

Table 12: Total Turnover Comparison Goods Non-Bulky in 2017

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Total	Arun Residents
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	
Arundel		0.08				0.42			0.30	1.47		0.18				2.45	2.45
Bognor Regis Town Centre	4.47	6.36	6.00	13.18	5.00	3.58	0.98	2.48	0.56	0.52	0.67		2.68	0.42	0.17	47.07	45.14
Bognor Regis Other	0.27	0.07	0.30	0.62	0.23	0.06	0.07	0.08	0.03	0.04						1.77	1.77
Littlehampton Town Centre	0.06	0.19			0.58	0.48	1.24	0.51	0.22	0.77		0.40	10.55	2.70	0.41	18.11	18.11
Littlehampton Other					0.11	0.06	0.11						0.82	0.20	0.00	1.30	1.30
Rustington				0.20	0.12		0.04	0.31		0.21		1.11	2.12	6.15	1.67	11.93	11.93
Rustington Other																0.00	0.00
Ferring	0.23					0.12	0.05				2.68	0.22	1.89	1.00	0.08	6.27	3.60
Arun Elsewhere			0.23		0.25			0.11								0.59	0.59
Chichester City Centre	7.00	6.90	10.61	13.60	10.33	4.17	5.01	11.15	4.42	5.23	2.59	1.26	6.13	4.73	2.64	95.77	93.86
Chichester Other			0.10	0.20				0.18								0.48	0.43
Worthing Town Centre	0.07	0.17	0.19	0.00	0.79	1.00	0.49	0.08	0.09	0.83	81.54	7.85	17.34	12.47	6.53	129.44	47.86
Worthing Other											3.92	0.07		0.42	0.45	4.86	0.79
Holmbush/Shoreham				0.20	0.21				0.08		4.61	0.08	0.27	0.62	0.63	6.70	1.98
Brighton	0.06	0.18		1.41	0.11	0.33		0.28	0.03		8.44	0.97	1.37	1.40	0.92	15.50	7.21
Portsmouth	0.80	0.78	0.42	2.05	0.22	0.05	0.42	0.46	0.03	0.14	1.20	0.06	0.55	0.42		7.60	6.44
Elsewhere	0.31	0.43	1.14	0.65	0.45	0.29	0.97	0.19	0.30	6.03	0.84	1.08	2.46	0.55		15.69	10.87
Internet/Mail Order	2.38	2.79	4.93	9.08	5.83	2.98	4.23	4.52	1.42	1.73	29.46	3.88	13.97	14.84	5.01	107.05	77.59
Total	15.65	17.95	23.92	41.19	24.23	13.54	13.61	20.35	7.48	16.97	135.95	17.16	60.15	45.92	18.51	472.58	331.92

Notes: Arun Residents = Total excluding Zone 11 resident:

Table 13: Total Turnover Comparison Goods - Bulky in 2017

Destination	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m	Zone 11 £m	Zone 12 £m	Zone 13 £m	Zone 14 £m	Zone 15 £m	Total £m	Arun Residents
Arundel						0.02			0.05	0.30					0.09	0.46	0.46
Bognor Regis Town Centre	1.88	2.13	3.82	6.13	2.13	1.56	0.67	1.28	0.29	0.09			0.77	0.50	0.14	21.39	21.39
Bognor Regis Other	2.65	3.03	3.95	6.47	4.43	2.12	1.13	2.04	0.51	0.14			1.98	0.45	0.14	29.04	29.04
Littlehampton Town Centre	0.01	0.03	0.05		0.21	0.21	0.25	0.04	0.05	0.35	0.31	0.25	3.58	1.14	0.43	6.91	6.65
Littlehampton Other	0.04	0.06	0.02	0.31	0.58	0.53	0.92	0.28	0.22	1.20	1.25	0.45	8.86	5.31	1.14	21.17	19.94
Rustington					0.05	0.04	0.06	0.05	0.01	0.11	0.58	0.33	0.45	4.30	1.08	7.06	6.50
Rustington Other												0.01				0.01	0.01
Ferring										0.02		0.54	0.11		0.09	0.76	0.76
Arun Elsewhere	0.08	0.03	0.10	0.00	0.04	0.02	0.06	0.08	0.06	0.01		0.18	0.11		0.09	0.86	0.80
Chichester City Centre	1.58	1.14	1.64	1.99	0.83	0.36	1.17	2.72	0.80	0.74	0.20	0.26	0.77	0.76	0.33	15.29	15.01
Chichester Other	1.81	0.61	1.04	1.73	1.22	0.49	0.72	1.88	0.93	1.21	1.04	0.03	1.61	0.27	0.27	14.86	12.87
Worthing Town Centre	0.03				0.15	0.03	0.02	0.10	0.05	0.21	19.77	3.42	1.64	3.80	1.36	30.58	10.84
Worthing Other					0.05		0.03	0.04		0.14	28.97	2.11	1.19	2.86	1.83	37.22	8.24
Holmbush/Shoreham			0.04			0.05				0.02	1.39	0.11	0.21		0.24	2.06	0.68
Brighton			0.05	0.08			0.08			0.06	1.73	0.08	0.24	0.12		2.44	0.71
Portsmouth	0.08		0.08	0.18	0.12	0.05				0.02			0.10		0.04	0.67	0.61
Elsewhere	0.10	0.09	0.60	0.28	0.59	0.21	0.32	0.35	0.09	0.15	3.07	0.30	1.40	0.96	0.45	8.96	5.91
Internet/Mail Order	0.66	1.00	0.96	1.96	1.21	0.79	0.65	0.72	0.34	0.41	5.44	0.75	3.77	3.14	1.32	23.12	17.68
Total	8.92	8.12	12.35	19.13	11.61	6.48	6.08	9.58	3.40	5.18	63.75	8.82	26.79	23.61	9.04	222.86	158.10

Notes: Arun Residents = Total excluding Zone 11 resident:

Table 14: Total Comparison Goods Turnover in 2017

Destination	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Zone 8 £m	Zone 9 £m	Zone 10 £m	Zone 11 £m	Zone 12 £m	Zone 13 £m	Zone 14 £m	Zone 15 £m	Total £m	Arun Residents
Arundel		0.08				0.44			0.35	1.77	0.00	0.18			0.09	2.91	2.51
Bognor Regis Town Centre	6.35	8.49	9.82	19.31	7.13	5.14	1.65	3.76	0.85	0.61	0.67	0.00	3.45	0.92	0.31	68.46	58.35
Bognor Regis Other	2.92	3.11	4.25	7.09	4.66	2.18	1.20	2.12	0.54	0.18	0.00	0.00	1.98	0.45	0.14	30.82	27.23
Littlehampton Town Centre	0.07	0.22	0.05	0.00	0.79	0.69	1.49	0.55	0.27	1.12	0.31	0.65	14.11	3.84	0.84	25.02	21.88
Littlehampton Other	0.04	0.06	0.02	0.31	0.69	0.59	1.03	0.28	0.22	1.20	1.25	0.45	9.68	5.51	1.14	22.47	18.77
Rustington				0.20	0.17	0.04	0.10	0.36	0.01	0.11	0.58	1.44	2.57	10.45	2.75	18.78	16.29
Rustington other												0.01				0.01	
Ferring	0.23					0.12	0.05			0.02	2.68	0.76	2.00	1.00	0.17	7.03	3.85
Arun Elsewhere	0.08	0.03	0.33		0.29	0.02	0.06	0.19	0.06	0.01		0.18	0.11		0.09	1.45	1.29
Chichester City Centre	8.58	8.04	12.25	15.59	11.16	4.53	6.18	13.87	5.22	5.97	2.79	1.52	6.90	5.49	2.97	111.06	95.60
Chichester Other	1.31	0.61	1.14	1.93	1.22	0.49	0.72	2.96	0.93	1.21	1.04	0.03	1.62	0.27	0.27	15.75	12.67
Worthing Town Centre	0.10	0.17	0.19		0.94	1.03	0.51	0.20	0.19	1.04	101.31	11.27	18.98	16.27	7.89	160.02	51.92
Worthing Other					0.05		0.03	0.04		0.14	32.29	2.17	1.19	3.28	2.28	41.47	8.11
Holmbush/Shoreham			0.04	0.20	0.21	0.05			0.08	0.02	6.00	0.19	0.48	0.62	0.87	8.76	2.36
Brighton	0.06	0.18	0.05	1.49	0.11	0.33	0.08	0.28	0.03	0.06	10.17	1.05	1.61	1.52	0.92	17.94	7.00
Portsmouth	0.88	0.78	0.50	2.23	0.34	0.11	0.42	0.46	0.03	0.16	1.20	0.06	0.65	0.42	0.04	8.28	6.30
Elsewhere	0.41	0.52	1.74	0.93	1.01	0.50	1.29	0.54	0.39	6.18	3.91	1.38	3.86	1.52	0.45	24.63	14.83
Internet/Mail Order	3.03	3.79	5.88	11.00	7.03	3.77	4.86	5.24	1.76	2.14	34.91	4.62	17.73	17.99	6.34	130.17	84.14
Total	24.06	26.08	36.26	60.28	35.80	20.03	19.67	30.85	10.93	21.94	199.11	25.96	86.92	69.55	27.56	695.03	433.09

Notes: Arun Residents = Total excluding Zone 11 resident:

Table 15a: Scenario A: Bulky

Store	Net Floorspace	Goods Type	Floorspace allocation		Sales Density	Turnover	Turnover from Study Area	
Proposed Unit	sq.m		%	sq.m	£/sq.m	£m	%	£m
	1992	Bulky	100	1992	3000	5.97	100	5.97
Total						£5.97		£5.97

Notes:

Company average sales density for DFS is £6730 per sq.m from Mintel, adjusted to 2017

Table 15b: Scenario B: Clothing and Shoes

Store	Net Floorspace	Goods Type	Floorspace allocation		Sales Density	Turnover	Turnover from Study Area	
Proposed Unit	sq.m		%	sq.m	£/sq.m	£m	%	£m
	1992	Clothing and Shoes Next	100	1992	4,896	9.75	90	8.78
Total						£9.75		£8.78

Notes:

1. Company average sales density for Next is £4,896 per sq.m from Mintel, adjusted to 2017
2. Brantano would trade at c £4,000 sq.m from Mintel
3. TK Maxx would trade at c £2,850 sq.m from Mintel

Table 16: Bulky Comparison Goods Trade Draw 2017

Centre/Location	Bulky comparison goods turnover		Trade Draw		Impact
	2012 £ms	2017 £ms	%	£m	%
Arundel	0.44	0.46	0.00%	0.00	0.00%
Bognor Regis Town Centre	18.49	21.39	13.00%	0.77	3.60%
Bognor Regis Other	25.65	29.04	45.00%	2.68	9.20%
Littlehampton Town Centre	6.10	6.91	2.00%	0.12	1.70%
Littlehampton Other	18.71	21.17	1.00%	0.06	0.28%
Rustington	6.25	7.07	1.00%	0.06	0.85%
Rustington Other	0.01	0.01	0.00%	0.00	0.00%
Ferring	0.68	0.76	0.00%	0.00	0.00%
Arun Elsewhere	0.80	0.86	0.00%	0.00	0.00%
Chichester City Centre	13.49	15.29	8.00%	0.48	3.13%
Chichester Other	13.16	14.86	15.00%	0.90	6.84%
Worthing Town Centre	27.03	30.58	4.00%	0.24	0.78%
Worthing Other	32.87	37.22	3.00%	0.18	0.48%
Holmbush/Shoreham	1.84	1.06	0.00%	0.00	0.00%
Brighton	2.16	2.44	1.00%	0.06	2.46%
Portsmouth	0.61	0.67	0.00%	0.00	0.00%
Elsewhere	7.93	8.96	7.00%	0.42	4.49%
Total	176.22	198.75	100.00%	5.97	

Table 17: Non-Bulky Comparison Goods Trade Draw 2017

Centre/Location	Non-Bulky comparison goods turnover		Trade Draw		Impact
	2012 £ms	2017 £ms	%	£m	%
Arundel	2.07	2.45	1.00%	0.09	3.68%
Bognor Regis Town Centre	40.45	47.07	31.00%	2.72	5.78%
Bognor Regis Other	1.58	1.77	1.00%	0.08	4.51%
Littlehampton Town Centre	16.06	18.11	2.00%	0.18	1.00%
Littlehampton Other	1.16	1.30	0.00%	0.00	0.00%
Rustington	10.55	11.93	1.00%	0.09	0.75%
Rustington Other	0.00	0.00	0.00%	0.00	0.00%
Ferring	5.55	6.27	1.00%	0.09	1.43%
Arun Elsewhere	0.49	0.59	0.00%	0.00	0.00%
Chichester City Centre	84.57	95.77	50.00%	4.39	4.58%
Chichester Other	0.43	0.48	0.00%	0.00	0.00%
Worthing Town Centre	114.36	129.44	3.00%	0.26	0.20%
Worthing Other	4.30	4.86	0.00%	0.00	0.00%
Brighton	13.82	15.50	1.00%	0.09	0.58%
Portsmouth	6.88	7.60	1.00%	0.09	1.18%
Elsewhere	14.94	15.69	8.00%	0.70	4.46%
Total	317.21		100.00%	8.78	

Table 18: Non- Bulky Goods Impact on Total Comparison Goods Turnover in 2017

Centre/Location	Total comparison goods turnover		Trade Draw		Impact
	2012 £ms	2017 £ms	%	£m	%
Arundel	2.51	2.91	1.00%	0.09	3.09%
Bognor Regis Town Centre	58.94	68.46	31.00%	2.72	3.97%
Bognor Regis Other	27.23	30.81	1.00%	0.08	0.26%
Littlehampton Town Centre	22.16	25.02	2.00%	0.18	0.70%
Littlehampton Other	19.87	22.47	0.00%	0.00	0.00%
Rustington	16.80	19.00	1.00%	0.09	0.47%
Rustington Other	0.01	0.01	0.00%	0.00	0.00%
Ferring	6.23	7.03	1.00%	0.09	1.28%
Arun Elsewhere	1.29	1.45	0.00%	0.00	0.00%
Chichester City Centre	98.06	111.06	50.00%	4.39	3.95%
Chichester Other	13.59	15.57	0.00%	0.00	0.00%
Worthing Town Centre	141.39	160.02	3.00%	0.26	0.16%
Worthing Other	37.17	42.08	0.00%	0.00	0.00%
Brighton	15.98	17.94	1.00%	0.09	0.50%
Portsmouth	7.49	8.27	1.00%	0.09	1.08%
Elsewhere	22.87	24.65	8.00%	0.70	2.84%
Total	491.59		100.00%	8.78	

Table 19: Bulky goods impact on total Comparison Goods turnover in 2017

Centre/Location	Total comparison goods turnover		Trade Draw		Impact
	2012 £ms	2017 £ms	%	£m	%
Arundel	2.51	2.91	0.00%	0.00	0.00%
Bognor Regis Town Centre	58.94	68.46	13.00%	0.77	1.12%
Bognor Regis Other	27.23	30.81	45.00%	2.68	8.70%
Littlehampton Town Centre	22.16	25.02	2.00%	0.12	0.48%
Littlehampton Other	19.87	22.47	1.00%	0.06	0.27%
Rustington	16.80	19.00	1.00%	0.06	0.31%
Rustington Other	0.01	0.01	0.00%	0.00	0.00%
Ferring	6.23	7.03	0.00%	0.00	0.00%
Arun Elsewhere	1.29	1.45	0.00%	0.00	0.00%
Chichester City Centre	98.06	111.06	8.00%	0.48	0.43%
Chichester Other	13.59	15.57	15.00%	0.90	5.78%
Worthing Town Centre	141.39	160.02	4.00%	0.24	0.15%
Worthing Other	37.17	42.08	3.00%	0.18	0.42%
Brighton	15.98	17.94	1.00%	0.06	0.33%
Portsmouth	7.49	8.27	0.00%	0.00	0.00%
Elsewhere	22.87	24.65	7.00%	0.42	1.70%
Total	491.59		100.00%	5.97	