



## **Appendix 7 – Shopping Patterns and Quantitative Retail Capacity Tables**



**WYG PLANNING**  
**CHARNWOOD BOROUGH RETAIL STUDY**

**TABLE 1A: POPULATION**

ZONE	Population				
	2018	2023	2028	2033	2036
<b>1</b>	36,179	37,222	38,410	39,394	39,871
<b>2</b>	30,038	31,081	32,269	33,253	33,730
<b>3</b>	17,359	18,416	19,621	20,619	21,103
<b>4</b>	28,888	29,515	30,230	30,823	31,109
<b>5</b>	33,924	37,475	41,522	44,875	46,499
<b>6</b>	37,230	38,486	39,916	41,102	41,676
<b>7</b>	29,665	30,733	31,637	32,442	32,844
<b>8</b>	31,158	32,061	32,933	33,638	34,002
<b>Study Area</b>	<b>244,441</b>	<b>254,989</b>	<b>266,539</b>	<b>276,147</b>	<b>280,835</b>

**TABLE 1B: CONVENIENCE EXPENDITURE PER CAPITA**

ZONE	PER CAPITA EXPENDITURE CONVENIENCE (£)						
	2016 with SFT	2016	2018	2023	2028	2033	2036
<b>1</b>	1,869	1,815	1,795	1,783	1,781	1,782	1,786
<b>2</b>	2,038	1,979	1,957	1,945	1,942	1,944	1,947
<b>3</b>	2,024	1,965	1,943	1,931	1,929	1,930	1,934
<b>4</b>	2,000	1,942	1,920	1,908	1,906	1,907	1,911
<b>5</b>	2,044	1,985	1,963	1,950	1,948	1,949	1,953
<b>6</b>	2,097	2,036	2,014	2,001	1,998	2,000	2,004
<b>7</b>	2,306	2,239	2,214	2,200	2,197	2,199	2,203
<b>8</b>	2,265	2,199	2,175	2,161	2,158	2,160	2,164
<b>Study Area</b>							

**Notes:**

- a. Zones shown on Study Area Plan
- b. Per capita expenditure derived from Experian MMG3 data (2016 base date)
- c. Full details of the population calculation are provided in the main Retail Study Report
- d. Per capita expenditure projected forward using forecast growth rates taken from Figure 6 of Appendix 3 of Experian Retail Planner Briefing Note 15 (December 2017)
- e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 15

**2016 Prices**

**WYG PLANNING**  
**CHARNWOOD BOROUGH RETAIL STUDY**

**TABLE 2A: TOTAL EXPENDITURE CONVENIENCE GOODS EXPENDITURE**

ZONE	EXPENDITURE CONVENIENCE (£m)					GROWTH CONVENIENCE (£m)			
	2018	2023	2028	2033	2036	2018-2023	2018-2028	2018-2033	2018-2036
<b>1</b>	64.9	66.4	68.4	70.2	71.2	1.4	3.5	5.3	6.3
<b>2</b>	58.8	60.4	62.7	64.6	65.7	1.7	3.9	5.8	6.9
<b>3</b>	33.7	35.6	37.8	39.8	40.8	1.8	4.1	6.1	7.1
<b>4</b>	55.5	56.3	57.6	58.8	59.5	0.8	2.1	3.3	4.0
<b>5</b>	66.6	73.1	80.9	87.5	90.8	6.5	14.3	20.9	24.2
<b>6</b>	75.0	77.0	79.8	82.2	83.5	2.0	4.8	7.2	8.5
<b>7</b>	65.7	67.6	69.5	71.3	72.4	1.9	3.8	5.7	6.7
<b>8</b>	67.8	69.3	71.1	72.7	73.6	1.5	3.3	4.9	5.8
<b>TOTAL</b>	<b>487.9</b>	<b>505.7</b>	<b>527.8</b>	<b>547.1</b>	<b>557.4</b>	<b>17.8</b>	<b>39.9</b>	<b>59.2</b>	<b>69.5</b>

**TABLE 2B: CONVENIENCE GOODS EXPENDITURE SPLIT BETWEEN MAIN FOOD SHOPPPING AND TOP-UP FOOD SHOPPING SPEND**

ZONE	EXPENDITURE 2018 CONVENIENCE (£m)		
	MAIN	TOP-UP	TOTAL
<b>1</b>	53.5	11.4	<b>64.9</b>
<b>2</b>	46.7	12.0	<b>58.8</b>
<b>3</b>	28.4	5.4	<b>33.7</b>
<b>4</b>	46.3	9.2	<b>55.5</b>
<b>5</b>	52.3	14.3	<b>66.6</b>
<b>6</b>	61.7	13.3	<b>75.0</b>
<b>7</b>	53.4	12.3	<b>65.7</b>
<b>8</b>	57.8	10.0	<b>67.8</b>
<b>TOTAL</b>	<b>400.0</b>	<b>87.9</b>	<b>487.9</b>

**Notes:**

- a. Zones shown on Study Area Plan
- b. Per capita expenditure derived from Experian MMG3 data (2016 base date)
- c. Full details of the population calculation are provided in the main Retail Study Report
- d. Per capita expenditure projected forward using forecast growth rates taken from Figure 6 of Appendix 3 of Experian Retail Planner Briefing Note 15 (December 2017)
- e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 15
- f. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

**2016 Prices**

**WYG PLANNING  
CHARNWOOD BOROUGH RETAIL STUDY**

TABLE 3: CONVENIENCE GOODS SHOPPING PATTERNS AT 2018

TABLE 4A: CONVENIENCE GOODS EXPENDITURE AT 2018

DESTINATION	TOTAL		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	MAIN FOOD (£m)	TOP UP (£m)																
<b>STUDY AREA</b>																		
Zone 1																		
Farmfoods, Cattle Market, Loughborough	0.0	0.5	0.0	0.4	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Devonshire Square, Loughborough	0.7	0.5	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.7	0.0	0.0	0.2	0.0
Ireland, Market Street, Loughborough	1.9	0.7	1.0	0.2	0.9	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Loughborough Markets, Loughborough, Town Centre LE11 3EA	1.1	1.0	0.0	0.1	0.5	0.2	0.2	0.0	0.1	0.5	0.0	0.0	0.2	0.1	0.2	0.0	0.0	0.0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	3.3	1.1	0.6	0.2	0.2	0.5	0.2	0.1	0.2	0.1	0.2	0.0	0.6	0.2	1.4	0.0	0.0	0.0
One Stop, Ling Road, Loughborough LE11 2LW	0.0	1.6	0.0	1.1	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Loughborough Town Centre	0.3	1.3	0.1	0.9	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Other, Zone 1	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Ashby Road, Loughborough	23.7	4.3	2.7	1.5	5.1	1.5	2.7	0.1	1.8	0.1	0.0	1.0	0.1	3.8	0.9	1.7	0.0	0.0
Tesco Extra, Leicester Road, Loughborough LE11 2AL	0.0	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Park Road, Shireoaks, Loughborough	66.1	4.6	31.0	2.6	7.8	1.2	3.9	0.2	17.3	0.2	0.1	0.0	3.2	0.1	1.3	0.1	1.6	0.2
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	9.1	2.0	0.5	1.0	1.8	0.6	0.1	1.5	0.0	0.2	0.2	0.8	0.0	2.8	0.1	1.0	0.0	0.0
<b>Sub-Total Zone 1</b>	<b>106.2</b>	<b>18.3</b>	<b>40.9</b>	<b>8.9</b>	<b>16.3</b>	<b>5.2</b>	<b>7.5</b>	<b>0.6</b>	<b>21.0</b>	<b>1.0</b>	<b>0.5</b>	<b>0.2</b>	<b>5.7</b>	<b>0.6</b>	<b>10.0</b>	<b>1.4</b>	<b>4.2</b>	<b>0.4</b>
Zone 2																		
Aldi, 51 Belton Road, Loughborough	38.6	3.0	5.2	0.5	9.8	1.8	2.9	0.2	5.0	0.3	0.1	6.6	0.0	4.6	0.2	4.2	0.0	0.0
B&M, Willowbrook Park, Loughborough	0.2	0.9	0.0	0.0	0.2	0.1	0.0	0.0	0.5	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0
Co-operative, Knaithorpe Road, Loughborough	0.5	0.8	0.1	0.0	0.2	0.7	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Home Bargains, Belton Road West Extension, Loughborough	0.4	0.0	0.6	0.0	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Avenue, Loughborough	3.3	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.5	0.0	0.0
Local shops, Long Whatton Village Centre	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Morrisons, Goose Cover District, Maxwell Drive, Loughborough	36.0	4.7	3.4	0.5	19.2	3.5	3.1	0.2	2.2	0.3	0.1	0.0	0.5	0.0	4.9	0.2	2.5	0.0
Other, Zone 2	0.0	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Old Ashby Road, Loughborough LE11 4PQ	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total Zone 2</b>	<b>79.0</b>	<b>10.5</b>	<b>8.7</b>	<b>1.6</b>	<b>29.5</b>	<b>6.2</b>	<b>6.4</b>	<b>0.4</b>	<b>7.5</b>	<b>1.2</b>	<b>0.4</b>	<b>7.5</b>	<b>0.2</b>	<b>9.5</b>	<b>0.6</b>	<b>9.5</b>	<b>0.2</b>	<b>0.0</b>
Zone 3																		
Asda, 25 Charnwood Street, Shepshed	8.5	3.0	0.0	0.0	0.0	0.1	5.5	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.5
Co-operative Food, Belton, The Hallfield, Shepshed	3.2	1.0	0.3	0.0	0.0	0.0	1.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.7	0.0
Co-operative, Amnon Road, Shepshed	1.5	1.2	0.0	0.0	0.0	0.0	0.8	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.3	0.0
Local shops, Hathern Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Chamwood Road, Shepshed LE12 9QF	0.1	0.5	0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
<b>Sub-Total Zone 3</b>	<b>13.3</b>	<b>6.0</b>	<b>0.3</b>	<b>0.1</b>	<b>0.0</b>	<b>0.1</b>	<b>7.9</b>	<b>4.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>5.1</b>	<b>1.7</b>
Zone 4																		
Barrow Upon Soar District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-operative, 21 High Street, Barrow On Soar	0.9	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costco, Belton Road, Sileby	0.8	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leicester City Centre / Market Place, Mountsorrel Local Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sileby District Centre	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Sileby	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total Zone 4</b>	<b>2.0</b>	<b>3.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.7</b>	<b>3.5</b>	<b>0.0</b>	<b>0.1</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b> </			

TABLE 4B: TOTAL CONVENIENCE GOODS EXPENDITURE AT 2018

DESTINATION	TOTAL CONVENIENCE		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%
<b>STUDY AREA</b>																		
<b>Zone 1</b>																		
Farmfoods, Cattle Market, Loughborough	0.5	0.1%	0.4	0.5%	0.1	0.1%	0.1	0.2%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Home Bargains, Angelgate Shopping Centre, Loughborough	1.1	0.2%	0.8	0.8%	0.1	0.1%	0.1	0.2%	0.0	0.0%	0.0	0.0%	0.1	0.1%	0.0	0.0%	0.0	0.0%
Local Shops, Loughborough	2.6	0.5%	1.2	1.8%	0.2	0.2%	0.7	1.2%	0.2	0.6%	0.0	0.0%	0.1	0.1%	0.0	0.0%	0.0	0.0%
Loughborough Markets, Loughborough Town Centre LE11 3EA	2.1	0.4%	0.1	0.2%	0.2	0.2%	0.7	1.2%	0.2	0.6%	0.0	0.0%	0.2	0.3%	0.0	0.0%	0.0	0.0%
Marks & Spencer Simply Food, Unit 13-14 The Ruses Shopping Centre, Loughborough	4.4	0.9%	0.3	1.2%	0.6	1.1%	0.3	0.9%	0.3	0.5%	0.3	0.5%	0.9	1.2%	1.4	2.1%	0.0	0.0%
Other, Loughborough LE11 3EW	1.6	0.3%	1.1	1.3%	0.5	0.5%	0.3	0.5%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Other, Loughborough Town Centre	1.6	0.3%	1.1	1.6%	0.3	0.5%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.1	0.2%	0.1	0.2%
Other, Zone 1	0.2	0.0%	0.2	0.4%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Other, Other, Local Sheds	2.6	0.5%	0.8	0.8%	0.4	1.4%	0.4	1.4%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Tesco Express, Leicester Road, Loughborough LE11 2AL	0.6	0.1%	0.6	1.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Tesco Extra, Park Road, Shepshed, Loughborough	70.6	14.5%	33.6	51.8%	9.0	15.3%	4.1	12.0%	17.5	31.5%	0.1	0.2%	3.1	4.4%	1.4	2.1%	1.7	2.5%
Tesco, Unit 1, The Ruses Shopping Centre, Loughborough	11.1	2.3%	7.8	2.4%	2.4	7.4%	0.6	1.8%	1.5	2.9%	0.3	0.5%	0.8	1.0%	0.9	1.4%	1.0	1.4%
<b>Sub-Total Zone 1</b>	124.4	25.5%	49.8	76.8%	21.5	36.6%	8.1	24.0%	22.0	39.2%	0.7	1.0%	5.3	8.4%	11.4	17.3%	4.6	6.8%
<b>Zone 2</b>																		
Asda, Butlers Road, Loughborough	41.6	8.5%	5.7	8.8%	11.4	19.7%	3.1	9.2%	5.3	9.5%	0.4	0.6%	6.6	9.0%	4.8	7.2%	4.7	6.7%
B&M, Willowbrook Park, Loughborough	1.1	0.2%	0.0	0.0%	0.3	0.5%	0.0	0.0%	0.5	0.8%	0.0	0.0%	0.1	0.1%	0.2	0.4%	0.0	0.0%
Co-operative, Knightsbridge, Loughborough	1.3	0.3%	0.2	0.3%	0.8	1.4%	0.0	0.0%	0.1	0.2%	0.0	0.0%	0.0	0.0%	0.2	0.3%	0.0	0.0%
Other, Belvoir, Belvoir West, Loughborough	0.5	0.1%	0.0	0.0%	0.2	0.2%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Le Sation Avenues, Loughborough	3.4	0.7%	0.0	0.0%	0.0	0.0%	0.4	1.1%	0.0	0.0%	0.0	0.0%	0.5	0.6%	0.0	0.0%	2.5	3.7%
Local shops, Long Whatton Village Centre	0.2	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.2	0.4%
Morrisons, Grove Court District Centre, Mawdesley, Loughborough	40.7	8.3%	3.0	6.0%	29.8	38.7%	3.3	9.8%	2.5	4.5%	0.1	0.2%	5.5	7.7%	2.5	3.7%	0.0	0.0%
Other, Loughborough	0.3	0.1%	0.0	0.0%	0.5	0.5%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Cash & Carry, Old Ashby Road, Loughborough LE11 4PQ	0.2	0.0%	0.0	0.0%	0.1	0.2%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
<b>Sub-Total Zone 2</b>	89.5	18.3%	10.1	15.9%	35.7	60.7%	6.8	20.2%	8.7	15.6%	0.5	0.8%	2.7	10.3%	10.1	15.4%	9.7	14.3%
<b>Zone 3</b>																		
Asda, 25 Charnwood Street, Shepshed	11.5	2.4%	0.0	0.0%	0.1	0.2%	7.9	23.4%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	3.5	5.1%
Co-operative Extra, The Halkhoff, Steeped	5.2	1.1%	0.0	0.0%	0.4	0.8%	0.0	0.0%	0.5	0.8%	0.0	0.0%	0.1	0.1%	0.2	0.4%	0.0	0.0%
Other, Station Road, Shepshed	0.7	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Local shops, Hatherill Village Centre	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Shepshed District Centre	0.2	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Other, Shepshed, Melton Road, Shepshed LE12 9QF	0.6	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
<b>Sub-Total Zone 3</b>	19.3	4.0%	0.4	0.6%	0.1	0.2%	12.0	35.4%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	5.8	10.1%
<b>Zone 4</b>																		
Barrow Upon Soar District Centre	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Co-operative, 21 High Street, Barrow on Soar	2.8	0.6%	0.0	0.0%	0.0	0.0%	0.0	0.0%	2.8	5.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Costcutter, Barrow Road, Shepshed	1.8	0.4%	0.0	0.0%	0.0	0.0%	0.0	0.0%	1.4	2.5%	0.1	0.2%	0.2	0.3%	0.0	0.0%	0.0	0.0%
Costcutter, 52 Belvoir Road, Belvoir, Melton Mowbray	0.1	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Gables District Centre	0.3	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.3	0.5%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
Tesco Express, High Street, Shepshed	0.6	0.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.6	1.2%	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%
<b>Sub-Total Zone 4</b>	5.8	1.1%	0.0	0.0%	0.0	0.0%	0.0	0.0%	5.7	9.5%	0.1	0.2%	0.2	0.3%				

TABLE 5: SURVEY-DERIVED PERFORMANCE OF STORES COMPARED TO EXPECTED BENCHMARK PERFORMANCE AT 2018

DESTINATION	GROSS FLOORSPACE (sq.m)	NET SALES (sq.m)	NET CONVENIENCE SALES AREA (sq.m) (A)	SALES DENSITY (£ per sq.m) (B)	BENCHMARK TURNOVER (£m) (AxB)	SURVEY TURNOVER (£m)	ALLOWANCE FOR INFLOW	OVER/ UNDERTRADING (£m)
<b>Zone 1</b>								
Farmfoods, Cattle Market, Loughborough	375	281	268	11,374	3.0	0.5		-2.6
Home Bargains, Devonshire Square, Loughborough	913	685	137	3,500	0.5	1.1		0.6
Iceland, Market Street, Loughborough	722	542	516	3,500	1.8	2.6		0.8
Loughborough Markets, Loughborough Town Centre LE11 3EA	-	-	-	-	2.1	2.1		0.0
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Loughborough	1,865	1,399	1,279	11,008	14.1	4.4		-9.7
One Stop, Linc Road, Loughborough LE11 2LW	210	189	179	7,452	1.3	1.6		0.3
Other, Loughborough Town Centre	-	-	-	-	1.6	1.6		0.0
Other, Zone 1	-	-	-	0.2	0.2			0.0
Sainsbury's, Ashby Road, Loughborough	5,753	3,452	2,365	12,285	29.1	28.0		-1.1
Tesco Express, Leicester Road, Loughborough LE11 2AL	364	273	246	14,498	3.6	0.6		-2.9
Tesco Extra, Park Road, Shelthorpe, Loughborough	9207	5,524	3,569	14,498	51.7	70.6		18.9
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	7,097	4,258	2,751	14,498	39.9	11.1		-28.8
<b>Sub-Total Zone 1</b>	<b>26,506</b>	<b>16,602</b>	<b>11,311</b>	-	<b>148.9</b>	<b>124.4</b>		<b>24.5</b>
<b>Zone 2</b>								
Aldi, St Belton Road, Loughborough	1,262	947	826	11,377	9.4	41.6		32.2
B&M, Willowbrook Park, Loughborough	1,413	1,060	212	3,500	0.7	1.1		0.3
Co-operative, Knightthorpe Road, Loughborough	530	398	358	11,374	4.1	1.3		-2.8
Home Bargains, Belton Road West Extension, Loughborough	1,164	873	175	3,500	0.6	0.5		-0.1
Lidl, Station Avenue, Loughborough	1,465	1,099	880	10,616	9.3	3.4		-6.0
Local shops, Long Whatton Village Centre	-	-	-	-	0.2	0.2		0.0
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	5,226	3,397	2,555	13,299	34.0	40.7		6.7
Other, Zone 2	-	-	-	-	0.5	0.5		0.0
Spar, Old Ashby Road, Loughborough LE11 4PQ	193	135	128	7,247	0.9	0.2		-0.8
<b>Sub-Total Zone 2</b>	<b>11,253</b>	<b>7,908</b>	<b>5,134</b>	-	<b>59.8</b>	<b>89.5</b>		<b>29.7</b>
<b>Zone 3</b>								
Asda, 25 Charnwood Street, Shepshed	1,597	1,198	741	14,353	10.6	11.5		0.9
Co-operative Extra Foodstore, The Halkcroft, Shepshed	1,308	981	884	11,374	10.1	4.2		-5.9
Co-operative, Anson Road, Shepshed	530	398	358	11,374	4.1	2.7		-1.3
Local shops, Hathern Village Centre	-	-	-	-	0.0	0.0		0.0
Shepshed District Centre	-	-	-	-	0.2	0.2		0.0
Tesco Express, Charnwood Road, Shepshed LE12 9QF	464	348	331	14,498	4.8	0.6		-4.2
<b>Sub-Total Zone 3</b>	<b>3,899</b>	<b>2,924</b>	<b>2,314</b>	-	<b>29.8</b>	<b>19.3</b>		<b>-10.5</b>
<b>Zone 4</b>								
Barrow Upon Soar District Centre	-	-	-	-	0.0	0.0		0.0
Co-operative, 21 High Street, Barrow on Soar	455	341	307	11,374	3.5	2.8		-0.7
Costcutter, Barrow Road, Sileby	250	225	214	4,257	0.9	1.8		0.9
Leicester Road / Market Place, Mountsorrel Local Centre	-	-	-	-	0.1	0.1		0.0
Sileby District Centre	-	-	-	-	0.3	0.3		0.0
Tesco Express, High Street, Sileby	464	348	331	14,498	4.8	0.6		-4.1
<b>Sub-Total Zone 4</b>	<b>1,169</b>	<b>914</b>	<b>852</b>	-	<b>9.57</b>	<b>5.5</b>		<b>-4.0</b>
<b>Zone 5</b>								
Aldi, 1169 Melton Road, Syston	1,323	992	866	11,377	9.8	16.9		7.0
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	8,633	5,180	3,206	14,353	46.0	27.1	14.6	-4.3
Costco, Westmoreland Avenue, Thurmaston, Leicester LE4 8PH	6,270	3,762	376	5,673	2.1	1.4	1.4	0.6
Local shops, East Goscote Village Centre	-	-	-	-	0.1	0.1		0.0
Local shops, Queniborough Village Centre	-	-	-	-	0.1	0.1		0.0
Marks & Spencer (BP), Melton Road, Leicester LE7 3FP	130	98	93	11,008	1.0	0.1		-0.9
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	1052	789	722	11,008	7.9	3.6	0.5	-3.8
Melton Road, Thurmaston Local Centre	-	-	-	-	0.1	0.1		0.0
Other, Zone 5	-	-	-	-	0.1	0.1		0.0
Syston District Centre	-	-	-	-	1.3	1.3		0.0
Tesco Metro, 1197 Melton Road, Syston	1,482	1,112	718	14,498	10.4	19.7		9.3
<b>Sub-Total Zone 5</b>	<b>18,890</b>	<b>11,932</b>	<b>5,980</b>	-	<b>79.1</b>	<b>70.6</b>	<b>16.5</b>	<b>8.0</b>
<b>Zone 6</b>								
Anstey District Centre	-	-	-	-	1.6	0.5	1.1	0.0
Birstall District Centre	-	-	-	-	0.8	0.3	0.4	0.0
Bradley & Son, Station Road, Quorn, Loughborough LE12 8BS	-	-	-	-	1.6	1.6		0.0
Co-operative Supermarket, 17-25 Crofton Road, Anstey	1,001	751	676	11,374	7.7	6.2	0.5	-1.0
Co-operative, 132 Rothley Road, Mountsorrel	455	341	307	11,374	3.5	2.3		-1.2
Co-operative, 19 Loughborough Road, Quorn	412	309	278	11,374	3.2	0.7		-2.4
Co-operative, 19 Wanlip Lane, Birstall	1,064	798	719	11,374	8.2	6.2	1.1	-0.9
Co-operative, 931 Loughborough Road, Rothley	530	398	358	11,374	4.1	1.8		-2.3
Local shops, Newton Linford Village Centre	-	-	-	-	0.0	0.0		0.0
Local shops, Woodhouse Eaves Village Centre	-	-	-	-	0.1	0.1		0.0
Rothley Local Centre	-	-	-	-	0.7	0.7		0.0
Tesco Express, 139 Silston Road, Birstall	360	270	257	14,498	3.7	2.6		-1.1
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	1,154	866	721	13,598	9.8	8.8		-1.0
<b>Sub-Total Zone 6</b>	<b>4,976</b>	<b>3,732</b>	<b>3,316</b>	-	<b>44.9</b>	<b>31.8</b>	<b>3.1</b>	<b>-10.0</b>
<b>TOTAL</b>	<b>66,693</b>	<b>44,012</b>	<b>28,905</b>	-	<b>372.2</b>	<b>341.1</b>	<b>19.7</b>	<b>-11.4</b>

Notes:

- a. Gross and net floorspace generally derived from VOA (generally assumed to be 70% of gross floorspace for smaller stores where not specifically known). For larger stores (over 4,000 sq.m gross) the split is assumed to be 60:40
- b. Proportion of net floorspace generally derived from typical company split between convenience and comparison floorspace estimated by Verdict for 2018
- c. Sales densities relate to the monetary turnover of each square metre of net sales area and are derived from Verdict's 2017 estimate or Mintel Retail Rankings 2017
- d. It has been assumed that unnamed convenience stores within a centre and independent stores are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey)
- e. Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 4

**WYG PLANNING**  
**CHARNWOOD BOROUGH RETAIL STUDY**

**TABLE 6: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN CHARNWOOD BOROUGH**

**Table 6a: Estimated 'Capacity' for Convenience Goods Facilities in Charnwood Borough**

Year	Benchmark Turnover of Existing Stores <sup>1</sup> £m	Market Share of Study Area Expenditure %	Expenditure Available <sup>2</sup> £m	Inflow £m	Surplus Expenditure £m
2018	372.2	69.9%	341.1	19.7	-11.4
2023	371.5	69.9%	353.6	20.4	2.5
2028	372.9	69.9%	369.0	21.3	17.3
2033	374.8	69.9%	382.5	22.0	29.7
2036	375.9	69.9%	389.7	22.5	36.2

Notes

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

2. Turnover at 2018 sourced from Table 4 and available expenditure derived from total expenditure (Table 2a) multiplied by Charnwood's market share (derived from Table 4b)

**Table 6b: Quantitative Need for Additional Floorspace in Charnwood – Convenience Goods**

Year	Surplus Expenditure £m	Floorspace Requirement	
		Min <sup>1*</sup> sq.m	Max <sup>2*</sup> sq.m
2018	-11.4	800	1,000
2023	2.5	200	300
2028	17.3	1,400	2,200
2033	29.7	2,500	3,700
2036	36.2	3,000	4,500

Notes

1. Average sales density assumed to be £13,609 per sq.m (the average sales density of the leading four supermarkets at 2018 as derived from Verdict 2018 estimates)

2. Average sales density assumed to be £10,997 per sq.m (the average sales density of Aldi and Lidl at 2018 as derived from Verdict 2018 estimates)

\* Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

**Table 6c: Net Quantitative Need for Additional Floorspace in Charnwood - Convenience Goods**

Year	Surplus Expenditure £m	Commitments <sup>1</sup> £m	Residual Expenditure £m	Floorspace Requirement	
				Min <sup>2*</sup> sq.m	Max <sup>3*</sup> sq.m
2018	-11.4	85.3	-96.7	-8,100	-12,100
2023	2.5	85.2	-82.7	-6,900	-10,400
2028	17.3	85.5	-68.2	-5,700	-8,500
2033	29.7	85.9	-56.2	-4,600	-7,000
2036	36.2	86.2	-49.9	-4,100	-6,200

Notes

1. Planning commitments taken from Table 6d

2. Average sales density assumed to be £13,609 per sq.m (the average sales density of the leading four supermarkets as identified by Verdict 2018)

3. Average sales density assumed to be £10,997 per sq.m (the average sales density of Aldi and Lidl at 2018 as derived from Verdict 2018 estimates)

\* Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 15 (December 2017)

**Table 6d: Convenience Commitments in Charnwood**

Scheme	Application number	Address	Gross floorspace sq.m	Net Convenience sq.m	Sales Density £ per sq.m	Convenience Turnover £m	Percentage Drawn from Charnwood	Turnover Drawn from Charnwood	Status
<b>Standalone Retail Commitments</b>									
Erection of retail store (Class A1) with associated car parking and landscaping following demolition of existing buildings.	P/16/2141/2	Land to the North of Station Avenue, Loughborough, Leicestershire	2,460	1,139	6,995	8.0	100%	8.0	Work due to commence
Erection of food retail store (Class A1), coffee shop with drive through and take away facility (Class A3/A5), three retail units (Class A1/A2/A3) with associated access, car parking and landscaping.	P/17/0942/2	Land at Allendale Road Loughborough Leicestershire LE11 2HX	1,800	1,003	10,838	10.9	100%	10.9	Conditions discharged.
<b>Floorspace Associated with Sustainable Urban Extensions</b>									
Hybrid application for mixed-use residential led development	P/13/2498/2	North East Loughborough SUE				38.8	100%	38.8	Work phased as part of SUE
Hybrid application for mixed-use residential led development	P/14/1833/2	West of Loughborough SUE		1,440	6,000	8.6	100%	8.6	Work phased as part of SUE
Erection of building to provide 4 retail units and 6 residential units with associated parking.	P/15/0421/2	Local Centre Site, Hallam Fields Road, Birstall, Leicester, LE4 3LH	543	489	6,000	2.9	100%	2.9	Work associated with delivery of residential development
Outline permission for Sustainable Urban Extension (SUE) of up to 1650 dwellings, up to 15ha of employment land, local centre, community resource centre, reserved land for travelling showpeople sites, primary school, allotments, open space and other associated works.	P/16/1660/2	Land North of Birstall		1,430	12,500	17.9	90%	16.1	Application submitted. Work not yet commenced.
						<b>87.1</b>		<b>85.3</b>	

Notes

a. Floorspace taken from application documents for each respective application where available

b. Sales density based on occupier where known, otherwise is WYG professional judgement

c. Percentage drawn from Charnwood is WYG professional judgement based on existing shopping patterns

d. See separate calculations for SUE commitments

**2016 Prices**

TABLE 7A: POPULATION

ZONE	POPULATION				
	2018	2023	2028	2033	2036
<b>1</b>	36,179	37,222	38,410	39,394	39,871
<b>2</b>	30,038	31,081	32,269	33,253	33,730
<b>3</b>	17,359	18,416	19,621	20,619	21,103
<b>4</b>	28,888	29,515	30,230	30,823	31,109
<b>5</b>	33,924	37,475	41,522	44,875	46,499
<b>6</b>	37,230	38,486	39,916	41,102	41,676
<b>7</b>	29,665	30,733	31,637	32,442	32,844
<b>8</b>	31,158	32,061	32,933	33,638	34,002
<b>Charnwood Borough</b>	<b>186,199</b>	<b>194,914</b>	<b>204,849</b>	<b>213,044</b>	<b>216,998</b>
<b>Study Area</b>	<b>244,441</b>	<b>254,989</b>	<b>266,539</b>	<b>276,147</b>	<b>280,835</b>

TABLE 7B: COMPARISON EXPENDITURE PER CAPITA AT 2016

ZONE	Expenditure Per Capita 2016 (with SFT) (£)									Expenditure Per Capita 2016 Minus SFT (£)								
	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
<b>1</b>	236	167	435	801	238	363	432	444	3,116	204	144	376	693	206	314	374	384	2,695
<b>2</b>	226	156	466	880	266	350	437	434	3,215	195	135	403	761	230	303	378	375	2,781
<b>3</b>	296	202	467	842	210	378	482	481	3,358	256	175	404	728	182	327	417	416	2,904
<b>4</b>	300	207	480	862	222	430	488	492	3,481	259	179	415	746	192	372	422	426	3,011
<b>5</b>	294	209	478	851	215	418	471	484	3,419	254	181	413	736	186	362	408	419	2,958
<b>6</b>	315	233	527	924	257	472	516	540	3,784	273	201	456	799	222	408	446	467	3,273
<b>7</b>	326	257	570	935	283	514	566	590	4,041	282	222	493	809	245	444	490	511	3,496
<b>8</b>	317	231	519	926	247	453	520	545	3,757	274	200	449	801	213	391	450	472	3,250

TABLE 7C: COMPARISON EXPENDITURE PER CAPITA AT 2018 AND 2023

ZONE	Expenditure Per Capita 2018 (£)									Expenditure Per Capita 2023 (£)								
	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
<b>1</b>	206	146	379	700	208	317	377	388	<b>2,721</b>	233	165	430	793	236	359	427	440	<b>3,082</b>
<b>2</b>	197	136	407	769	232	305	382	379	<b>2,808</b>	224	154	461	871	263	346	433	429	<b>3,181</b>
<b>3</b>	258	176	408	735	183	330	421	420	<b>2,932</b>	293	200	462	833	208	374	477	476	<b>3,322</b>
<b>4</b>	262	181	419	753	193	375	426	430	<b>3,040</b>	297	205	475	853	219	425	483	487	<b>3,444</b>
<b>5</b>	256	183	417	743	188	365	411	423	<b>2,986</b>	290	207	473	841	213	414	466	479	<b>3,383</b>
<b>6</b>	275	203	461	807	224	412	450	471	<b>3,304</b>	312	230	522	914	254	467	510	534	<b>3,743</b>
<b>7</b>	285	224	498	816	247	449	494	516	<b>3,529</b>	322	254	564	925	280	508	560	584	<b>3,998</b>
<b>8</b>	276	202	453	808	215	395	454	476	<b>3,281</b>	313	229	513	916	244	448	515	539	<b>3,717</b>

TABLE 7D: COMPARISON EXPENDITURE PER CAPITA AT 2028 AND 2033

ZONE	Expenditure Per Capita 2028 (£)									Expenditure Per Capita 2033 (£)								
	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
<b>1</b>	272	192	501	924	275	418	498	512	<b>3,592</b>	318	225	587	1,082	322	490	583	600	<b>4,206</b>
<b>2</b>	261	180	537	1,015	307	403	504	500	<b>3,707</b>	305	211	629	1,188	359	472	591	586	<b>4,340</b>
<b>3</b>	341	233	539	970	242	436	556	554	<b>3,871</b>	399	273	631	1,136	284	511	650	649	<b>4,533</b>
<b>4</b>	346	239	553	994	255	496	562	568	<b>4,014</b>	405	280	648	1,164	299	580	659	665	<b>4,700</b>
<b>5</b>	339	241	551	981	248	482	543	558	<b>3,942</b>	396	282	645	1,148	290	564	636	653	<b>4,616</b>
<b>6</b>	363	268	608	1,065	296	544	595	622	<b>4,362</b>	425	314	712	1,247	347	637	696	729	<b>5,108</b>
<b>7</b>	376	296	658	1,078	326	592	653	681	<b>4,660</b>	440	347	770	1,262	382	694	764	797	<b>5,456</b>
<b>8</b>	365	267	598	1,067	284	522	600	629	<b>4,332</b>	427	312	701	1,249	333	611	702	736	<b>5,072</b>

**WYG PLANNING**  
**CHARNWOOD BOROUGH RETAIL STUDY**

TABLE 8A: TOTAL EXPENDITURE AVAILABLE (COMPARISON) AT 2018 AND 2023

ZONE	EXPENDITURE £(m) COMPARISON																		
	2018										2023								
	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	
1	7.4	5.3	13.7	25.3	7.5	11.5	13.6	14.0	98.4	8.7	6.1	16.0	29.5	8.8	13.4	15.9	16.4	114.7	
2	5.9	4.1	12.2	23.1	7.0	9.2	11.5	11.4	84.3	6.9	4.8	14.3	27.1	8.2	10.8	13.5	13.3	98.9	
3	4.5	3.1	7.1	12.8	3.2	5.7	7.3	7.3	50.9	5.4	3.7	8.5	15.3	3.8	6.9	8.8	8.8	61.2	
4	7.6	5.2	12.1	21.8	5.6	10.8	12.3	12.4	87.8	8.8	6.1	14.0	25.2	6.5	12.6	14.2	14.4	101.6	
5	8.7	6.2	14.1	25.2	6.4	12.4	14.0	14.3	101.3	10.9	7.8	17.7	31.5	8.0	15.5	17.5	17.9	126.8	
6	10.2	7.6	17.1	30.0	8.4	15.3	16.8	17.6	123.0	12.0	8.9	20.1	35.2	9.8	18.0	19.6	20.6	144.1	
7	8.4	6.7	14.8	24.2	7.3	13.3	14.7	15.3	104.7	9.9	7.8	17.3	28.4	8.6	15.6	17.2	17.9	122.9	
8	8.6	6.3	14.1	25.2	6.7	12.3	14.2	14.8	102.2	10.0	7.3	16.5	29.4	7.8	14.4	16.5	17.3	119.2	
TOTAL	61.4	44.4	105.3	187.5	52.0	90.6	104.3	107.2	752.7	72.6	52.4	124.4	221.6	61.4	107.0	123.2	126.6	889.3	

TABLE 8B: TOTAL EXPENDITURE AVAILABLE (COMPARISON) AT 2028 AND 2033

ZONE	EXPENDITURE £(m) COMPARISON																		
	2028										2033								
	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	
1	10.4	7.4	19.2	35.5	10.5	16.1	19.1	19.7	138.0	12.5	8.9	23.1	42.6	12.7	19.3	23.0	23.6	165.7	
2	8.4	5.8	17.3	32.7	9.9	13.0	16.3	16.1	119.6	10.1	7.0	20.9	39.5	11.9	15.7	19.6	19.5	144.3	
3	6.7	4.6	10.6	19.0	4.8	8.6	10.9	10.9	76.0	8.2	5.6	13.0	23.4	5.8	10.5	13.4	13.4	93.5	
4	10.4	7.2	16.7	30.1	7.7	15.0	17.0	17.2	121.3	12.5	8.6	20.0	35.9	9.2	17.9	20.3	20.5	144.9	
5	14.1	10.0	22.9	40.7	10.3	20.0	22.6	23.2	163.7	17.8	12.7	28.9	51.5	13.0	25.3	28.5	29.3	207.1	
6	14.5	10.7	24.3	42.5	11.8	21.7	23.7	24.8	174.1	17.5	12.9	29.3	51.3	14.3	26.2	28.6	30.0	209.9	
7	11.9	9.4	20.8	34.1	10.3	18.7	20.7	21.5	147.4	14.3	11.2	25.0	40.9	12.4	22.5	24.8	25.9	177.0	
8	12.0	8.8	19.7	35.1	9.4	17.2	19.8	20.7	142.7	14.4	10.5	23.6	42.0	11.2	20.5	23.6	24.8	170.6	
TOTAL	88.4	63.9	151.5	269.8	74.7	130.3	150.0	154.1	1,082.8	107.3	77.5	183.7	327.2	90.6	158.0	181.9	186.9	1,313.0	

TABLE 8C: TOTAL EXPENDITURE AVAILABLE (COMPARISON) AT 2036

ZONE	EXPENDITURE £(m)										GROWTH ALL COMPARISON								
	2036										2018-2023	2018-2028	2018-2033	2018-2036					
	Furniture	DIY and Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total										
1	14.0	9.9	25.8	47.5	14.1	21.5	25.6	26.3	184.6	16.3	39.5	67.3	86.2						
2	11.3	7.8	23.4	44.1	13.3	17.5	21.9	21.8	161.2	14.5	35.3	60.0	76.8						
3	9.3	6.3	14.6	26.4	6.6	11.9	15.1	15.1	105.3	10.3	25.1	42.6	54.4						
4	13.9	9.6	22.2	39.9	10.2	19.9	22.6	22.8	161.0	13.8	33.5	57.0	73.1						
5	20.3	14.5	33.0	58.8	14.9	28.9	32.6	33.5	236.3	25.5	62.4	105.8	135.0						
6	19.5	14.4	32.7	57.2	15.9	29.2	31.9	33.4	234.4	21.0	51.1	86.9	111.4						
7	15.9	12.5	27.8	45.6	13.8	25.1	27.6	28.8	197.3	18.2	42.7	72.3	92.6						
8	16.0	11.7	26.2	46.8	12.5	22.9	26.3	27.6	189.9	16.9	40.4	68.4	87.6						
TOTAL	120.1	86.7	205.7	366.3	101.4	176.8	203.6	209.2	1,469.9	136.6	330.1	560.3	717.2						

Notes:

- a. Zones shown on Study Area Plan
- b. Per capita expenditure derived from Experian MMG3 data (2016 base date)
- c. Full details of the population calculation are provided in the main Retail Study Report
- d. Per capita expenditure projected forward using forecast growth rates taken from Figure 6 of Appendix 3 of Experian Retail Planner Briefing Note 15 (December 2017)
- e. Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Annex 3 of Experian Retail Planner Briefing Note 15

2016 Prices

**TABLE 9: SHOPPING PATTERNS (CLOTHES/SHOES)**

**TABLE 10: EXPENDITURE (CLOTHES/SHOES)**

DESTINATION	TOTAL CLOTHES/SHOES (£m)	ZONE 1 CLOTHES/SHOES (£m)	ZONE 2 CLOTHES/SHOES (£m)	ZONE 3 CLOTHES/SHOES (£m)	ZONE 4 CLOTHES/SHOES (£m)	ZONE 5 CLOTHES/SHOES (£m)	ZONE 6 CLOTHES/SHOES (£m)	ZONE 7 CLOTHES/SHOES (£m)	ZONE 8 CLOTHES/SHOES (£m)
STUDY AREA									
<b>Zone 1</b>									
Home Bargains, Devonshire Square, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Loughborough Town Centre	48.02	10.43	11.53	6.35	6.83	0.97	2.54	4.77	4.61
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.47	0.26	0.21	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Ashby Road, Loughborough	0.16	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00
Shelthorpe District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Park Road, Shelthorpe, Loughborough	7.39	4.05	2.30	0.60	0.00	0.00	0.20	0.00	0.23
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.44	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00
<b>Sub-Total Zone 1</b>	<b>56.48</b>	<b>14.75</b>	<b>14.04</b>	<b>7.11</b>	<b>6.83</b>	<b>0.97</b>	<b>2.74</b>	<b>5.22</b>	<b>4.84</b>
<b>Zone 2</b>									
Aldi, 51 Belton Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&M, Willowbrook Park, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Jubilee Drive, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Knightthorpe Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gorse Covert District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Home Bargains, Belton Road, West Extension, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Station Avenue, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.90	0.00	0.21	0.69	0.00	0.00	0.00	0.00	0.00
Regents Place Retail Park, Derby Road, Loughborough	1.65	0.00	0.00	0.00	1.65	0.00	0.00	0.00	0.00
Sharpny Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Topps Tiles, Jubilee Drive, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Belton Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Willowbrook Retail Park, Derby Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 2</b>	<b>2.55</b>	<b>0.00</b>	<b>0.21</b>	<b>0.69</b>	<b>1.65</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 3</b>									
Asda, 25 Charnwood Street, Shepshed	0.38	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00
Co-op Extra, The Hallcroft, Shepshed	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Anson Road, Shepshed	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Shepshed District Centre	3.22	0.26	0.43	0.11	0.19	0.17	0.00	0.20	1.86
<b>Sub-Total Zone 3</b>	<b>3.60</b>	<b>0.26</b>	<b>0.43</b>	<b>0.49</b>	<b>0.19</b>	<b>0.17</b>	<b>0.00</b>	<b>0.20</b>	<b>1.86</b>
<b>Zone 4</b>									
Barrow Upon Star District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mountsorrell Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sileby District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 4	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 4</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 5</b>									
Aldi, 1169 Melton Road, Syston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	4.71	0.82	0.00	0.00	0.42	3.47	0.00	0.00	0.00
East Goscole Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.17	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00
Melton Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Syston District Centre	0.57	0.00	0.00	0.00	0.19	0.37	0.00	0.00	0.00
Tesco Metro, 1197 Melton Road, Syston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	6.56	0.26	0.21	0.00	1.41	2.27	2.42	0.00	0.00
Thurmaston Village Centre	1.05	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.00
Other, Zone 5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 5</b>	<b>13.05</b>	<b>1.08</b>	<b>0.21</b>	<b>0.00</b>	<b>2.02</b>	<b>7.33</b>	<b>2.42</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 6</b>									
Anstey District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Birstall Village Centre	0.20	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00
Co-op, 132 Rothley Road, Mountsorrel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, 17-25 Cropston Road, Anstey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leicester Road / Market Place, Mountsorrel Local Centre	0.19	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00
Markfield Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Quorn Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rothley Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weyvale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 6</b>	<b>0.39</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.19</b>	<b>0.00</b>	<b>0.20</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 7</b>									
Bradmore Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
East Leake Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Rushcliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ruddington Village	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 7	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 7</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 8</b>									
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE12 3JN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Castle Donington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Keworth Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Whitwick Road, Coalville	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23
Whitwick Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 8</b>	<b>0.23</b>	<b>0.00</b>	<b>0.23</b>						
<b>Zones 1-6 Sub-Total</b>	<b>76.09</b>	<b>16.08</b>	<b>14.89</b>	<b>8.29</b>	<b>10.88</b>	<b>8.46</b>	<b>5.36</b>	<b>5.42</b>	<b>6.70</b>
<b>Inside Study Area Sub-Total</b>	<b>76.31</b>	<b>16.08</b>	<b>14.89</b>	<b>8.29</b>	<b>10.88</b>	<b>8.46</b>	<b>5.36</b>	<b>5.42</b>	<b>6.93</b>
<b>Outside Study Area</b>									
Aldi, Thorneborough Road, Coalville	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.69	0.00	0.00	0.00	0.00	0.00	0.69	0.00	0.00
Asda, Midland Street, Long Eaton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ashby-de-la-Zouch — all locations	1.13	0.00	0.79	0.11	0.00	0.00	0.00	0.00	0.23
B&Q, Devonshire Road, Leicester LE4 0BG	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Beaumont Leys District Centre, Leicester	3.51	0.26	0.30	0.00	0.00	1.39	1.57	0.00	0.00
Birmingham City Centre	1.91	0.00	0.00	0.00	0.00	0.00	0.75	0.00	1.16
Burton-upon-Trent Town Centre	0.67	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.45
Coalville Town Centre	1.65	0.00	0.00	0.65	0.00	0.00			

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### Notes:

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey

**TABLE 11: SHOPPING PATTERNS (CDS/DVDS/BOOKS)**

### Notes:

#### a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Su

TABLE 12: EXPENDITURE (CDs/DVDs/BOOKS)

DESTINATION	TOTAL CDs/DVDs (£m)	ZONE 1 CDs/DVDs (£m)	ZONE 2 CDs/DVDs (£m)	ZONE 3 CDs/DVDs (£m)	ZONE 4 CDs/DVDs (£m)	ZONE 5 CDs/DVDs (£m)	ZONE 6 CDs/DVDs (£m)	ZONE 7 CDs/DVDs (£m)	ZONE 8 CDs/DVDs (£m)
<b>STUDY AREA</b>									
<b>Zone 1</b>									
Home Bargains, Devonshire Square, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Loughborough Town Centre	17.86	5.44	4.19	0.83	2.66	0.18	1.52	1.48	1.56
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Ashby Road, Loughborough	0.43	0.13	0.18	0.12	0.00	0.00	0.00	0.00	0.00
Shelthorpe District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Park Road, Shelthorpe, Loughborough	4.30	1.95	1.40	0.12	0.50	0.00	0.20	0.00	0.12
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.49	0.00	0.28	0.00	0.21	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 1</b>	<b>23.08</b>	<b>7.53</b>	<b>6.05</b>	<b>1.07</b>	<b>3.37</b>	<b>0.18</b>	<b>1.72</b>	<b>1.48</b>	<b>1.68</b>
<b>Zone 2</b>									
Aldi, 51 Belton Road, Loughborough	0.54	0.00	0.00	0.54	0.00	0.00	0.00	0.00	0.00
B&M, Willowbrook Park, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Jubilee Drive, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Knightthorpe Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gorse Covert District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Home Bargains, Belton Road, West Extension, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Station Avenue, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.85	0.00	0.67	0.00	0.00	0.18	0.00	0.00	0.00
Regents Place Retail Park, Derby Road, Loughborough	0.13	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00
Sharpy Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Topps Tiles, Jubilee Drive, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Belton Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Willowbrook Retail Park, Derby Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 2</b>	<b>1.51</b>	<b>0.00</b>	<b>0.80</b>	<b>0.54</b>	<b>0.00</b>	<b>0.18</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 3</b>									
Asda, 25 Charnwood Street, Shepshed	0.75	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00
Co-op Extra, The Hallcroft, Shepshed	0.09	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00
Co-op, Anson Road, Shepshed	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Shepshed District Centre	0.60	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.12
<b>Sub-Total Zone 3</b>	<b>1.43</b>	<b>0.00</b>	<b>0.00</b>	<b>1.31</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.12</b>
<b>Zone 4</b>									
Barrow Upon Star District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mountsorrel Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sileby District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 4	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 4</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 5</b>									
Aldi, 1169 Melton Road, Syston	0.25	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	0.63	0.00	0.00	0.00	0.00	0.35	0.28	0.00	0.00
East Goscote Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Melton Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Syston District Centre	1.13	0.00	0.00	0.00	0.00	1.13	0.00	0.00	0.00
Tesco Metro, 1197 Melton Road, Syston	1.48	0.00	0.00	0.00	0.00	1.48	0.00	0.00	0.00
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Thurmaston Village Centre	0.18	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00
Other, Zone 5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 5</b>	<b>3.68</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>3.40</b>	<b>0.28</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 6</b>									
Anstey District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Birstall Village Centre	0.72	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.00
Co-op, 132 Rothery Road, Mountsorrel	0.15	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00
Co-op, 17-25 Cropston Road, Anstey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leicester Road / Market Place, Mountsorrel Local Centre	0.21	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00
Markfield Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Quorn Local Centre	0.15	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00
Rothley Local Centre	0.15	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weyvale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 6	0.00	0.00	0.00	0.00	0.65	0.00	0.72	0.00	0.00
<b>Sub-Total Zone 6</b>	<b>1.37</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.65</b>	<b>0.00</b>	<b>0.72</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 7</b>									
Bradmore Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
East Leake Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Rushcliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ruddington Village	0.36	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00
Other, Zone 7	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 7</b>	<b>0.36</b>	<b></b>							

**TABLE 13: SHOPPING PATTERNS (HOUSEHOLD GOODS)**

**Notes:**

- a. Zones based on post code sectors
- b. Market shares derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

**TABLE 14: EXPENDITURE (HOUSEHOLD)**

DESTINATION	TOTAL HOUSEHOLD (£m)	ZONE 1 HOUSEHOLD (£m)	ZONE 2 HOUSEHOLD (£m)	ZONE 3 HOUSEHOLD (£m)	ZONE 4 HOUSEHOLD (£m)	ZONE 5 HOUSEHOLD (£m)	ZONE 6 HOUSEHOLD (£m)	ZONE 7 HOUSEHOLD (£m)	ZONE 8 HOUSEHOLD (£m)
<b>STUDY AREA</b>									
<b>Zone 1</b>									
Home Bargains, Devonshire Square, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Loughborough Town Centre	18.04	4.09	3.73	2.05	2.69	0.23	1.31	2.07	1.86
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Ashby Road, Loughborough	0.67	0.44	0.00	0.00	0.00	0.00	0.00	0.23	0.00
Shelthorpe District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Park Road, Shelthorpe, Loughborough	4.27	0.73	1.34	0.06	0.62	0.23	0.15	0.51	0.65
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.47	0.00	0.15	0.00	0.31	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 1</b>	<b>23.44</b>	<b>5.25</b>	<b>5.23</b>	<b>2.12</b>	<b>3.62</b>	<b>0.45</b>	<b>1.45</b>	<b>2.80</b>	<b>2.51</b>
<b>Zone 2</b>									
Aldi, 51 Belton Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&M, Willowbrook Park, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Jubilee Drive, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Knightthorpe Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gorse Covert District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Home Bargains, Belton Road, West Extension, Loughborough	0.12	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Station Avenue, Loughborough	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.55	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.38
Regents Place Retail Park, Derby Road, Loughborough	3.57	0.88	0.82	0.45	0.49	0.00	0.00	0.55	0.38
Sharpny Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Topps Tiles, Jubilee Drive, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Belton Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Willowbrook Retail Park, Derby Road, Loughborough	1.69	0.45	0.15	0.40	0.37	0.00	0.00	0.32	0.00
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 2</b>	<b>6.08</b>	<b>1.45</b>	<b>0.98</b>	<b>0.85</b>	<b>0.85</b>	<b>0.16</b>	<b>0.15</b>	<b>0.87</b>	<b>0.77</b>
<b>Zone 3</b>									
Asda, 25 Charnwood Street, Shepshed	0.60	0.00	0.00	0.60	0.00	0.00	0.00	0.00	0.00
Co-op Extra, The Hallcroft, Shepshed	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Anson Road, Shepshed	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Shepshed District Centre	0.06	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 3</b>	<b>0.66</b>	<b>0.00</b>	<b>0.00</b>	<b>0.66</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 4</b>									
Barrow Upon Star District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mountsorrell Village Centre	0.18	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00
Sileby District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 4	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 4</b>	<b>0.18</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.18</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 5</b>									
Aldi, 1169 Melton Road, Syston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	0.55	0.00	0.00	0.00	0.55	0.00	0.00	0.00	0.00
East Goscole Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.20	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00
Melton Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Syston District Centre	2.70	0.00	0.00	0.00	0.31	2.07	0.32	0.00	0.00
Tesco Metro, 1197 Melton Road, Syston	1.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	6.15	0.00	0.00	0.00	0.94	3.90	1.31	0.00	0.00
Thurmaston Village Centre	1.68	0.00	0.00	0.00	0.18	0.60	0.90	0.00	0.00
Other, Zone 5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 5</b>	<b>12.29</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1.44</b>	<b>8.12</b>	<b>2.73</b>	<b>0.00</b>	<b>0.38</b>
<b>Zone 6</b>									
Anstey District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Birstall Village Centre	1.33	0.00	0.00	0.00	0.23	1.10	0.00	0.00	0.00
Co-op, 132 Rothley Road, Mountsorrel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, 17-25 Cropston Road, Anstey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leicester Road / Market Place, Mountsorrel Local Centre	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38
Markfield Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Quorn Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rothley Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.15	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00
Weyvale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 6</b>	<b>1.86</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.23</b>	<b>1.25</b>	<b>0.00</b>	<b>0.38</b>	
<b>Zone 7</b>									
Bradmore Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
East Leake Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Rushcliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ruddington Village	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 7	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 7</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	
<b>Zone 8</b>									
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE12 3JN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Castle Donington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Keworth Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Whitwick Road, Coalville	0.32	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.00
Whitwick Village Centre	0.15	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 8</b>	<b>0.47</b>	<b>0.00</b>	<b>0.15</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.32</b>	<b>0.00</b>	
<b>Zones 1-6 Sub-Total</b>	<b>44.51</b>	<b>6.71</b>	<b>6.20</b>	<b>3.63</b>	<b>6.10</b>	<b>8.96</b>	<b>5.59</b>	<b>3.68</b>	<b>3.66</b>
<b>Inside Study Area Sub-Total</b>	<b>44.98</b>	<b>6.71</b>	<b>6.36</b>	<b>3.63</b>	<b>6.10</b>	<b>8.96</b>	<b>5.91</b>	<b>3.68</b>	<b>3.66</b>
<b>Outside Study Area</b>									
Aldi, Thorneborough Road, Coalville	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.46	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00
Asda, Midland Street, Long Eaton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ashby-de-la-Zouch — all locations	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
B&Q, Devonshire Road, Leicester LE4 0BG	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Beaumont Leys District Centre, Leicester	0.90	0.00	0.00	0.00	0.00	0.00	0.90	0.00	0.00
Birmingham City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Burton-upon-Trent Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Coalville Town Centre	0.41	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.35
Co-op, Main Street, Markfield	0.00	0.00	0.00						

### Notes:

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey

**TABLE 15: SHOPPING PATTERNS (TOYS)**

Notes:

#### a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey

TABLE 16: EXPENDITURE (TOYS)

DESTINATION	TOTAL TOYS (£m)	ZONE 1 TOYS (£m)	ZONE 2 TOYS (£m)	ZONE 3 TOYS (£m)	ZONE 4 TOYS (£m)	ZONE 5 TOYS (£m)	ZONE 6 TOYS (£m)	ZONE 7 TOYS (£m)	ZONE 8 TOYS (£m)
<b>STUDY AREA</b>									
<b>Zone 1</b>									
Home Bargains, Devonshire Square, Loughborough	0.19	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Loughborough Town Centre	29.88	6.37	3.61	4.10	7.57	0.00	1.11	4.12	2.99
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Shelthorpe District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Park Road, Shelthorpe, Loughborough	4.09	1.65	1.15	0.00	0.95	0.00	0.35	0.00	0.00
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.89	0.19	0.19	1.50	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 1</b>	<b>36.73</b>	<b>8.40</b>	<b>5.42</b>	<b>5.82</b>	<b>8.53</b>	<b>0.00</b>	<b>1.46</b>	<b>4.12</b>	<b>2.99</b>
<b>Zone 2</b>									
Aldi, 51 Belton Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&M, Willowbrook Park, Loughborough	0.19	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Jubilee Drive, Loughborough	0.42	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Knightthorpe Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gorse Covert District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Home Bargains, Belton Road, West Extension, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Station Avenue, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.39	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00
Regents Place Retail Park, Derby Road, Loughborough	3.87	0.88	0.99	0.00	0.75	0.00	0.00	1.25	0.00
Sharpy Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Toppes Tiles, Jubilee Drive, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Belton Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Willowbrook Retail Park, Derby Road, Loughborough	5.18	2.43	1.39	0.00	0.49	0.24	0.00	0.62	0.00
Other, Zone 2	0.49	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.00
<b>Sub-Total Zone 2</b>	<b>10.54</b>	<b>3.74</b>	<b>2.97</b>	<b>0.00</b>	<b>1.24</b>	<b>0.24</b>	<b>0.49</b>	<b>1.67</b>	<b>0.00</b>
<b>Zone 3</b>									
Asda, 25 Charnwood Street, Shepshed	1.53	0.00	0.00	0.00	1.25	0.00	0.00	0.00	0.28
Co-op Extra, The Hallcroft, Shepshed	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Anson Road, Shepshed	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Shepshed District Centre	1.17	0.00	0.00	0.55	0.00	0.00	0.00	0.00	0.62
<b>Sub-Total Zone 3</b>	<b>2.70</b>	<b>0.00</b>	<b>0.00</b>	<b>0.55</b>	<b>1.25</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.90</b>
<b>Zone 4</b>									
Barrow Upon Star District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mountsorrel Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sileby District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 4	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 4</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 5</b>									
Aldi, 1169 Melton Road, Syston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	2.64	0.00	0.00	0.00	2.64	0.00	0.00	0.00	0.00
East Goscote Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Melton Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Syston District Centre	1.45	0.00	0.00	0.00	1.45	0.00	0.00	0.00	0.00
Tesco Metro, 1197 Melton Road, Syston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.35	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00
Thurmaston Village Centre	0.24	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00
Other, Zone 5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 5</b>	<b>4.68</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>4.33</b>	<b>0.35</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 6</b>									
Anstey District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Birstall Village Centre	0.35	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00
Co-op, 132 Rothery Road, Mountsorrel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, 17-25 Cropston Road, Anstey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leicester Road / Market Place, Mountsorrel Local Centre	0.53	0.00	0.00	0.00	0.53	0.00	0.00	0.00	0.00
Markfield Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Quorn Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rothley Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weyvale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.53	0.35	0.00	0.00
<b>Sub-Total Zone 6</b>	<b>0.88</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.53</b>	<b>0.35</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 7</b>									
Bradmore Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
East Leake Village Centre	1.25	0.00	0.00	0.00	0.00	0.00	1.25	0.00	0.00
Other, Rushcliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ruddington Village	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 7	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 7</b>	<b>1.25</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1.25</b>	<b>0.00</b>
<b>Zone 8</b>									

**TABLE 17: SHOPPING PATTERNS (CHEMIST GOODS)**

DESTINATION	TOTAL CHEMIST (%)	ZONE 1 CHEMIST (%)	ZONE 2 CHEMIST (%)	ZONE 3 CHEMIST (%)	ZONE 4 CHEMIST (%)	ZONE 5 CHEMIST (%)	ZONE 6 CHEMIST (%)	ZONE 7 CHEMIST (%)	ZONE 8 CHEMIST (%)
STUDY AREA									
<b>Zone 1</b>									
Home Bargains, Devonshire Square, Loughborough	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.24%
Loughborough Town Centre	30.57%	63.59%	76.19%	55.49%	35.86%	4.34%	15.25%	19.13%	6.76%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Ashby Road, Loughborough	1.03%	1.67%	4.71%	3.52%	0.00%	0.00%	0.00%	0.79%	0.00%
Shelthorpe District Centre	0.69%	5.26%	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Park Road, Shelthorpe, Loughborough	5.20%	18.53%	7.64%	4.33%	7.42%	0.00%	4.68%	0.79%	0.00%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.49%	5.26%	2.53%	2.72%	1.52%	0.00%	0.00%	0.00%	1.33%
<b>Sub-Total Zone 1</b>	<b>39.33%</b>	<b>94.31%</b>	<b>91.08%</b>	<b>66.79%</b>	<b>44.81%</b>	<b>4.34%</b>	<b>19.92%</b>	<b>20.70%</b>	<b>10.32%</b>
<b>Zone 2</b>									
Aldi, S1 Belton Road, Loughborough	0.76%	0.00%	0.00%	1.03%	0.00%	0.00%	0.75%	1.89%	2.24%
B&M, Willowbrook Park, Loughborough	0.08%	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Jubilee Drive, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Knightthorpe Road, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gorse Covert District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Home Bargains, Belton Road, West Extension, Loughborough	0.29%	0.97%	0.70%	0.00%	0.00%	0.00%	0.00%	0.79%	0.00%
Lidl, Station Avenue, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	1.13%	0.00%	6.12%	4.53%	0.00%	0.60%	0.00%	0.00%	0.60%
Regents Place Retail Park, Derby Road, Loughborough	0.21%	1.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sharpny Road Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Topps Tiles, Jubilee Drive, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Belton Road, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Willowbrook Retail Park, Derby Road, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 2</b>	<b>2.47%</b>	<b>2.64%</b>	<b>7.52%</b>	<b>5.56%</b>	<b>0.00%</b>	<b>0.60%</b>	<b>0.75%</b>	<b>2.68%</b>	<b>2.84%</b>
<b>Zone 3</b>									
Asda, 25 Charnwood Street, Shepshed	0.61%	0.00%	0.00%	5.43%	0.00%	0.00%	0.00%	0.00%	1.93%
Co-op Extra, The Hallcroft, Shepshed	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Anson Road, Shepshed	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.60%
Shepshed District Centre	2.01%	0.70%	0.00%	16.51%	0.00%	0.00%	0.00%	0.00%	6.28%
<b>Sub-Total Zone 3</b>	<b>2.72%</b>	<b>0.70%</b>	<b>0.00%</b>	<b>21.93%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>8.81%</b>
<b>Zone 4</b>									
Barrow Upon Star District Centre	1.32%	0.00%	0.00%	0.00%	10.58%	0.00%	0.00%	0.00%	0.00%
Mountsorrell Village Centre	0.08%	0.00%	0.00%	0.00%	0.63%	0.00%	0.00%	0.00%	0.00%
Sileby District Centre	0.66%	0.00%	0.00%	0.00%	5.32%	0.00%	0.00%	0.00%	0.00%
Other, Zone 4	0.65%	0.00%	0.00%	0.00%	0.63%	0.00%	0.00%	4.86%	0.00%
<b>Sub-Total Zone 4</b>	<b>2.71%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>17.17%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>4.86%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5</b>									
Aldi, 1169 Melton Road, Syston	0.20%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	3.26%	0.00%	0.00%	0.00%	2.79%	17.02%	3.18%	0.00%	0.00%
East Goscote Village Centre	0.27%	0.00%	0.00%	0.00%	0.00%	1.93%	0.00%	0.00%	0.00%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Melton Road Local Centre	0.16%	0.00%	0.00%	0.00%	0.63%	0.60%	0.00%	0.00%	0.00%
Syston District Centre	3.27%	0.00%	0.00%	0.00%	0.00%	23.41%	0.00%	0.00%	0.00%
Tesco Metro, 1197 Melton Road, Syston	0.20%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	3.81%	0.97%	0.00%	0.00%	8.50%	16.01%	2.37%	0.00%	0.00%
Thurmaston Village Centre	1.45%	0.00%	0.00%	0.00%	2.35%	6.51%	1.50%	0.00%	0.00%
Other, Zone 5	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 5</b>	<b>12.63%</b>	<b>0.97%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>14.28%</b>	<b>68.39%</b>	<b>7.04%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6</b>									
Anstey District Centre	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	7.04%	0.00%	0.00%
Birstall Village Centre	3.51%	0.00%	0.00%	0.00%	0.63%	0.00%	20.45%	0.00%	0.00%
Co-op, 132 Rothley Road, Mountsorrel	0.08%	0.00%	0.00%	0.00%	0.63%	0.00%	0.00%	0.00%	0.00%
Co-op, 17-25 Cropton Road, Anstey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leicester Road / Market Place, Mountsorrel Local Centre	1.81%	1.39%	0.00%	0.00%	13.10%	0.00%	0.00%	0.00%	0.00%
Markfield Village Centre	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	2.04%	0.00%	0.00%
Quorn Local Centre	1.18%	0.00%	0.00%	0.00%	1.77%	0.00%	5.70%	0.00%	0.00%
Rothley Local Centre	0.65%	0.00%	0.00%	0.00%	2.03%	0.00%	2.37%	0.00%	0.00%
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.30%	0.00%	0.00%	0.00%	1.40%	0.00%	0.75%	0.00%	0.00%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 6	0.17%	0.00%	0.00%	0.00%	0.63%	0.00%	0.54%	0.00%	0.00%
<b>Sub-Total Zone 6</b>	<b>9.21%</b>	<b>1.39%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>20.20%</b>	<b>0.00%</b>	<b>38.88%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7</b>									
Bradmore Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
East Leake Village Centre	2.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	23.44%	0.00%
Other, Rushcliffe	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.73%	0.00%
Ruddington Village	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	10.69%	0.00%
Other, Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 7</b>	<b>4.19%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>35.86%</b>	<b>0.00%</b>
<b>Zone 8</b>									
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Castle Donington Town Centre	2.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.22%
Kegworth Village Centre	2.41%	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	7.24%	9.42%
Morrisons, Whitwick Road, Coalville	0.67%	0.00%	0.00%	3.23%	0.00%	0.00%	1.18%	0.00%	1.81%
Whitwick Village Centre	1.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.63%
<b>Sub-Total Zone 8</b>	<b>7.00%</b>	<b>0.00%</b>	<b>0.70%</b>	<b>3.23%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>1.18%</b>	<b>7.24%</b>	<b>36.08%</b>
<b>Zones 1-6 Sub-Total</b>									
<b>Inside Study Area Sub-Total</b>	<b>69.06%</b>	<b>100.00%</b>	<b>98.59%</b>	<b>94.28%</b>	<b>96.45%</b>	<b>73.32%</b>	<b>66.60%</b>	<b>28.24%</b>	<b>21.97%</b>
<b>Outside Study Area</b>									
Aldi, Thornborough Road, Coalville	0.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.78%
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.99%	0.00%
Asda, Midland Street, Long Eaton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ashby-de-la-Zouch — all locations	0.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%
B&Q, Devonshire Road, Leicester LE4 0BG	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Beaumont Leys District Centre, Leicester	2.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.05%	0.00%
Birmingham City Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Burton-upon-Trent Town Centre	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.60%
Coalville Town Centre	3.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	22.30%
Co-op, Main Street, Markfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Derby City Centre	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.24%</

#### Notes:

#### a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey

**TABLE 18: EXPENDITURE (CHEMIST)**

DESTINATION	TOTAL CHEMIST (£m)	ZONE 1 CHEMIST (£m)	ZONE 2 CHEMIST (£m)	ZONE 3 CHEMIST (£m)	ZONE 4 CHEMIST (£m)	ZONE 5 CHEMIST (£m)	ZONE 6 CHEMIST (£m)	ZONE 7 CHEMIST (£m)	ZONE 8 CHEMIST (£m)
STUDY AREA									
<b>Zone 1</b>									
Home Bargains, Devonshire Square, Loughborough	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33
Loughborough Town Centre	33.32	8.93	8.67	4.04	4.46	0.62	2.68	2.93	1.00
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Ashby Road, Loughborough	1.15	0.23	0.54	0.26	0.00	0.00	0.00	0.12	0.00
Shelthorpe District Centre	0.79	0.74	0.00	0.05	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Park Road, Shelthorpe, Loughborough	5.65	2.60	0.87	0.32	0.92	0.00	0.82	0.12	0.00
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	1.61	0.74	0.29	0.20	0.19	0.00	0.00	0.00	0.20
<b>Sub-Total Zone 1</b>	<b>42.86</b>	<b>13.24</b>	<b>10.37</b>	<b>4.87</b>	<b>5.57</b>	<b>0.62</b>	<b>3.50</b>	<b>3.17</b>	<b>1.53</b>
<b>Zone 2</b>									
Aldi, 51 Belton Road, Loughborough	0.83	0.00	0.00	0.07	0.00	0.00	0.13	0.29	0.33
B&M, Willowbrook Park, Loughborough	0.08	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Jubilee Drive, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Knightthorpe Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gorse Covert District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Home Bargains, Belton Road, West Extension, Loughborough	0.34	0.14	0.08	0.00	0.00	0.00	0.00	0.12	0.00
Lidl, Station Avenue, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	1.20	0.00	0.70	0.33	0.00	0.09	0.00	0.00	0.09
Regents Place Retail Park, Derby Road, Loughborough	0.23	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sharpny Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Topps Tiles, Jubilee Drive, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Belton Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Willowbrook Retail Park, Derby Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 2</b>	<b>2.68</b>	<b>0.37</b>	<b>0.86</b>	<b>0.40</b>	<b>0.00</b>	<b>0.09</b>	<b>0.13</b>	<b>0.41</b>	<b>0.42</b>
<b>Zone 3</b>									
Asda, 25 Charnwood Street, Shepshed	0.68	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.29
Co-op Extra, The Hallcroft, Shepshed	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Anson Road, Shepshed	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.09
Shepshed District Centre	2.23	0.10	0.00	1.20	0.00	0.00	0.00	0.00	0.93
<b>Sub-Total Zone 3</b>	<b>3.00</b>	<b>0.10</b>	<b>0.00</b>	<b>1.60</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1.31</b>
<b>Zone 4</b>									
Barrow Upon Star District Centre	1.31	0.00	0.00	0.00	1.31	0.00	0.00	0.00	0.00
Mountsorrell Village Centre	0.08	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00
Sileby District Centre	0.66	0.00	0.00	0.00	0.66	0.00	0.00	0.00	0.00
Other, Zone 4	0.82	0.00	0.00	0.00	0.08	0.00	0.00	0.74	0.00
<b>Sub-Total Zone 4</b>	<b>2.88</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2.13</b>	<b>0.00</b>	<b>0.00</b>	<b>0.74</b>	<b>0.00</b>
<b>Zone 5</b>									
Aldi, 1169 Melton Road, Syston	0.21	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	3.34	0.00	0.00	0.00	0.35	2.44	0.56	0.00	0.00
East Goscole Village Centre	0.28	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Melton Road Local Centre	0.17	0.00	0.00	0.00	0.08	0.09	0.00	0.00	0.00
Syston District Centre	3.36	0.00	0.00	0.00	0.00	3.36	0.00	0.00	0.00
Tesco Metro, 1197 Melton Road, Syston	0.21	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	3.90	0.14	0.00	0.00	1.06	2.30	0.42	0.00	0.00
Thurmaston Village Centre	1.49	0.00	0.00	0.00	0.29	0.93	0.26	0.00	0.00
Other, Zone 5	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 5</b>	<b>12.95</b>	<b>0.14</b>	<b>0.00</b>	<b>0.00</b>	<b>1.77</b>	<b>9.81</b>	<b>1.24</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 6</b>									
Anstey District Centre	1.23	0.00	0.00	0.00	0.00	0.00	1.23	0.00	0.00
Birstall Village Centre	3.67	0.00	0.00	0.00	0.08	0.00	3.59	0.00	0.00
Co-op, 132 Rothley Road, Mountsorrel	0.08	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00
Co-op, 17-25 Cropston Road, Anstey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leicester Road / Market Place, Mountsorrel Local Centre	1.82	0.20	0.00	0.00	1.63	0.00	0.00	0.00	0.00
Markfield Village Centre	0.36	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00
Quorn Local Centre	1.22	0.00	0.00	0.00	0.22	0.00	1.00	0.00	0.00
Rothley Local Centre	0.67	0.00	0.00	0.00	0.25	0.00	0.42	0.00	0.00
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.31	0.00	0.00	0.00	0.17	0.00	0.13	0.00	0.00
Weyvale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 6	0.17	0.00	0.00	0.00	0.08	0.00	0.09	0.00	0.00
<b>Sub-Total Zone 6</b>	<b>9.53</b>	<b>0.20</b>	<b>0.00</b>	<b>0.00</b>	<b>2.51</b>	<b>0.00</b>	<b>6.82</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 7</b>									
Bradmore Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
East Leake Village Centre	3.59	0.00	0.00	0.00	0.00	0.00	3.59	0.00	0.00
Other, Rushcliffe	0.26	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00
Ruddington Village	1.63	0.00	0.00	0.00	0.00	0.00	1.63	0.00	0.00
Other, Zone 7	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 7</b>	<b>5.48</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>5.48</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 8</b>									
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE12 3JN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Castle Donington Town Centre	1.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.96
Keworth Village Centre	2.58	0.00	0.08	0.00	0.00	0.00	0.00	1.11	1.40
Morrisons, Whitwick Road, Coalville	0.71	0.00	0.00	0.24	0.00	0.00	0.21	0.00	0.27
Whitwick Village Centre	1.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.73
<b>Sub-Total Zone 8</b>	<b>6.98</b>	<b>0.00</b>	<b>0.08</b>	<b>0.24</b>	<b>0.00</b>	<b>0.00</b>	<b>0.21</b>	<b>1.11</b>	<b>5.35</b>
<b>Zones 1-6 Sub-Total</b>	<b>73.90</b>	<b>14.04</b>	<b>11.22</b>	<b>6.87</b>	<b>11.98</b>	<b>10.51</b>	<b>11.69</b>	<b>4.32</b>	<b>3.26</b>
<b>Inside Study Area Sub-Total</b>	<b>86.36</b>	<b>14.04</b>	<b>11.30</b>	<b>7.11</b>	<b>11.98</b>	<b>10.51</b>	<b>11.90</b>	<b>10.91</b>	<b>8.61</b>
<b>Outside Study Area</b>									
Aldi, Thorneborough Road, Coalville	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00
Asda, Midland Street, Long Eaton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ashby-de-la-Zouch — all locations	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21
B&Q, Devonshire Road, Leicester LE4 0BG	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Beaumont Leys District Centre, Leicester	2.29	0.00	0.00	0.00	0.00	0.00	2.29	0.00	0.00
Birmingham City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Burton-upon-Trent Town Centre	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09
Coalville Town Centre	3.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.31
Co-op, Main Street, Markfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Derby City Centre	0.33	0.00	0.00	0.00					

### Notes:

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey

**TABLE 19: SHOPPING PATTERNS (ELECTRICAL GOODS)**

DESTINATION	TOTAL ELECTRICAL (%)	ZONE 1 ELECTRICAL (%)	ZONE 2 ELECTRICAL (%)	ZONE 3 ELECTRICAL (%)	ZONE 4 ELECTRICAL (%)	ZONE 5 ELECTRICAL (%)	ZONE 6 ELECTRICAL (%)	ZONE 7 ELECTRICAL (%)	ZONE 8 ELECTRICAL (%)
STUDY AREA									
<b>Zone 1</b>									
Home Bargains, Devonshire Square, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Loughborough Town Centre	23.79%	40.69%	45.34%	30.97%	33.45%	8.31%	7.88%	9.24%	18.65%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Ashby Road, Loughborough	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shelthorpe District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Park Road, Shelthorpe, Loughborough	3.60%	11.42%	5.40%	0.00%	5.81%	0.00%	2.12%	0.00%	1.98%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 1</b>	<b>27.54%</b>	<b>52.11%</b>	<b>50.74%</b>	<b>30.97%</b>	<b>39.26%</b>	<b>8.31%</b>	<b>10.89%</b>	<b>9.24%</b>	<b>20.63%</b>
<b>Zone 2</b>									
Aldi, 51 Belton Road, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&M, Willowbrook Park, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&Q, Jubilee Drive, Loughborough	0.22%	0.00%	0.00%	0.99%	0.00%	0.00%	0.89%	0.00%	0.00%
Co-op, Knightthorpe Road, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gorse Covert District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Home Bargains, Belton Road, West Extension, Loughborough	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%
Lidl, Station Avenue, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Regents Place Retail Park, Derby Road, Loughborough	21.68%	28.31%	39.78%	45.64%	18.57%	8.31%	3.72%	15.71%	23.80%
Sharpny Road Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Topps Tiles, Jubilee Drive, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Belton Road, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Willowbrook Retail Park, Derby Road, Loughborough	2.72%	7.66%	2.09%	5.83%	3.03%	0.00%	0.00%	1.25%	3.17%
Other, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 2</b>	<b>24.77%</b>	<b>35.97%</b>	<b>41.87%</b>	<b>52.45%</b>	<b>21.59%</b>	<b>8.31%</b>	<b>4.61%</b>	<b>18.21%</b>	<b>26.97%</b>
<b>Zone 3</b>									
Asda, 25 Charnwood Street, Shepshed	1.21%	0.00%	0.00%	3.55%	0.00%	0.00%	0.00%	0.00%	6.12%
Co-op Extra, The Hallcroft, Shepshed	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Anson Road, Shepshed	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shepshed District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 3</b>	<b>1.21%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>3.55%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>6.12%</b>
<b>Zone 4</b>									
Barrow Upon Star District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mountsorrell Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sileby District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 4	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 4</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5</b>									
Aldi, 1169 Melton Road, Syston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	0.80%	0.00%	0.00%	0.00%	0.00%	7.80%	0.00%	0.00%	0.00%
East Goscote Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Marks & Spenser Simply Food, Unit 8, Thurmaston Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Melton Road Local Centre	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.89%	0.00%
Syston District Centre	0.40%	0.00%	0.00%	0.99%	0.00%	3.23%	0.00%	0.00%	0.00%
Tesco Metro, 1197 Melton Road, Syston	0.19%	0.00%	0.00%	0.00%	0.00%	1.88%	0.00%	0.00%	0.00%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.40%	0.00%	0.00%	0.00%	0.00%	1.88%	1.24%	0.00%	0.00%
Thurmaston Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 5	0.63%	0.00%	0.00%	0.00%	0.00%	2.96%	1.95%	0.00%	0.00%
<b>Sub-Total Zone 5</b>	<b>2.58%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.99%</b>	<b>0.00%</b>	<b>17.74%</b>	<b>4.07%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6</b>									
Anstey District Centre	0.92%	0.00%	0.00%	0.00%	0.00%	0.00%	5.49%	0.00%	0.00%
Birstall Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, 132 Rotherley Road, Mountsorrel	0.13%	0.00%	0.00%	0.00%	0.00%	1.26%	0.00%	0.00%	0.00%
Co-op, 17-25 Cropton Road, Anstey	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	6.35%	0.00%	0.00%
Leicester Road / Market Place, Mountsorrel Local Centre	0.60%	2.22%	0.00%	0.00%	0.00%	2.78%	0.00%	0.00%	0.00%
Markfield Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Quorn Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rothley Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 6</b>	<b>2.71%</b>	<b>2.22%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>4.05%</b>	<b>0.00%</b>	<b>11.84%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 7</b>									
Bradmore Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
East Leake Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Rushcliffe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ruddington Village	0.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.99%	0.00%
Other, Zone 7	0.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%
<b>Sub-Total Zone 7</b>	<b>0.64%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>5.24%</b>	<b>0.00%</b>
<b>Zone 8</b>									
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Castle Donington Town Centre	0.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.39%
Kegworth Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Whitwick Road, Coalville	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Whitwick Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 8</b>	<b>0.22%</b>	<b>0.00%</b>	<b>1.39%</b>						
<b>Zones 1-6 Sub-Total</b>									
	<b>58.82%</b>	<b>90.30%</b>	<b>92.61%</b>	<b>87.96%</b>	<b>64.89%</b>	<b>34.36%</b>	<b>31.41%</b>	<b>27.45%</b>	<b>53.73%</b>
<b>Inside Study Area Sub-Total</b>									
	<b>59.67%</b>	<b>90.30%</b>	<b>92.61%</b>	<b>87.96%</b>	<b>64.89%</b>	<b>34.36%</b>	<b>31.41%</b>	<b>32.69%</b>	<b>55.11%</b>
<b>Outside Study Area</b>									
Aldi, Thornborough Road, Coalville	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Midland Street, Long Eaton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ashby-de-la-Zouch — all locations	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%
B&Q, Devonshire Road, Leicester LE4 0BG	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Birmingham City Centre	0.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.52%	0.00%
Burton-upon-Trent Town Centre	0.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.99%
Coalville Town Centre	1.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.14%
Co-op, Main Street, Markfield	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Derby City Centre	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.66%
East Midlands Designer Outlet, Mansfield Road,									

**Notes:**

- a. Zones based on post code sectors
- b. Market shares derived directly from NEMS Household Survey

c. Excludes 'don't know/varies', markets and internet sales

**TABLE 20: EXPENDITURE (ELECTRICAL)**

DESTINATION	TOTAL ELECTRICAL (£m)	ZONE 1 ELECTRICAL (£m)	ZONE 2 ELECTRICAL (£m)	ZONE 3 ELECTRICAL (£m)	ZONE 4 ELECTRICAL (£m)	ZONE 5 ELECTRICAL (£m)	ZONE 6 ELECTRICAL (£m)	ZONE 7 ELECTRICAL (£m)	ZONE 8 ELECTRICAL (£m)
STUDY AREA									
<b>Zone 1</b>									
Home Bargains, Devonshire Square, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Loughborough Town Centre	23.89	5.59	5.54	2.19	4.05	1.18	1.35	1.36	2.63
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Ashby Road, Loughborough	0.15	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00
Shelthorpe District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Park Road, Shelthorpe, Loughborough	3.58	1.57	0.66	0.00	0.70	0.00	0.36	0.00	0.28
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 1</b>	<b>27.62</b>	<b>7.15</b>	<b>6.20</b>	<b>2.19</b>	<b>4.75</b>	<b>1.18</b>	<b>1.87</b>	<b>1.36</b>	<b>2.91</b>
<b>Zone 2</b>									
Aldi, 51 Belton Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&M, Willowbrook Park, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Jubilee Drive, Loughborough	0.22	0.00	0.00	0.07	0.00	0.00	0.15	0.00	0.00
Co-op, Knightthorpe Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gorse Covert District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Home Bargains, Belton Road, West Extension, Loughborough	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00
Lidl, Station Avenue, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Regents Place Retail Park, Derby Road, Loughborough	21.72	3.89	4.86	3.23	2.25	1.18	0.64	2.32	3.36
Sharpny Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Topps Tiles, Jubilee Drive, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Belton Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Willowbrook Retail Park, Derby Road, Loughborough	2.72	1.05	0.25	0.41	0.37	0.00	0.00	0.18	0.45
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 2</b>	<b>24.85</b>	<b>4.94</b>	<b>5.12</b>	<b>3.71</b>	<b>2.61</b>	<b>1.18</b>	<b>0.79</b>	<b>2.69</b>	<b>3.81</b>
<b>Zone 3</b>									
Asda, 25 Charnwood Street, Shepshed	1.12	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.86
Co-op Extra, The Hallcroft, Shepshed	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Anson Road, Shepshed	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Shepshed District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 3</b>	<b>1.12</b>	<b>0.00</b>	<b>0.00</b>	<b>0.25</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.86</b>
<b>Zone 4</b>									
Barrow Upon Star District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mountsorrell Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sileby District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 4	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 4</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 5</b>									
Aldi, 1169 Melton Road, Syston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	1.10	0.00	0.00	0.00	0.00	1.10	0.00	0.00	0.00
East Goscole Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Melton Road Local Centre	0.15	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00
Syston District Centre	0.53	0.00	0.00	0.07	0.00	0.46	0.00	0.00	0.00
Tesco Metro, 1197 Melton Road, Syston	0.27	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.48	0.00	0.00	0.00	0.00	0.27	0.21	0.00	0.00
Thurmaston Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 5	0.75	0.00	0.00	0.00	0.00	0.42	0.33	0.00	0.00
<b>Sub-Total Zone 5</b>	<b>3.28</b>	<b>0.00</b>	<b>0.00</b>	<b>0.07</b>	<b>0.00</b>	<b>2.51</b>	<b>0.70</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 6</b>									
Anstey District Centre	0.94	0.00	0.00	0.00	0.00	0.00	0.94	0.00	0.00
Birstall Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, 132 Rothley Road, Mountsorrel	0.15	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00
Co-op, 17-25 Cropston Road, Anstey	1.09	0.00	0.00	0.00	0.00	0.00	1.09	0.00	0.00
Leicester Road / Market Place, Mountsorrel Local Centre	0.64	0.31	0.00	0.00	0.34	0.00	0.00	0.00	0.00
Markfield Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Quorn Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rothley Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weyvale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 6</b>	<b>2.83</b>	<b>0.31</b>	<b>0.00</b>	<b>0.49</b>	<b>0.00</b>	<b>2.03</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 7</b>									
Bradmore Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
East Leake Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Rushcliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ruddington Village	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.59	0.00
Other, Zone 7	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00
<b>Sub-Total Zone 7</b>	<b>0.77</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.77</b>	<b>0.00</b>
<b>Zone 8</b>									
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE12 3JN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Castle Donington Town Centre	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20
Keworth Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Whitwick Road, Coalville	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Whitwick Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 8</b>	<b>0.20</b>	<b>0.00</b>	<b>0.20</b>						
<b>Zones 1-6 Sub-Total</b>	<b>59.69</b>	<b>12.40</b>	<b>11.32</b>	<b>6.23</b>	<b>7.86</b>	<b>4.86</b>	<b>5.39</b>	<b>4.05</b>	<b>7.59</b>
<b>Inside Study Area Sub-Total</b>	<b>60.66</b>	<b>12.40</b>	<b>11.32</b>	<b>6.23</b>	<b>7.86</b>	<b>4.86</b>	<b>5.39</b>	<b>4.83</b>	<b>7.78</b>
<b>Outside Study Area</b>									
Aldi, Thorneborough Road, Coalville	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, 184 Loughborough Road, West Bridgford, Nottingham	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Midland Street, Long Eaton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ashby-de-la-Zouch — all locations	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00
B&Q, Devonshire Road, Leicester LE4 0BG	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Beaumont Leys District Centre, Leicester	0.77	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00
Birmingham City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Burton-upon-Trent Town Centre	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14
Coalville Town Centre	1.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.01
Co-op, Main Street, Markfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Derby City Centre	0.66	0.00	0.00	0.00	0.00</td				

### Notes:

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey

TABLE 21: SHOPPING PATTERNS (DIY AND GARDENING)

DESTINATION	TOTAL DIY (%)	ZONE 1 DIY (%)	ZONE 2 DIY (%)	ZONE 3 DIY (%)	ZONE 4 DIY (%)	ZONE 5 DIY (%)	ZONE 6 DIY (%)	ZONE 7 DIY (%)	ZONE 8 DIY (%)
<b>STUDY AREA</b>									
<b>Zone 1</b>									
Home Bargains, Devonshire Square, Loughborough	0.13%	0.00%	1.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Loughborough Town Centre	8.29%	13.05%	11.54%	11.01%	12.97%	0.00%	3.95%	7.95%	6.83%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shelthorpe District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 1</b>	<b>8.42%</b>	<b>13.05%</b>	<b>12.64%</b>	<b>11.01%</b>	<b>12.97%</b>	<b>0.00%</b>	<b>3.95%</b>	<b>7.95%</b>	<b>6.83%</b>
<b>Zone 2</b>									
Aldi, 51 Belton Road, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&M, Willowbrook Park, Loughborough	0.39%	0.00%	1.56%	1.56%	0.00%	0.00%	0.00%	0.00%	0.78%
B&Q, Jubilee Drive, Loughborough	55.37%	75.26%	71.76%	63.26%	72.27%	24.94%	40.09%	47.71%	49.80%
Co-op, Knightthorpe Road, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gorse Covert District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Home Bargains, Belton Road, West Extension, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Station Avenue, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.29%	0.00%	0.00%	4.39%	0.00%	0.00%	0.00%	0.00%	0.00%
Regents Place Retail Park, Derby Road, Loughborough	0.41%	0.00%	2.50%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%
Sharpy Road Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tops Tiles, Jubilee Drive, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Belton Road, Loughborough	3.10%	4.02%	5.61%	2.28%	7.04%	0.00%	0.00%	0.00%	5.58%
Willowbrook Retail Park, Derby Road, Loughborough	1.81%	1.43%	3.43%	2.63%	0.00%	0.00%	0.00%	1.69%	5.88%
Other, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 2</b>	<b>61.38%</b>	<b>80.71%</b>	<b>84.87%</b>	<b>74.11%</b>	<b>80.26%</b>	<b>24.94%</b>	<b>40.09%</b>	<b>49.40%</b>	<b>62.03%</b>
<b>Zone 3</b>									
Asda, 25 Charnwood Street, Shepshed	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op Extra, The Hallcroft, Shepshed	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Anson Road, Shepshed	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shepshed District Centre	0.39%	0.00%	0.00%	5.81%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 3</b>	<b>0.39%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>5.81%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4</b>									
Barrow Upon Star District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mountsorrel Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sileby District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 4	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 4</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5</b>									
Aldi, 1169 Melton Road, Syston	0.10%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.00%
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	0.80%	0.00%	0.00%	0.00%	7.22%	0.00%	0.00%	0.00%	0.00%
East Goscote Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Melton Road Local Centre	0.31%	0.00%	0.00%	0.00%	2.30%	2.76%	0.00%	0.00%	0.00%
Syston District Centre	2.85%	0.00%	0.00%	0.00%	23.99%	0.00%	0.00%	0.00%	0.00%
Tesco Metro, 1197 Melton Road, Syston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.40%	0.00%	0.00%	0.00%	3.61%	0.00%	0.00%	0.00%	0.00%
Thurmaston Village Centre	0.13%	0.00%	0.00%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%
Other, Zone 5	0.36%	0.91%	0.00%	0.00%	2.07%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 5</b>	<b>4.94%</b>	<b>0.91%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>2.30%</b>	<b>40.70%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6</b>									
Anstey District Centre	0.25%	0.00%	0.00%	0.00%	0.00%	0.86%	0.00%	0.00%	0.78%
Birstall Village Centre	0.49%	0.65%	0.00%	0.00%	0.68%	0.00%	1.85%	0.00%	0.00%
Co-op, 132 Rothery Road, Mountsorrel	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, 17-25 Cropston Road, Anstey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leicester Road / Market Place, Mountsorrel Local Centre	0.19%	0.65%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%	0.00%
Markfield Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Quorn Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rothley Local Centre	1.32%	2.08%	0.00%	0.00%	0.68%	1.90%	4.32%	0.00%	0.00%
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wyevale Garden Centre, Loughborough Road, Rothley LE7 7NL	1.06%	0.65%	0.00%	0.00%	0.00%	1.72%	4.67%	0.00%	0.00%
Other, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 6</b>	<b>3.31%</b>	<b>4.03%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>2.56%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.78%</b>
<b>Zone 7</b>									
Bradmore Village Centre	1.17%	0.00%	0.00%	0.71%	0.00%	0.00%	0.00%	9.11%	0.00%
East Leake Village Centre	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.91%	0.00%
Other, Rushcliffe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ruddington Village	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.85%	0.00%
Other, Zone 7	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.85%	0.00%
<b>Sub-Total Zone 7</b>	<b>2.10%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.71%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>16.72%</b>	<b>0.00%</b>

TABLE 22: EXPENDITURE (DIY AND GARDENING)

DESTINATION	TOTAL DIY (£m)	ZONE 1 DIY (£m)	ZONE 2 DIY (£m)	ZONE 3 DIY (£m)	ZONE 4 DIY (£m)	ZONE 5 DIY (£m)	ZONE 6 DIY (£m)	ZONE 7 DIY (£m)	ZONE 8 DIY (£m)
<b>STUDY AREA</b>									
<b>Zone 1</b>									
Home Bargains, Devonshire Square, Loughborough	0.04	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00
Loughborough Town Centre	3.43	0.69	0.47	0.34	0.68	0.00	0.30	0.53	0.43
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Shelthorpe District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 1</b>	<b>3.48</b>	<b>0.69</b>	<b>0.52</b>	<b>0.34</b>	<b>0.68</b>	<b>0.00</b>	<b>0.30</b>	<b>0.53</b>	<b>0.43</b>
<b>Zone 2</b>									
Aldi, 51 Belton Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&M, Willowbrook Park, Loughborough	0.16	0.00	0.06	0.05	0.00	0.00	0.00	0.00	0.05
B&Q, Jubilee Drive, Loughborough	23.50	3.96	2.94	1.94	3.78	1.55	3.03	3.17	3.13
Co-op, Knightthorpe Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gorse Covert District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Home Bargains, Belton Road, West Extension, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Station Avenue, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.13	0.00	0.00	0.10	0.00	0.05	0.00	0.00	0.00
Regents Place Retail Park, Derby Road, Loughborough	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sharpy Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Toppes Tiles, Jubilee Drive, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Belton Road, Loughborough	1.23	0.21	0.23	0.07	0.37	0.00	0.00	0.00	0.35
Willowbrook Retail Park, Derby Road, Loughborough	0.78	0.08	0.14	0.08	0.00	0.00	0.00	0.11	0.37
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 2</b>	<b>25.96</b>	<b>4.25</b>	<b>3.48</b>	<b>2.27</b>	<b>4.20</b>	<b>1.55</b>	<b>3.03</b>	<b>3.29</b>	<b>3.90</b>
<b>Zone 3</b>									
Asda, 25 Charnwood Street, Shepshed	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Extra, The Hallcroft, Shepshed	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, Anson Road, Shepshed	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Shepshed District Centre	0.18	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 3</b>	<b>0.18</b>	<b>0.00</b>	<b>0.00</b>	<b>0.18</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 4</b>									
Barrow Upon Star District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mountsorrel Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sileby District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Zone 4	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 4</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 5</b>									
Aldi, 1169 Melton Road, Syston	0.05	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	0.45	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00
East Goscote Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Melton Road Local Centre	0.17	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00
Syston District Centre	1.54	0.00	0.00	0.00	0.12	1.42	0.00	0.00	0.00
Tesco Metro, 1197 Melton Road, Syston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.22	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00
Thurmaston Village Centre	0.07	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00
Other, Zone 5	0.18	0.05	0.00	0.00	0.13	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 5</b>	<b>2.69</b>	<b>0.05</b>	<b>0.00</b>	<b>0.00</b>	<b>0.12</b>	<b>2.52</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 6</b>									
Anstey District Centre	0.11	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.05
Birstall Village Centre	0.21	0.03	0.00	0.00	0.04	0.00	0.14	0.00	0.00
Co-op, 132 Rothery Road, Mountsorrel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op, 17-25 Cropston Road, Anstey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Leicester Road / Market Place, Mountsorrel Local Centre	0.07	0.03	0.00	0.00	0.04	0.00	0.00	0.00	0.00
Markfield Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Quorn Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rothley Local Centre	0.59	0.11	0.00	0.00	0.04	0.12	0.33	0.00	0.00
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Weyvale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.49	0.03	0.00	0.00	0.11	0.35	0.00	0.00	0.00
Other, Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sub-Total Zone 6</b>	<b>1.48</b>	<b>0.21</b>	<b>0.00</b>	<b>0.00</b>	<b>0.11</b>	<b>0.22</b>	<b>0.89</b>	<b>0.00</b>	<b>0.05</b>
<b>Zone 7</b>									
Bradmore Village Centre	0.63	0.00	0.00	0.02	0.00	0.00	0.00	0.61	0.00
East Leake Village Centre	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00
Other, Rushcliffe	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ruddington Village	0.06	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00
Other, Zone 7	0.06	0.00	0.00	0.05	0.00	0.00	0.06	0.00	0.00
<b>Sub-Total Zone 7</b>	<b>1.13</b>	<b>0.00</b>	<b>0.00</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1.11</b>	<b>0.00</b>
<b>Zone 8&lt;/b</b>									

TABLE 23: SHOPPING PATTERNS (FURNITURE)

DESTINATION	TOTAL FURNITURE (%)	ZONE 1 FURNITURE (%)	ZONE 2 FURNITURE (%)	ZONE 3 FURNITURE (%)	ZONE 4 FURNITURE (%)	ZONE 5 FURNITURE (%)	ZONE 6 FURNITURE (%)	ZONE 7 FURNITURE (%)	ZONE 8 FURNITURE (%)
<b>STUDY AREA</b>									
<b>Zone 1</b>									
Home Bargains, Devonshire Square, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Loughborough Town Centre	18.98%	37.76%	38.67%	19.32%	11.15%	1.30%	8.61%	21.19%	16.80%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shelthorpe District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Park Road, Shelthorpe, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 1</b>	<b>18.98%</b>	<b>37.76%</b>	<b>38.67%</b>	<b>19.32%</b>	<b>11.15%</b>	<b>1.30%</b>	<b>8.61%</b>	<b>21.19%</b>	<b>16.80%</b>
<b>Zone 2</b>									
Aldi, 51 Belton Road, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
B&M, Willowbrook Park, Loughborough	0.30%	0.00%	0.00%	1.73%	0.00%	0.00%	0.00%	2.04%	0.00%
B&Q, Jubilee Drive, Loughborough	2.00%	0.00%	7.08%	3.46%	6.96%	0.00%	0.00%	0.00%	0.00%
Co-op, Knightthorpe Road, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Gorse Covert District Centre	0.16%	0.00%	1.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Home Bargains, Belton Road, West Extension, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lidl, Station Avenue, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Regents Place Retail Park, Derby Road, Loughborough	9.95%	10.81%	25.53%	5.83%	13.63%	10.86%	3.06%	4.89%	5.27%
Sharply Road Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Toppes Tiles, Jubilee Drive, Loughborough	0.39%	1.44%	1.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wickes, Belton Road, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Willowbrook Retail Park, Derby Road, Loughborough	2.24%	3.81%	1.39%	7.65%	1.57%	0.00%	0.96%	4.08%	1.65%
Other, Zone 2	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 2</b>	<b>15.04%</b>	<b>16.06%</b>	<b>36.77%</b>	<b>18.66%</b>	<b>22.17%</b>	<b>10.86%</b>	<b>4.02%</b>	<b>11.00%</b>	<b>6.92%</b>
<b>Zone 3</b>									
Asda, 25 Charnwood Street, Shepshed	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op Extra, The Hallcroft, Shepshed	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Anson Road, Shepshed	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Shepshed District Centre	1.14%	0.00%	0.00%	17.10%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 3</b>	<b>1.14%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>17.10%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 4</b>									
Barrow Upon Star District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Mountsorrel Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sileby District Centre	1.84%	2.26%	0.00%	0.00%	10.58%	0.00%	0.00%	0.00%	0.00%
Other, Zone 4	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 4</b>	<b>1.84%</b>	<b>2.26%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>10.58%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 5</b>									
Aldi, 1169 Melton Road, Syston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
East Goscote Village Centre	0.90%	0.00%	0.00%	0.00%	0.00%	7.00%	0.00%	0.00%	0.00%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Melton Road Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Syston District Centre	2.72%	0.00%	0.00%	0.00%	2.70%	16.32%	1.34%	0.00%	0.00%
Tesco Metro, 1197 Melton Road, Syston	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	0.50%	0.00%	0.00%	0.00%	0.00%	3.89%	0.00%	0.00%	0.00%
Thurmaston Village Centre	0.62%	0.00%	0.00%	0.00%	0.00%	1.81%	2.11%	0.00%	0.00%
Other, Zone 5	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 5</b>	<b>4.74%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>2.70%</b>	<b>29.02%</b>	<b>3.44%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>Zone 6</b>									
Anstey District Centre	6.09%	2.47%	2.78%	2.48%	15.22%	9.20%	10.31%	0.00%	0.00%
Birstall Village Centre	4.53%	0.00%	0.00%	0.00%	1.57%	1.30%	22.27%	0.00%	0.00%
Co-op, 132 Rothery Road, Mountsorrel	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, 17-25 Cropston Road, Anstey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leicester Road / Market Place, Mountsorrel Local Centre	0.65%	0.00%	0.00%	0.00%	0.00%	3.62%	0.00%	0.00%	1.65%
Markfield Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Quorn Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rothery Local Centre	0.22%	0.00%	0.00%	0.00%	1.57%	0.00%	0.00%	0.00%	0.00%
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wyevale Garden Centre, Loughborough Road, Rothery LE7 7NL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 6</b>	<b>11.49%</b>	<b>2.47%</b>	<b>2.78%</b>	<b>2.48%</b>	<b>18.37%</b>	<b>14.12%</b>	<b>32.58%</b>	<b>0.00%</b>	<b>1.65%</b>
<b>Zone 7</b>									
Bradmore Village Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
East Leake Village Centre	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.08%	0.00%
Other, Rushcliffe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ruddington Village	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Sub-Total Zone 7</b>	<b>0.36%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>4.08%</b>	<b>0.00%</b>
<b>Zone 8</b>									

**TABLE 24: EXPENDITURE (FURNITURE)**

### Notes:

#### a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey

TABLE 25A: EXPENDITURE (TOTAL COMPARISON)

DESTINATION	TOTAL TOTAL COMP (£m)	ZONE 1 TOTAL COMP (£m)	ZONE 2 TOTAL COMP (£m)	ZONE 3 TOTAL COMP (£m)	ZONE 4 TOTAL COMP (£m)	ZONE 5 TOTAL COMP (£m)	ZONE 6 TOTAL COMP (£m)	ZONE 7 TOTAL COMP (£m)	ZONE 8 TOTAL COMP (£m)
STUDY AREA									
<b>Zone 1</b>									
Home Bargains, Devonshire Square, Loughborough	0.57	0.19	0.04	0.00	0.00	0.00	0.00	0.00	0.33
Loughborough Town Centre	185.49	44.34	40.04	20.77	29.78	3.28	11.69	19.05	16.53
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre, Sainsbury's, Ashby Road, Loughborough	0.47	0.26	0.21	0.00	0.00	0.00	0.00	0.00	0.00
Shelthorpe District Centre	0.79	0.74	0.00	0.05	0.00	0.00	0.15	0.35	0.00
Tesco Extra, Park Road, Shelthorpe, Loughborough	29.28	12.56	7.72	1.10	3.69	0.23	2.08	0.63	1.28
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	4.90	0.93	0.92	1.70	0.71	0.00	0.00	0.44	0.20
<b>Sub-Total Zone 1</b>	<b>224.73</b>	<b>59.82</b>	<b>50.11</b>	<b>24.38</b>	<b>34.18</b>	<b>3.51</b>	<b>13.92</b>	<b>20.47</b>	<b>18.34</b>
<b>Zone 2</b>									
Aldi, 51 Belton Road, Loughborough	1.37	0.00	0.00	0.61	0.00	0.00	0.13	0.29	0.33
B&M, Willowbrook Park, Loughborough	0.68	0.00	0.34	0.13	0.00	0.00	0.00	0.17	0.05
B&Q, Jubilee Drive, Loughborough	25.25	4.39	3.36	2.16	4.31	1.55	3.19	3.17	3.13
Co-op, Knightthorpe Road, Loughborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gorse Covert District Centre	0.08	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Home Bargains, Belton Road, West Extension, Loughborough	0.64	0.25	0.08	0.00	0.00	0.00	0.00	0.31	0.00
Lidl, Station Avenue, Loughborough	0.15	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	4.02	0.00	1.97	1.16	0.00	0.43	0.00	0.00	0.47
Regents Place Retail Park, Derby Road, Loughborough	37.07	6.69	8.42	3.94	6.21	2.12	0.95	4.53	4.20
Sharpy Road Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Topps Tiles, Jubilee Drive, Loughborough	0.19	0.11	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Belton Road, Loughborough	1.23	0.21	0.23	0.07	0.37	0.00	0.00	0.00	0.35
Willowbrook Retail Park, Derby Road, Loughborough	11.78	4.29	2.02	1.24	1.34	0.24	0.10	1.59	0.96
Other, Zone 2	0.49	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.00
<b>Sub-Total Zone 2</b>	<b>82.94</b>	<b>15.94</b>	<b>16.58</b>	<b>9.31</b>	<b>12.23</b>	<b>4.33</b>	<b>5.00</b>	<b>10.06</b>	<b>9.50</b>
<b>Zone 3</b>									
Asda, 25 Charnwood Street, Shepshed	5.06	0.00	0.00	2.37	1.25	0.00	0.00	0.00	1.43
Co-op Extra, The Hallcroft, Shepshed	0.09	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00
Co-op, Anson Road, Shepshed	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.09
Shepshed District Centre	8.22	0.35	0.43	3.34	0.19	0.17	0.00	0.20	3.54
<b>Sub-Total Zone 3</b>	<b>13.45</b>	<b>0.35</b>	<b>0.43</b>	<b>5.80</b>	<b>1.44</b>	<b>0.17</b>	<b>0.00</b>	<b>0.20</b>	<b>5.06</b>
<b>Zone 4</b>									
Barrow Upon Star District Centre	1.31	0.00	0.00	0.00	1.31	0.00	0.00	0.00	0.00
Mountsorrel Village Centre	0.26	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00
Sileby District Centre	1.63	0.17	0.00	0.00	1.46	0.00	0.00	0.00	0.00
Other, Zone 4	0.82	0.00	0.00	0.00	0.08	0.00	0.00	0.74	0.00
<b>Sub-Total Zone 4</b>	<b>4.03</b>	<b>0.17</b>	<b>0.00</b>	<b>0.00</b>	<b>3.12</b>	<b>0.00</b>	<b>0.00</b>	<b>0.74</b>	<b>0.00</b>
<b>Zone 5</b>									
Aldi, 1169 Melton Road, Syston	0.51	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	13.43	0.82	0.00	0.00	0.77	11.00	0.84	0.00	0.00
East Goscote Village Centre	0.89	0.00	0.00	0.00	0.00	0.89	0.00	0.00	0.00
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.37	0.00	0.00	0.00	0.00	0.17	0.20	0.00	0.00
Melton Road Local Centre	0.49	0.00	0.00	0.00	0.08	0.26	0.15	0.00	0.00
Syston District Centre	13.04	0.00	0.00	0.07	0.83	11.68	0.46	0.00	0.00
Tesco Metro, 1197 Melton Road, Syston	2.96	0.00	0.00	0.00	0.00	2.96	0.00	0.00	0.00
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	18.00	0.39	0.21	0.00	3.40	9.29	4.70	0.00	0.00
Thurmaston Village Centre	5.09	0.00	0.00	0.00	0.47	3.23	1.38	0.00	0.00
Other, Zone 5	0.93	0.05	0.00	0.00	0.00	0.55	0.33	0.00	0.00
<b>Sub-Total Zone 5</b>	<b>55.70</b>	<b>1.26</b>	<b>0.21</b>	<b>0.07</b>	<b>5.56</b>	<b>40.53</b>	<b>8.06</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 6</b>									
Anstey District Centre	5.76	0.18	0.16	0.11	1.15	0.80	3.30	0.00	0.05
Birstall Village Centre	8.99	0.03	0.00	0.00	0.23	0.34	8.39	0.00	0.00
Co-op, 132 Rothery Road, Mountsorrel	0.38	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00
Co-op, 17-25 Cropston Road, Anstey	1.09	0.00	0.00	0.00	0.00	0.00	1.09	0.00	0.00
Leicester Road / Market Place, Mountsorrel Local Centre	4.31	0.53	0.00	0.00	2.40	0.85	0.00	0.00	0.53
Markfield Village Centre	0.36	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00
Quorn Local Centre	1.37	0.00	0.00	0.00	0.37	0.00	1.00	0.00	0.00
Rothley Local Centre	1.52	0.11	0.00	0.00	0.55	0.12	0.74	0.00	0.00
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.45	0.00	0.00	0.00	0.17	0.00	0.28	0.00	0.00
Weyvale Garden Centre, Loughborough Road, Rothley LE7 7NL	0.49	0.03	0.00	0.00	0.00	0.11	0.35	0.00	0.00
Other, Zone 6	0.17	0.00	0.00	0.00	0.08	0.00	0.09	0.00	0.00
<b>Sub-Total Zone 6</b>	<b>24.89</b>	<b>0.90</b>	<b>0.16</b>	<b>0.11</b>	<b>5.33</b>	<b>2.21</b>	<b>15.60</b>	<b>0.00</b>	<b>0.57</b>
<b>Zone 7</b>									
Bradmore Village Centre	0.63	0.00	0.00	0.02	0.00	0.00	0.00	0.61	0.00
East Leake Village Centre	5.57	0.00	0.00	0.00	0.00	0.00	0.00	5.57	0.00
Other, Rushcliffe	0.26	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.00
Ruddington Village	2.64	0.00	0.00	0.00	0.00	0.00	0.00	2.64	0.00
Other, Zone 7	0.24	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00
<b>Sub-Total Zone 7</b>	<b>9.35</b>	<b>0.00</b>	<b>0.00</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>9.33</b>	<b>0.00</b>

TABLE 25B: TOTAL COMPARISON SHOPPING PATTERNS BASED ON EXPENDITURE

DESTINATION STUDY AREA	TOTAL TOTAL COMP (%)	ZONE 1 TOTAL COMP (%)	ZONE 2 TOTAL COMP (%)	ZONE 3 TOTAL COMP (%)	ZONE 4 TOTAL COMP (%)	ZONE 5 TOTAL COMP (%)	ZONE 6 TOTAL COMP (%)	ZONE 7 TOTAL COMP (%)	ZONE 8 TOTAL COMP (%)
<b>Zone 1</b>									
Home Bargains, Devonshire Square, Loughborough	0.1%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Loughborough Town Centre	24.6%	45.1%	47.5%	40.8%	33.9%	3.2%	9.5%	18.2%	16.2%
Marks & Spencer Simply Food, Unit 13-14 The Rushes Shopping Centre,	0.1%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Ashby Road, Loughborough	0.4%	0.8%	1.4%	1.5%	0.0%	0.0%	0.1%	0.3%	0.0%
Shelthorpe District Centre	0.1%	0.8%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Park Road, Shelthorpe, Loughborough	3.9%	12.8%	9.2%	2.2%	4.2%	0.2%	1.7%	0.6%	1.2%
Tesco, Unit 1, The Rushes Shopping Centre, Loughborough	0.7%	0.9%	1.1%	3.3%	0.8%	0.0%	0.0%	0.4%	0.2%
<b>Sub-Total Zone 1</b>	<b>29.9%</b>	<b>60.8%</b>	<b>59.4%</b>	<b>47.9%</b>	<b>38.9%</b>	<b>3.5%</b>	<b>11.3%</b>	<b>19.6%</b>	<b>17.9%</b>
<b>Zone 2</b>									
Aldi, 51 Belton Road, Loughborough	0.2%	0.0%	0.0%	1.2%	0.0%	0.0%	0.1%	0.3%	0.3%
B&M, Willowbrook Park, Loughborough	0.1%	0.0%	0.4%	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%
B&Q, Jubilee Drive, Loughborough	3.4%	4.5%	4.0%	4.2%	4.9%	1.5%	2.6%	3.0%	3.1%
Co-op, Kingtonshole Road, Loughborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gorse Covert District Centre	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Home Bargains, Belton Road, West Extension, Loughborough	0.1%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Lidl, Station Avenue, Loughborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Morrisons, Gorse Covert District Centre, Maxwell Drive, Loughborough	0.5%	0.0%	2.3%	2.3%	0.0%	0.4%	0.0%	0.0%	0.5%
Regents Place Retail Park, Derby Road, Loughborough	4.8%	6.8%	10.0%	7.7%	7.1%	2.1%	0.8%	4.3%	4.1%
Sharply Road Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tops Tiles, Jubilee Drive, Loughborough	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wickes, Belton Road, Loughborough	0.2%	0.2%	0.3%	0.1%	0.4%	0.0%	0.0%	0.0%	0.3%
Willowbrook Retail Park, Derby Road, Loughborough	1.6%	4.4%	2.4%	2.4%	1.5%	0.2%	0.1%	1.5%	0.9%
Other, Zone 2	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
<b>Sub-Total Zone 2</b>	<b>11.0%</b>	<b>16.2%</b>	<b>19.7%</b>	<b>18.3%</b>	<b>13.9%</b>	<b>4.3%</b>	<b>4.1%</b>	<b>9.6%</b>	<b>9.3%</b>
<b>Zone 3</b>									
Asda, 25 Charnwood Street, Shepshed	0.7%	0.0%	0.0%	4.7%	1.4%	0.0%	0.0%	0.0%	1.4%
Co-op Extra, The Hallcroft, Shepshed	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Anson Road, Shepshed	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Shepshed District Centre	1.1%	0.4%	0.5%	6.6%	0.2%	0.2%	0.0%	0.2%	3.5%
<b>Sub-Total Zone 3</b>	<b>1.8%</b>	<b>0.4%</b>	<b>0.5%</b>	<b>11.4%</b>	<b>1.6%</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.2%</b>	<b>4.9%</b>
<b>Zone 4</b>									
Barrow Upon Star District Centre	0.2%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Mountsorrel Village Centre	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
Sileby District Centre	0.2%	0.2%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%
Other, Zone 4	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.7%	0.0%
<b>Sub-Total Zone 4</b>	<b>0.5%</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>
<b>Zone 5</b>									
Aldi, 1169 Melton Road, Syston	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
Asda, Inglenook Park, Barkby Thorpe Lane, Thurmaston	1.8%	0.8%	0.0%	0.0%	0.9%	10.9%	0.7%	0.0%	0.0%
East Goscote Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
Marks & Spencer Simply Food, Unit 8, Thurmaston Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
Melton Road Local Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.1%	0.0%
Syston District Centre	1.7%	0.0%	0.0%	0.1%	0.9%	11.5%	0.4%	0.0%	0.0%
Tesco Metro, 1197 Melton Road, Syston	0.4%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%
Thurmaston Shopping Centre, Barkby Thorpe Lane, Thurmaston	2.4%	0.4%	0.3%	0.0%	3.9%	9.2%	3.8%	0.0%	0.0%
Thurmaston Village Centre	0.7%	0.0%	0.0%	0.0%	0.5%	3.2%	1.1%	0.0%	0.0%
Other, Zone 5	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.3%	0.0%	0.0%
<b>Sub-Total Zone 5</b>	<b>7.4%</b>	<b>1.3%</b>	<b>0.3%</b>	<b>0.1%</b>	<b>6.3%</b>	<b>40.0%</b>	<b>6.6%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>Zone 6</b>									
Anstey District Centre	0.8%	0.2%	0.2%	0.2%	1.3%	0.8%	2.7%	0.0%	0.0%
Birstall Village Centre	1.2%	0.0%	0.0%	0.0%	0.3%	0.3%	6.8%	0.0%	0.0%
Co-op, 132 Rooley Road, Mountsorrel	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
Leicester Road / Market Place, Mountsorrel Local Centre	0.6%	0.5%	0.0%	0.0%	2.7%	0.8%	0.0%	0.0%	0.5%
Markfield Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Quorn Local Centre	0.2%	0.0%	0.0%	0.0%	0.4%	0.0%	0.8%	0.0%	0.0%
Rothley Local Centre	0.2%	0.1%	0.0%	0.0%	0.6%	0.1%	0.6%	0.0%	0.0%
Waitrose (former Budgens), Granite Way, Mountsorrel, Loughborough	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%
Wymore Garden Centre, Loughborough Road, Rothley LE7 7NL	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%
Other, Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Sub-Total Zone 6</b>	<b>3.3%</b>	<b>0.9%</b>	<b>0.2%</b>	<b>0.2%</b>	<b>6.1%</b>	<b>2.2%</b>	<b>12.7%</b>	<b>0.0%</b>	<b>0.6%</b>
<b>Zone 7</b>									
Bradmore Village Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
East Leake Village Centre	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%
Other, Rushcliffe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Ruddington Village	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%
Other, Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
<b>Sub-Total Zone 7</b>	<b>1.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>8.9%</b>	<b>0.0%</b>
<b>Zone 8</b>									
B&M Bargains, Whitwick Road, Stephenson Way, Coalville LE67 3JN	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%
Castle Donington Town Centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%
Kegworth Village Centre	0.4%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	1.3%	1.5%
Morrisons, Whitwick Road, Coalville	0.3%	0.0%	0.0%	0.5%	0.0%	0.0%	1.1%	0.0%	0.5%
Whitwick Village Centre	0.3%	0.0%	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	1.8%
<b>Sub-Total Zone 8</b>	<b>1.3%</b>	<b>0.0%</b>	<b>0.3%</b>	<b>0.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.1%</b>	<b>1.3%</b>	<b>6.2%</b>
<b>Zones 1-6 Sub-Total</b>	<b>53.9%</b>	<b>79.7%</b>	<b>80.0%</b>	<b>77.9%</b>	<b>70.4%</b>	<b>50.1%</b>	<b>34.6%</b>	<b>30.1%</b>	<b>32.7%</b>
<b>Inside Study Area Sub-Total</b>	<b>56.4%</b>	<b>79.7%</b>	<b>80.3%</b>	<b>78.8%</b>	<b>70.4%</b>	<b>50.1%</b>	<b>35.7%</b>	<b>40.2%</b>	<b>38.9%</b>
<b>Outside Study Area</b>									
Aldi, Thormoor Road, Coalville	0.1%	0.0%	0.0%						

**WYG PLANNING**  
**CHARNWOOD BOROUGH RETAIL STUDY**

**TABLE 26: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN CHARNWOOD BOROUGH**

**Table 26a: Estimated 'Capacity' for Comparison Goods Facilities in Charnwood**

Year	Turnover of Existing Stores <sup>1</sup> £m	Market Share of Study Area Expenditure %	Expenditure Available <sup>2</sup> £m	Surplus Expenditure £m
2018	405.7	53.9%	405.7	0.0
2023	452.4	53.9%	479.4	27.0
2028	504.9	53.9%	583.7	78.8
2033	562.9	53.9%	707.8	144.9
2036	600.9	53.9%	792.4	191.5

Notes

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

2. Turnover at 2016 sourced from Table 25 and available expenditure derived from total expenditure (Table 7) multiplied by Charnwood's market share (derived from Table 25)

**Table 26b: Quantitative Need for Additional Floorspace in Charnwood – Comparison Goods**

Year	Surplus Expenditure £m	Comparison Goods	
		Min <sup>1*</sup> sq.m	Max <sup>2*</sup> sq.m
2018	0.0	0	0
2023	27.0	5,300	8,000
2028	78.8	13,800	20,900
2033	144.9	22,800	34,500
2036	191.5	27,000	40,900

Notes

1. Average sales density assumed to be £5,000 per sq.m

2. Average sales density assumed to be £3,000 per sq.m

\* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

**Table 26c: Net Quantitative Need for Additional Floorspace in Charnwood - Comparison Goods**

Year	Surplus Expenditure £m	Commitments <sup>1</sup> £m	Residual Expenditure £m	Floorspace Requirement	
				Min <sup>2*</sup> sq.m	Max <sup>3*</sup> sq.m
2018	0.0	50.7	-50.7	-10,100	-16,900
2023	27.0	56.5	-29.6	-5,800	-8,800
2028	78.8	63.1	15.7	2,800	4,200
2033	144.9	70.4	74.5	11,700	17,700
2036	191.5	75.1	116.4	16,400	24,900

Notes

1. Planning commitments taken from Table 32

2. Average sales density assumed to be £5,000 per sq.m

3. Average sales density assumed to be £3,000 per sq.m

\* Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 15 (December 2017)

**Table 26d: Comparison Commitments in Charnwood**

Scheme	Application number	Address	Gross floorspace	Net Comparison	Sales Density	Comparison Turnover	Percentage Drawn from Charnwood	Turnover Drawn from Charnwood	Status
Erection of retail store (class A1) with associated car parking and landscaping following demolition of existing buildings.	P/16/2141/2	Land to the North of Station Avenue, Loughborough, Leicestershire	2460	285	6,995	2.0	100%	2.0	Work due to commence
Erection of food retail store (Class A1), coffee shop with drive through and take away facility (Class A3/A5), three retail units (Class A1/A2/A3) with associated access, car parking and landscaping.	P/17/0942/2	Land at Allendale Road, Loughborough, Leicestershire LE11 2HX	1800	251	8,883	2.2	100%	2.2	Conditions discharged.
Demolition of existing buildings and erection of a non-food shopping park (Class A1) and complementary A3 uses together with access and servicing arrangements; car parking and landscaping and associated works including closure of Everard Way to create new pedestrian link into Fosse Shopping Park	15/0577/FUL (Blaby Authority Reference)	Everards Brewery - Fosse Park	26758	20,139	-	99.4	2%	2.0	Conditions discharged.
<b>Commitments Associated with Sustainable Urban Extensions</b>									
Hybrid application for mixed-use residential led development	P/13/2498/2	North East Loughborough SUE	-	-	-	33.8	100%	33.8	Work phased as part of SUE
Hybrid application for mixed-use residential led development	P/14/1833/2	West of Loughborough SUE	-	960	5,000	4.8	100%	4.8	Work phased as part of SUE
Erection of building to provide 4 retail units and 6 residential units with associated parking.	P/15/0421/2	Local Centre Site, Hallam Fields Road, Birstall, Leicester, LE4 3LH	543	489	5,000	2.4	100%	2.4	Work associated with delivery of residential development
Outline permission for Sustainable Urban Extension (SUE) of up to 1650 dwellings, up to 15ha of employment land, local centre, community resource centre, reserved land for travelling showpeople sites, primary school, allotments, open space and other associated works.	P/16/1660/2	Land North of Birstall	-	700	5,000	3.5	100%	3.5	Application submitted. Work not yet commenced.

Notes

a. Floorspace taken from application documents for each respective application

b. Sales density is WYG professional judgement

c. Percentage drawn from Charnwood Borough is WYG professional judgement based on existing shopping patterns