

Table 1 - Population Projections by Survey Zone

		2006	2007	2009	2011	2012	2013	2015
Zone 1	Pagham	7,445	7,484	7,580	7,645	7,656	7,682	7,736
Zone 2	Bersted	8,465	8,612	8,903	9,123	9,281	9,414	9,648
Zone 3	Aldwick East	4,669	4,711	4,811	4,859	4,903	4,943	5,018
	Aldwick West	4,715	4,732	4,791	4,817	4,848	4,846	4,864
Zone 4	Pevensay	5,760	5,833	6,026	6,172	6,289	6,355	6,561
	Orchard	6,235	6,340	6,545	6,690	6,812	6,887	7,083
	Hotham	5,888	5,907	6,087	6,151	6,229	6,278	6,410
	Marine	5,168	5,199	5,329	5,451	5,536	5,592	5,730
Zone 5	Felpham West	4,833	4,866	4,959	5,039	5,077	5,115	5,211
	Felpham East	4,999	5,049	5,152	5,215	5,262	5,308	5,402
Zone 6	Middleton	5,312	5,337	5,491	5,579	5,634	5,685	5,784
Zone 7	Yapton	5,880	5,974	6,179	6,360	6,462	6,543	6,711
Zone 8	Barnham	8,274	8,394	8,725	8,979	9,113	9,242	9,514
Zone 9	Walberton	2,785	2,835	2,919	3,015	3,067	3,125	3,199
Total		80,428	81,273	83,497	85,095	86,169	87,015	88,871

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	2006-07	2006-09	2006-11	2006-12	2006-13	2006-15
Total Population Growth	845	3,069	4,667	5,741	6,587	8,443
Total Population Growth (%)	1.05	3.82	5.80	7.06	8.19	10.50

Source/notes:

1. 2001 Census data.
2. Experian Study Area Population Report.

Table 2a - Convenience goods expenditure per capita

	2006 £	2007 £	2009 £	2011 £	2012 £	2013 £	2015 £
Zone 1	1,701	1,718	1,746	1,774	1,788	1,788	1,817
Zone 2	1,583	1,599	1,625	1,651	1,664	1,664	1,691
Zone 3	1,651	1,667	1,694	1,721	1,735	1,735	1,763
	1,762	1,780	1,809	1,838	1,852	1,852	1,882
Zone 4	1,470	1,485	1,509	1,533	1,545	1,545	1,570
	1,437	1,451	1,474	1,498	1,510	1,510	1,534
	1,484	1,499	1,523	1,547	1,560	1,560	1,585
	1,725	1,742	1,770	1,799	1,813	1,813	1,842
Zone 5	1,746	1,763	1,791	1,820	1,835	1,835	1,864
	1,676	1,692	1,719	1,747	1,761	1,761	1,789
Zone 6	1,769	1,787	1,816	1,845	1,860	1,860	1,890
Zone 7	1,528	1,543	1,568	1,593	1,606	1,606	1,631
Zone 8	1,676	1,693	1,720	1,748	1,762	1,762	1,790
Zone 9	1,895	1,914	1,945	1,976	1,992	1,992	2,024

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Source/notes:

1. Convenience goods comprises food and non-alcoholic drinks, tobacco, alcohol, newspapers and 90% of non-durable household goods (Experian)
2. 2006 local expenditure estimates for the total Study Area have been sourced from Experian.
3. A deduction of 1.7% has been made for Special Forms of Trading at 2006 (Experian Retail Planner Briefing Note 5.1).
4. Estimates to 2007 have been derived by growing the 2006 estimates by a rate of 1.0%pa (Experian Retail Planner Briefing Note 5.1).
5. Estimates for 2009-2015 have been derived by growing the 2007 estimates by a rate of 0.8%pa (Experian Retail Planner Briefing Note 5.1).
6. 2006 prices used throughout.

Table 2b - Core comparison goods expenditure per capita

	2006 £	2007 £	2009 £	2011 £	2012 £	2013 £	2015 £
Zone 1	1,779	1,886	2,091	2,319	2,442	2,442	2,707
Zone 2	1,731	1,834	2,034	2,255	2,375	2,375	2,633
Zone 3	1,947	2,064	2,288	2,537	2,671	2,671	2,962
	1,797	1,905	2,112	2,342	2,466	2,466	2,735
Zone 4	1,543	1,635	1,813	2,011	2,117	2,117	2,348
	1,548	1,641	1,820	2,018	2,125	2,125	2,356
	1,674	1,775	1,968	2,182	2,297	2,297	2,547
	2,000	2,119	2,350	2,606	2,744	2,744	3,042
Zone 5	1,858	1,969	2,184	2,421	2,550	2,550	2,827
	1,866	1,978	2,193	2,431	2,560	2,560	2,839
Zone 6	1,974	2,092	2,320	2,572	2,709	2,709	3,003
Zone 7	1,715	1,817	2,015	2,234	2,353	2,353	2,609
Zone 8	1,908	2,022	2,242	2,486	2,618	2,618	2,903
Zone 9	2,085	2,210	2,451	2,717	2,861	2,861	3,173

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Source/notes:

1. Experian's definition of comparison goods includes 10% of non-durable household goods.
2. 2006 local expenditure estimates for the total Study Area have been sourced from Experian.
3. A deduction of 6% has been made for Special Forms of Trading at 2006 (Experian Retail Planner Briefing Note 5.1).
4. Estimates for 2007 have been derived by growing the 2006 estimates by a rate of 6.0%pa (Experian Retail Planner Briefing Note 5.1).
5. Estimates for 2009-2015 have been derived by growing the 2007 estimates by a rate of 5.3%pa (Experian Retail Planner Briefing Note 5.1).
6. 2006 prices used throughout.

Table 3a - Convenience goods expenditure by zone (£m)

	2006	2007	2009	2011	2012	2013	2015
Zone 1	£12.7	£12.9	£13.2	£13.6	£13.7	£13.7	£14.1
Zone 2	£13.4	£13.8	£14.5	£15.1	£15.4	£15.7	£16.3
Zone 3	£15.9	£16.2	£16.9	£17.3	£17.6	£17.7	£18.3
Zone 4	£35.2	£36.0	£37.8	£39.4	£40.4	£40.8	£42.9
Zone 5	£16.5	£16.8	£17.4	£18.0	£18.3	£18.4	£19.0
Zone 6	£9.4	£9.5	£10.0	£10.3	£10.5	£10.6	£10.9
Zone 7	£9.0	£9.2	£9.7	£10.1	£10.4	£10.5	£10.9
Zone 8	£13.9	£14.2	£15.0	£15.7	£16.1	£16.3	£17.0
Zone 9	£5.3	£5.4	£5.7	£6.0	£6.1	£6.2	£6.5
Total	£131.3	£134.1	£140.1	£145.3	£148.4	£150.0	£155.9

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Source/notes:

1. Tables 1 and 2a.

Table 3b - Core comparison goods expenditure by zone (£m)

	2006	2007	2009	2011	2012	2013	2015
Zone 1	£13.2	£14.1	£15.9	£17.7	£18.7	£18.8	£20.9
Zone 2	£14.6	£15.8	£18.1	£20.6	£22.0	£22.4	£25.4
Zone 3	£17.5	£18.7	£21.2	£23.7	£25.2	£25.4	£28.6
Zone 4	£39.0	£41.8	£47.9	£54.4	£58.4	£59.0	£67.5
Zone 5	£18.0	£19.2	£21.7	£24.5	£25.9	£26.1	£29.5
Zone 6	£10.5	£11.2	£12.7	£14.4	£15.3	£15.4	£17.4
Zone 7	£10.1	£10.9	£12.5	£14.2	£15.2	£15.4	£17.5
Zone 8	£15.8	£17.0	£19.6	£22.3	£23.9	£24.2	£27.6
Zone 9	£5.8	£6.3	£7.2	£8.2	£8.8	£8.9	£10.1
Total	£144.5	£154.9	£176.7	£200.0	£213.4	£215.6	£244.6

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Source/notes:

1. Tables 1 and 2b.

Table 4a - Convenience market shares by Zone at 2007 - main food shopping

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Inside Catchment Area									
Morrison's - 30 Bedford Street	18.5%	14.0%	16.9%	22.8%	15.7%	7.9%	4.5%	2.0%	2.9%
Iceland - 111 Queensway	1.1%	0.9%	0.8%	1.8%	0.0%	0.0%	0.0%	1.0%	0.0%
Tesco Express - 15-17 Station Rd	3.3%	0.0%	5.1%	0.7%	0.0%	0.0%	0.0%	1.0%	0.0%
Total Bognor Regis Town Centre	22.8%	15.0%	22.9%	25.3%	15.7%	7.9%	4.5%	3.9%	2.9%
Lidl - Peel Centre Shipney	3.3%	2.8%	0.8%	0.7%	0.8%	4.8%	0.0%	0.0%	0.0%
Tesco - Shipney Road	41.3%	70.1%	50.0%	48.0%	47.1%	38.1%	9.0%	36.3%	35.3%
Co-Op - 68 Rose Green Road	3.3%	0.0%	0.8%	0.7%	0.0%	0.0%	1.5%	0.0%	0.0%
Tesco Express - 194-196 Pagham Road	2.2%	0.0%	0.0%	0.4%	0.0%	1.6%	0.0%	0.0%	0.0%
Co-Op - 53 Hawthorne Road	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express - Aldwick Road	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Others, Felpham	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Others, Yapton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
Others, Bognor Regis	0.0%	0.0%	1.7%	1.4%	1.7%	3.2%	1.5%	0.0%	0.0%
Others, Barnham	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	4.9%	5.9%
Others, Eastergate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others, Middleton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others, Westergate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total Bognor Regis Non-Town Centre	50.0%	72.9%	53.4%	52.3%	50.4%	47.6%	12.0%	41.2%	44.1%
Total Study Area	72.8%	87.8%	76.3%	77.6%	66.1%	55.6%	16.5%	45.1%	47.0%
Sainsbury's - High Street	0.0%	0.0%	0.0%	0.4%	0.8%	3.2%	4.5%	1.0%	0.0%
Tesco - Broadpiece	0.0%	0.0%	0.0%	0.7%	20.7%	31.7%	56.7%	6.9%	2.9%
Somerfield - 97-117 Wick Street	0.0%	0.9%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%
Sainsbury's - New Road	0.0%	0.0%	0.0%	0.4%	1.7%	0.0%	1.5%	1.0%	0.0%
Others - Littlehampton	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%
Total Littlehampton	0.0%	0.9%	0.8%	1.4%	23.1%	36.5%	64.2%	8.8%	2.9%
Tesco - 35 South Street	5.4%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	4.9%	0.0%
Marks and Spencers - 16 East Street	1.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	1.0%	2.9%
Waitrose Via - Ravenna	1.1%	0.0%	4.2%	1.4%	3.3%	4.8%	3.0%	5.9%	5.9%
Sainsbury's - Westhampnett	15.2%	11.2%	15.3%	7.5%	5.0%	0.0%	11.9%	30.4%	35.3%
Tesco - Fishbourne Road	2.2%	0.0%	2.5%	0.4%	0.8%	0.0%	0.0%	0.0%	5.9%
Tesco - 7-8 East Street	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%	0.0%	2.0%	0.0%
Somerfield - 81 High Street	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Others - Chichester	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%
Total Chichester	26.1%	11.2%	22.0%	11.4%	9.9%	4.8%	14.9%	46.1%	50.0%
Iceland - Goring Road	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose - High Street	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco - New Road	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op - Goring	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's - Lyon Farm Retail Park	0.0%	0.0%	0.0%	0.7%	0.8%	0.0%	0.0%	0.0%	0.0%
Other, Worthing	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%
Total Worthing	0.0%	0.0%	0.0%	7.1%	0.8%	1.6%	0.0%	0.0%	0.0%
Other, Shoreham by Sea	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	1.5%	0.0%	0.0%
Other, Arundel	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%
Other, Havant	1.1%	0.0%	0.8%	0.4%	0.0%	1.6%	0.0%	0.0%	0.0%
Other, Brighton	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Locations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total Outside Area	27.2%	12.2%	23.7%	22.4%	33.9%	44.4%	83.5%	54.9%	53.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source/notes

1. Survey conducted in October 2007 by Research and Marketing Plus.

Table 4b - Convenience market shares by Zone at 2007 - top up shopping

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Inside Catchment Area									
Morrison's - 30 Bedford Street	11.3%	26.2%	17.6%	23.3%	7.0%	13.6%	4.3%	0.0%	3.8%
Iceland - 111 Queensway	0.0%	1.6%	0.0%	5.0%	1.4%	0.0%	0.0%	1.5%	0.0%
Tesco Express - 15-17 Station Rd	1.9%	3.3%	5.4%	5.6%	1.4%	0.0%	0.0%	0.0%	0.0%
Total Bognor Regis Town Centre	13.2%	31.1%	23.0%	33.9%	9.9%	13.6%	4.3%	1.5%	3.8%
Lidl - Peel Centre Shipney	0.0%	4.9%	2.7%	2.2%	1.4%	0.0%	2.2%	0.0%	0.0%
Tesco - Shipney Road	7.5%	19.7%	5.4%	18.9%	9.9%	4.5%	0.0%	15.4%	3.8%
Co-Op - 68 Rose Green Road	20.8%	0.0%	14.9%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express - 194-196 Pagham Road	18.9%	0.0%	2.7%	1.1%	0.0%	0.0%	2.2%	0.0%	0.0%
Co-Op - 53 Hawthorne Road	1.9%	0.0%	2.7%	8.9%	0.0%	2.3%	0.0%	0.0%	0.0%
Tesco Express - Aldwick Road	0.0%	0.0%	1.4%	1.7%	0.0%	0.0%	0.0%	0.0%	3.8%
Others, Felpham	1.9%	1.6%	0.0%	0.0%	40.8%	2.3%	2.2%	1.5%	3.8%
Others, Yapton	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	15.2%	0.0%	7.7%
Others, Bognor Regis	20.8%	26.2%	29.7%	12.2%	14.1%	25.0%	4.3%	3.1%	0.0%
Others, Barnham	1.9%	0.0%	0.0%	0.0%	2.8%	6.8%	4.3%	49.2%	26.9%
Others, Eastergate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%
Others, Middleton	1.9%	4.9%	0.0%	1.1%	4.2%	38.6%	0.0%	0.0%	0.0%
Others, Westergate	0.0%	0.0%	0.0%	0.6%	0.0%	2.3%	0.0%	3.1%	0.0%
Total Bognor Regis Non-Town Centre	75.5%	57.4%	59.5%	47.8%	74.6%	81.8%	30.4%	80.0%	46.2%
Total Study Area	88.7%	88.5%	82.4%	81.7%	84.5%	95.5%	34.8%	81.5%	50.0%
Sainsbury's - High Street	0.0%	0.0%	1.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco - Broadpiece	0.0%	0.0%	0.0%	0.0%	1.4%	2.3%	15.2%	4.6%	0.0%
Somerfield - 97-117 Wick Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%
Sainsbury's - New Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others - Littlehampton	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	6.5%	0.0%	3.8%
Total Littlehampton	0.0%	0.0%	1.4%	0.6%	7.0%	2.3%	23.9%	4.6%	3.8%
Tesco - 35 South Street	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	1.5%	0.0%
Marks and Spencers - 16 East Street	0.0%	1.6%	2.7%	1.1%	4.2%	0.0%	0.0%	0.0%	7.7%
Waitrose Via - Ravenna	1.9%	0.0%	4.1%	1.1%	1.4%	0.0%	0.0%	3.1%	3.8%
Sainsbury's - Westhampton	1.9%	3.3%	2.7%	2.2%	0.0%	0.0%	6.5%	1.5%	7.7%
Tesco - Fishbourne Road	0.0%	1.6%	0.0%	1.1%	0.0%	0.0%	4.3%	0.0%	0.0%
Tesco - 7-8 East Street	0.0%	0.0%	0.0%	0.6%	0.0%	2.3%	0.0%	0.0%	0.0%
Somerfield - 81 High Street	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Others - Chichester	3.8%	4.9%	5.4%	0.6%	0.0%	0.0%	0.0%	7.7%	3.8%
Total Chichester	7.5%	11.5%	14.9%	7.8%	5.6%	2.3%	10.9%	13.8%	23.1%
Iceland - Goring Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose - High Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco - New Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-Op - Goring	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's - Lyon Farm Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Worthing	0.0%	0.0%	0.0%	5.0%	1.4%	0.0%	0.0%	0.0%	0.0%
Total Worthing	0.0%	0.0%	0.0%	6.7%	1.4%	0.0%	0.0%	0.0%	0.0%
Other, Shoreham by Sea	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Arundel	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.4%	0.0%	23.1%
Other, Havant	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Brighton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Locations	3.8%	0.0%	0.0%	1.1%	1.4%	0.0%	0.0%	0.0%	0.0%
Total Outside Area	11.3%	11.5%	17.6%	18.3%	15.5%	4.5%	65.2%	18.5%	50.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source/notes

1. Survey conducted in October 2007 by Research and Marketing Plus.

Table 4c - Convenience goods expenditure distribution by zone in 2007 (£m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total
Inside Catchment Area										
Morrison's - 30 Bedford Street	£2.1	£2.4	£2.8	£8.3	£2.3	£0.9	£0.4	£0.2	£0.2	£19.5
Iceland - 111 Queensway	£0.1	£0.2	£0.1	£0.9	£0.1	£0.0	£0.0	£0.2	£0.0	£1.5
Tesco Express - 15-17 Station Rd	£0.4	£0.1	£0.8	£0.7	£0.1	£0.0	£0.0	£0.1	£0.0	£2.2
Total Bognor Regis Town Centre	£2.6	£2.6	£3.7	£9.9	£2.4	£0.9	£0.4	£0.5	£0.2	£23.2
Lidl - Peel Centre Shripney	£0.3	£0.5	£0.2	£0.4	£0.2	£0.3	£0.1	£0.0	£0.0	£1.9
Tesco - Shripney Road	£4.2	£7.9	£6.3	£14.7	£6.4	£2.8	£0.6	£4.4	£1.5	£48.8
Co-Op - 68 Rose Green Road	£1.0	£0.0	£0.7	£0.3	£0.0	£0.0	£0.1	£0.0	£0.0	£2.1
Tesco Express - 194-196 Pagham Road	£0.8	£0.0	£0.1	£0.2	£0.0	£0.1	£0.1	£0.0	£0.0	£1.3
Co-Op - 53 Hawthorne Road	£0.1	£0.0	£0.1	£0.9	£0.0	£0.1	£0.0	£0.0	£0.0	£1.1
Tesco Express - Aldwick Road	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4
Others, Felpham	£0.1	£0.1	£0.0	£0.0	£1.8	£0.1	£0.1	£0.1	£0.1	£2.1
Others, Yapton	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.2	£0.6
Others, Bognor Regis	£0.7	£0.9	£1.4	£1.5	£0.8	£0.8	£0.2	£0.1	£0.0	£6.4
Others, Barnham	£0.1	£0.0	£0.0	£0.1	£0.1	£0.2	£0.1	£2.3	£0.6	£3.4
Others, Eastergate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3
Others, Middleton	£0.1	£0.2	£0.0	£0.1	£0.2	£0.9	£0.0	£0.0	£0.0	£1.4
Others, Westergate	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.2
Total Bognor Regis Non-Town Centre	£7.2	£9.5	£8.9	£18.4	£9.5	£5.4	£1.5	£7.2	£2.4	£70.1
Total Study Area	£9.9	£12.1	£12.6	£28.3	£11.9	£6.3	£1.9	£7.7	£2.6	£93.3
Sainsbury's - High Street	£0.0	£0.0	£0.1	£0.1	£0.1	£0.2	£0.3	£0.1	£0.0	£0.9
Tesco - Broadpiece	£0.0	£0.0	£0.0	£0.2	£2.7	£2.3	£4.3	£0.9	£0.1	£10.5
Somerfield - 97-117 Wick Street	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.3
Sainsbury's - New Road	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.1	£0.1	£0.0	£0.5
Others - Littlehampton	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.3	£0.0	£0.1	£0.6
Total Littlehampton	£0.0	£0.1	£0.2	£0.4	£3.2	£2.7	£5.0	£1.1	£0.2	£12.8
Tesco - 35 South Street	£0.5	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.6	£0.0	£1.3
Marks and Spencers - 16 East Street	£0.1	£0.1	£0.1	£0.3	£0.2	£0.0	£0.0	£0.1	£0.2	£1.1
Waitrose Via - Ravenna	£0.2	£0.0	£0.7	£0.5	£0.5	£0.3	£0.2	£0.7	£0.3	£3.4
Sainsbury's - Westhampnett	£1.5	£1.3	£2.0	£2.2	£0.6	£0.0	£1.0	£3.3	£1.5	£13.4
Tesco - Fishbourne Road	£0.2	£0.1	£0.3	£0.2	£0.1	£0.0	£0.1	£0.0	£0.2	£1.2
Tesco - 7-8 East Street	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.2	£0.0	£0.5
Somerfield - 81 High Street	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Others - Chichester	£0.2	£0.2	£0.2	£0.1	£0.0	£0.0	£0.0	£0.5	£0.1	£1.2
Total Chichester	£2.8	£1.6	£3.3	£3.8	£1.5	£0.4	£1.3	£5.4	£2.3	£22.3
Iceland - Goring Road	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Waitrose - High Street	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Tesco - New Road	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Co-Op - Goring	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Sainsbury's - Lyon Farm Retail Park	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3
Other, Worthing	£0.0	£0.0	£0.0	£0.5	£0.1	£0.1	£0.0	£0.0	£0.0	£0.6
Total Worthing	£0.0	£0.0	£0.0	£2.5	£0.2	£0.1	£0.0	£0.0	£0.0	£2.8
Other, Shoreham by Sea	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.1	£0.0	£0.0	£0.8
Other, Arundel	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.3	£1.2
Other, Havant	£0.1	£0.0	£0.2	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.5
Other, Brighton	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Other Locations	£0.1	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3
Total Outside Area	£3.0	£1.7	£3.6	£7.7	£4.9	£3.3	£7.3	£6.5	£2.8	£40.8
Total	£12.9	£13.8	£16.2	£36.0	£16.8	£9.5	£9.2	£14.2	£5.4	£134.1

Source/notes

1. Tables 3a, 4a and 4b.

Table 4d - Convenience goods expenditure distribution by zone in 2011 (£m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total
Inside Catchment Area										
Morrison's - 30 Bedford Street	£2.3	£2.6	£3.0	£9.0	£2.4	£1.0	£0.5	£0.2	£0.2	£21.1
Iceland - 111 Queensway	£0.1	£0.2	£0.1	£1.0	£0.1	£0.0	£0.0	£0.2	£0.0	£1.6
Tesco Express - 15-17 Station Rd	£0.4	£0.1	£0.9	£0.8	£0.1	£0.0	£0.0	£0.1	£0.0	£2.3
Total Bognor Regis Town Centre	£2.8	£2.9	£4.0	£10.8	£2.6	£1.0	£0.5	£0.5	£0.2	£25.1
Lidl - Peel Centre Shipney	£0.3	£0.5	£0.2	£0.4	£0.2	£0.4	£0.1	£0.0	£0.0	£2.1
Tesco - Shipney Road	£4.5	£8.7	£6.7	£16.0	£6.8	£3.1	£0.7	£4.9	£1.6	£52.9
Co-Op - 68 Rose Green Road	£1.0	£0.0	£0.8	£0.3	£0.0	£0.0	£0.1	£0.0	£0.0	£2.2
Tesco Express - 194-196 Pagham Road	£0.9	£0.0	£0.1	£0.2	£0.0	£0.1	£0.1	£0.0	£0.0	£1.4
Co-Op - 53 Hawthorne Road	£0.1	£0.0	£0.1	£1.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.2
Tesco Express - Aldwick Road	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4
Others, Felpham	£0.1	£0.1	£0.0	£0.0	£1.9	£0.1	£0.1	£0.1	£0.1	£2.3
Others, Yapton	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.2	£0.7
Others, Bognor Regis	£0.7	£1.0	£1.5	£1.6	£0.9	£0.9	£0.2	£0.1	£0.0	£6.9
Others, Barnham	£0.1	£0.0	£0.0	£0.1	£0.1	£0.2	£0.1	£2.5	£0.7	£3.8
Others, Eastergate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3
Others, Middleton	£0.1	£0.2	£0.0	£0.1	£0.2	£1.0	£0.0	£0.0	£0.0	£1.5
Others, Westergate	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.2
Total Bognor Regis Non-Town Centre	£7.6	£10.4	£9.5	£20.1	£10.2	£5.8	£1.7	£8.0	£2.7	£75.9
Total Study Area	£10.4	£13.3	£13.5	£30.9	£12.7	£6.7	£2.1	£8.5	£2.8	£101.0
Sainsbury's - High Street	£0.0	£0.0	£0.1	£0.2	£0.1	£0.2	£0.3	£0.1	£0.0	£1.0
Tesco - Broadpiece	£0.0	£0.0	£0.0	£0.2	£2.8	£2.5	£4.7	£1.0	£0.1	£11.4
Somerfield - 97-117 Wick Street	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.3
Sainsbury's - New Road	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.1	£0.1	£0.0	£0.6
Others - Littlehampton	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.3	£0.0	£0.1	£0.7
Total Littlehampton	£0.0	£0.1	£0.2	£0.5	£3.4	£2.9	£5.5	£1.2	£0.2	£13.9
Tesco - 35 South Street	£0.6	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.6	£0.0	£1.5
Marks and Spencers - 16 East Street	£0.1	£0.1	£0.1	£0.3	£0.2	£0.0	£0.0	£0.1	£0.2	£1.2
Waitrose Via - Ravenna	£0.2	£0.0	£0.7	£0.5	£0.5	£0.4	£0.2	£0.8	£0.3	£3.7
Sainsbury's - Westhamnett	£1.6	£1.4	£2.1	£2.4	£0.7	£0.0	£1.1	£3.6	£1.7	£14.6
Tesco - Fishbourne Road	£0.2	£0.1	£0.3	£0.2	£0.1	£0.0	£0.1	£0.0	£0.3	£1.3
Tesco - 7-8 East Street	£0.0	£0.0	£0.0	£0.2	£0.1	£0.1	£0.0	£0.2	£0.0	£0.6
Somerfield - 81 High Street	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Others - Chichester	£0.2	£0.2	£0.2	£0.1	£0.0	£0.0	£0.0	£0.5	£0.1	£1.3
Total Chichester	£2.9	£1.7	£3.5	£4.1	£1.6	£0.4	£1.4	£6.0	£2.6	£24.2
Iceland - Goring Road	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Waitrose - High Street	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Tesco - New Road	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Co-Op - Goring	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Sainsbury's - Lyon Farm Retail Park	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3
Other, Worthing	£0.0	£0.0	£0.0	£0.5	£0.1	£0.1	£0.0	£0.0	£0.0	£0.7
Total Worthing	£0.0	£0.0	£0.0	£2.8	£0.2	£0.1	£0.0	£0.0	£0.0	£3.1
Other, Shoreham by Sea	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.1	£0.0	£0.0	£0.9
Other, Arundel	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.3	£1.3
Other, Havant	£0.1	£0.0	£0.2	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.5
Other, Brighton	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Other Locations	£0.1	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3
Total Outside Area	£3.1	£1.8	£3.8	£8.4	£5.3	£3.5	£8.0	£7.2	£3.1	£44.3
Total	£13.6	£15.1	£17.3	£39.4	£18.0	£10.3	£10.1	£15.7	£6.0	£145.3

Source/notes:

1. Tables 3a, 4a and 4b.

Table 5 - Core comparison goods market shares by zone

(i) In which City/Town Centre do you go most often to buy clothing and footwear?

[illegible]

(ii) In which City/Town/Centre do you go most often to buy books and stationery?

[illegible]

(iii) In which City /Town Centre do you go most often to buy health and beauty electrical appliances?

[illegible]

(iv) In which City/Town Centre do you go most often to buy household appliances, such as fridges, washing machines and kettles?

[illegible]

(v) In which City/Town centre do you go most often to buy goods such as TVs, Hi-Fis and home computing equipment?

[illegible]

(vi) In which City/Town centre do you go most often to buy CDs, DVDs and computer games?

[illegible]

(vii) In which City/Town centre do you go most often to buy cameras and camera equipment?

[illegible]

(viii) In which City/Town centre do you go most often to buy personal care products and any other beauty products?

[illegible]

(ix) In which City/Town centre do you go most often to buy items such as jewellery, watches, handbags, luggage and clocks?

Chichester	33.3%	35.0%	56.0%	22.2%	50.0%	66.7%	70.6%	52.9%	60.0%
Bognor Regis	33.3%	30.0%	20.0%	46.3%	30.0%	0.0%	5.9%	17.6%	10.0%
Worthing	0.0%	10.0%	8.0%	14.8%	0.0%	11.1%	0.0%	0.0%	10.0%
Littlehampton	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	17.6%	0.0%	0.0%
Abroad	11.1%	5.0%	4.0%	3.7%	5.0%	0.0%	0.0%	17.6%	0.0%
Brighton	0.0%	10.0%	0.0%	5.6%	0.0%	0.0%	0.0%	5.9%	0.0%
Internet	11.1%	10.0%	0.0%	1.9%	5.0%	0.0%	0.0%	0.0%	0.0%
Central London	0.0%	0.0%	0.0%	1.9%	0.0%	22.2%	5.9%	0.0%	0.0%
Portsmouth	0.0%	0.0%	12.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Guildford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%
Bournemouth	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Farham	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

(x) In which City/Town centre do you go most often to buy medical goods such as medicines, first aid equipment, glasses and contact lenses?

Bognor Regis	81.4%	85.1%	86.5%	80.7%	71.0%	59.4%	26.9%	32.7%	26.9%
Chichester	9.3%	10.6%	9.6%	5.5%	12.9%	9.4%	42.3%	46.9%	50.0%
Worthing	0.0%	0.0%	0.0%	11.0%	0.0%	0.0%	3.8%	0.0%	0.0%
Littlehampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.1%	0.0%	0.0%
Arundle	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.5%
Barnham	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	3.8%	18.4%	7.7%
Middleton on Sea	0.0%	0.0%	0.0%	0.0%	0.0%	31.3%	0.0%	0.0%	0.0%
Felpham	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	0.0%	0.0%
Internet	2.3%	2.1%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%
Pagham	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shoreham by Sea	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%
Selpham	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%
Aldwick	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Eastergate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%
Portsmouth	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

(xi) In which City/Town centre do you go most often to buy mobile phones and phone equipment?

Bognor Regis	61.5%	75.0%	72.7%	65.3%	66.7%	70.0%	37.5%	0.0%	18.2%
Chichester	23.1%	25.0%	13.6%	12.2%	20.0%	10.0%	50.0%	87.5%	45.5%
Littlehampton	0.0%	0.0%	0.0%	4.1%	0.0%	10.0%	12.5%	0.0%	0.0%
Worthing	0.0%	0.0%	0.0%	4.1%	6.7%	0.0%	0.0%	0.0%	9.1%
Internet	7.7%	0.0%	9.1%	6.1%	0.0%	0.0%	0.0%	6.3%	9.1%
Portsmouth	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	6.3%	0.0%
Brighton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%
Eastergate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%
Lowestoft	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nyetimber	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Peterborough	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tottenham	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trowbridge	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source/notes:

1. Survey conducted in October 2007 by research and Marketing Plus
2. Does not include Catalogue/Mail order or Postal Order or don't buy results.

Table 6 - Benchmark turnover of convenience goods outlets

Stores/location	Total Floorspace		Convenience Floorspace		Average convenience goods sales density £/sq m		Benchmark convenience turnover
	Gross	Net	%	sq m	sq m net	(£/sq m)	(£m)
Inside Catchment Area							
Morrison's - 30 Bedford Street	-	1,998	77.7%	1,552	1,552	£9,662	£15.00
Iceland - 111 Queensway	-	630	93.4%	588	588	£5,038	£2.96
Tesco Express - 15-17 Station Rd	-	64	90.0%	58	58	£13,647	£0.79
Others	-	1,658	90.0%	1,492	1,492	£5,840	£8.72
Total Bognor Regis Town Centre	-	2,692	-	2,198	-	-	£27.5
Lidl - Peel Centre Shipney	-	736	77.7%	572	572	£3,379	£1.93
Tesco - Shipney Road	-	4,679	63.1%	2,952	2,952	£13,647	£40.29
Co-Op - 68 Rose Green Road	-	157	81.6%	128	128	£5,996	£0.77
Tesco Express - 194-196 Pagham Road	-	139	90.0%	125	125	£13,647	£1.71
Co-Op - 53 Hawthorne Road	-	108	81.6%	88	88	£5,840	£0.51
Tesco Express - Aldwick Road	-	120	81.6%	98	98	£13,647	£1.34
Others, Felpham	-	-	-	382	382	£5,840	£2.23
Others, Yapton	-	229	63.1%	144	144	£5,840	£0.84
Others, Bognor Regis	-	-	-	200	200	£5,840	£1.17
Others, Barnham	-	-	-	200	200	£5,840	£1.17
Others, Eastergate	-	-	-	200	200	£5,840	£1.17
Others, Middleton	-	-	-	201	201	£5,840	£1.17
Others, Westergate	-	-	-	200	200	£5,840	£1.17
Total Bognor Regis Non-Town Centre	-	6,168	-	5,491	-	-	£55.5
Total Study Area	-	12,336	-	10,983	-	-	£82.9
Sainsbury's - High Street	-	-	-	-	-	-	-
Tesco - Broadpiece	-	-	-	-	-	-	-
Somerfield - 97-117 Wick Street	-	-	-	-	-	-	-
Sainsbury's - New Road	-	-	-	-	-	-	-
Others - Littlehampton	-	-	-	-	-	-	-
Total Littlehampton	-	-	-	-	-	-	-
Tesco - 35 South Street	-	-	-	-	-	-	-
Marks and Spencers - 16 East Street	-	-	-	-	-	-	-
Waitrose Via - Ravenna	-	-	-	-	-	-	-
Sainsbury's - Westhampnett	-	-	-	-	-	-	-
Tesco - Fishbourne Road	-	-	-	-	-	-	-
Tesco - 7-8 East Street	-	-	-	-	-	-	-
Somerfield - 81 High Street	-	-	-	-	-	-	-
Others - Chichester	-	-	-	-	-	-	-
Total Chichester	-	-	-	-	-	-	-
Iceland - Goring Road	-	-	-	-	-	-	-
Waitrose - High Street	-	-	-	-	-	-	-
Tesco - New Road	-	-	-	-	-	-	-
Co-Op - Goring	-	-	-	-	-	-	-
Sainsbury's - Lyon Farm Retail Park	-	-	-	-	-	-	-
Other, Worthing	-	-	-	-	-	-	-
Total Worthing	-	-	-	-	-	-	-
Other, Shoreham by Sea	-	-	-	-	-	-	-
Other, Arundel	-	-	-	-	-	-	-
Other, Havant	-	-	-	-	-	-	-
Other, Brighton	-	-	-	-	-	-	-
Other Locations	-	-	-	-	-	-	-
Total Outside Area	-	-	-	-	-	-	-

Source/notes:

1. Floorspace taken from IGD, GOAD and Coastal Towns Retail Study (2005).
2. Benchmark turnover data from Retail Rankings and Verdict 2007.

Table 7 - Comparison turnover of main centres and stores (£m)

	2007	2011
Bognor town centre	£73.49	£80.17
District and local centres	£35.59	£38.83
Chichester town centre	£199.23	£217.35
Non town centre in Arun	£49.62	£54.13
Tesco, Shripney Road	£15.79	£17.22

Source/notes:

1. Turnover of Bognor Regis estimated to be £79.1m in 2005 in 2001 prices.
2. Turnover has been increased by 2.2% per annum between 2005 and 2007 (source: Experian).
3. Turnover estimate in 2001 prices has been converted to 2006 prices using a factor of 0.88 (source: Experian).
4. Turnover of comparison floorspace of Tesco at Shripney Road estimated by Drivers Jonas using company average data.
5. District and local centres definition provided by DTZ in Coastal Districts Retail Study (2005).

Table 8 - Commitments (2012)

	sq m net	Turnover £/ sq m	Total Turnover (£m)
(a) Convenience			
Site 6, Felpham	76	£4,373	£0.33
(b) Comparison			
Hothampton Site, Bognor Regis	2,258	£5,642	£12.74
Regis Site, Bognor Regis	1,838	£5,642	£10.37
Site 6, Felpham	76	£5,642	£0.43
		Total	£23.87

Source/notes:

1. Information on retail floorspace at Site 6 taken from planning application.
2. Information on Hothampton and Regis Centre sites provided by Arun District Council.

Table 9 (a) Convenience goods capacity assessment (£m)

	2007	2011
Available expenditure	£134.1	£145.3
Potential turnover of existing shops in Study Area	£82.9	£84.9
Surplus capacity	£51.2	£60.4
Expenditure leakage	£40.8	£44.3
Over-trading	£10.4	£16.0

Table 9 (b) Core comparison goods capacity assessment (£m)

	2007	2011
Available expenditure	£154.9	£213.4
Potential turnover of existing shops in Bognor Regis town centre	£73.5	£80.2
Potential turnover of district centres and local shops in Bognor Regis	35.6	38.8
Leakage to other centres	£81.4	£133.2
Turnover of commitments	-	£23.9
Growth less commitments	-	£34.6

Source/notes:

1. Tables 3a, 3b, 4c, 4d, 6 and 7.

Table 10 - Breakdown of goods based turnover of Asda at design year

Total floorspace	7,500		
Net floorspace	4,459		
Convenience			
Sales area	2,973		
Sales density	£14,246		
Sub-total	£42.4		
Comparison			
Sales area	1,486		
Sales density	£8,336		
Sub-total	£12.4		
Total	£54.7		
	Total	Convenience	Comparison
% from outside Study Area	10%	10%	10%
% from inside Study Area	90%	90%	90%
£m from inside Study Area	£49.3	£38.1	£11.2
£m from outside Study Area	£5.5	£4.2	£1.2

Source/notes:

1. Split between convenience and comparison sales provided by Asda.
2. Asda sales density based on Retail Rankings and Verdict, 2007.
3. Trade draw has been estimated by Drivers Jonas.

Table 11 - Convenience goods distribution by zone at 2011 with Asda store

Morrison's - 30 Bedford Street	£2.0	£2.4	£2.7	£7.5	£2.3	£0.9	£0.5	£0.2	£0.2	£18.6
Iceland - 111 Queensway	£0.1	£0.2	£0.1	£0.9	£0.1	£0.0	£0.0	£0.2	£0.0	£1.6
Tesco Express - 15-17 Station Rd	£0.4	£0.1	£0.9	£0.8	£0.1	£0.0	£0.0	£0.1	£0.0	£2.3
Total Bognor Regis Town Centre	£2.6	£2.6	£3.7	£9.2	£2.4	£0.9	£0.5	£0.5	£0.2	£22.5
Asda, Oldlands Farm	£2.9	£5.9	£4.3	£9.9	£5.2	£2.6	£2.4	£3.6	£1.2	£38.1
Lidl - Peel Centre Shipney	£0.3	£0.5	£0.2	£0.4	£0.2	£0.4	£0.1	£0.0	£0.0	£2.1
Tesco - Shipney Road	£2.6	£3.6	£3.8	£8.9	£3.8	£1.3	£0.4	£2.7	£0.9	£28.1
Co-Op - 68 Rose Green Road	£1.0	£0.0	£0.8	£0.3	£0.0	£0.0	£0.1	£0.0	£0.0	£2.2
Tesco Express - 194-196 Pagham Road	£0.9	£0.0	£0.1	£0.2	£0.0	£0.1	£0.1	£0.0	£0.0	£1.4
Co-Op - 53 Hawthorne Road	£0.1	£0.0	£0.1	£1.0	£0.0	£0.1	£0.0	£0.0	£0.0	£1.2
Tesco Express - Aldwick Road	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4
Others, Felpham	£0.1	£0.1	£0.0	£0.0	£1.9	£0.1	£0.1	£0.1	£0.1	£2.3
Others, Yapton	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.0	£0.2	£0.7
Others, Bognor Regis	£0.7	£1.0	£1.5	£1.6	£0.9	£0.9	£0.2	£0.1	£0.0	£6.9
Others, Barnham	£0.1	£0.0	£0.0	£0.1	£0.1	£0.2	£0.1	£2.5	£0.7	£3.8
Others, Eastergate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3
Others, Middleton	£0.1	£0.2	£0.0	£0.1	£0.2	£1.0	£0.0	£0.0	£0.0	£1.5
Others, Westergate	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.1	£0.0	£0.2
Total Bognor Regis Non-Town Centre	£8.6	£11.3	£10.9	£23.0	£12.4	£6.6	£3.9	£9.4	£3.2	£89.3
Total Study Area	£11.2	£13.9	£14.6	£32.1	£14.8	£7.5	£4.3	£9.9	£3.4	£111.8
Sainsbury's - High Street	£0.0	£0.0	£0.1	£0.2	£0.1	£0.2	£0.3	£0.1	£0.0	£1.0
Tesco - Broadplace	£0.0	£0.0	£0.0	£0.2	£1.0	£1.8	£3.0	£0.7	£0.1	£6.9
Somerfield - 97-117 Wick Street	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.3
Sainsbury's - New Road	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.1	£0.1	£0.0	£0.6
Others - Littlehampton	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£0.3	£0.0	£0.1	£0.7
Total Littlehampton	£0.0	£0.1	£0.2	£0.5	£1.6	£2.2	£3.8	£0.9	£0.2	£9.4
Tesco - 35 South Street	£0.6	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.6	£0.0	£1.5
Marks and Spencers - 16 East Street	£0.1	£0.1	£0.1	£0.3	£0.2	£0.0	£0.0	£0.1	£0.2	£1.2
Waitrose Via - Ravenna	£0.2	£0.0	£0.7	£0.5	£0.5	£0.4	£0.2	£0.8	£0.3	£3.7
Sainsbury's - Westhampton	£0.9	£0.7	£1.2	£1.3	£0.4	£0.0	£0.6	£2.5	£1.3	£8.9
Tesco - Fishbourne Road	£0.2	£0.1	£0.3	£0.2	£0.1	£0.0	£0.1	£0.0	£0.2	£1.2
Tesco - 7-8 East Street	£0.0	£0.0	£0.0	£0.2	£0.1	£0.1	£0.0	£0.2	£0.0	£0.6
Somerfield - 81 High Street	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Others - Chichester	£0.2	£0.2	£0.2	£0.1	£0.0	£0.0	£0.0	£0.5	£0.1	£1.3
Total Chichester	£2.2	£1.0	£2.6	£3.0	£1.3	£0.4	£0.9	£4.8	£2.1	£18.4
Iceland - Goring Road	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Waitrose - High Street	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Tesco - New Road	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Co-Op - Goring	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Sainsbury's - Lyon Farm Retail Park	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3
Other, Worthing	£0.0	£0.0	£0.0	£0.5	£0.1	£0.1	£0.0	£0.0	£0.0	£0.7
Total Worthing	£0.0	£0.0	£0.0	£2.8	£0.2	£0.1	£0.0	£0.0	£0.0	£3.1
Other, Shoreham by Sea	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.1	£0.0	£0.0	£0.9
Other, Arundel	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.3	£1.3
Other, Havant	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Other, Brighton	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Other Locations	£0.1	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3
Total Outside Area	£2.4	£1.1	£2.7	£7.2	£3.1	£2.8	£5.8	£5.7	£2.6	£33.5
Total	£13.6	£15.1	£17.3	£39.4	£18.0	£10.3	£10.1	£15.7	£6.0	£145.3

Source/notes:

1. Table 4d and 10.

Table 12 - Convenience goods based impact summary table

	Turnover at base year - 2007 (£m)	Turnover at design year - 2011 (£m)	Trade diverted at design year (£m)	Impact (%)
Morrison's - 30 Bedford Street	£19.5	£21.1	£2.4	11.6%
Iceland - 111 Queensway	£1.5	£1.6	£0.1	5.2%
Tesco Express - 15-17 Station Rd	£2.2	£2.3	£0.0	0.0%
Other, town centre	£8.7	£8.8	£0.0	0.0%
Total Bognor Regis Town Centre	£31.9	£33.8	£2.5	7.5%
Asda, Oldlands Farm	-	-	-	-
Lidl - Peel Centre, Shipney	£1.9	£2.1	£0.0	0.0%
Tesco - Shipney Road	£48.8	£52.9	£24.8	46.8%
Co-Op - 68 Rose Green Road	£2.1	£2.2	£0.0	0.0%
Tesco Express - 194-196 Pagham Road	£1.3	£1.4	£0.0	0.0%
Co-Op - 53 Hawthorne Road	£1.1	£1.2	£0.0	0.0%
Tesco Express - Aldwick Road	£0.4	£0.4	£0.0	0.0%
Others, Felpham	£2.1	£2.3	£0.0	0.0%
Others, Yapton	£0.6	£0.7	£0.0	0.0%
Others, Bognor Regis	£6.4	£6.9	£0.0	0.0%
Others, Barnham	£3.4	£3.8	£0.0	0.0%
Others, Eastergate	£0.3	£0.3	£0.0	0.0%
Others, Middleton	£1.4	£1.5	£0.0	0.0%
Others, Westergate	£0.2	£0.2	£0.0	0.0%
Total Bognor Regis Non-Town Centre	£70.1	£75.9	£24.8	32.6%
Total Study Area				
Sainsbury's - High Street	£0.9	£1.0	£0.0	0.0%
Tesco - Broadpiece	£10.5	£11.4	£4.5	39.6%
Somerfield - 97-117 Wick Street	£0.3	£0.3	£0.0	0.0%
Sainsbury's - New Road	£0.5	£0.6	£0.0	0.0%
Others - Littlehampton	£0.6	£0.7	£0.0	0.0%
Total Littlehampton	£12.8	£13.9	£4.5	32.3%
Tesco - 35 South Street	£1.3	£1.5	£0.0	0.0%
Marks and Spencers - 16 East Street	£1.1	£1.2	£0.0	0.0%
Waitrose Via - Ravenna	£3.4	£3.7	£0.0	0.0%
Sainsbury's - Westhampton	£13.4	£14.6	£5.7	39.2%
Tesco - Fishbourne Road	£1.2	£1.3	£0.1	4.9%
Tesco - 7-8 East Street	£0.5	£0.6	£0.0	0.0%
Somerfield - 81 High Street	£0.1	£0.2	£0.0	0.0%
Others - Chichester	£1.2	£1.3	£0.0	0.0%
Total Chichester	£22.3	£24.2	£5.8	23.9%
Iceland - Goring Road	£0.1	£0.1	£0.0	0.0%
Waitrose - High Street	£0.3	£0.3	£0.0	0.0%
Tesco - New Road	£0.8	£0.8	£0.0	0.0%
Co-Op - Goring	£0.7	£0.8	£0.0	0.0%
Sainsbury's - Lyon Farm Retail Park	£0.3	£0.3	£0.0	0.0%
Other, Worthing	£0.6	£0.7	£0.0	0.0%
Total Worthing	£2.8	£3.1	£0.0	0.0%
Other, Shoreham by Sea	£0.8	£0.9	£0.0	0.0%
Other, Arundel	£1.2	£1.3	£0.1	6.4%
Other, Havant	£0.5	£0.5	£0.4	84.5%
Other, Brighton	£0.1	£0.1	£0.0	0.0%
Other Locations	£0.3	£0.3	£0.0	0.0%
Total Outside Area	£2.9	£3.1	£0.5	16.5%

Source/notes:

1. Tables 10 and 11.

Table 13 - Comparison goods impact table

	2011	Trade diversion to Asda (£m)	Impact (%)
Bognor town centre	£104.0	£1.7	1.61%
District and local centres	£38.8	£0.6	1.44%
Chichester town centre	£217.3	£2.9	1.33%
Non town centre in Arun	£54.1	£1.7	3.09%
Tesco, Shripney Road	£17.2	£3.9	22.66%
Asda, Havant		£0.5	
		£11.2	

Source/notes:

1. Table 7 and 10.

Table 14 - Total estimates of trade diversion

	Total turnover (£m)	Trade diversion (£m)	Trade diversion (%)
Bognor Regis town centre:			
Convenience	33.82	2.53	7.47%
Comparison	104.04	1.67	1.61%
Sub total	135.94	4.20	3.09%

Source/notes:

1. Tables 12 and 13.