

TESCO STORES LIMITED - KIRKBY - ECONOMIC TABLES

TABLE 1a: POPULATION PROJECTIONS

	2007	2012	2016
Zone 1	36,009	35,577	35,237
Zone 2	39,069	38,625	38,324
Zone 4	149,659	148,770	148,376
PCA Sub-Total	224,737	222,972	221,937
Zone 3	141,386	141,086	141,050
Zone 5	190,423	190,260	190,011
Zone 6	170,768	169,307	168,460
Zone 7	120,727	120,199	120,292
Zone 8	76,780	77,135	77,594
Zone 9	51,618	51,772	51,906
Zone 10	152,741	150,149	148,559
Zone 11	55,795	55,739	55,768
Rest of SA Sub-Total	960,238	955,647	953,640
SA Total	1,184,975	1,178,619	1,175,577

Notes:

1. Source: Map Info Target Pro Report October 2006
2. PCA = Primary Catchment Area
3. SA - Study Area

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TABLE 2a: CONVENIENCE GOODS PER CAPITA EXPENDITURE (£) (2003 Prices)

	2007	2012	2016
PCA			
Zone 1	1,373	1,436	1,488
Zone 2	1,507	1,576	1,633
Zone 4	1,397	1,461	1,514
Rest of SA			
Zone 3	1,478	1,546	1,602
Zone 5	1,365	1,428	1,480
Zone 6	1,433	1,499	1,553
Zone 7	1,578	1,651	1,711
Zone 8	1,602	1,675	1,736
Zone 9	1,484	1,552	1,609
Zone 10	1,463	1,530	1,585
Zone 11	1,471	1,538	1,594

Notes:

1. Source: Map Info Target Pro Report October 2006
2. 2003 prices projected forward using actual increase 2003-2005 and MapInfo recommended rate for convenience goods (0.9%) 200
3. SFT deducted at 1.7% in line with MapInfo recommendations
4. MapInfo Brief 06/02

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TABLE 3a: COMPARISON GOODS PER CAPITA EXPENDITURE (£) (2003 Prices)

	2007	2012	2016
PCA			
Zone 1	2,358	3,024	3,690
Zone 2	2,764	3,545	4,325
Zone 4	2,493	3,197	3,901
Rest of SA			
Zone 3	2,702	3,465	4,228
Zone 5	2,343	3,005	3,666
Zone 6	2,588	3,318	4,049
Zone 7	2,983	3,826	4,668
Zone 8	3,048	3,908	4,769
Zone 9	2,739	3,512	4,285
Zone 10	2,635	3,379	4,123
Zone 11	2,663	3,414	4,166

Notes:

1. Source: Map Info Target Pro Report October 2006
2. 2003 prices projected forward using actual increase 2003-2005 and MapInfo midpoint between long and medium term trend (5.1%) 2005-2016
3. SFT deducted at 5.8% in line with MapInfo recommendations
4. MapInfo Brief 06/02

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TABLE 4a: CONVENIENCE GOODS EXPENDITURE (£m)

	2007	2012	2016
Zone 1	49.43	51.07	52.43
Zone 2	58.86	60.86	62.59
Zone 4	209.10	217.38	224.71
PCA Sub-Total	317.39	329.31	339.73
Zone 3	208.96	218.07	225.97
Zone 5	260.01	271.69	281.24
Zone 6	244.70	253.73	261.67
Zone 7	190.53	198.39	205.79
Zone 8	122.98	129.21	134.72
Zone 9	76.61	80.36	83.50
Zone 10	223.40	229.67	235.53
Zone 11	82.06	85.74	88.91
Rest of SA Sub-Total	1,409.26	1,466.86	1,517.34
SA Total	1,726.65	1,796.17	1,857.07

Notes:

1. Total Available Expenditure calculated by multiplying population (Table 1) by per capita expenditure (Table 2)
2. 2003 Prices
3. PCA = Primary Catchment Area
4. SA = Study Area

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TABLE 5a: COMPARISON GOODS EXPENDITURE (£m)

	2007	2012	2016
Zone 1	84.92	107.59	130.02
Zone 2	107.99	136.91	165.75
Zone 4	373.12	475.63	578.80
PCA Sub-Total	566.03	720.13	874.57
Zone 3	382.00	488.83	596.29
Zone 5	446.20	571.71	696.65
Zone 6	441.89	561.82	682.07
Zone 7	360.15	459.83	561.49
Zone 8	234.01	301.47	370.03
Zone 9	141.37	181.83	222.43
Zone 10	402.47	507.35	612.49
Zone 11	148.56	190.32	232.34
Rest of SA Sub-Total	2,556.66	3,263.16	3,973.79
SA Total	3,122.68	3,983.29	4,848.36

Notes:

1. Total Available Expenditure calculated by multiplying population (Table 1) by per capita expenditure (Table 3)
2. 2003 Prices
3. PCA = Primary Catchment Area
4. SA = Study Area

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TABLE 6a: 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)
Zone 1								
Kirkby Town Centre								
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
Zone 2								
Prescot Town Centre								
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
Out of Centre								
Tesco Extra, Cables Retail Park, Prescot	4,645	64%	2,973	12,925	38.42	70%	26.84	27.11
Rainhill Local Centre								
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
Zone 4								
Huyton Town Centre								
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
Page Moss District Centre								
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
Knotty Ash Local Centre								
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
Broadway District Centre								
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
West Derby Village Local Centre								
Somerfield, Almond's Green	436	82%	358	5,878	2.10	100%	2.10	2.12
Out of Centre								
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	100.0%	4.00	4.04
TOTAL PCA							£192.06	£193.99

Notes:

1. Floorspace taken from IGD Database, Tesco Stores Limited, DPP Pacing, DPP Tesco Haydock RIA, WYG Sefton Study, GOAD Centre Study
2. Convenience goods floorspace (%) calculated for different operators from Verdict 2007
3. Convenience goods sales densities calculated using information from Retail Rankings 2007 and Verdict 2007 (excluding petrol sales)
4. Prescot GOAD Plan October 2005 used for other floorspace in centre
5. Company average turnover calculated by multiplying floorspace by company average sales density
6. Where published data not available sales densities based on DPP experience elsewhere
7. All turnovers expressed at 2003 prices
8. 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

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TABLE 7a: COMPARISON GOODS COMPANY AVERAGE TURNOVER (2003 PRICES) - FOODSTORES ONLY

Store/ Centre by Zone	Net Floorspace (sq m)	Comparison Goods Floorspace (%)	Comparison Goods Floorspace (sq m)	Company Average Sales Density (£/sq m)	Average Turnover of Stores (£m) at 2007	Average Turnover of Stores (£m) at 2012	% draw from PCA (Zones 1,2 & 4)	Trade Draw at 2007 from PCA (Zones 1,2 & 4)	Trade Draw at 2012 from PCA (Zones 1,2 & 4)
Zone 1									
Kirkby Town Centre									
Farmfoods, Kirkby	544	0%	0	2,600	0.00	0.00	100%	0.00	0.00
Iceland, Cherry Field Drive, Kirkby	810	6%	49	2,663	0.13	0.14	100%	0.13	0.14
Netto, St Chads Parade, Kirkby	1,430	17%	243	2,129	0.52	0.56	100%	0.52	0.56
Somerfield, St Chads Parade, Kirkby	1,786	18%	321	3,665	1.18	1.27	95%	1.12	1.20
Zone 2									
Prescot Town Centre									
Somerfield, Kemble Street, Prescot	1,483	18%	267	3,665	0.98	1.05	90%	0.88	0.95
Out of Centre									
Tesco Extra, Cables Retail Park, Prescot	4,645	36%	1672	9,233	15.44	16.63	70%	10.78	11.62
Rainhill Town Centre									
Somerfield, Prescot Road, Rainhill	465	18%	84	3,665	0.31	0.33	100%	0.31	0.33
Co-op, Rainhill	200	15%	30	4,070	0.12	0.13	100%	0.12	0.13
Zone 4									
Huyton Town Centre									
Asda, Lathom Road, Huyton	8,687	45%	3909	8,261	32.29	34.79	71%	22.84	24.61
Farmfoods, Derby Road, Huyton	378	0%	0	2,600	0.00	0.00	100%	0.00	0.00
Iceland, Derby Road, Huyton	386	6%	23	2,663	0.06	0.07	100%	0.06	0.07
Page Moss District Centre									
Aldi, Page Moss, Huyton	522	22%	115	2,271	0.26	0.28	100%	0.26	0.28
Lidl, Liverpool Road, Huyton	1,150	22%	253	1,602	0.41	0.44	100%	0.41	0.44
Farmfoods, Page Moss, Huyton	378	0%	0	2,600	0.00	0.00	100%	0.00	0.00
Kwik Save, Page Moss, Huyton	596	18%	107	2,337	0.25	0.27	100%	0.25	0.27
Knotty Ash Local Centre									
Aldi, East Prescot Road, Knotty Ash	855	22%	188	2,271	0.43	0.46	100%	0.43	0.46
Sainsburys, East Prescot Road, Knotty Ash	4,175	26%	1086	8,064	8.75	9.43	62%	5.47	5.89
Broadway District Centre									
Co-op Pioneer, Broadway, Liverpool	2,351	15%	353	4,070	1.44	1.55	100%	1.44	1.55
Farmfoods, Broadway, Liverpool	253	0%	0	2,600	0.00	0.00	100%	0.00	0.00
Iceland, Broadway, Liverpool	468	6%	28	2,663	0.07	0.08	100%	0.07	0.08
Out of Centre									
Somerfield, Stonedale Retail Park	873	18%	157	3,665	0.58	0.62	100%	0.58	0.62
Iceland, Stonedale Retail Park	477	6%	29	2,663	0.08	0.08	100%	0.08	0.08
Tesco, Deysbrook Barracks	1,875	36%	675	9,233	6.23	6.71	88%	5.47	5.89
TOTAL PCA								51.20	55.15

Notes:

- Floorspace taken from IGD Database, Tesco Stores Limited, DPP Pacing, DPP Tesco Haydock RIA, WYG Sefton Study, GOAD Centre Study
- Comparison goods floorspace (%) calculated for different operators from Verdict 2007
- Comparison goods sales densities calculated using information from Retail Rankings 2007 and Verdict 2007 (excluding petrol sales)
- 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
- Comparison goods sales density increased by 1.5% per annum between base and design year to allow for some claim on spending growth by existing floorspace

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TABLE 8a: COMPARISON GOODS COMPANY AVERAGE TURNOVER

Centre/ Location	Net Floorspace (sq m)	Comparison Goods Floorspace (%)	Comparison Goods Floorspace (sq m)	Company Average Sales Density (£/sq m)	Average Turnover of Stores (£m) at 2007	Average Turnover of Stores (£m) at 2012
Zone 1						
Kirkby Town Centre	12,376	100%	12,376	£ 3,500	£ 43.32	£46.66
Elsewhere in Zone 1	500	100%	500	£ 2,500	£ 1.25	£1.35
Zone 2						
Prescot Town Centre	5,716	100%	5,716	£ 3,500	£ 20.01	£21.55
Cables Retail Park, Prescot (excl. Tesco)	6,792	100%	6,792	£ 2,500	£ 16.98	£18.29
Rainhill Town Centre	520	100%	520	£ 3,000	£ 1.56	£1.68
Elsewhere in Zone 2	500	100%	500	£ 2,500	£ 1.25	£1.35
Zone 4						
Huyton Town Centre	8,428	100%	8,428	£ 3,500	£ 29.50	£31.78
Page Moss District Centre	1,393	100%	1,393	£ 3,000	£ 4.18	£4.50
Broadway District Centre	3,442	100%	3,442	£ 3,000	£ 10.33	£11.12
Stonedale Park Retail Park, Liverpool	2,350	100%	2,350	£ 2,500	£ 5.88	£6.33
Elsewhere in Zone 4	1,000	100%	1,000	£ 2,500	£ 2.50	£2.69
TOTAL					£ 136.74	£147.31

Notes:

1. Floorspaces from WYG Retail Study, GOAD Reports, DPP Pacing
2. Sales densities based on averages for different types of centre based on DPP experience elsewhere
3. Kirkby town centre figures include an allowance for the vacant Asda unit.

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TABLE 9a: CONVENIENCE GOODS CAPACITY SUMMARY PCA (2003 PRICES)

CAPACITY SUMMARY	2007	2012
Available Expenditure (£m)	317.39	329.31
Turnover of existing floorspace within 1, 2 and 4 drawn from PCA	192.06	193.99
Turnover of Commitments in PCA (see Table 11) drawn from PCA	4.60	4.65
Total Remaining Capacity (£m)	120.72	130.67

Notes:

1. PCA is Zones 1, 2 and 4
2. Expenditure taken from Table 4
3. Company average turnover of stores drawn from PCA taken from Table 6
4. Turnover of commitments based on company averages
5. Turnover of Tesco Prescot Commitment drawn from PCA is based on trade draw of existing store

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TABLE 10a: COMPARISON GOODS CAPACITY SUMMARY PCA (2003 PRICES)

CAPACITY SUMMARY	2007	2012
Available Expenditure (£m)	566.03	720.13
Turnover of existitng non-food floorspace in foodstores within Zones 1, 2 and 4 drawn from PCA	51.20	55.15
Turnover of existing comparison floorspace within Zones 1, 2 and 4	136.74	147.31
Commitments (Table 12)	25.22	27.17
Total Remaining Capacity (£m)	352.87	490.50

Notes:

1. PCA is Zones 1, 2 and 4
2. Expenditure taken from Table 5
3. Company average turnover of non food in stores drawn from PCA taken from Table 7
4. Company average turnover of non-food stores assumes they draw all their trade from PCA for the purpose of this assessment
5. Turnover of commitments based on company averages

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TABLE 11a: CONVENIENCE RETAIL COMMITMENTS IN PCA

Commitment	Net Floorspace (sq m)	Convenience Goods Floorspace (%)	Convenience Goods Floorspace (sq m)	Average Turnover (£m) at 2007	Average Turnover (£m) at 2012
Tesco Extra, Cables Retail Park, Prescot (extension & mezzanine)	2,880		465	6.59	6.66

Notes: Turnover of extension and mezzanine taken from Alyn Nicholls Associates RIA

TABLE 12a: NON FOOD RETAIL COMMITMENTS IN PCA

Commitment	Net Floorspace (sq m)	Comparison Goods Floorspace (%)	Comparison Goods Floorspace (sq m)	Average Turnover (£m) at 2007	Average Turnover (£m) at 2012
Tesco Extra, Cables Retail Park, Prescot (extension)	2,880		2,415	12.62	13.59
Block 3, Cables Retail Park, Prescot (demolition and rebuild)	1,197	100%	1,197	4.83	5.21
Focus DIY, Cables Retail Park, Prescot (mezzanine)	2,063	100%	2,063	7.77	8.37
Total				25.22	27.17

Notes:

1. Tesco Foodstore extension turnover based on Alyn Nicholls Associates (ANA) Retail Assessment 2007
2. Floorspace and turnover of Block 3 based on ANA RIA

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TABLE 13a: TURNOVER OF PROPOSED TESCO, KIRKBY AT 2012 (2003 PRICES)

	Net Floorspace (sqm)	Company Average Sales Density (£ per sqm)	Turnover (£m)
Convenience Goods	4,767	13,055	62.23
Comparison Goods	5,452	9,947	54.23
Total Net Floorspace	10,219		116.46

Notes:

1. Net floorspace includes sales and checkouts
2. Floorspace split based on information provided by Tesco
3. Sales density for 'Goods' based on RR07/Verdict 2007 (Excluding petrol)

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TABLE 14a: TURNOVER OF PROPOSED COMPARISON GOODS FLOORSPACE AT 2012 (2003 PRICES) (£m)

	Floorspace sq m net	Average Turnover (£/sq m)	Turnover of Proposed Development (£m)
Net Comparison Goods Floorspace (South of Cherryfield Drive)	40,854	4,000	163.42
Net Additional Comparison Goods Floorspace (North of Cherryfield Drive)	8,640	4,000	34.56
TOTAL			197.98

Notes:

1. Net floorspace figures includes mezzanine allowance in proposed units
2. Figures include an allowance for Stadium Shop

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TABLE 15a: TRADE DRAW PATTERN OF PROPOSED TESCO 2012 - CONVENIENCE GOODS

Zone	Expenditure (£m)	Trade Draw (%)	Turnover Derived from Zone (£m)	Market Share (%)
PCA				
1	51.07	30.0%	18.67	36.6%
2	60.86	10.0%	6.22	10.2%
4	217.38	35.0%	21.78	10.0%
Sub Total	329.31	75.0%	46.67	14.2%
Rest of SA				
3	218.07	1.0%	0.62	0.3%
5	271.69	0.5%	0.31	0.1%
6	253.73	12.5%	7.78	3.1%
7	198.39	0.5%	0.31	0.2%
8	129.21	5.0%	3.11	2.4%
9	80.36	2.5%	1.56	1.9%
10	229.67	2.5%	1.56	0.7%
11	85.74	0.0%	0.00	0.0%
Sub Total	1466.86	24.5%	15.25	1.0%
Outside Study Area		0.5%	0.31	
TOTAL		100.0%	62.23	

Notes:

1. Same trade draw pattern assumed for Tesco non food turnover

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TABLE 16a: TRADE DRAW PATTERN OF PROPOSED COMPARISON SHOPPING 2012

Zone	Expenditure (£m)	Trade Draw (%)	Turnover Derived from Zone (£m)	Market Share (%)
PCA				
1	107.59	25.0%	49.49	46.0%
2	136.91	15.0%	29.70	21.7%
4	475.63	30.0%	59.39	12.5%
Sub Total	720.13	70.0%	138.58	19.2%
Rest of SA				
3	488.83	2.5%	4.95	1.0%
5	571.71	1.0%	1.98	0.3%
6	561.82	10.0%	19.80	3.5%
7	459.83	0.5%	0.99	0.2%
8	301.47	5.0%	9.90	3.3%
9	181.83	5.0%	9.90	5.4%
10	507.35	5.0%	9.90	2.0%
11	190.32	0.5%	0.99	0.5%
Sub Total	3263.16	29.5%	58.40	1.8%
Outside Study Area		0.5%	0.99	
TOTAL		100.0%	197.98	

TABLE 17a: CONVENIENCE GOODS IMPACT

Store/ Centre by Zone	Estimated Actual Turnover (£m) at 2007	Estimated Actual Turnover (£m) at 2012	Diversion to Tesco Prescot Commitment (£m)	Diversion to Proposed Tesco KIRKBY Store (£m)	Post Tesco Store Turnover (£m) (2012)	Impact on Base Year Turnover (%)	Impact on Design Year Turnover (%)
ZONE 1							
Kirkby Town Centre	27.02	27.92	-0.03	-7.39	82.72	206.2%	196.3%
ZONE 2							
Prescot Town Centre	58.30	60.48	-0.34	-6.15	60.65	4.0%	0.3%
ZONE 3							
Allerton Road District Centre	48.82	50.92	0.00	-0.88	50.04	2.5%	-1.7%
Belle Vale District Centre	39.98	41.78	-0.17	-1.11	40.49	1.3%	-3.1%
Smithdown Road District Centre	59.33	61.98	0.00	-0.12	61.86	4.3%	-0.2%
Woolton District Centre	37.83	39.47	0.00	-0.22	39.25	3.8%	-0.6%
Out of Centre Asda, Hunts Cross Shopping Centre, Liverpool	42.40	44.23	-0.08	-0.81	43.34	2.2%	-2.0%
ZONE 4							
Huyton Town Centre	77.74	80.92	-2.25	-5.69	72.97	-6.1%	-9.8%
Knotty Ash Local Centre	33.33	34.67	-0.13	-1.64	32.90	-1.3%	-5.1%
Out of Centre Tesco, Deysbrook Barracks	22.18	23.07	0.00	-2.83	20.24	-8.7%	-12.3%
ZONE 5							
Liverpool City Centre	61.95	64.68	0.00	-0.62	64.06	3.4%	-1.0%
Breck Road District Centre	33.38	34.85	0.00	-0.11	34.74	4.1%	-0.3%
Old Swan District Centre	55.69	58.28	-0.30	-2.32	55.66	0.0%	-4.5%
Rice Lane Local Centre	22.50	23.41	0.00	-1.69	21.71	-3.5%	-7.2%
Out of Centre Asda, Utting Avenue, Liverpool	30.32	31.62	0.00	-2.78	28.84	-4.9%	-8.8%
ZONE 6							
Bootle Town Centre	37.54	38.95	0.00	-0.39	38.56	2.7%	-1.0%
Crosby District Centre	66.55	69.11	0.00	-0.80	68.31	2.6%	-1.2%
Out of Centre Asda, Ormskirk Road, Aintree	64.54	67.19	0.00	-10.83	56.37	-12.7%	-16.1%
ZONE 7							
Southport Town Centre	96.57	100.99	0.00	0.00	100.99	4.6%	0.0%
Out of Centre Tesco Extra, Town Lane, Southport	69.02	72.08	0.00	-1.29	70.78	2.6%	-1.8%
Out of Centre Tesco, Altcar Road, Formby	55.89	58.15	0.00	-1.63	56.52	1.1%	-2.8%
ZONE 8							
Ormskirk Town Centre	48.77	51.20	0.00	-1.69	49.51	1.5%	-3.3%
Burscough Local Centre	22.65	23.78	0.00	-0.39	23.39	3.3%	-1.6%
Maghull District Centre	17.79	18.66	0.00	-0.56	18.10	1.7%	-3.0%
ZONE 9							
Skelmersdale Town Centre	16.85	17.68	0.00	0.00	17.68	4.9%	0.0%
Out of Centre Asda, Ingram Road, Skelmersdale	51.25	53.73	0.00	-2.33	51.41	0.3%	-4.3%
ZONE 10							
St Helens Town Centre	62.77	64.94	-0.71	-0.72	63.51	1.2%	-2.2%
Asda, Kirkland Street, St Helens	44.27	45.71	-0.81	-1.40	43.50	-1.7%	-4.8%
Boundary Road Local Centre	45.99	47.38	-0.89	-1.45	45.04	-2.1%	-4.9%
Out of Centre Morrisons, Baxters Lane, St Helens	42.89	44.29	-0.45	-1.32	42.51	-0.9%	-4.0%
ZONE 11							
Widnes Town Centre	14.23	14.90	0.00	0.00	14.90	4.7%	0.0%
Out of Centre Asda, Widnes Road, Widnes	38.04	39.76	-0.09	0.00	39.67	4.3%	-0.2%
Morrisons, Green Oaks Way, Widnes	38.15	39.91	-0.17	0.00	39.73	4.1%	-0.4%
ELSEWHERE IN SA AND BEYOND			-0.23	-3.08			
TOTAL			-6.66	-62.23			

Notes:

1. Prescot town centre turnover includes Tesco on Cables Retail Park
2. Actual estimated turnovers based on allocation of spending using household survey results

TABLE 18a: COMPARISON GOODS IMPACT

Store/ Centre by Zone	Turnover (£m) at 2007	Turnover (£m) at 2012	Diversion to Tesco Prescott 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	-9.90	280.74	662.3%	494.5%
ZONE 2									
Prescot Town Centre	61.25	78.54	-4.48	-8.08	-8.13	-6.93	78.08	27.5%	-0.6%
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	-15.34	152.69	-3.1%	-24.4%
ZONE 4									
Huyton Town Centre	64.85	83.16	-1.36	-3.23	-4.34	-1.98	72.25	11.4%	-13.1%
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	-64.64	-6.78	-46.52	667.26	83.6%	43.2%
London Road Shopping Area	48.63	62.37	-0.68	-4.85	-0.54	-1.98	54.32	11.7%	-12.9%
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	-2.97	27.78	-3.6%	-24.8%
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	-0.99	6.38	3.4%	-19.4%
ZONE 6									
Bootle Town Centre	54.96	70.47	0.00	-3.23	-0.27	-3.96	63.01	14.7%	-10.6%
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	-19.80	120.38	-4.6%	-25.6%
ZONE 7									
Southport Town Centre	238.80	306.24	0.00	-17.78	0.00	-15.84	272.62	14.2%	-11.0%
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	-3.96	69.90	13.9%	-11.2%
ZONE 8									
Ormskirk Town Centre	43.64	55.96	0.00	-1.62	-0.68	-1.98	51.68	18.4%	-7.6%
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	-0.49	13.85	21.5%	-5.2%
ZONE 9									
Skelmersdale Town Centre	32.53	41.72	0.00	-1.62	0.00	-1.98	38.12	17.2%	-8.6%
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	-14.85	249.57	16.6%	-9.1%
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	-9.90	63.37	-3.5%	-24.8%
ZONE 11									
Widnes Town Centre	76.44	98.02	-0.68	-8.08	0.00	-1.98	87.29	14.2%	-11.0%
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	-9.90	220.20	14.7%	-10.6%
Out of Centre Wigan	136.66	175.24	0.00	-3.23	-0.27	-5.94	165.80	21.3%	-5.4%
Warrington Town Centre	178.72	229.19	-1.36	-16.16	0.00	-1.98	209.69	17.3%	-8.5%
Out of Centre Warrington	241.00	309.05	0.00	-24.24	0.00	-9.90	274.91	14.1%	-11.0%
ELSEWHERE			-0.82	-79.18	-1.08	-8.91			
Total			-27.17	-323.19	-54.23	-197.98			

Notes:
 1. Prescott 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.

Table 19a: Combined Impact Summary

Store/ Centre by Zone	Estimated Actual Turnover (£m) at 2007	Estimated Actual Turnover (£m) at 2012	Diversion to Commitments and Kirkby Proposal (£m)	Turnover Post Impact (£m) (2012)	Impact on Base Year Turnover (%)	Impact on Design Year Turnover (%)
ZONE 1						
Kirkby Town Centre	63.84	75.14	-26.11	363.47	469.3%	383.7%
ZONE 2						
Prescot Town Centre	119.55	139.02	-34.11	138.74	16.1%	-0.2%
ZONE 3						
Allerton Road District Centre	82.11	93.62	-1.15	92.47	12.6%	-1.2%
Smithdown Road District Centre	100.97	115.38	-0.25	115.13	14.0%	-0.2%
Woolton District Centre	57.58	64.80	-0.35	64.45	11.9%	-0.5%
ZONE 4						
Huyton Town Centre	142.59	164.08	-18.86	145.23	1.9%	-11.5%
Knotty Ash Local Centre	42.85	46.88	-2.58	44.29	3.4%	-5.5%
ZONE 5						
Liverpool City Centre	425.41	530.77	-122.63	731.32	71.9%	37.8%
London Road Shopping Area	48.63	62.37	-8.05	54.32	11.7%	-12.9%
Breck Road District Centre	63.23	73.12	-0.11	73.02	15.5%	-0.1%
Old Swan District Centre	95.58	109.44	-4.66	104.79	9.6%	-4.3%
Rice Lane Local Centre	28.81	31.49	-2.24	29.25	1.6%	-7.1%
ZONE 6						
Bootle Town Centre	92.49	109.43	-7.85	101.57	9.8%	-7.2%
Crosby District Centre	85.31	93.17	-0.80	92.37	8.3%	-0.9%
ZONE 7						
Southport Town Centre	335.38	407.22	-33.61	373.61	11.4%	-8.3%
ZONE 8						
Ormskirk Town Centre	92.41	107.16	-5.96	101.20	9.5%	-5.6%
Burscough Local Centre	38.50	44.11	-0.52	43.58	13.2%	-1.2%
Maghull District Centre	29.19	33.28	-1.33	31.95	9.5%	-4.0%
ZONE 9						
Skelmersdale Town Centre	49.38	59.39	-3.60	55.80	13.0%	-6.1%
Elsewhere in Zone 9	76.00	85.47	-3.68	81.79	7.6%	-4.3%
ZONE 10						
St Helens Town Centre	276.88	339.50	-26.42	313.08	13.1%	-7.8%
ZONE 11						
Widnes Town Centre	90.67	112.92	-10.74	102.18	12.7%	-9.5%
OUTSIDE STUDY AREA						
Wigan Town Centre	240.59	297.56	-26.06	271.51	12.9%	-8.8%
Warrington Town Centre	229.31	282.61	-19.50	263.11	14.7%	-6.9%

Notes:

1. Trade Diversions include diversion to commitments at Tesco and Cables Retail Park in Prescot and Paradise Street before Kirkby proposed development.
2. Trading impact on centres only included in the Table. Totals will therefore not add as out of centre locations excluded.