

# Retail & Leisure Development Proposals: New Courtwick Lane & Norway Lane, Littlehampton

Assessment of Retail, Leisure & Town Centre  
Planning Policy

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## 1. Introduction

- 1.1 This report has been prepared by Nexus Planning ('Nexus') for Arun District Council ('ADC') in relation to two planning applications for retail and leisure development in Littlehampton. These applications are:
- a. A hybrid planning application, proposing a Class E(a) retail store and two food/beverage units (a mix of Class E(b) and sui generis uses) and 8,800sq m of Class E(g)(iii) and B8 uses on land at New Courtwick Lane ('the New Courtwick Lane application')<sup>1</sup>.
  - b. A full application for the demolition, conversion, refurbishment and re-elevation of existing buildings and the construction of new retail and leisure uses (Class E) and associated development at Norway Lane, Littlehampton ('the Norway Lane application')
- 1.2 Nexus are instructed by ADC to provide advice on retail, leisure and main town centre planning policy issues associated with both proposals. Given the location and planning policy status of both application sites, along with the scale and type of proposed floorspace, this advice focuses upon the relationship of the proposed developments with the sequential and impact policy tests as set out in the development plan and other material policy considerations. For the avoidance of doubt, only the 'full' element of the New Courtwick Lane application is subject to our advice.
- 1.3 Section 2 of this advice report outlines the relevant documents associated with each application which have been subject to our assessment of main town centre planning issues. These documents comprise those which accompanied each application, as originally submitted, along with supplementary information submitted by each applicant. The submission of supplementary information follows an initial review of both applications (and their supporting information) conducted by Nexus in July 2025. Confirmation of which documents have been taken into account as part of the preparation of this advice report can be found in Section 2 of this document.
- 1.4 As part of preparation of this advice, the following representations have been taken into account:
- a. A letter from Rustington Parish Council ('RPC') dated 28<sup>th</sup> July 2025 in relation to the Norway Lane application.
  - b. A letter from DWD, on behalf of Store Property Investments Ltd, dated 1<sup>st</sup> August 2025, in relation to the Norway Lane application.
- 1.5 The remainder of this advice report is structured in the following manner:
- a. Section 2 provides an overview of the content of each planning application, focusing upon type and scale of proposed retail and leisure land use floorspace.
  - b. Within Section 3 we summarise the salient main town centre land use planning policy for both proposals, with reference to the contents of the development plan and other material policy considerations (including the National Planning Policy Framework ('NPPF')).
  - c. In order to provide a review of the baseline information for the assessment of each of these two planning applications, Sections 4 and 5 provide a review of the following topics:
    1. A review of the alternative sites and premises in and around Littlehampton which will be referred to in sequential site assessment, including their key characteristics.

<sup>1</sup> The food and food/beverage uses comprise the full element of the proposed development, whilst the Class E(g)(iii)/B8 use elements are submitted in outline.

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2. A review of the evidence base information associated with the characteristics of Littlehampton town centre and Rustington local centre, in order to provide a baseline for the assessment of the likely impact of both proposals on the health of, and investment within, these centres.
  - d. Our assessment of the relationship of the New Courtwick Lane application to the sequential and impact tests is contained in Section 6, with a similar review for the Norway Lane application contained in Section 7.
  - e. A summary of our advice in relation to both applications is contained in Section 8, including our recommendations to ADC on the key planning policy issues.
- 1.6 For the avoidance of doubt, our instructions for this advice report relate specifically to the relationship of both proposals to the sequential and impact planning policy tests, as set out in the development plan and national planning policy. Other material considerations, such as the wider economic benefits of both proposals, lie outside of the remit of this advice report, but are to be recognised as important considerations in the overall planning balance and, as such, should be subject to detailed consideration by ADC. This will include topics such as the net impact of the proposals on employment opportunities in the local area and the contribution that each proposal makes to the local economy.
- 1.7 All statistical information and other documentation referred to in the main text of this advice report can be found in appendices contained at the rear of this document.

## 2. The Application Proposals

### New Courtwick Lane

- 2.1 The New Courtwick Lane application site lies in the north-western part of the Littlehampton urban area, some 2km to the north of Littlehampton town centre. The submitted application is a hybrid application, comprising:
- Full details for a Class E(a) retail store, along with two food and beverage units.
  - An outline application for Class E(g)(iii) and B8 uses (all matters reserved except for access).
- 2.2 The applicant for the hybrid planning permission is NCL Estates Ltd ('NCL'). The application has been registered by ADC under reference number: LU/72/25/OUT.
- 2.3 The full element of the proposal comprises main town centre land uses<sup>2</sup> and is therefore the focus for our assessment of this application.
- 2.4 At the time of submission, the New Courtwick Lane was accompanied by a Retail Impact Assessment document, prepared by Quod and dated March 2025 ('the Quod RIA'). Following our initial review of the Quod RIA, a series of queries and requests for additional information were raised by Nexus (in July 2025). This has resulted in the submission of a Supplementary Retail Impact Assessment document, also prepared by Quod and dated July 2025 ('the Quod Supplementary RIA').
- 2.5 The proposed Class E(a) retail store extends to 1,912sq m gross. Table 4a of the Quod RIA indicates that the net sales area of the proposed store will be 1,154sq m, 923sq m of which will be devoted to the sale of convenience goods. The remaining 382sq m will sell comparison goods. It should be noted that the submitted planning application form indicates a different 'tradable floor area' of 1,500sq m. The differences between the Quod RIA and the submitted application form should be clarified with the applicant, although for the purposes of our assessment in this advice report we have adopted the gross and net floorspace figures in the Quod RIA.
- 2.6 The intended occupier for the retail store is ALDI, as confirmed by the letter contained within Appendix 1 to the Quod RIA. Whilst there is no reason to doubt this situation, our assessment of the proposed retail store has not been unduly influenced by the identity of the intended occupier and, instead, the proposed land use has been the guiding factor for our assessment of retail and town centre policy.
- 2.7 The two proposed food and beverage units will extend to 356sq m and 167sq m gross. Paragraph 1.6 of the Quod RIA suggests that both of these units will fall into a sui generis use although this is contradicted by paragraph 7.2 of the Quod Supplementary RIA which suggests that these units could be either Class E(b) or sui generis food and beverage uses. The content of the food and beverage element of the proposal is further confused by the description of development which refers to the food/beverage floorspace being sui generis alongside the 'non-residential floorspace' element of the form which refers to 453sq m of Class E(b) floorspace.
- 2.8 This contradictory information requires clarification with the Applicant although, based upon the submitted site and unit layout plans for both food/beverage units, we consider that both units have the ability to serve food and beverage items for consumption on the premises and also sell food and beverage items for consumption off the premises. That suggests a mixture of Class E(b) and sui generis uses and it is on this basis that we have proceeded with our assessment.

<sup>2</sup> As defined by the Glossary in Annex 2 of the NPPF.

- 2.9 The information submitted with this application indicates that the intended occupiers for these two units are McDonalds and Costa. Again, there is no reason to doubt this aspiration, although we have assessed this element of the proposal in the same way as the retail element – i.e. based upon the proposed land use.

## Norway Lane

- 2.10 The submitted planning application for the Norway Lane development proposal seeks permission for full details based upon the following description of development:

*“Part demolition, conversion, refurbishment and re-elevation of Units 5 and 6 and construction of retail (food and non-food), leisure and food & beverage units (Use Class E), together with associated car parking, access, loading areas, landscaping and associated works”.*

- 2.11 The application site lies in the northern part of the Littlehampton / Wick urban area, close to the A259. The applicant for this proposal is Hallway Properties Ltd (‘Hallway’).
- 2.12 At the time of original submission, the Norway Lane application was accompanied by a Retail Assessment prepared by Freeths and dated March 2025 (‘the Freeths Retail Assessment’). In response to the queries raised by Nexus, two sets of supplementary information have been provided by Freeths in July and August 2025. These are collectively referred to as the ‘Freeths Supplementary Information’ for the remainder of this advice report.
- 2.13 As shown on the submitted proposed site layout plans and confirmed by paragraph 3 of the (August 2025) Freeths Supplementary Information, the proposed development will provide 9 separate retail and leisure units. Table 2.1 below provides a summary of the proposed units, including their size, proposed uses, along with (where applicable) the types of retail goods capable of being sold from each unit.
- 2.14 For the avoidance of doubt, it has been assumed that the information provided by Freeths, which is the basis for Table 2.1 below, will be reflected in a series of controls/conditions on any planning permission issued by ADC (should it decide to support this application).

Table 2.1: proposed units and uses for Norway Lane proposal

Unit	Use / Use Class	Floor Area (sq m net)	Use / retail goods to be sold
A1	Retail / E(a)	1,377sq m)	964sq m comparison goods 413sq m convenience goods
A2	Retail / E(a)	1,858sq m	Convenience goods sales only.
A3	Food & Beverage Use / Class E(b)	140sq m (gross)	Assumed to be café/restaurant use. No hot food take-away use. Assumed to be restricted to a Class E(b) use only.
A4	Retail / Class E(a)	929	Unrestricted comparison goods retail use.
A5	Retail / Class E(a)	1,476sq m	1,181sq m convenience goods 295sq m comparison goods
A6	Retail / Class E(a)	1,632sq m	1,469sq m comparison goods 163sq m convenience goods
A7	Retail / Class E(a)	822	Unrestricted comparison goods retail use.
A8	Retail / Class E(a)	806sq m	Unrestricted comparison goods retail use.
A9	Gym / Class E(d)	507sq m (gross)	Assumed that unit will be restricted to a Class E(d) use only.

Sources: paragraph 2.16 / Table 2 (pages 6 and 7) and Table 3b (Appendix 7) of Freeths Retail Assessment (May 2025) and paragraph 3 of Freeths Supplementary Information (Part 1, 24<sup>th</sup> July 2025).

2.15 It is noted that in paragraph 4 of the (August 2025) Freeths Supplementary Information, along with the Freeths Retail Assessment, an alternative development scenario for Units A6-A9 of the Norway Lane development is contemplated. Paragraph 2.19 of the Retail Assessment makes it clear that *“planning permission is not sought for this scenario”* and therefore it has been excluded from our advice.

2.16 It will also be noted from paragraph 2.17 of the Freeths Retail Assessment that potential occupiers for some of the proposed retail and leisure uses are contemplated. These include:

- a. Unit A1 – a *“discount general merchandise retailer not represented in the Littlehampton / ADC area”*
- b. Unit A2 – *“expected to be occupied by a food retailer not represented in the Littlehampton / ADC area”*.

- c. Unit A4 – *“expected to be occupied by a non-food retailer which is expected to be in the clothing & footwear sector and not represented in the Littlehampton / ADC area”*.
- d. Unit A5 – this unit is expected to be occupied by Lidl and there is a letter from Lidl attached to the Freeths Retail Assessment<sup>3</sup>.
- e. Unit A6 – *“This is expected to be occupied by a non-food retailer which is also expected to be in the clothing & footwear sector and not represented in the Littlehampton / ADC area”*.
- f. Unit A7 – this unit is *“expected to be occupied by a non-food retailer within the health & beauty / variety goods sector”*. It is notable that, unlike some of the units, no mention of the potential occupier for this unit being a ‘new’ retailer to the local area
- g. Unit A8 – *“This is expected to be occupied by a non-food retailer which is also expected to be in the clothing & footwear sector and not represented in the Littlehampton / ADC area”*.

2.17 Whilst the above information is useful regarding the aspirations and intentions of the applicant, no part of the proposed development is associated with a personal planning permission and therefore our assessment has concentrated upon the proposed land use of each element of the development, including any restrictions over the use of the proposed retail units (as outlined above). In particular, whilst there is no information/evidence to dispute the claims made by Freeths at paragraph 2.17 of the Retail Assessment, the identity and / or style of retailer (including whether they have a presence or not in the Littlehampton / ADC area) cannot be guaranteed.

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<sup>3</sup> This letter indicates that “Lidl believes that there is sufficient demand from the local area to provide an additional Lidl store as part of the retail park scheme on Norway Lane”. No specific reference is made to Unit A5.

## 3. Planning Policy Context

### Introduction

- 3.1 The development plan for both planning application sites comprises the Arun Local Plan (2018) ('the Local Plan') and the Littlehampton Neighbourhood Plan (2014) ('the Neighbourhood Plan'). In addition to the contents of the development plan, the contents of the NPPF will be a material planning policy consideration for these applications, along with the contents of the Planning Practice Guidance ('PPG').
- 3.2 The salient contents of these documents insofar as they relate to retail, leisure and main town centre land use issues are summarised below.

### Development Plan - Site Specific Policy Context

#### New Courtwick Lane

- 3.3 Within the policies map for the Local Plan the New Courtwick Lane application site is located within the Built-Up Area Boundary of Littlehampton. The site is not allocated for any specific land use and is located outside of the defined 'town centre' boundaries in the local area.

#### Norway Lane

- 3.4 Like the New Courtwick Lane site, the Norway Lane site is: (a) located within the Built-Up Area Boundary of Littlehampton; (b) is not allocated for any specific land use on the policies map; and (c) is not located within a defined 'town centre' in the local hierarchy.

### Development Plan Policy

#### The Local Plan

- 3.5 Given that both application sites lie in out of centre locations and are not allocated for their respective development proposals, Part 3 of Policy RET DM1 of the Local Plan will apply. The policy notes that:

*"Town Centre uses should be accommodated in town centres. Proposals for Town Centre uses outside the centres defined on the Policies Maps will only be permitted if:*

- a. The scheme meets the impact tests of the NPPF;*
- b. The scheme is easily accessible by the highway network and public transport;*
- c. The scheme includes provision for access by cycle and on foot;*
- d. The scheme includes appropriate provision to enable access for people with disabilities.*

*Applicants proposing retail development on out of centre sites will demonstrate that no suitable site can be found, firstly within the existing town centre or, secondly, on the edge of the centre.*

*Where these criteria are satisfied and permission is granted it will be made subject to planning condition or legal agreement, as appropriate, to restrict the range of products sold.*

*Impact assessment for growth of office, leisure and retail development outside of town centres will be required from a threshold of 1,000sqm for Town Centres, Large Service Centres and the Six Villages larger centres and 200 sqm for village and suburban local centres”.*

- 3.6 The hierarchy of town centres in the District is set by Policy RET SP1, which defines two Town Centres (Bognor Regis and Littlehampton), Local Service Centres (including Rustington), the ‘Six Villages Area’, along with ‘Villages and Suburban Centres’. In relation to the Villages and Suburban Centres, paragraph 9.1.6 of the Local Plan defines these as:

*“Aldwick, Angmering, East Preston, Barnham, Bersted (North Bersted - Royal Parade/Chichester Road), Felpham (Village), Ferring, Middleton - Middleton Road/Elmer Road, Rose Green, Walberton, West Meads, Wick and Yapton. Some further centres will be developed in accordance with the site allocations. Village and Suburban Centres are the equivalent of local centres in NPPF terms”.*

- 3.7 One of the ‘further centres’ referred to in paragraph 9.1.6 is North Littlehampton, which is relevant for the sequential test.

### The Neighbourhood Plan

- 3.8 Policy 9 of the Neighbourhood Plan also designates a number of local centres in Littlehampton. These are:

*“- Wick Street*

*- Horsham Road/Elm Grove Road*

*- Finisterre Way*

*- Norfolk Road/Western Road*

*- The proposed local centre approved as part of the North Littlehampton masterplan”*

- 3.9 Of particular note for the purposes of this advice is the inclusion of specific reference to the planned new local centre at North Littlehampton.

## Material Planning Policy Considerations

### NPPF

- 3.10 In addition to the content of the development plan, Section 7 of the NPPF provides national policy on town centre issues and the assessment of proposals for main town centre land uses. Paragraphs 91 and 92 of the NPPF note that:

*“91. Local planning authorities should apply a sequential test to planning applications for main town centre uses which are neither in an existing centre nor in accordance with an up-to-date plan. Main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered.*

*92. When considering edge of centre and out of centre proposals, preference should be given to accessible sites which are well connected to the town centre. Applicants and local planning authorities should demonstrate flexibility on issues such as format and scale, so that opportunities to utilise suitable town centre or edge of centre sites are fully explored”.*

- 3.11 In relation to the assessment of impact, paragraph 94 notes that:

*“94. When assessing applications for retail and leisure development outside town centres, which are not in accordance with an up-to-date plan, local planning authorities should require an impact assessment if the development is over a proportionate, locally set floorspace threshold (if there is no locally set threshold, the default threshold is 2,500m<sup>2</sup> of gross floorspace). This should include assessment of:*

- a) the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal; and*
- b) the impact of the proposal on town centre vitality and viability, including local consumer choice and trade in the town centre and the wider retail catchment (as applicable to the scale and nature of the scheme)”.*

## PPG

3.12 The application of national planning policy in the NPPF is supported by the Planning Practice Guidance (‘PPG’). Those parts of the PPG which are relevant to the application of the sequential and impact tests for this proposal are referred to later in this advice report.

## 4. The Sequential Test: the Alternative Sites & Premises

### Introduction

- 4.1 As confirmed by Section 3 of this advice report, both proposals will be required to be assessed against the sequential test. Both proposals lie in out-of-centre locations and therefore the sequence of alternative locations to be considered is as follows:
- a. In-centre;
  - b. Edge-of-centre;
  - c. Those out-of-centre sites which are more accessible and better connected to defined 'town centres' than the application site.
- 4.2 This section of our advice report seeks to confirm the area of search for alternative locations when applying the sequential test to each proposal. Once these areas have been confirmed, this section proceeds to confirm which sites and premises should be included in the assessment of alternatives and provides a review of their key characteristics.
- 4.3 The purpose of this initial phase of assessment is to understand if any of the identified alternative locations can be dismissed due to factors such as: (a) general lack of availability within a reasonable period of time; (b) physical and environmental constraints which do not make them suitable for retail and leisure land use development; (c) locational factors which suggest that, whatever their 'suitability' and 'availability' characteristics, they are not a sequentially preferable locations to either application site.

### The Area of Search for Alternatives

- 4.4 In order to confirm the area of search for alternative locations for the sequential test, it is best practice to relate this to the catchment area of the proposal in question. Once that area has been confirmed, the assessment can identify which defined 'town centres' should be included in the assessment.
- 4.5 We assess the catchment area for each proposal in turn below.

### New Courtwick Lane

- 4.6 In relation to the catchment area of the retail store element of the New Courtwick Lane proposal, Table 4a at Document 4 of the Quod RIA indicates that 95% of convenience goods turnover will be drawn from the study area set by that document. The study area is shown in Document 2 of the Quod RIA and covers the Littlehampton, Wick and Rustington areas, along with Angmering, Arundel and Ferring.
- 4.7 Quod also suggest that the search for alternative sites should be based upon the catchment area of the proposal. However, rather than use their five study area zones, Quod base the area of search on a ten minute drive-time isochrone. This is shown on the plan at Document 1 in the Quod Supplementary RIA. The ten minute drive-time is smaller than the study area adopted for the Quod financial impact assessment and excludes rural areas to the west and north, along with the Ferring area to the east. However, this area does cover Littlehampton town centre and the Local Service Centres of Rustington and Arundel and, importantly, Quod has included all three of these centres within its search for alternatives. We consider that, notwithstanding the differences between the study area and the ten minute drive-time isochrone, the selection of these three centres to be reasonable. However, this catchment also contains a

number of existing local centres, as defined by the development plan, along with a planned new centre at North Littlehampton. Therefore, these should also be taking into account within the sequential test.

### Norway Lane

- 4.8 Section 5 of the Freeths Retail Assessment also considers that the area of search for alternative locations should be based upon the catchment area of the proposal. As a consequence, paragraph 5.2 of that document indicates that the two ‘town centres’ which have been considered are Littlehampton town centre and Rustington local centre. Paragraph 5.3 also notes that local and village centres have been excluded from the assessment on the basis that their main-food and non-food shopping role does not extend beyond their respective immediate neighbourhoods.
- 4.9 In response to the approach adopted by Freeths, we do not agree with the focus on main-food shopping trips/needs, given that it is very likely that the convenience goods floorspace to be included in the Norway Lane development will also have a material influence over top-up food shopping trips.
- 4.10 In relation to the catchment area of the Norway Lane proposal, the trade draw assessment provided by Freeths in its package of supplementary information<sup>4</sup> suggests that 77.5% of the proposals convenience and comparison goods turnover will derive from Zones 1-5 of the Norway Lane study area. These areas are shown on the plan at Appendix 4 to the Freeths Retail Assessment and cover the whole of the Littlehampton, Wick and Rustington urban area, along with the rural area to the north (including Arundel).
- 4.11 Based upon our analysis contained later in this report (see Section 7) we consider this to be a reasonable primary catchment for the proposal and, in turn, this is also a reasonable area of search for alternative locations in the sequential test. Therefore, we consider that Littlehampton town centre and Rustington local centre should be included within the assessment, whilst Arundel, as a Local Service Centre<sup>5</sup> should also be included. In addition, and as noted above, existing and planned local centres should also feature as part of the assessment.

### The Alternative Sites & Premises

- 4.12 Based upon the foregoing analysis, the existing defined ‘town centres’ to be included in the sequential test for both proposals are: Littlehampton town centre, Rustington local centre, Arundel, plus other existing and planned local centres in the local area.
- 4.13 The locations in and around the first two of these ‘town centres’ which have been included in the original analyses presented by both applicant has a significant amount of overlap, whilst the supplementary information has now provided a consistent set of alternative locations which have been assessed by both applicants. These are:
- a. The former Waitrose store and other vacant units in Littlehampton town centre
  - b. Vacant units in Rustington local centre
  - c. North Littlehampton / Hampton Park
  - d. The Windmill, Coastguard Road
  - e. Land at Paterson Wison Road

<sup>4</sup> See Tables 3c and 3d in the August (Part 2) supplementary information provided by Freeths

<sup>5</sup> As defined by Policy RET SP1 of the Local Plan

- f. Land west of Brook Lane and south of the A259, Angmering
- g. Land north of Water Lane, Angmering
- h. Land at Arundel Road, Angmering

4.14 No sites in or around Arundel local service centre have been put forward by the applicants and we are not aware of any potentially suitable locations should be included in the assessment.

4.15 The key characteristics of each of the locations listed in paragraph 4.13 is explored in turn below.

#### **Former Waitrose store, Littlehampton town centre**

- 4.16 The former Waitrose store in the town centre has been vacant since 2015. The store lies within the defined town centre boundary for Littlehampton, whilst the western edge of the retail unit forms part of the secondary retail area. As a consequence, this location should be considered as a sequentially preferable location to both application sites.
- 4.17 The unit extends to circa 2,400sq m gross and possesses a number of key attributes which enabled the unit to operate as a foodstore for many years. When operating as a foodstore, customer car parking (95 spaces) was available adjacent to the site, on the opposite side of Avon Road. The car park is currently not being used.
- 4.18 This unit is located adjacent to Littlehampton's Conservation Area, along with a number of listed buildings (which provide a number of heritage-related influences over the appearance of the site and the opportunities for redevelopment).
- 4.19 The former Waitrose site has previously been subject to a planning permission for redevelopment to provide a mixed use development comprising residential, retail and leisure uses. That permission has now lapsed. However, earlier this year, a planning application (ADC reference: LU/76/25/PL) was submitted, proposing the redevelopment of the retail unit to provide a 130-bed hotel. The proposal also involves the car parking area to the north of Avon Road which is to be retained and re-used in association with the proposed hotel. The application was presented to ADC's planning committee on 6<sup>th</sup> August where it was resolved to grant planning permission subject to a series of conditions and a legal agreement. At the time of finalising this advice report, planning permission has not been issued by ADC.
- 4.20 As a consequence of the above characteristics, whilst the former Waitrose unit has been vacant for a long period of time, it is not considered to be currently available for either the New Courtwick Land or Norway Lane proposals due to the ongoing hotel redevelopment proposals. As a consequence, there is no requirement for further detailed consideration of this site in relation to the specific characteristics of either proposal.

#### **Vacant units in Littlehampton town centre**

- 4.21 At the present time there are a number of vacant retail and other commercial units within Littlehampton town centre. The information provided by both applicants varies in terms of identifying the number and size of these vacancies, although their supplementary information provides a detailed list of all units in the town centre including those which were vacant at the time of survey.
- 4.22 Apart from the former Waitrose store, vacant units within the centre range from small scale (the smallest being 30sq m) up to medium-sized units (the largest being circa 500sq m ground floor area). In a small number of instances, vacant units are adjacent to each other, although the majority are 'stand alone' and surrounded by active retail, service or other commercial/community uses.

4.23 Whilst these vacant units are likely to be classified as being available, the ability to classify them as being suitable alternatives to either/both proposals is discussed in Sections 6 and 7 of this advice report.

#### Vacant units in Rustington local centre

4.24 The information provided by both applicants has also identified vacant units within the defined boundary of Rustington local centre. Within the supplementary information provided by Freeths in support of the Norway Lane application, 8 vacant units are identified. 9 vacancies and units under alternation are identified in the supplementary information provided by Quod in relation to New Courtwick Lane. This combined information indicates a range of small (50sq m) to medium sized units (320sq m). These are also to be classified as available in principle, although, like vacancies in Littlehampton, their suitability is discussed in Sections 6 and 7 of this advice report.

#### North Littlehampton / Hampton Park

4.25 The Hampton Park development, also known as North Littlehampton, benefits from an outline planning permission granted in January 2013. This is a large-scale mixed use development, with the approved description of development indicating the provision of “*up to 3,500sq m of Class A local facilities*”. Prior to the re-organisation of the Use Classes Order in 2020, Class A covered uses such as retail, service, and food/beverage uses. These uses have now been re-classified as Class E (retail, service and café/restaurant uses) and sui generis (drinking establishments and hot food take-away uses). This suggests that the Class A Hampton Park outline permission covers all of the uses in the New Courtwick Lane application and all but one of the uses in the Norway Lane application. With regards to the gym element of the Norway Lane application, it is to be noted that leisure uses are referred to in the description of development for Hampton Park although no further information is provided.

4.26 Based upon the comments earlier in this advice report and the content of the Local Plan and Neighbourhood Plan documents, the North Littlehampton local centre is to be classified as a planned new centre in the formal ‘town centre’ hierarchy. As a consequence, it has the status of a sequentially preferable location to both application sites. Therefore, on the basis that the plot area within the extant outline planning permission for North Littlehampton remains available, we consider that this new centre should be subject to detail assessed within this advice report in terms of its suitability to accommodate either of the proposals.

4.27 As set out of this detailed assessment, the following factors will need to be taken into account:

- a. On face value, the area of land identified by the outline planning permission for the new local centre is available.
- b. The area of land to which the planned local centre relates extends to 0.73 hectares. However, there are further potentially available plots of land surrounding the planned local centre area.
- c. There is still an opportunity to submit reserved matters for the new local centre under the provisions of the extant outline planning permission. However, the time available for the submission of these details is now limited.
- d. The decision notice for North Littlehampton refers to 3,500sq m of Class A land use floorspace. There are no conditions in the decision notice which appear to directly control the land use mix in this 3,500sq m allowance or the scale/format of units which can be provided.

4.28 As a consequence of the above, the North Littlehampton local centre is a sequentially preferable location to both proposals and should be subject to detailed consideration. At the present time, both applicants classify it as an out of centre site, which we consider to be incorrect. Therefore, further detailed assessment is required from both applicants.

#### The Windmill, Coastguard Road, Littlehampton

4.29 The Windmill Theatre and cinema site lies circa 550 metres to the south of Littlehampton town centre. This area is not allocated for any specific uses in the Local Plan, although it is included in the wider Economic Growth Area. In addition, Policy 12 of the Neighbourhood Plan supports the refurbishment or redevelopment of this area for leisure uses only. The area around the theatre has recently been subject to an application for various public realm improvements and building works.

4.30 At around 550 metres walking distance, the Windmill theatre/cinema and surrounding area should be classified as an out of centre location. Whilst this is the same classification as both planning application sites, it will be important to understand whether the Windmill theatre/cinema area is more accessible and better connected to Littlehampton town centre than the application sites. In our view, the Windmill area is better connected/more accessible to the town centre than the application sites, based upon the quality of linkages along Pier Road. Therefore, the Windmill area should be viewed as a sequentially preferable location to both current application sites.

4.31 However, the Windmill theatre/cinema building is currently in use and is not available for re-use or redevelopment. Similarly, the surrounding area is not available, due to the improvement works to the public realm and associated waterside buildings. As a consequence, there is no need to take this site forward to the next stage of the sequential site assessment for each of the individual proposals.

#### Land at Paterson Wilson Road, Littlehampton

4.32 The site which has been subject to an assessment by both applicants relates to the former ambulance station on Paterson Wilson Road. The site has a planning permission for redevelopment to provide new residential apartments and therefore, leaving aside its physical characteristics, it is now unlikely to be available for alternative land uses. The site is, however, in a sequentially preferable location to the two current planning application sites.

#### Land south of A259, Angmering

4.33 There are various parcels of land to the south of the A259 which have been subject to development proposals over the past several years. The most recent proposal, for Class B8 and E(g)(iii) land use development<sup>6</sup> on land to the west of Brook Lane, was refused planning permission in July 2025. Two reasons for refusal were given by ADC, which related to drainage and flood risk issues. Whilst these reasons for refusal do not, in themselves, make this location an unsuitable alternative, the distance between this site and the nearest defined 'town centres' (Rustington and Littlehampton) when compared with the application sites indicates that it is not a sequentially preferable location.

4.34 There is a further area of land (to the east of Brook Lane), located between the site subject to the recent Class B8/E(g)(iii) application and the ALDI, Next and Tapi retail units to the east. This area has previously been subject to proposal for a foodstore (intended for Marks & Spencer) and public house (ADC reference: A/23/15/OUT), although the planning permission for this proposal was subsequently quashed in 2018<sup>7</sup>. However, leaving aside the potential suitability of the land to the east of Brook Lane, we consider that it should attract the same classification as the

<sup>6</sup> ADC reference: A/39/23/PL

<sup>7</sup> It is understood that the reasons for quashing the permission related to the application of the sequential test.

adjacent land to the west (referred to in paragraph 4.24 above) and therefore can be dismissed at this stage of the sequential site assessment.

#### Land north of Water Lane, Angmering

4.35 This area of land has planning permission for a residential-led mixed use development, whose construction is now well advanced. The planning permission for this development does not include provision for any retail and leisure uses. This site lies in an out of centre location and is not situated in a location which is more accessible and better connected to nearby defined 'town centres'. Therefore, the 'land north of Water Lane' site can be dismissed at this stage of the sequential site assessment.

#### Land at Arundel Road, Angmering

4.36 The same conclusions should also be drawn in relation to the Arundel Road site which ADC officers have requested be included in the sequential site analysis. This site lies in an out of centre location and cannot be considered to offer any sequential advantage in terms of accessibility and connections with nearby defined 'town centres'.

#### Other Local Centres – Policy 9, Littlehampton Neighbourhood Plan

4.37 As noted earlier in this section, there are also a number of existing local centres in Littlehampton, as defined by both parts of the development plan. These include: Wick Street, Horsham Road / Elm Grove Road, Finisterre Way, Norfolk Road / Western Road.

4.38 We have also considered the characteristics of these locations, all of which small neighbourhood parades with small-scale retail and service functions. Having reviewed each location we have reached the conclusion that none of these locations, due to their physical characteristics and lack of available land, will need to be taken forward for detailed assessment in Sections 6 and 7 of this advice.

#### Summary

4.39 Based upon the foregoing analysis, we consider that a large majority of the alternative sites and premises which have been assessed by both applicants can be dismissed from this stage of the sequential test on the basis of 'in principle' reasons prior to any further detailed assessment associated with the characteristics of each proposal. These 'in principle' reasons include the lack of sequential advantage in relation to the current planning application sites, along with issues surrounding 'availability'.

4.40 Therefore, we consider that none of the alternative locations need to be taken forward for further assessment apart from:

- a. The various vacant units in Littlehampton town centre and Rustington local centre. Given their size we consider it unlikely that they will be found to be suitable alternatives for either of the current application proposals although, for robustness, they have been subject to further consideration. These assessments can be found in Sections 6 and 7 of this advice report.
- b. North Littlehampton. There is a planned local centre with this area, which is allocated in the development plan. At the present time neither applicant has undertaken a detailed assessment of this location and therefore this is an omission from the sequential test supporting both proposals.

## 5. Town Centre Characteristics

### Introduction

- 5.1 This section of our advice report reviews the evidence base information provided by both applicants in relation to town centre health related issues for defined ‘town centres’ in the local area, including Littlehampton town centre and Rustington local centre. This review has examined: (a) the diversity of land uses in these defined ‘town centres’; (b) the catchment area characteristics for these centres, including the influence of key retailers/retail sectors on the attractiveness of the centres; (c) the propensity for linked trips with these centres.

### Littlehampton

#### Town Centre Land Uses

- 5.2 Littlehampton, alongside Bognor Regis, is at the top of the ‘town centre’ hierarchy in Arun District. The town centre, as surveyed by Experian GOAD, has around 200 retail and service uses, with the main shopping, service and commercial streets being High Street, Surrey Street, East Street, Beach Road, Arcade Road and Terminus Road. The majority of the commercial units in the centre are small to medium sized, with the largest units being occupied by Sainsburys, Iceland, Peacocks and Lidl.
- 5.3 The supporting information for both applications includes land use survey information for the town centre. The information supplied by Freeths in support of the Norway Lane application provides the most recent survey information and, therefore, has been adopted for the purposes of our analysis. The data, which is summarised in Table 4.1 on page 19 of the Freeths Retail Assessment, is taken from Experian GOAD’s survey of the town centre in November 2024, updated by Freeths in March 2025. It shows proportions of convenience and comparison goods retailers, plus leisure service uses, which are below their respective national average levels. In contrast, the proportion of retail service uses in the town centre is above the national average.
- 5.4 When compared with the data provided by the Quod RIA for 2023, the number of convenience and comparisons goods retailers in the centre has decreased. In contrast, the number/proportion of retail, leisure and financial services uses in the centre has risen between 2023 and 2025. Between 2023 and 2025 the number of vacant retail/service properties in the centre has fallen (by two units) and is now one percentage point below the national average.

#### Role and function

- 5.5 As noted above, three of the largest units in the town centre are occupied by foodstores: Sainsburys, Lidl and Iceland. The assessments submitted by both applicants provide the following turnover and market share information for these stores:
- a. Sainsburys.
    1. The Norway Lane assessment forecasts a £10.5m convenience goods study area derived turnover (at 2028) for this store. The assessment allows for 10% expenditure inflow (from outside of the study area), which gives a total forecast turnover of £11.67m
    2. The forecast turnover for Sainsburys in the New Courtwick Lane assessment is much lower, at £5.09m (study area turnover) and £5.85m (total turnover).
    3. Depending upon which survey-based turnover estimate is adopted, different conclusions can be reached over the current trading performance of the Sainsburys store. Should the lower turnover

estimate be considered accurate, then there are likely to be concerns over the trading performance of this store.

4. The New Courtwick Lane assessment breaks down the total turnover of Sainsburys into main and top-up food shopping expenditure. The figures provided in Table 2 (Document 4) of the Quod RIA indicate that 77% of total study area derived turnover is attributable to main food shopping. The Freeths assessment for the Norway Lane proposal does not provide the same level of detail for main and top-up turnover, although the survey data relied upon by Freeths does indicate that the Sainsburys store attracts both main and top-up food shopping trips.

b. Lidl:

1. Both applicants forecast a higher study area derived convenience goods turnover for the Lidl store. The figure provided by Quod is £10.4m, whilst Freeths' figure is £12.99m.
2. The expenditure inflow allowance made by Freeths (Norway Lane) for Lidl is 10%, which is in line with the assumptions made for other medium to large stores in the local area. In contrast, the expenditure inflow allowance made by Quod for the town centre Lidl is 40% of store turnover. This is not explained or justified by the Quod RIA and the total turnover forecast of £14.51m is incorrectly described at paragraph 4.43 as a "survey derived convenience retail turnover".
3. The Quod assessment indicates that around four-fifths (82%) of the Lidl's total survey derived turnover is attributable to main food shopping spend.

c. Iceland.

1. The applicant's assessments also provide differing forecast turnover levels for the town centre Iceland store: a £2.99m estimate in the Freeths assessment and a £1.84m estimate in the Quod RIA. The Freeths assessment also includes a 10% expenditure inflow allowance for this store (providing a total turnover of £3.22m).
2. The Quod assessment (and household survey data) suggest that around 80% of study derived turnover at Iceland is via main food trips.

- d. With regards to the market share levels and associated catchment areas for foodstores in the town centre, both household surveys suggest a primary catchment which is limited to the urban area of Littlehampton, Wick and Rustington<sup>8</sup>.

5.6 In relation to comparison goods shopping associated with Littlehampton town centre, the applicant's assessments provide the following information:

- a. The Freeths assessment forecasts a study area derived comparison goods turnover of £23.54m at 2025. The equivalent figure from the Quod assessment, based upon a slightly smaller study area is £15.53m.
- b. In order to arrive at a total turnover estimate, Freeths have assumed an expenditure inflow equivalent to 10% of total turnover, whilst Quod have made a 25% expenditure inflow allowance. This means that despite the larger expenditure inflow allowance from Quod, the Freeths estimate of town centre comparison goods turnover remains much higher.
- c. With regards to the catchment area of Littlehampton town centre for comparison goods shopping, the shopping patterns survey information gathered by both applicants indicates that the primary catchment of

<sup>8</sup> Zones 1-3 in the Freeths (Norway Lane) assessment and Zones 1-2 in the Quod (New Courtwick Lane) assessment.

the centre does not extend beyond the Littlehampton / Wick / Rustington area. In order to get to a higher turnover forecast for the centre, the Freeths survey indicates a much higher market share amongst residents of the central part of Littlehampton and also a higher market share amongst Arundel residents.

### Linked Trips

- 5.7 In addition to the overall usage of the town centre, it is also useful to consider the linkages and relationship between shopping trips and other parts of the town centre. One common area of assessment is in relation to linkages between grocery trips and defined 'town centres', in order to understand whether a particular 'town centre' benefits from the presence of foodstores (which attract grocery trips to the centre).
- 5.8 In this instance, the household surveys undertaken by both applicants have gathered information on linked trips in the following manner:
- a. For the New Courtwick Lane application, the survey commissioned by Quod provides linked trip information associated with main food shopping<sup>9</sup>.
  - b. For the Norway Lane application, the survey commissioned by Freeths sought linked trip information associated with both main food and top-up food shopping<sup>10</sup>.
- 5.9 Cross-tabulated survey data has been obtained as part of the supplementary package of information submitted by both applicants.
- 5.10 A summary of the linked trip data from the New Courtwick Lane survey is contained at Appendix B to this advice report. Separate linked trip data is provided for each of the five zones in that survey. For each zone, the proportion of main food shoppers at the most popular stores in the Littlehampton/Rustington/Ferring/Durrington area undertaking a linked trip is provided, including the purpose and location of the linked trip. The data Appendix B provides data on all linked trip purposes and all linked trip destinations. A more concise summary is provided in Table 5.1 below.
- 5.11 From the outset it should be noted that the sample sizes for some of the linked trip responses are reasonably low which may affect the reliability of the data and should, as a consequence, be borne in mind when considering the data.

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<sup>9</sup> Question 8 of the Quod survey asked respondent whether their main food shopping trip (to the store mentioned at Question 1) was linked with another activity. For those respondents indicating that a linked trip did take place, Question 9 of the survey went on to ask about the destination of that trip.

<sup>10</sup> Questions 16/10 of the Freeths survey asked respondents whether their main / top-up shopping trip (at the store mentioned in Questions 1 & 12) was linked to another activity.

Table 5.1: propensity for linked trips associated with main food shopping and Littlehampton town centre / Rustington local centre

	Morrisons, Hawthorn Road	Tesco, Broad Piece	Lidl, New Road	Waitrose, Rustington	Sainsburys, High Street	Iceland, Surrey Street
Main Food Shopping Total % Linkages	44%	41%	35%	86%	84%	63%
<b>Zone 1</b>						
Littlehampton town centre	0%	7.9%	33.3%	0%	16.3%	0%
Rustington local centre	0%	0%	0%	100%	0%	0%
<b>Zone 2</b>						
Littlehampton town centre	5.3%	5.7%	33.3%	0%	20.0%	50.0%
Rustington local centre	0%	0%	0%	90.4%	0%	0%
<b>Zone 3</b>						
Littlehampton town centre	0%	5.8%	0%	0%	100%	100%
Rustington local centre	0%	0%	0%	77.8%	0%	0%
<b>Zone 4</b>						
Littlehampton town centre	44.0%	34.7%	49.9%	0%	0%	0%
Rustington local centre	0%	0%	0%	100%	0%	0%
<b>Zone 5</b>						
Littlehampton town centre	50.0%	10.0%	0%	0%	100.0%	0%
Rustington local centre	0%	0	0%	100.0%	0%	0%

5.12 The data in Appendix B and Table 5.1 provides the following information:

- a. There is a general but not consistent theme showing that a number of foodstores within or on the edge of defined centres will have higher (general) linked trip rates than out of centre stores.
- b. In relation to the destination of the linked trip, the available data shows higher linkages between town centre foodstores and the remainder of Littlehampton town centre and the same for the Waitrose store an Rustington local centre.
- c. When the linkage trip figures in Appendix B and Table 5.1 are assessed, it is important to note that the linkages will have different effects on the town centre and local centre, as some will lead to economic effects whilst others will be social interactions.

5.13 The household survey commissioned to support the Norway Lane application has also collected information on linked trips, albeit with some differences. In particular, the Norway Lane survey has ascertained whether survey respondents undertook a linked trip in relation to their most recent main and top-up food shopping trips but did not proceed to ask any further questions around the destination of that linked trip. The Norway Lane survey also gathered information on whether a linked trip was performed in associated with a respondent's last non-food shopping trips. That information

is useful in general terms, although the information gained cannot be correlated against the most recent trips for particular types of non-food shopping.

5.14 Table 5.2 below provides a summary of the linked trip data from the Norway Lane survey, in relation to: (a) the proportion of shoppers at local main food destinations linking their trip with another purpose; and (b) the type of linked trips undertaken. By way of example, the table shows that 58% of customers at the Sainsburys store in Littlehampton town centre undertook a linked trip on their last main food trip at this store. As a proportion of all main food shoppers at the Sainsburys, 6% of customers linked with non-food shopping purposes with 10% of all main food shoppers linked with a visit to a café/restaurant.

5.15 It should be noted that Table 5.2 below does not provide the purpose of all linked trips associated with these main food shopping destinations. For a full details of these trips, please refer to the contents of Appendix C to this advice report.

Table 5.2: propensity for linked trips associated with main food shopping, including type of linked trip

	Main-Food Shopping % Linkage	Non-Food Shopping %	Food Shopping %	Financial Services %	Other Services %	Leisure Activity %	Café / Pub / Restaurant %
ALDI, Rustington	53	13	22	0	0	1	4
ASDA, Ferring	27	1	0	0	0	0	8
Iceland, Littlehampton	26			13		13	7
Lidl, Littlehampton	43	5	11	2		0.3	2
Morrisons, Wick	42	6	2	0			9
Sainsburys, Littlehampton	58	6					10
Sainsburys, Rustington Retail Park	28	11	3	0	0.4	3	2
Tesco, West Durrington	26	7	0.5	1	1	7	3
Tesco, Wick	31	2	2	0.4	1	8	5
Waitrose, Rustington	53	14	17	1	0	0	19

Source: questions 1 and 10 from Freeths / Norway Lane household survey

5.16 Table 5.3 below provides similar information from the Norway Lane household survey, associated with top-up food shopping destinations.

Table 5.3: propensity for linked trips associated with top-up food shopping, including type of linked trip

	Main-Food Shopping % Linkage	Non-Food Shopping %	Food Shopping %	Financial Services %	Other Services %	Leisure Activity %	Café / Pub / Restaurant %
ALDI, Rustington	21	4	5	0	0	8	8
ASDA, Ferring	52	6					
Iceland, Littlehampton	0						
Lidl, Littlehampton	29		3			13	
Morrisons, Wick	38	7	7			6	8
Sainsburys, Littlehampton	50	8		2	2	3	11
Sainsburys, Rustington Retail Park	27	7	4	0	0	0	1
Tesco, West Durrington	39	3	3			5	
Tesco, Wick	56	7	0.5			5	
Waitrose, Rustington	58	31	12	0	1	0	9.5

Source: questions 12 and 16 from Freeths / Norway Lane household survey

- 5.17 The data in both of the above tables indicates that there is a general theme of higher incidences of linked trips associated with (Littlehampton and Rustington) town centre stores, but this not clear-cut as a small number of out of centre stores also has similar proportionate figures. A similar picture also emerges for the type/theme of linked trips in terms of linkages with other food, non-food and food/beverage uses. However, as noted above, the Norway Lane survey does not provide information on the location of these linkages.
- 5.18 Overall, taking into account the limitations of the linked trip survey information outlined above, there is nevertheless a clear relationship between main food shopping trips at ‘town centre’ stores in Arun District and linkages with other town centre uses. There is also evidence of a similar relationship in relation to out of centre stores, although the strength of the relationship is potentially weaker. This overall picture suggests that trade diversion associated with grocery shopping trips may have an indirect (or knock-on) impact upon the remainder Littlehampton town centre which an out of centre grocery store cannot fully replace/mitigate.

## Rustington

- 5.19 The supporting information supplied by both applicants provides a review of the land use profile Rustington local centre. The land use data is relatively consistent in terms of overall size of the centre and also consistent in terms of the amount of convenience and comparison goods retail uses. There are some differences between both sets of data in terms of the balance between the different types of service uses in the centre, although the proportion of retail uses in the centre is slightly above the national average and the proportion of vacancies in below average.
- 5.20 Within the convenience goods sector, the local centre accommodates a large Waitrose store, along with Iceland and Tesco Express stores. The available survey data shows that the Waitrose store has a strong market share (18%) in Zone 4 of the Norway Lane survey area, with trade also attracted from Zones 1, 3 and 5. The Iceland and Tesco Express stores have lower market shares in the Norway Lane survey, although are nevertheless popular grocery shopping

destinations for Zone 4 residents. Overall, the local centre is able to attract 25% of all grocery spending generated by Zone 4 residents.

- 5.21 Within the New Courtwick Lane household survey, the local centre lies within Zone 3 and attracts a circa 5% share of spending amongst Zone 3 residents. The centre also attracts 5% of spending from Zone 2 residents.
- 5.22 Based upon the above market shares, the forecast turnover of convenience goods stores in the local centre varies. Use of the New Courtwick Lane survey results in a forecast turnover of circa £10m, whilst a £17m turnover is suggested by the Norway Lane survey. When the total convenience goods sector in the local centre is assessed, the variance grows: £11.4m forecast from the New Courtwick Lane survey and £23.6m from the Norway Lane survey. These variances mean that forecasting the significance of future impacts on the centres can be problematic, although both surveys have been used within our own financial impact assessment.
- 5.23 The variances continue for the comparison goods market shares associated with the local centre. This is outlined in more detail elsewhere in this advice report, although there is some concern that the Norway Lane survey may over-estimate the market share of the local centre. As shown elsewhere in this advice report, the New Courtwick Lane survey predicts a £27m annual comparison goods turnover for the local centre, whilst the alternative figure, based on the Norway Lane survey, is £37m.
- 5.24 The linked trip data provided above in relation to the Littlehampton town centre analysis also includes data for Rustington local centre. It can be seen from the contents of Tables 5.2 and 5.3 there are reasonably strong linkages between grocery shopping trips at the Waitrose and the remainder of the local centre. This will be an important characteristic to take into account when assessing the overall impact of these development proposals on the health of the local centre.

## Local Centres

- 5.25 In addition to the town centre and Rustington local centre, the development plan defines a handful of local centres in Littlehampton. The largest of the two local centres which are close to both application sites is Wick Street. This centre contains a Farmfoods frozen foods store, along with several smaller units (including a number of food/beverage uses, plus service uses and a convenience store). The household survey information provided by both applicants indicates that:
- a. New Courtwick Lane household survey:
    1. The Farmfoods store is forecast to achieve a 4.1% share of convenience goods spending amongst residents of Zone 2, along with a 0.1% share of spending amongst Zone 1 residents.
  - b. Norway Lane household survey:
    1. The Farmfoods store is forecast to attract 0.8%, 1.5% and 2.5% of spending from residents of Zones 1, 2 and 3 respectively.
    2. Given that Wick local centre lies within Zone 2, it is possible that the local centre may also contribute to the 'Zone 2 local stores / other' spending category as shown in Table 14 (Appendix A). The market share of this category is 2.6% amongst Zone 2 residents and 2.5% amongst Zone 3 residents.

## 6. New Courtwick Lane: Assessment of the Key Policy Issues

### The Sequential Test

- 6.1 With regard to the specifics of the sequential test for the New Courtwick Lane proposal, the contents of Section 4 of this advice have already identified the area of search for alternative sites and premises. In addition, following the compilation of a short list of alternatives for assessment, it has been found that all but three of the alternative identified locations can be discounted on the basis of non-scheme specific suitability and /or availability characteristics.
- 6.2 The first set of alternative locations for consideration are vacant units in Littlehampton town centre and Rustington local centre. Based upon the list of units identified in both the Quod and Freeths sequential test analyses, none of these vacancies are large enough (individually or physically combined<sup>11</sup>) to accommodate the proposed retail store and two food/beverage units. This conclusion has been reached with specific regard to the need for flexibility in scale and format. In addition, we have considered whether alternative locations can accommodate a scale and format of development which may be slightly different to the proposal at New Courtwick Lane, including the reduction in car parking provision<sup>12</sup>.
- 6.3 The other alternative location is the current development area at North Littlehampton. The assessment provided by Quod in support of the New Courtwick Lane application treats North Littlehampton as an out of centre location and assesses whether it is more accessible or better connected to Littlehampton town centre than the application site. However, as already noted, North Littlehampton is defined as a local centre in the 'town centre' hierarchy in the development plan (see Policy RET SP1 and paragraph 9.1.6 of the Local Plan and Policy 9 of the Neighbourhood Plan). As a consequence, North Littlehampton should be defined as a sequentially preferable location and it has already been identified as being potentially available.
- 6.4 In relation to the suitability of this location, it is to be noted that the land uses within the New Courtwick Lane application have already deemed to be acceptable via the outline planning application. Therefore, it is suitable in principle. In relation to the size of the planned new local centre and the surrounding area, the approved masterplan includes a plot of 0.73 hectares for retail uses, although it is surrounded by additional development plots. Therefore, it may well be that consideration of the North Littlehampton centre site may not be limited to 0.73ha.
- 6.5 The size of the application site at New Courtwick Lane is circa 1.5 hectares. In the interests of flexibility, paragraph 3.28 of the Quod RIA indicates that a reduced site area of 1 hectare will be considered. It is unclear how this reduced area has been arrived at, although the following should be explored when considering flexibility in relation to scale and format:
- a. The New Courtwick Lane application site devotes a significant amount of land to highway infrastructure. Whilst some of the 'saving' of 0.5ha employed by Quod within their flexibility allowance may relate to highway areas, we consider that the same level of highways infrastructure may not be required at North Littlehampton.

<sup>11</sup> We have assessed alternatives on the basis of one location being required to accommodate the proposed development, taking into account flexibility. Therefore, this will include one large unit which could be sub-divided to accommodate the foodstore plus two food/beverage units or 2 or more vacant units which and be combined to accommodate the different parts of the proposal.

<sup>12</sup> Albeit, given the foodstore element of the proposal, there will be a need for either on-site or adjacent car parking provision given the nature of the proposed use.

- b. The current New Courtwick Lane proposal also contains separate car parking areas for the three retail and food/beverage units. In the interests of flexibility, efficiency and good placemaking, this may not be required for the North Littlehampton local centre.
  - c. There is also the issue of the 'drive through' elements of the two food/beverage units. They do not appear to be required as a necessary part of the sale of food/beverage items from these two units and would not normally feature as part of a standard local centre area (particularly where car parking is available). Therefore, in the interests of flexibility, these areas may also be removed when considering an alternative such as the planned local centre at North Littlehampton.
- 6.6 In light of the above, we do not consider that the North Littlehampton local centre site can, at this time, be dismissed from the sequential test for the New Courtwick Lane proposal. In particular, this planned local centre lies in a sequentially preferable location and is available for to accommodate the same/similar uses as the New Courtwick Lane application. Therefore, further assessment work is required in order to assess whether, when proper flexibility is applied, the North Littlehampton site can provide a suitable alternative for the proposal.

## Impact

- 6.7 The applicant's assessment of the likely impact of the New Courtwick Lane proposal can be found in Section 4 of the Quod RIA, supported by a detailed assessment of financial impact at Documents 3 and 4. In line with national policy, the assessment provided by Quod considers both the impact of the proposal on the health of nearby defined 'town centres' and investment within these centres. We start our analysis of the Quod assessment with a detailed review of their financial impact assessment.

### The Applicant's Financial Impact Assessment

- 6.8 The assessment provided by Quod follows a standard step-by-step methodology based upon:
- a. Setting a study area for the assessment;
  - b. Calculating the total amount of retail expenditure generated by residents of the study area;
  - c. Forecasting current market share and turnover levels for stores and centres within the study area, along with the amount of expenditure which is flowing to retail destinations elsewhere;
  - d. Forecasting the likely turnover of the convenience and comparison goods elements of the proposed Class E(a) retail store; and
  - e. Assessing the pattern of trade draw to the proposed retail store and the diversion of retail expenditure from existing shopping destinations.
- 6.9 It should be noted that the financial impact assessment provided by Quod (in their March 2025 RIA) does not include any reference to the food and beverage elements of the New Courtwick Lane proposal. We consider this to be a shortcoming of the assessment and we return to this issue later on in this section of our advice report.
- 6.10 The study area which has been adopted for the Quod assessment is show in Document 2 of the Quod RIA. It should be noted that there is an error in the annotations on the Document 2 plan and this has been corrected by the supplementary information provided by Quod in July 2025. The study area has been split up into five separate zones which enable the financial impact assessment to capture the unique shopping patterns associated with different parts of the Littlehampton, Wick, Angmering, Ferring and Arundel areas. The study area does not stretch as far as Worthing

or Bognor Regis, although this is considered reasonable for the scale and type of retail/F&B proposal for New Courtwick Lane.

- 6.11 Quod have commissioned a new survey of household shopping patterns to accompany and inform their financial impact assessment. This is to be welcomed, with the new survey (dated November 2024)<sup>13</sup> matching the geographic coverage of the study area and gaining information on main and top-up food shopping patterns, along with different types of comparison goods shopping.
- 6.12 The market share data provided by the Quod November 2024 household survey is applied to available to provide a detailed set of pre-impact turnover estimates for existing stores and centres within the study area. Tables 2 and 3 at Document 4 of the Quod RIA provide separate estimates for convenience and comparison goods. The level of detail provided by Quod is sufficient to see the main and top-up food shopping market shares and turnover levels for existing stores/centres in the Littlehampton area. The level of detail provided by the Quod for existing facilities within the Littlehampton/Rustington is more detailed than the comparable information provided by the Freeth analysis for the Norway Lane application.
- 6.13 Tables 2 and 3 of the Quod assessment also provide an estimate of the amount of trade which could be drawn from outside of the study area. The scale of 'inflow' in financial terms is shown in these tables, but the proportionate equivalent is not. We have therefore undertaken further analysis of this aspect and it has become clear that varying levels of inflow have been adopted by Quod. Quod have assumed that 40% of the town centre Lidl store's convenience goods turnover will derive from outside of the study area. This is a significant level of uplift and it does not appear to be based upon any specific evidence. Indeed, given the size of the study area and the role/function of the Lidl store, this appears to be high and a possible over-estimate. A smaller level of inflow is adopted for the town centre Sainsburys (15%) despite it being the same size of store as Lidl. One possible explanation regarding the lower Sainsburys inflow may be due to the existence of another large Sainsburys store in the local area, but this is not discussed by the Quod RIA.
- 6.14 We would also query the inflow amounts/proportions for the out-of-centre Morrisons and Tesco stores in Wick/Littlehampton, with it unclear why Quod have applied a much higher level of inflow for the Morrisons. Both of these estimates are also much higher than the inflow allowance for the Waitrose store in Rustington.
- 6.15 Given these queries, the financial impact levels which are discussed later in this section of the advice report should be treated with a degree of caution.
- 6.16 The Quod financial assessment is considered to adopt a robust format, given that includes an assessment of both the convenience and comparison elements of the proposed retail store and provided an analysis of trade draw and trade diversion on a zone-by-zone basis.
- 6.17 Tables 4b and 4c of the Quod RIA provide a forecast pattern of trade draw to the proposal. The same pattern is shown for convenience and comparison expenditure/turnover and is also shown in Table 6.1 below. Table 6.1 also provides a review of the existing pattern of trade draw to all medium and large foodstores in Littlehampton and Rustington (on an aggregate basis) along with the pattern of trade draw to the existing (town centre) Lidl store.

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<sup>13</sup> And attached to the Quod March 2025 RIA

Table 6.1: pattern of trade draw to existing stores in Littlehampton, Wick, Rustington and the Quod forecast pattern of trade draw to the New Courtwick Lane proposal

	1	2	3	4	5
Existing pattern of trade draw to medium/large convenience goods stores in Littlehampton/Rustington	39%	18%	17%	15%	11%
Pattern of trade draw to Lidl, Littlehampton town centre	37%	28%	13%	4.5%	17%
Quod forecast pattern of trade draw	45%	17.5%	2.5%	27.5%	2.5%

Notes: Quod trade draw taken from Table 4b, Document 4, March 2025 RIA. Figures may not add due to rounding. Existing pattern of trade draw based on Sainsburys (town centre), Lidl, Iceland, Morrisons and Tesco stores in Littlehampton & Rustington.

6.18 The data in Table 6.1 shows that whilst there is a similar scale of trade draw in Zone 1, there is a notable divergence across the other four study area zones. Whilst we can understand the logic employed by Quod in relation to their assessment of the proposed store, with the majority of turnover being drawn from the Littlehampton, Wick and Arundel zones, this is likely to be based upon the location of existing ALDI stores in Rustington and Bognor Regis. Care must be taken to ensure that the impact assessment is not unduly influenced by the identity of a specific operator, although in this instance, we consider that Quod’s forecast pattern of trade diversion is reasonable. In order to provide a robust assessment, and to counter any criticism of operator-specific influences, a sensitivity test could be applied which increases the amount of trade draw from Zones 3 and 5 of the New Courtwick Lane survey area.

6.19 Table 5 and 6 of the Quod March 2025 RIA provide an assessment of the pattern of trade diversion to the proposed convenience goods retail element of the New Courtwick Lane proposal. The level of detail provided shows the pattern of diversion on a zone-by-zone basis, with the overall pattern of diversion summarised in Table 6.2 below.

Table 6.2: Quod forecast pattern of trade diversion to proposed convenience goods floorspace, New Courtwick Lane proposal

Store / Centre	£m Convenience Goods Trade Diversion	% of New Courtwick Lane Convenience Goods Turnover
Morrisons, Hawthorn Road	2.41	16.8
Iceland, Surrey Street	0.03	0.2
Lidl, New Road	1.01	7
Sainsburys, High Street	0.30	2.1
Tesco Extra, Wick	4.40	30.7
Iceland, Rustington	0.001	0.01
Waitrose, Rustington	0.13	0.9
ALDI, Manor Retail Park	0.99	6.9
Sainsburys, Rustington Retail Park	1.76	12.3
ASDA, Littlehampton Road	0.56	3.9
Tesco Extra, West Durrington	1.24	8.6
Other stores outside of study area	1.3	9.0

Source: Table 6, Quod RIA (March 2025)

6.20 In overall broad terms, the trade diversion assessment provided by Quod is logical in relation to emphasis placed upon the amount of trade diverted from nearby large foodstores and supermarkets. In particular, we agree that the Lidl,

Tesco, Morrisons, Sainsburys (Rustington) and ALDI stores will provide the largest amount of trade diversion. However, we would also make the following points:

- a. It would appear that a reasonably large amount of diversion is forecast to come from non-study area stores. Assuming that the New Courtwick Lane household survey results provide a reliable picture of current main and top-up food shopping patterns, then it is questionable why a new medium-sized foodstore at New Courtwick Lane divert expenditure from stores a considerable distance away (given more relevant competing store are closer to the application site).
- b. Whilst it will be important not to rely on the identity of a specific retailer in the assessment of trade diversion, we can see no obvious reason why the scale of forecast diversion from the Lidl store in Littlehampton is one quarter of the size of the diversion from Tesco and under half the size of the diversion from Morrisons. The same principle applies to the Waitrose store in Rustington.

6.21 As a consequence of the above queries, we have undertaken our own assessment of trade diversion associated with the New Courtwick Lane proposal. This is outlined in the next sub-section of our advice.

### Re-Assessment of Financial Impact

6.22 Our re-assessment of the likely financial impact of the retail floorspace element of the New Courtwick Lane proposal features as part of our wider financial impact assessment (which also includes the Norway Lane, as set out in Section 7 of this advice report). Our financial assessment of the New Courtwick Lane proposal is contained at Appendix A to this advice, within the following tables:

- a. Tables 1, 2 and 3 provide an assessment of the convenience goods element of the New Courtwick Lane proposal, utilising the contents of the New Courtwick Lane household survey.
- b. Tables 14, 15 and 16 perform the same assessment, using the contents of the Norway Lane household survey.
- c. Tables 7-9 and 19-21 undertake a comparable analysis for the comparison goods floorspace element of New Courtwick Lane, utilising both of the above surveys.

6.23 The results of the convenience goods assessment for Littlehampton town centre and Rustington local centre are set out in Tables 6a and 24a. They are also summarised in Table 6.3 below alongside the comparison goods and total (Class E(a)) retail impact forecasts from our assessment at Appendix A.

Table 6.3: Nexus assessment of financial impact

Centre	Nexus Impact Forecast (New Courtwick Lane Survey)	Nexus Impact Forecast (Norway Lane Survey)
<b>Convenience Goods</b>		
Littlehampton town centre	-14.33%	-12.25%
Rustington local centre	-3.29%	-4.27%
<b>Comparison Goods</b>		
Littlehampton town centre	-1.33%	-1.88%
Rustington local centre	-0.01%	-1.55%
<b>Total Class E(a) Retail Sector</b>		
Littlehampton town centre	-7.67%	-7.19%
Rustington local centre	-0.98%	-2.60%

Source: Tables 6a, 12a, 13a, 24a, 25a, 26a – Appendix A

- 6.24 Our re-assessment of the financial impact of New Courtwick Lane indicates a potential negative financial impact for Littlehampton’s convenience goods sector of between -12% and -14%. The majority of this impact will fall upon the Lidl store given the similarities with the proposed development. Based upon the turnover estimates put forward by both the New Courtwick Lane and Norway Lane assessments, whilst the scale of trade diversion this considered to be large there are no obvious concerns over the future viability of the Lidl store.
- 6.25 In relation to the two other large foodstores in the town centre – Sainsburys and Iceland – the levels of diversion are much lower. These levels lead to an impact range of between -2% and -4%. On face level these are small levels of change which would not ordinarily raise concerns over the future viability of these stores. Although the following points should be noted:
- a. The two sets of household survey information provide contrasting turnover forecasts for the Iceland and Sainsburys stores. The New Courtwick Lane survey indicates a study area derived turnover for both stores which is around half the level forecast using the Norway Lane survey.
  - b. If the New Courtwick Lane survey is to be relied upon, then concerns over the future viability of the Iceland and Sainsburys stores will be increased.
  - c. In addition, it is to be noted that both Iceland and Sainsburys have two stores in the local area at the present time. This raises the possibility that either or both operators could decide to reduce representation to just one store where the two existing stores trade poorly. This is as much of a concern for the Iceland store in Rustington.
- 6.26 In contrast to the forecast convenience goods impacts, the likely effects of the comparison goods floorspace element of the New Courtwick Lane retail store are much lower. This is unsurprising given the small scale nature of this element and we do not raise any particular concerns with the materiality of this element of the proposal.
- 6.27 As noted above, a robust assessment of the overall financial impact of the proposal should include the trading impacts of the two food/beverage units. The submission of such an assessment has been requested from the applicant, but this has been dismissed. Unfortunately, the New Courtwick Lane household survey does not appear to have ascertained information about existing food/beverage trips in the local area and, therefore, it is not possible to undertake a

financial assessment. Nevertheless, the wider impacts of the proposed food/beverage units are explored in the next sub-section of our advice.

### Assessment of Impact on Town Centre Health

- 6.28 Having provided our own views and assessment of the likely financial impacts associated with the New Courtwick Lane proposal, we have gone on to assess the overall impact on the health of nearby defined 'town centres'. Our assessment has taken into account a suite of factors, including: (a) the direct financial impact of the proposed retail floorspace; (b) the potential effects of the food/beverage element of the proposal; (c) scale of the proposal when compared with nearby 'town centres' and the scale of trading overlap; (d) the health of nearby 'town centres'; and (e) the potential for indirect impacts.
- 6.29 Overall, Table 6.3 above (which draws upon the contents of Appendix A of this advice report), indicates that the direct financial impact of the proposed retail store at New Courtwick Land has the potential to remove between -7% and -8% of Class E(a) retail expenditure from Littlehampton town centre. It has already been established that the majority of this impact on the retail sector will be in relation to convenience goods and, in turn, focused upon the Lidl, Iceland and Sainsburys stores. The Lidl store will receive the largest proportion of trade diversion.
- 6.30 Given the focus upon the likely direct impact upon convenience goods sector it will be important to consider whether diversion of trade from this sector has the potential to lead to indirect / knock-on impacts for other parts of Littlehampton town centre. As set out in Section 5 of this advice report, the household survey commissioned to support the New Courtwick Lane assessment is helpful on this issue as it provided information on the reasons for visiting Littlehampton town centre and the propensity for linked trips with grocery shopping. Section 5 has identified that there is a potentially higher correlation between linked grocery trips and Littlehampton town centre than those associated with trips to out of centre stores. As a consequence, we consider that there is every possibility that the direct trading diversion from convenience goods stores in the town centre will lead to additional negative effects upon the town centre through fewer linked trips<sup>14</sup>.
- 6.31 In addition to the convenience good impact of the proposed foodstore, our assessment also indicates a small level of diversion of comparison goods expenditure. Given the amount of proposed comparison goods floorspace we do not consider that this is likely to be a material adverse factor for the town centre, but nevertheless should be borne in mind for the overall level impact. In addition, there will also be the impacts associated with the proposed food and beverage floorspace. These impacts are downplayed by Quod who cite a number of factors: (a) the multi-location strategy of those food and beverage operators who are likely to occupy the proposal; (b) the majority of trade being diverted from other out of centre facilities<sup>15</sup>; and (c) the scale of the proposed food/beverage floorspace in the New Courtwick Lane application.
- 6.32 In relation to points (a) and (b) we would agree that these are concepts and characteristics to be taken into account as reasonable material considerations. However, whilst these are reasonable points to make, their validity does not stop trade being diverted from existing food/beverage outlets in Littlehampton town centre and Rustington local centre. Indeed, the proposed units will offer the same range of products which are made available to visitors to these centres and there will be no reason why the proposal could not become attractive to an element of food/beverage spending currently directed to the town centre. This is reinforced by available data on Littlehampton shows that there is around 1,800sq m of café/restaurant floorspace in the centre and 6,590sq m of leisure services floorspace<sup>16</sup>. Therefore, the

<sup>14</sup> Which will not be replaced by this out of centre proposal.

<sup>15</sup> And thus not being a material consideration for the impact assessment.

<sup>16</sup> Café/restaurant floorspace falls within the leisure services sector

proposed food/beverage floorspace/uses at New Courtwick Lane are equivalent to one third of the existing café/restaurant space in Littlehampton town centre and 8% of total leisure services floorspace.

- 6.33 The final factor to consider is the potential for the New Courtwick Lane proposal to encourage retailer relocations away from the town centre. With regards to the retail store element of the proposal, it is clear from the information submitted by Quod in support of the application that ALDI are the intended occupier for the store. This is clear from the contents of the letter from ALDI at Document 1 to the Quod RIA and is reinforced by its direct competitor (Lidl) being associated with the Norway Lane application. Whilst this cannot be relied upon, it seems to us to be a reasonable likelihood. On this basis, and no existing ALDI store in the defined centres at Littlehampton/Rustington, this type of impact appears unlikely to transpire.
- 6.34 These impacts should be set against the health of Littlehampton town centre which, in our view, is experiencing challenges around its vacancy rate. In our view, whilst the town centre's health is not a significant cause for concern, there appear to be a number of vulnerabilities which may make it more susceptible to small levels of impact. These include potential under-performance for the town centre, the scale of out of centre floorspace in the local area competing with the town centre. With these matters in mind, we have reached the view that the New Courtwick Lane proposal will exhibit a clear adverse impact on the health of Littlehampton town centre, due to the loss of trade from the centre and due to increased competition posed by the proposed foodstore and food/beverage units. In our opinion, the scale of adverse impact is such as a significant adverse impact cannot be completely ruled out at this stage, but is by no means certain or likely. These uncertainties surround the potential effects on the convenience goods sector (and are linked to the trading performance of some stores, whose operators have more than one store in the local area).
- 6.35 With regards to Rustington local centre, Table 6.3 above indicates an overall impact upon the centre's Class E(a) retail sector of between -1% to -3%, This is primarily led by the impact upon the convenience goods sector in the centre, with a focus on the Iceland and Waitrose stores. The overall impact upon the convenience goods sector in the local centre is estimated to be between -3% and -4%. Taking into account the same suite of factors as outlined above for Littlehampton town centre, we would note the following:
- a. The overall direct financial impact on the local centre will be reasonably low. The impact will be directed at the Waitrose and Iceland stores in the centre rather than being felt across the wider Class E(a) retail sector. On face value the scale of forecast trade loss for these stores is low, although, like the Littlehampton impact assessment, there is some noticeable variation in the current turnover of the Iceland and Waitrose stores. The lower-end estimates increase concerns regarding future trading viability and we have already noted the potential for Iceland to consider whether it requires two stores so close to each other.
  - b. Given the focus of the likely impact of the New Courtwick Lane proposal on the local centre's convenience goods sector, it will be important to understand whether that sector benefits the wider centre via linked trips. We consider that it does, when the results of the New Courtwick Lane household survey are taken into account. Linkages between the Waitrose store and other parts of the centre have been demonstrate by the survey results, although it is disappointing that the survey did not seek any further information regarding the useful of Rustington. Based upon the available information, we consider that the trade loss associated with convenience goods shopping will also have a further effect on some other parts of the centre.
  - c. In relation to trading overlap, the New Courtwick Lane proposal will have some specific areas of overlap. However, the extent of overlap is restricted to the style of retail floorspace being proposed. Nevertheless, it is important to note that the overlap includes one of the anchor units (Waitrose), whilst the scale of proposed

food/beverage floorspace is equivalent to around one third of local centre café/restaurant floorspace in the local centre.

- 6.36 Overall. Based upon the above factors, we have reached the conclusion that the New Courtwick Lane proposal will also have a material adverse impact upon the health of Rustington local centre but it will be smaller than the scale of impact on Littlehampton town centre. Therefore, conclusions on this do not suggest a potential reason for refusal, although the effects upon the health of Rustington local centre will need to be taken into account in ADC's overall planning balance.
- 6.37 Given the proximity of Wick local centre to the New Courtwick Lane application site, we have also assessed the likely impact of this proposal on the health of the local centre. As noted earlier in this advice report, this centre contains a Farmfoods grocery store, along with several smaller units (many of which have a food/beverage focus). The Farmfoods store is likely to play an anchor role of the local centre and therefore any impact from the New Courtwick Lane proposal should be carefully considered.
- 6.38 Based upon are two alternative trade diversion assessments for the New Courtwick Lane proposal, the amount of expenditure will be likely to be diverted from the Farmfoods store is likely to be between £0.03m - £0.04m. When applied to the pre-impact turnover levels estimated by the two available household surveys, this level of diversion equates to a direct impact of circa 2%. At this level, we do not consider that there will be any specific concerns over the future viability of the Farmfoods store, which is considered<sup>17</sup> to be trading reasonably well. In order to reinforce this conclusion it is to be noted that the proposed foodstore at New Courtwick Lane will have a modest-sized frozen food offer which will be within a wider more general grocery retail offer.
- 6.39 In addition to the proposed foodstore, the New Courtwick Lane proposal contains two food/beverage units. These will also have a trading overlap, to a certain extent, with Wick local centre and will therefore add to the overall impact on the health of the centre. At the present time, this cannot be quantified in financial terms and it is important to acknowledge that there may be some material differences in the style of food/beverage offer between Wick local centre and New Courtwick Lane. Nevertheless, we would recommend to ADC that this will be an adverse impact of the proposal and should be placed in the overall planning balance.

### Assessment of Impact on Town Centre Investment

- 6.40 In relation to the potential impact of the New Courtwick Lane proposal on town centre investment, three elements should be considered: existing, planned and committed investment. In relation to the latter two aspects, we are not aware of any planned or committed investment projects in Rustington local centre which are likely to be materially impact by New Courtwick Lane. For Littlehampton town centre, the Town Centre Strategy ('TCS') lists a large number of potential/proposed projects. None of these would appear to have any material overlap with the New Courtwick Lane application, although the Town Council, as author of the TCS, should be asked to comment upon this.
- 6.41 In addition to Littlehampton town centre, it is also important to consider whether there are any other planned and / or committed investment projects in other defined 'town centres' in the local area. One project which we consider needs to be included in the assessment is North Littlehampton. As noted earlier in this advice report, this is a planned new local centre which is identified within the development plan. The centre has planning permission, as part of a wider mixed use development, and therefore meets the criteria for assessment.
- 6.42 The assessment of the North Littlehampton site under the sequential test will differ slightly from the 'impact on investment' assessment. Therefore, it is important to point out that following the grant of outline planning permission

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<sup>17</sup> Based upon the survey evidence.

for North Littlehampton, detailed proposals for the new local centre have not yet come forward and therefore it is uncertain as to whether there is an actual investment project to be materially impacted upon. This leads us to the conclusion that, at the present time and based upon the information available to us, there is no identifiable adverse impact upon planned/committed investment.

- 6.43 The other aspect of the 'impact on town centre investment' test is in relation to existing investment. This will relate to any effects that the proposal could have on investment which has already been made in the town and local centres. In our view, given the likely trading effects upon these two centres, along with the scale of trading overlap, the potential for a significant adverse impact upon existing investment in either centre is minimal. Nevertheless, as has already been noted, the health of Littlehampton town centre is susceptible to impacts and a minor adverse impact from the New Courtwick proposal would be taken into account in the overall planning balance.

## 7. Norway Lane: Assessment of the Key Policy Issues

### The Sequential Test

- 7.1 In order to understand which sites / locations should be considered within the sequential site assessment for the Norway Lane proposal, the contents of Section 4 of this advice has already identified the area of search for alternative sites and premises. Section 4 has also identified a short list of alternatives for assessment and has subsequently found that all but two of the alternatives can be discounted on the basis of non-scheme specific suitability and /or availability characteristics.
- 7.2 With regard to vacant units in Littlehampton town centre and Rustington local centre, none of these vacancies are large enough (individually or physically combined<sup>18</sup>) to accommodate the proposed. This conclusion has been reached with specific regard to the need for flexibility in scale and format. This has included consideration of whether alternative locations can accommodate a scale and format of development which may be slightly different to the proposal at Norway Lane, including the reduction in car parking provision<sup>19</sup>.
- 7.3 The other location due for consideration is the planned new local centre at North Littlehampton. The key characteristics of this location, its availability, plus general suitability, have been discussed in Sections 4 and 6 of this advice report. In particular, the following observations have been made: (a) the site has a planning permission for a range of land uses under the umbrella of the former Use Class A, plus other leisure uses; (b) the site is vacant and available, along with evidence of marketing; (c) the core area identified for retail uses is 0.73 hectares although further surrounding land is available.
- 7.4 The above factors suggest that the North Littlehampton site should be taken forward for detailed consideration. The assessment of this area within the Norway Lane information notes that the planned local centre site is too small to accommodate the Norway Lane proposal. This conclusion is presumably reached on the basis of: (a) North Littlehampton total site size of 0.73 hectares; (b) a 'suitable' site size for the proposal of 3.4 hectares<sup>20</sup>.
- 7.5 Even if the 'suitable' site size for the Norway Lane proposal could be reduced below 3.4ha, there is a clear difference between this scale of site and the retail area in the outline planning permission. However, as noted in the previous section, further land around the outline permission 'retail area' is potentially available, which could bring the two site areas closer together. However, the rationale for the use of 3.4ha is not explained and this should be addressed by the applicant.
- 7.6 It appears that, even with the reduction in the suitable site size for the proposal, along with additional available land, that there may still be a difference between these two factors. However, in order to arrive that a clear position between these two factors further information is required from Freeths. As a consequence, the North Littlehampton site cannot yet be dismissed from the sequential test in relation to the Norway Lane proposal.

<sup>18</sup> We have assessed alternatives on the basis of one location being required to accommodate the proposed development, taking into account flexibility. Therefore, this will include one large unit which could be sub-divided to accommodate the various proposed retail and leisure units, or 2 or more vacant units which and be combined to accommodate the different parts of the proposal.

<sup>19</sup> Albeit, given the foodstore elements of the proposal, there will be a need for either on-site or adjacent car parking provision given the nature of the proposed use.

<sup>20</sup> The submitted application form for the Norway Lane proposal indicates that the planning application site area is 4 hectares. Therefore, the decision to use a reduced site area of 3.4 hectares is a sign of flexibility for the sequential test. An explanation of how this reduction has been made is not provided, although one element may be the decision to reduce the proposed floorspace to circa 10,500sq m.

## Impact

7.7 In line with the approach undertaken for the New Courtwick Lane proposal, we have split our assessment of the Norway Lane proposal into two parts. First, an assessment of likely financial impact. Second, and building upon the assessment of financial impact, we have considered the wider impact of the proposal on the health of, and investment within, nearby town centres.

### The Applicant's Financial Impact Assessment

7.8 Following the submission of additional information regarding the anticipated trade draw to the proposed convenience and comparison goods floorspace, along with an expanded trade diversion assessment, the main parts of the Norway Lane financial impact assessment can be found in the following parts of the Freeths Retail Assessment and supplementary information documentation:

- a. Section 6 and Appendix 7 of the Freeths Retail Assessment
- b. Tables 3c, 3d, 7a and 11a of the Part 2 Supplementary Information

7.9 With regards to the anticipated trade draw to the proposed retail floorspace, the Part 2 Supplementary Information indicates that 95% of turnover is expected to be drawn from residents of the study area. Tables 3c and 3d indicate that the forecast pattern of (study area) trade draw to the convenience and comparison goods turnover will be same and will comprise:

- a. 50% of turnover from Littlehampton / Wick areas;
- b. 20% of turnover from the Rustington area; and
- c. 30% of turnover from the Arundel, Ferring, Slindon, Yapton, Gorrington and Findon areas.

7.10 Table 7.1 below compares Freeths pattern of trade draw against existing patterns of trade draw from the Norway Lane assessment study area. It shows that all convenience goods stores in Zones 1-4 draw around 40% of their turnover from residents of Zones 1-3. However, if the scope of stores is more limited (to Littlehampton, Wick and Rustington – and out of centre stores in Zone 4 are excluded) then the proportion of turnover from residents of Zones 1-3 rises to 57%. Therefore, the forecast pattern of trade draw used by Freeths in its Table 3c sits somewhere between these two figures, which we consider to reasonable given the location of the applicant site.

Table 7.1: pattern of trade draw to existing stores in Littlehampton, Wick, Rustington and the (Freeths) forecast pattern of trade draw to the Norway Lane proposal

	1	2	3	4	5	6	7	8	9
Trade draw for all stores in Zones 1/2/3/4	17	13	9	31	9	8	3	3	5
Trade draw for all stores in Littlehampton / Wick / Rustington*	22	21	14	24	3	3	0.3	4	9
Freeths Forecast Trade Draw Pattern	20	20	10	20	7.5	7.5	5	5	5

Notes: \*'trade draw to all stores in Littlehampton, Wick and Rustington' excludes out of centre stores in Zone 4 such as ALDI and Sainsburys.

7.11 Table 7a of the Part 2 Supplementary Information and Table 7 of the Retail Assessment provide Freeth’s forecast pattern of trade diversion to the proposed convenience goods floorspace. Only financial trade diversion estimates are provided and, therefore, in Table 7.2 below we provide the main sources of trade diversion in terms of both absolute financial diversion and the proportion of the Norway Lane (study area) derived turnover which will be diverted from these stores.

7.12 When viewing and understanding the forecast pattern of trade diversion put forward by Freeths, it is important to have in mind the convenience goods floorspace elements of the Norway Lane proposal. These elements are: (a) 30% of sales in Unit A1 (as part of a mixed retail use); (b) a foodstore in Unit A2; and (c) a foodstore in Unit A5. Whilst this cannot and should not be relied upon for the purposes of the impact assessment, the intended occupier for Unit A5 is Lidl, whilst it has been suggested that the occupier for the large foodstore in Unit A2 will be a new occupier for the Littlehampton / ADC area.

Table 7.2: Freeths forecast pattern of trade diversion to proposed convenience goods floorspace, Norway Lane proposal

Store / Centre	£m Convenience Goods Trade Diversion	% of Norway Lane Convenience Goods Turnover
Morrisons, Hawthorn Road	3.27	10.6
Iceland, Surrey Street	0.24	0.8
Lidl, New Road	1.3	4.2
Sainsburys, High Street	0.87	2.8
Tesco Extra, Wick	7.61	24.8
Iceland, Rustington	0.1	0.3
Tesco Express, Rustington	0.21	0.7
Waitrose, Rustington	0.83	2.7
ALDI, Manor Retail Park	3.02	9.8
Sainsburys, Rustington Retail Park	6.82	22.2
ASDA, Littlehampton Road	3.10	10.1
Tesco Extra, West Durrington	0.82	2.7
Other stores outside of study area	2.39	7.8

Source: Table 7, Freeths Retail Assessment (May 2025)

7.13 In response to the pattern of trade diversion put forward by Freeths, we make the following comments:

- a. Given their size/retail offer and current trading performance / market share, it is both unsurprising and reasonable that a large element of trade diversion will come from the out of centre Tesco, Morrisons and Sainsburys stores in the Littlehampton, Wick and Rustington areas. These three stores alone account for 58% of the convenience goods trade diversion in the Freeths assessment.
- b. In contrast, Freeths have suggested that only 10% of the convenience goods turnover of the proposal will be diverted from the Lidl, Sainsburys (town centre) and Waitrose stores in the defined town/local centres in Littlehampton and Rustington. Whilst these stores are smaller than the three out of centre stores referred to above, it is important to highlight that: (a) all of these stores have both a main food function and a top-up

food shopping function; and (b) they are reasonably large stores (between 1,400sq m net and 1,800sq m net) and capable of offering a similar range of goods to the two proposed units at Norway Lane.

- c. It should also be noted that Freeths are suggesting that only 4% of the Norway Lane convenience goods turnover will be diverted from the town centre Lidl store. This does appear to be a credible forecast given the comments made in (b) above and also due to intended occupier for one of the two large stores being Lidl. Our interpretation of the Freeths assessment is that it is suggesting that a new Lidl store, only 2 miles away from an existing Lidl, in the same urban area, and the same retail offer, will have very little effect upon the existing store. In our opinion, this is not a reasonable forecast.
- d. Looking beyond the forecast trade diversion from the local area, the Freeths assessment indicates 10% of the proposal's convenience goods turnover will be diverted from the ASDA at Ferring and a further 10% diverted from store outside of the study area (including the Tesco at West Durrington). Given the scale of the proposed development at Norway Lane and existing shopping patterns this is considered to be a broadly reasonable forecast.

7.14 An examination of Freeths' forecast pattern of trade diversion against the market share information contained within the New Courtwick Lane application also leads us to the same conclusions.

7.15 Overall, we consider that whilst the pattern of trade draw within the Freeths assessment is reasonable, as is the split between diversion from stores within and outside of the study area, Freeths balance of forecast diversion across the Littlehampton, Wick and Rustington areas raises a number of queries. This has led to us re-examining the overall impact of the proposed convenience goods floorspace, which is contained later in this section of our advice.

7.16 We have also undertaken a similar review of the comparison goods trade draw and trade diversion assessments provided by Freeths. In relation to the (Freeths) forecast pattern of trade draw to the proposed comparison goods floorspace, Table 7.3 below compares the zone by zone estimates provided in Table 3c of the Part 2 Supplementary Information with the current pattern of trade draw for all existing comparison goods stores/floorspace in Zones 1-4 of the study area.

7.17 It shows that existing stores in Zones 1-4 gain circa 40% of their study area derived turnover from residents of Zones 1-3, plus an additional 30% from residents of Zone 4. Within Table 3d of the Part 2 Supplementary Information, Freeths are also forecasting that 70% of study area turnover will come from these four zones, albeit with a higher emphasis on trade draw from Zones 1-3. Therefore, in line with our observations on the convenience goods assessment, we consider that the Freeths assessment of trade draw for comparison goods is broadly reasonable.

Table 7.3: pattern of trade draw to existing stores in Littlehampton, Wick, Rustington and the (Freeths) forecast pattern of trade draw to the Norway Lane proposal

	1	2	3	4	5	6	7	8	9
Trade draw for all stores in Zones 1/2/3/4	17	14	9	30	9	8	3	3	6
Freeths Forecast Trade Draw Pattern	20	20	10	20	7.5	7.5	5	5	5

Source: Table 3d of Part 2 Supplementary Information and Table 9 of May 2025 Retail Assessment

7.18 Given that the Freeths trade diversion assessment does not explain the proportion of turnover to be diverted from individual stores and centres, we have utilised the contents of Table 11a of the May 2025 Retail assessment to undertake our own analysis of the Freeths diversion figures and these are shown in Table 7.4 below.

Table 7.4: Freeths forecast pattern of trade diversion to proposed comparison goods floorspace, Norway Lane proposal

Store / Centre	£m Comparison Goods Trade Diversion	% of Norway Lane Comparison Goods Turnover
Littlehampton town centre	£1.43	5.0
Tesco Extra, Wick	1.04	3.6
Arun Retail Park	4.7	16.4
Rustington local centre	2.86	10.0
Manor & Rustington Retail Parks	2.00	7.0
Sainsburys, Rustington	0.97	3.4
Haskins Garden Centre	0.45	1.6
Outside Study Area	14.30	50.0
<i>Bognor Regis</i>	<i>0.77</i>	<i>2.7</i>
<i>Arun Retail Park</i>	<i>0.51</i>	<i>1.8</i>
<i>Chichester city centre</i>	<i>2.52</i>	<i>8.8</i>
<i>Portfield Retail Park, Chichester</i>	<i>1.51</i>	<i>5.3</i>
<i>Worthing town centre</i>	<i>3.93</i>	<i>13.7</i>
<i>Lyons Farm Retail Park, Worthing</i>	<i>1.11</i>	<i>3.9</i>

Source: Table 11a, Freeths Retail Assessment (May 2025)

7.19 Having considered the forecast pattern of comparison goods expenditure diversion put forward by Freeths, we make the following comments:

- a. Arun Retail Park. Freeths have forecast that 16% of the total study area turnover of the proposal will be diverted from Arun Retail Park in Wick. This retail consists of two units: Currys and Wickes. Within the Norway Lane proposal there will be four large non-food stores and a mixed non-food/food store. No restrictions are suggested for the four non-food stores/units and the comparison goods element of Unit A1 will also not be restricted in terms of goods. Freeths also suggest that two of the units will be clothing retailers and one unit will be occupied by a health/beauty goods retailer. Whilst significant reliance cannot be placed on this last potential characteristic, Arun Retail Park is a bulky goods shopping destination and this is not the same character as proposed for Norway Lane. Therefore, we consider the suggestion that 16% of the proposals turnover will be diverted from Arun Retail Park to be unrealistic.
- b. Manor and Rustington Retail Parks. The main non-food stores within these retail parks are Tapi, Next, Halford, Pets at Home and Dunelm, with Freeths suggesting that 7% of the proposal's turnover will be diverted from these stores. Given that these existing stores sell a broad cross section of comparison goods, the forecast made by Freeths is considered reasonable. However, as with other parts of the assessment the question of whether a 7% diversion is the correct level will ultimately depend upon the final composition of the Norway Lane development.
- c. Littlehampton town centre. The analysis presented by Freeths suggests that 5% of the proposal's comparison goods(study area) derived study will be diverted from stores in Littlehampton town centre. This can be compared with the 3.6% total diversion from the Tesco supermarket at Wick and the 3.4% total diversion from the Sainsburys in Rustington. The pattern of trade diversion suggested by Freeths shows that £1.16m

will be associated with residents of Zones 1-3 switching some of their comparison goods expenditure, with the remaining £0.28m being associated with changes amongst residents of Zones 4-9. As can be seen from the above figures the differences between the forecast level of diversion from the town centre and two supermarkets are relatively small and the large amount of diversion from Arun Retail Park at Wick has already been questioned. Overall, the balance between forecast diversion from the town centre and the various out of centre stores in the Littlehampton area appears to be illogical when the retail offers of the respective destinations are taken into account.

- d. Foodstores and supermarkets in Littlehampton, Wick and Rustington. Freeths also forecast that, in total, 7.6% of the proposal's comparison goods turnover will be diverted from the out of centre Sainsburys, Tesco and Morrisons stores. Whilst the equivalent foodstores in the Norway Lane proposal are not intended to possess a large non-food offer, there is a possibility that the non-food stores at Norway Lane will have a trading overlap with the non-food element of the Tesco, Sainsburys and Morrisons stores. As a consequence, we consider that this element of Freeths trade diversion assessment to be reasonable in principle.
- e. Worthing. A large element of trade diversion to the Norway Lane proposal is forecast (by Freeths) to come from stores in Worthing. This is split primarily between Worthing town centre and Lyons Farm Retail Park. Worthing town centre possess a wide range of comparison goods retailers and therefore, in principle, it is reasonable to allow for an element of diversion. The retail park contains a mix of retailers including Boots, Wren, Pets at Home, Currys, B&Q, along with a gym. It should be noted that some but not all of these retailers are already represented closer to the Norway Lane application site and therefore it is questionable whether there would be such a large level of diversion of trips from Littlehampton residents.
- f. Chichester. Circa 14% of the proposal's turnover is forecast to be diverted from stores in Chichester, split between the city centre and the out of centre Portfield Retail Park. In general terms we would agree that an allowance for this type of diversion should be allowed in the assessment, in light of the shopping patterns information gathered for the New Courtwick Lane impact assessment and taking into account the scale and type of floorspace provided in the city centre and out of centre locations. In judging whether the scale of diversion suggested by the Freeths assessment can be achieved will ultimately be dependent upon the type of comparison goods uses provided at Norway Lane. If the proposal can secure the clothing/footwear retailers suggested by Freeths then the diversion levels in Table 11a are potentially achievable. However, an alternative outcome may occur, with a lower level of diversion from Chichester, if an alternative set of comparison goods retailers is accommodated.

**7.20** A further significant factor to consider is the decision of Freeths to allocate a large element of trade diversion to comparison goods stores in Rustington local centre. Both the Freeths analysis and the household survey results (appended to the May 2025 Retail Assessment) are careful to separate out the defined local centre and the retail park destinations in the data which has been provided. Freeths suggest that the local centre has a large comparison goods turnover of circa £35m per annum. This turnover forecast is, we assume, guided by the results of the household survey which show large market share levels for the local centre across most types of comparison goods, particularly clothing, toys/games, and health/beauty items. With operators such as Boots, the Original Factory Shop, WH Smith and Waitrose, it would not be surprising to see reasonable levels of market share for health and beauty goods and to a lesser extent toys and games, but: (a) the market share of the local centre for these types of goods is high given the size of the local centre; and (b) the scale of market share for clothing/footwear does not appear to reflect the reality of the situation on the ground in the local centre. In particular, the Experian GOAD land use information provided by Freeths does not show a significant clothing offer in the local centre.

- 7.21 Paragraph 6.42 of the Freeths Retail Assessment also seeks to justify the amount of forecast diversion from Rustington local centre by stating “*as that centre has an increased clothing and footwear offer than Littlehampton town centre*”. Whilst it is reasonable to note that Littlehampton town centre does not itself have a large clothing/footwear offer, this does not appear to justify a large level of diversion from the local centre.
- 7.22 Overall, whilst it is reasonable for a trade diversion assessment to be influenced by existing shopping patterns associated with the type of goods to be sold as part of a proposal, it would appear that, in this instance, Freeths’ assessment may be influenced by the potential unreliability of the market share information (taken from the Norway Lane household survey). As a consequence, if the market share figures for Rustington local centre are incorrect/unreliable then this calls into question the remainder of the comparison goods market share data in the Freeths Norway Lane assessment. In addition, whilst it is a separate set of questions in the survey, we would also sound a note of caution over the convenience goods market share data in the Norway Lane survey.
- 7.23 Therefore, based upon the above analysis we have reached two key conclusions with regards to the comparison goods trade diversion submitted by Freeths. First, the balance between individual levels of diversion from different destinations within and outside of the study area is considered unrealistic. In particular, there is, in our opinion, an over-reliance on some destinations which are unlikely to be a significant source of trade diversion to the proposal. Second, the evidence base data for the Freeths impact assessment is potentially unreliable and needs further investigation. In particular, the market share data associated with Rustington local centre is questionable and, if proved to be incorrect, would lead to knock-on impacts for the market share data for other comparison goods destinations within and outside of the study area.
- 7.24 As a consequence, we consider it necessary to re-assess the likely financial impact of the comparison good element of the Norway Lane proposal. This is undertaken below, alongside the re-assessment of the convenience goods element of the scheme. In order to do so, we have utilised the content of the household survey / market share data contained within both the New Courtwick Lane and Norway Lane retail assessments. However, in doing so, the comments made above regarding the Norway Lane survey should be borne in mind.

### Re-Assessment of Financial Impact

- 7.25 Our re-assessment of the potential financial impact of the Norway Lane proposal is contained in Appendix A to this advice report. It follows the same structure as our re-assessment of the New Courtwick Lane proposal and is based upon the following:
- a. The assessment is based upon the Class E(a) retail floorspace element of the Norway Lane proposal<sup>21</sup>. Separate assessments have been undertaken for the convenience and comparison goods floorspace elements, using the same floorspace split as assumed in the Freeths Retail Assessment.
  - b. These assessments utilise the same study areas and base expenditure data forecasts as the Norway Lane and New Courtwick Lane proposals. This consistency also extends to the same assumed pattern of trade draw used by Freeths for the Norway Lane.
  - c. Our impact assessment forecasts for Norway Lane are contained at Tables 4-5, 10-11, 17-18, 22-23.
- 7.26 A summary of our impact assessment is contained in Table 7.5 below.

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<sup>21</sup> An assessment of the proposed food/beverage element has not been undertaken due to the lack of available information from the applicant’s on existing food/beverage trips.

Table 7.5: Nexus assessment of financial impact, Norway Lane proposal

Centre	Nexus Impact Forecast (New Courtwick Lane Survey)	Nexus Impact Forecast (Norway Lane Survey)
<b>Convenience Goods</b>		
Littlehampton town centre	-28.9%	-27.6%
Rustington local centre	-14.8%	-9.6%
<b>Comparison Goods</b>		
Littlehampton town centre	-16.6%	-14.4%
Rustington local centre	-12.1%	-11.9%
<b>Total Class E(a) Retail Sector</b>		
Littlehampton town centre	-22.6%	-21.2%
Rustington local centre	-12.9%	-11.0%

Source: Tables 6, 12-13 & 24-26 – Appendix A

- 7.27 As Table 7.5 shows, we consider that the likely impact on the convenience goods retail sector in Littlehampton town centre will be between 28%-29%. This will be spread across different grocery retailers in the centre, although the focus will be on the Lidl, Sainsburys and Iceland stores. One of the notable trading effects will be on the Lidl store on High Street. The forecast impact upon this store is expected to be between 40% and 49% which is much higher than the level forecast by Freeths. The large impact upon the existing Lidl is to be expected given that a large element of existing Lidl shoppers will decide to switch to the proposed new store at Norway Lane on the basis that, for some customers, it will be closer to home and / or more accessible. The proposed new store will also be larger and no doubt more attractive than the High Street store. Co-location with the other stores at Norway Lane is also likely to play a part in the overall level of trade diversion.
- 7.28 Within the impact assessment supplied by Freeths (including the letter from Lidl), it is suggested that the intention is for the existing store on High Street to remain open. This may very well be the current intention of Lidl but it nevertheless must be acknowledged that: (a) the existing Lidl store, which will be the smaller of the two stores, is likely to receive a large impact on its annual turnover; and (b) there will be two Lidl stores some 2 miles apart in the Littlehampton area. As a consequence, we would raise considerable doubt as to whether the existing Lidl has a long-term future in Littlehampton town centre.
- 7.29 Within our analysis of the New Courtwick Lane proposal, we have also raised the issue of the Sainsburys store in Littlehampton town centre. This has similar themes to the ‘two Lidl store scenario’ outlined above and the available market share data suggests that the Sainsburys store in the town centre may have a poor/modest performance. In particular, it should be borne in mind that whilst the focus of the impact of the proposed new Lidl store will be on the existing town centre Lidl store, there is a further similarly sized large foodstore contained within the Norway Lane application. This raises the prospect of a wider impact on the convenience goods sector in Littlehampton town centre.
- 7.30 Overall, it is our opinion that, on its own, the direct financial impact of the convenience goods element of the Norway Lane proposal on Littlehampton town centre has the potential to be significantly adverse.
- 7.31 Our re-assessment of the comparison goods element of the Norway Lane proposal suggests a direct impact of between 14% and 17% on the comparison goods retail sector in Littlehampton. This is considered to be a large level of impact and equivalent to the loss of between one in every six to seven pounds spent in the town centre on comparison goods.

Whilst the town centre's comparison goods sector is modest in size it remains a key shopping destination for the local community and is placed at the top of the 'town centre' hierarchy in the District. This scale of impact is as a result of both the scale of proposed floorspace at Norway Lane and its unrestricted nature. In particular: (a) whilst Freeths are keen to emphasise that some of the intended occupiers for some of the proposed retail units are new retailers to the Littlehampton area, this is no means guaranteed; (b) even if new occupiers were attracted to the local area then does not stop these retailers selling similar goods to those available in the town centre; (c) the comparison goods floorspace is intended to be unrestricted and therefore can both sell a wide range of goods now and also change over time; and (d) it is noticeable that Freeths do not suggest that all of the proposed units are 'intended' for new retailers to the local area.

- 7.32 This scale of trade diversion is likely to have a significant effect upon Littlehampton town centre as a comparison goods shopping destination. Indeed, given the pressures faced by the comparison goods sector nationally, the loss of one sixth of turnover could lead to viability issues for some existing businesses, particularly those which are competing head-to-head with the retailers present at Norway Lane. Indeed, it should be noted that the town centre already faces several existing pressures and competition from out of centre retailing across the Littlehampton, Wick and Rustington areas. Not all the out of centre retail warehouses pose significant competition, due to the bulky nature of the comparison goods sold, although there is already significant competition posed by the non-food offer of the large supermarkets and retailers such as Next.
- 7.33 Overall, it is our opinion, that on its own, the direct financial impact of the comparison goods element of the Norway Lane proposal should be classified as significantly adverse. Clearly this is only one part of the wider assessment of impact and is now taken forward, along with the convenience goods impact assessment, as part of the wider assessment of 'impact on town centre health'.
- 7.34 Turning to Rustington local centre, our re-assessment of the likely financial impact of the Norway Lane proposal also shows large levels of impact. The convenience goods sector is forecast to lose between 10% and 15% of annual turnover, whilst the impact on the comparison goods sector is expected to be circa 12%.
- 7.35 The lower level of financial impact on the convenience goods sector in Rustington is primarily due to trading overlap issues associated with the potential for Lidl to occupy the proposed development and having an existing store in the town centre. However, the forecast direct impact upon the local centre remains high on the basis that in addition to the potential for a new Lidl store (which will divert trade from the local centre in any event) there is a second proposed large foodstore within the development. As a consequence, this will also reinforce the scale of trading overlap with the Waitrose, Iceland and also smaller grocery stores in the local centre.
- 7.36 The focus of the convenience goods impact will be on the Waitrose store, with our assessment suggesting a trade loss of between 12%-16%. This is a large level of trade loss and the future consequences for the store will depend in part on its current trading performance. The two sets of available market share information provide contrasting turnover levels for this store (between £10.6m and £17m) and these levels will influence the absolute financial amount of trade loss. Based upon the impact forecasts in our re-assessment, there is no evidence to suggest any obvious concerns over the future viability of the Waitrose although the level of lost trips/expenditure has the potential to have wider knock-on impacts for the local centre. These are discussed in more detail in the next sub-section.
- 7.37 The scale of trade loss of for the comparison goods sector in the local centre is forecast to be similar to Littlehampton town centre. Whilst Rustington is a lower order centre in the hierarchy, it has a reasonable comparison goods offer in terms of both scale and breadth. This is emphasised by the results of the available household survey information and the scale of trading overlap which is likely to occur between the Norway Lane proposal and the local centre. Consequently, we consider that the impact of the proposal on comparison spending in the local centre will be

significant in terms of loss of expenditure and shopping trips, which will have the potential to erode the future viability of this sector in the centre.

### Assessment of Impact on Town Centre Health

- 7.38 In a similar manner to our assessment of the New Courtwick Lane proposal, we have considered a suite of factors when reaching a conclusion on the likely impact of the Norway Lane proposal on the health of nearby 'town centres'. For the purposes of this assessment, we have concentrated upon Littlehampton town centre and Rustington local centre.
- 7.39 Like the New Courtwick Lane assessment, the following factors have been considered:
- a. The direct financial impact of the proposal;
  - b. The scale of the proposal when compared with the defined 'town centres' and the scale of trading overlap;
  - c. The potential for indirect impacts on the health of defined centres; and
  - d. The health of defined centres, taking into account the contribution of retail and service sectors to the overall role and function of these centres.
- 7.40 As outlined in the previous sub-section, we have forecast significant levels of trade loss from Littlehampton town centre as a consequence of the Norway Lane
- 7.41 With regards to the scale of the proposal in relation to Littlehampton town centre, Table 2 on pages 6 and 7 of the May 2025 Retail Assessment indicates that the proposed retail floorspace at Norway Lane is circa 12,000sq m gross. Freeths suggest that the total comparison goods floorspace within Littlehampton town centre is circa 8,300sq m gross, with a further circa 5,000sq m devoted to convenience retail space. Therefore, the scale of proposed floorspace at Norway Lane is very similar to the amount of total retail space in the town centre. Whilst this is not a new or unique position to be in, given the scale of retail parks in Wick and Rustington, it is nevertheless a clear rival in terms of scale to Littlehampton town centre. It also means that the amount of out centre retail floorspace in the local area would continue to be well in excess of the amount in the defined town centre.
- 7.42 In relation to the scale of trading overlap, the New Courtwick Lane analysis in Section 6 of this advice report has already provided an analysis of the scale of convenience goods floorspace overlap between the proposed foodstore on that application site and Littlehampton town centre. It has concluded that the proposed foodstore, in that application would overlap with, primarily, the convenience goods sector in the town centre; a sector which occupies 8% of all retail/service units and 15% of retail/service floorspace. Given the modest amount of comparison goods floorspace in that application, has been concluded that a foodstore for the likes of ALDI or Lidl would have limited overlap with the comparison goods sector in the town centre.
- 7.43 The same conclusion can also be drawn in relation to Unit A5 of the Norway Lane proposal, on the assumption that it occupied in the manner suggested by the Freeths impact assessment. This 'in principle' scale of trading overlap can also be applied to Unit A2 of the Norway Lane proposal (assuming that it is a foodstore) although the intensity of the overlap is effectively doubled given the scale of Unit A2. This is reflected in the financial impact assessment.
- 7.44 In addition, the Norway Lane proposal will have a minor level of trading overlap with the town centre in terms of food/beverage land use provision. The level overlap is considered to be minor given that only one Class E(b) unit/use is proposed and therefore the intensity of the overlap is slightly less than the New Courtwick Lane scheme.

- 7.45 A further factor for consideration will be the scale of trading overlap between the comparison goods retail floorspace elements of the Norway Lane proposal and the town centre. Table 3a of the May 2025 Retail Assessment indicates that 5,100sq m of the total (8,715sq m) net sales floorspace will be devoted to the sale of comparison goods. Whilst the Retail Assessment contemplates the identity and style of potential occupiers for the retail floorspace, the applicant has not indicated a desire to restrict the range of goods in any part of the floorspace (beyond a split between convenience and comparison goods sales).
- 7.46 On this basis we have undertaken an assessment of scale/number of comparison goods units in the town centre which have the potential to possess a trading overlap with the proposal. The maps attached at Appendix D to this advice report show potential trading overlap for comparison goods in relation to the units shaded orange. The overlap for convenience goods is shown for the units shaded green. For the avoidance of doubt, the maps at Appendix D have not annotated any charity / second hand shop units within the comparison goods sector, nor have any café/restaurant units been identified.
- 7.47 The map for Littlehampton town centre shows a reasonably large number of units across the centre have a potential overlap with Norway Lane, although this is by no means widespread given the large number of service uses in the centre. The overlap with this leisure service uses will only be minor as only one food/beverage use is proposed at Norway Lane. However, the scale of trading overlap does grow when convenience goods uses are taken into account and, given that the proposal as a whole will need to be considered, it is our view that there is a considerable degree of trading overlap between the town centre and the proposed development. Clearly, it must be noted that the scale and type of overlap has the potential to vary depending upon the range of comparison goods sold from the proposal, although this in itself is a key factor for the impact assessment, given that the nature of the proposed development can change over time.
- 7.48 Looking beyond the scale of trading overlap, it is also useful to understand the scale of contribution which the convenience and comparison goods retail sectors make to the role and function of the town centre. The turnover figures from the Norway Lane and New Courtwick Lane assessments vary, although the convenience goods sector brings between £22m and £26m of expenditure to the centre, in addition to the (£23-£25m) contribution made by spending on comparison goods. This can be set alongside the evidence base data from the New Courtwick Lane household survey which outlines the main reasons for visiting the centre. As described earlier in this report, food and non-food shopping are the main reasons for visiting Littlehampton town centre, with non-food shopping the most popular reason, particularly across the whole of the survey area.
- 7.49 The available evidence base data also shows that the retail sectors have potential linkages with other parts of Littlehampton town centre, with the data on grocery shopping trips being the better quality. The relevance of the data has been described earlier in this advice report and has already been used to assess the overall impact of the New Courtwick Lane proposal. The observations made regarding linked trips in the New Courtwick Lane assessment also apply for the convenience goods element of the Norway Lane proposal, although it should also be noted that further linkages are likely to occur for non-food shopping trips.
- 7.50 A further important factor to consider for the Norway Lane proposal is the type of retail and leisure operators which could be attracted to the proposed development and whether these businesses already have a presence in the local area. This should be considered as an additional potential negative impact of the proposal, where Norway Lane is able to encourage retailers to relocate from the town centre.
- 7.51 One obvious scenario to consider is Lidl, who have expressed a keen interest in the Norway Lane proposal (as demonstrated by the letter attached to the May 2025 Retail Assessment). It is suggested that Lidl will occupy Unit A5 as a second Lidl store in the Littlehampton area, keeping their existing New Road store open for trade. There is not any

available evidence to suggest that this is not the case. However, the Freeths Retail Assessment does not provide any further evidence or analysis to support why Lidl would be able to operate two stores, two miles apart, in the same urban area on a long-term basis<sup>22</sup>. Moreover, whilst it may be Lidl's intention at the present time to operate two stores in Littlehampton there is the potential for this situation to change in the medium to longer term. In addition, no obligations are being offered by the applicant to ensure that the picture painted by Lidl remains long-term.

7.52 A similar situation occurs in relation to the other proposed retail units and there are three points to note: (a) the non-food units are unrestricted, therefore a wide range of operators have the ability to occupy them; (b) the Freeths Retail Assessment has made a specific point of which units the applicant considers may be occupied by a retail business not represented in the Littlehampton / ADC are; (c) these statements (in point (b)) are not made in relation to all of the proposed units); (d) very little weight can be given to these statements as obligations are not been proposed to control occupation of the development. Overall, this situation allows for the potential for retailer relocations from Littlehampton, and the same is true for Rustington (as outlined below).

7.53 The issue of the identity of retailers for the Norway Lane proposal is also raised in the letter of representation from DWD on behalf of Store Properties Investments Ltd. The letter from DWD reinforces the point that *"there is nothing to stop the retail anchors from existing town centres taking space in the new units"*.

7.54 Therefore, we consider that the potential for retailer relocations should be given weight in the overall assessment of the likely impact of the Norway Lane proposal on Littlehampton town centre. It would intensify the scale of trade diversion from the centre as it has the potential for total (and not partial) turnover levels to be lost.

7.55 The above factors also need to be set against the baseline position regarding the health of Littlehampton town centre. The information supplied by the applicants indicates that there is a reasonably large number of vacancies within the centre, 15% of units in 2023 (one percentage point above the national average) and 13% in 2025 (one point below the national average). The latest survey information supplied by Freeths shows vacancies in different parts of the town centre, including along High Street which is one of the prime shopping streets. One of main vacancies in recent years has been the former Waitrose. Whilst the relocation of Waitrose has benefitted another defined 'town centre' in the local area, the unit has stood empty for several years. It is important to note that investment is now planned for the site, in the shape of a new 130 bed hotel, which should be given positive weight in terms of the overall health and investment in the centre. However, the planned investment in an alternative use is a sign of the changing and diminishing retail function of the town centre.

7.56 Overall, when all the above factors are considered and balanced together, we have reached the conclusion that the Norway Lane proposal is likely to have a significant adverse impact upon the health of Littlehampton town centre. This is based upon a combination of: (a) the scale of direct impact on the town centre (and associated indirect impacts); (b) the scale of trading overlap with the centre; (c) the health of the centre; and (d) the potential for retailer relocations.

7.57 Turning to Rustington local centre, we consider that the range of likely effects of Norway Lane will be similar but not identical. As a consequence, whilst those similar themes are not repeated, the following points are of particular note:

- a. The direct impact of the Norway Lane proposal on the Class E(a) retail turnover of the local centre is smaller than the effect upon the town centre<sup>23</sup> although is still has the potential to remove around one in every ten pounds spent in the local centre. This is a significant loss of trade and has the potential to manifest itself in

<sup>22</sup> For example, via the provision of a retail expenditure capacity assessment.

<sup>23</sup> Primarily due to the issues surrounding trade diversion from Lidl

different ways, including the loss of vitality from the centre and some retailers considering their future viability.

- b. In a similar manner to the town centre, the Norway Lane proposal will have a substantial level of trading overlap with the local centre. There will be direct competition for both the convenience and comparison goods sectors, along with smaller levels of competition in terms of food/beverage trips. The breadth of trading overlap is a particular concern, given the provision of two separate large foodstores in the Norway Lane proposal, along with unrestricted comparison goods floorspace.
- c. Whilst the issue of the re-location / closure of the town centre Lidl store is not relevant to Rustington local centre, the Council should bear in mind that other relocations may occur in relation to retailers in the local centre. First, there is a Boots store in the local centre and, given that Boots also occupy out of centre retail park locations, the possibility of the loss of Boots should be taken into account. In addition, there is an Iceland store in the local centre. Iceland already has two stores in the local area and the Norway Lane proposal could also be attractive to Iceland's Food Warehouse format<sup>24</sup>. We consider that this is a key aspect to the severity of potential impact on the local centre and is also a key concern of Rustington Parish Council (as clearly set out in its letter to ADC dated 28<sup>th</sup> July 2025). It is also referred to in the letter of representation from Store Properties Investments Ltd.
- d. The available linked trip survey information shows that the Waitrose store benefits the local centre via linkages between grocery shopping and the use of other shops and services. These are current benefits to the centre which may be lost as part of the diversion of trade from the Waitrose store in particular. The co-location of the Waitrose with other shops and services in the centre provides for wider benefits and there is the potential for some of the same co-location benefits to be provided in the out of centre location at Norway Lane.

7.58 We consider that, notwithstanding its classification as a local centre in the ADC 'town centre' hierarchy, Rustington local centre is likely to experience a significant level of trading impact from the Norway Lane proposal. There is likely to be a considerable level of trading overlap between the two locations, which will result in a large level of trade loss from the centre (and will be reinforced by the provision of a food and beverage use as part of the development proposal). The scale and type of impact is likely to be both direct and indirect given the diversion of trips associated with grocery shopping and will be at a level which is likely, in our opinion, to lead to significant adverse effects for the health of the local centre. A number of these concerns are also shared within the representation made by Rustington Parish Council and we have paid particular attention to RPC's comments in relation to: (a) the scale of potential trade loss from the local centre; (b) the potential relocation of retailers from the centre; (c) concerns over the impact on footfall/vitality in the local centre.

7.59 In line with our assessment of the New Courtwick Lane application, we have also considered the impact of the Norway Lane proposal on the health of Wick local centre. The forecast direct financial impact of the Norway Lane proposal on the turnover of the Farmfoods store in the local centre is forecast to be between 4% -5%. This is around twice the level of the forecast impact of the New Courtwick Lane proposal and is reflective of the significantly higher amount of convenience goods floorspace within the Norway Lane application. In addition, this level of impact/trade diversion has been based upon the assumption that the Norway Lane proposal will contain two medium to large foodstores (circa 2,000sq m gross each) along with an element of convenience goods sales within a separate mixed goods retail unit. The assessment has not assumed that one of the proposed foodstore units will be a frozen food goods retailer, given the

<sup>24</sup> It is to be noted that the current format of the proposed units in the Norway Lane application may not at present suit Iceland's requirements for a Food Warehouse format store. However, any alternations to the proposed development in the future could make this scenario more likely.

size of the two proposed foodstores. However, should this situation change, and a frozen food goods retailer be included in the scheme<sup>25</sup>, then the direct impacts upon Wick local centre will be considerably higher.

- 7.60 With regards to the overall impact upon Wick local centre, it will be important to take into account the food/beverage offer of the centre and the inclusion of one food/beverage unit in the Norway Lane proposal. However, this aspect of impact will be minimal and when combined with the impact on the Farmfoods store, we consider that there is likely to be an adverse effect on the centre, but not a significantly adverse one. This should, therefore, be taken into account in the overall planning balance for the Norway Lane proposal.

### Assessment of Impact on Town Centre Investment

- 7.61 The test of 'impact on investment' as set out by the NPPF, has three separate limbs: existing, committed and planned investment. As recognised by Section 6 of the May 2025 Retail Assessment, a very useful document in relation to the assessment of planned and committed investment is the Littlehampton Town Centre Strategy ('TCS') which was originally prepared in 2022 and updated in June 2025. The TCS document contains a large number of short and medium term projects, some of which have already been completed. Some projects relate to physical works in specific parts of the town centre, whilst other projects are more thematic and 'actions based'.
- 7.62 Based upon our review of the June 2025 update document, we have not identified any specific projects in the town centre, which have not been completed, that could be materially affected by the Norway Lane development proposal. However, Littlehampton Town Council, as the authors of the TCS, will be best placed to confirm whether any of the investment projects listed in the updated TCS would be at risk should the Norway Lane project receive planning permission and proceed.
- 7.63 However, it is also important to take into account planned and / or committed investment projects in other defined 'town centres' and therefore we refer to the analysis undertaken for the New Courtwick Lane proposal in relation to the planned new local centre at North Littlehampton. As noted in Section 6 of this advice report, the inclusion of this new local centre in the formal hierarchy warrants careful consideration, particularly given the trading overlap between the proposed developments and the content of the outline planning permission for North Littlehampton. However, at the present time and based upon the information currently available to us, we do not consider that the Norway Lane proposal will have a material impact upon the current investment at North Littlehampton based on the extant outline planning permission<sup>26</sup>.
- 7.64 The third element of the 'impact on investment' test is existing investment. This has not been addressed by the Freeths Retail Assessment, although we consider it to be an important component of the overall impact assessment. In particular, existing and on-going investment is important to the overall healthy functioning of a town centre, including the decisions being made by existing businesses, investors, landlords and other stakeholders. If a particular proposal has the potential to impact negatively on business/investor confidence and sentiment this could affect the amount of financial investment and attention a centre receives. In such instances, this will be a negative impact to be placed in the overall balance of impact-related considerations.
- 7.65 In this instance we consider that there is the potential for an adverse impact on existing investment. In particular, the scale of trading overlap associated with the Norway Lane proposal is such that it has the potential to become a direct competitor to the town centre for both convenience and comparison goods shopping. The scale and intensity of the

<sup>25</sup> Due to, for example, a reduction in the size of one of the two foodstore units, or a change in one of the other units from non-food to food sales.

<sup>26</sup> For the avoidance of doubt, this conclusion is reached on the basis of the content and progress of the current / extant outline planning permission for North Littlehampton and not in relation to an alternative scheme which may come forward in the future.

overlap is such that existing businesses may well lose confidence in the town centre as a viable trading destination. This will be intensified should existing retailers decide to relocate from the centre to Norway Lane.

## 8. Summary and Conclusions

### Scope and Purpose

- 8.1 This report has been prepared by Nexus Planning ('Nexus') for Arun District Council ('ADC') in relation to two planning applications for retail and leisure development in Littlehampton. These applications are:
- A hybrid planning application, proposing a Class E(a) retail store and two food/beverage units (a mix of Class E(b) and sui generis uses) and 8,800sq m of Class E(g)(iii) and B8 uses on land at New Courtwick Lane ('the New Courtwick Lane application')<sup>27</sup>.
  - A full application for the demolition, conversion, refurbishment and re-elevation of existing buildings and the construction of new retail and leisure uses (Class E) and associated development at Norway Lane, Littlehampton ('the Norway Lane application')
- 8.2 Nexus are instructed by ADC to provide advice on retail, leisure and main town centre planning policy issues associated with both proposals. Given the location and planning policy status of both application sites, along with the scale and type of proposed floorspace, this advice focuses upon the relationship of the proposed developments with the sequential and impact policy tests as set out in the development plan and other material policy considerations. For the avoidance of doubt, only the 'full' element of the New Courtwick Lane application is subject to our advice.
- 8.3 This advice has considered the various submissions made by both applicants, along with the representations submitted by Rustington Parish Council and Store Properties Investments Ltd.

### The Sequential Test

- 8.4 Both planning application sites lie in out of centre locations and therefore ADC is required to consider whether there are any suitable and available alternative sites or premises which can accommodate either proposal. When making this assessment of the suitability of alternative locations there is a requirement, in national planning policy for both applicants and the local authority to be flexible in relation to scale and format issues.
- 8.5 The search for alternative sequentially preferable locations for both applications has focused upon defined 'town centres' within their respective catchment areas (Littlehampton, Rustington, Arundel and the planned new local centre at North Littlehampton). It has concluded that none of the sites in and around Littlehampton town centre (which have been identified by both applicants and ADC officers) offer suitable and available alternatives for either proposal. There are also no sites in or around Rustington and Arundel centres which warranted detailed consideration.
- 8.6 However, we consider that further information and analysis is required in relation to the North Littlehampton development. The analysis presented by both applicants suggests that the planned area of retail and main town centre uses in this outline planning permission represents an out of centre site. We disagree, and consider that North Littlehampton will provide a planned new local centre within the formal 'town centre' hierarchy in the development plan. As a consequence, the North Littlehampton site lies in a sequentially preferable location and there is evidence of the site being available for development. As part of the outline planning permission, North Littlehampton has been considered suitable for retail and other main town centre uses and, therefore, we consider that further more detailed analysis is required from both applicants to confirm whether the planned local centre is a suitable alternative to either proposal.

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<sup>27</sup> The food and food/beverage uses comprise the full element of the proposed development, whilst the Class E(g)(iii)/B8 use elements are submitted in outline.

- 8.7 As a consequence, we have reached the conclusion that both proposals have not yet complied with the sequential test, as set out in Part 3 of Policy RET DM1 of the development plan and paragraphs 91 and 92 of the NPPF.

### New Courtwick Lane – Impact Assessment

- 8.8 In line with the content of development plan and national planning policy, we have considered the likely impact of the New Courtwick Lane proposal on the health of, and investment within, nearby defined ‘town centres’. For the purposes of this advice report, our assessment has concentrated upon Littlehampton town centre and Rustington local centre. Our assessment of impact has considered a range of issues including the direct financial impact of the proposal on trade/turnover within these centres, along with the scale of trading overlap, the health of centres (including their existing role and function) and the potential for any further indirect/knock-on impacts. As part of our assessment, we have also conducted our own analysis of the likely financial effects of the proposed convenience and comparison goods floorspace elements of the New Courtwick Lane proposal.
- 8.9 Having considered the above factors, we have reached the view that the New Courtwick Lane proposal will exhibit a clear adverse impact on the health of Littlehampton town centre, due to the loss of trade from the centre and due to increased competition posed by the proposed foodstore and food/beverage units. We consider that the overall financial impact of the proposal will be an annual impact of -7.2%, the majority of which will be via the diversion of convenience goods expenditure from the main foodstores within the centre, particularly the Lidl store on New Road. When considering whether the scale of impact on the health of Littlehampton town centre will be significantly adverse we have taken into account the likelihood that the effects of New Courtwick Lane will be focused on only part of the town centre economy, but with potential for indirect impacts for other parts of the centre due to the contribution which is made by grocery shopping visits to the centre. As a consequence, whilst there is no certainty that the scale of impact on the town centre will be significantly adverse, such a scale of impact cannot be completely ruled out at this stage (due to some uncertainties surrounding the potential effects on the convenience goods sector, due to retailer performance and future store viability issues).
- 8.10 We have reached the conclusion that the New Courtwick Lane proposal will also have a material adverse impact upon the health of Rustington and Wick local centres but it will be smaller than the scale of impact on Littlehampton town centre. Therefore, conclusions on this do not suggest a potential reason for refusal, although the effects upon the health of Rustington and Wick will need to be taken into account in ADC’s overall planning balance.

### Norway Lane – Impact Assessment

- 8.11 The same considerations, as set out in paragraph 8.5 above, have also been applied to the retail and leisure development proposal at Norway Lane. The Norway Lane proposal, which would provide a significant amount of convenience and comparison goods retail floorspace (much of which would be unrestricted) is likely to have a large impact upon the turnover of the convenience and comparison goods retail sectors in both Littlehampton town centre and Rustington local centre. Our own assessment predicts that the scale of trade loss for Littlehampton town centre could be in the region of 21% to 23%, whilst Rustington local centre has the potential to lose between 11% and 13% of trade in its Class E(a) retail sector. These significant levels of trade lost are caused by the extensive trading overlap across the convenience and comparison goods sectors, including different types of comparison goods and both main and top-up food shopping.
- 8.12 A similar conclusion has also been reached in relation to the scale of impact upon Rustington town centre. In particular, whilst the direct financial impacts upon the local centre are lower than the town centre, they remain large and are reinforced over the breadth of overlap across the convenience and comparison goods retail uses which are currently present in the local centre.

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- 8.13 The direct and sustained competition posed by the Norway Lane proposal in relation to both centres is also reinforced by the unrestricted nature of the proposed development. In particular, the proposed comparison goods floorspace is both significant in scale and also unrestricted in nature. This would allow the proposal to potentially offer competition across the majority of the comparison goods sector and also change its retail offer over time. The proposal would also compete with the town and local centres in terms of both main and top-up food shopping and, to a more limited extent, food/beverage trips. There are also concerns over the potential for Lidl to close its existing town centre store on New Road and the future viability of the Sainsburys store in the town centre and the Iceland stores in both centres.
- 8.14 Based upon these considerations and the extent of available information available to us at this time, we have reached the conclusion that the Norway Lane proposal is likely to have a significant adverse impact upon the health of both Littlehampton town centre and Rustington local centre. In addition, we have concluded that there will be an adverse impact upon Wick local centre, although it is not so large as to be classified as a significant adverse impact.
- 8.15 Finally, we also consider that there is the potential for an adverse impact on existing investment. In particular, the scale of trading overlap associated with the Norway Lane proposal is such that it has the potential to become a direct competitor to the town centre for both convenience and comparison goods shopping. The scale and intensity of the overlap is such that existing businesses may well lose confidence in the town centre as a viable trading destination. This will be intensified should existing retailers decide to relocate from the centre to Norway Lane.

## Appendix A: Nexus Financial Impact Assessment

**TABLE 1: CONVENIENCE GOODS MARKET SHARES (NEW COURTWICK LAND SURVEY)**

Destination	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)
<b>Zone 1</b>					
<b>Littlehampton Town Centre</b>					
Iceland, Surrey Street	0.12%	3.12%	0.41%	0.00%	0.00%
Lidl, New Road	7.37%	7.37%	1.04%	0.95%	2.91%
Sainsbury's, High Street	5.95%	3.45%	0.25%	0.00%	0.52%
Other	0.11%	0.00%	0.00%	0.00%	0.00%
Sub-total	13.55%	13.95%	1.70%	0.95%	3.43%
<b>Out-of-centre</b>					
Morrisons, Hawthorn Road, Wick	18.14%	9.83%	0.41%	11.47%	0.98%
Premier (AA Mini Market), Clun Road, Wick	0.43%	0.00%	0.00%	0.00%	0.00%
Tesco, Broad Piece, Wick	38.83%	16.31%	5.41%	16.17%	11.96%
Farmfoods, Wick Street, Wick	0.14%	4.13%	0.00%	0.00%	0.00%
<b>Zone 2</b>					
<b>Out-of-centre</b>					
Tesco Express, Finisterre Way, Littlehampton	1.97%	9.00%	0.73%	0.00%	0.00%
Waitrose (Little), Shell Garage, Rustington Bypass, East Field	0.08%	0.29%	0.00%	0.00%	0.00%
Other	0.15%	0.00%	0.00%	0.00%	0.00%
<b>Zone 3</b>					
<b>The Strand Local Centre</b>					
Co-op, Field Place Parade, The Strand	0.00%	0.00%	2.51%	0.11%	0.00%
<b>Rustington Local Service Centre</b>					
Iceland, Churchill Parade	0.00%	0.00%	0.44%	0.00%	0.00%
Waitrose, Broadmark Lane	1.99%	4.62%	4.58%	0.76%	0.52%
Other	0.00%	0.11%	0.12%	0.00%	0.00%
Sub-total	1.99%	4.73%	5.15%	0.76%	0.52%
<b>Out-of-centre</b>					
Aldi, Manor Retail Park, Rustington	7.48%	4.86%	5.49%	1.08%	1.04%
Asda, Littlehampton Road, Ferring	2.22%	5.88%	9.21%	3.86%	0.19%
Co-op, Ferring Street, Ferring	0.00%	0.00%	4.96%	0.02%	0.00%
Co-op, Station Parade, East Preston	0.00%	0.00%	0.10%	0.00%	0.00%
M&S Simply Food, BP Garage, Worthing Road	0.54%	1.67%	0.00%	0.00%	0.00%
Premier, Palatine Road, Limbrick Corner Local Shopping Parade	0.00%	0.00%	0.00%	0.80%	0.00%
Sainsbury's, Rustington Retail Park, New Road	9.01%	13.62%	14.65%	9.97%	0.62%
Ferring Stores, The Pantiles, Ferring	0.00%	0.00%	0.02%	0.00%	0.00%
John May Butchers, Ferring Street, Ferring	0.00%	0.00%	0.02%	0.00%	0.00%
Tesco Express, Sterling Parade, The Street, Rustington	0.00%	0.19%	1.73%	0.00%	0.00%
One Stop, North Lane, East Preston	0.00%	0.00%	1.01%	0.00%	0.00%
Seaview Stores, Sea Road, East Preston	0.00%	0.00%	0.07%	0.00%	0.00%
<b>Zone 4</b>					
<b>West Durrington District Centre</b>					
Tesco Extra, Fullbeck Way	0.00%	0.00%	4.35%	25.38%	0.00%
<b>Arundel Local Service Centre</b>					
Co-op, Queen Street	0.54%	0.00%	0.00%	6.94%	0.00%
Other	0.00%	0.00%	0.00%	3.10%	0.00%
Sub-total	0.54%	0.00%	0.00%	10.03%	0.00%
<b>Out-of-centre</b>					
Co-op, The Square, Angmering	0.00%	0.00%	0.65%	0.39%	0.00%
Hillside Stores, Hill Terrace, Jarvis Road, Arundel	0.00%	0.00%	0.00%	0.22%	0.00%
The Junction at Clapham, The Street, Clapham	0.00%	0.00%	0.00%	0.11%	0.00%
<b>Zone 5</b>					
Co-op, Main Road, Yapton	0.12%	0.00%	0.00%	0.00%	2.68%
Co-op, The Square, Barnham	0.00%	0.00%	2.33%	0.00%	6.59%
Premier, Elmer Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.30%
Tesco Express, Barnham Road, Barnham	0.00%	0.00%	0.00%	0.00%	1.33%
Waitrose (Little), Shell Garage, Arundel Road, Fontwell, Walberton	0.00%	0.00%	0.00%	0.00%	0.52%
Barnham Trading Post, Barnham Road, Barnham	0.03%	0.00%	0.00%	0.11%	1.84%
One Stop, Elmer Road, Middleton-on-Sea	0.00%	0.00%	0.00%	0.00%	1.93%
Tudor Butchery, Middleton Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.12%
Walberton News, Maple Parade, Walberton	0.00%	0.00%	0.00%	0.00%	0.15%
<b>Outside Study Area</b>					
Aldi, London Road, Brighton	0.00%	0.00%	5.39%	0.00%	0.00%
Aldi, Pavilion Retail Park, Lewes Road, Brighton	0.00%	0.00%	3.19%	0.00%	0.00%
Aldi, Saltbox Road, Bognor Regis	0.43%	0.17%	0.00%	1.85%	3.95%
Asda Express (Petrol Station), A27, Arundel Road, Chichester	0.00%	0.00%	2.46%	0.00%	4.84%
Co-op, Chichester Road, Bognor Regis	0.00%	4.81%	3.22%	0.00%	1.39%
Sainsbury's Local, Goring Road, Goring by Sea	0.00%	3.66%	2.05%	0.00%	0.00%
Sainsbury's, Downland Business Park, Lyons Farm, Worthing	0.00%	0.82%	2.44%	2.37%	0.00%
Sainsbury's, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	1.33%	15.63%
Sainsbury's, Westhampnett Road, Chichester	0.43%	0.00%	0.00%	2.32%	8.98%
Tesco Express (Esso Garage), Littlehampton Road, Durrington, Worthing	0.00%	4.82%	7.89%	0.24%	0.00%
Tesco, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	14.70%
Waitrose, High Street, Worthing	0.00%	0.00%	4.07%	1.22%	0.00%
Other	3.91%	1.27%	8.79%	9.25%	16.29%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Notes:**  
Market share data taken directly from Table 2 of Quod financial impact assessment.

**TABLE 2: CONVENIENCE GOODS DIVERSION % TO NEW COURTWICK LANE (NEW COURTWICK LAND SURVEY)**

Destination	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)
<b>Zone 1</b>					
<b>Littlehampton Town Centre</b>					
Iceland, Surrey Street	0.04%	1.14%	0.25%	0.00%	0.00%
Lidl, New Road	25.21%	31.35%	7.29%	5.82%	23.14%
Sainsbury's, High Street	2.91%	2.10%	0.25%	0.00%	0.59%
Other	0.02%	0.00%	0.00%	0.00%	0.00%
Sub-total	28.17%	34.58%	7.79%	5.82%	23.73%
<b>Out-of-centre</b>					
Morrisons, Hawthorn Road, Wick	17.73%	11.94%	0.82%	20.13%	2.22%
Premier (AA Mini Market), Clun Road, Wick	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Broad Piece, Wick	28.46%	14.86%	8.13%	21.28%	20.36%
Farmfoods, Wick Street, Wick	0.04%	1.50%	0.00%	0.00%	0.00%
<b>Zone 2</b>					
<b>Out-of-centre</b>					
Tesco Express, Finisterre Way, Littlehampton	0.10%	0.55%	0.07%	0.00%	0.00%
Waitrose (Little), Shell Garage, Rustington Bypass, East Field	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 3</b>					
<b>The Strand Local Centre</b>					
Co-op, Field Place Parade, The Strand	0.00%	0.00%	1.51%	0.06%	0.00%
<b>Rustington Local Service Centre</b>					
Iceland, Churchill Parade	0.00%	0.00%	0.27%	0.00%	0.00%
Waitrose, Broadmark Lane	1.95%	5.62%	9.19%	1.33%	1.18%
Other	0.00%	0.01%	0.01%	0.00%	0.00%
Sub-total	1.95%	5.62%	9.46%	1.33%	1.18%
<b>Out-of-centre</b>					
Aldi, Manor Retail Park, Rustington	14.62%	11.81%	22.02%	3.81%	4.73%
Asda, Littlehampton Road, Ferring	1.62%	5.36%	13.85%	5.08%	0.33%
Co-op, Ferring Street, Ferring	0.00%	0.00%	0.50%	0.00%	0.00%
Co-op, Station Parade, East Preston	0.00%	0.00%	0.01%	0.00%	0.00%
M&S Simply Food, BP Garage, Worthing Road	0.00%	0.00%	0.00%	0.00%	0.00%
Premier, Palatine Road, Limbrick Corner Local Shopping Parade	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Rustington Retail Park, New Road	6.60%	12.41%	22.02%	13.12%	1.05%
Ferring Stores, The Pantiles, Ferring	0.00%	0.00%	0.00%	0.00%	0.00%
John May Butchers, Ferring Street, Ferring	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Sterling Parade, The Street, Rustington	0.00%	0.01%	0.17%	0.00%	0.00%
One Stop, North Lane, East Preston	0.00%	0.00%	0.00%	0.00%	0.00%
Seaview Stores, Sea Road, East Preston	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 4</b>					
<b>West Durrington District Centre</b>					
Tesco Extra, Fullbeck Way	0.00%	0.00%	4.36%	22.28%	0.00%
<b>Arundel Local Service Centre</b>					
Co-op, Queen Street	0.03%	0.00%	0.00%	0.61%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.03%	0.00%	0.00%	0.61%	0.00%
<b>Out-of-centre</b>					
Co-op, The Square, Angmering	0.00%	0.00%	0.07%	0.03%	0.00%
Hillside Stores, Hill Terrace, Jarvis Road, Arundel	0.00%	0.00%	0.00%	0.00%	0.00%
The Junction at Clapham, The Street, Clapham	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 5</b>					
Co-op, Main Road, Yapton	0.01%	0.00%	0.00%	0.00%	0.30%
Co-op, The Square, Barnham	0.00%	0.00%	0.23%	0.00%	0.75%
Premier, Elmer Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Barnham Road, Barnham	0.00%	0.00%	0.00%	0.00%	0.00%
Waitrose (Little), Shell Garage, Arundel Road, Fontwell, Walberton	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%
One Stop, Elmer Road, Middleton-on-Sea	0.00%	0.00%	0.00%	0.00%	0.00%
Tudor Butchery, Middleton Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%
Walberton News, Maple Parade, Walberton	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside Study Area</b>					
Aldi, London Road, Brighton	0.00%	0.00%	0.54%	0.00%	0.00%
Aldi, Pavilion Retail Park, Lewes Road, Brighton	0.00%	0.00%	0.32%	0.00%	0.00%
Aldi, Saltbox Road, Bognor Regis	0.06%	0.03%	0.00%	0.49%	1.34%
Asda Express (Petrol Station), A27, Arundel Road, Chichester	0.00%	0.00%	4.92%	0.00%	10.97%
Co-op, Chichester Road, Bognor Regis	0.00%	0.88%	0.97%	0.00%	0.47%
Sainsbury's Local, Goring Road, Goring by Sea	0.00%	0.22%	0.21%	0.00%	0.00%
Sainsbury's, Downland Business Park, Lyons Farm, Worthing	0.00%	0.15%	0.73%	0.62%	0.00%
Sainsbury's, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.35%	5.32%
Sainsbury's, Westhampnett Road, Chichester	0.42%	0.00%	0.00%	4.07%	20.37%
Tesco Express (Esso Garage), Littlehampton Road, Durrington, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	5.01%
Waitrose, High Street, Worthing	0.00%	0.00%	0.41%	0.11%	0.00%
Other	0.19%	0.08%	0.88%	0.81%	1.85%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Notes:**  
% trade diversion calculated by Nexus and based upon the market share, location and retail offer of competing facilities.

**TABLE 3: CONVENIENCE GOODS DIVERSION £m TO NEW COURTWICK LANE (NEW COURTWICK LAND SURVEY)**

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total (£m)
<b>Zone 1</b>						
<b>Littlehampton Town Centre</b>						
Iceland, Surrey Street	£0.00	£0.03	£0.00	£0.00	£0.00	£0.03
Lidl, New Road	£1.63	£0.79	£0.03	£0.23	£0.08	£2.75
Sainsbury's, High Street	£0.19	£0.05	£0.00	£0.00	£0.00	£0.24
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sub-total	£1.82	£0.87	£0.03	£0.23	£0.09	£3.03
<b>Out-of-centre</b>						
Morrisons, Hawthorn Road, Wick	£1.15	£0.30	£0.00	£0.79	£0.01	£2.25
Premier (AA Mini Market), Clun Road, Wick	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Broad Piece, Wick	£1.84	£0.37	£0.03	£0.84	£0.07	£3.15
Farmfoods, Wick Street, Wick	£0.00	£0.04	£0.00	£0.00	£0.00	£0.04
<b>Zone 2</b>						
<b>Out-of-centre</b>						
Tesco Express, Finisterre Way, Littlehampton	£0.01	£0.01	£0.00	£0.00	£0.00	£0.02
Waitrose (Little), Shell Garage, Rustington Bypass, East Field	£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
<b>Zone 3</b>						
<b>The Strand Local Centre</b>						
Co-op, Field Place Parade, The Strand	£0.00	£0.00	£0.01	£0.00	£0.00	£0.01
<b>Rustington Local Service Centre</b>						
Iceland, Churchill Parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waitrose, Broadmark Lane	£0.13	£0.14	£0.03	£0.05	£0.00	£0.36
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sub-total	£0.13	£0.14	£0.03	£0.05	£0.00	£0.36
<b>Out-of-centre</b>						
Aldi, Manor Retail Park, Rustington	£0.94	£0.30	£0.08	£0.15	£0.02	£1.49
Asda, Littlehampton Road, Ferring	£0.10	£0.13	£0.05	£0.20	£0.00	£0.49
Co-op, Ferring Street, Ferring	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, Station Parade, East Preston	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
M&S Simply Food, BP Garage, Worthing Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Premier, Palatine Road, Limbrick Corner Local Shopping Parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Rustington Retail Park, New Road	£0.43	£0.31	£0.08	£0.52	£0.00	£1.34
Ferring Stores, The Pantiles, Ferring	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
John May Butchers, Ferring Street, Ferring	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Express, Sterling Parade, The Street, Rustington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
One Stop, North Lane, East Preston	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Seaview Stores, Sea Road, East Preston	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 4</b>						
<b>West Durrington District Centre</b>						
Tesco Extra, Fullbeck Way	£0.00	£0.00	£0.02	£0.88	£0.00	£0.89
<b>Arundel Local Service Centre</b>						
Co-op, Queen Street	£0.00	£0.00	£0.00	£0.02	£0.00	£0.03
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sub-total	£0.00	£0.00	£0.00	£0.02	£0.00	£0.03
<b>Out-of-centre</b>						
Co-op, The Square, Angmering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Hillside Stores, Hill Terrace, Jarvis Road, Arundel	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
The Junction at Clapham, The Street, Clapham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 5</b>						
Co-op, Main Road, Yapton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Co-op, The Square, Barnham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Premier, Elmer Road, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Express, Barnham Road, Barnham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waitrose (Little), Shell Garage, Arundel Road, Fontwell, Walberton	£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
One Stop, Elmer Road, Middleton-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tudor Butchery, Middleton Road, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Walberton News, Maple Parade, Walberton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Outside Study Area</b>						
Aldi, London Road, Brighton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Aldi, Pavilion Retail Park, Lewes Road, Brighton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Aldi, Saltbox Road, Bognor Regis	£0.00	£0.00	£0.00	£0.02	£0.00	£0.03
Asda Express (Petrol Station), A27, Arundel Road, Chichester	£0.00	£0.00	£0.02	£0.00	£0.04	£0.06
Co-op, Chichester Road, Bognor Regis	£0.00	£0.02	£0.00	£0.00	£0.00	£0.03
Sainsbury's Local, Goring Road, Goring by Sea	£0.00	£0.01	£0.00	£0.00	£0.00	£0.01
Sainsbury's, Downland Business Park, Lyons Farm, Worthing	£0.00	£0.00	£0.00	£0.02	£0.00	£0.03
Sainsbury's, Shripney Road, Bognor Regis	£0.00	£0.00	£0.00	£0.01	£0.02	£0.03
Sainsbury's, Westhampnett Road, Chichester	£0.03	£0.00	£0.00	£0.16	£0.07	£0.26
Tesco Express (Esso Garage), Littlehampton Road, Durrington, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Shripney Road, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.02	£0.02
Waitrose, High Street, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
Other	£0.01	£0.00	£0.00	£0.03	£0.01	£0.06
<b>Total</b>	<b>6.46</b>	<b>2.51</b>	<b>0.36</b>	<b>3.94</b>	<b>0.36</b>	<b>£13.63</b>

**Notes:**  
£m pattern of trade diversion calculated by applying % diversion to trade draw by zone (taken from Quod impact assessment).

**TABLE 4: CONVENIENCE GOODS DIVERSION % TO NORWAY LANE (NEW COURTWICK LAND SURVEY)**

Destination	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)
<b>Zone 1</b>					
<b>Littlehampton Town Centre</b>					
Iceland, Surrey Street	0.04%	1.14%	0.25%	0.00%	0.00%
Lidl, New Road	25.21%	31.35%	7.29%	5.82%	23.14%
Sainsbury's, High Street	2.91%	2.10%	0.25%	0.00%	0.59%
Other	0.02%	0.00%	0.00%	0.00%	0.00%
Sub-total	28.17%	34.58%	7.79%	5.82%	23.73%
<b>Out-of-centre</b>					
Morrisons, Hawthorn Road, Wick	17.73%	11.94%	0.82%	20.13%	2.22%
Premier (AA Mini Market), Clun Road, Wick	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Broad Piece, Wick	28.46%	14.86%	8.13%	21.28%	20.36%
Farmfoods, Wick Street, Wick	0.04%	1.50%	0.00%	0.00%	0.00%
<b>Zone 2</b>					
<b>Out-of-centre</b>					
Tesco Express, Finisterre Way, Littlehampton	0.10%	0.55%	0.07%	0.00%	0.00%
Waitrose (Little), Shell Garage, Rustington Bypass, East Field	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 3</b>					
<b>The Strand Local Centre</b>					
Co-op, Field Place Parade, The Strand	0.00%	0.00%	1.51%	0.06%	0.00%
<b>Rustington Local Service Centre</b>					
Iceland, Churchill Parade	0.00%	0.00%	0.27%	0.00%	0.00%
Waitrose, Broadmark Lane	1.95%	5.62%	9.19%	1.33%	1.18%
Other	0.00%	0.01%	0.01%	0.00%	0.00%
Sub-total	1.95%	5.62%	9.46%	1.33%	1.18%
<b>Out-of-centre</b>					
Aldi, Manor Retail Park, Rustington	14.62%	11.81%	22.02%	3.81%	4.73%
Asda, Littlehampton Road, Ferring	1.62%	5.36%	13.85%	5.08%	0.33%
Co-op, Ferring Street, Ferring	0.00%	0.00%	0.50%	0.00%	0.00%
Co-op, Station Parade, East Preston	0.00%	0.00%	0.01%	0.00%	0.00%
M&S Simply Food, BP Garage, Worthing Road	0.00%	0.00%	0.00%	0.00%	0.00%
Premier, Palatine Road, Limbrick Corner Local Shopping Parade	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Rustington Retail Park, New Road	6.60%	12.41%	22.02%	13.12%	1.05%
Ferring Stores, The Pantiles, Ferring	0.00%	0.00%	0.00%	0.00%	0.00%
John May Butchers, Ferring Street, Ferring	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Sterling Parade, The Street, Rustington	0.00%	0.01%	0.17%	0.00%	0.00%
One Stop, North Lane, East Preston	0.00%	0.00%	0.00%	0.00%	0.00%
Seaview Stores, Sea Road, East Preston	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 4</b>					
<b>West Durrington District Centre</b>					
Tesco Extra, Fullbeck Way	0.00%	0.00%	4.36%	22.28%	0.00%
<b>Arundel Local Service Centre</b>					
Co-op, Queen Street	0.03%	0.00%	0.00%	0.61%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.03%	0.00%	0.00%	0.61%	0.00%
<b>Out-of-centre</b>					
Co-op, The Square, Angmering	0.00%	0.00%	0.07%	0.03%	0.00%
Hillside Stores, Hill Terrace, Jarvis Road, Arundel	0.00%	0.00%	0.00%	0.00%	0.00%
The Junction at Clapham, The Street, Clapham	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 5</b>					
Co-op, Main Road, Yapton	0.01%	0.00%	0.00%	0.00%	0.30%
Co-op, The Square, Barnham	0.00%	0.00%	0.23%	0.00%	0.75%
Premier, Elmer Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Barnham Road, Barnham	0.00%	0.00%	0.00%	0.00%	0.00%
Waitrose (Little), Shell Garage, Arundel Road, Fontwell, Walberton	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%
One Stop, Elmer Road, Middleton-on-Sea	0.00%	0.00%	0.00%	0.00%	0.00%
Tudor Butchery, Middleton Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%
Walberton News, Maple Parade, Walberton	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside Study Area</b>					
Aldi, London Road, Brighton	0.00%	0.00%	0.54%	0.00%	0.00%
Aldi, Pavilion Retail Park, Lewes Road, Brighton	0.00%	0.00%	0.32%	0.00%	0.00%
Aldi, Saltbox Road, Bognor Regis	0.06%	0.03%	0.00%	0.49%	1.34%
Asda Express (Petrol Station), A27, Arundel Road, Chichester	0.00%	0.00%	4.92%	0.00%	10.97%
Co-op, Chichester Road, Bognor Regis	0.00%	0.88%	0.97%	0.00%	0.47%
Sainsbury's Local, Goring Road, Goring by Sea	0.00%	0.22%	0.21%	0.00%	0.00%
Sainsbury's, Downland Business Park, Lyons Farm, Worthing	0.00%	0.15%	0.73%	0.62%	0.00%
Sainsbury's, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.35%	5.32%
Sainsbury's, Westhampnett Road, Chichester	0.42%	0.00%	0.00%	4.07%	20.37%
Tesco Express (Esso Garage), Littlehampton Road, Durrington, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	5.01%
Waitrose, High Street, Worthing	0.00%	0.00%	0.41%	0.11%	0.00%
Other	0.19%	0.08%	0.88%	0.81%	1.85%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Notes:**  
% trade diversion calculated by Nexus and based upon the market share, location and retail offer of competing facilities.

**TABLE 5: CONVENIENCE GOODS DIVERSION £m TO NORWAY LANE (NEW COURTWICK LAND SURVEY)**

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total (£m)
<b>Zone 1</b>						
<b>Littlehampton Town Centre</b>						
Iceland, Surrey Street	£0.00	£0.07	£0.03	£0.00	£0.00	£0.10
Lidl, New Road	£2.32	£1.93	£0.79	£0.18	£0.36	£5.57
Sainsbury's, High Street	£0.27	£0.13	£0.03	£0.00	£0.01	£0.43
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sub-total	£2.60	£2.13	£0.84	£0.18	£0.37	£6.11
<b>Out-of-centre</b>						
Morrisons, Hawthorn Road, Wick	£1.63	£0.73	£0.09	£0.62	£0.03	£3.11
Premier (AA Mini Market), Clun Road, Wick	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Broad Piece, Wick	£2.62	£0.91	£0.88	£0.66	£0.31	£5.38
Farmfoods, Wick Street, Wick	£0.00	£0.09	£0.00	£0.00	£0.00	£0.10
<b>Zone 2</b>						
<b>Out-of-centre</b>						
Tesco Express, Finisterre Way, Littlehampton	£0.01	£0.03	£0.01	£0.00	£0.00	£0.05
Waitrose (Little), Shell Garage, Rustington Bypass, East Field	£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
<b>Zone 3</b>						
<b>The Strand Local Centre</b>						
Co-op, Field Place Parade, The Strand	£0.00	£0.00	£0.16	£0.00	£0.00	£0.16
<b>Rustington Local Service Centre</b>						
Iceland, Churchill Parade	£0.00	£0.00	£0.03	£0.00	£0.00	£0.03
Waitrose, Broadmark Lane	£0.18	£0.35	£0.99	£0.04	£0.02	£1.57
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sub-total	£0.18	£0.35	£1.02	£0.04	£0.02	£1.60
<b>Out-of-centre</b>						
Aldi, Manor Retail Park, Rustington	£1.35	£0.73	£2.37	£0.12	£0.07	£4.64
Asda, Littlehampton Road, Ferring	£0.15	£0.33	£1.49	£0.16	£0.01	£2.13
Co-op, Ferring Street, Ferring	£0.00	£0.00	£0.05	£0.00	£0.00	£0.05
Co-op, Station Parade, East Preston	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
M&S Simply Food, BP Garage, Worthing Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Premier, Palatine Road, Limbrick Corner Local Shopping Parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Rustington Retail Park, New Road	£0.61	£0.76	£2.37	£0.40	£0.02	£4.16
Ferring Stores, The Pantiles, Ferring	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
John May Butchers, Ferring Street, Ferring	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Express, Sterling Parade, The Street, Rustington	£0.00	£0.00	£0.02	£0.00	£0.00	£0.02
One Stop, North Lane, East Preston	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Seaview Stores, Sea Road, East Preston	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 4</b>						
<b>West Durrington District Centre</b>						
Tesco Extra, Fullbeck Way	£0.00	£0.00	£0.47	£0.69	£0.00	£1.16
<b>Arundel Local Service Centre</b>						
Co-op, Queen Street	£0.00	£0.00	£0.00	£0.02	£0.00	£0.02
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sub-total	£0.00	£0.00	£0.00	£0.02	£0.00	£0.02
<b>Out-of-centre</b>						
Co-op, The Square, Angmering	£0.00	£0.00	£0.01	£0.00	£0.00	£0.01
Hillside Stores, Hill Terrace, Jarvis Road, Arundel	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
The Junction at Clapham, The Street, Clapham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 5</b>						
Co-op, Main Road, Yapton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
Co-op, The Square, Barnham	£0.00	£0.00	£0.03	£0.00	£0.01	£0.04
Premier, Elmer Road, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Express, Barnham Road, Barnham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waitrose (Little), Shell Garage, Arundel Road, Fontwell, Walberton	£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
One Stop, Elmer Road, Middleton-on-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tudor Butchery, Middleton Road, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Walberton News, Maple Parade, Walberton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Outside Study Area</b>						
Aldi, London Road, Brighton	£0.00	£0.00	£0.06	£0.00	£0.00	£0.06
Aldi, Pavilion Retail Park, Lewes Road, Brighton	£0.00	£0.00	£0.03	£0.00	£0.00	£0.03
Aldi, Saltbox Road, Bognor Regis	£0.01	£0.00	£0.00	£0.02	£0.02	£0.04
Asda Express (Petrol Station), A27, Arundel Road, Chichester	£0.00	£0.00	£0.53	£0.00	£0.17	£0.70
Co-op, Chichester Road, Bognor Regis	£0.00	£0.05	£0.10	£0.00	£0.01	£0.17
Sainsbury's Local, Goring Road, Goring by Sea	£0.00	£0.01	£0.02	£0.00	£0.00	£0.04
Sainsbury's, Downland Business Park, Lyons Farm, Worthing	£0.00	£0.01	£0.08	£0.02	£0.00	£0.11
Sainsbury's, Shripney Road, Bognor Regis	£0.00	£0.00	£0.00	£0.01	£0.08	£0.09
Sainsbury's, Westhampnett Road, Chichester	£0.04	£0.00	£0.00	£0.13	£0.31	£0.48
Tesco Express (Esso Garage), Littlehampton Road, Durrington, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Shripney Road, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.08	£0.08
Waitrose, High Street, Worthing	£0.00	£0.00	£0.04	£0.00	£0.00	£0.05
Other	£0.02	£0.00	£0.09	£0.03	£0.03	£0.17
<b>Total</b>	<b>9.22</b>	<b>6.15</b>	<b>10.77</b>	<b>3.08</b>	<b>1.54</b>	<b>£30.76</b>

**Notes:**  
£m pattern of trade diversion calculated by applying % diversion to trade draw by zone (taken from Freeths impact assessment).

**TABLE 6a: CONVENIENCE GOODS IMPACT OF NEW COURTWICK LANE**

STORE / CENTRE	PRE-IMPACT TURNOVER (£m)	DIVERSION TO NEW COURTWICK LANE	RESIDUAL TURNOVER (£m)	IMPACT (%)
<b>Littlehampton Town Centre</b>				
Iceland, Surrey Street	£1.84	£0.03	£1.81	-1.82%
Lidl, New Road	£14.51	£2.90	£11.61	-19.98%
Sainsbury's, High Street	£5.85	£0.26	£5.59	-4.38%
Other	£0.06	£0.00	£0.06	-1.80%
Sub-total	£22.26	£3.19	£19.07	-14.33%
<b>Rustington Local Service Centre</b>				
Iceland, Churchill Parade	£0.62	£0.001	£0.62	-0.16%
Waitrose, Broadmark Lane	£10.62	£0.38	£10.24	-3.53%
Other	£0.20	£0.00	£0.20	-0.11%
Sub-total	£11.44	£0.38	£11.06	-3.29%

**TABLE 6b: CONVENIENCE GOODS IMPACT OF NORWAY LANE**

STORE / CENTRE	PRE-IMPACT TURNOVER (£m)	DIVERSION TO NORWAY LANE	RESIDUAL TURNOVER (£m)	IMPACT (%)
<b>Littlehampton Town Centre</b>				
Iceland, Surrey Street	£1.84	£0.11	£1.73	-5.71%
Lidl, New Road	£14.51	£5.87	£8.64	-40.43%
Sainsbury's, High Street	£5.85	£0.46	£5.39	-7.79%
Other	£0.06	£0.00	£0.06	-2.57%
Sub-total	£22.26	£6.43	£15.83	-28.88%
<b>Rustington Local Service Centre</b>				
Iceland, Churchill Parade	£0.62	£0.03	£0.59	-4.89%
Waitrose, Broadmark Lane	£10.62	£1.66	£8.96	-15.60%
Other	£0.20	£0.00	£0.20	-0.89%
Sub-total	£11.44	£1.69	£9.75	-14.76%

**Notes:**

Trade diversion levels taken from Tables 3 and 5. Pre-impact turnover levels taken from Quod impact assessment.

**TABLE 7: COMPARISON GOODS MARKET SHARES (NEW COURTWICK LANE SURVEY)**

Destination	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)
<b>Zone 1</b>					
<b>Littlehampton Town Centre</b>					
Lidl, New Road	0.08%	0.15%	0.12%	0.00%	0.10%
Sainsbury's, High Street	0.41%	1.09%	0.06%	0.00%	0.00%
Other	13.22%	12.34%	0.55%	2.12%	1.06%
Sub-total	13.72%	13.57%	0.74%	2.12%	1.15%
<b>Out-of-centre</b>					
Morrisons, Hawthorn Road, Wick	3.39%	0.73%	0.73%	0.67%	0.20%
Arun Retail Park, Broad Piece, Wick	11.28%	8.80%	3.38%	4.30%	4.66%
Wickes, Broad Piece, Wick	4.42%	4.92%	1.56%	2.66%	1.32%
Tesco, Broad Piece, Wick	8.78%	6.37%	0.28%	3.84%	3.81%
Other	4.71%	1.08%	0.00%	1.20%	0.00%
<b>Zone 2</b>					
<b>Out-of-centre</b>					
Other	0.53%	1.60%	0.00%	0.00%	0.00%
<b>Zone 3</b>					
<b>The Strand Local Centre</b>					
Other	0.00%	0.00%	0.28%	0.00%	0.00%
<b>Rustington Local Service Centre</b>					
Waitrose, Broadmark Lane	0.00%	0.00%	0.83%	0.00%	0.00%
Other	3.25%	12.45%	7.50%	2.63%	1.48%
Sub-total	3.25%	12.45%	8.33%	2.63%	1.48%
<b>Out-of-centre</b>					
Manor Retail Park, Rustington	1.33%	1.72%	4.03%	0.00%	0.68%
Asda, Littlehampton Road, Ferring	1.39%	0.92%	0.93%	1.80%	2.14%
Rustington Retail Park, New Road, Rustington	5.93%	5.66%	5.75%	5.55%	2.29%
Co-op, Ferring Street, Ferring	0.00%	0.00%	0.12%	0.00%	0.00%
East Preston Village Centre	0.00%	0.00%	0.22%	0.00%	0.00%
Limbrick Corner Local Shopping Parade	0.00%	0.00%	1.50%	0.00%	0.00%
Sainsbury's, Rustington Retail Park, New Road	7.67%	8.09%	5.15%	10.07%	1.24%
Ferring Local Centre	0.00%	0.00%	0.52%	0.08%	0.00%
Other	0.25%	0.76%	2.25%	0.08%	0.00%
<b>Zone 4</b>					
<b>West Durrington District Centre</b>					
Tesco Extra, Fullbeck Way	0.00%	0.00%	2.65%	5.95%	0.07%
Other	0.00%	0.00%	0.08%	1.73%	0.00%
Sub-total	0.00%	0.00%	2.73%	7.68%	0.07%
<b>Arundel Local Service Centre</b>					
Co-op, Queen Street	0.29%	0.00%	0.00%	0.00%	0.00%
Other	0.10%	0.00%	0.00%	5.75%	0.00%
Sub-total	0.38%	0.00%	0.00%	5.75%	0.00%
<b>Zone 5</b>					
Co-op, Main Road, Yapton	0.00%	0.00%	0.00%	0.00%	0.10%
Elmer Village Centre	0.00%	0.00%	0.00%	0.00%	0.58%
Barnham Village Centre	0.00%	0.00%	0.00%	0.33%	3.33%
Ford Village Centre	0.10%	0.00%	0.00%	0.13%	0.00%
Ford Airfield Market and Carboot, Rodney Crescent, Ford	0.00%	0.00%	0.12%	0.00%	0.76%
Barnham Trading Post, Barnham Road, Barnham	0.00%	0.00%	0.00%	0.00%	1.55%
Middleton-on-Sea Village Centre	0.00%	0.00%	0.00%	0.00%	3.32%
Yapton Village Centre	0.08%	0.00%	0.00%	0.00%	0.39%
Total outside Study Area	32.79%	33.32%	61.38%	51.12%	70.93%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Notes:**

Market share data taken directly from Quod financial impact assessment.

**TABLE 8: COMPARISON GOODS DIVERSION % - NEW COURTWICK LANE (NEW COURTWICK LANE SURVEY)**

Destination	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)
<b>Zone 1</b>					
<b>Littlehampton Town Centre</b>					
Lidl, New Road	0.06%	0.13%	0.11%	0.00%	0.09%
Sainsbury's, High Street	0.33%	0.97%	0.06%	0.00%	0.00%
Other	10.41%	11.01%	0.51%	1.79%	1.03%
Sub-total	10.80%	12.11%	0.67%	1.79%	1.13%
<b>Out-of-centre</b>					
Morrisons, Hawthorn Road, Wick	5.35%	1.30%	1.33%	1.14%	0.39%
Arun Retail Park, Broad Piece, Wick	17.77%	15.71%	6.17%	7.30%	9.11%
Wickes, Broad Piece, Wick	0.35%	0.44%	0.14%	0.23%	0.13%
Tesco, Broad Piece, Wick	13.83%	11.36%	0.51%	6.50%	7.45%
Other	0.37%	0.10%	0.00%	0.10%	0.00%
<b>Zone 2</b>					
<b>Out-of-centre</b>					
Other	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 3</b>					
<b>The Strand Local Centre</b>					
Other	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Rustington Local Service Centre</b>					
Waitrose, Broadmark Lane	0.00%	0.00%	1.51%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.00%	0.00%	1.51%	0.00%	0.00%
<b>Out-of-centre</b>					
Manor Retail Park, Rustington	2.09%	3.08%	7.34%	0.00%	1.34%
Asda, Littlehampton Road, Ferring	2.19%	1.64%	1.70%	3.05%	4.18%
Rustington Retail Park, New Road, Rustington	9.34%	10.10%	10.47%	9.40%	4.48%
Co-op, Ferring Street, Ferring	0.00%	0.00%	0.00%	0.00%	0.00%
East Preston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Limbrick Corner Local Shopping Parade	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Rustington Retail Park, New Road	12.08%	14.45%	9.39%	17.08%	2.42%
Ferring Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 4</b>					
<b>West Durrington District Centre</b>					
Tesco Extra, Fullbeck Way	0.00%	0.00%	4.82%	10.09%	0.13%
Other	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.00%	0.00%	4.82%	10.09%	0.13%
<b>Arundel Local Service Centre</b>					
Co-op, Queen Street	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 5</b>					
Co-op, Main Road, Yapton	0.00%	0.00%	0.00%	0.00%	0.00%
Elmer Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Barnham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Ford Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Ford Airfield Market and Carboot, Rodney Crescent, Ford	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%
Middleton-on-Sea Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Yapton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Total outside Study Area	25.83%	29.73%	55.94%	43.32%	69.25%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Notes:**

% trade diversion calculated by Nexus and based upon the market share, location and retail offer of competing facilities.

**TABLE 9: COMPARISON GOODS DIVERSION £m - NEW COURTWICK LANE (NEW COURTWICK LANE SURVEY)**

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total (£m)
<b>Zone 1</b>						
<b>Littlehampton Town Centre</b>						
Lidl, New Road	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, High Street	£0.01	£0.01	£0.00	£0.00	£0.00	£0.01
Other	£0.18	£0.08	£0.00	£0.02	£0.00	£0.28
Sub-total	£0.19	£0.08	£0.00	£0.02	£0.00	£0.30
<b>Out-of-centre</b>						
Morrisons, Hawthorn Road, Wick	£0.09	£0.01	£0.00	£0.01	£0.00	£0.12
Arun Retail Park, Broad Piece, Wick	£0.31	£0.11	£0.01	£0.08	£0.01	£0.52
Wickes, Broad Piece, Wick	£0.01	£0.00	£0.00	£0.00	£0.00	£0.01
Tesco, Broad Piece, Wick	£0.24	£0.08	£0.00	£0.07	£0.01	£0.40
Other	£0.01	£0.00	£0.00	£0.00	£0.00	£0.01
<b>Zone 2</b>						
<b>Out-of-centre</b>						
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 3</b>						
<b>The Strand Local Centre</b>						
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Rustington Local Service Centre</b>						
Waitrose, Broadmark Lane	£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
Sub-total	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Out-of-centre</b>						
Manor Retail Park, Rustington	£0.04	£0.02	£0.01	£0.00	£0.00	£0.07
Asda, Littlehampton Road, Ferring	£0.04	£0.01	£0.00	£0.03	£0.00	£0.09
Rustington Retail Park, New Road, Rustington	£0.17	£0.07	£0.01	£0.10	£0.00	£0.35
Co-op, Ferring Street, Ferring	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
East Preston Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Limbrick Corner Local Shopping Parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Rustington Retail Park, New Road	£0.21	£0.10	£0.01	£0.18	£0.00	£0.51
Ferring Local Centre	£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
<b>Zone 4</b>						
<b>West Durrington District Centre</b>						
Tesco Extra, Fullbeck Way	£0.00	£0.00	£0.00	£0.11	£0.00	£0.11
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sub-total	£0.00	£0.00	£0.00	£0.11	£0.00	£0.11
<b>Arundel Local Service Centre</b>						
Co-op, Queen Street	£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
Sub-total	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 5</b>						
Co-op, Main Road, Yapton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Elmer Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Barnham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ford Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ford Airfield Market and Carboot, Rodney Crescent, Ford	£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
Middleton-on-Sea Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Yapton Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total outside Study Area	£0.46	£0.21	£0.06	£0.47	£0.07	£1.26
<b>Total</b>	<b>£1.77</b>	<b>£0.69</b>	<b>£0.10</b>	<b>£1.08</b>	<b>£0.10</b>	<b>£3.74</b>

**Notes:**

£m pattern of trade diversion calculated by applying % diversion to trade draw by zone (taken from Quod impact assessment).

**TABLE 10: COMPARISON GOODS DIVERSION % - NORWAY LANE (NEW COURTWICK LAND SURVEY)**

Destination	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)
<b>Zone 1</b>					
<b>Littlehampton Town Centre</b>					
Lidl, New Road	0.15%	0.25%	0.20%	0.00%	0.17%
Sainsbury's, High Street	0.76%	1.77%	0.10%	0.00%	0.00%
Other	24.38%	20.13%	0.89%	4.07%	1.90%
Sub-total	25.29%	22.14%	1.19%	4.07%	2.08%
<b>Out-of-centre</b>					
Morrisons, Hawthorn Road, Wick	2.92%	0.55%	0.55%	0.60%	0.17%
Arun Retail Park, Broad Piece, Wick	1.39%	0.96%	0.36%	0.55%	0.56%
Wickes, Broad Piece, Wick	0.54%	0.54%	0.17%	0.34%	0.16%
Tesco, Broad Piece, Wick	7.56%	4.85%	0.21%	3.44%	3.20%
Other	0.58%	0.12%	0.00%	0.15%	0.00%
<b>Zone 2</b>					
<b>Out-of-centre</b>					
Other	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 3</b>					
<b>The Strand Local Centre</b>					
Other	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Rustington Local Service Centre</b>					
Waitrose, Broadmark Lane	0.00%	0.00%	0.62%	0.00%	0.00%
Other	5.99%	20.31%	12.08%	5.05%	2.66%
Sub-total	5.99%	20.31%	12.70%	5.05%	2.66%
<b>Out-of-centre</b>					
Manor Retail Park, Rustington	3.27%	3.75%	8.65%	0.00%	1.64%
Asda, Littlehampton Road, Ferring	1.20%	0.70%	0.70%	1.62%	1.80%
Rustington Retail Park, New Road, Rustington	4.37%	3.69%	3.70%	4.27%	1.65%
Co-op, Ferring Street, Ferring	0.00%	0.00%	0.00%	0.00%	0.00%
East Preston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Limbrick Corner Local Shopping Parade	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Rustington Retail Park, New Road	6.60%	6.16%	3.87%	9.04%	1.04%
Ferring Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 4</b>					
<b>West Durrington District Centre</b>					
Tesco Extra, Fullbeck Way	0.00%	0.00%	1.99%	5.34%	0.06%
Other	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.00%	0.00%	1.99%	5.34%	0.06%
<b>Arundel Local Service Centre</b>					
Co-op, Queen Street	0.00%	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 5</b>					
Co-op, Main Road, Yapton	0.00%	0.00%	0.00%	0.00%	0.00%
Elmer Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Barnham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Ford Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Ford Airfield Market and Carboot, Rodney Crescent, Ford	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%
Middleton-on-Sea Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Yapton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%
Total outside Study Area	40.30%	36.23%	65.91%	65.53%	85.00%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Notes:**

% trade diversion calculated by Nexus and based upon the market share, location and retail offer of competing facilities.

**TABLE 11: COMPARISON GOODS DIVERSION £m - NORWAY LANE (NEW COURTWICK LANE SURVEY)**

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total (£m)
<b>Zone 1</b>						
<b>Littlehampton Town Centre</b>						
Lidl, New Road	£0.01	£0.01	£0.02	£0.00	£0.00	£0.05
Sainsbury's, High Street	£0.07	£0.10	£0.01	£0.00	£0.00	£0.18
Other	£2.09	£1.15	£0.09	£0.12	£0.03	£3.48
Sub-total	£2.17	£1.27	£0.12	£0.12	£0.03	£3.70
<b>Out-of-centre</b>						
Morrisons, Hawthorn Road, Wick	£0.25	£0.03	£0.06	£0.02	£0.00	£0.36
Arun Retail Park, Broad Piece, Wick	£0.12	£0.05	£0.04	£0.02	£0.01	£0.23
Wickes, Broad Piece, Wick	£0.05	£0.03	£0.02	£0.01	£0.00	£0.11
Tesco, Broad Piece, Wick	£0.65	£0.28	£0.02	£0.10	£0.05	£1.09
Other	£0.05	£0.01	£0.00	£0.00	£0.00	£0.06
<b>Zone 2</b>						
<b>Out-of-centre</b>						
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 3</b>						
<b>The Strand Local Centre</b>						
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Rustington Local Service Centre</b>						
Waitrose, Broadmark Lane	£0.00	£0.00	£0.06	£0.00	£0.00	£0.06
Other	£0.51	£1.16	£1.21	£0.14	£0.04	£3.07
Sub-total	£0.51	£1.16	£1.27	£0.14	£0.04	£3.13
<b>Out-of-centre</b>						
Manor Retail Park, Rustington	£0.28	£0.21	£0.87	£0.00	£0.02	£1.38
Asda, Littlehampton Road, Ferring	£0.10	£0.04	£0.07	£0.05	£0.03	£0.28
Rustington Retail Park, New Road, Rustington	£0.38	£0.21	£0.37	£0.12	£0.02	£1.10
Co-op, Ferring Street, Ferring	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
East Preston Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Limbrick Corner Local Shopping Parade	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Rustington Retail Park, New Road	£0.57	£0.35	£0.39	£0.26	£0.01	£1.58
Ferring Local Centre	£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
<b>Zone 4</b>						
<b>West Durrington District Centre</b>						
Tesco Extra, Fullbeck Way	£0.00	£0.00	£0.20	£0.15	£0.00	£0.35
Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sub-total	£0.00	£0.00	£0.20	£0.15	£0.00	£0.35
<b>Arundel Local Service Centre</b>						
Co-op, Queen Street	£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
Sub-total	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 5</b>						
Co-op, Main Road, Yapton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Elmer Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Barnham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ford Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ford Airfield Market and Carboot, Rodney Crescent, Ford	£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
Middleton-on-Sea Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Yapton Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total outside Study Area	£3.46	£2.07	£6.59	£1.87	£1.22	£15.21
<b>Total</b>	<b>£8.58</b>	<b>£5.72</b>	<b>£10.00</b>	<b>£2.86</b>	<b>£1.43</b>	<b>£28.59</b>

**Notes:**

£m pattern of trade diversion calculated by applying % diversion to trade draw by zone (taken from Freeths impact assessment).

**TABLE 12a: COMPARISON GOODS IMPACT OF NEW COURTWICK LANE**

STORE / CENTRE	PRE-IMPACT TURNOVER (£m)	DIVERSION TO NEW COURTWICK LANE	RESIDUAL TURNOVER (£m)	IMPACT (%)
<i>Littlehampton Town Centre</i>	£23.43	£0.31	£23.12	-1.33%
<i>Rustington Local Service Centre</i>	£27.22	£0.00	£27.22	-0.01%

**TABLE 12b: COMPARISON GOODS IMPACT OF NORWAY LANE**

STORE / CENTRE	PRE-IMPACT TURNOVER (£m)	DIVERSION TO NORWAY LANE	RESIDUAL TURNOVER (£m)	IMPACT (%)
<i>Littlehampton Town Centre</i>	£23.43	£3.90	£19.53	-16.63%
<i>Rustington Local Service Centre</i>	£27.22	£3.29	£23.93	-12.10%

**Notes:**

Trade diversion levels taken from Tables 9 and 11.

Pre-impact turnover levels taken from Quod retail assessment.

**TABLE 13a: OVERALL CLASS E(a) IMPACT OF NEW COURTWICK LANE**

STORE / CENTRE	PRE-IMPACT TURNOVER (£m)	DIVERSION TO NEW COURTWICK LANE	RESIDUAL TURNOVER (£m)	IMPACT (%)
<i>Littlehampton Town Centre</i>	£45.69	£3.50	£42.19	-7.67%
<i>Rustington Local Service Centre</i>	£38.66	£0.38	£38.28	-0.98%

**TABLE 13b: OVERALL CLASS E(a) IMPACT OF NORWAY LANE**

STORE / CENTRE	PRE-IMPACT TURNOVER (£m)	DIVERSION TO NORWAY LANE	RESIDUAL TURNOVER (£m)	IMPACT (%)
<i>Littlehampton Town Centre</i>	£45.69	£10.33	£35.36	-22.60%
<i>Rustington Local Service Centre</i>	£38.66	£4.98	£33.68	-12.88%

**Notes:**

Pre-impact turnovers, and trade diversion levels, taken from Tables 6 and 12.

**TABLE 14: CONVENIENCE GOODS MARKET SHARES (NORWAY LANE SURVEY)**

Destination	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)	Zone 9 (%)
<b>Zone 2 - Littlehampton North</b>									
Farmfoods, Wick Local Centre	0.80%	1.50%	2.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.30%
Morrisons, Hawthorn Road, Wick	9.30%	20.40%	7.80%	0.50%	0.80%	0.00%	0.00%	5.20%	1.00%
Zone 2 Local Stores / Other	0.00%	2.60%	2.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 3 - Climping &amp; Littlehampton Central</b>									
Iceland, Surrey Street, Littlehampton Town Centre	6.40%	0.00%	0.90%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, New Road, Littlehampton Town Centre	11.00%	4.30%	15.30%	1.30%	0.50%	2.30%	0.00%	0.80%	1.30%
Sainsbury's, High Street, Littlehampton Town Centre	5.80%	8.80%	20.00%	0.40%	2.70%	0.20%	0.00%	0.00%	0.80%
<i>Littlehampton Town Centre Sub-Total</i>	23.20%	13.10%	36.20%	2.00%	3.20%	2.50%	0.00%	0.80%	2.00%
Tesco Extra, Broad Piece, Wick	20.20%	34.50%	17.40%	8.90%	4.50%	0.00%	0.00%	15.50%	23.70%
Zone 3 Local Stores / Other	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 4 - Rustington &amp; East Preston</b>									
Iceland, Churchill Parade, Rustington Town Centre	0.40%	0.00%	0.90%	1.90%	0.30%	0.00%	0.00%	0.00%	0.00%
Tesco Express, The Street, Rustington Town Centre	2.30%	0.20%	0.10%	3.80%	0.30%	0.00%	0.00%	0.00%	0.00%
Waitrose, Broadmark Lane, Rustington Town Centre	2.30%	0.00%	2.00%	18.10%	5.10%	0.40%	0.40%	3.20%	2.20%
Rustington Local Service Centre Other Stores	0.00%	0.00%	0.00%	1.50%	0.30%	0.00%	0.00%	0.00%	0.00%
<i>Rustington Local Service Centre Sub-Total</i>	5.10%	0.20%	2.90%	25.40%	5.80%	0.40%	0.40%	3.20%	2.20%
Tesco Express, Finisterre Way Local Centre	6.00%	1.90%	1.90%	0.20%	3.60%	1.10%	0.00%	0.40%	0.00%
Aldi, Manor Retail Park, Rustington	9.70%	4.20%	7.90%	7.40%	14.40%	2.20%	4.60%	0.00%	2.30%
Sainsbury's, Rustington Retail Park, Rustington	7.90%	4.60%	8.80%	36.40%	39.90%	7.70%	3.10%	11.80%	0.50%
East Preston Local Stores	0.00%	0.00%	0.00%	5.70%	2.80%	0.00%	0.00%	0.00%	0.00%
Zone 4 Local Stores / Other	0.00%	0.00%	1.10%	0.20%	0.50%	0.20%	0.00%	0.00%	0.00%
<b>Zone 5 - Angmering</b>									
Co-op, The Square, Angmering	0.00%	0.00%	0.40%	1.20%	8.90%	0.00%	0.20%	0.00%	0.00%
<b>Zone 6 - Ferring &amp; Goring by Sea</b>									
Goring District Centre Stores	0.00%	0.00%	0.00%	0.00%	0.00%	3.00%	0.50%	0.00%	0.00%
Asda, Littlehampton Road, Ferring	9.30%	6.60%	4.00%	9.30%	8.00%	7.50%	4.20%	0.00%	0.00%
Zone 6 Local Stores / Other	1.00%	0.00%	0.80%	0.20%	0.70%	14.10%	0.30%	0.00%	0.00%
<b>Zone 7 - Findon &amp; Clapham</b>									
Findon Local Stores	0.00%	0.00%	0.00%	0.00%	1.30%	0.00%	1.60%	0.00%	0.00%
Durrington Local Stores	0.90%	2.30%	0.00%	1.30%	0.30%	2.40%	8.10%	0.00%	0.00%
Zone 7 Local Stores / Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.20%	9.00%	0.00%	0.00%
<b>Zone 8 - Arundel</b>									
Arundel Local Service Centre Stores	0.00%	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	25.10%	0.30%
Zone 8 Local Stores / Other	0.00%	0.00%	0.00%	0.20%	0.00%	0.00%	2.50%	1.80%	0.00%
<b>Zone 9 - Slindon &amp; Yapton</b>									
Yapton Local Stores	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	2.20%	5.80%
Slindon Local Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.60%
Zone 9 Local Stores / Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.10%
<b>Outside Study Area</b>									
Barnham Local Stores	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%	0.40%	18.60%
Aldi, Saltbox Road, Bognor Regis	0.00%	0.00%	1.10%	0.00%	0.00%	0.00%	0.00%	6.00%	4.00%
Morrison's, Bedford Street, Bognor Regis	0.00%	0.00%	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.50%
Sainsbury's, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	7.40%
Tesco Extra, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.50%
Other Bognor Regis Stores	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brighton Stores	0.00%	0.10%	0.00%	0.00%	0.00%	0.40%	0.00%	0.00%	0.00%
Lidl, Westhampnett Road, Chichester	0.00%	0.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.80%	0.50%
Aldi, Barnfield Road, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.60%	4.60%
Sainsbury's, Westhampnett Road, Chichester	0.00%	2.30%	0.00%	0.00%	0.00%	0.00%	0.00%	4.80%	13.20%
Tesco Extra, Fishburne Road East, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.00%
Other Chichester Stores	3.00%	0.10%	0.00%	0.20%	0.00%	0.00%	0.40%	1.00%	1.30%
Portslade Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.70%	0.00%	0.00%
Pulborough Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.60%	0.30%
Storrington Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.70%	0.00%
Walberton Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.10%
Lidl, Downlands Retail Park, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	3.20%	1.40%	0.00%	0.00%
Lidl, North Street, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	3.80%	0.00%	0.00%	0.00%
Morrison's, Newland Street, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	5.60%	0.40%	0.00%	0.00%
M&S, Montague Street, Worthing	0.00%	0.00%	0.00%	0.00%	3.00%	2.40%	1.50%	0.00%	0.00%
Sainsbury's, Downlands Retail Park, Worthing	0.20%	0.00%	0.00%	0.00%	0.00%	1.10%	6.00%	0.00%	0.00%
Tesco Extra, West Durrington, Worthing	2.20%	0.00%	0.10%	0.60%	0.00%	30.70%	45.90%	0.00%	0.00%
Waitrose, High Street, Worthing	1.00%	0.00%	0.10%	0.20%	1.30%	3.40%	2.60%	0.00%	0.00%
Other Worthing Stores	0.00%	0.00%	2.10%	0.00%	0.20%	7.60%	3.40%	0.80%	0.00%
Other Non-Study Area Stores	0.30%	4.90%	0.20%	0.20%	0.80%	0.50%	2.20%	5.40%	3.40%
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

**Notes:**  
Marke share levels taken from Freeths May 2025 Retail Assessment.

**TABLE 15: CONVENIENCE GOODS TRADE DIVERSION % - NEW COURTWICK LANE (NORWAY LANE SURVEY)**

Destination	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)	Zone 9 (%)
<b>Zone 2 - Littlehampton North</b>									
Farmfoods, Wick Local Centre	0.23%	0.52%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
Morrisons, Hawthorn Road, Wick	8.91%	23.66%	6.86%	0.61%	1.01%	0.00%	0.00%	12.52%	1.83%
Zone 2 Local Stores / Other	0.00%	0.15%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 3 - Climping &amp; Littlehampton Central</b>									
Iceland, Surrey Street, Littlehampton Town Centre	1.84%	0.00%	0.24%	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, New Road, Littlehampton Town Centre	36.88%	17.45%	47.09%	5.56%	2.22%	25.16%	0.00%	6.74%	8.34%
Sainsbury's, High Street, Littlehampton Town Centre	2.78%	5.10%	8.79%	0.24%	1.71%	0.31%	0.00%	0.00%	0.73%
<i>Littlehampton Town Centre Sub-Total</i>									
Tesco Extra, Broad Piece, Wick	14.51%	30.01%	11.48%	8.15%	4.28%	0.00%	0.00%	27.98%	32.58%
Zone 3 Local Stores / Other	0.00%	0.00%	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 4 - Rustington &amp; East Preston</b>									
Iceland, Churchill Parade, Rustington Town Centre	0.11%	0.00%	0.24%	0.70%	0.11%	0.00%	0.00%	0.00%	0.00%
Tesco Express, The Street, Rustington Town Centre	0.66%	0.07%	0.03%	1.39%	0.11%	0.00%	0.00%	0.00%	0.00%
Waitrose, Broadmark Lane, Rustington Town Centre	2.20%	0.00%	1.76%	22.10%	6.47%	1.25%	1.67%	7.70%	4.03%
Rustington Local Service Centre Other Stores	0.00%	0.00%	0.00%	0.55%	0.11%	0.00%	0.00%	0.00%	0.00%
<i>Rustington Local Service Centre Sub-Total</i>									
Tesco Express, Finisterre Way Local Centre	0.29%	0.11%	0.08%	0.01%	0.23%	0.17%	0.00%	0.05%	0.00%
Aldi, Manor Retail Park, Rustington	18.58%	9.74%	13.89%	18.07%	36.53%	13.75%	38.52%	0.00%	8.43%
Sainsbury's, Rustington Retail Park, Rustington	5.68%	4.00%	5.80%	33.34%	37.95%	18.05%	9.73%	21.30%	0.69%
East Preston Local Stores	0.00%	0.00%	0.00%	0.35%	0.18%	0.00%	0.00%	0.00%	0.00%
Zone 4 Local Stores / Other	0.00%	0.00%	0.05%	0.01%	0.03%	0.03%	0.00%	0.00%	0.00%
<b>Zone 5 - Angmering</b>									
Co-op, The Square, Angmering	0.00%	0.00%	0.02%	0.07%	0.56%	0.00%	0.04%	0.00%	0.00%
<b>Zone 6 - Ferring &amp; Goring by Sea</b>									
Goring District Centre Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Littlehampton Road, Ferring	6.68%	5.74%	2.64%	8.52%	7.61%	17.58%	13.19%	0.00%	0.00%
Zone 6 Local Stores / Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 7 - Findon &amp; Clapham</b>									
Findon Local Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Durrington Local Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 7 Local Stores / Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 8 - Arundel</b>									
Arundel Local Service Centre Stores	0.00%	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	3.02%	0.03%
Zone 8 Local Stores / Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 9 - Slindon &amp; Yapton</b>									
Yapton Local Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Slindon Local Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 9 Local Stores / Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside Study Area</b>									
Barnham Local Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Aldi, Saltbox Road, Bognor Regis	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%	2.17%	1.10%
Morrison's, Bedford Street, Bognor Regis	0.00%	0.00%	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.14%
Sainsbury's, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.43%	2.03%
Tesco Extra, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%
Other Bognor Regis Stores	0.00%	0.00%	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brighton Stores	0.00%	0.01%	0.00%	0.00%	0.00%	0.06%	0.00%	0.00%	0.00%
Lidl, Westhampnett Road, Chichester	0.00%	0.46%	0.00%	0.00%	0.00%	0.00%	0.00%	1.93%	0.92%
Aldi, Barnfield Road, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.85%	8.43%
Sainsbury's, Westhampnett Road, Chichester	0.00%	2.67%	0.00%	0.00%	0.00%	0.00%	0.00%	11.55%	24.20%
Tesco Extra, Fishburne Road East, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.50%
Other Chichester Stores	0.14%	0.01%	0.00%	0.01%	0.00%	0.00%	0.08%	0.12%	0.12%
Portslade Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Pulborough Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Storrington Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Walberton Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Downlands Retail Park, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	1.50%	0.88%	0.00%	0.00%
Lidl, North Street, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	1.78%	0.00%	0.00%	0.00%
Morrison's, Newland Street, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	2.63%	0.25%	0.00%	0.00%
M&S, Montague Street, Worthing	0.00%	0.00%	0.00%	0.00%	0.57%	1.13%	0.94%	0.00%	0.00%
Sainsbury's, Downlands Retail Park, Worthing	0.03%	0.00%	0.00%	0.00%	0.00%	0.52%	3.77%	0.00%	0.00%
Tesco Extra, West Durrington, Worthing	0.32%	0.00%	0.01%	0.11%	0.00%	14.40%	28.83%	0.00%	0.00%
Waitrose, High Street, Worthing	0.14%	0.00%	0.01%	0.04%	0.25%	1.59%	1.63%	0.00%	0.00%
Other Worthing Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Non-Study Area Stores	0.01%	0.28%	0.01%	0.01%	0.05%	0.08%	0.46%	0.65%	0.31%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Notes:**

% trade diversion calculated by Nexus and based upon the market share, location and retail offer of competing facilities.

**TABLE 16: CONVENIENCE GOODS TRADE DIVERSION £m - NEW COURTWICK LANE (NORWAY LANE SURVEY)**

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total (£m)
<b>Zone 2 - Littlehampton North</b>										
Farmfoods, Wick Local Centre	£0.01	£0.01	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
Morrisons, Hawthorn Road, Wick	£0.24	£0.64	£0.09	£0.02	£0.01	£0.00	£0.00	£0.09	£0.01	£1.11
Zone 2 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
<b>Zone 3 - Climping &amp; Littlehampton Central</b>										
Iceland, Surrey Street, Littlehampton Town Centre	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06
Lidl, New Road, Littlehampton Town Centre	£1.01	£0.48	£0.64	£0.15	£0.02	£0.26	£0.00	£0.05	£0.06	£2.66
Sainsbury's, High Street, Littlehampton Town Centre	£0.08	£0.14	£0.12	£0.01	£0.02	£0.00	£0.00	£0.00	£0.00	£0.37
<i>Littlehampton Town Centre Sub-Total</i>	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Extra, Broad Piece, Wick	£0.40	£0.82	£0.16	£0.22	£0.04	£0.00	£0.00	£0.19	£0.22	£2.05
Zone 3 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 4 - Rustington &amp; East Preston</b>										
Iceland, Churchill Parade, Rustington Town Centre	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
Tesco Express, The Street, Rustington Town Centre	£0.02	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06
Waitrose, Broadmark Lane, Rustington Town Centre	£0.06	£0.00	£0.02	£0.60	£0.07	£0.01	£0.01	£0.05	£0.03	£0.86
Rustington Local Service Centre Other Stores	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02
<i>Rustington Local Service Centre Sub-Total</i>	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Express, Finisterre Way Local Centre	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02
Aldi, Manor Retail Park, Rustington	£0.51	£0.27	£0.19	£0.49	£0.37	£0.14	£0.26	£0.00	£0.06	£2.29
Sainsbury's, Rustington Retail Park, Rustington	£0.15	£0.11	£0.08	£0.91	£0.39	£0.18	£0.07	£0.15	£0.00	£2.04
East Preston Local Stores	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
Zone 4 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 5 - Angmering</b>										
Co-op, The Square, Angmering	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.01
<b>Zone 6 - Ferring &amp; Goring by Sea</b>										
Goring District Centre Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Asda, Littlehampton Road, Ferring	£0.18	£0.16	£0.04	£0.23	£0.08	£0.18	£0.09	£0.00	£0.00	£0.95
Zone 6 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 7 - Findon &amp; Clapham</b>										
Findon Local Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Durrington Local Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 7 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 8 - Arundel</b>										
Arundel Local Service Centre Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.02
Zone 8 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 9 - Stindon &amp; Yapton</b>										
Yapton Local Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Slindon Local Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 9 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Outside Study Area</b>										
Barnham Local Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Aldi, Saltbox Road, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	£0.02
Morrison's, Bedford Street, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Shripney Road, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.02
Tesco Extra, Shripney Road, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other Bognor Regis Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Brighton Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lidl, Westhampnett Road, Chichester	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	£0.03
Aldi, Barnfield Road, Chichester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.06	£0.08
Sainsbury's, Westhampnett Road, Chichester	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.16	£0.32
Tesco Extra, Fishburne Road East, Chichester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.04
Other Chichester Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
Portslade Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Pulborough Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Storrington Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Walberton Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lidl, Downlands Retail Park, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.01	£0.00	£0.00	£0.02
Lidl, North Street, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.02
Morrison's, Newland Street, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.03
M&S, Montague Street, Worthing	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	£0.01	£0.00	£0.00	£0.02
Sainsbury's, Downlands Retail Park, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.03	£0.00	£0.00	£0.03
Tesco Extra, West Durrington, Worthing	£0.01	£0.00	£0.00	£0.00	£0.00	£0.15	£0.20	£0.00	£0.00	£0.36
Waitrose, High Street, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.01	£0.00	£0.00	£0.04
Other Worthing Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other Non-Study Area Stores	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02
<b>Total</b>	<b>£2.73</b>	<b>£2.73</b>	<b>£1.36</b>	<b>£2.73</b>	<b>£1.02</b>	<b>£1.02</b>	<b>£0.68</b>	<b>£0.68</b>	<b>£0.68</b>	<b>£13.63</b>

**Notes:**  
£m pattern of trade diversion calculated by applying % diversion to trade draw by zone (taken from Quod impact assessment).

**TABLE 17: CONVENIENCE GOODS TRADE DIVERSION % - NORWAY LANE (NORWAY LANE SURVEY)**

Destination	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)	Zone 9 (%)
<b>Zone 2 - Littlehampton North</b>									
Farmfoods, Wick Local Centre	0.23%	0.52%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%
Morrisons, Hawthorn Road, Wick	8.91%	23.66%	6.86%	0.61%	1.01%	0.00%	0.00%	12.52%	1.83%
Zone 2 Local Stores / Other	0.00%	0.15%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 3 - Climping &amp; Littlehampton Central</b>									
Iceland, Surrey Street, Littlehampton Town Centre	1.84%	0.00%	0.24%	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, New Road, Littlehampton Town Centre	36.88%	17.45%	47.09%	5.56%	2.22%	25.16%	0.00%	6.74%	8.34%
Sainsbury's, High Street, Littlehampton Town Centre	2.78%	5.10%	8.79%	0.24%	1.71%	0.31%	0.00%	0.00%	0.73%
<i>Littlehampton Town Centre Sub-Total</i>	41.50%	22.56%	56.12%	5.95%	3.93%	25.48%	0.00%	6.74%	9.07%
Tesco Extra, Broad Piece, Wick	14.51%	30.01%	11.48%	8.15%	4.28%	0.00%	0.00%	27.98%	32.58%
Zone 3 Local Stores / Other	0.00%	0.00%	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 4 - Rustington &amp; East Preston</b>									
Iceland, Churchill Parade, Rustington Town Centre	0.11%	0.00%	0.24%	0.70%	0.11%	0.00%	0.00%	0.00%	0.00%
Tesco Express, The Street, Rustington Town Centre	0.66%	0.07%	0.03%	1.39%	0.11%	0.00%	0.00%	0.00%	0.00%
Waitrose, Broadmark Lane, Rustington Town Centre	2.20%	0.00%	1.76%	22.10%	6.47%	1.25%	1.67%	7.70%	4.03%
Rustington Local Service Centre Other Stores	0.00%	0.00%	0.00%	0.55%	0.11%	0.00%	0.00%	0.00%	0.00%
<i>Rustington Local Service Centre Sub-Total</i>	0.29%	0.11%	0.08%	0.01%	0.23%	0.17%	0.00%	0.05%	0.00%
Tesco Express, Finisterre Way Local Centre	18.58%	9.74%	13.89%	18.07%	36.53%	13.75%	38.52%	0.00%	8.43%
Aldi, Manor Retail Park, Rustington	5.68%	4.00%	5.80%	33.34%	37.95%	18.05%	9.73%	21.30%	0.69%
Sainsbury's, Rustington Retail Park, Rustington	0.00%	0.00%	0.00%	0.35%	0.18%	0.00%	0.00%	0.00%	0.00%
East Preston Local Stores	0.00%	0.00%	0.00%	0.01%	0.03%	0.03%	0.00%	0.00%	0.00%
Zone 4 Local Stores / Other	0.00%	0.00%	0.05%	0.01%	0.03%	0.03%	0.00%	0.00%	0.00%
<b>Zone 5 - Angmering</b>									
Co-op, The Square, Angmering	0.00%	0.00%	0.02%	0.07%	0.56%	0.00%	0.04%	0.00%	0.00%
<b>Zone 6 - Ferring &amp; Goring by Sea</b>									
Goring District Centre Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Littlehampton Road, Ferring	6.68%	5.74%	2.64%	8.52%	7.61%	17.58%	13.19%	0.00%	0.00%
Zone 6 Local Stores / Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 7 - Findon &amp; Clapham</b>									
Findon Local Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Durrington Local Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 7 Local Stores / Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 8 - Arundel</b>									
Arundel Local Service Centre Stores	0.00%	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	3.02%	0.03%
Zone 8 Local Stores / Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 9 - Slindon &amp; Yapton</b>									
Yapton Local Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Slindon Local Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 9 Local Stores / Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside Study Area</b>									
Barnham Local Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Aldi, Saltbox Road, Bognor Regis	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.00%	2.17%	1.10%
Morrison's, Bedford Street, Bognor Regis	0.00%	0.00%	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.14%
Sainsbury's, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.43%	2.03%
Tesco Extra, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%
Other Bognor Regis Stores	0.00%	0.00%	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brighton Stores	0.00%	0.01%	0.00%	0.00%	0.00%	0.06%	0.00%	0.00%	0.00%
Lidl, Westhampnett Road, Chichester	0.00%	0.46%	0.00%	0.00%	0.00%	0.00%	0.00%	1.93%	0.92%
Aldi, Barnfield Road, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.85%	8.43%
Sainsbury's, Westhampnett Road, Chichester	0.00%	2.67%	0.00%	0.00%	0.00%	0.00%	0.00%	11.55%	24.20%
Tesco Extra, Fishburne Road East, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.50%
Other Chichester Stores	0.14%	0.01%	0.00%	0.01%	0.00%	0.00%	0.08%	0.12%	0.12%
Portslade Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Pulborough Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Storrington Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Walberton Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Downlands Retail Park, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	1.50%	0.88%	0.00%	0.00%
Lidl, North Street, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	1.78%	0.00%	0.00%	0.00%
Morrison's, Newland Street, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	2.63%	0.25%	0.00%	0.00%
M&S, Montague Street, Worthing	0.00%	0.00%	0.00%	0.00%	0.57%	1.13%	0.94%	0.00%	0.00%
Sainsbury's, Downlands Retail Park, Worthing	0.03%	0.00%	0.00%	0.00%	0.00%	0.52%	3.77%	0.00%	0.00%
Tesco Extra, West Durrington, Worthing	0.32%	0.00%	0.01%	0.11%	0.00%	14.40%	28.83%	0.00%	0.00%
Waitrose, High Street, Worthing	0.14%	0.00%	0.01%	0.04%	0.25%	1.59%	1.63%	0.00%	0.00%
Other Worthing Stores	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Non-Study Area Stores	0.01%	0.28%	0.01%	0.01%	0.05%	0.08%	0.46%	0.65%	0.31%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Notes:**

% trade diversion calculated by Nexus and based upon the market share, location and retail offer of competing facilities.

**TABLE 18: CONVENIENCE GOODS TRADE DIVERSION £m - NORWAY LANE (NORWAY LANE SURVEY)**

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total (£m)
<b>Zone 2 - Littlehampton North</b>										
Farmfoods, Wick Local Centre	£0.01	£0.03	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
Morrisons, Hawthorn Road, Wick	£0.55	£1.46	£0.21	£0.04	£0.02	£0.00	£0.00	£0.19	£0.03	£2.50
Zone 2 Local Stores / Other	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
<b>Zone 3 - Climping &amp; Littlehampton Central</b>										
Iceland, Surrey Street, Littlehampton Town Centre	£0.11	£0.00	£0.01	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13
Lidl, New Road, Littlehampton Town Centre	£2.27	£1.07	£1.45	£0.34	£0.05	£0.58	£0.00	£0.10	£0.13	£5.99
Sainsbury's, High Street, Littlehampton Town Centre	£0.17	£0.31	£0.27	£0.02	£0.04	£0.01	£0.00	£0.00	£0.01	£0.83
<i>Littlehampton Town Centre Sub-Total</i>	£2.55	£1.39	£1.72	£0.37	£0.09	£0.59	£0.00	£0.10	£0.14	£6.95
Tesco Extra, Broad Piece, Wick	£0.89	£1.85	£0.35	£0.50	£0.10	£0.00	£0.00	£0.43	£0.50	£4.62
Zone 3 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 4 - Rustington &amp; East Preston</b>										
Iceland, Churchill Parade, Rustington Town Centre	£0.01	£0.00	£0.01	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06
Tesco Express, The Street, Rustington Town Centre	£0.04	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13
Waitrose, Broadmark Lane, Rustington Town Centre	£0.14	£0.00	£0.05	£1.36	£0.15	£0.03	£0.03	£0.12	£0.06	£1.93
Rustington Local Service Centre Other Stores	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04
<i>Rustington Local Service Centre Sub-Total</i>	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Express, Finisterre Way Local Centre	£0.02	£0.01	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.04
Aldi, Manor Retail Park, Rustington	£1.14	£0.60	£0.43	£1.11	£0.84	£0.32	£0.59	£0.00	£0.13	£5.16
Sainsbury's, Rustington Retail Park, Rustington	£0.35	£0.25	£0.18	£2.05	£0.88	£0.42	£0.15	£0.33	£0.01	£4.61
East Preston Local Stores	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
Zone 4 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 5 - Angmering</b>										
Co-op, The Square, Angmering	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.02
<b>Zone 6 - Ferring &amp; Goring by Sea</b>										
Goring District Centre Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Asda, Littlehampton Road, Ferring	£0.41	£0.35	£0.08	£0.52	£0.18	£0.41	£0.20	£0.00	£0.00	£2.15
Zone 6 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 7 - Findon &amp; Clapham</b>										
Findon Local Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Durrington Local Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 7 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 8 - Arundel</b>										
Arundel Local Service Centre Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.05
Zone 8 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 9 - Stindon &amp; Yapton</b>										
Yapton Local Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Slindon Local Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 9 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Outside Study Area</b>										
Barnham Local Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Aldi, Saltbox Road, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.02	£0.05
Morrison's, Bedford Street, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, Shripney Road, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.03	£0.04
Tesco Extra, Shripney Road, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01
Other Bognor Regis Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Brighton Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lidl, Westhampnett Road, Chichester	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.01	£0.07
Aldi, Barnfield Road, Chichester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.13	£0.19
Sainsbury's, Westhampnett Road, Chichester	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.37	£0.71
Tesco Extra, Fishburne Road East, Chichester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.08
Other Chichester Stores	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
Portslade Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Pulborough Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Storrington Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Walberton Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lidl, Downlands Retail Park, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.01	£0.00	£0.00	£0.05
Lidl, North Street, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.04
Morrison's, Newland Street, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.06
M&S, Montague Street, Worthing	£0.00	£0.00	£0.00	£0.00	£0.01	£0.03	£0.01	£0.00	£0.00	£0.05
Sainsbury's, Downlands Retail Park, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.06	£0.00	£0.00	£0.07
Tesco Extra, West Durrington, Worthing	£0.02	£0.00	£0.00	£0.01	£0.00	£0.33	£0.44	£0.00	£0.00	£0.80
Waitrose, High Street, Worthing	£0.01	£0.00	£0.00	£0.00	£0.01	£0.04	£0.03	£0.00	£0.00	£0.08
Other Worthing Stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other Non-Study Area Stores	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01	£0.00	£0.04
<b>Total</b>	<b>£6.15</b>	<b>£6.15</b>	<b>£3.07</b>	<b>£6.15</b>	<b>£2.31</b>	<b>£2.31</b>	<b>£1.54</b>	<b>£1.54</b>	<b>£1.54</b>	<b>£30.76</b>

**Notes:**

£m pattern of trade diversion calculated by applying % diversion to trade draw by zone (taken from Freeths impact assessment).

**TABLE 19: COMPARISON GOODS MARKET SHARES (NORWAY LANE SURVEY)**

Destination	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)	Zone 9 (%)
<b>Zone 2 - Littlehampton North</b>									
Wick Local Centre	1.00%	2.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrison's, Hawthorn Road, Wick	1.00%	2.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 2 Local Stores / Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 3 - Climping &amp; Littlehampton Central</b>									
Littlehampton Town Centre Stores	13.00%	14.00%	32.00%	2.00%	12.00%	0.00%	0.00%	1.00%	2.00%
Lidl, New Road, Littlehampton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, High Street, Littlehampton	1.00%	0.00%	2.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<i>Littlehampton Town Centre Sub-Total</i>	14.00%	14.00%	33.00%	3.00%	12.00%	0.00%	0.00%	1.00%	2.00%
Tesco Extra, Broad Piece, Wick	2.00%	3.00%	4.00%	3.00%	1.00%	0.00%	0.00%	7.00%	9.00%
Arun Retail Park, Broad Piece, Wick	22.00%	27.00%	10.00%	14.00%	12.00%	1.00%	0.00%	10.00%	9.00%
Zone 3 Local Stores / Other	1.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 4 - Rustington &amp; East Preston</b>									
<i>Rustington Local Service Centre</i>	17.00%	6.00%	8.00%	23.00%	13.00%	1.00%	1.00%	2.00%	1.00%
East Preston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rustington Local Shops	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Manor & Rustington Retail Parks, Rustington	5.00%	10.00%	8.00%	9.00%	9.00%	7.00%	4.00%	2.00%	3.00%
Sainsbury's, Rustington Retail Park, Rustington	3.00%	2.00%	1.00%	7.00%	4.00%	1.00%	1.00%	3.00%	1.00%
Rustington Trading Estate	1.00%	1.00%	2.00%	1.00%	2.00%	0.00%	0.00%	1.00%	0.00%
<b>Zone 5 - Angmering</b>									
Angmering Village Centre	0.00%	0.00%	1.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%
Zone 5 Local Stores / Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 6 - Ferring &amp; Goring by Sea</b>									
Goring by Sea District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	1.00%	0.00%	0.00%
The Strand Local Centre, Goring-by-Sea	0.00%	0.00%	0.00%	0.00%	0.00%	2.00%	1.00%	0.00%	0.00%
Ferring Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Littlehampton Road, Ferring	1.00%	0.00%	1.00%	2.00%	1.00%	3.00%	0.00%	0.00%	0.00%
Zone 6 Local Stores/Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Highdown Garden Centre, Angmering	0.00%	0.00%	0.00%	1.00%	1.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 7 - Findon &amp; Clapham</b>									
West Durrington District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%
Haskins Garden Centre, Angmering	1.00%	1.00%	0.00%	3.00%	3.00%	2.00%	1.00%	1.00%	0.00%
Findon Valley Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%
Zone 7 Local Stores/Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%
<b>Zone 8 - Arundel</b>									
Arundel Local Service Centre	0.00%	0.00%	2.00%	0.00%	0.00%	0.00%	0.00%	12.00%	1.00%
Zone 8 Local Stores/Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 9 - Slindon &amp; Yapton</b>									
Yapton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%
<b>Outside Study Area</b>									
Barnham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.00%
Bognor Regis Town Centre	5.00%	2.00%	5.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.00%
Arun Retail Park, Shripney Road, Bognor Regis	1.00%	3.00%	1.00%	0.00%	0.00%	0.00%	0.00%	2.00%	6.00%
Sainsbury's, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.00%	2.00%
Tesco, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	3.00%
Bognor Regis Retail Park, Shripney Road, Bognor Regis	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	1.00%	3.00%
Solus units, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brighton City Centre	1.00%	4.00%	1.00%	2.00%	2.00%	0.00%	3.00%	0.00%	2.00%
Goldstone Retail Park, Hove	1.00%	1.00%	0.00%	1.00%	0.00%	1.00%	0.00%	0.00%	0.00%
Solus units, Old Shoreham Road, Hove	0.00%	0.00%	0.00%	0.00%	2.00%	1.00%	1.00%	2.00%	0.00%
Chichester City Centre	1.00%	3.00%	11.00%	3.00%	8.00%	1.00%	1.00%	22.00%	23.00%
Portfield Retail Park, Chichester	2.00%	1.00%	0.00%	2.00%	3.00%	2.00%	0.00%	18.00%	18.00%
Sainsbury's, Westhampnett Road, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	1.00%
Tesco Extra, Fishbourne Road East, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.00%
Solus units, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%
Eastbourne Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Portsmouth City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gunwharf Quays Designer Outlet, Portsmouth	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%
Holmbush Shopping Centre, Shoreham-by-Sea	1.00%	0.00%	1.00%	4.00%	1.00%	2.00%	5.00%	0.00%	0.00%
Shoreham-by-Sea Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%
Solus units, Shoreham-by-Sea	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Storrington Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.00%	1.00%
Worthing Town Centre	13.00%	13.00%	6.00%	10.00%	17.00%	37.00%	38.00%	0.00%	0.00%
Tarring Road Local Centre, Worthing	0.00%	0.00%	0.00%	0.00%	1.00%	1.00%	1.00%	0.00%	0.00%
West Worthing Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	5.00%	1.00%	0.00%	0.00%
Lyons Farm Retail Park/Downland B. Park, Worthing	3.00%	0.00%	3.00%	4.00%	5.00%	16.00%	20.00%	0.00%	0.00%
Sainsbury's, Downland Business Park, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, West Durrington, Worthing	0.00%	0.00%	0.00%	0.00%	1.00%	6.00%	9.00%	0.00%	0.00%
Pages Corner Retail Park, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Solus units, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	3.00%	0.00%	0.00%
Other outside Study Area	2.00%	2.00%	1.00%	3.00%	0.00%	2.00%	5.00%	6.00%	3.00%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Notes:**  
Marke share levels taken from Freeths May 2025 Retail Assessment.

**TABLE 20: COMPARISON GOODS DIVERSION % - NEW COURTWICK LANE (NORWAY LANE SURVEY)**

Destination	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)	Zone 9 (%)
<b>Zone 2 - Littlehampton North</b>									
Wick Local Centre	0.12%	0.24%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrison's, Hawthorn Road, Wick	2.34%	4.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 2 Local Stores / Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 3 - Climping &amp; Littlehampton Central</b>									
Littlehampton Town Centre Stores	15.22%	16.83%	32.10%	2.11%	13.19%	0.00%	0.00%	1.27%	2.28%
Lidl, New Road, Littlehampton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, High Street, Littlehampton	2.34%	0.00%	4.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<i>Littlehampton Town Centre Sub-Total</i>	17.56%	16.83%	36.11%	2.11%	13.19%	0.00%	0.00%	1.27%	2.28%
Tesco Extra, Broad Piece, Wick	4.68%	7.21%	8.02%	6.32%	2.20%	0.00%	0.00%	17.83%	20.55%
Arun Retail Park, Broad Piece, Wick	2.58%	3.25%	1.00%	1.48%	1.32%	0.12%	0.00%	1.27%	1.03%
Zone 3 Local Stores / Other	0.12%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 4 - Rustington &amp; East Preston</b>									
<i>Rustington Local Service Centre</i>	23.89%	8.65%	9.63%	29.08%	17.14%	1.48%	1.48%	3.06%	1.37%
East Preston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rustington Local Shops	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Manor & Rustington Retail Parks, Rustington	11.71%	24.04%	16.05%	18.97%	19.78%	17.26%	9.89%	5.10%	6.85%
Sainsbury's, Rustington Retail Park, Rustington	7.03%	4.81%	2.01%	14.75%	8.79%	2.47%	2.47%	7.64%	2.28%
Rustington Trading Estate	0.12%	0.12%	0.20%	0.11%	0.22%	0.00%	0.00%	0.13%	0.00%
<b>Zone 5 - Angmering</b>									
Angmering Village Centre	0.00%	0.00%	0.10%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%
Zone 5 Local Stores / Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 6 - Ferring &amp; Goring by Sea</b>									
Goring by Sea District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.12%	0.00%	0.00%
The Strand Local Centre, Goring-by-Sea	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.12%	0.00%	0.00%
Ferring Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Littlehampton Road, Ferring	2.34%	0.00%	2.01%	4.21%	2.20%	7.40%	0.00%	0.00%	0.00%
Zone 6 Local Stores/Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Highdown Garden Centre, Angmering	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 7 - Findon &amp; Clapham</b>									
West Durrington District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%
Haskins Garden Centre, Angmering	0.12%	0.12%	0.00%	0.32%	0.33%	0.25%	0.12%	0.13%	0.00%
Findon Valley Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 7 Local Stores/Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 8 - Arundel</b>									
Arundel Local Service Centre	0.00%	0.00%	0.20%	0.00%	0.00%	0.00%	0.00%	1.53%	0.11%
Zone 8 Local Stores/Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 9 - Slindon &amp; Yapton</b>									
Yapton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside Study Area</b>									
Barnham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bognor Regis Town Centre	4.10%	1.68%	3.51%	0.00%	0.00%	0.00%	0.00%	0.00%	4.79%
Arun Retail Park, Shripney Road, Bognor Regis	0.82%	2.52%	0.70%	0.00%	0.00%	0.00%	0.00%	1.78%	4.79%
Sainsbury's, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.38%	0.23%
Tesco, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.34%
Bognor Regis Retail Park, Shripney Road, Bognor Regis	0.00%	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.89%	2.40%
Solus units, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brighton City Centre	1.17%	4.81%	1.00%	2.11%	2.20%	0.00%	3.71%	0.00%	2.28%
Goldstone Retail Park, Hove	1.17%	1.20%	0.00%	1.05%	0.00%	1.23%	0.00%	0.00%	0.00%
Solus units, Old Shoreham Road, Hove	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chichester City Centre	1.17%	3.61%	11.03%	3.16%	8.79%	1.23%	1.24%	28.03%	26.26%
Portfield Retail Park, Chichester	2.34%	1.20%	0.00%	2.11%	3.30%	2.47%	0.00%	22.93%	20.55%
Sainsbury's, Westhampnett Road, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.11%
Tesco Extra, Fishbourne Road East, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%
Solus units, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%
Eastbourne Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Portsmouth City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gunwharf Quays Designer Outlet, Portsmouth	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Holmbush Shopping Centre, Shoreham-by-Sea	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shoreham-by-Sea Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Solus units, Shoreham-by-Sea	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Storrington Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Worthing Town Centre	12.18%	12.50%	4.81%	8.43%	14.95%	36.50%	37.58%	0.00%	0.00%
Tarring Road Local Centre, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Worthing Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lyons Farm Retail Park/Downland B. Park, Worthing	2.11%	0.00%	1.81%	2.53%	3.30%	11.84%	14.83%	0.00%	0.00%
Sainsbury's, Downland Business Park, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, West Durrington, Worthing	0.00%	0.00%	0.00%	0.00%	2.20%	14.80%	22.25%	0.00%	0.00%
Pages Corner Retail Park, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Solus units, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other outside Study Area	2.34%	2.40%	1.00%	3.16%	0.00%	2.47%	6.18%	7.64%	3.42%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Notes:**  
% trade diversion calculated by Nexus and based upon the market share, location and retail offer of competing facilities.

**TABLE 21: COMPARISON GOODS DIVERSION £m - NEW COURTWICK LANE (NORWAY LANE SURVEY)**

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total (£m)
<b>Zone 2 - Littlehampton North</b>										
Wick Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Morrison's, Hawthorn Road, Wick	£0.02	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05
Zone 2 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 3 - Climping &amp; Littlehampton Central</b>										
Littlehampton Town Centre Stores	£0.11	£0.13	£0.12	£0.02	£0.04	£0.00	£0.00	£0.00	£0.00	£0.42
Lidl, New Road, Littlehampton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, High Street, Littlehampton	£0.02	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
<i>Littlehampton Town Centre Sub-Total</i>	£0.13	£0.13	£0.14	£0.02	£0.04	£0.00	£0.00	£0.00	£0.00	£0.45
Tesco Extra, Broad Piece, Wick	£0.04	£0.05	£0.03	£0.05	£0.01	£0.00	£0.00	£0.03	£0.04	£0.24
Arun Retail Park, Broad Piece, Wick	£0.02	£0.02	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
Zone 3 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 4 - Rustington &amp; East Preston</b>										
<i>Rustington Local Service Centre</i>	£0.18	£0.06	£0.04	£0.22	£0.05	£0.00	£0.00	£0.01	£0.00	£0.56
East Preston Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Rustington Local Shops	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Manor & Rustington Retail Parks, Rustington	£0.09	£0.18	£0.06	£0.14	£0.06	£0.05	£0.02	£0.01	£0.01	£0.61
Sainsbury's, Rustington Retail Park, Rustington	£0.05	£0.04	£0.01	£0.11	£0.02	£0.01	£0.00	£0.01	£0.00	£0.26
Rustington Trading Estate	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 5 - Angmering</b>										
Angmering Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 5 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 6 - Ferring &amp; Goring by Sea</b>										
Goring by Sea District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
The Strand Local Centre, Goring-by-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Ferring Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Asda, Littlehampton Road, Ferring	£0.02	£0.00	£0.01	£0.03	£0.01	£0.02	£0.00	£0.00	£0.00	£0.08
Zone 6 Local Stores/Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Highdown Garden Centre, Angmering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 7 - Findon &amp; Clapham</b>										
West Durrington District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Haskins Garden Centre, Angmering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
Findon Valley Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 7 Local Stores/Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 8 - Arundel</b>										
Arundel Local Service Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 8 Local Stores/Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 9 - Slindon &amp; Yapton</b>										
Yapton Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Outside Study Area</b>										
Barnham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Bognor Regis Town Centre	£0.03	£0.01	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.07
Arun Retail Park, Shripney Road, Bognor Regis	£0.01	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.04
Sainsbury's, Shripney Road, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco, Shripney Road, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
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	£0.01
Solus units, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Brighton City Centre	£0.01	£0.04	£0.00	£0.02	£0.01	£0.00	£0.01	£0.00	£0.00	£0.08
Goldstone Retail Park, Hove	£0.01	£0.01	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
Solus units, Old Shoreham Road, Hove	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Chichester City Centre	£0.01	£0.03	£0.04	£0.02	£0.02	£0.00	£0.00	£0.05	£0.05	£0.23
Portfield Retail Park, Chichester	£0.02	£0.01	£0.00	£0.02	£0.01	£0.01	£0.00	£0.04	£0.04	£0.14
Sainsbury's, Westhampnett Road, Chichester	£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	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Solus units, Chichester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Eastbourne Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Portsmouth City Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Gunwharf Quays Designer Outlet, Portsmouth	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Holmbush Shopping Centre, Shoreham-by-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Shoreham-by-Sea Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Solus units, Shoreham-by-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Storrington Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Worthing Town Centre	£0.09	£0.09	£0.02	£0.06	£0.04	£0.10	£0.07	£0.00	£0.00	£0.48
Tarring Road Local Centre, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
West Worthing Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lyons Farm Retail Park/Downland B. Park, Worthing	£0.02	£0.00	£0.01	£0.02	£0.01	£0.03	£0.03	£0.00	£0.00	£0.11
Sainsbury's, Downland Business Park, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Extra, West Durrington, Worthing	£0.00	£0.00	£0.00	£0.00	£0.01	£0.04	£0.04	£0.00	£0.00	£0.09
Pages Corner Retail Park, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Solus units, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other outside Study Area	£0.02	£0.02	£0.00	£0.02	£0.00	£0.01	£0.01	£0.01	£0.01	£0.10
<b>Total</b>	<b>£0.75</b>	<b>£0.75</b>	<b>£0.37</b>	<b>£0.75</b>	<b>£0.28</b>	<b>£0.28</b>	<b>£0.19</b>	<b>£0.19</b>	<b>£0.19</b>	<b>£3.74</b>

**Notes:**

£m pattern of trade diversion calculated by applying % diversion to trade draw by zone (taken from Quod impact assessment).

**TABLE 22: COMPARISON GOODS DIVERSION % - NORWAY LANE (NORWAY LANE SURVEY)**

Destination	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)	Zone 9 (%)
<b>Zone 2 - Littlehampton North</b>									
Wick Local Centre	0.12%	0.24%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrison's, Hawthorn Road, Wick	2.34%	4.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 2 Local Stores / Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 3 - Climping &amp; Littlehampton Central</b>									
Littlehampton Town Centre Stores	15.22%	16.83%	32.10%	2.11%	13.19%	0.00%	0.00%	1.27%	2.28%
Lidl, New Road, Littlehampton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, High Street, Littlehampton	2.34%	0.00%	4.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<i>Littlehampton Town Centre Sub-Total</i>	17.56%	16.83%	36.11%	2.11%	13.19%	0.00%	0.00%	1.27%	2.28%
Tesco Extra, Broad Piece, Wick	4.68%	7.21%	8.02%	6.32%	2.20%	0.00%	0.00%	17.83%	20.55%
Arun Retail Park, Broad Piece, Wick	2.58%	3.25%	1.00%	1.48%	1.32%	0.12%	0.00%	1.27%	1.03%
Zone 3 Local Stores / Other	0.12%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 4 - Rustington &amp; East Preston</b>									
<i>Rustington Local Service Centre</i>	23.89%	8.65%	9.63%	29.08%	17.14%	1.48%	1.48%	3.06%	1.37%
East Preston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rustington Local Shops	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Manor & Rustington Retail Parks, Rustington	11.71%	24.04%	16.05%	18.97%	19.78%	17.26%	9.89%	5.10%	6.85%
Sainsbury's, Rustington Retail Park, Rustington	7.03%	4.81%	2.01%	14.75%	8.79%	2.47%	2.47%	7.64%	2.28%
Rustington Trading Estate	0.12%	0.12%	0.20%	0.11%	0.22%	0.00%	0.00%	0.13%	0.00%
<b>Zone 5 - Angmering</b>									
Angmering Village Centre	0.00%	0.00%	0.10%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%
Zone 5 Local Stores / Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 6 - Ferring &amp; Goring by Sea</b>									
Goring by Sea District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.12%	0.00%	0.00%
The Strand Local Centre, Goring-by-Sea	0.00%	0.00%	0.00%	0.00%	0.00%	0.25%	0.12%	0.00%	0.00%
Ferring Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Littlehampton Road, Ferring	2.34%	0.00%	2.01%	4.21%	2.20%	7.40%	0.00%	0.00%	0.00%
Zone 6 Local Stores/Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Highdown Garden Centre, Angmering	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 7 - Findon &amp; Clapham</b>									
West Durrington District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.00%
Haskins Garden Centre, Angmering	0.12%	0.12%	0.00%	0.32%	0.33%	0.25%	0.12%	0.13%	0.00%
Findon Valley Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Zone 7 Local Stores/Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 8 - Arundel</b>									
Arundel Local Service Centre	0.00%	0.00%	0.20%	0.00%	0.00%	0.00%	0.00%	1.53%	0.11%
Zone 8 Local Stores/Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 9 - Slindon &amp; Yapton</b>									
Yapton Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Outside Study Area</b>									
Barnham Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bognor Regis Town Centre	4.10%	1.68%	3.51%	0.00%	0.00%	0.00%	0.00%	0.00%	4.79%
Arun Retail Park, Shripney Road, Bognor Regis	0.82%	2.52%	0.70%	0.00%	0.00%	0.00%	0.00%	1.78%	4.79%
Sainsbury's, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.38%	0.23%
Tesco, Shripney Road, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.34%
Bognor Regis Retail Park, Shripney Road, Bognor Regis	0.00%	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.89%	2.40%
Solus units, Bognor Regis	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Brighton City Centre	1.17%	4.81%	1.00%	2.11%	2.20%	0.00%	3.71%	0.00%	2.28%
Goldstone Retail Park, Hove	1.17%	1.20%	0.00%	1.05%	0.00%	1.23%	0.00%	0.00%	0.00%
Solus units, Old Shoreham Road, Hove	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chichester City Centre	1.17%	3.61%	11.03%	3.16%	8.79%	1.23%	1.24%	28.03%	26.26%
Portfield Retail Park, Chichester	2.34%	1.20%	0.00%	2.11%	3.30%	2.47%	0.00%	22.93%	20.55%
Sainsbury's, Westhampnett Road, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.11%
Tesco Extra, Fishbourne Road East, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.34%
Solus units, Chichester	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%
Eastbourne Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Portsmouth City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gunwharf Quays Designer Outlet, Portsmouth	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Holmbush Shopping Centre, Shoreham-by-Sea	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shoreham-by-Sea Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Solus units, Shoreham-by-Sea	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Storrington Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Worthing Town Centre	12.18%	12.50%	4.81%	8.43%	14.95%	36.50%	37.58%	0.00%	0.00%
Tarring Road Local Centre, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
West Worthing Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lyons Farm Retail Park/Downland B. Park, Worthing	2.11%	0.00%	1.81%	2.53%	3.30%	11.84%	14.83%	0.00%	0.00%
Sainsbury's, Downland Business Park, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, West Durrington, Worthing	0.00%	0.00%	0.00%	0.00%	2.20%	14.80%	22.25%	0.00%	0.00%
Pages Corner Retail Park, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Solus units, Worthing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other outside Study Area	2.34%	2.40%	1.00%	3.16%	0.00%	2.47%	6.18%	7.64%	3.42%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

**Notes:**  
% trade diversion calculated by Nexus and based upon the market share, location and retail offer of competing facilities.

**TABLE 23: COMPARISON GOODS DIVERSION £m - NORWAY LANE (NORWAY LANE SURVEY)**

Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Total (£m)
<b>Zone 2 - Littlehampton North</b>										
Wick Local Centre	£0.01	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02
Morrison's, Hawthorn Road, Wick	£0.13	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.41
Zone 2 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 3 - Climping &amp; Littlehampton Central</b>										
Littlehampton Town Centre Stores	£0.87	£0.96	£0.92	£0.12	£0.28	£0.00	£0.00	£0.02	£0.03	£3.21
Lidl, New Road, Littlehampton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Sainsbury's, High Street, Littlehampton	£0.13	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25
<i>Littlehampton Town Centre Sub-Total</i>	£1.00	£0.96	£1.03	£0.12	£0.28	£0.00	£0.00	£0.02	£0.03	£3.45
Tesco Extra, Broad Piece, Wick	£0.27	£0.41	£0.23	£0.36	£0.05	£0.00	£0.00	£0.26	£0.29	£1.87
Arun Retail Park, Broad Piece, Wick	£0.15	£0.19	£0.03	£0.08	£0.03	£0.00	£0.00	£0.02	£0.01	£0.51
Zone 3 Local Stores / Other	£0.01	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
<b>Zone 4 - Rustington &amp; East Preston</b>										
<i>Rustington Local Service Centre</i>	£1.37	£0.50	£0.28	£1.66	£0.37	£0.03	£0.02	£0.04	£0.02	£4.28
East Preston Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Rustington Local Shops	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Manor & Rustington Retail Parks, Rustington	£0.67	£1.38	£0.46	£1.08	£0.42	£0.37	£0.14	£0.07	£0.10	£4.70
Sainsbury's, Rustington Retail Park, Rustington	£0.40	£0.28	£0.06	£0.84	£0.19	£0.05	£0.04	£0.11	£0.03	£2.00
Rustington Trading Estate	£0.01	£0.01	£0.01	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
<b>Zone 5 - Angmering</b>										
Angmering Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
Zone 5 Local Stores / Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 6 - Ferring &amp; Goring by Sea</b>										
Goring by Sea District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
The Strand Local Centre, Goring-by-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.01
Ferring Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Asda, Littlehampton Road, Ferring	£0.13	£0.00	£0.06	£0.24	£0.05	£0.16	£0.00	£0.00	£0.00	£0.64
Zone 6 Local Stores/Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Highdown Garden Centre, Angmering	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 7 - Findon &amp; Clapham</b>										
West Durrington District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Haskins Garden Centre, Angmering	£0.01	£0.01	£0.00	£0.02	£0.01	£0.01	£0.00	£0.00	£0.00	£0.05
Findon Valley Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 7 Local Stores/Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 8 - Arundel</b>										
Arundel Local Service Centre	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.03
Zone 8 Local Stores/Other	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 9 - Slindon &amp; Yapton</b>										
Yapton Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Outside Study Area</b>										
Barnham Village Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Bognor Regis Town Centre	£0.23	£0.10	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.50
Arun Retail Park, Shripney Road, Bognor Regis	£0.05	£0.14	£0.02	£0.00	£0.00	£0.00	£0.00	£0.03	£0.07	£0.31
Sainsbury's, Shripney Road, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.01
Tesco, Shripney Road, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
Bognor Regis Retail Park, Shripney Road, Bognor Regis	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.01	£0.03	£0.07
Solus units, Bognor Regis	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Brighton City Centre	£0.07	£0.28	£0.03	£0.12	£0.05	£0.00	£0.05	£0.00	£0.03	£0.62
Goldstone Retail Park, Hove	£0.07	£0.07	£0.00	£0.06	£0.00	£0.03	£0.00	£0.00	£0.00	£0.22
Solus units, Old Shoreham Road, Hove	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Chichester City Centre	£0.07	£0.21	£0.32	£0.18	£0.19	£0.03	£0.02	£0.40	£0.38	£1.78
Portfield Retail Park, Chichester	£0.13	£0.07	£0.00	£0.12	£0.07	£0.05	£0.00	£0.33	£0.29	£1.07
Sainsbury's, Westhampnett Road, Chichester	£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	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Solus units, Chichester	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Eastbourne Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Portsmouth City Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Gunwharf Quays Designer Outlet, Portsmouth	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Holmbush Shopping Centre, Shoreham-by-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Shoreham-by-Sea Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Solus units, Shoreham-by-Sea	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Storrington Town Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Worthing Town Centre	£0.70	£0.72	£0.14	£0.48	£0.32	£0.78	£0.54	£0.00	£0.00	£3.67
Tarring Road Local Centre, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
West Worthing Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Lyons Farm Retail Park/Downland B. Park, Worthing	£0.12	£0.00	£0.05	£0.14	£0.07	£0.25	£0.21	£0.00	£0.00	£0.85
Sainsbury's, Downland Business Park, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tesco Extra, West Durrington, Worthing	£0.00	£0.00	£0.00	£0.00	£0.05	£0.32	£0.32	£0.00	£0.00	£0.68
Pages Corner Retail Park, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Solus units, Worthing	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Other outside Study Area	£0.13	£0.14	£0.03	£0.18	£0.00	£0.05	£0.09	£0.11	£0.05	£0.78
<b>Total</b>	<b>£5.72</b>	<b>£5.72</b>	<b>£2.86</b>	<b>£5.72</b>	<b>£2.15</b>	<b>£2.15</b>	<b>£1.43</b>	<b>£1.43</b>	<b>£1.43</b>	<b>£28.60</b>

**Notes:**

£m pattern of trade diversion calculated by applying % diversion to trade draw by zone (taken from Freeths impact assessment).

**TABLE 24a: CONVENIENCE GOODS IMPACT OF NEW COURTWICK LANE (NORWAY LANE SURVEY)**

STORE / CENTRE	PRE-IMPACT TURNOVER (£m)	DIVERSION TO NEW COURTWICK LANE	RESIDUAL TURNOVER (£m)	IMPACT (%)
<b>Littlehampton Town Centre</b>				
Iceland, Surrey Street, Littlehampton Town Centre	£2.99	£0.06	£2.93	-2.02%
Lidl, New Road, Littlehampton Town Centre	£12.99	£2.80	£10.19	-21.54%
Sainsbury's, High Street, Littlehampton Town Centre	£10.50	£0.39	£10.11	-3.68%
<i>Littlehampton Town Centre Sub-Total</i>	£26.48	£3.24	£23.24	-12.25%
<b>Rustington Local Centre</b>				
Iceland, Churchill Parade, Rustington Town Centre	£1.77	£0.03	£1.74	-1.58%
Tesco Express, The Street, Rustington Town Centre	£3.71	£0.06	£3.65	-1.69%
Waitrose, Broadmark Lane, Rustington Town Centre	£17.05	£0.90	£16.15	-5.29%
Rustington Local Service Centre Other Stores	£1.11	£0.02	£1.09	-1.53%
<i>Rustington Local Service Centre Sub-Total</i>	£23.64	£1.01	£22.63	-4.27%

**TABLE 24b: CONVENIENCE GOODS IMPACT OF NORWAY LANE (NORWAY LANE SURVEY)**

STORE / CENTRE	PRE-IMPACT TURNOVER (£m)	DIVERSION TO NORWAY LANE	RESIDUAL TURNOVER (£m)	IMPACT (%)
<b>Littlehampton Town Centre</b>				
Iceland, Surrey Street, Littlehampton Town Centre	£2.99	£0.14	£2.85	-4.56%
Lidl, New Road, Littlehampton Town Centre	£12.99	£6.31	£6.68	-48.57%
Sainsbury's, High Street, Littlehampton Town Centre	£10.50	£0.87	£9.63	-8.30%
<i>Littlehampton Town Centre Sub-Total</i>	£26.48	£7.32	£19.16	-27.63%
<b>Rustington Local Centre</b>				
Iceland, Churchill Parade, Rustington Town Centre	£1.77	£0.06	£1.71	-3.56%
Tesco Express, The Street, Rustington Town Centre	£3.71	£0.14	£3.57	-3.80%
Waitrose, Broadmark Lane, Rustington Town Centre	£17.05	£2.04	£15.01	-11.94%
Rustington Local Service Centre Other Stores	£1.11	£0.04	£1.07	-3.46%
<i>Rustington Local Service Centre Sub-Total</i>	£23.64	£2.28	£21.36	-9.64%

**TABLE 25a: COMPARISON GOODS IMPACT OF NEW COURTWICK LANE (NORWAY LANE SURVEY)**

STORE / CENTRE	PRE-IMPACT TURNOVER (£m)	DIVERSION TO NEW COURTWICK LANE	RESIDUAL TURNOVER (£m)	IMPACT (%)
<i>Littlehampton Town Centre</i>	£25.29	£0.48	£24.81	-1.88%
<i>Rustington Local Service Centre</i>	£37.96	£0.59	£37.37	-1.55%

**TABLE 25b: COMPARISON GOODS IMPACT OF NORWAY LANE (NORWAY LANE SURVEY)**

STORE / CENTRE	PRE-IMPACT TURNOVER (£m)	DIVERSION TO NORWAY LANE	RESIDUAL TURNOVER (£m)	IMPACT (%)
<i>Littlehampton Town Centre</i>	£25.29	£3.64	£21.65	-14.38%
<i>Rustington Local Service Centre</i>	£37.96	£4.51	£33.45	-11.88%

**TABLE 26a: OVERALL CLASS E(a) IMPACT OF NEW COURTWICK LANE (NORWAY LANE SURVEY)**

STORE / CENTRE	PRE-IMPACT TURNOVER (£m)	DIVERSION TO NEW COURTWICK LANE	RESIDUAL TURNOVER (£m)	IMPACT (%)
<i>Littlehampton Town Centre</i>	£51.77	£3.72	£48.05	-7.19%
<i>Rustington Local Service Centre</i>	£61.60	£1.60	£60.00	-2.60%

**TABLE 26b: OVERALL CLASS E(a) IMPACT OF NORWAY LANE (NORWAY LANE SURVEY)**

STORE / CENTRE	PRE-IMPACT TURNOVER (£m)	DIVERSION TO NORWAY LANE	RESIDUAL TURNOVER (£m)	IMPACT (%)
<i>Littlehampton Town Centre</i>	£51.77	£10.95	£40.82	-21.16%
<i>Rustington Local Service Centre</i>	£61.60	£6.79	£54.81	-11.02%

## Appendix B: Analysis of New Courtwick Lane Linked Trip Data

# ZONE 1

**Morrison's,**  
**Hawthorn Road,**  
**Wick**

**Tesco, Broad**  
**Piece, Wick**

**Lidl, New Road,**  
**Littlehampton**

**Waitrose,**  
**Broadmark Lane,**  
**Rustington**

**Aldi, Manor Retail**  
**Park, Rustington**

**Asda,**  
**Littlehampton**  
**Road, Ferring**

**Sainsbury's,**  
**Rustington Retail**  
**Park, New Road**

**Tesco Extra,**  
**Fullbeck Way,**  
**West Durrington**

**Sainsbury's, High**  
**Street,**  
**Littlehampton**

**Iceland, Surrey**  
**Street,**  
**Littlehampton,**  
**BN17 5AZ**

**Q08** When you go main food shopping at (STORE MENTIONED AT Q01) is your trip linked with any other activity?  
 Not those that said 'Internet / delivered' at Q01

Yes - Non-Food shopping	19.12%	14	32.64%	3	22.12%	7	0.00%	0	99.99%	2	5.89%	0	0.00%	0	5.00%	0	0.00%	0	8.14%	0	0.00%	0
Yes - OTHER Food shopping	4.25%	3	0.00%	0	2.64%	1	25.92%	1	0.00%	0	5.89%	0	0.00%	0	5.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting services such as banks and other financial	2.27%	2	3.85%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	15.01%	1	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting market	0.57%	0	0.00%	0	1.32%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Leisure activity	2.55%	2	0.00%	0	1.32%	0	0.00%	0	0.00%	0	0.00%	0	63.60%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Travelling to / from school / college / university	0.57%	0	0.00%	0	1.32%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Getting petrol	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting café / pub / restaurant	2.83%	2	0.00%	0	2.64%	1	7.41%	0	0.00%	0	0.00%	0	0.00%	0	5.00%	0	0.00%	0	8.14%	0	0.00%	0
Yes - Visiting family / friends	8.37%	6	0.00%	0	12.23%	4	0.00%	0	0.00%	0	5.89%	0	18.19%	0	17.48%	1	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting health service such as doctor, dentist, hos	1.98%	1	0.00%	0	4.61%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting other services such as laundrette, hairdres	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting library	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting place of worship / cemetery	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Window shopping / browsing	1.13%	1	0.00%	0	1.32%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Going for a walk / walking the dog	5.25%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	75.54%	4	0.00%	0
Yes - Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Travelling to / from work	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(No activity)	51.12%	36	63.50%	7	50.49%	15	66.66%	4	0.00%	0	82.31%	6	18.19%	0	47.50%	4	0.00%	0	8.14%	0	0.00%	0
(Don't know / varies)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
<b>Weighted base:</b>		<b>71.337</b>		<b>10.484</b>		<b>30.652</b>		<b>5.452</b>		<b>1.817</b>		<b>6.857</b>		<b>2.222</b>		<b>8.083</b>		<b>0</b>		<b>4.962</b>		<b>0</b>
<b>Sample:</b>		<b>88</b>		<b>11</b>		<b>38</b>		<b>6</b>		<b>2</b>		<b>7</b>		<b>3</b>		<b>15</b>		<b>0</b>		<b>4</b>		<b>0</b>

**Q09** Where do you do this linked trip?  
 Those that said an activity at Q08

Sainsbury's Superstore, High Street, Littlehampton, BN1	4.05%	1	0.00%	0	0.00%	0	77.76%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Rustington Retail Park, New Ro	1.16%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	9.52%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN	5.21%	2	0.00%	0	11.97%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bognor Regis Town Centre	1.16%	0	0.00%	0	2.66%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Littlehampton Town Centre	12.76%	4	0.00%	0	15.99%	2	22.23%	0	0.00%	0	0.00%	0	0.00%	0	19.06%	1	0.00%	0	17.75%	1	0.00%	0
Worthing Town Centre	11.91%	4	0.00%	0	24.70%	4	0.00%	0	0.00%	0	33.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lymminster Local Centre, Littlehampton	4.05%	1	0.00%	0	9.31%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Rustington Local Centre, Littlehampton	12.74%	4	0.00%	0	0.00%	0	0.00%	0	99.99%	2	0.00%	0	0.00%	0	61.88%	3	0.00%	0	0.00%	0	0.00%	0
Wick Local Centre, Littlehampton	10.98%	4	100.01%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Manor Retail Park, Rustington Bypass, Littlehampton, BI	1.16%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	33.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Portfield Retail Park (aka Chichester Retail Park), Portfie	1.16%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Rustington Retail Park, New Road, Rustington, Littleham	1.16%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	9.52%	0	0.00%	0	0.00%	0	0.00%	0
Wickes, Broad Piece, Wick, Littlehampton, BN17 5RA	1.16%	0	0.00%	0	2.66%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Arun Retail Park, Broad Piece, Wick, Littlehampton, BN1	1.16%	0	0.00%	0	2.66%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ford Village Centre	1.16%	0	0.00%	0	2.66%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Brookfield Park, Worthing Road, Rustington, Littlehampt	10.75%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	82.25%	4	0.00%	0
East Preston Village Centre	1.16%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	22.23%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ferring Country Centre, Rife Way, Ferring, Worthing, BN	4.05%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	77.76%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lidl, New Road, Littlehampton, BN17 5AX	1.16%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	33.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / can't remember)	11.91%	4	0.00%	0	27.37%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
<b>Weighted base:</b>		<b>34.872</b>		<b>3.827</b>		<b>15.175</b>		<b>1.817</b>		<b>1.817</b>		<b>1.213</b>		<b>1.817</b>		<b>4.244</b>		<b>0</b>		<b>4.557</b>		<b>0</b>
<b>Sample:</b>		<b>39</b>		<b>2</b>		<b>16</b>		<b>2</b>		<b>2</b>		<b>3</b>		<b>2</b>		<b>8</b>		<b>0</b>		<b>3</b>		<b>0</b>

# ZONE 2

Total	Morrisons, Hawthorn Road, Wick	Tesco, Broad Piece, Wick	Lidl, New Road, Littlehampton	Waitrose, Broadmark Lane, Rustington	Aldi, Manor Retail Park, Rustington	Asda, Littlehampton Road, Ferring	Sainsbury's, Rustington Retail Park, New Road	Tesco Extra, Fullbeck Way, West Durrington	Sainsbury's, High Street, Littlehampton	Iceland, Surrey Street, Littlehampton, BN17 5AZ
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**Q08** When you go main food shopping at (STORE MENTIONED AT Q01) is your trip linked with any other activity?

Not those that said 'Internet / delivered' at Q01

Yes - Non-Food shopping	14.44%	7	23.68%	1	2.87%	0	6.08%	0	90.43%	2	0.00%	0	0.00%	0	3.58%	0	0.00%	0	0.00%	0	0.00%	0
Yes - OTHER Food shopping	7.28%	4	0.00%	0	2.87%	0	48.45%	2	0.00%	0	20.03%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	50.01%	1
Yes - Visiting services such as banks and other financial	0.54%	0	5.28%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting market	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Leisure activity	5.29%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Travelling to / from school / college / university	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Getting petrol	2.97%	1	5.28%	0	9.99%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	20.03%	0	0.00%	0
Yes - Visiting café / pub / restaurant	3.78%	2	5.28%	0	5.72%	1	0.00%	0	0.00%	0	20.03%	0	7.44%	0	3.58%	0	0.00%	0	20.03%	0	0.00%	0
Yes - Visiting family / friends	9.15%	4	5.28%	0	12.86%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	41.01%	3	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting health service such as doctor, dentist, hosj	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting other services such as laundrette, hairdres	0.54%	0	0.00%	0	2.87%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting library	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting place of worship / cemetery	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Window shopping / browsing	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Going for a walk / walking the dog	9.14%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Travelling to / from work	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(No activity)	46.89%	23	55.27%	3	62.85%	6	45.46%	2	9.57%	0	60.02%	1	92.57%	3	51.85%	4	0.00%	0	60.02%	1	50.01%	1
(Don't know / varies)	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0

<b>Weighted base:</b>	<b>48.835</b>	<b>5.005</b>	<b>9.216</b>	<b>4.344</b>	<b>2.758</b>	<b>1.318</b>	<b>3.549</b>	<b>7.369</b>	<b>0</b>	<b>1.318</b>	<b>1.842</b>
<b>Sample:</b>	<b>88</b>	<b>14</b>	<b>20</b>	<b>9</b>	<b>3</b>	<b>5</b>	<b>6</b>	<b>18</b>	<b>0</b>	<b>5</b>	<b>2</b>

**Q09** Where do you do this linked trip?

Those that said an activity at Q08

Morrisons Superstore, Hawthorn Road, Wick, Littlehamp	2.03%	1	23.54%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, High Street, Littlehampton, BN1	7.10%	2	0.00%	0	0.00%	0	38.88%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.01%	1
Sainsbury's Superstore, Rustington Retail Park, New Ro	10.97%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	50.08%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Extra, Fullbeck Way, West Durrington, Worthing, l	17.20%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN	20.10%	5	0.00%	0	50.01%	2	38.88%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Arundel Town Centre	4.57%	1	11.79%	0	26.90%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Littlehampton Town Centre	5.08%	1	11.79%	0	7.71%	0	22.25%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	50.08%	0	0.00%	0
Worthing Town Centre	1.02%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	7.44%	0	0.00%	0	0.00%	0	0.00%	0
Rustington Local Centre, Littlehampton	11.65%	3	0.00%	0	0.00%	0	0.00%	0	99.99%	2	50.08%	0	0.00%	0	7.44%	0	0.00%	0	0.00%	0	0.00%	0
Wick Local Centre, Littlehampton	5.58%	1	52.93%	1	7.71%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Rustington Retail Park, New Road, Rustington, Littleham	3.05%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.15%	0	14.85%	1	0.00%	0	0.00%	0	0.00%	0
Cuff Miller Ford Littlehampton, Horsham Road, Littleham	1.02%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	50.08%	0	0.00%	0
Lidl, New Road, Littlehampton, BN17 5AX	1.02%	0	0.00%	0	7.71%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / can't remember)	9.62%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	70.28%	2	0.00%	0	0.00%	0	0.00%	0

<b>Weighted base:</b>	<b>25.936</b>	<b>2.239</b>	<b>3.423</b>	<b>2.369</b>	<b>2.494</b>	<b>0.527</b>	<b>0.264</b>	<b>3.549</b>	<b>0</b>	<b>0.527</b>	<b>0.921</b>
<b>Sample:</b>	<b>36</b>	<b>6</b>	<b>8</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>6</b>	<b>0</b>	<b>2</b>	<b>1</b>

# ZONE 3

Total	Morrisons, Hawthorn Road, Wick	Tesco, Broad Piece, Wick	Lidl, New Road, Littlehampton	Waitrose, Broadmark Lane, Rustington	Aldi, Manor Retail Park, Rustington	Asda, Littlehampton Road, Ferring	Sainsbury's, Rustington Retail Park, New Road	Tesco Extra, Fullbeck Way, West Durrington	Sainsbury's, High Street, Littlehampton	Iceland, Surrey Street, Littlehampton, BN17 5AZ
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**Q08** When you go main food shopping at (STORE MENTIONED AT Q01) is your trip linked with any other activity?

Not those that said 'Internet / delivered' at Q01

Yes - Non-Food shopping	10.57%	17	0.00%	0	0.00%	0	0.00%	0	0.00%	0	6.34%	1	4.26%	1	4.66%	1	0.00%	0	0.00%	0	0.00%	0		
Yes - OTHER Food shopping	6.35%	10	99.94%	1	0.00%	0	0.00%	0	11.10%	1	22.17%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	99.94%	1
Yes - Visiting services such as banks and other financial	3.73%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting market	3.73%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Leisure activity	4.34%	7	0.00%	0	0.00%	0	0.00%	0	11.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Travelling to / from school / college / university	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Getting petrol	5.14%	8	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	36.80%	2	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting café / pub / restaurant	2.01%	3	0.00%	0	0.00%	0	0.00%	0	33.33%	2	0.00%	0	0.00%	0	4.66%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting family / friends	0.81%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	4.26%	1	2.33%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting health service such as doctor, dentist, hos	0.40%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	99.94%	1	0.00%	0	0.00%	0
Yes - Visiting other services such as laundrette, hairdres	0.40%	1	0.00%	0	5.78%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting library	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting place of worship / cemetery	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Window shopping / browsing	0.40%	1	0.00%	0	0.00%	0	0.00%	0	11.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Going for a walk / walking the dog	0.40%	1	0.00%	0	0.00%	0	0.00%	0	11.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Travelling to / from work	2.81%	4	0.00%	0	20.22%	2	0.00%	0	0.00%	0	0.00%	0	14.90%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(No activity)	58.50%	91	0.00%	0	74.00%	8	99.94%	1	22.23%	1	71.50%	7	76.57%	11	86.02%	23	63.19%	4	0.00%	0	0.00%	0	0.00%	0
(Don't know / varies)	0.40%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.33%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0

<b>Weighted base:</b>	<b>156.366</b>	<b>0.629</b>	<b>10.878</b>	<b>0.629</b>	<b>5.665</b>	<b>9.921</b>	<b>14.76</b>	<b>27.01</b>	<b>5.975</b>	<b>0.629</b>	<b>0.629</b>
<b>Sample:</b>	<b>85</b>	<b>1</b>	<b>6</b>	<b>1</b>	<b>9</b>	<b>5</b>	<b>11</b>	<b>23</b>	<b>7</b>	<b>1</b>	<b>1</b>

**Q09** Where do you do this linked trip?

Those that said an activity at Q08

Asda Supermarket, South Street, Lancing, Brighton, BN1	9.75%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Asda Superstore, Littlehampton Road, Ferring, BN12 6P	1.05%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	49.97%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Rustington Retail Park, New Ro	5.78%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	77.75%	2	0.00%	0	40.01%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Extra, Fullbeck Way, West Durrington, Worthing, I	3.67%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.01%	2	0.00%	0	0.00%	0	0.00%	0
Tesco Extra, Holmbush Centre, Upper Shoreham Road, Worthing	19.49%	12	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, Broad Piece, Wick, Littlehampton, BN11 1	1.05%	1	99.94%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Littlehampton Town Centre	3.15%	2	0.00%	0	99.94%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	99.94%	1	99.94%	1	99.94%	1
Worthing Town Centre	2.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Rustington Local Centre, Littlehampton	9.46%	6	0.00%	0	0.00%	0	0.00%	0	100.01%	4	0.00%	0	0.00%	0	19.99%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Downlands Retail Park, Lyons Way, Worthing, BN14 9L	1.05%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lyons Farm Retail Park, Worthing, BN14 9LA	8.90%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Manor Retail Park, Rustington Bypass, Littlehampton, BN11 1	1.05%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	22.24%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Rustington Retail Park, New Road, Rustington, Littleham	1.05%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	19.99%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Homebase, Discovery Park, Westhampnett Road, Chichester	9.75%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ferring Local Centre, Worthing	2.10%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	49.97%	1	19.99%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / can't remember)	20.59%	12	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0

<b>Weighted base:</b>	<b>59.86</b>	<b>0.629</b>	<b>0.629</b>	<b>0</b>	<b>4.406</b>	<b>2.828</b>	<b>1.259</b>	<b>3.147</b>	<b>2.199</b>	<b>0.629</b>	<b>0.629</b>
<b>Sample:</b>	<b>32</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>7</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>1</b>

# Zone 4

Total	Morrisons, Hawthorn Road, Wick	Tesco, Broad Piece, Wick	Lidl, New Road, Littlehampton	Waitrose, Broadmark Lane, Rustington	Aldi, Manor Retail Park, Rustington	Asda, Littlehampton Road, Ferring	Sainsbury's, Rustington Retail Park, New Road	Tesco Extra, Fullbeck Way, West Durrington	Sainsbury's, High Street, Littlehampton	Iceland, Surrey Street, Littlehampton, BN17 5AZ
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**Q08** When you go main food shopping at (STORE MENTIONED AT Q01) is your trip linked with any other activity?

Not those that said 'Internet / delivered' at Q01

Yes - Non-Food shopping	6.55%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	63.61%	1	10.95%	1	4.73%	1	0.00%	0	0.00%	0
Yes - OTHER Food shopping	8.28%	5	44.02%	4	2.90%	0	0.00%	0	99.93%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting services such as banks and other financial	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting market	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Leisure activity	0.62%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.47%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Travelling to / from school / college / university	7.46%	5	0.00%	0	34.74%	5	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Getting petrol	1.25%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.36%	0	0.00%	0	0.00%	0
Yes - Visiting café / pub / restaurant	9.84%	6	0.00%	0	0.00%	0	49.96%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	8.27%	1	0.00%	0	0.00%	0
Yes - Visiting family / friends	2.50%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	49.96%	0	0.00%	0	0.00%	0	2.36%	0	0.00%	0	0.00%	0
Yes - Visiting health service such as doctor, dentist, hosj	1.25%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.36%	0	0.00%	0	0.00%	0
Yes - Visiting other services such as laundrette, hairdres	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting library	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting place of worship / cemetery	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Window shopping / browsing	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Going for a walk / walking the dog	1.87%	1	4.74%	0	2.90%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.47%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Travelling to / from work	2.80%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	5.47%	0	0.00%	0	0.00%	0	0.00%	0
(No activity)	49.93%	32	51.23%	4	56.55%	8	49.96%	0	0.00%	0	49.96%	0	36.42%	1	16.42%	1	77.54%	13	0.00%	0	0.00%	0
(Don't know / varies)	7.66%	5	0.00%	0	2.90%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	56.22%	4	2.36%	0	0.00%	0	0.00%	0
<b>Weighted base:</b>		<b>63.843</b>		<b>8.389</b>		<b>13.711</b>		<b>0.797</b>		<b>0.398</b>		<b>0.797</b>		<b>2.188</b>		<b>7.277</b>		<b>16.838</b>		<b>0</b>		<b>0</b>
<b>Sample:</b>		<b>88</b>		<b>4</b>		<b>17</b>		<b>2</b>		<b>1</b>		<b>2</b>		<b>3</b>		<b>10</b>		<b>26</b>		<b>0</b>		<b>0</b>

**Q09** Where do you do this linked trip?

Those that said an activity at Q08

Sainsbury's Superstore, Downland Business Park, Lyons	1.57%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Rustington Retail Park, New Ro	1.57%	0	0.00%	0	7.16%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Extra, Fullbeck Way, West Durrington, Worthing, l	7.08%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	52.91%	2	0.00%	0	0.00%	0
Waitrose, Broadmark Lane, Rustington, BN16 2NE	1.57%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Waitrose, High Street, Worthing, BN11 1LL	1.57%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Arundel Town Centre	1.57%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chichester City Centre	3.15%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Littlehampton Town Centre	20.41%	5	0.00%	0	85.67%	5	99.93%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
West Durrington District Centre, Worthing	3.15%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	23.56%	1	0.00%	0	0.00%	0
Findon Valley Local Centre, Worthing	1.57%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Rustington Local Centre, Littlehampton	1.57%	0	0.00%	0	0.00%	0	0.00%	0	99.93%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Manor Retail Park, Rustington Bypass, Littlehampton, Bf	1.57%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	99.93%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Rustington Retail Park, New Road, Rustington, Littleham	8.65%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.02%	1	50.03%	1	0.00%	0	0.00%	0	0.00%	0
Peacehaven Town Centre	1.57%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Aldi, Saltbox Road, Bognor Regis, PO22 9FP	1.57%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Angmering Village Centre	1.57%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	11.76%	0	0.00%	0	0.00%	0
Bognor Regis War Memorial Hospital, Shripney Road, B	1.57%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
East Beach, Littlehampton	1.57%	0	9.73%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ferring Local Centre, Worthing	1.57%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	11.76%	0	0.00%	0	0.00%	0
Lanes Health Club, Golfers Lane, Rustington, Angmering	1.57%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	24.98%	0	0.00%	0	0.00%	0	0.00%	0
Lidl, New Road, Littlehampton, BN17 5AX	14.60%	4	90.28%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Littlehampton Marina, Ferry Road, Littlehampton, BN17 !	1.57%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	24.98%	0	0.00%	0	0.00%	0	0.00%	0
Littlehampton Pier, Littlehampton	1.57%	0	0.00%	0	7.16%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Walberton Village Centre	1.57%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / can't remember)	14.60%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
<b>Weighted base:</b>		<b>25.287</b>		<b>4.091</b>		<b>5.56</b>		<b>0.398</b>		<b>0.398</b>		<b>0.398</b>		<b>1.392</b>		<b>1.593</b>		<b>3.383</b>		<b>0</b>		<b>0</b>
<b>Sample:</b>		<b>32</b>		<b>2</b>		<b>4</b>		<b>1</b>		<b>1</b>		<b>1</b>		<b>1</b>		<b>4</b>		<b>6</b>		<b>0</b>		<b>0</b>

# Zone 5

Total	Morrisons, Hawthorn Road, Wick	Tesco, Broad Piece, Wick	Lidl, New Road, Littlehampton	Waitrose, Broadmark Lane, Rustington	Aldi, Manor Retail Park, Rustington	Asda, Littlehampton Road, Ferring	Sainsbury's, Rustington Retail Park, New Road	Tesco Extra, Fullbeck Way, West Durrington	Sainsbury's, High Street, Littlehampton	Iceland, Surrey Street, Littlehampton, BN17 5AZ
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**Q08** When you go main food shopping at (STORE MENTIONED AT Q01) is your trip linked with any other activity?

Not those that said 'Internet / delivered' at Q01

Yes - Non-Food shopping	21.47%	15	0.00%	0	15.00%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.02%	0	0.00%	0
Yes - OTHER Food shopping	4.91%	3	50.01%	0	0.00%	0	0.00%	0	0.00%	0	50.01%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting services such as banks and other financial	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting market	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Leisure activity	1.97%	1	0.00%	0	5.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Travelling to / from school / college / university	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Getting petrol	2.29%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting café / pub / restaurant	4.91%	3	0.00%	0	0.00%	0	0.00%	0	100.02%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting family / friends	4.91%	3	0.00%	0	5.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting health service such as doctor, dentist, hos	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting other services such as laundrette, hairdres	0.66%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting library	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Visiting place of worship / cemetery	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Window shopping / browsing	0.66%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Going for a walk / walking the dog	1.31%	1	0.00%	0	5.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Other	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes - Travelling to / from work	2.95%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	50.01%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(No activity)	53.31%	37	50.01%	0	70.00%	6	100.02%	2	0.00%	0	0.00%	0	0.00%	0	100.02%	0	0.00%	0	0.00%	0	0.00%	0
(Don't know / varies)	0.66%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
<b>Weighted base:</b>		<b>68.616</b>		<b>0.9</b>		<b>8.998</b>		<b>2.022</b>		<b>0.45</b>		<b>0.9</b>		<b>0</b>		<b>0.45</b>		<b>0</b>		<b>0.45</b>		<b>0</b>
<b>Sample:</b>		<b>86</b>		<b>2</b>		<b>20</b>		<b>2</b>		<b>1</b>		<b>2</b>		<b>0</b>		<b>1</b>		<b>0</b>		<b>1</b>		<b>0</b>

**Q09** Where do you do this linked trip?

Those that said an activity at Q08

Morrisons Superstore, Hawthorn Road, Wick, Littlehamp	1.52%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.02%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Sainsbury's Superstore, Shripney Road, Bognor Regis, F	6.84%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Tesco Superstore, Shripney Road, Bognor Regis, PO22	5.32%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bognor Regis Town Centre	4.57%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Chichester City Centre	8.36%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Littlehampton Town Centre	4.57%	1	0.00%	0	33.34%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	100.02%	0	0.00%	0
Rustington Local Centre, Littlehampton	1.52%	0	0.00%	0	0.00%	0	0.00%	0	100.02%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Arun Retail Park, Shripney Road, Bognor Regis, PO22 9	25.80%	8	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Bognor Regis Retail Park, Shripney Road, Bognor Regis	1.52%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Discovery Park, Westhampnett Road, Chichester, PO19	14.90%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
B&Q, Shripney Road, Bognor Regis, PO22 9NF	1.52%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Wickes, Broad Piece, Wick, Littlehampton, BN17 5RA	1.52%	0	0.00%	0	16.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Barnham Trading Post, Barnham Road, Barnham, PO22	1.52%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
North Bersted Village Centre	1.52%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
East Beach, Littlehampton	1.52%	0	0.00%	0	16.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Eastergate Village Centre	1.52%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Felpham Village Centre	6.84%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Ferring Local Centre, Worthing	1.52%	0	0.00%	0	16.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Greggs, Saltbox Road, Bognor Regis, PO22 9FP	1.52%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Hotham Park, Upper Bognor Road, Bognor Regis, PO21	1.52%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lidl, Felpham Relief Road, Newlands Road, Bognor Regi	1.52%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Lidl, New Road, Littlehampton, BN17 5AX	1.52%	0	100.02%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yapton Village Centre	1.52%	0	0.00%	0	16.67%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
<b>Weighted base:</b>		<b>29.567</b>		<b>0.45</b>		<b>2.699</b>		<b>0</b>		<b>0.45</b>		<b>0.45</b>		<b>0</b>		<b>0</b>		<b>0</b>		<b>0.45</b>		<b>0</b>
<b>Sample:</b>		<b>37</b>		<b>1</b>		<b>6</b>		<b>0</b>		<b>1</b>		<b>1</b>		<b>0</b>		<b>0</b>		<b>0</b>		<b>1</b>		<b>0</b>

## Appendix C: Analysis of Norway Lane Linked Trip Data

# Main-Food Linked Trips

	Total	Aldi, Rustington		Asda Superstore, Ferring		Iceland, Littlehampton		Lidl, Littlehampton		Morrisons, Wick		Sainsbury's, Littlehampton		Sainsbury's, Rustington Retail Park		Tesco Extra, West Durrington		Tesco Superstore, Wick		Waitrose, Rustington		
<b>Q10 On your last main food shopping trip to {STORE MENTIONED AT Q01}, did you combine this trip with any other activities? [MR]</b> Not those who said 'Internet / delivery' at Q01																						
Yes – NON-FOOD shopping	7.14%	52	12.85%	7	1.27%	1	0.00%	0	5.28%	2	6.24%	1	6.48%	1	11.25%	12	6.72%	12	1.53%	1	13.85%	3
Yes – other FOOD shopping	4.43%	32	22.27%	11	0.00%	0	0.00%	0	10.56%	3	2.03%	0	0.00%	0	3.43%	4	0.46%	1	2.39%	2	16.70%	4
Yes – visiting financial services such as banks / building	0.68%	5	0.00%	0	0.00%	0	13.09%	1	1.87%	1	0.00%	0	0.00%	0	0.00%	0	0.63%	1	0.43%	0	1.35%	0
Yes – visiting health service such as doctor, dentist, hos	1.28%	9	0.00%	0	0.00%	0	0.00%	0	1.13%	0	8.34%	2	0.61%	0	2.70%	3	0.00%	0	1.90%	2	2.67%	1
Yes – visiting other service such as hairdressers, beauti	0.50%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.43%	0	0.63%	1	0.84%	1	0.00%	0
Yes – visiting post office	0.31%	2	0.00%	0	0.00%	0	0.00%	0	1.09%	0	0.00%	0	4.53%	1	0.00%	0	0.00%	0	0.00%	0	3.69%	1
Yes – visiting pharmacy / chemist	0.34%	2	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	12.14%	2	0.62%	1	0.00%	0	0.00%	0	0.00%	0
Yes – leisure activity (e.g. gym, cinema, ten-pin bowling,	4.81%	35	1.35%	1	0.86%	0	12.77%	1	0.29%	0	0.00%	0	0.00%	0	3.16%	3	7.08%	12	7.91%	6	0.00%	0
Yes – visiting café / pub / restaurant	5.72%	42	4.44%	2	7.57%	4	6.55%	0	2.22%	1	9.18%	2	10.31%	2	2.01%	2	3.32%	6	5.19%	4	18.89%	5
Yes – getting petrol	1.93%	14	2.95%	2	7.36%	4	0.00%	0	13.13%	4	0.00%	0	0.00%	0	0.00%	0	1.27%	2	2.65%	2	0.00%	0
Yes – travelling to / from school / college / university	0.83%	6	0.00%	0	0.00%	0	0.00%	0	1.87%	1	0.00%	0	3.18%	0	0.00%	0	2.81%	5	0.00%	0	0.00%	0
Yes – travelling to / from work	2.84%	21	3.51%	2	0.00%	0	0.00%	0	4.53%	1	1.76%	0	7.16%	1	3.99%	4	0.46%	1	2.11%	2	0.00%	0
Yes – visiting church / place of worship	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes – visiting library	0.06%	0	0.18%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes – visiting family / friends	3.58%	26	15.32%	8	1.06%	1	0.00%	0	2.13%	1	2.33%	0	3.93%	1	5.01%	5	0.63%	1	2.54%	2	3.95%	1
Yes – going for a walk / walking the dog	1.90%	14	0.00%	0	0.00%	0	0.00%	0	1.09%	0	1.76%	0	22.16%	3	2.10%	2	4.08%	7	0.43%	0	0.00%	0
Yes – window shopping / browsing	1.47%	11	1.15%	1	0.00%	0	0.00%	0	1.09%	0	0.00%	0	0.00%	0	0.32%	0	0.00%	0	3.65%	3	0.00%	0
Yes – other activity	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes – dropping / picking someone up	0.04%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.58%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
(No activity)	65.00%	471	46.79%	24	72.64%	40	74.17%	4	56.73%	18	58.25%	12	41.95%	6	71.80%	78	73.81%	130	69.05%	55	46.57%	12
(Don't know / can't remember)	2.41%	17	0.67%	0	10.73%	6	0.00%	0	0.00%	0	11.33%	2	0.00%	0	0.75%	1	0.00%	0	6.42%	5	1.35%	0
<b>Weighted base:</b>		<b>725.195</b>		<b>51.167</b>		<b>54.796</b>		<b>5.256</b>		<b>31.511</b>		<b>20.189</b>		<b>14.798</b>		<b>108.496</b>		<b>176.245</b>		<b>79.868</b>		<b>25.093</b>
<b>Sample:</b>		<b>712</b>		<b>44</b>		<b>38</b>		<b>6</b>		<b>41</b>		<b>35</b>		<b>24</b>		<b>134</b>		<b>95</b>		<b>117</b>		<b>37</b>

# Top-Up Food Linked Trips

Q16

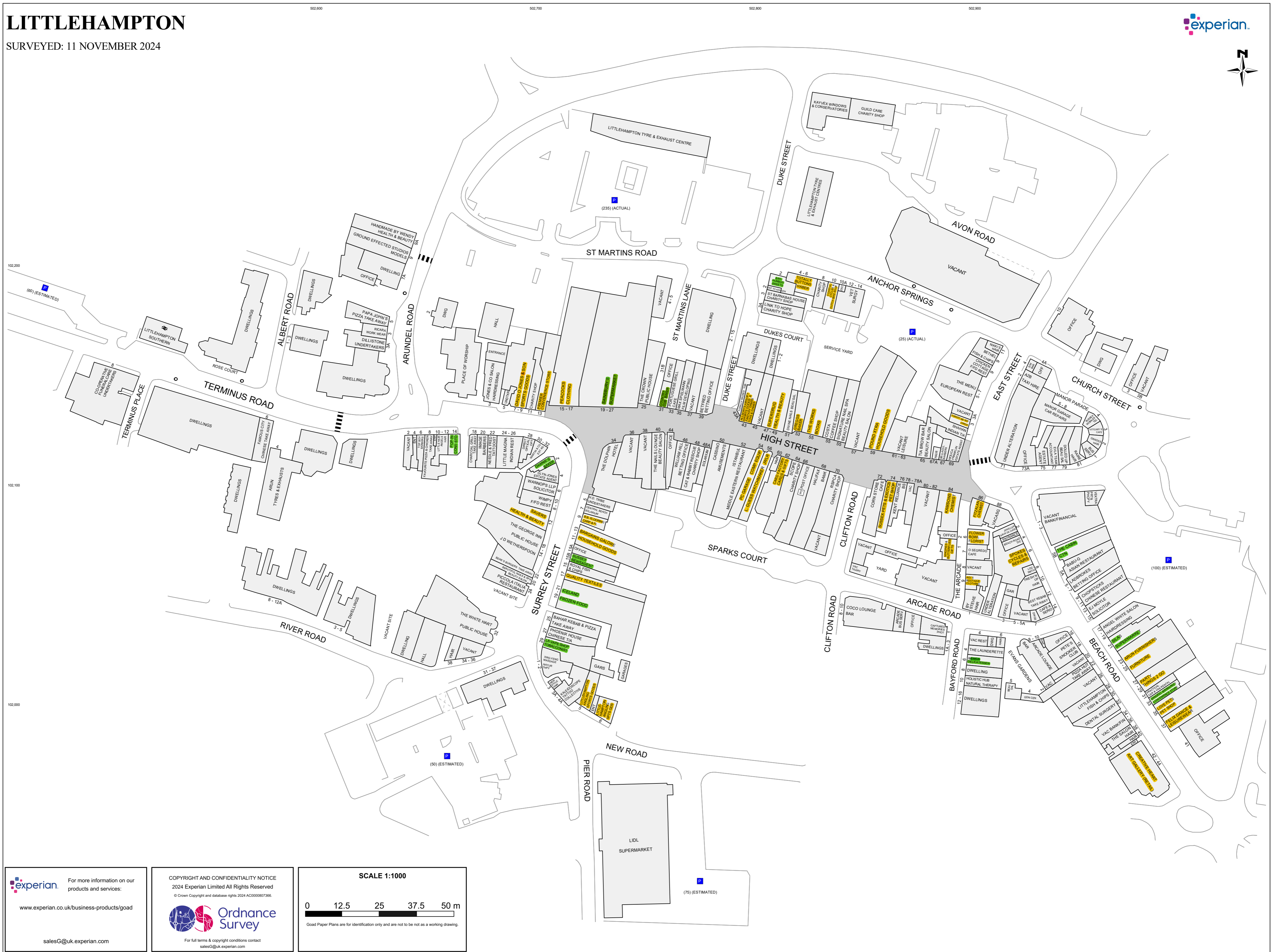
On your last small scale/top-up food and grocery shopping trip to {STORE MENTIONED AT Q12}, did you combine this trip with any other activities? [MR]  
 Not those that said 'Don't do this type of shopping', 'Don't know / varies' or 'Internet / delivery' at Q12

	Total	Aldi, Rustington	Asda Superstore, Ferring	Iceland, Littlehampton	Lidl, Littlehampton	Morrisons, Wick	Sainsbury's, Littlehampton	Sainsbury's, Rustington Retail Park	Tesco Extra, West Durrington	Tesco Superstore, Wick	Waitrose, Rustington											
Yes – NON-FOOD shopping	7.88%	53	3.48%	1	5.92%	2	0.00%	0	0.00%	0	7.20%	2	8.20%	2	6.79%	1	2.65%	1	7.21%	1	31.29%	10
Yes – other FOOD shopping	2.59%	18	5.18%	1	0.00%	0	0.00%	0	3.27%	0	7.20%	2	0.00%	0	4.45%	1	2.65%	1	0.47%	0	11.58%	4
Yes – visiting financial services such as banks / building socitie	1.55%	10	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.53%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes – visiting health service such as doctor, dentist, hospital, o	1.11%	7	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	1.61%	0	4.45%	1	0.00%	0	0.00%	0	2.10%	1
Yes – visiting other service such as hairdressers, beautician, la	0.82%	6	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.40%	1	0.00%	0	0.00%	0	0.00%	0	1.08%	0
Yes – visiting post office	1.21%	8	0.00%	0	0.00%	0	0.00%	0	3.17%	0	0.00%	0	5.21%	2	0.00%	0	0.00%	0	0.00%	0	2.10%	1
Yes – visiting pharmacy / chemist	0.39%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes – leisure activity (e.g. gym, cinema, ten-pin bowling, etc.)	3.30%	22	8.11%	2	0.00%	0	0.00%	0	12.84%	1	5.74%	2	3.20%	1	0.00%	0	4.84%	1	0.00%	0	0.00%	0
Yes – visiting café / pub / restaurant	4.25%	29	7.97%	2	0.00%	0	0.00%	0	0.00%	0	8.26%	3	11.00%	3	0.60%	0	0.00%	0	0.00%	0	9.49%	3
Yes – getting petrol	0.65%	4	0.00%	0	0.00%	0	0.00%	0	0.00%	0	6.31%	2	0.00%	0	2.24%	0	2.65%	1	0.00%	0	0.00%	0
Yes – travelling to / from school / college / university	0.48%	3	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.02%	1	0.00%	0	0.00%	0	3.06%	1	0.00%	0
Yes – travelling to / from work	11.43%	77	0.00%	0	46.55%	15	0.00%	0	0.00%	0	0.00%	0	1.99%	1	8.36%	1	23.91%	7	43.40%	8	2.10%	1
Yes – visiting church / place of worship	0.20%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	2.28%	0	0.00%	0	0.00%	0	2.10%	1
Yes – visiting library	0.13%	1	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes – visiting family / friends	1.44%	10	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	6.05%	2	2.24%	0	2.65%	1	1.81%	0	0.00%	0
Yes – going for a walk / walking the dog	4.16%	28	0.00%	0	0.00%	0	0.00%	0	3.27%	0	3.24%	1	6.68%	2	0.00%	0	0.00%	0	0.00%	0	2.10%	1
Yes – window shopping / browsing	2.36%	16	0.00%	0	0.00%	0	0.00%	0	3.27%	0	0.00%	0	4.01%	1	0.00%	0	0.00%	0	0.00%	0	2.10%	1
Yes – other activity	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0
Yes – dropping / picking someone up	0.06%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.47%	0	0.00%	0
(No activity)	57.82%	391	78.74%	16	47.53%	15	100.02%	2	71.13%	8	62.05%	20	49.64%	14	73.02%	11	60.68%	19	43.57%	8	42.38%	14
(Don't know / can't remember)	0.97%	7	0.00%	0	0.00%	0	0.00%	0	6.34%	1	0.00%	0	0.00%	0	4.48%	1	0.00%	0	0.00%	0	2.14%	1
<b>Weighted base:</b>	<b>675.742</b>	<b>20.115</b>	<b>32.47</b>	<b>2.23</b>	<b>10.851</b>	<b>32.289</b>	<b>29.16</b>	<b>15.087</b>	<b>30.553</b>	<b>18.98</b>	<b>31.925</b>											
<b>Sample:</b>	<b>632</b>	<b>15</b>	<b>20</b>	<b>3</b>	<b>22</b>	<b>43</b>	<b>48</b>	<b>27</b>	<b>20</b>	<b>20</b>	<b>45</b>											

## Appendix D: Annotated GOAD Plans for Littlehampton & Rustington

# LITTLEHAMPTON

SURVEYED: 11 NOVEMBER 2024



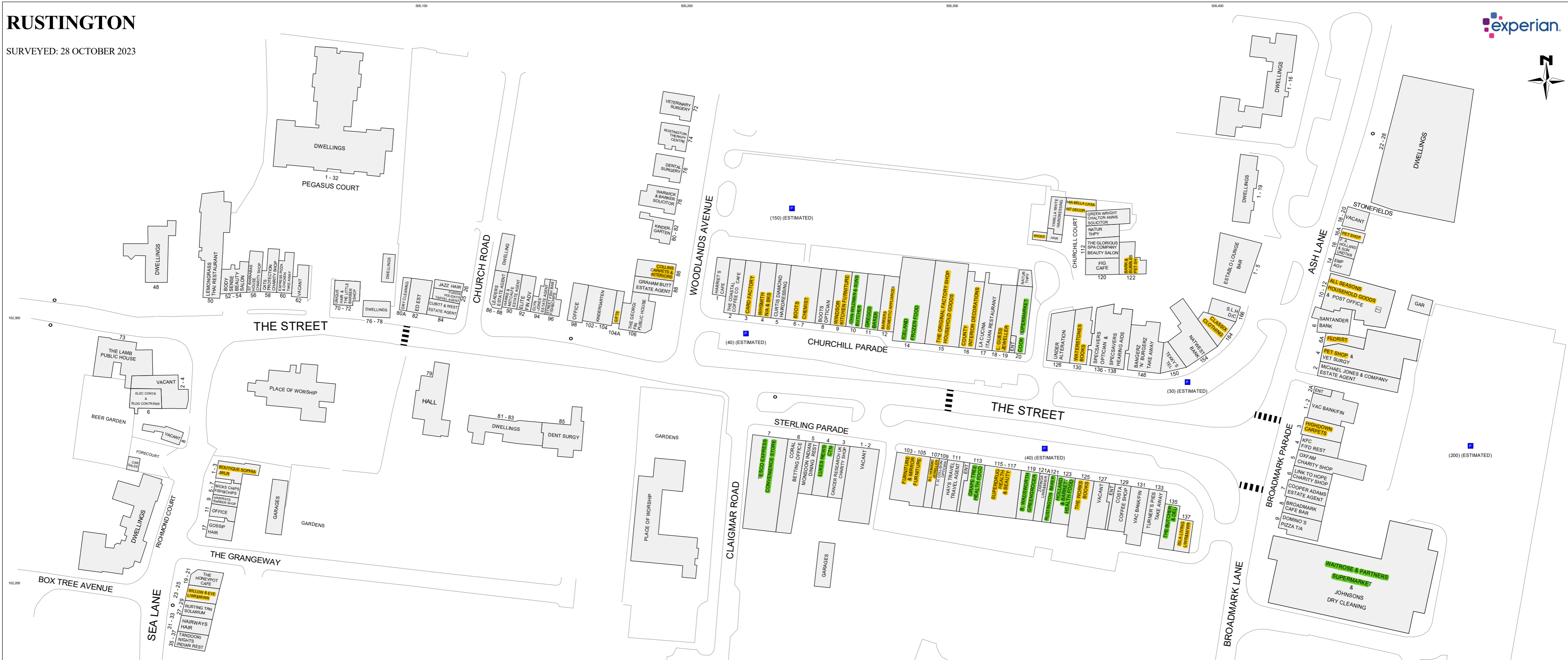
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SCALE 1:1000  
0 12.5 25 37.5 50 m  
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# RUSTINGTON

SURVEYED: 28 OCTOBER 2023



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