

Table 1: Population

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total
2016	5887	9351	11636	26582	11232	5035	8034	77757
2018	6001	9532	11861	27098	11450	5132	8190	79265
2020	6117	9717	12091	27622	11672	5232	8349	80799
2022	6234	9903	12323	28152	11896	5332	8509	82349

Table 2: Expenditure

	Per capita	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total
	(£)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)
2016	2160	12.71	20.19	25.13	57.40	24.26	10.87	17.35	167.92
2018	2166	13.00	20.65	25.69	58.69	24.80	11.12	17.74	171.68
2020	2138	13.08	20.77	25.85	59.05	24.95	11.18	17.85	172.74
2022	2138	13.33	21.17	26.34	60.19	25.43	11.40	18.19	176.05

Population estimates by ward from ONS Mid 2016 Estimates SAPE19DT8 & projected using study area forecasts from Experian Goad
All prices 2016

Table 3: Main food shopping patterns, First and second responses

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Asda, Littlehampton Road, Ferring	1.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.02%	1.77%	0.00%	7.04%	3.72%	2.70%	0.00%
Asda, Wave Approach, Selsey	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Barnham Trading Post, Barnham Road, Barnham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.69%
Co-op, Hawthorne Road, Bognor Regis	0.00%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.13%	1.71%	0.00%	0.00%	0.00%
Co-op, Nyetimber Lane, Aldwick, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Rose Green Road, Bognor Regis	0.00%	0.00%	3.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.25%	0.00%	0.00%	0.00%	0.00%
Co-op, The Parade, Pagham, Bognor Regis	3.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.96%	0.00%	1.13%	0.00%	0.00%	0.00%	0.00%
Co-op, The Square, Barnham	0.00%	1.69%	0.00%	0.00%	0.00%	0.00%	3.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.70%
EU Supermarkets, High Street, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Churchill Parade, Rustington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, High Street, Bognor Regis	0.00%	0.00%	0.95%	1.94%	1.74%	2.64%	0.00%	1.31%	1.14%	2.87%	5.30%	0.00%	1.06%	0.00%
Iceland, Surrey Street, Littlehampton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, New Road, Littlehampton	0.00%	0.00%	0.00%	0.00%	0.00%	2.07%	0.00%	0.00%	0.00%	1.13%	0.67%	0.00%	8.87%	0.99%
Lidl, Peel Centre, Bognor Regis	3.12%	3.30%	11.39%	2.23%	4.57%	9.80%	8.72%	9.15%	12.79%	6.86%	13.93%	11.47%	8.09%	3.69%
Lidl, Portfield Way, Chichester	1.04%	0.81%	0.00%	0.00%	0.00%	0.00%	4.40%	1.31%	0.00%	0.00%	0.00%	0.00%	0.00%	1.98%
M&S Foodhall, Arun Retail Park, Shripney Road, Bognor Regis	1.04%	1.39%	0.95%	0.63%	0.87%	0.00%	0.00%	2.61%	8.73%	11.68%	1.04%	14.05%	12.14%	5.50%
M&S Foodhall, Portfield Retail Park, Portfield Way, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	1.04%	2.10%	0.00%	4.50%
Marks & Spencer (BP), Worthing Road, Rustington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Bedford Way, Bognor Regis	6.25%	4.04%	13.28%	23.69%	17.95%	6.78%	2.50%	13.43%	7.07%	12.49%	15.94%	8.69%	12.33%	0.99%
Morrisons, Lymminster Road, Wick, Littlehampton	0.00%	0.00%	0.95%	0.00%	0.00%	1.03%	3.03%	0.00%	0.00%	0.00%	0.00%	0.00%	7.13%	2.07%
Sainsbury's Superstore, High Street, Littlehampton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Rustington Retail Park, New Road, Rustington	0.00%	0.00%	1.46%	0.00%	0.00%	1.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%	2.07%
Sainsbury's Superstore, Shripney Road, Bognor Regis	22.05%	37.46%	23.74%	10.67%	22.41%	31.65%	13.41%	21.52%	38.22%	36.82%	36.02%	36.48%	18.02%	18.10%
Tesco Express, Aldwick Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.38%	0.00%	0.00%	0.00%
Tesco Express, Barnham Road, Barnham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Chichester Road, Bognor Regis	1.04%	3.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.90%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Felpham Way, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.10%	0.00%	0.00%
Tesco Express, Pagham Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Station Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Superstore, Broadpiece, Littlehampton	0.00%	0.00%	0.00%	0.63%	0.00%	20.25%	3.41%	1.31%	0.00%	0.00%	0.00%	3.72%	8.57%	0.99%
Tesco Superstore, Shripney Road, Bognor Regis	46.71%	45.59%	34.65%	59.25%	39.77%	19.48%	16.01%	13.07%	19.56%	16.17%	13.25%	6.11%	13.48%	16.08%
Waitrose, Broadmark Lane, Rustington	0.00%	0.00%	0.00%	0.00%	1.34%	0.00%	0.83%	1.31%	0.00%	0.00%	0.00%	3.25%	3.28%	0.00%
Waitrose, Via Ravenna, Chichester	0.00%	0.81%	0.95%	0.00%	1.34%	0.00%	3.79%	3.32%	1.14%	3.38%	1.04%	4.50%	0.00%	1.98%
Aldi, Barnfield Drive, Chichester	6.54%	0.81%	1.98%	0.97%	3.15%	1.03%	15.20%	0.00%	0.00%	0.00%	0.67%	2.20%	3.27%	22.49%
Aldi, Central Retail Park, Havant	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Aldi, Manor Retail Park, Rustington	0.00%	0.00%	0.00%	0.00%	1.34%	1.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Larchwood Avenue, Havant	0.00%	0.00%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Portland Road, Waterlooville	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&M Homestore, Southern Cross Trading Estate, Oldlands Way, Bognor Re	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Booker Wholesale, Spur Road Quarry Lane Industrial Estate, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	2.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Main Road, Yapton	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Malcoln Road, Tangmere	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Home Bargains, Bognor Regis Retail Park, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Barnfield Drive, Chichester	0.00%	0.00%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	0.00%	0.00%	1.62%	0.00%	0.99%
Local shops, Bognor Regis Town Centre	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.39%	2.36%	0.00%	0.00%	0.00%	0.00%
Local shops, Chichester City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Eastergate Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Elmer Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Felpham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Selsey Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Westergate Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Woodgate Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Yapton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
One Stop, Durlston Drive, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
One Stop, Elmer Road, Middleton-on-Sea	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Premier Stores, Felpham Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Runcton Farm Shop, Lagness Road, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Westhampnett Road, Chichester	4.83%	0.00%	0.00%	0.00%	3.71%	0.00%	15.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.10%
Tesco (Esso) Express, Littlehampton Road, Worthing	0.00%	0.00%	0.00%	1.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Fishbourne Road East, Chichester	1.61%	0.00%	1.98%	0.00%	0.00%	0.00%	0.83%	18.36%	0.00%	0.00%	0.00%	0.00%	0.00%	2.07%
Waitrose, Old Mill Square, Old Mill Drive, Storrington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: NEMS survey July 2018 (Weighted results)

Table 4: Top up shopping patterns

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
Asda, Littlehampton Road, Ferring	1.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Wave Approach, Selsey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Barnham Trading Post, Barnham Road, Barnham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.17%
Co-op, Hawthorne Road, Bognor Regis	0.00%	3.69%	4.93%	33.88%	0.00%	0.00%	0.00%
Co-op, Nyetimber Lane, Aldwick, Bognor Regis	1.25%	0.00%	5.08%	0.00%	0.00%	0.00%	0.00%
Co-op, Rose Green Road, Bognor Regis	2.50%	4.47%	35.12%	15.27%	0.00%	0.00%	0.00%
Co-op, The Parade, Pagham, Bognor Regis	54.28%	0.00%	4.18%	0.00%	0.00%	0.00%	0.00%
Co-op, The Square, Barnham	0.00%	9.23%	0.00%	0.00%	0.00%	0.00%	35.61%
EU Supermarkets, High Street, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Churchill Parade, Rustington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, High Street, Bognor Regis	0.00%	0.00%	4.18%	1.12%	2.24%	1.72%	0.00%
Iceland, Surrey Street, Littlehampton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, New Road, Littlehampton	0.00%	0.00%	1.64%	0.73%	0.00%	0.00%	0.00%
Lidl, Peel Centre, Bognor Regis	0.00%	12.78%	1.64%	4.89%	0.00%	0.00%	2.01%
Lidl, Portfield Way, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
M&S Foodhall, Arun Retail Park, Shripney Road, Bognor Regis	3.87%	6.19%	10.33%	0.00%	7.88%	3.61%	0.00%
M&S Foodhall, Portfield Retail Park, Portfield Way, Chichester	0.00%	0.00%	0.00%	0.00%	4.58%	0.00%	0.00%
Marks & Spencer (BP), Worthing Road, Rustington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Bedford Way, Bognor Regis	2.50%	6.58%	7.47%	15.07%	2.91%	7.05%	0.00%
Morrisons, Lyminster Road, Wick, Littlehampton	0.00%	0.00%	0.00%	0.00%	0.00%	9.87%	0.00%
Sainsbury's Superstore, High Street, Littlehampton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Rustington Retail Park, New Road, Rustington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Shripney Road, Bognor Regis	6.60%	6.72%	5.08%	5.62%	4.47%	17.10%	3.66%
Tesco Express, Aldwick Road, Bognor Regis	0.00%	2.24%	3.29%	4.43%	0.00%	0.00%	0.00%
Tesco Express, Barnham Road, Barnham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.98%
Tesco Express, Chichester Road, Bognor Regis	1.25%	18.19%	0.00%	0.00%	1.07%	0.00%	0.00%
Tesco Express, Felpham Way, Bognor Regis	0.00%	0.00%	0.00%	0.00%	33.36%	21.48%	1.01%
Tesco Express, Pagham Road, Bognor Regis	18.08%	0.00%	2.54%	0.00%	1.07%	0.00%	0.00%
Tesco Express, Station Road, Bognor Regis	0.00%	1.45%	0.00%	0.00%	1.84%	0.00%	0.00%
Tesco Superstore, Broadpiece, Littlehampton	0.00%	0.00%	0.00%	0.00%	1.07%	4.39%	0.00%
Tesco Superstore, Shripney Road, Bognor Regis	3.87%	17.40%	0.00%	14.51%	8.75%	3.45%	12.12%
Waitrose, Broadmark Lane, Rustington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Waitrose, Via Ravenna, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%
Aldi, Barnfield Drive, Chichester	1.25%	3.69%	7.04%	0.00%	0.00%	0.00%	4.11%
Aldi, Central Retail Park, Havant	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Aldi, Manor Retail Park, Rustington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Larchwood Avenue, Havant	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Portland Road, Waterloooville	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&M Homestore, Southern Cross Trading Estate, Oldlands Way, Bognor Regis	0.00%	0.00%	0.00%	0.00%	1.84%	0.00%	0.00%
Booker Wholesale, Spur Road Quarry Lane Industrial Estate, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Main Road, Yapton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%
Co-op, Malcolm Road, Tangmere	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%
Home Bargains, Bognor Regis Retail Park, Shripney Road, Bognor Regis	0.00%	2.24%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Barnfield Drive, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local shops, Bognor Regis Town Centre	0.00%	3.69%	4.18%	0.00%	2.72%	0.00%	0.00%
Local shops, Chichester City Centre	0.00%	0.00%	0.00%	0.00%	1.65%	0.00%	0.00%
Local shops, Eastergate Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%
Local shops, Elmer Village Centre	0.00%	0.00%	0.00%	0.00%	11.23%	0.00%	0.00%
Local shops, Felpham Village Centre	0.00%	0.00%	0.00%	0.00%	6.72%	0.00%	0.00%
Local shops, Selsey Town Centre	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%
Local shops, Westergate Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.01%
Local shops, Woodgate Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.73%
Local shops, Yapton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	3.61%	0.00%
One Stop, Durlston Drive, Bognor Regis	0.00%	0.00%	0.00%	2.25%	0.00%	0.00%	0.00%
One Stop, Elmer Road, Middleton-on-Sea	0.00%	1.45%	0.00%	1.12%	0.00%	27.73%	0.00%
Premier Stores, Felpham Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	6.61%	0.00%	0.00%
Runcton Farm Shop, Lagness Road, Chichester	0.00%	0.00%	1.64%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Westhampnett Road, Chichester	2.61%	0.00%	0.00%	0.00%	0.00%	0.00%	10.57%
Tesco (Esso) Express, Littlehampton Road, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Fishbourne Road East, Chichester	0.00%	0.00%	1.64%	0.00%	0.00%	0.00%	0.00%
Waitrose, Old Mill Square, Old Mill Drive, Storrington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: NEMS July 2018 household survey, weighted results

Table 5: Main food and top up shopping patterns, 2018

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total	Inflow	Total turnover
	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)		(£M)
Local shops, Bognor Regis Town Centre	0.00	0.36	0.34	0.00	0.14	0.00	0.00	0.84	10%	0.94
Iceland, High Street, Bognor Regis	0.04	0.06	0.51	1.55	0.36	0.23	0.00	2.75	10%	3.05
Lidl, Peel Centre, Bognor Regis	0.56	1.52	2.19	3.28	1.30	0.83	1.10	10.78	10%	11.98
Morrisons, Bedford Way, Bognor Regis	0.99	1.08	3.09	11.91	3.12	0.91	0.29	21.39	10%	23.77
Tesco Express, Station Road, Bognor Regis	0.00	0.06	0.00	0.00	0.10	0.00	0.00	0.15	10%	0.17
EU Supermarkets, High Street, Bognor Regis	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10%	0.00
Co-op, Nyetimber Lane, Aldwick, Bognor Regis	0.02	0.00	0.23	0.00	0.00	0.00	0.00	0.26	10%	0.28
Co-op, Rose Green Road, Bognor Regis	0.04	0.17	2.33	1.53	0.00	0.00	0.00	4.08	10%	4.53
Co-op, Hawthorne Road, Bognor Regis	0.00	0.14	0.44	3.64	0.00	0.00	0.00	4.22	10%	4.69
Tesco Express, Felpham Way, Bognor Regis	0.00	0.00	0.00	0.00	1.88	0.47	0.03	2.38	10%	2.65
M&S Foodhall, Arun Retail Park, Shripney Road, Bognor Regis	0.24	0.84	1.35	0.37	1.36	0.40	0.24	4.80	10%	5.33
Co-op, The Parade, Pagham, Bognor Regis	1.45	0.00	0.26	0.00	0.00	0.00	0.00	1.71	10%	1.90
Sainsbury's Superstore, Shripney Road, Bognor Regis	2.58	6.60	6.06	9.46	5.44	2.83	2.25	35.23	10%	39.14
Tesco Express, Aldwick Road, Bognor Regis	0.00	0.09	0.15	0.79	0.00	0.00	0.00	1.03	10%	1.14
Tesco Express, Chichester Road, Bognor Regis	0.10	1.33	0.00	0.00	0.06	0.00	0.00	1.49	10%	1.66
Tesco Superstore, Shripney Road, Bognor Regis	4.20	7.02	6.13	23.58	6.26	1.65	2.71	51.55	10%	57.28
Tesco Express, Pagham Road, Bognor Regis	0.31	0.00	0.23	0.00	0.06	0.00	0.00	0.59	10%	0.66
Tesco Express, Barnham Road, Barnham	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.52	10%	0.57
B&M Homestore, Southern Cross Trading Estate, Oldlands Way, Bognor Regis	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.10	10%	0.11
One Stop, Durlston Drive, Bognor Regis	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.23	10%	0.25
Premier Stores, Felpham Road, Bognor Regis	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.35	10%	0.39
Home Bargains, Bognor Regis Retail Park, Shripney Road, Bognor Regis	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.09	10%	0.10
Iceland, Surrey Street, Littlehampton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Tesco Superstore, Broadpiece, Littlehampton	0.04	0.00	0.00	0.21	0.27	1.59	0.39	2.51		
Sainsbury's Superstore, Rustington Retail Park, New Road, Rustington	0.00	0.00	0.22	0.00	0.00	0.09	0.09	0.40		
Aldi, Manor Retail Park, Rustington	0.00	0.00	0.00	0.00	0.18	0.06	0.00	0.25		
Marks & Spencer (BP), Worthing Road, Rustington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Waitrose, Broadmark Lane, Rustington	0.04	0.00	0.00	0.00	0.37	0.09	0.08	0.59		
Iceland, Churchill Parade, Rustington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Lidl, New Road, Littlehampton	0.00	0.00	0.15	0.17	0.00	0.37	0.04	0.73		
Morrisons, Lymminster Road, Wick, Littlehampton	0.00	0.00	0.14	0.00	0.00	0.47	0.39	1.01		
Sainsbury's Superstore, High Street, Littlehampton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Asda, Littlehampton Road, Ferring	0.23	0.09	0.00	1.03	0.22	0.07	0.00	1.64		
Local shops, Felpham Village Centre	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.35		
One Stop, Elmer Road, Middleton-on-Sea	0.00	0.06	0.00	0.11	0.00	0.61	0.00	0.78		
Co-op, The Square, Barnham	0.00	0.55	0.00	0.00	0.00	0.00	1.66	2.21		
Barnham Trading Post, Barnham Road, Barnham	0.00	0.00	0.00	0.00	0.00	0.00	1.14	1.14		
Co-op, Main Road, Yapton	0.00	0.00	0.00	0.00	0.00	0.06	0.03	0.10		
Local shops, Yapton Village Centre	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.08		
Local shops, Elmer Village Centre	0.00	0.00	0.00	0.00	0.59	0.00	0.00	0.59		
Local shops, Chichester City Centre	0.00	0.00	0.00	0.00	0.09	0.00	0.13	0.22		
Lidl, Portfield Way, Chichester	0.13	0.10	0.00	0.00	0.00	0.00	0.53	0.75		
Aldi, Barnfield Drive, Chichester	0.54	0.24	0.62	0.43	0.56	0.15	2.63	5.17		
M&S Foodhall, Portfield Retail Park, Portfield Way, Chichester	0.00	0.06	0.00	0.15	0.36	0.00	0.19	0.77		
Waitrose, Via Ravenna, Chichester	0.11	0.15	0.35	0.15	0.45	0.00	0.50	1.72		
Booker Wholesale, Spur Road Quarry Lane Industrial Estate, Chichester	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.14		
Iceland, Barnfield Drive, Chichester	0.00	0.06	0.22	0.00	0.10	0.00	0.04	0.41		
Sainsbury's Superstore, Westhampnett Road, Chichester	0.43	0.00	0.00	0.00	0.51	0.00	2.32	3.26		
Runcton Farm Shop, Lagness Road, Chichester	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.08		
Tesco Extra, Fishbourne Road East, Chichester	0.75	0.00	0.37	0.00	0.00	0.00	0.17	1.29		
Asda, Wave Approach, Selsey	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08		
Local shops, Selsey Town Centre	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.11		
Local shops, Westergate Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03		
Local shops, Woodgate Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.06		
Asda, Portland Road, Waterloooville	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.07		
Aldi, Central Retail Park, Havant	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.04		
Asda, Larchwood Avenue, Havant	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.22		
Local shops, Eastergate Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03		
Co-op, Malcolm Road, Tangmere	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03		
Tesco (Esso) Express, Littlehampton Road, Worthing	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.25		
Waitrose, Old Mill Square, Old Mill Drive, Storrington	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.08		
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Total	13.00	20.65	25.69	58.69	24.80	11.12	17.74	171.68		

Table 6: Main food and top up shopping patterns, 2022

	Zone 1 (£M)	Zone 2 (£M)	Zone 3 (£M)	Zone 4 (£M)	Zone 5 (£M)	Zone 6 (£M)	Zone 7 (£M)	Total Inflow (£M)		Total turnover (£M)
Local shops, Bognor Regis Town Centre	0.00	0.37	0.35	0.00	0.15	0.00	0.00	0.86	10%	0.96
Iceland, High Street, Bognor Regis	0.05	0.06	0.53	1.59	0.36	0.24	0.00	2.82	10%	3.13
Lidl, Peel Centre, Bognor Regis	0.57	1.56	2.25	3.36	1.33	0.85	1.13	11.05	10%	12.28
Morrisons, Bedford Way, Bognor Regis	1.02	1.11	3.17	12.21	3.20	0.93	0.30	21.94	10%	24.38
Tesco Express, Station Road, Bognor Regis	0.00	0.06	0.00	0.00	0.10	0.00	0.00	0.16	10%	0.17
Co-op, Nyetimber Lane, Aldwick, Bognor Regis	0.02	0.00	0.24	0.00	0.00	0.00	0.00	0.26	10%	0.29
Co-op, Rose Green Road, Bognor Regis	0.04	0.18	2.39	1.57	0.00	0.00	0.00	4.18	10%	4.64
Co-op, Hawthorne Road, Bognor Regis	0.00	0.14	0.45	3.73	0.00	0.00	0.00	4.33	10%	4.81
Tesco Express, Felpham Way, Bognor Regis	0.00	0.00	0.00	0.00	1.93	0.48	0.03	2.44	10%	2.72
M&S Foodhall, Arun Retail Park, Shripney Road, Bognor Regis	0.24	0.86	1.39	0.37	1.39	0.41	0.24	4.92	10%	5.46
Co-op, The Parade, Pagham, Bognor Regis	1.48	0.00	0.27	0.00	0.00	0.00	0.00	1.76	10%	1.95
Sainsbury's Superstore, Shripney Road, Bognor Regis	2.65	6.76	6.22	9.70	5.58	2.91	2.31	36.12	10%	40.14
Tesco Express, Aldwick Road, Bognor Regis	0.00	0.09	0.16	0.81	0.00	0.00	0.00	1.05	10%	1.17
Tesco Express, Chichester Road, Bognor Regis	0.11	1.37	0.00	0.00	0.06	0.00	0.00	1.53	10%	1.70
Tesco Superstore, Shripney Road, Bognor Regis	4.30	7.20	6.29	24.18	6.42	1.70	2.78	52.87	10%	58.74
Tesco Express, Pagham Road, Bognor Regis	0.32	0.00	0.23	0.00	0.06	0.00	0.00	0.61	10%	0.68
Tesco Express, Barnham Road, Barnham	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.53	10%	0.59
B&M Homestore, Southern Cross Trading Estate, Oldlands Way, Bognor Regis	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.10	10%	0.11
One Stop, Durlston Drive, Bognor Regis	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.23	10%	0.26
Premier Stores, Felpham Road, Bognor Regis	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.36	10%	0.40
Home Bargains, Bognor Regis Retail Park, Shripney Road, Bognor Regis	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.09	10%	0.10
Iceland, Surrey Street, Littlehampton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Tesco Superstore, Broadpiece, Littlehampton	0.05	0.00	0.00	0.22	0.28	1.63	0.40	2.57		
Sainsbury's Superstore, Rustington Retail Park, New Road, Rustington	0.00	0.00	0.22	0.00	0.00	0.10	0.09	0.41		
Aldi, Manor Retail Park, Rustington	0.00	0.00	0.00	0.00	0.19	0.07	0.00	0.25		
Marks & Spencer (BP), Worthing Road, Rustington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Waitrose, Broadmark Lane, Rustington	0.05	0.00	0.00	0.00	0.38	0.09	0.09	0.60		
Iceland, Churchill Parade, Rustington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Lidl, New Road, Littlehampton	0.00	0.00	0.15	0.17	0.00	0.38	0.04	0.75		
Morrisons, Lyminster Road, Wick, Littlehampton	0.00	0.00	0.14	0.00	0.00	0.48	0.40	1.03		
Sainsbury's Superstore, High Street, Littlehampton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Asda, Littlehampton Road, Ferring	0.23	0.09	0.00	1.05	0.22	0.07	0.00	1.68		
Local shops, Felpham Village Centre	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.36		
One Stop, Elmer Road, Middleton-on-Sea	0.00	0.06	0.00	0.12	0.00	0.62	0.00	0.80		
Co-op, The Square, Barnham	0.00	0.57	0.00	0.00	0.00	0.00	1.70	2.26		
Barnham Trading Post, Barnham Road, Barnham	0.00	0.00	0.00	0.00	0.00	0.00	1.17	1.17		
Co-op, Main Road, Yapton	0.00	0.00	0.00	0.00	0.00	0.07	0.03	0.10		
Local shops, Yapton Village Centre	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.08		
Local shops, Elmer Village Centre	0.00	0.00	0.00	0.00	0.61	0.00	0.00	0.61		
Local shops, Chichester City Centre	0.00	0.00	0.00	0.00	0.09	0.00	0.13	0.22		
Lidl, Portfield Way, Chichester	0.13	0.10	0.00	0.00	0.00	0.00	0.54	0.77		
Aldi, Barnfield Drive, Chichester	0.55	0.24	0.63	0.44	0.57	0.16	2.70	5.30		
M&S Foodhall, Portfield Retail Park, Portfield Way, Chichester	0.00	0.06	0.00	0.16	0.37	0.00	0.20	0.79		
Waitrose, Via Ravenna, Chichester	0.12	0.16	0.36	0.16	0.46	0.00	0.51	1.76		
Booker Wholesale, Spur Road Quarry Lane Industrial Estate, Chichester	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.14		
Iceland, Barnfield Drive, Chichester	0.00	0.06	0.22	0.00	0.10	0.00	0.04	0.42		
Sainsbury's Superstore, Westhampnett Road, Chichester	0.44	0.00	0.00	0.00	0.52	0.00	2.38	3.34		
Runcton Farm Shop, Lagness Road, Chichester	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.08		
Tesco Extra, Fishbourne Road East, Chichester	0.77	0.00	0.38	0.00	0.00	0.00	0.18	1.32		
Asda, Wave Approach, Selsey	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08		
Local shops, Selsey Town Centre	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.12		
Local shops, Westergate Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03		
Local shops, Woodgate Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.06		
Asda, Portland Road, Waterlooville	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.07		
Aldi, Central Retail Park, Havant	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05		
Asda, Larchwood Avenue, Havant	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.22		
Local shops, Eastergate Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03		
Co-op, Malcolm Road, Tangmere	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03		
Tesco (Esso) Express, Littlehampton Road, Worthing	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.25		
Waitrose, Old Mill Square, Old Mill Drive, Storrington	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.09		
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Total	13.33	21.17	26.34	60.19	25.43	11.40	18.19	176.05		

Table 7: Main food and top up shopping patterns, 2022 with commitments

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total Inflow	Total turnover
	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)
Local shops, Bognor Regis Town Centre	0.00	0.37	0.35	0.00	0.15	0.00	0.00	0.86	10%
Iceland, High Street, Bognor Regis	0.05	0.06	0.53	1.59	0.36	0.24	0.00	2.82	10%
~~Lidl, Peel Centre, Bognor Regis~~	~~0.00~~	~~0.00~~	~~0.00~~	~~0.00~~	~~0.00~~	~~0.00~~	~~0.00~~	~~0.00~~	10%
Morrisons, Bedford Way, Bognor Regis	1.02	1.11	3.17	12.21	3.20	0.93	0.30	21.94	10%
Tesco Express, Station Road, Bognor Regis	0.00	0.06	0.00	0.00	0.10	0.00	0.00	0.16	10%
Co-op, Nyetimber Lane, Aldwick, Bognor Regis	0.02	0.00	0.24	0.00	0.00	0.00	0.00	0.26	10%
Co-op, Rose Green Road, Bognor Regis	0.04	0.18	2.39	1.57	0.00	0.00	0.00	4.18	10%
Co-op, Hawthorne Road, Bognor Regis	0.00	0.14	0.45	3.73	0.00	0.00	0.00	4.33	10%
Tesco Express, Felpham Way, Bognor Regis	0.00	0.00	0.00	0.00	1.93	0.48	0.03	2.44	10%
M&S Foodhall, Arun Retail Park, Shripney Road, Bognor Regis	0.23	0.86	1.39	0.37	1.39	0.41	0.24	4.91	10%
Co-op, The Parade, Pagham, Bognor Regis	1.48	0.00	0.27	0.00	0.00	0.00	0.00	1.76	10%
Sainsbury's Superstore, Shripney Road, Bognor Regis	2.63	6.69	6.10	9.60	5.53	2.87	2.26	35.67	10%
Lidl, Oldlands Farm	0.63	1.72	2.47	3.70	1.46	0.93	1.24	12.16	10%
Tesco Express, Aldwick Road, Bognor Regis	0.00	0.09	0.16	0.81	0.00	0.00	0.00	1.05	10%
Tesco Express, Chichester Road, Bognor Regis	0.11	1.37	0.00	0.00	0.06	0.00	0.00	1.53	10%
Tesco Superstore, Shripney Road, Bognor Regis	4.28	7.12	6.18	23.94	6.33	1.65	2.72	52.22	10%
Tesco Express, Pagham Road, Bognor Regis	0.32	0.00	0.23	0.00	0.06	0.00	0.00	0.61	10%
Tesco Express, Barnham Road, Barnham	0.00	0.00	0.00	0.00	0.00	0.53	0.00	0.53	10%
B&M Homestore, Southern Cross Trading Estate, Oldlands Way, Bognor Regis	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.10	10%
One Stop, Durlston Drive, Bognor Regis	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.23	10%
Premier Stores, Felpham Road, Bognor Regis	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.36	10%
Home Bargains, Bognor Regis Retail Park, Shripney Road, Bognor Regis	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.09	10%
Iceland, Surrey Street, Littlehampton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Tesco Superstore, Broadpiece, Littlehampton	0.05	0.00	0.00	0.22	0.28	1.63	0.40	2.57	
Sainsbury's Superstore, Rustington Retail Park, New Road, Rustington	0.00	0.00	0.22	0.00	0.00	0.10	0.09	0.41	
Aldi, Manor Retail Park, Rustington	0.00	0.00	0.00	0.00	0.19	0.07	0.00	0.25	
Marks & Spencer (BP), Worthing Road, Rustington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Waitrose, Broadmark Lane, Rustington	0.05	0.00	0.00	0.00	0.38	0.09	0.09	0.60	
Iceland, Churchill Parade, Rustington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Lidl, New Road, Littlehampton	0.00	0.00	0.15	0.17	0.00	0.38	0.04	0.75	
Morrisons, Lyminster Road, Wick, Littlehampton	0.00	0.00	0.14	0.00	0.00	0.48	0.40	1.03	
Sainsbury's Superstore, High Street, Littlehampton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Asda, Littlehampton Road, Ferring	0.23	0.09	0.00	1.05	0.22	0.07	0.00	1.68	
Local shops, Felpham Village Centre	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.36	
One Stop, Elmer Road, Middleton-on-Sea	0.00	0.06	0.00	0.12	0.00	0.62	0.00	0.80	
Co-op, The Square, Barnham	0.00	0.57	0.00	0.00	0.00	0.00	1.70	2.26	
Barnham Trading Post, Barnham Road, Barnham	0.00	0.00	0.00	0.00	0.00	0.00	1.17	1.17	
Co-op, Main Road, Yapton	0.00	0.00	0.00	0.00	0.00	0.07	0.03	0.10	
Local shops, Yapton Village Centre	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.08	
Local shops, Elmer Village Centre	0.00	0.00	0.00	0.00	0.61	0.00	0.00	0.61	
Local shops, Chichester City Centre	0.00	0.00	0.00	0.00	0.09	0.00	0.13	0.22	
Lidl, Portfield Way, Chichester	0.13	0.10	0.00	0.00	0.00	0.00	0.54	0.77	
Aldi, Barnfield Drive, Chichester	0.55	0.24	0.63	0.44	0.57	0.16	2.70	5.30	
M&S Foodhall, Portfield Retail Park, Portfield Way, Chichester	0.00	0.06	0.00	0.16	0.37	0.00	0.20	0.79	
Waitrose, Via Ravenna, Chichester	0.12	0.16	0.36	0.16	0.46	0.00	0.51	1.76	
Booker Wholesale, Spur Road Quarry Lane Industrial Estate, Chichester	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.14	
Iceland, Barnfield Drive, Chichester	0.00	0.06	0.22	0.00	0.10	0.00	0.04	0.42	
Sainsbury's Superstore, Westhampnett Road, Chichester	0.44	0.00	0.00	0.00	0.52	0.00	2.38	3.34	
Runcton Farm Shop, Lagness Road, Chichester	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.08	
Tesco Extra, Fishbourne Road East, Chichester	0.77	0.00	0.38	0.00	0.00	0.00	0.18	1.32	
Asda, Wave Approach, Selsey	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08	
Local shops, Selsey Town Centre	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.12	
Local shops, Westergate Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03	
Local shops, Woodgate Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.06	
Asda, Portland Road, Waterlooville	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.07	
Aldi, Central Retail Park, Havant	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.05	
Asda, Larchwood Avenue, Havant	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.22	
Local shops, Eastergate Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03	
Co-op, Malcolm Road, Tangmere	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03	
Tesco (Esso) Express, Littlehampton Road, Worthing	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.25	
Waitrose, Old Mill Square, Old Mill Drive, Storrington	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.09	
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Total	13.33	21.17	26.34	60.19	25.43	11.40	18.19	176.05	
	13.33	21.17	26.34	60.19	25.43	11.40	18.19	176.05	

Net sales area (Sq M)	Sales density (£ / Sq M)	Total turnover (£M)	Convenience Goods	Inflow	Study area derived convenience trade (£M)
1315	12907	16.97	13.58	10%	12.22

Notes: Sales density per Retail Rankings 2018, adjusted to 2016 prices
Convenience goods sales at 80%

Table 9: Main food and top up shopping patterns, 2022 with commitments and proposal

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total	Inflow	Total turnover
	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)	(£M)		(£M)
Local shops, Bognor Regis Town Centre	0.00	0.37	0.35	0.00	0.15	0.00	0.00	0.86	10%	0.96
Iceland, High Street, Bognor Regis	0.05	0.06	0.53	1.59	0.36	0.24	0.00	2.82	10%	3.13
~~Lidl, Peel Centre, Bognor Regis~~	~~0.00~~	~~0.00~~	~~0.00~~	~~0.00~~	~~0.00~~	~~0.00~~	~~0.00~~	~~0.00~~	10%	~~0.00~~
Morrisons, Bedford Way, Bognor Regis	1.00	1.05	3.08	11.63	3.10	0.87	0.30	21.02	10%	23.36
Tesco Express, Station Road, Bognor Regis	0.00	0.06	0.00	0.00	0.10	0.00	0.00	0.16	10%	0.17
Co-op, Nyetimber Lane, Aldwick, Bognor Regis	0.02	0.00	0.24	0.00	0.00	0.00	0.00	0.26	10%	0.29
Co-op, Rose Green Road, Bognor Regis	0.04	0.18	2.39	1.57	0.00	0.00	0.00	4.18	10%	4.64
Co-op, Hawthorne Road, Bognor Regis	0.00	0.14	0.45	3.73	0.00	0.00	0.00	4.33	10%	4.81
Tesco Express, Felpham Way, Bognor Regis	0.00	0.00	0.00	0.00	1.93	0.48	0.03	2.44	10%	2.72
M&S Foodhall, Arun Retail Park, Shripney Road, Bognor Regis	0.23	0.66	1.39	0.37	1.39	0.41	0.24	4.71	10%	5.23
Co-op, The Parade, Pagham, Bognor Regis	1.48	0.00	0.27	0.00	0.00	0.00	0.00	1.76	10%	1.95
Sainsbury's Superstore, Shripney Road, Bognor Regis	2.54	6.17	5.45	8.87	5.12	2.70	2.00	32.85	10%	36.50
Lidl, Oldlands Farm	0.43	1.32	1.92	2.70	1.15	0.75	0.94	9.22	10%	10.24
Application proposal	0.63	1.73	2.48	3.72	1.47	0.94	1.25	12.22	10%	13.58
Tesco Express, Aldwick Road, Bognor Regis	0.00	0.09	0.16	0.81	0.00	0.00	0.00	1.05	10%	1.17
Tesco Express, Chichester Road, Bognor Regis	0.11	1.37	0.00	0.00	0.06	0.00	0.00	1.53	10%	1.70
Tesco Superstore, Shripney Road, Bognor Regis	4.10	6.59	5.41	22.75	5.88	1.53	2.47	48.73	10%	54.15
Tesco Express, Pagham Road, Bognor Regis	0.32	0.00	0.23	0.00	0.06	0.00	0.00	0.61	10%	0.68
Tesco Express, Barnham Road, Barnham	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.53	10%	0.59
B&M Homestore, Southern Cross Trading Estate, Oldlands Way, Bognor Regis	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.10	10%	0.11
One Stop, Durlston Drive, Bognor Regis	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.23	10%	0.26
Premier Stores, Felpham Road, Bognor Regis	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.36	10%	0.40
Home Bargains, Bognor Regis Retail Park, Shripney Road, Bognor Regis	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.09	10%	0.10
Iceland, Surrey Street, Littlehampton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Tesco Superstore, Broadpiece, Littlehampton	0.05	0.00	0.00	0.22	0.28	1.25	0.40	2.19		
Sainsbury's Superstore, Rustington Retail Park, New Road, Rustington	0.00	0.00	0.22	0.00	0.00	0.10	0.09	0.41		
Aldi, Manor Retail Park, Rustington	0.00	0.00	0.00	0.00	0.19	0.07	0.00	0.25		
Marks & Spencer (BP), Worthing Road, Rustington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Waitrose, Broadmark Lane, Rustington	0.05	0.00	0.00	0.00	0.38	0.09	0.09	0.60		
Iceland, Churchill Parade, Rustington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Lidl, New Road, Littlehampton	0.00	0.00	0.15	0.17	0.00	0.38	0.04	0.75		
Morrisons, Lyminster Road, Wick, Littlehampton	0.00	0.00	0.14	0.00	0.00	0.48	0.40	1.03		
Sainsbury's Superstore, High Street, Littlehampton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Asda, Littlehampton Road, Ferring	0.23	0.09	0.00	1.05	0.22	0.07	0.00	1.68		
Local shops, Felpham Village Centre	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.36		
One Stop, Elmer Road, Middleton-on-Sea	0.00	0.06	0.00	0.12	0.00	0.62	0.00	0.80		
Co-op, The Square, Barnham	0.00	0.57	0.00	0.00	0.00	0.00	1.70	2.26		
Barnham Trading Post, Barnham Road, Barnham	0.00	0.00	0.00	0.00	0.00	0.00	1.17	1.17		
Co-op, Main Road, Yapton	0.00	0.00	0.00	0.00	0.00	0.07	0.03	0.10		
Local shops, Yapton Village Centre	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.08		
Local shops, Elmer Village Centre	0.00	0.00	0.00	0.00	0.61	0.00	0.00	0.61		
Local shops, Chichester City Centre	0.00	0.00	0.00	0.00	0.09	0.00	0.13	0.22		
Lidl, Portfield Way, Chichester	0.13	0.10	0.00	0.00	0.00	0.00	0.54	0.77		
Aldi, Barnfield Drive, Chichester	0.46	0.22	0.32	0.22	0.37	0.13	2.51	4.23		
M&S Foodhall, Portfield Retail Park, Portfield Way, Chichester	0.00	0.06	0.00	0.16	0.37	0.00	0.20	0.79		
Waitrose, Via Ravenna, Chichester	0.12	0.16	0.36	0.16	0.46	0.00	0.51	1.76		
Booker Wholesale, Spur Road Quarry Lane Industrial Estate, Chichester	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.14		
Iceland, Barnfield Drive, Chichester	0.00	0.06	0.12	0.00	0.10	0.00	0.04	0.32		
Sainsbury's Superstore, Westhampnett Road, Chichester	0.44	0.00	0.00	0.00	0.52	0.00	2.13	3.09		
Runton Farm Shop, Lagness Road, Chichester	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.08		
Tesco Extra, Fishbourne Road East, Chichester	0.77	0.00	0.38	0.00	0.00	0.00	0.18	1.32		
Asda, Wave Approach, Selsey	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08		
Local shops, Selsey Town Centre	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.12		
Local shops, Westergate Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03		
Local shops, Woodgate Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.06		
Asda, Portland Road, Waterlooville	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.07		
Aldi, Central Retail Park, Havant	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Asda, Larchwood Avenue, Havant	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.22		
Local shops, Eastergate Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03		
Co-op, Malcolm Road, Tangmere	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03		
Tesco (Esso) Express, Littlehampton Road, Worthing	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.25		
Waitrose, Old Mill Square, Old Mill Drive, Storrington	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.09		
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
Total	13.33	21.17	26.34	60.19	25.43	11.40	18.19	176.05		
	13.3284	21.1715	26.3443	60.1852	25.4316	11.3988	18.1910			

Table 10: Summary of Trade Diversion

	Turnover 2018	Turnover 2022 no	Turnover 2022 with	Turnover 2022 with	Diversion,	Diversion, cumulative	Cumulative
	(£M)	proposals	commitments	proposal	commitments only	(%)	impact, 2022
	(£M)	(£M)	(£M)	(£M)	(£M)	(%)	(%)
Local shops, Bognor Regis Town Centre	0.94	0.96	0.96	0.96	0.0	0.0	0.0
Iceland, High Street, Bognor Regis	3.05	3.13	3.13	3.13	0.0	0.0	0.0
Lidl, Peel Centre, Bognor Regis	11.98	12.28	0.00	0.00	-12.3	-12.3	-1.0
Morrisons, Bedford Way, Bognor Regis	23.77	24.38	24.38	23.36	0.0	-1.0	0.0
Tesco Express, Station Road, Bognor Regis	0.17	0.17	0.17	0.17	0.0	0.0	0.0
M&S Foodhall, Arun Retail Park, Shripney Road, Bognor Regis	5.33	5.46	5.45	5.23	0.0	-0.2	0.0
Sainsbury's Superstore, Shripney Road, Bognor Regis	39.14	40.14	39.63	36.50	-0.5	-3.6	-0.1
Lidl, Oldlands Farm	0.00	0.00	13.51	10.24		10.2	
Application proposal	0.00	0.00	0.00	13.58		13.6	
Tesco Superstore, Shripney Road, Bognor Regis	57.28	58.74	58.03	54.15	-0.7	-4.6	-0.1
Tesco Express, Pagham Road, Bognor Regis	0.66	0.68	0.68	0.68	0.0	0.0	0.0

Source: Tables 6,7,8 & 9