

TESCO STORES LIMITED - KIRKBY - ECONOMIC TABLES

TABLE 6: CONVENIENCE GOODS COMPANY AVERAGE TURNOVER (£m)

Store/ Centre by Zone	Net Floorspace (sq m)	Convenience Goods Floorspace (%)	Convenience Goods Floorspace (sq m)	Company Average Sales Density (£/sq m)	Average Turnover of Stores (£m) at 2007	% draw from PCA (Zones 1,2 & 4)	Trade Draw at 2007 from PCA (£m) (Zones 1,2 & 4)	Trade Draw at 2012 from PCA (£m) (Zones 1,2 & 4)
<b>Zone 1</b>								
<b>Kirkby Town Centre</b>								
Farmfoods, Kirkby	544	100%	544	3,000	1.63	100%	1.63	1.65
Iceland, Cherry Field Drive, Kirkby	810	94%	761	4,754	3.62	100%	3.62	3.66
Netto, St Chads Parade, Kirkby	1,430	83%	1,187	3,173	3.77	100%	3.77	3.80
Somerfield, St Chads Parade, Kirkby	1,786	82%	1,465	5,878	8.61	95%	8.15	8.23
Other, Kirkby	1,047	100%	1,047	3,000	3.14	100%	3.14	3.17
Elsewhere in Zone 1	1,000	100%	1,000	2,000	2.00	100%	2.00	2.02
<b>Zone 2</b>								
<b>Prescot Town Centre</b>								
Somerfield, Kemble Street, Prescot	1,483	82%	1,216	5,878	7.15	90%	6.42	6.48
Other, Prescot	1,697	100%	1,697	3,000	5.09	100%	5.09	5.14
<b>Out of Centre</b>								
Tesco Extra, Cables Retail Park, Prescot	4,645	64%	2,973	12,925	38.42	70%	26.84	27.11
<b>Rainhill Local Centre</b>								
Somerfield, Prescot Road, Rainhill	465	82%	381	5,878	2.24	100%	2.24	2.26
Co-op, Rainhill	200	85%	170	5,564	0.95	100%	0.95	0.96
Other, Rainhill	385	100%	385	2,500	0.96	100%	0.96	0.97
Elsewhere in Zone 2	2,000	100%	2,000	2,000	4.00	100%	4.00	4.04
<b>Zone 4</b>								
<b>Huyton Town Centre</b>								
Asda, Lathom Road, Huyton	8,687	55%	4,778	13,994	66.86	71%	47.30	47.77
Farmfoods, Derby Road, Huyton	378	100%	378	3,000	1.13	100%	1.13	1.15
Iceland, Derby Road, Huyton	386	94%	363	4,754	1.72	100%	1.72	1.74
Other, Huyton	1,240	100%	1,240	3,000	3.72	100%	3.72	3.76
<b>Page Moss District Centre</b>								
Aldi, Page Moss, Huyton	522	78%	407	4,703	1.91	100%	1.91	1.93
Lidl, Liverpool Road, Huyton	1,150	78%	897	3,184	2.86	100%	2.86	2.88
Farmfoods, Page Moss, Huyton	378	100%	378	3,000	1.13	100%	1.13	1.15
Fresh Xpress, Liverpool Road, Huyton	596	82%	489	3,749	1.83	100%	1.83	1.85
Other, Page Moss	243	100%	243	2,500	0.61	100%	0.61	0.61
<b>Knotty Ash Local Centre</b>								
Aldi, East Prescot Road, Knotty Ash	855	78%	667	4,703	3.14	71%	2.22	2.24
Sainsburys, East Prescot Road, Knotty Ash	4,175	74%	3,090	9,024	27.88	62%	17.41	17.58
Other, Knotty Ash	220	100%	220	2,500	0.55	100%	0.55	0.56
<b>Broadway District Centre</b>								
Co-op Pioneer, Broadway, Liverpool	2,351	85%	1,998	5,564	11.12	88%	9.75	9.85
Farmfoods, Broadway, Liverpool	253	100%	253	3,000	0.76	77%	0.58	0.59
Iceland, Broadway, Liverpool	468	94%	440	4,754	2.09	77%	1.61	1.63
Other, Broadway	1,437	100%	1,437	2,500	3.59	80%	2.88	2.91
<b>West Derby Village Local Centre</b>								
Somerfield, Almond's Green	436	82%	358	5,878	2.10	100%	2.10	2.12
<b>Out of Centre</b>								
Somerfield, Stonedale Retail Park	873	82%	716	5,878	4.21	100%	4.21	4.25
Iceland, Stonedale Retail Park	477	94%	448	4,754	2.13	100%	2.13	2.15
Tesco, Deysbrook Barracks	1,875	64%	1,200	12,925	15.51	88%	13.60	13.74
Elsewhere in Zone 4	2,000	100%	2,000	2,000	4.00	1.00	4.00	4.04
<b>TOTAL PCA</b>							<b>£192.06</b>	<b>£193.99</b>

Notes:

- Floorspace taken from IGD Database, Tesco Stores Limited, DPP Pacing, DPP Tesco Haydock RIA, WYG Sefton Study, GOAD Centre Study
- Convenience goods floorspace (%) calculated for different operators from Verdict 2007
- Convenience goods sales densities calculated using information from Retail Rankings 2007 and Verdict 2007 (excluding petrol sales)
- Prescot GOAD Plan October 2005 used for other floorspace in centre
- Company average turnover calculated by multiplying floorspace by company average sales density
- Where published data not available sales densities based on DPP experience elsewhere
- All turnovers expressed at 2003 prices
- Convenience goods sales density increased by 0.2% per annum between base and design year to allow for some claim on spending growth by existing floorspace