

TABLE 17: 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 (%)
<b>ZONE 1</b>							
Kirkby Town Centre	27.02	27.92	-0.03	-7.39	82.72	206.2%	196.3%
<b>ZONE 2</b>							
Prescot Town Centre	58.30	60.48	-0.34	-6.15	60.65	4.0%	0.3%
<b>ZONE 3</b>							
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%
<b>Out of Centre</b> Asda, Hunts Cross Shopping Centre, Liverpool	42.40	44.23	-0.08	-0.81	43.34	2.2%	-2.0%
<b>ZONE 4</b>							
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%
<b>Out of Centre</b> Tesco, Deysbrook Barracks	22.18	23.07	0.00	-2.83	20.24	-8.7%	-12.3%
<b>ZONE 5</b>							
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%
<b>Out of Centre</b> Asda, Utting Avenue, Liverpool	30.32	31.62	0.00	-2.78	28.84	-4.9%	-8.8%
<b>ZONE 6</b>							
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%
<b>Out of Centre</b> Asda, Ormskirk Road, Aintree	64.54	67.19	0.00	-10.83	56.37	-12.7%	-16.1%
<b>ZONE 7</b>							
Southport Town Centre	96.57	100.99	0.00	0.00	100.99	4.6%	0.0%
<b>Out of Centre</b> Tesco Extra, Town Lane, Southport	69.02	72.08	0.00	-1.29	70.78	2.6%	-1.8%
<b>Out of Centre</b> Tesco, Altcar Road, Formby	55.89	58.15	0.00	-1.63	56.52	1.1%	-2.8%
<b>ZONE 8</b>							
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%
<b>ZONE 9</b>							
Skelmersdale Town Centre	16.85	17.68	0.00	0.00	17.68	4.9%	0.0%
<b>Out of Centre</b> Asda, Ingram Road, Skelmersdale	51.25	53.73	0.00	-2.33	51.41	0.3%	-4.3%
<b>ZONE 10</b>							
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%
<b>Out of Centre</b> Morrisons, Baxters Lane, St Helens	42.89	44.29	-0.45	-1.32	42.51	-0.9%	-4.0%
<b>ZONE 11</b>							
Widnes Town Centre	14.23	14.90	0.00	0.00	14.90	4.7%	0.0%
<b>Out of Centre</b> 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%
<b>ELSEWHERE IN SA AND BEYOND</b>			-0.23	-3.08			
<b>TOTAL</b>			<b>-6.66</b>	<b>-62.23</b>			

**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