

Spreadsheet 1 - Definition of Zones

Zone	Postcode	Local Authority
Zone 1	LE10 0	Hinckley and Bosworth
	LE10 1	Hinckley and Bosworth
Zone 2	LE10 2	Hinckley and Bosworth
	LE10 3	Rugby / Hinckley and Bosworth / Blaby
Zone 3	CV11 6	Nuneaton and Bedworth / Rugby
Zone 4	LE9 8	Hinckley and Bosworth
	CV13 6	Hinckley and Bosworth
Zone 5	LE9 9	Hinckley and Bosworth / Blaby
	CV13 0	Hinckley and Bosworth
Zone 6	LE9 7	Hinckley and Bosworth / Blaby
Zone 7	LE9 3	Blaby
	LE9 4	Blaby / Harborough
	LE9 6	Harborough

Notes:

(1) The predominant local authority in each zone is highlighted in **bold** (ie.the local authority in which the majority of the area of the zone is located).

Spreadsheet 2 - Population Projections

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	All Zones Total
Population 2007	30,874	17,113	17,432	13,728	13,586	11,722	18,254	122,710
Population 2011	31,450	17,432	17,653	13,984	13,839	11,941	18,573	124,872
Population 2016	32,175	17,834	17,959	14,307	14,158	12,216	18,637	127,286
Population 2021	33,003	18,293	18,263	14,675	14,522	12,531	18,588	129,876
Population 2026	33,980	18,835	18,516	15,109	14,952	12,902	18,617	132,911
Change in population 2007 - 2011								
Numeric change	576	319	220	256	253	219	319	2,162
Percentage change	1.9%	1.9%	1.3%	1.9%	1.9%	1.9%	1.7%	1.8%
Change in population 2011 - 2016								
Numeric change	725	402	307	322	319	275	64	2,414
Percentage change	2.3%	2.3%	1.7%	2.3%	2.3%	2.3%	0.3%	1.9%
Change in population 2016 - 2021								
Numeric change	828	459	304	368	364	314	-48	2,590
Percentage change	2.6%	2.6%	1.7%	2.6%	2.6%	2.6%	-0.3%	2.0%
Change in population 2021 - 2026								
Numeric change	977	542	253	434	430	371	29	3,035
Percentage change	3.0%	3.0%	1.4%	3.0%	3.0%	3.0%	0.2%	2.3%
Change in population 2007 - 2026								
Numeric change	3,106	1,722	1,084	1,381	1,367	1,179	364	10,201
Percentage change	10.1%	10.1%	6.2%	10.1%	10.1%	10.1%	2.0%	8.3%

NOTES:

- (1) Population multipliers derived from East Midlands Regional Assembly's draft RSS growth estimates (October 2006) and ONS 2004 Population Projections.
- (2) The population multiplier has been calculated for the predominant local authority in each zone (highlighted in **bold** in Spreadsheet 1) and has been applied to the total population within that zone.

Spreadsheet 3 - Comparison Goods Expenditure (per capita)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	£	£	£	£	£	£	£
2004	2,927	3,087	3,049	2,907	3,023	2,800	3,231
2007	3,331	3,513	3,469	3,308	3,440	3,186	3,677
2011	3,957	4,173	4,122	3,930	4,086	3,785	4,368
2016	4,907	5,175	5,112	4,874	5,068	4,694	5,417
2021	6,086	6,419	6,340	6,044	6,286	5,822	6,718
2026	7,548	7,961	7,863	7,496	7,796	7,221	8,332

NOTES:

(1) Source: All data derived from MapInfo 2004 per capita annual comparison goods expenditure estimates.

(2) The 2004 MapInfo expenditure data have been projected forward to the base year (2007) and forecast years (2011, 2016, 2021 and 2026) using the MapInfo forecast growth rate of 4.4% per annum (please note that the MapInfo forecast ends at 2016, but in the absence of longer-term forecasts we continue this 4.4% per annum forecast to 2026). The source for the growth rates is MapInfo/OEF Information Brief 06/2 (Table 2).

All monetary values are held constant at 2004 prices.

Spreadsheet 4 - Total Comparison Goods Expenditure & Expenditure Growth

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	All Zones Total
Year	£m	£m	£m	£m	£m	£m	£m	£m
Sub total 2007	102.83	60.11	60.48	45.41	46.73	37.35	67.11	420.03
Deduction for SFT at 0.00%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 2007	102.83	60.11	60.48	45.41	46.73	37.35	67.11	420.03
Sub total 2011	124.44	72.74	72.76	54.95	56.55	45.20	81.12	507.76
Deduction for growth in SFT since 2007 of 3.67%	4.57	2.67	2.67	2.02	2.08	1.66	2.98	18.63
Total 2011	119.87	70.07	70.09	52.94	54.48	43.54	78.14	489.12
Sub total 2016	157.89	92.30	91.80	69.73	71.75	57.35	100.95	641.77
Deduction for growth in SFT since 2007 of 4.07%	6.43	3.76	3.74	2.84	2.92	2.33	4.11	26.12
Total 2016	151.46	88.54	88.07	66.89	68.83	55.01	96.84	615.65
Sub total 2021	200.86	117.42	115.78	88.70	91.28	72.95	124.88	811.87
Deduction for growth in SFT since 2007 of 4.07%	8.17	4.78	4.71	3.61	3.72	2.97	5.08	33.04
Total 2021	192.68	112.64	111.07	85.09	87.57	69.98	119.80	778.83
Sub total 2026	256.48	149.94	145.58	113.27	116.56	93.16	155.12	1030.11
Deduction for growth in SFT since 2007 of 4.07%	10.44	6.10	5.93	4.61	4.74	3.79	6.31	41.93
Total 2026	246.04	143.83	139.66	108.66	111.82	89.37	148.80	988.18
Growth in total expenditure 2007 - 2011	17.04	9.96	9.61	7.52	7.74	6.19	11.03	69.09
Growth in total expenditure 2011 - 2016	31.59	18.47	17.98	13.95	14.36	11.47	18.70	126.53
Growth in total expenditure 2016 - 2021	41.22	24.10	23.01	18.20	18.73	14.97	22.95	163.18
Growth in total expenditure 2021 - 2026	53.36	31.19	28.59	23.57	24.25	19.38	29.01	218.23
Growth - 2007 - 2026	143.21	83.72	79.18	63.25	65.08	52.02	81.69	568.15

NOTES:

(1) The figures in the above table are the products of multiplying the data presented in Spreadsheet 2 (population) by Spreadsheet 3 (per capita comparison goods expenditure and are in millions of pounds (£m).

(2) For 2007 we have made no deduction for Special Forms of Trading (SFT) from the base expenditure, as the survey results presented in Spreadsheets 5 and 6 already take expenditure on SFT into account. The household survey found that in 2007, 8.33% of total expenditure on comparison goods is spent via the Internet, Mail Order or Catalogue (SFT). We anticipate that expenditure on SFT will increase year on year to 12.0% in 2011, and to 12.4% by 2016 (figures taken from Table 6.2 of Experian Retail Planner Briefing Note 2.3D). Since an allowance of 8.33% (derived from the survey results) has already been made for SFT in Spreadsheets 5 to 10, the deductions outlined above reflect only the incremental increase in expenditure on this type of retail.

All monetary values are held constant at 2004 prices.

Spreadsheet 5 - Comparison Goods Spending Patterns in 2007 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	%	%	%	%	%	%	%
Inside catchment area							
Zone 1							
Hinckley Town Centre	44.06	40.86	2.37	33.76	14.87	27.29	17.08
Hinckley Retail Park, Sword Drive, LE10 0GL	1.31	0.87	0.09	2.06	1.10	2.22	0.64
Other Stores, Zone 1	1.16	1.13	0.00	0.55	1.58	2.04	0.76
Sub-Total Zone 1	46.54	42.86	2.46	36.37	17.54	31.55	18.47
Zone 2							
Burbage	0.95	2.32	0.00	0.25	0.18	0.59	0.41
Other Stores, Zone 2	0.00	0.00	0.05	0.00	0.00	0.00	0.00
Sub-Total Zone 2	0.95	2.32	0.05	0.25	0.18	0.59	0.41
Zone 3							
Other Stores, Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 4							
Other Stores, Zone 4	0.20	0.21	0.00	0.93	0.56	0.65	0.06
Sub-Total Zone 4	0.20	0.21	0.00	0.93	0.56	0.65	0.06
Zone 5							
Other Stores, Zone 5	0.00	0.09	0.08	0.00	1.76	0.14	0.00
Sub-Total Zone 5	0.00	0.09	0.08	0.00	1.76	0.14	0.00
Zone 6							
Earl Shilton	0.53	0.19	0.00	0.97	0.63	5.00	0.12
Other Stores, Zone 6	0.00	0.00	0.00	0.00	0.11	0.00	0.00
Sub-Total Zone 6	0.53	0.19	0.00	0.97	0.74	5.00	0.12
Zone 7							
Other Stores, Zone 7	0.00	0.07	0.00	0.26	0.00	0.71	1.17
Sub-Total Zone 7	0.00	0.07	0.00	0.26	0.00	0.71	1.17
SUB-TOTAL OF CATCHMENT AREA	48.22	45.72	2.59	38.78	20.77	38.64	20.23

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Spreadsheet 6 - Comparison Goods Spending Patterns in 2007 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside catchment area									
Zone 1									
Hinckley Town Centre	45.31	24.56	1.43	15.33	6.95	10.19	11.46	115.24	27.4%
Hinckley Retail Park, Sword Drive, LE10 0GL	1.35	0.52	0.06	0.93	0.51	0.83	0.43	4.63	1.1%
Other Stores, Zone 1	1.20	0.68	0.00	0.25	0.74	0.76	0.51	4.13	1.0%
Sub-Total Zone 1	47.86	25.77	1.49	16.52	8.20	11.79	12.39	124.00	29.5%
Zone 2									
Burbage	0.98	1.39	0.00	0.11	0.09	0.22	0.27	3.06	0.7%
Other Stores, Zone 2	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.03	0.0%
Sub-Total Zone 2	0.98	1.39	0.03	0.11	0.09	0.22	0.27	3.09	0.7%
Zone 3									
Other Stores, Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Sub-Total Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Zone 4									
Other Stores, Zone 4	0.21	0.12	0.00	0.42	0.26	0.24	0.04	1.30	0.3%
Sub-Total Zone 4	0.21	0.12	0.00	0.42	0.26	0.24	0.04	1.30	0.3%
Zone 5									
Other Stores, Zone 5	0.00	0.05	0.05	0.00	0.82	0.05	0.00	0.98	0.2%
Sub-Total Zone 5	0.00	0.05	0.05	0.00	0.82	0.05	0.00	0.98	0.2%
Zone 6									
Earl Shilton	0.54	0.11	0.00	0.44	0.29	1.87	0.08	3.34	0.8%
Other Stores, Zone 6	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.05	0.0%
Sub-Total Zone 6	0.54	0.11	0.00	0.44	0.34	1.87	0.08	3.39	0.8%
Zone 7									
Other Stores, Zone 7	0.00	0.04	0.00	0.12	0.00	0.26	0.78	1.21	0.3%
Sub-Total Zone 7	0.00	0.04	0.00	0.12	0.00	0.26	0.78	1.21	0.3%
SUB-TOTAL OF CATCHMENT AREA	49.58	27.49	1.57	17.61	9.71	14.43	13.57	133.96	31.9%

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	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Outside Catchment Area									
Leicester City Centre	11.49	6.85	1.36	5.84	11.29	7.84	12.43	57.09	13.6%
Fosse Park, Fosse Park Avenue, Leicester	11.06	7.65	2.38	5.28	9.03	4.75	23.85	64.00	15.2%
Nuneaton Town Centre	9.13	4.43	29.25	6.12	1.41	1.26	0.82	52.43	12.5%
Coventry City Centre	2.13	1.39	4.66	0.43	0.00	0.88	0.68	10.16	2.4%
Coalville Town Centre	0.04	0.00	0.21	0.07	2.67	0.23	0.00	3.21	0.8%
Birmingham City Centre	1.41	0.67	1.72	0.62	0.00	0.24	0.67	5.34	1.3%
Rugby Town Centre	0.46	0.30	0.30	0.17	0.03	0.00	1.45	2.71	0.6%
Focus, Weadington Road, Nuneaton, CV10 0AD	0.14	0.07	2.92	0.11	0.06	0.00	0.07	3.37	0.8%
B&Q, Brandon Road, Binley Woods, CV3 2JD	0.37	0.76	1.32	0.12	0.16	0.00	0.51	3.24	0.8%
Currys, Bond Street, Nuneaton, CV11 4FX	0.67	0.04	1.26	0.07	0.07	0.03	0.00	2.13	0.5%
Other Stores, Outside Catchment	8.59	5.14	9.47	6.19	6.59	3.52	7.89	47.39	11.3%
Internet / mail order / catalogue	7.78	5.33	4.06	2.79	5.73	4.16	5.15	35.00	8.3%
SUB-TOTAL OUTSIDE CATCHMENT AREA	53.25	32.63	58.91	27.80	37.03	22.92	53.54	286.07	68.1%
TOTAL	102.83	60.11	60.48	45.41	46.73	37.35	67.11	420.03	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure in 2007 (Spreadsheet 4) by the market share (Spreadsheet 5). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 7 - Comparison Goods Spending Patterns in 2011 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside catchment area									
Zone 1									
Hinckley Town Centre	52.82	28.63	1.66	17.87	8.10	11.88	13.34	134.31	27.5%
Hinckley Retail Park, Sword Drive, LE10 0GL	1.58	0.61	0.06	1.09	0.60	0.97	0.50	5.40	1.1%
Other Stores, Zone 1	1.39	0.79	0.00	0.29	0.86	0.89	0.59	4.81	1.0%
Sub-Total Zone 1	55.79	30.03	1.73	19.25	9.56	13.74	14.43	144.53	29.5%
Zone 2									
Burbage	1.14	1.62	0.00	0.13	0.10	0.26	0.32	3.56	0.7%
Other Stores, Zone 2	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.03	0.0%
Sub-Total Zone 2	1.14	1.62	0.03	0.13	0.10	0.26	0.32	3.60	0.7%
Zone 3									
Other Stores, Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Sub-Total Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Zone 4									
Other Stores, Zone 4	0.24	0.15	0.00	0.49	0.30	0.28	0.05	1.51	0.3%
Sub-Total Zone 4	0.24	0.15	0.00	0.49	0.30	0.28	0.05	1.51	0.3%
Zone 5									
Other Stores, Zone 5	0.00	0.06	0.06	0.00	0.96	0.06	0.00	1.14	0.2%
Sub-Total Zone 5	0.00	0.06	0.06	0.00	0.96	0.06	0.00	1.14	0.2%
Zone 6									
Earl Shilton	0.63	0.13	0.00	0.52	0.34	2.17	0.10	3.89	0.8%
Other Stores, Zone 6	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.06	0.0%
Sub-Total Zone 6	0.63	0.13	0.00	0.52	0.40	2.17	0.10	3.95	0.8%
Zone 7									
Other Stores, Zone 7	0.00	0.05	0.00	0.14	0.00	0.31	0.91	1.41	0.3%
Sub-Total Zone 7	0.00	0.05	0.00	0.14	0.00	0.31	0.91	1.41	0.3%
SUB-TOTAL OF CATCHMENT AREA	57.80	32.04	1.82	20.53	11.32	16.82	15.80	156.13	31.9%

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	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Outside Catchment Area	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Leicester City Centre	13.39	7.99	1.57	6.80	13.16	9.14	14.48	66.52	13.6%
Fosse Park, Fosse Park Avenue, Leicester	12.89	8.92	2.76	6.16	10.53	5.53	27.77	74.56	15.2%
Nuneaton Town Centre	10.65	5.16	33.89	7.14	1.64	1.47	0.96	60.91	12.5%
Coventry City Centre	2.48	1.61	5.40	0.50	0.00	1.03	0.79	11.81	2.4%
Coalville Town Centre	0.04	0.00	0.24	0.08	3.11	0.26	0.00	3.74	0.8%
Birmingham City Centre	1.64	0.79	1.99	0.72	0.00	0.28	0.79	6.21	1.3%
Rugby Town Centre	0.53	0.35	0.35	0.20	0.03	0.00	1.69	3.16	0.6%
Focus, Weadington Road, Nuneaton, CV10 0AD	0.16	0.08	3.39	0.13	0.07	0.00	0.08	3.90	0.8%
B&Q, Brandon Road, Binley Woods, CV3 2JD	0.43	0.89	1.53	0.14	0.18	0.00	0.60	3.76	0.8%
Currys, Bond Street, Nuneaton, CV11 4FX	0.78	0.04	1.46	0.08	0.08	0.04	0.00	2.47	0.5%
Other Stores, Outside Catchment	10.01	5.99	10.97	7.22	7.69	4.10	9.19	55.17	11.3%
Internet / mail order / catalogue	9.07	6.21	4.70	3.26	6.67	4.85	6.00	40.77	8.3%
SUB-TOTAL OUTSIDE CATCHMENT AREA	62.07	38.03	68.27	32.41	43.16	26.71	62.34	332.99	68.1%
TOTAL	119.87	70.07	70.09	52.94	54.48	43.54	78.14	489.12	100.0%

NOTES:

- (1) The spending patterns are calculated by multiplying the total comparison goods expenditure in 2011 (Spreadsheet 4) by the market share (Spreadsheet 5). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.
- (2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre/store by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 8 - Comparison Goods Spending Patterns in 2016 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside catchment area									
Zone 1									
Hinckley Town Centre	66.74	36.18	2.09	22.58	10.23	15.01	16.54	169.37	27.5%
Hinckley Retail Park, Sword Drive, LE10 0GL	1.99	0.77	0.08	1.37	0.75	1.22	0.62	6.81	1.1%
Other Stores, Zone 1	1.76	1.00	0.00	0.37	1.09	1.12	0.73	6.07	1.0%
Sub-Total Zone 1	70.49	37.95	2.17	24.33	12.07	17.36	17.89	182.25	29.6%
Zone 2									
Burbage	1.44	2.05	0.00	0.16	0.13	0.32	0.39	4.49	0.7%
Other Stores, Zone 2	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.04	0.0%
Sub-Total Zone 2	1.44	2.05	0.04	0.16	0.13	0.32	0.39	4.54	0.7%
Zone 3									
Other Stores, Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Sub-Total Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Zone 4									
Other Stores, Zone 4	0.30	0.18	0.00	0.62	0.38	0.36	0.06	1.91	0.3%
Sub-Total Zone 4	0.30	0.18	0.00	0.62	0.38	0.36	0.06	1.91	0.3%
Zone 5									
Other Stores, Zone 5	0.00	0.08	0.07	0.00	1.21	0.08	0.00	1.44	0.2%
Sub-Total Zone 5	0.00	0.08	0.07	0.00	1.21	0.08	0.00	1.44	0.2%
Zone 6									
Earl Shilton	0.80	0.16	0.00	0.65	0.43	2.75	0.12	4.92	0.8%
Other Stores, Zone 6	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.07	0.0%
Sub-Total Zone 6	0.80	0.16	0.00	0.65	0.51	2.75	0.12	4.99	0.8%
Zone 7									
Other Stores, Zone 7	0.00	0.06	0.00	0.17	0.00	0.39	1.13	1.75	0.3%
Sub-Total Zone 7	0.00	0.06	0.00	0.17	0.00	0.39	1.13	1.75	0.3%
SUB-TOTAL OF CATCHMENT AREA	73.03	40.49	2.28	25.94	14.30	21.26	19.59	196.88	32.0%

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	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Outside Catchment Area									
Leicester City Centre	16.92	10.09	1.98	8.60	16.63	11.55	17.94	83.69	13.6%
Fosse Park, Fosse Park Avenue, Leicester	16.29	11.27	3.47	7.78	13.30	6.99	34.42	93.52	15.2%
Nuneaton Town Centre	13.45	6.53	42.59	9.02	2.07	1.86	1.19	76.70	12.5%
Coventry City Centre	3.14	2.04	6.78	0.63	0.00	1.30	0.98	14.87	2.4%
Coalville Town Centre	0.06	0.00	0.30	0.10	3.93	0.33	0.00	4.72	0.8%
Birmingham City Centre	2.07	0.99	2.50	0.91	0.00	0.36	0.97	7.81	1.3%
Rugby Town Centre	0.67	0.45	0.44	0.25	0.04	0.00	2.10	3.95	0.6%
Focus, Weadington Road, Nuneaton, CV10 0AD	0.20	0.10	4.26	0.16	0.09	0.00	0.10	4.91	0.8%
B&Q, Brandon Road, Binley Woods, CV3 2JD	0.54	1.12	1.93	0.17	0.23	0.00	0.74	4.73	0.8%
Currys, Bond Street, Nuneaton, CV11 4FX	0.98	0.05	1.83	0.10	0.10	0.05	0.00	3.12	0.5%
Other Stores, Outside Catchment	12.65	7.57	13.79	9.12	9.71	5.18	11.39	69.41	11.3%
Internet / mail order / catalogue	11.46	7.85	5.91	4.12	8.43	6.13	7.43	51.33	8.3%
SUB-TOTAL OUTSIDE CATCHMENT AREA	78.43	48.06	85.78	40.95	54.54	33.76	77.26	418.76	68.0%
TOTAL	151.46	88.54	88.07	66.89	68.83	55.01	96.84	615.65	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure in 2016 (Spreadsheet 4) by the market share (Spreadsheet 5). The figures in the "Total" column are the sum of the expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre/store by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 9 - Comparison Goods Spending Patterns in 2021 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside catchment area									
Zone 1									
Hinckley Town Centre	84.90	46.03	2.63	28.73	13.02	19.10	20.46	214.87	27.6%
Hinckley Retail Park, Sword Drive, LE10 0GL	2.53	0.98	0.10	1.75	0.96	1.55	0.76	8.64	1.1%
Other Stores, Zone 1	2.24	1.27	0.00	0.47	1.38	1.43	0.91	7.70	1.0%
Sub-Total Zone 1	89.67	48.28	2.74	30.95	15.36	22.08	22.12	231.20	29.7%
Zone 2									
Burbage	1.83	2.61	0.00	0.21	0.16	0.41	0.49	5.70	0.7%
Other Stores, Zone 2	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05	0.0%
Sub-Total Zone 2	1.83	2.61	0.05	0.21	0.16	0.41	0.49	5.76	0.7%
Zone 3									
Other Stores, Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Sub-Total Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Zone 4									
Other Stores, Zone 4	0.39	0.23	0.00	0.79	0.49	0.46	0.08	2.43	0.3%
Sub-Total Zone 4	0.39	0.23	0.00	0.79	0.49	0.46	0.08	2.43	0.3%
Zone 5									
Other Stores, Zone 5	0.00	0.10	0.09	0.00	1.54	0.10	0.00	1.83	0.2%
Sub-Total Zone 5	0.00	0.10	0.09	0.00	1.54	0.10	0.00	1.83	0.2%
Zone 6									
Earl Shilton	1.02	0.21	0.00	0.83	0.55	3.50	0.15	6.25	0.8%
Other Stores, Zone 6	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.09	0.0%
Sub-Total Zone 6	1.02	0.21	0.00	0.83	0.64	3.50	0.15	6.34	0.8%
Zone 7									
Other Stores, Zone 7	0.00	0.08	0.00	0.22	0.00	0.50	1.40	2.19	0.3%
Sub-Total Zone 7	0.00	0.08	0.00	0.22	0.00	0.50	1.40	2.19	0.3%
SUB-TOTAL OF CATCHMENT AREA	92.91	51.50	2.88	33.00	18.19	27.04	24.23	249.75	32.1%

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	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Outside Catchment Area									
Leicester City Centre	21.52	12.84	2.49	10.94	21.15	14.69	22.19	105.82	13.6%
Fosse Park, Fosse Park Avenue, Leicester	20.72	14.33	4.38	9.90	16.92	8.89	42.58	117.72	15.1%
Nuneaton Town Centre	17.11	8.30	53.71	11.47	2.64	2.37	1.47	97.07	12.5%
Coventry City Centre	3.99	2.60	8.55	0.80	0.00	1.66	1.22	18.81	2.4%
Coalville Town Centre	0.07	0.00	0.38	0.13	5.00	0.42	0.00	6.01	0.8%
Birmingham City Centre	2.64	1.26	3.16	1.16	0.00	0.46	1.20	9.87	1.3%
Rugby Town Centre	0.86	0.57	0.56	0.32	0.05	0.00	2.59	4.95	0.6%
Focus, Weadington Road, Nuneaton, CV10 0AD	0.26	0.13	5.37	0.20	0.11	0.00	0.12	6.19	0.8%
B&Q, Brandon Road, Binley Woods, CV3 2JD	0.69	1.42	2.43	0.22	0.29	0.00	0.92	5.97	0.8%
Currys, Bond Street, Nuneaton, CV11 4FX	1.25	0.07	2.31	0.13	0.13	0.06	0.00	3.94	0.5%
Other Stores, Outside Catchment	16.09	9.63	17.39	11.60	12.35	6.60	14.09	87.75	11.3%
Internet / mail order / catalogue	14.58	9.98	7.46	5.24	10.73	7.80	9.19	64.98	8.3%
SUB-TOTAL OUTSIDE CATCHMENT AREA	99.77	61.14	108.19	52.09	69.38	42.94	95.57	529.08	67.9%
TOTAL	192.68	112.64	111.07	85.09	87.57	69.98	119.80	778.83	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure in 2021 (Spreadsheet 4) by the market share (Spreadsheet 5). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre/store by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 10 - Comparison Goods Spending Patterns in 2026 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside catchment area									
Zone 1									
Hinckley Town Centre	108.42	58.77	3.31	36.68	16.62	24.39	25.41	273.61	27.7%
Hinckley Retail Park, Sword Drive, LE10 0GL	3.24	1.25	0.13	2.23	1.23	1.98	0.95	11.01	1.1%
Other Stores, Zone 1	2.86	1.62	0.00	0.60	1.76	1.82	1.13	9.80	1.0%
Sub-Total Zone 1	114.51	61.65	3.44	39.52	19.61	28.20	27.48	294.41	29.8%
Zone 2									
Burbage	2.33	3.33	0.00	0.27	0.20	0.52	0.60	7.27	0.7%
Other Stores, Zone 2	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.07	0.0%
Sub-Total Zone 2	2.33	3.33	0.07	0.27	0.20	0.52	0.60	7.33	0.7%
Zone 3									
Other Stores, Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Sub-Total Zone 3	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Zone 4									
Other Stores, Zone 4	0.49	0.30	0.00	1.01	0.62	0.58	0.09	3.10	0.3%
Sub-Total Zone 4	0.49	0.30	0.00	1.01	0.62	0.58	0.09	3.10	0.3%
Zone 5									
Other Stores, Zone 5	0.00	0.12	0.11	0.00	1.96	0.13	0.00	2.33	0.2%
Sub-Total Zone 5	0.00	0.12	0.11	0.00	1.96	0.13	0.00	2.33	0.2%
Zone 6									
Earl Shilton	1.30	0.27	0.00	1.06	0.70	4.46	0.18	7.98	0.8%
Other Stores, Zone 6	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.12	0.0%
Sub-Total Zone 6	1.30	0.27	0.00	1.06	0.82	4.46	0.18	8.10	0.8%
Zone 7									
Other Stores, Zone 7	0.00	0.10	0.00	0.28	0.00	0.63	1.74	2.75	0.3%
Sub-Total Zone 7	0.00	0.10	0.00	0.28	0.00	0.63	1.74	2.75	0.3%
SUB-TOTAL OF CATCHMENT AREA	118.64	65.77	3.62	42.14	23.23	34.53	30.10	318.02	32.2%

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Spreadsheet 10 continued...

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Outside Catchment Area									
Leicester City Centre	27.48	16.39	3.14	13.96	27.01	18.76	27.57	134.31	13.6%
Fosse Park, Fosse Park Avenue, Leicester	26.46	18.30	5.51	12.64	21.61	11.36	52.89	148.76	15.1%
Nuneaton Town Centre	21.85	10.60	67.53	14.65	3.37	3.02	1.82	122.85	12.4%
Coventry City Centre	5.09	3.31	10.76	1.02	0.00	2.12	1.51	23.81	2.4%
Coalville Town Centre	0.09	0.00	0.48	0.17	6.38	0.54	0.00	7.66	0.8%
Birmingham City Centre	3.37	1.61	3.97	1.48	0.00	0.58	1.50	12.51	1.3%
Rugby Town Centre	1.09	0.73	0.70	0.41	0.07	0.00	3.22	6.22	0.6%
Focus, Weadington Road, Nuneaton, CV10 0AD	0.33	0.17	6.75	0.26	0.14	0.00	0.15	7.80	0.8%
B&Q, Brandon Road, Binley Woods, CV3 2JD	0.88	1.82	3.05	0.28	0.37	0.00	1.14	7.54	0.8%
Currys, Bond Street, Nuneaton, CV11 4FX	1.59	0.09	2.90	0.16	0.17	0.07	0.00	4.99	0.5%
Other Stores, Outside Catchment	20.55	12.30	21.86	14.82	15.77	8.42	17.50	111.22	11.3%
Internet / mail order / catalogue	18.62	12.75	9.38	6.69	13.70	9.96	11.42	82.51	8.3%
SUB-TOTAL OUTSIDE CATCHMENT AREA	127.40	78.07	136.04	66.52	88.59	54.83	118.71	670.16	67.8%
TOTAL	246.04	143.83	139.66	108.66	111.82	89.37	148.80	988.18	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure in 2026 (Spreadsheet 4) by the market share (Spreadsheet 5). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre/store by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 11a - Summary of Capacity for Comparison Goods Base Scenario A (Static Retention Rate 32%)

	2007	2011	2016	2021	2026	Change 2007-11	Change 2011-16	Change 2016-21	Change 2021-26	Change 2007-26
Total Population	122,710	124,872	127,286	129,876	132,911	2,162	2,414	2,590	3,035	10,201
Total Expenditure £m	420.0	489.1	615.6	778.8	988.2	69.1	126.5	163.2	209.4	568.2
Retained Expenditure £m	134.0	156.5	197.0	249.2	316.2	22.6	40.5	52.2	67.0	182.3
Retained Expenditure %	32	32	32	32	32					
Leakage £m	286.1	332.6	418.6	529.6	672.0	46.5	86.0	111.0	142.4	385.9
Initial Surplus £m/annum (Growth in Retained Expenditure)						22.6	40.5	52.2	67.0	182.3
Claims on Expenditure										
Existing Traders £m	0	12.5	29.7	49.0	70.5	12.5	17.2	19.3	21.5	70.5
Commitments	0	20.1	22.5	25.1	28.1	20.1	2.4	2.6	3.0	28.1
Impact on capacity £m	0	32.6	52.2	74.1	98.6	32.6	19.6	21.9	24.5	98.6
SUMMARY						2007-11	2011-16	2016-21	2021-26	2007-26
Initial surplus £m						22.6	40.5	52.2	67.0	182.3
Claims on capacity £m						32.6	19.6	21.9	24.5	98.6
RESIDUAL £m						-10.0	20.9	30.3	42.5	83.7
Turnover per sq m						4,589	5,129	5,876	6,408	
Floorspace Requirement sq m (net)						-2,185	4,072	5,159	6,634	13,680

Spreadsheet 11b - Summary of Capacity for Comparison Goods Scenario B (Moderately Rising Retention Rate: from 32% to 36%)

	2007	2011	2016	2021	2026	Change 2007-11	Change 2011-16	Change 2016-21	Change 2021-26	Change 2007-26
Total Population	122,710	124,872	127,286	129,876	132,911	2,162	2,414	2,590	3,035	10,201
Total Expenditure £m	420.0	489.1	615.6	778.8	988.2	69.1	126.5	163.2	209.4	568.2
Retained Expenditure £m	134.0	163.9	221.6	280.4	355.7	29.9	57.8	58.7	75.4	221.8
Retained Expenditure %	32	34	36	36	36					
Leakage £m	286.1	325.3	394.0	498.5	632.4	39.2	68.7	104.4	134.0	346.4
Initial Surplus £m/annum (Growth in Retained Expenditure)						29.9	57.8	58.7	75.4	221.8
Claims on Expenditure										
Existing Traders £m	0	12.5	29.7	49.0	70.5	12.5	17.2	19.3	21.5	70.5
Commitments	0	20.1	22.5	25.1	28.1	20.1	2.4	2.6	3.0	28.1
Impact on capacity £m	0	32.6	52.2	74.1	98.6	32.6	19.6	21.9	24.5	98.6
SUMMARY						2007-11	2011-16	2016-21	2021-2026	2007-26
Initial surplus £m						29.9	57.8	58.7	75.4	221.8
Claims on capacity £m						32.6	19.6	21.9	24.5	98.6
RESIDUAL £m						-2.7	38.2	36.8	50.9	123.2
Turnover per sq m						4,589	5,129	5,876	6,408	
Floorspace Requirement sq m (net)						-587	7,443	6,269	7,941	21,067

Spreadsheet 11c - Summary of Capacity for Comparison Goods Scenario C (Substantially Rising Retention Rate: from 32% to 40%)

	2007	2011	2016	2021	2026	Change 2007-11	Change 2011-16	Change 2016-21	Change 2021-26	Change 2007-26
Total Population	122,710	124,872	127,286	129,876	132,911	2,162	2,414	2,590	3,035	10,201
Total Expenditure £m	420.0	489.1	615.6	778.8	988.2	69.1	126.5	163.2	209.4	568.2
Retained Expenditure £m	134.0	163.9	221.6	296.0	395.3	29.9	57.8	74.3	99.3	261.3
Retained Expenditure %	32	34	36	38	40					
Leakage £m	286.1	325.3	394.0	482.9	592.9	39.2	68.7	88.9	110.0	306.8
Initial Surplus £m/annum (Growth in Retained Expenditure)						29.9	57.8	74.3	99.3	261.3
Claims on Expenditure										
Existing Traders £m	0	12.5	29.7	49.0	70.5	12.5	17.2	19.3	21.5	70.5
Commitments	0	20.1	22.5	25.1	28.1	20.1	2.4	2.6	3.0	28.1
Impact on capacity £m	0	32.6	52.2	74.1	98.6	32.6	19.6	21.9	24.5	98.6
SUMMARY						2007-11	2011-16	2016-21	2021-2026	2007-26
Initial surplus £m						29.9	57.8	74.3	99.3	261.3
Claims on capacity £m						32.6	19.6	21.9	24.5	98.6
RESIDUAL £m						-2.7	38.2	52.4	74.8	162.7
Turnover per sq m						4,589	5,129	5,876	6,408	
Floorspace Requirement sq m (net)						-587	7,443	8,920	11,679	27,455

Spreadsheet 12 - Convenience Goods Expenditure (per capita)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	£	£	£	£	£	£	£
2004	1,610	1,685	1,599	1,600	1,647	1,571	1,713
2007	1,654	1,731	1,643	1,644	1,692	1,614	1,760
2011	1,714	1,794	1,702	1,704	1,754	1,673	1,824
2016	1,793	1,876	1,781	1,782	1,834	1,749	1,907
2021	1,875	1,962	1,862	1,863	1,918	1,829	1,995
2026	1,961	2,052	1,947	1,949	2,006	1,913	2,086

NOTES:

(1) Source from MapInfo 2004 per capita annual convenience goods expenditure estimates.

(2) The 2004 MapInfo expenditure data have been projected forward to the base year (2007) and forecast years (2011, 2016, 2021 and 2026) using the MapInfo forecast growth rate of 0.9% per annum (please note that the MapInfo forecast ends at 2016, but we continue this 0.9% per annum forecast to 2026). The source for the growth rates is MapInfo/OEF Information Brief 06/02 (Table 2).

All monetary values are held constant at 2004 prices.

Spreadsheet 13 - Total Convenience Goods Expenditure and Expenditure Growth

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	All Zones Total
Year	£m	£m	£m	£m	£m	£m	£m	£m
Sub total 2007	51.1	29.6	28.6	22.6	23.0	18.9	32.1	205.9
Deduction for growth in SFT since 2007 at 0.00%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total 2007	51.1	29.6	28.6	22.6	23.0	18.9	32.1	205.9
Sub total 2011	53.9	31.3	30.1	23.8	24.3	20.0	33.9	217.2
Deduction for growth in SFT since 2007 at 2.21%	1.2	0.7	0.7	0.5	0.5	0.4	0.7	4.8
Total 2011	52.7	30.6	29.4	23.3	23.7	19.5	33.1	212.4
Sub total 2016	57.7	33.5	32.0	25.5	26.0	21.4	35.5	231.5
Deduction for growth in SFT since 2007 at 2.51%	1.4	0.8	0.8	0.6	0.7	0.5	0.9	5.8
Total 2016	56.2	32.6	31.2	24.8	25.3	20.8	34.7	225.7
Sub total 2021	61.9	35.9	34.0	27.3	27.9	22.9	37.1	247.0
Deduction for growth in SFT since 2007 at 2.51%	1.6	0.9	0.9	0.7	0.7	0.6	0.9	6.2
Total 2021	60.3	35.0	33.2	26.7	27.2	22.3	36.2	240.8
Sub total 2026	66.6	38.7	36.1	29.4	30.0	24.7	38.8	264.3
Deduction for growth in SFT since 2007 at 2.51%	1.7	1.0	0.9	0.7	0.8	0.6	1.0	6.6
Total 2026	65.0	37.7	35.2	28.7	29.2	24.1	37.9	257.7
Growth in total expenditure 2007 - 2011	1.7	1.0	0.8	0.7	0.7	0.6	1.0	6.5
Growth in total expenditure 2011 - 2016	3.5	2.0	1.8	1.6	1.6	1.3	1.5	13.3
Growth in total expenditure 2016 - 2021	4.1	2.4	2.0	1.8	1.8	1.5	1.5	15.1
Growth in total expenditure 2021 - 2026	4.6	2.7	2.0	2.0	2.1	1.7	1.7	16.9
Growth - 2007 - 2026	13.9	8.1	6.5	6.1	6.3	5.1	5.7	51.8

NOTES:

(1) The figures in the spreadsheet are the products of multiplying the data presented in Spreadsheet 2 (population) by Spreadsheet 12 (per capita convenience goods expenditure) and are in millions of pounds (£m).

(2) For 2007 we have made no deduction for Special Forms of Trading (SFT) from the base expenditure, as the survey results presented in Spreadsheets 14 and 15 already take expenditure on SFT into account. The household survey found that in 2007 3.99% of total expenditure on convenience goods is spent via the Internet (SFT). We anticipate that expenditure on SFT will increase year on year to 6.2% in 2011, and to 6.5% by 2016 (figures taken from Spreadsheet 6.2 of Experian Retail Planner Briefing Note 2.3D). Since an allowance of 3.99% (derived from the survey results) has already been made for SFT in Spreadsheets 14 to 19, the deductions outlined above reflect only the incremental increase in expenditure on this type of retail.

All monetary values are held constant at 2004 prices.

Spreadsheet 14 - Convenience Goods Spending Percentage in 2007 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	%	%	%	%	%	%	%
Inside catchment area							
Zone 1							
Asda, Barwell Lane, Hinckley, LE10 1SS	42.74	21.52	0.00	44.08	15.44	42.70	11.92
Morrisons, Stoke Road, Hinckley, LE10 1YA	28.47	19.34	5.31	27.58	17.27	14.82	7.71
Somerfield, Hawley Road, Hinckley, LE10 0PR	6.50	29.06	0.00	0.00	0.75	0.00	1.79
Lidl, Hawley Road, Hinckley, LE10 0PR	1.44	3.68	0.53	0.25	0.27	0.31	1.79
Other Stores, Hinckley	10.65	4.01	0.00	2.13	1.82	0.00	2.44
Other Stores, Zone 1	0.00	0.25	0.00	0.00	0.00	0.00	0.00
Sub-Total Zone 1	89.80	77.87	5.84	74.05	35.55	57.83	25.65
Zone 2							
Other Stores, Zone 2	0.75	3.53	1.33	0.00	2.03	0.62	0.63
Sub-Total Zone 2	0.75	3.53	1.33	0.00	2.03	0.62	0.63
Zone 3							
Somerfield, Horeston Grange, CV11 6GN	0.00	0.00	13.20	0.68	0.00	0.00	0.00
Co-op, St Nicholas Park Estate, CV11 6DG	0.00	0.00	4.58	0.25	0.00	0.00	0.00
Other stores, Zone 3	0.00	0.00	3.40	0.00	0.75	0.00	0.00
Sub-Total Zone 3	0.00	0.00	21.18	0.94	0.75	0.00	0.00
Zone 4							
Co-Op, Malt Mill Bank, Barwell, LE9 8GS	0.00	0.00	0.00	5.35	0.75	0.31	0.00
Other Stores, Barwell	0.00	0.00	0.00	3.47	0.00	0.00	0.00
Sub-Total Zone 4	0.00	0.00	0.00	8.82	0.75	0.31	0.00
Zone 5							
Co-Op, Main Street, Market Bosworth, CV13 0JN	0.00	0.00	0.00	0.00	5.94	0.00	0.00
Co-op Supermarket, Newbold Verdon	0.00	0.00	0.00	0.00	5.53	0.00	0.00
Other Stores, Zone 5	0.00	0.00	0.00	0.25	5.59	0.00	0.00
Sub-Total Zone 5	0.00	0.00	0.00	0.25	17.06	0.00	0.00
Zone 6							
Co-op, Wood Street, Earl Shilton, LE9 7ND	0.00	0.00	0.00	1.24	0.75	27.10	0.00
Other Stores, Earl Shilton	0.00	0.00	0.00	0.00	0.00	1.20	0.00
Sub-Total Zone 6	0.00	0.00	0.00	1.24	0.75	28.30	0.00
Zone 7							
Extra Foodstore, Main Street, Broughton Astley	0.00	0.98	0.00	0.00	0.00	0.00	16.86
Other Stores, Zone 7	0.00	0.25	0.00	0.00	0.00	0.31	5.70
Sub-Total Zone 7	0.00	1.24	0.00	0.00	0.00	0.31	22.56
SUB-TOTAL OF CATCHMENT AREA	90.55	82.64	28.36	85.31	56.88	87.37	48.84
<i>Continued over page...</i>							

Spreadsheet 15 - Convenience Goods Spending Patterns in 2007 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside catchment area									
Zone 1									
Asda, Barwell Lane, Hinckley, LE10 1SS	21.83	6.38	0.00	9.95	3.55	8.08	3.83	53.60	26.0%
Morrisons, Stoke Road, Hinckley, LE10 1YA	14.53	5.73	1.52	6.22	3.97	2.80	2.48	37.26	18.1%
Somerfield, Hawley Road, Hinckley, LE10 0PR	3.32	8.61	0.00	0.00	0.17	0.00	0.58	12.68	6.2%
Lidl, Hawley Road, Hinckley, LE10 0PR	0.73	1.09	0.15	0.06	0.06	0.06	0.58	2.73	1.3%
Other Stores, Hinckley	5.44	1.19	0.00	0.48	0.42	0.00	0.78	8.31	4.0%
Other Stores, Zone 1	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.08	0.0%
Sub-Total Zone 1	45.85	23.07	1.67	16.71	8.17	10.94	8.24	114.65	55.7%
Zone 2									
Other Stores, Zone 2	0.38	1.05	0.38	0.00	0.47	0.12	0.20	2.59	1.3%
Sub-Total Zone 2	0.38	1.05	0.38	0.00	0.47	0.12	0.20	2.59	1.3%
Zone 3									
Somerfield, Horeston Grange, CV11 6GN	0.00	0.00	3.78	0.15	0.00	0.00	0.00	3.93	1.9%
Co-op, St Nicholas Park Estate, CV11 6DG	0.00	0.00	1.31	0.06	0.00	0.00	0.00	1.37	0.7%
Other stores, Zone 3	0.00	0.00	0.97	0.00	0.17	0.00	0.00	1.15	0.6%
Sub-Total Zone 3	0.00	0.00	6.07	0.21	0.17	0.00	0.00	6.45	3.1%
Zone 4									
Co-Op, Malt Mill Bank, Barwell, LE9 8GS	0.00	0.00	0.00	1.21	0.17	0.06	0.00	1.44	0.7%
Other Stores, Barwell	0.00	0.00	0.00	0.78	0.00	0.00	0.00	0.78	0.4%
Sub-Total Zone 4	0.00	0.00	0.00	1.99	0.17	0.06	0.00	2.22	1.1%
Zone 5									
Co-Op, Main Street, Market Bosworth, CV13 0JN	0.00	0.00	0.00	0.00	1.37	0.00	0.00	1.37	0.7%
Co-op Supermarket, Newbold Verdon	0.00	0.00	0.00	0.00	1.27	0.00	0.00	1.27	0.6%
Other Stores, Zone 5	0.00	0.00	0.00	0.06	1.29	0.00	0.00	1.34	0.7%
Sub-Total Zone 5	0.00	0.00	0.00	0.06	3.92	0.00	0.00	3.98	1.9%
Zone 6									
Co-op, Wood Street, Earl Shilton, LE9 7ND	0.00	0.00	0.00	0.28	0.17	5.13	0.00	5.58	2.7%
Other Stores, Earl Shilton	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.23	0.1%
Sub-Total Zone 6	0.00	0.00	0.00	0.28	0.17	5.35	0.00	5.81	2.8%
Zone 7									
Extra Foodstore, Main Street, Broughton Astley	0.00	0.29	0.00	0.00	0.00	0.00	5.42	5.71	2.8%
Other Stores, Zone 7	0.00	0.08	0.00	0.00	0.00	0.06	1.83	1.96	1.0%
Sub-Total Zone 7	0.00	0.37	0.00	0.00	0.00	0.06	7.25	7.67	3.7%
SUB-TOTAL OF CATCHMENT AREA	46.24	24.48	8.12	19.25	13.07	16.53	15.69	143.37	69.6%

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	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Outside Catchment Area									
Asda, Newtown Road, Nuneaton, CV11 4FL	1.34	0.00	9.11	0.71	0.00	0.00	0.00	11.17	5.4%
Sainsbury's, Vicarage Street, Nuneaton, CV11 4XS	0.43	0.43	7.47	0.87	0.17	0.27	0.00	9.64	4.7%
Asda, Narborough Road South, Leicester, LE3 2LL	0.00	0.51	0.00	0.15	1.49	0.32	6.42	8.90	4.3%
Morrisons, Whitwick Road, Coalville, LE67 3JN	0.00	0.00	0.00	0.00	1.95	0.00	0.00	1.95	0.9%
Tesco Express, Ryder Road, Kirby Frith, LE3 6UJ	0.22	0.00	0.00	0.21	0.86	0.14	0.20	1.63	0.8%
Other Stores, Coventry	1.39	2.54	2.10	0.00	0.00	0.28	0.20	6.51	3.2%
Other Stores, Leicester	0.30	0.22	0.05	0.21	1.45	0.25	1.86	4.33	2.1%
Other Stores, Nuneaton	0.08	0.00	1.47	0.27	0.19	0.00	0.00	2.00	1.0%
Other Stores, Outside Catchment Area	0.33	0.29	0.31	0.89	2.32	0.46	3.58	8.18	4.0%
Internet	0.73	1.16	0.00	0.00	1.49	0.67	4.17	8.22	4.0%
SUB-TOTAL OUTSIDE CATCHMENT AREA	4.83	5.14	20.51	3.31	9.91	2.39	16.43	62.53	30.4%
TOTAL	51.06	29.62	28.63	22.56	22.99	18.92	32.12	205.90	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure in 2007 (Spreadsheet 13) by the market share (Spreadsheet 14). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.
(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre/store by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 16 - Convenience Goods Spending Patterns in 2011 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside catchment area									
Zone 1									
Asda, Barwell Lane, Hinckley, LE10 1SS	22.53	6.58	0.00	10.27	3.67	8.34	3.95	55.34	26.1%
Morrisons, Stoke Road, Hinckley, LE10 1YA	15.01	5.91	1.56	6.43	4.10	2.90	2.55	38.45	18.1%
Somerfield, Hawley Road, Hinckley, LE10 0PR	3.43	8.89	0.00	0.00	0.18	0.00	0.59	13.09	6.2%
Lidl, Hawley Road, Hinckley, LE10 0PR	0.76	1.13	0.16	0.06	0.06	0.06	0.59	2.82	1.3%
Other Stores, Hinckley	5.62	1.23	0.00	0.50	0.43	0.00	0.81	8.58	4.0%
Other Stores, Zone 1	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.08	0.0%
Sub-Total Zone 1	47.34	23.82	1.72	17.25	8.44	11.30	8.50	118.36	55.7%
Zone 2									
Other Stores, Zone 2	0.39	1.08	0.39	0.00	0.48	0.12	0.21	2.67	1.3%
Sub-Total Zone 2	0.39	1.08	0.39	0.00	0.48	0.12	0.21	2.67	1.3%
Zone 3									
Somerfield, Horeston Grange, CV11 6GN	0.00	0.00	3.88	0.16	0.00	0.00	0.00	4.04	1.9%
Co-op, St Nicholas Park Estate, CV11 6DG	0.00	0.00	1.35	0.06	0.00	0.00	0.00	1.41	0.7%
Other stores, Zone 3	0.00	0.00	1.00	0.00	0.18	0.00	0.00	1.18	0.6%
Sub-Total Zone 3	0.00	0.00	6.23	0.22	0.18	0.00	0.00	6.62	3.1%
Zone 4									
Co-Op, Malt Mill Bank, Barwell, LE9 8GS	0.00	0.00	0.00	1.25	0.18	0.06	0.00	1.48	0.7%
Other Stores, Barwell	0.00	0.00	0.00	0.81	0.00	0.00	0.00	0.81	0.4%
Sub-Total Zone 4	0.00	0.00	0.00	2.06	0.18	0.06	0.00	2.29	1.1%
Zone 5									
Co-Op, Main Street, Market Bosworth, CV13 0JN	0.00	0.00	0.00	0.00	1.41	0.00	0.00	1.41	0.7%
Co-op Supermarket, Newbold Verdon	0.00	0.00	0.00	0.00	1.31	0.00	0.00	1.31	0.6%
Other Stores, Zone 5	0.00	0.00	0.00	0.06	1.33	0.00	0.00	1.39	0.7%
Sub-Total Zone 5	0.00	0.00	0.00	0.06	4.05	0.00	0.00	4.11	1.9%
Zone 6									
Co-op, Wood Street, Earl Shilton, LE9 7ND	0.00	0.00	0.00	0.29	0.18	5.29	0.00	5.76	2.7%
Other Stores, Earl Shilton	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.23	0.1%
Sub-Total Zone 6	0.00	0.00	0.00	0.29	0.18	5.53	0.00	5.99	2.8%
Zone 7									
Extra Foodstore, Main Street, Broughton Astley	0.00	0.30	0.00	0.00	0.00	0.00	5.59	5.89	2.8%
Other Stores, Zone 7	0.00	0.08	0.00	0.00	0.00	0.06	1.89	2.03	1.0%
Sub-Total Zone 7	0.00	0.38	0.00	0.00	0.00	0.06	7.47	7.91	3.7%
SUB-TOTAL OF CATCHMENT AREA	47.74	25.27	8.33	19.87	13.50	17.06	16.18	147.96	69.7%

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	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Outside Catchment Area									
Asda, Newtown Road, Nuneaton, CV11 4FL	1.39	0.00	9.35	0.74	0.00	0.00	0.00	11.48	5.4%
Sainsbury's, Vicarage Street, Nuneaton, CV11 4XS	0.45	0.45	7.67	0.90	0.18	0.27	0.00	9.91	4.7%
Asda, Narborough Road South, Leicester, LE3 2LL	0.00	0.52	0.00	0.16	1.54	0.33	6.62	9.19	4.3%
Morrisons, Whitwick Road, Coalville, LE67 3JN	0.00	0.00	0.00	0.00	2.01	0.00	0.00	2.01	0.9%
Tesco Express, Ryder Road, Kirby Frith, LE3 6UJ	0.22	0.00	0.00	0.22	0.88	0.15	0.21	1.68	0.8%
Other Stores, Coventry	1.43	2.62	2.16	0.00	0.00	0.29	0.21	6.71	3.2%
Other Stores, Leicester	0.31	0.22	0.05	0.22	1.49	0.26	1.91	4.47	2.1%
Other Stores, Nuneaton	0.09	0.00	1.50	0.28	0.19	0.00	0.00	2.06	1.0%
Other Stores, Outside Catchment Area	0.34	0.30	0.32	0.92	2.39	0.47	3.70	8.44	4.0%
Internet	0.76	1.19	0.00	0.00	1.54	0.69	4.30	8.48	4.0%
SUB-TOTAL OUTSIDE CATCHMENT AREA	4.98	5.31	21.06	3.42	10.23	2.47	16.95	64.42	30.3%
TOTAL	52.72	30.58	29.39	23.30	23.73	19.53	33.13	212.38	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure in 2011 (Spreadsheet 13) by the market share (Spreadsheet 14). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 17 - Convenience Goods Spending Patterns in 2016 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside catchment area									
Zone 1									
Asda, Barwell Lane, Hinckley, LE10 1SS	24.04	7.02	0.00	10.95	3.91	8.90	4.13	58.95	26.1%
Morrisons, Stoke Road, Hinckley, LE10 1YA	16.01	6.31	1.66	6.85	4.37	3.09	2.67	40.96	18.1%
Somerfield, Hawley Road, Hinckley, LE10 0PR	3.66	9.48	0.00	0.00	0.19	0.00	0.62	13.95	6.2%
Lidl, Hawley Road, Hinckley, LE10 0PR	0.81	1.20	0.17	0.06	0.07	0.06	0.62	2.99	1.3%
Other Stores, Hinckley	5.99	1.31	0.00	0.53	0.46	0.00	0.85	9.14	4.0%
Other Stores, Zone 1	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.08	0.0%
Sub-Total Zone 1	50.50	25.40	1.82	18.40	9.00	12.05	8.89	126.06	55.9%
Zone 2									
Other Stores, Zone 2	0.42	1.15	0.41	0.00	0.51	0.13	0.22	2.85	1.3%
Sub-Total Zone 2	0.42	1.15	0.41	0.00	0.51	0.13	0.22	2.85	1.3%
Zone 3									
Somerfield, Horeston Grange, CV11 6GN	0.00	0.00	4.11	0.17	0.00	0.00	0.00	4.28	1.9%
Co-op, St Nicholas Park Estate, CV11 6DG	0.00	0.00	1.43	0.06	0.00	0.00	0.00	1.49	0.7%
Other stores, Zone 3	0.00	0.00	1.06	0.00	0.19	0.00	0.00	1.25	0.6%
Sub-Total Zone 3	0.00	0.00	6.60	0.23	0.19	0.00	0.00	7.03	3.1%
Zone 4									
Co-Op, Malt Mill Bank, Barwell, LE9 8GS	0.00	0.00	0.00	1.33	0.19	0.06	0.00	1.58	0.7%
Other Stores, Barwell	0.00	0.00	0.00	0.86	0.00	0.00	0.00	0.86	0.4%
Sub-Total Zone 4	0.00	0.00	0.00	2.19	0.19	0.06	0.00	2.45	1.1%
Zone 5									
Co-Op, Main Street, Market Bosworth, CV13 0JN	0.00	0.00	0.00	0.00	1.50	0.00	0.00	1.50	0.7%
Co-op Supermarket, Newbold Verdon	0.00	0.00	0.00	0.00	1.40	0.00	0.00	1.40	0.6%
Other Stores, Zone 5	0.00	0.00	0.00	0.06	1.42	0.00	0.00	1.48	0.7%
Sub-Total Zone 5	0.00	0.00	0.00	0.06	4.32	0.00	0.00	4.38	1.9%
Zone 6									
Co-op, Wood Street, Earl Shilton, LE9 7ND	0.00	0.00	0.00	0.31	0.19	5.65	0.00	6.14	2.7%
Other Stores, Earl Shilton	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.25	0.1%
Sub-Total Zone 6	0.00	0.00	0.00	0.31	0.19	5.90	0.00	6.39	2.8%
Zone 7									
Extra Foodstore, Main Street, Broughton Astley	0.00	0.32	0.00	0.00	0.00	0.00	5.84	6.17	2.7%
Other Stores, Zone 7	0.00	0.08	0.00	0.00	0.00	0.06	1.97	2.12	0.9%
Sub-Total Zone 7	0.00	0.40	0.00	0.00	0.00	0.06	7.82	8.29	3.7%
SUB-TOTAL OF CATCHMENT AREA	50.92	26.96	8.84	21.20	14.40	18.20	16.93	157.44	69.8%
<i>Continued over page...</i>									

Spreadsheet 17 continued...

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾ %
	£m	£m	£m	£m	£m	£m	£m	£m	
Outside Catchment Area									
Asda, Newtown Road, Nuneaton, CV11 4FL	1.48	0.00	9.92	0.79	0.00	0.00	0.00	12.18	5.4%
Sainsbury's, Vicarage Street, Nuneaton, CV11 4XS	0.48	0.48	8.13	0.96	0.19	0.29	0.00	10.52	4.7%
Asda, Narborough Road South, Leicester, LE3 2LL	0.00	0.56	0.00	0.17	1.65	0.36	6.93	9.66	4.3%
Morrisons, Whitwick Road, Coalville, LE67 3JN	0.00	0.00	0.00	0.00	2.14	0.00	0.00	2.14	0.9%
Tesco Express, Ryder Road, Kirby Frith, LE3 6UJ	0.24	0.00	0.00	0.23	0.94	0.15	0.22	1.79	0.8%
Other Stores, Coventry	1.53	2.80	2.29	0.00	0.00	0.31	0.22	7.14	3.2%
Other Stores, Leicester	0.33	0.24	0.05	0.23	1.59	0.28	2.00	4.73	2.1%
Other Stores, Nuneaton	0.09	0.00	1.60	0.30	0.20	0.00	0.00	2.19	1.0%
Other Stores, Outside Catchment Area	0.36	0.32	0.34	0.98	2.55	0.50	3.87	8.92	4.0%
Internet	0.81	1.27	0.00	0.00	1.65	0.74	4.49	8.96	4.0%
SUB-TOTAL OUTSIDE CATCHMENT AREA	5.31	5.66	22.33	3.65	10.92	2.63	17.73	68.24	30.2%
TOTAL	56.23	32.62	31.17	24.85	25.31	20.83	34.66	225.68	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure in 2016 (Spreadsheet 13) by the market share (Spreadsheet 14). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre/store by the total expenditure in the study area. All monetary values are held constant at 2004 prices.

Spreadsheet 18 - Convenience Goods Spending Patterns in 2021 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside catchment area									
Zone 1									
Asda, Barwell Lane, Hinckley, LE10 1SS	25.78	7.53	0.00	11.75	4.19	9.54	4.31	63.11	26.2%
Morrisons, Stoke Road, Hinckley, LE10 1YA	17.17	6.77	1.76	7.35	4.69	3.31	2.79	43.84	18.2%
Somerfield, Hawley Road, Hinckley, LE10 0PR	3.92	10.17	0.00	0.00	0.20	0.00	0.65	14.94	6.2%
Lidl, Hawley Road, Hinckley, LE10 0PR	0.87	1.29	0.18	0.07	0.07	0.07	0.65	3.19	1.3%
Other Stores, Hinckley	6.43	1.40	0.00	0.57	0.49	0.00	0.88	9.78	4.1%
Other Stores, Zone 1	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.09	0.0%
Sub-Total Zone 1	54.17	27.25	1.94	19.74	9.65	12.92	9.27	134.95	56.0%
Zone 2									
Other Stores, Zone 2	0.45	1.24	0.44	0.00	0.55	0.14	0.23	3.04	1.3%
Sub-Total Zone 2	0.45	1.24	0.44	0.00	0.55	0.14	0.23	3.04	1.3%
Zone 3									
Somerfield, Horeston Grange, CV11 6GN	0.00	0.00	4.38	0.18	0.00	0.00	0.00	4.56	1.9%
Co-op, St Nicholas Park Estate, CV11 6DG	0.00	0.00	1.52	0.07	0.00	0.00	0.00	1.59	0.7%
Other stores, Zone 3	0.00	0.00	1.13	0.00	0.20	0.00	0.00	1.33	0.6%
Sub-Total Zone 3	0.00	0.00	7.02	0.25	0.20	0.00	0.00	7.48	3.1%
Zone 4									
Co-Op, Malt Mill Bank, Barwell, LE9 8GS	0.00	0.00	0.00	1.43	0.20	0.07	0.00	1.70	0.7%
Other Stores, Barwell	0.00	0.00	0.00	0.93	0.00	0.00	0.00	0.93	0.4%
Sub-Total Zone 4	0.00	0.00	0.00	2.35	0.20	0.07	0.00	2.62	1.1%
Zone 5									
Co-Op, Main Street, Market Bosworth, CV13 0JN	0.00	0.00	0.00	0.00	1.61	0.00	0.00	1.61	0.7%
Co-op Supermarket, Newbold Verdon	0.00	0.00	0.00	0.00	1.50	0.00	0.00	1.50	0.6%
Other Stores, Zone 5	0.00	0.00	0.00	0.07	1.52	0.00	0.00	1.59	0.7%
Sub-Total Zone 5	0.00	0.00	0.00	0.07	4.63	0.00	0.00	4.70	2.0%
Zone 6									
Co-op, Wood Street, Earl Shilton, LE9 7ND	0.00	0.00	0.00	0.33	0.20	6.06	0.00	6.59	2.7%
Other Stores, Earl Shilton	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.27	0.1%
Sub-Total Zone 6	0.00	0.00	0.00	0.33	0.20	6.33	0.00	6.86	2.8%
Zone 7									
Extra Foodstore, Main Street, Broughton Astley	0.00	0.34	0.00	0.00	0.00	0.00	6.10	6.44	2.7%
Other Stores, Zone 7	0.00	0.09	0.00	0.00	0.00	0.07	2.06	2.22	0.9%
Sub-Total Zone 7	0.00	0.43	0.00	0.00	0.00	0.07	8.16	8.66	3.6%
SUB-TOTAL OF CATCHMENT AREA	54.62	28.92	9.40	22.74	15.44	19.53	17.66	168.31	69.9%

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	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Outside Catchment Area									
Asda, Newtown Road, Nuneaton, CV11 4FL	1.59	0.00	10.55	0.84	0.00	0.00	0.00	12.98	5.4%
Sainsbury's, Vicarage Street, Nuneaton, CV11 4XS	0.51	0.51	8.65	1.02	0.20	0.31	0.00	11.21	4.7%
Asda, Narborough Road South, Leicester, LE3 2LL	0.00	0.60	0.00	0.18	1.77	0.38	7.23	10.16	4.2%
Morrisons, Whitwick Road, Coalville, LE67 3JN	0.00	0.00	0.00	0.00	2.30	0.00	0.00	2.30	1.0%
Tesco Express, Ryder Road, Kirby Frith, LE3 6UJ	0.26	0.00	0.00	0.25	1.01	0.17	0.23	1.91	0.8%
Other Stores, Coventry	1.64	3.00	2.44	0.00	0.00	0.33	0.23	7.63	3.2%
Other Stores, Leicester	0.35	0.26	0.06	0.25	1.71	0.30	2.09	5.01	2.1%
Other Stores, Nuneaton	0.10	0.00	1.70	0.32	0.22	0.00	0.00	2.33	1.0%
Other Stores, Outside Catchment Area	0.39	0.34	0.36	1.05	2.74	0.54	4.03	9.45	3.9%
Internet	0.87	1.37	0.00	0.00	1.77	0.79	4.69	9.48	3.9%
SUB-TOTAL OUTSIDE CATCHMENT AREA	5.70	6.08	23.75	3.92	11.71	2.82	18.49	72.47	30.1%
TOTAL	60.32	34.99	33.15	26.66	27.15	22.35	36.15	240.78	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure in 2021 (Spreadsheet 13) by the market share (Spreadsheet 14). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre/store by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 19 - Convenience Goods Spending Patterns in 2026 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Inside catchment area									
Zone 1									
Asda, Barwell Lane, Hinckley, LE10 1SS	27.76	8.11	0.00	12.65	4.52	10.28	4.51	67.83	26.3%
Morrisons, Stoke Road, Hinckley, LE10 1YA	18.49	7.29	1.87	7.92	5.05	3.57	2.92	47.09	18.3%
Somerfield, Hawley Road, Hinckley, LE10 0PR	4.22	10.95	0.00	0.00	0.22	0.00	0.68	16.07	6.2%
Lidl, Hawley Road, Hinckley, LE10 0PR	0.93	1.39	0.19	0.07	0.08	0.07	0.68	3.41	1.3%
Other Stores, Hinckley	6.92	1.51	0.00	0.61	0.53	0.00	0.92	10.50	4.1%
Other Stores, Zone 1	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.10	0.0%
Sub-Total Zone 1	58.33	29.34	2.05	21.25	10.39	13.92	9.71	145.01	56.3%
Zone 2									
Other Stores, Zone 2	0.49	1.33	0.47	0.00	0.59	0.15	0.24	3.26	1.3%
Sub-Total Zone 2	0.49	1.33	0.47	0.00	0.59	0.15	0.24	3.26	1.3%
Zone 3									
Somerfield, Horeston Grange, CV11 6GN	0.00	0.00	4.64	0.20	0.00	0.00	0.00	4.84	1.9%
Co-op, St Nicholas Park Estate, CV11 6DG	0.00	0.00	1.61	0.07	0.00	0.00	0.00	1.68	0.7%
Other stores, Zone 3	0.00	0.00	1.20	0.00	0.22	0.00	0.00	1.41	0.5%
Sub-Total Zone 3	0.00	0.00	7.45	0.27	0.22	0.00	0.00	7.93	3.1%
Zone 4									
Co-Op, Malt Mill Bank, Barwell, LE9 8GS	0.00	0.00	0.00	1.54	0.22	0.07	0.00	1.83	0.7%
Other Stores, Barwell	0.00	0.00	0.00	1.00	0.00	0.00	0.00	1.00	0.4%
Sub-Total Zone 4	0.00	0.00	0.00	2.53	0.22	0.07	0.00	2.83	1.1%
Zone 5									
Co-Op, Main Street, Market Bosworth, CV13 0JN	0.00	0.00	0.00	0.00	1.74	0.00	0.00	1.74	0.7%
Co-op Supermarket, Newbold Verdon	0.00	0.00	0.00	0.00	1.62	0.00	0.00	1.62	0.6%
Other Stores, Zone 5	0.00	0.00	0.00	0.07	1.63	0.00	0.00	1.71	0.7%
Sub-Total Zone 5	0.00	0.00	0.00	0.07	4.99	0.00	0.00	5.06	2.0%
Zone 6									
Co-op, Wood Street, Earl Shilton, LE9 7ND	0.00	0.00	0.00	0.36	0.22	6.52	0.00	7.10	2.8%
Other Stores, Earl Shilton	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.29	0.1%
Sub-Total Zone 6	0.00	0.00	0.00	0.36	0.22	6.81	0.00	7.39	2.9%
Zone 7									
Extra Foodstore, Main Street, Broughton Astley	0.00	0.37	0.00	0.00	0.00	0.00	6.39	6.76	2.6%
Other Stores, Zone 7	0.00	0.10	0.00	0.00	0.00	0.07	2.16	2.33	0.9%
Sub-Total Zone 7	0.00	0.47	0.00	0.00	0.00	0.07	8.54	9.08	3.5%
SUB-TOTAL OF CATCHMENT AREA	58.82	31.14	9.97	24.49	16.63	21.03	18.49	180.56	70.1%

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	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total ⁽¹⁾	All Zones Market Share ⁽²⁾
	£m	£m	£m	£m	£m	£m	£m	£m	%
Outside Catchment Area									
Asda, Newtown Road, Nuneaton, CV11 4FL	1.71	0.00	11.19	0.91	0.00	0.00	0.00	13.80	5.4%
Sainsbury's, Vicarage Street, Nuneaton, CV11 4XS	0.55	0.55	9.17	1.10	0.22	0.34	0.00	11.93	4.6%
Asda, Narborough Road South, Leicester, LE3 2LL	0.00	0.65	0.00	0.20	1.90	0.41	7.57	10.73	4.2%
Morrisons, Whitwick Road, Coalville, LE67 3JN	0.00	0.00	0.00	0.00	2.48	0.00	0.00	2.48	1.0%
Tesco Express, Ryder Road, Kirby Frith, LE3 6UJ	0.28	0.00	0.00	0.27	1.09	0.18	0.24	2.05	0.8%
Other Stores, Coventry	1.76	3.23	2.58	0.00	0.00	0.36	0.24	8.17	3.2%
Other Stores, Leicester	0.38	0.27	0.06	0.27	1.84	0.32	2.19	5.33	2.1%
Other Stores, Nuneaton	0.11	0.00	1.80	0.34	0.24	0.00	0.00	2.48	1.0%
Other Stores, Outside Catchment Area	0.42	0.37	0.38	1.13	2.95	0.58	4.23	10.06	3.9%
Internet	0.93	1.47	0.00	0.00	1.90	0.85	4.91	10.07	3.9%
SUB-TOTAL OUTSIDE CATCHMENT AREA	6.14	6.54	25.18	4.22	12.61	3.04	19.37	77.10	29.9%
TOTAL	64.96	37.68	35.15	28.70	29.24	24.07	37.86	257.66	100.0%

NOTES:

(1) The spending patterns are calculated by multiplying the total convenience goods expenditure in 2026 (Spreadsheet 13) by the market share (Spreadsheet 14). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure attracted by each centre/store by the total expenditure in the study area.

All monetary values are held constant at 2004 prices.

Spreadsheet 20a - Summary of Capacity for Convenience Goods Base Scenario A (Static Retention Rate 70%)

	2007	2011	2016	2021	2026	Change 2007-11	Change 2011-16	Change 2016-21	Change 2021-26	Change 2007-26
Total Population	122,710	124,872	127,286	129,876	132,911	2,162	2,414	2,590	3,035	10,201
Total Expenditure £m	205.9	212.4	225.7	240.8	257.7	6.5	13.3	15.1	16.9	51.8
Retained Expenditure £m	143.4	147.9	157.1	167.7	179.4	4.5	9.3	10.5	11.8	36.0
Retained Expenditure %	70%	70%	70%	70%	70%					
Leakage £m	62.5	64.5	68.5	73.1	78.2	2.0	4.0	4.6	5.1	15.7
Initial Surplus £m/annum (Growth in Retained Expenditure)						4.5	9.3	10.5	11.8	36.0
Claims on Expenditure										
Existing Traders £m	0	1.2	2.6	4.1	5.5	1.2	1.5	1.5	1.5	5.5
Commitments	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Impact on capacity £m	0	1.2	2.6	4.1	5.5	1.2	1.5	1.5	1.5	5.5
SUMMARY						2007-11	2011-16	2016-21	2021-26	2007-26
Initial surplus £m						4.5	9.3	10.5	11.8	36.0
Claims on capacity £m						1.2	1.5	1.5	1.5	5.5
RESIDUAL £m						3.4	7.8	9.0	10.3	30.5
Turnover per sq.m						8,427	8,512	8,597	8,683	
Floorspace Requirement sq.m (net)						399	918	1,053	1,183	3,552

Spreadsheet 20b - Summary of Capacity for Convenience Goods Scenario B (Rising Retention Rate: from 70% to 80%)

	2007	2011	2016	2021	2026	Change 2007-11	Change 2011-16	Change 2016-21	Change 2021-26	Change 2007-26
Total Population	122,710	124,872	127,286	129,876	132,911	2,162	2,414	2,590	3,035	10,201
Total Expenditure £m	205.9	212.4	225.7	240.8	257.7	6.5	13.3	15.1	16.9	51.8
Retained Expenditure £m	143.4	157.2	176.0	192.6	206.1	13.8	18.9	16.6	13.5	62.8
Retained Expenditure %	70%	74%	78%	80%	80%					
Leakage £m	62.5	55.2	49.7	48.2	51.5	-7.3	-5.6	-1.5	3.4	-11.0
Initial Surplus £m/annum (Growth in Retained Expenditure)						13.8	18.9	16.6	13.5	62.8
Claims on Expenditure										
Existing Traders £m	0	1.2	2.6	4.1	5.5	1.2	1.5	1.5	1.5	5.5
Commitments	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Impact on capacity £m	0	1.2	2.6	4.1	5.5	1.2	1.5	1.5	1.5	5.5
SUMMARY						2007-11	2011-16	2016-21	2021-26	2007-26
Initial surplus £m						13.8	18.9	16.6	13.5	62.8
Claims on capacity £m						1.2	1.5	1.5	1.5	5.5
RESIDUAL £m						12.6	17.4	15.1	12.0	57.2
Turnover per sq.m						8,427	8,512	8,597	8,683	
Floorspace Requirement sq.m (net)						1,500	2,047	1,760	1,385	6,691