

TABLE 18: COMPARISON GOODS IMPACT

Store/ Centre by Zone	Turnover (£m) at 2007	Turnover (£m) at 2012	Diversion to Tesco Prescot and Cable Retail Park Commitment (£m)	Diversion to Paradise Street, Liverpool City Centre (£m)	Diversion to Proposed Tesco, Kirkby (£m)	Diversion to Proposed Kirkby Comparison Goods (£m)	Turnover after Proposed Kirkby Comparison Goods (£m)	Impact on Base Year Turnover (%)	Impact on Design Year Turnover (%)
ZONE 1									
Kirkby Town Centre	36.83	47.23	-0.68	-3.23	-4.88	-10.59	293.90	698.1%	522.3%
ZONE 2									
Prescot Town Centre	61.25	78.54	-4.48	-8.08	-8.13	-7.41	77.60	26.7%	-1.2%
ZONE 3									
Allerton Road District Centre	33.29	42.69	0.00	0.00	-0.27	0.00	42.42	27.4%	-0.6%
Belle Vale District Centre	25.18	32.29	-0.27	0.00	-0.54	0.00	31.47	25.0%	-2.5%
Smithdown Road District Centre	41.65	53.40	0.00	0.00	-0.14	0.00	53.27	27.9%	-0.3%
Woolton District Centre	19.75	25.33	0.00	0.00	-0.14	0.00	25.20	27.6%	-0.5%
Out of Centre									
Asda, Hunts Cross Shopping Centre, Liverpool	20.48	26.26	-0.27	0.00	-0.54	0.00	25.45	24.3%	-3.1%
New Mersey Retail Park	157.50	201.98	0.00	-32.32	-1.63	-16.42	151.61	-3.7%	-24.9%
ZONE 4									
Huyton Town Centre	64.85	83.16	-1.36	0.00	-4.34	-2.12	75.35	16.2%	-9.4%
Knotty Ash Local Centre	9.52	12.21	-0.27	0.00	-0.54	0.00	11.39	19.7%	-6.7%
Out of Centre									
Tesco, Deysbrook Barracks	8.91	11.43	0.00	0.00	-1.36	0.00	10.07	13.0%	-11.9%
ZONE 5									
Liverpool City Centre	363.46	466.09	-4.08	-67.87	-6.78	-49.78	660.77	81.8%	41.8%
London Road Shopping Area	48.63	62.37	-0.68	-4.85	-0.54	-2.12	54.18	11.4%	-13.1%
Breck Road District Centre	29.85	38.27	0.00	0.00	0.00	0.00	38.27	28.2%	0.0%
Old Swan District Centre	39.90	51.16	-0.68	0.00	-1.36	0.00	49.13	23.1%	-4.0%
Rice Lane Local Centre	6.30	8.08	0.00	0.00	-0.54	0.00	7.54	19.6%	-6.7%
Out of Centre									
Asda, Utting Avenue, Liverpool	14.65	18.78	0.00	0.00	-1.08	0.00	17.70	20.8%	-5.8%
Cavendish Retail Park, Liverpool	2.35	3.02	0.00	0.00	0.00	0.00	3.02	28.2%	0.0%
Edge Lane Retail Park, Liverpool	28.82	36.96	-1.36	-4.85	0.00	-3.18	27.57	-4.3%	-25.4%
Paisley Street Retail Park, Liverpool	20.80	26.67	0.00	0.00	0.00	0.00	26.67	28.2%	0.0%
Stonedale Park Retail Park, Liverpool	6.17	7.91	0.00	0.00	-0.54	-1.06	6.31	2.3%	-20.2%
ZONE 6									
Bootle Town Centre	54.96	70.47	0.00	-3.23	-0.27	-4.24	62.73	14.2%	-11.0%
Crosby District Centre	18.75	24.05	0.00	0.00	0.00	0.00	24.05	28.2%	0.0%
Out of Centre									
Asda, Ormskirk Road, Aintree	31.17	39.97	0.00	0.00	-7.32	0.00	32.65	4.8%	-18.3%
Aintree Racecourse Retail Park, Liverpool	126.14	161.76	0.00	-16.16	-5.42	-21.18	119.00	-5.7%	-26.4%
ZONE 7									
Southport Town Centre	238.80	306.24	0.00	-17.78	0.00	-16.95	271.51	13.7%	-11.3%
Out of Centre									
Tesco, Altcar Road, Formby	22.46	28.80	0.00	0.00	-0.81	0.00	27.99	24.6%	-2.8%
Tesco Extra, Town Lane, Southport	27.73	35.57	0.00	0.00	-0.81	0.00	34.75	25.3%	-2.3%
Meols Cop Retail Park, Southport	61.38	78.71	0.00	-4.85	0.00	-4.24	69.63	13.4%	-11.5%
ZONE 8									
Ormskirk Town Centre	43.64	55.96	0.00	-1.62	-0.68	-2.12	51.55	18.1%	-7.9%
Burscough Local Centre	15.85	20.33	0.00	0.00	-0.14	0.00	20.19	27.4%	-0.7%
Maghull District Centre	11.40	14.62	0.00	0.00	-0.27	-0.53	13.82	21.2%	-5.5%
ZONE 9									
Skelmersdale Town Centre	32.53	41.72	0.00	-1.62	0.00	-2.12	37.98	16.8%	-9.0%
Out of Centre									
Asda, Ingram Road, Skelmersdale	24.75	31.74	0.00	0.00	-1.36	0.00	30.39	22.8%	-4.3%
ZONE 10									
St Helens Town Centre	214.10	274.56	-3.40	-4.85	-1.90	-15.89	248.53	16.1%	-9.5%
Asda, Kirkland Street, St Helens	21.38	27.42	-0.68	0.00	-0.54	0.00	26.20	25.06%	-2.48%
St Helens Retail Parks	65.68	84.23	-6.11	-4.85	0.00	-10.59	62.68	-4.6%	-25.6%
ZONE 11									
Widnes Town Centre	76.44	98.02	-0.68	-8.08	0.00	-2.12	87.15	14.0%	-11.1%
Out of Centre									
Asda, Widnes Road, Widnes	18.37	23.56	0.00	0.00	0.00	0.00	23.56	28.2%	0.0%
Morrisons, Green Oaks Way, Widnes	10.18	13.05	0.00	0.00	0.00	0.00	13.05	28.2%	0.0%
OUTSIDE STUDY AREA									
Wigan Town Centre	192.04	246.26	0.00	-16.16	0.00	-10.59	219.51	14.3%	-10.9%
Out of Centre Wigan	136.66	175.24	0.00	-3.23	-0.27	-6.35	165.39	21.0%	-5.6%
Warrington Town Centre	178.72	229.19	-1.36	-16.16	0.00	-2.12	209.55	17.3%	-8.6%
Out of Centre Warrington	241.00	309.05	0.00	-24.24	0.00	-10.59	274.22	13.8%	-11.3%
ELSEWHERE									
			-0.82	-79.18	-1.08	-9.53			
Total			-27.17	-323.19	-54.23	-211.83			

Notes:

1. Prescot Town Centre Turnover includes Cables Retail Park
2. Turnover at 2007 based on company average turnover levels with assumptions made regarding over trading in some centres.
3. Turnover at 2012 assumes that turnovers increase in line with spending growth.