers are equivalent to the survey-derived) 'unnover has been constrained over the forecast period assuming average annual 'productively' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and char research evidence.
STEP 3: The forecast residual expenditure capacity (ore commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: STEP 6:

The hef residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The hef residual expenditure is converted into a nettyross floorspace capacity estimate based on the assumed average asies performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different tarvega sails were and this will need to be taken into account them assessing the retailer ments and need for different types of retail floorspace.

TABLE 11: SANDWELL MBC AREA : TOWN CENTRE: BEARWOOD - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£22.9	£24.7	£28.0	£32.3	£37.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£22.9	24.9	28.5	32.9	37.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.5	-£0.6	-£0.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.2	-£0.5	-£0.6	-£0.3
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
 Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-29	-61	-65	-32
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-41	-87	-93	-45

est STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). STEP 2: It has been assumed for the purpose of this assessment that the LPA's comparing opcds retail market is in 'squillbitmut' at the base year (is, 'benchmark' turnovers are equivalent to the survey-derived' current' turnover levels). The gradet his the base year (is, unavy-derived) turnover has been constrained over the forecast period assuming average annual 'productively' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence. STEP 3: The forecast residual expensition commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 5: STEP 6: The het' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

TABLE 12: SANDWELL MBC AREA : DISTRICT & LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£21.6	£23.3	£26.4	£30.4	£35.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£21.6	23.5	26.8	31.0	35.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.4	-£0.5	-£0.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.7	£0.8	£0.9	£1.1
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.9	-£1.2	-£1.4	-£1.4
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-133	-164	-168	-136
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-191	-234	-240	-195

stes: STEP 1: STEP 2:

s: STEP 1: The (surrey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). STEP 2: If this been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived) turnover has been constanting over the forecast period assuming average annual 'proceeding' growths rates informed by the latest leptican Retail Planner Binding Note 18 (October 2020) and other reaserch evidence and revised evidence and the derived from Table 2. It is assumed for the purpose of this assessment that all commitments at this stage.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEP 6: The 'net' residual expenditure is converted into a net/gross foorspace capacity estimate based on the assumed average sales performance of new (prime) retail foorspace. It should be noted that different comparison goods retailers tardate at different screege sales levels and this will need to be taken in the occur token assassing the retails merits and need for different types of retail foorspace.

TABLE 13: SANDWELL MBC AREA : OUT-OF-CENTRE LOCATIONS - COMPARISON GOODS CAPACITY ASSESSMENT Assume Fruilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£238.9	£258.1	£292.6	£337.2	£392.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£238.9	260.0	-£4.7 -£5.9 - £1.5 £1.7		395.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.0 -£4.7 -£5.9			-£3.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£1.3	£1.5	£1.7	£2.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£3.3	-£6.2	-£7.6	-£5.3
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,531	£7,469	£8,616	£9,940
(ii) Net Floorspace Capacity (sq m):	-	-499	-832	-879	-529
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-713	-1,189	-1,256	-756

st STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). STEP 2: It has been assumed for the purpose of the assessment that the LPA's comparison goods retail market is in 'squillibrum' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The transmit of the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'turnover has been constrained over the forecast period assuming average annual 'productively' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence. STEP 3: The forecast residual generative capacity (ore commitments) has been derived from Table 2. No account is taken of commitments at this stage. STEP 4: The turnover of al known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'net' residual expenditure is converted into a nettyross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different neuroge sales levels and this will need to be taken into account when assessing the retailwe ments and need for different types of retail floorspace. STEP 5: STEP 6:

TABLE 14: SANDWELL MBC AREA: SUMMARY TABLE - COMPARISON GOODS CAPACITY (NET SQ M) Assuming Equilibrium at 2019 and Constant Market Shares

	2024	2029	2034	2039
im)	-£9.3	-£17.4	-£21.1	-£15.0
West Bromwich	-393	-633	-667	-415
Blackheath	-32	-68	-73	-35
				-9
				-137
				-152
Wednesbury	-38	-80	-86	-42
Cape Hill	-20	-43	-46	-22
Bearwood	-29	-61	-65	-32
	-133	-164	-168	-136
	-499	-832	-879	-529
	-1,427	-2,323	-2,450	-1,509
	West Bromwich Blackheath Cradley Heath Great Bridge Oldbury Wednesbury Cape Hill		£9.3 £17.4 West Bromwich -393 -633 Blackheath -32 -68 Cradley Heath -8 -17 Great Bridge -134 169 Oldbury -141 -257 Wednesbury -38 -80 Cape Hill -20 -43 Bearwood -29 -61 -133 -164 -499	im) -£9.3 £17.4 -£21.1 West Bromwich -393 -633 -667 Blackheath -32 -68 -73 Cradley Heath -8 -17 -18 Great Bridge -134 -169 -174 Oldbury -141 -257 -274 Wednesbury -38 -80 -86 Cape Hil -20 -43 -46 Bearwood -29 -61 -65 -133 -164 -168 -499 -832 -879

Appendix 9D: Comparison Goods Capacity:

Walsall Council

TABLE 1: REVISED FORECAST COMPARISON GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE	Estimated 'Inflow' from Outside Study Area	2021	2024	2029	2034	2039
Walsall							
	Strategic Centre	5%	£265.0	£286.3	£324.6	£374.0	£435.4
	Town Centre	0%	£24.2	£26.2	£29.7	£34.2	£39.8
		0%	£16.3	£17.6	£19.9	£23.0	£26.7
		0%	£28.7	£31.0	£35.2	£40.5	£47.2
		0%	£22.6	£24.4	£27.7	£31.9	£37.2
		0%	£8.9	£9.6	£10.9	£12.5	£14.6
	District & Local Centres	0%	£9.9	£10.7	£12.1	£13.9	£16.2
	Out-of-Centre	0%	£66.5	£71.8	£81.4	£93.8	£109.2
Walsall MB	C Area		£442.1	£477.5	£541.5	£623.9	£726.2

TABLE 2: COMMITTED COMPARISON FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2021 (£ per sqm)	Turnover (Em)				
Brownhills Town Centre	17/1629	Land Between 75-85 High Street, Brownhills. New 2.5 storey development of 3 commercial units and 3 x 1 bed flats	171	60	4,000	2021 £0.2	2024 £0.3	2029 £0.3	2034 £0.3	2039 £0.4
TOTAL			171	60		£0.2	£0.3	£0.3	£0.3	£0.4

Notes:
[1] Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods.

TABLE 3: WALSALL MBC AREA - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£442.1	£477.5	£541.5	£623.9	£726.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£442.1	481.2	550.3	634.8	732.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£3.6	-£8.8	-£10.9	-£6.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.3	£0.3	£0.3	£0.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£3.9	-£9.1	-£11.2	-£6.5
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,531	£7,469	£8,616	£9,940
(ii)	-	-598	-1,215	-1,302	-654
(iii)		70%	70%	70%	70%
(iv)		-854	-1,735	-1,860	-934

STEP 1: STEP 2:

- STEP 3: STEP 4:
- STEP 5: STEP 6:
- The (survey-derived) 'current' (or 'potential') turnovers assume constant market alteres over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' kurnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) kurnover has been constained over the forecast period assuming average annual 'productify' growth rates informed by the latest Experim Reveal Parente Briefly on the 10 (Boennet 2018) and other research relations in the states of commitments at this stage. The forecast residual expenditure capacity (pre-commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The forecast residual expenditure capacity (pre-commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The forecast residual expenditure capacity (pre-commitments) has been derived from Steps 1 and 2. No account is taken of commitments at the opened and will have reached 'mature' trading connitions by 2023. The inter residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The hart residual expenditure capacity in this name and event at the state base of net existent based on the existent base

TABLE 4: WALSALL MBC AREA STRATEGIC CENTRE: WALSALL - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£265.0	£286.3	£324.6	£374.0	£435.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£265.0	288.4	329.9	380.6	439.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£2.2	-£5.3	-£6.5	-£3.7
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£2.2	-£5.3	-£6.5	-£3.7
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,531	£7,469	£8,616	£9,940
	-	-334	-704	-757	-368
(iii)		70%	70%	70%	70%
(iv)		-478	-1,006	-1,081	-526

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's comparison pools ratel market is in lequilibrium' at the base year (i.e. 'bencharmat' kurnovers are equivalent to the survey-derived transmit arrower tension). The growth in the base year (or power base) more than the base or comparison of the processa period assuming arrower (i.e. 'bencharmat' kurnovers are equivalent to the survey-derived transmit arrower tension). The growth in the base year (or power base) more than the base or comparison to the survey-derived transmit arrower tension. The power tension is the base period register of the survey of all commitments are equivalent to the survey of all commitments and bencharmating are equivalent to the survey-derived The function to provide and provide survey of the survey of the survey of all commitments (Step 4). The base period register of the survey of all commitments base bencharmatic to the forecast period assuming area (in the survey of all commitments (Step 4). The base period register area (in the period register area (in the base period register area (in the period register area (in the base period register area (in the period register STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5: STEP 6:

The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace

TABLE 5: WALSALL MBC AREA : TOWN CENTRE: BLOXWICH - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£24.2	£26.2	£29.7	£34.2	£39.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£24.2	26.4	30.1	34.8	40.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.5	-£0.6	-£0.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.2	-£0.5	-£0.6	-£0.3
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,531	£7,469	£8,616	£9,940
(ii)	-	-31	-64	-69	-34
(iii)		70%	70%	70%	70%
(iv)		-44	-92	-99	-48

STEP 1: STEP 2:

STEP 3: STEP 4:

The (survey-derived) 'surrent' (or 'potential') lumovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purposed of the assessment that the LPA's comparison poors relatilization is a significant of the table productive growths rates informed to the purposed of the assessment that the LPA's comparison poor stratter market as in 'squitibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived table Experise Retail Pience Brefers Alots 16 (December 2015) and other research reletions to be forecast period assuming average annual' productive' growths rates informed by the lates Experise Retail Pience Brefers Alots 16 (December 2015) and other research reletions. The turnover of all torown commitments has been derived the Research reletions. The forecast relative devenditive capacity pre-commitments has been derived the Research reletions. The forecast relative capacity markes an allowance for the forecast turnover of all torown commitments has been derived the 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached mature' trading conditions by 2024. The 'terrelative dependiture capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'terrelative dependiture capacity makes and allowance for the forecast turnover of all commitments (Step 4). The 'terrelative dependiture is commend in an adjores for the forecast capacity market base of the assumed average astes performance of new (prime) retail floorspace. It should be noted that different overpases and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace. STEP 5: STEP 6:

TABLE 6: WALSALL MBC AREA : TOWN CENTRE:BROWNHILLS - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£16.3	£17.6	£19.9	£23.0	£26.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£16.3	17.7	20.3	23.4	27.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.3	-£0.4	-£0.2
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.3	£0.3	£0.3	£0.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.4	-£0.6	-£0.7	-£0.6
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,531	£7,469	£8,616	£9,940
(ii)	-	-60	-83	-86	-62
(iii)		70%	70%	70%	70%
(iv)		-86	-119	-123	-89

STEP 1: STEP 2:

- STEP 3: STEP 4:

The (survey-derived) 'current' (or 'potential') harmovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' humovers are equivalent to the survey-derived 'current' functioner levels). The growth is the base year (survey-derived) humover has been constained over the forecast period assuming average annual productivity growths rates informed by the bases Experime Nater Markens Breithy and to (December 2015) and other research redence. The survey of all home commitmed by the lasses were the forecast period assuming average annual productivity growth rates informed by the bases of all home commitmed to the survey-derived internet by the survey of the survey-derived of the survey-derived from the survey derived from the survey d STEP 5: STEP 6

TABLE 6: WALSALL MBC AREA : TOWN CENTRE: ALDRIDGE - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£28.7	£31.0	£35.2	£40.5	£47.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (fm) ⁽¹⁾ :	£28.7	31.3	35.7	41.2	47.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.6	-£0.7	-£0.4
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.2	-£0.6	-£0.7	-£0.4
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,531	£7,469	£8,616	£9,940
(ii)	-	-36	-76	-82	-40
(ii)		70%	70%	70%	70%
(iv)		-52	-109	-117	-57

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
It has been assumed for the purpose of this assessment that the LPA's comparison pools ratel market is in lequilibrium' at the base year (i.e. 'bencharmat' kurnovers are equivalent to the survey-derived transmit arrower tension). The growth in the base year (or power base) more than the base or comparison of the processa period assuming arrower (i.e. 'bencharmat' kurnovers are equivalent to the survey-derived transmit arrower tension). The growth in the base year (or power base) more than the base or comparison to the survey-derived transmit arrower tension. The power tension is the base period register of the survey of all commitments are equivalent to the survey of all commitments and bencharmating are equivalent to the survey-derived The function to provide and provide survey of the survey of the survey of all commitments (Step 4). The base period register of the survey of all commitments base bencharmatic to the forecast period assuming area (in the survey of all commitments (Step 4). The base period register area (in the period register area (in the base period register area (in the period register area (in the base period register area (in the period register STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5:

The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace. STEP 6:

TABLE 7: WALSALL MBC AREA : TOWN CENTRE: WILLENHALL- COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£22.6	£24.4	£27.7	£31.9	£37.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£22.6	24.6	28.2	32.5	37.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		-£0.2	-£0.4	-£0.6	-£0.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.2	-£0.4	-£0.6	-£0.3
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,531	£7,469	£8,616	£9,940
	-	-29	-60	-65	-31
(iii)		70%	70%	70%	70%
(iv)		-41	-86	-92	-45

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') humovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods natial market is in 'equilibrant' at the base year (i.e., "bomburst' humovers are equivalent to the survey-derived current' turnover level." The growth in the base jear (survey-derived) survey has been constrained over the forecast period assuming average annual 'productivity growths rates informed by the latest Experim Real Plasme Brinding Note 16 (December 2016) and other research evidence. The forecast residuel expenditure cognitivity (per comminents) has been devide thom Steps 1 and 2. A soccount is taken of commitments at this stage. The functions of all incom commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. The fore restricted expenditure cognitivity into an adverse for the forecast turnover of all commitments (Step 4).

STEP 3: STEP 4:

STEP 5:

STEP 6: The het' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

TABLE 8: WALSALL MBC AREA : TOWN CENTRE: DARLASTON COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£8.9	£9.6	£10.9	£12.5	£14.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£8.9	9.7	11.1	12.8	14.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		-£0.1	-£0.2	-£0.2	-£0.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.1	-£0.2	-£0.2	-£0.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
(i)	£6,000	£6,531	£7,469	£8,616	£9,940
(ii)	-	-11	-24	-25	-12
(iii)		70%	70%	70%	70%
(iv)		-16	-34	-36	-18

STEP 1: STEP 2:

STEP 3: STEP 4:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover thereis). The growth in the base year (survey-derived) turnover has been constained over the forecast period assuming average annual 'podchridy' growths rates informed by the The forecast retailed sepanditure acquerity in the commitment's period in the forecast period assuming average annual 'podchridy' growth rates informed by the The forecast retained sepanditure acquerity markes an allowance for Table 2. It is assumed for the purpose of this assessment that all commitments at this stage. The furnover field sepanditure acquerity markes an allowance for the forecast turnover of all commitment's equivalent of the propose of this assessment that all commitments at this stage. The furnover field sepanditure acquerity markes an allowance for the forecast turnover of all commitment's (Step 4). The 'ter residual expenditure is commend in the net(stors for the forecast turnover of all commitment's (Step 4). The 'ter residual expenditure is commend in the net(stors for the forecast turnover of all commitment's (Step 4). STEP 5: STEP 6:

TABLE 9: WALSALL MBC AREA : DISTRICT & LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2021	2024	2029	2034	2039
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£9.9	£10.7	£12.1	£13.9	£16.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£9.9	10.7	12.3	14.2	16.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.2	-£0.2	-£0.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.1	-£0.2	-£0.2	-£0.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:	£6.000	£6.531	£7.469	£8.616	£9.940
	10,000	-12	-26	-28	-14
		70%	70%	70%	70%
(iv)		-18	-37	-40	-20

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPAs comparison pools retail market is in 'equilibrum' at the base year (i.e. 'bonchmark' turnovers are equivalent to the survey-derived 'current' turnover turnes'). The growth in the base year (survey-derived) works have been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planne Briefing Note 16 (December 2016) and other research evidence. The forecast retailed avenditive capacity (pice commitments) has been derived from Skeps 1 and 2. No account is taken of commitments at this stage. The turnover of all honon commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. The 'terresidual dependiture capacity makes an allowance for the forecast turnover of all commitments (Skep 4). The 'terresidual dependiture capacity makes an allowance for the forecast turnover of all commitments (Skep 4). STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5: STEP 6:

TABLE 10: WALSALL MBC AREA : OUT-OF-CENTRE LOCATIONS - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2021	2024	2029	2034	2039
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£66.5	£71.8	£81.4	£93.8	£109.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£66.5	72.3	82.7	95.4	110.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		-£0.5	-£1.3	-£1.6	-£0.9
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.5	-£1.3	-£1.6	-£0.9
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(1)	£6,000	£6,531	£7,469	£8,616	£9,940
	(ii)	-	-84	-177	-190	-92
	(iii)		70%	70%	70%	70%
	(iv)		-120	-252	-271	-132

STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5: STEP 6:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibram' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover uneway'. The growth is the base year (current-derived) more than been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planne Briefing Note 16 (December 2016) and other research exidence. The forecast retailed avendruit capacity pice commitments has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The struover of all honon commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. The 'terreiduad expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'terreiduad expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

TABLE 9: WALSALL MBC AREA: SUMMARY TABLE - COMPARISON GOODS CAPACITY (NET SQ M) Assuming Equilibrium at 2019 and Constant Market Shares

CENTRE TYPE		2024	2029	2034	2039
Residual Expenditure (after Cor	nmitments) (£m)	-£3.9	-£9.1	-£11.2	-£6.5
Strategic Centre	Walsall	-334	-704	-757	-368
Town Centre	Bloxwich	-31	-64	-69	-34
1	Brownhills	-60	-83	-86	-62
	Aldridge	-36	-76	-82	-40
1	penditure (after Commitments) (£m) -£3.9 -£9.1 -£11.2 £1 Strategic Centre Walsali -334 -704 -757 -3 Fown Centre Bloxwich -31 -64 -69 -2 Aldridge -36 -76 -82 -4 Willenhall -29 -60 -65 -5 Darlaston -11 -24 -25 -1 District & Local Centres -12 -26 -28 -1 Dut-of-Centre -84 -177 -190 -5	-65	-31		
I		-12			
District & Local Centre	es	-12	-26	-28	-14
Out-of-Centre		-84	-177	-190	-92
VALSALL MBC AREA		-598	-1,215	-1,302	-654
			-,=	.,	