

TABLE 1: POPULATION AND EXPENDITURE WITHIN CATCHMENT AREA (CONVENIENCE GOODS)

		Zone 5	Zone 6	Zone 11	Total
<i>Expenditure per head (£)</i>	<i>2014</i>	<i>1,884</i>	<i>1,952</i>	<i>1,886</i>	-
Population	2015	38,188	59,335	57,871	155,394
Expenditure per head (£)		1,876	1,944	1,878	1,903
<i>Total Expenditure (£m)</i>		<i>71.65</i>	<i>115.36</i>	<i>108.69</i>	<i>295.69</i>
Population	2020	38,617	59,822	58,381	156,820
Expenditure per head (£)		1,867	1,934	1,869	1,893
<i>Total Expenditure (£m)</i>		<i>72.09</i>	<i>115.72</i>	<i>109.10</i>	<i>296.91</i>
Expenditure Growth - 2015 to 2020 (£m)		0.44	0.37	0.41	1.22

- Notes:**
- Catchment Area represents Zone 5, Zone 6 and Zone 11 of the Liverpool Retail and Commercial Leisure Study (2011)
 - Population and expenditure per head taken from Experian Planner Report (September 2015)
 - Deduction for Special Forms of Trading from 2013 data in line with Appendix 3 of Retail Planner Briefing Note 13 (October 2015)
 - Expenditure per head identified to increase at forecast growth rate identified in Experian Retail Planner Briefing Note 13 (October 2015). Based on growth in sales volume set out in Figure 6 ('Excluding SFT adjusted for sales via stores')
 - Total expenditure = population x expenditure per head

AT 2014 PRICES

TABLE 2: POPULATION AND EXPENDITURE WITHIN CATCHMENT AREA (COMPARISON GOODS)

		Zone 5	Zone 6	Zone 11	Total
<i>Expenditure per head (£)</i>	<i>2014</i>	<i>2,229</i>	<i>2,422</i>	<i>2,257</i>	-
Population	2015	38,188	59,335	57,871	155,394
Expenditure per head (£)		2,334	2,535	2,363	2,422
<i>Total Expenditure (£m)</i>		<i>89.12</i>	<i>150.44</i>	<i>136.77</i>	<i>376.33</i>
Population	2020	38,617	59,822	58,381	156,820
Expenditure per head (£)		2,599	2,824	2,632	2,697
<i>Total Expenditure (£m)</i>		<i>100.38</i>	<i>168.94</i>	<i>153.68</i>	<i>423.00</i>
Expenditure Growth - 2015 to 2020 (£m)		11.26	18.50	16.91	46.67

- Notes:**
- Catchment Area represents Zone 5, Zone 6 and Zone 11 of the Liverpool Retail and Commercial Leisure Study (2011)
 - Population and expenditure per head taken from Experian Planner Report (September 2015)
 - Deduction for Special Forms of Trading from 2013 data in line with Appendix 3 of Retail Planner Briefing Note 13 (October 2015)
 - Expenditure per head identified to increase at forecast growth rate identified in Experian Retail Planner Briefing Note 13 (October 2015). Based on growth in sales volume set out in Figure 6 ('Excluding SFT adjusted for sales via stores')
 - Total expenditure = population x expenditure per head

AT 2014 PRICES

TABLE 3: TURNOVER OF EXISTING RETAIL FACILITIES WITHIN AND OUTSIDE CATCHMENT AREA (COMPARISON GOODS)

Destination	Zone 5		Zone 6		Zone 11		Total within Catchment Area		Proportion of Turnover derived from Catchment	Overall Turnover (£m)
	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)		
Within Catchment Area										
Defined Centres										
Kirkby Town Centre	1.00%	0.89	0.28%	0.43	7.99%	10.93	3.25%	12.24	80%	15.30
Walton Vale District Centre	6.42%	5.72	2.65%	3.99	0.87%	1.19	2.90%	10.90	50%	21.80
West Derby Village Local Centre	0.00%	0.00	1.88%	2.82	0.00%	0.00	0.75%	2.82	75%	3.76
Broadway District Centre	0.00%	0.00	0.65%	0.98	0.00%	0.00	0.26%	0.98	45%	2.19
Out-of-centre										
Tesco, Deysbrook	0.00%	0.00	0.64%	0.97	0.04%	0.06	0.27%	1.03	90%	1.14
Rice Lane Retail Park	0.32%	0.28	0.00%	0.00	0.00%	0.00	0.08%	0.28	40%	0.71
Sub-total within Catchment Area	7.74%	6.90	6.11%	9.19	8.90%	12.17	7.51%	28.26	-	44.90
Outside Catchment Area (Main Destinations)										
Defined Centres										
Liverpool City Centre	40.29%	35.90	48.22%	72.54	36.43%	49.82	42.06%	158.27	20%	791.35
Bootle Town Centre	6.43%	5.73	0.70%	1.05	0.86%	1.17	2.11%	7.96	20%	39.78
St Helens Town Centre	0.24%	0.22	0.52%	0.79	4.21%	5.76	1.80%	6.76	40%	16.90
Southport Town Centre	0.85%	0.75	0.44%	0.66	1.41%	1.93	0.89%	3.34	35%	9.55
Huyton Town Centre	0.00%	0.00	1.06%	1.59	0.77%	1.05	0.70%	2.65	15%	17.64
Prescot Town Centre & Retail Parks	0.08%	0.07	2.08%	3.13	7.12%	9.74	3.44%	12.94	45%	28.76
Widnes Town Centre	0.68%	0.61	0.10%	0.15	0.30%	0.41	0.31%	1.16	5%	23.29
County Road District Centre	0.90%	0.80	0.20%	0.30	0.00%	0.00	0.29%	1.10	20%	5.49
Old Swan District Centre	0.00%	0.00	1.53%	2.30	0.42%	0.57	0.76%	2.87	10%	28.69
Speke District Centre	1.53%	1.36	5.39%	8.11	1.62%	2.21	3.10%	11.68	7%	166.85
Knotty Ash Local Centre	0.00%	0.00	0.69%	1.03	0.12%	0.16	0.32%	1.20	45%	2.66
Out-of-centre										
New Mersey Shopping Park	1.71%	1.53	3.26%	4.91	0.74%	1.01	1.98%	7.44	5%	148.89
Aintree Racecourse Retail Park	29.97%	26.70	11.75%	17.68	28.64%	39.18	22.20%	83.56	55%	151.92
Edge Lane Retail Park	0.00%	0.00	4.97%	7.48	0.21%	0.29	2.07%	7.78	15%	51.85
London Road	0.77%	0.68	1.51%	2.26	0.66%	0.91	1.03%	3.86	20%	19.29
Asda, Utting Avenue	0.89%	0.79	3.55%	5.33	0.25%	0.34	1.72%	6.46	50%	12.93
Asda, Aintree	2.49%	2.22	0.26%	0.39	2.05%	2.80	1.44%	5.41	35%	15.46
Switch Island Retail Park	0.85%	0.75	0.00%	0.00	0.36%	0.50	0.33%	1.25	60%	2.09
Gemini Retail Park, Warrington	0.98%	0.87	1.55%	2.33	0.91%	1.24	1.18%	4.45	15%	29.64
Other	3.61%	3.22	6.12%	9.21	4.03%	5.51	4.77%	17.93	10%	179.33
Sub-total outside Catchment Area	92.26%	82.22	93.89%	141.25	91.10%	124.60	92.49%	348.07	-	1,742.36
Total	100.00%	89.12	100.00%	150.44	100.00%	136.77	100.00%	376.33	-	1,787.26

- Notes:
- Market Shares taken from Liverpool Retail and Commercial Leisure Study (November 2011) rebased to exclude 'Mail Order/Catalogue' and 'Internet'
 - Turnover = market share x available expenditure by zone (Table 2)
 - Proportion of turnover from catchment area based on the findings of the Liverpool Retail and Commercial Leisure Study (2011)
 - Overall turnover does not allow for expenditure derived from beyond the Study Area identified for the Liverpool Retail and Commercial Leisure Study (2011)

TABLE 4: TURNOVER OF EXISTING RETAIL FACILITIES WITHIN AND OUTSIDE CATCHMENT AREA (BULKY GOODS ONLY)

Destination	Zone 5		Zone 6		Zone 11		Total within Catchment Area	
	(%)	(£m)	(%)	(£m)	(%)	(£m)	(%)	(£m)
Within Catchment Area								
Defined Centres								
Kirkby Town Centre	1.00%	0.73	0.28%	0.00	7.99%	4.49	3.30%	5.22
Walton Vale District Centre	6.42%	3.40	2.65%	2.95	0.87%	0.85	4.56%	7.21
West Derby Village Local Centre	0.00%	0.00	1.88%	1.70	0.00%	0.00	1.07%	1.70
Broadway District Centre	0.00%	0.00	0.65%	0.16	0.00%	0.00	0.10%	0.16
Out-of-centre								
Tesco, Deysbrook	0.00%	0.00	0.64%	0.67	0.04%	0.00	0.42%	0.67
Rice Lane Retail Park	0.32%	0.14	0.00%	0.00	0.00%	0.00	0.09%	0.14
Sub-total within Catchment Area	7.74%	4.28	6.11%	5.48	8.90%	5.34	9.55%	15.10
Outside Catchment Area (Main Destinations)								
Defined Centres								
Liverpool City Centre	40.29%	6.68	48.22%	16.72	36.43%	9.13	20.58%	32.53
Bootle Town Centre	6.43%	2.20	0.70%	0.35	0.86%	0.42	1.88%	2.97
St Helens Town Centre	0.24%	0.14	0.52%	0.16	4.21%	3.15	2.19%	3.46
Southport Town Centre	0.85%	0.00	0.44%	0.00	1.41%	0.15	0.09%	0.15
Huyton Town Centre	0.00%	0.00	1.06%	0.52	0.77%	0.14	0.41%	0.65
Prescot Town Centre & Retail Parks	0.08%	0.00	2.08%	1.21	7.12%	3.76	3.14%	4.97
Widnes Town Centre	0.68%	0.31	0.10%	0.00	0.30%	0.14	0.28%	0.45
County Road District Centre	0.90%	0.59	0.20%	0.00	0.00%	0.00	0.38%	0.59
Old Swan District Centre	0.00%	0.00	1.53%	1.18	0.42%	0.00	0.75%	1.18
Speke District Centre	1.53%	0.80	5.39%	5.30	1.62%	0.71	4.31%	6.81
Knotty Ash Local Centre	0.00%	0.00	0.69%	0.83	0.12%	0.00	0.53%	0.83
Out-of-centre								
New Mersey Shopping Park	1.71%	0.66	3.26%	2.13	0.74%	0.73	2.22%	3.51
Aintree Racecourse Retail Park	29.97%	18.04	11.75%	13.76	28.64%	28.25	37.99%	60.05
Edge Lane Retail Park	0.00%	0.00	4.97%	6.66	0.21%	0.28	4.40%	6.95
London Road	0.77%	0.14	1.51%	1.53	0.66%	0.68	1.49%	2.35
Asda, Utting Avenue	0.89%	0.56	3.55%	3.16	0.25%	0.14	2.44%	3.86
Asda, Aintree	2.49%	1.26	0.26%	0.16	2.05%	1.09	1.59%	2.52
Switch Island Retail Park	0.85%	0.00	0.00%	0.00	0.36%	0.28	0.18%	0.28
Gemini Retail Park, Warrington	0.98%	0.17	1.55%	0.71	0.91%	0.43	0.83%	1.32
Other	3.61%	1.60	6.12%	3.32	4.03%	2.63	4.78%	7.55
Sub-total outside Catchment Area	92.26%	33.15	93.89%	57.70	91.10%	52.10	90.45%	142.96
Total	100.00%	37.43	100.00%	63.18	100.00%	57.44	100.00%	158.06

Notes:

- Market Shares taken from Liverpool Retail and Commercial Leisure Study (November 2011) rebased to exclude 'Mail Order/Catalogue' and 'Internet'. Survey results for 'Furniture/Floorcovering/DIY' and 'Electrical' goods only, as identified by the household survey
- Turnover = market share x available expenditure by zone (for bulky goods only, which is identified to represent approximately 42% of total comparison expenditure)

TABLE 5A: POTENTIAL TURNOVER OF PROPOSAL (COMPARISON)

Unit	Floorspace (sq m)		Sales Density (£ per sq m)	Expected Turnover (£m)	
	Gross Internal Area	Net Sales		2015	2020
Unit 1 (Home Bargains)					
Existing	1,533	1,380	2,500	3.45	3.85
Proposed	3,657	3,291	2,500	8.23	9.17
Uplift	2,124	1,912	-	4.78	5.33
Unit 2 (Bulky goods)	2,035	1,628	3,210	5.23	5.83
Unit 3 (Bulky goods)	2,062	1,650	3,210	5.30	5.90
Total	6,221	5,189	-	15.30	17.06

- Notes:**
1. Net floorspace based on 90% of the gross internal area for Home Bargains and 80% for the proposed bulky goods retailers
 2. Sales density based on typical Home Bargains stores and typical sales density for leading bulky goods retailers
 3. Turnover post 2015 increased by an annual sales density identified by Experian (Figure 4, Retail Planner Briefing Note 13, October 2015)

AT 2014 PRICES

TABLE 5B: POTENTIAL TURNOVER OF PROPOSAL (CONVENIENCE)

Unit	Floorspace (sq m)		Sales Density (£ per sq m)	Expected Turnover (£m)	
	Gross Internal Area	Net Sales		2015	2020
Unit 1 (Home Bargains)					
Existing	1,533	460	2,500	1.15	1.14
Proposed	3,657	1,097	2,500	2.74	2.72
Uplift	2,124	637	-	1.59	1.58

- Notes:**
1. Net floorspace based on 90% of the gross internal area
 2. Net convenience sales area identified to represent up to 30% of total floorspace
 3. Sales density based on typical Home Bargains stores
 4. Turnover post 2015 increased by an annual sales density identified by Experian (Figure 4, Retail Planner Briefing Note 13, October 2015)

AT 2014 PRICES

TABLE 6: ANTICIPATED TRADING EFFECTS OF THE PROPOSAL (COMPARISON GOODS)

Destination	Turnover - Pre Development (£m)		Trade Diversion to Proposal (Bulky Goods Units)		Trade Diversion to Proposal (Home Bargains)		Trade Diversion to Proposal		Turnover Post Development - 2020 (£m)	Impact
	2015	2020	(%)	(£m)	(%)	(£m)	(%)	(£m)		
Within Catchment Area										
Proposal									17.06	
Defined Centres										
Kirkby Town Centre	15.30	17.20	3.0%	0.35	5.0%	0.27	3.6%	0.62	16.58	-3.6%
Walton Vale District Centre	21.80	24.50	3.5%	0.41	4.5%	0.24	3.8%	0.65	23.85	-2.7%
West Derby Village Local Centre	3.76	4.23	0.3%	0.03	0.5%	0.03	0.3%	0.06	4.17	-1.3%
Broadway District Centre	2.19	2.46	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.46	0.0%
Out-of-centre										
Tesco, Deysbrook	1.14	1.28	0.0%	0.00	0.3%	0.01	0.1%	0.01	1.27	-1.0%
Rice Lane Retail Park	0.71	0.80	0.0%	0.00	0.0%	0.00	0.0%	0.00	0.80	0.0%
Sub-total within Catchment Area	44.90	50.47	6.8%	0.79	10.3%	0.55	7.8%	1.34	66.19	31.1%
Outside Catchment Area (Main Destinations)										
Defined Centres										
Liverpool City Centre	791.35	889.50	21.5%	2.52	25.0%	1.33	22.6%	3.85	885.64	-0.4%
Bootle Town Centre	39.78	44.72	2.0%	0.23	3.0%	0.16	2.3%	0.39	44.32	-0.9%
St Helens Town Centre	16.90	18.99	1.5%	0.18	2.0%	0.11	1.7%	0.28	18.71	-1.5%
Southport Town Centre	9.55	10.74	0.0%	0.00	0.0%	0.00	0.0%	0.00	10.74	0.0%
Huyton Town Centre	17.64	19.83	0.3%	0.03	0.3%	0.01	0.3%	0.04	19.79	-0.2%
Prescot Town Centre & Retail Parks	28.76	32.33	4.0%	0.47	6.0%	0.32	4.6%	0.79	31.54	-2.4%
Widnes Town Centre	23.29	26.18	0.0%	0.00	0.0%	0.00	0.0%	0.00	26.18	0.0%
County Road District Centre	5.49	6.17	0.0%	0.00	0.5%	0.03	0.2%	0.03	6.14	-0.4%
Old Swan District Centre	28.69	32.25	0.0%	0.00	0.3%	0.01	0.1%	0.01	32.23	0.0%
Speke District Centre	166.85	187.54	2.0%	0.23	3.0%	0.16	2.3%	0.39	187.15	-0.2%
Knotty Ash Local Centre	2.66	2.99	0.0%	0.00	0.0%	0.00	0.0%	0.00	2.99	0.0%
Out-of-centre										
New Mersey Shopping Park	148.89	167.35	3.0%	0.35	2.5%	0.13	2.8%	0.49	166.87	-0.3%
Aintree Racecourse Retail Park	151.92	170.76	47.5%	5.57	37.5%	2.00	44.4%	7.57	163.19	-4.4%
Edge Lane Retail Park	51.85	58.28	2.0%	0.23	0.3%	0.01	1.5%	0.25	58.03	-0.4%
London Road	19.29	21.68	1.8%	0.21	0.8%	0.04	1.4%	0.25	21.44	-1.1%
Asda, Utting Avenue	12.93	14.53	1.5%	0.18	2.0%	0.11	1.7%	0.28	14.25	-1.9%
Asda, Aintree	15.46	17.38	2.5%	0.29	3.5%	0.19	2.8%	0.48	16.90	-2.8%
Switch Island Retail Park	2.09	2.34	0.3%	0.03	0.3%	0.01	0.3%	0.04	2.30	-1.8%
Gemini Retail Park, Warrington	29.64	33.32	1.0%	0.12	1.0%	0.05	1.0%	0.17	33.15	-0.5%
Other	179.33	201.58	2.5%	0.29	2.0%	0.11	2.3%	0.40	201.18	-0.2%
Sub-total outside Catchment Area	1,742.36	1,958.45	93.3%	10.94	89.8%	4.78	92.2%	15.72	1,942.73	-0.8%
Total	1,787.26	2,008.93	100.0%	11.73	100.0%	5.33	100.0%	17.06	2,008.93	0.0%

- Notes:
1. Turnover Pre-development taken from Table 3
 2. Turnover of Proposal taken from Table 5A
 3. Anticipated trade diversion to proposal based on professional assumptions informed by existing shopping patterns, as identified by the Liverpool Retail and Commercial Study (2011), the type of development proposed and distribution of facilities.
 4. Resultant turnover = existing turnover minus trade diversion to proposal
 5. Impact = reduction in turnover after allowing for the proposed development expressed as a proportion of pre-development turnover