

Appendix 7: Quantitative Capacity Assessment

Stoke and Newcastle under Lyme Retail Study 2019
Nexus Planning

Table 1: Population and convenience goods expenditure per capita

Zone	Population					Per capita expenditure (£)						
	2019	2023	2028	2029	2033	2017 <i>inc SFT</i>	2017	2019	2023 <i>Convenience</i>	2028	2029	2033
1	83,144	85,232	87,831	88,352	90,443	2,015	1,946	1,972	1,970	1,970	1,972	1,976
2	15,166	15,732	16,405	16,540	17,092	2,323	2,244	2,273	2,271	2,271	2,273	2,278
3	78,922	79,630	80,447	80,603	81,242	2,110	2,038	2,065	2,063	2,063	2,065	2,069
4	44,844	46,325	48,173	48,549	50,042	2,150	2,077	2,104	2,102	2,102	2,104	2,108
5	42,784	43,701	44,816	45,040	45,930	1,976	1,909	1,934	1,932	1,932	1,934	1,938
6	25,195	25,591	26,086	26,184	26,580	1,975	1,908	1,933	1,931	1,931	1,933	1,937
7	27,338	28,334	29,562	29,813	30,800	2,129	2,057	2,083	2,081	2,081	2,083	2,088
8	21,024	21,207	21,457	21,494	21,639	2,235	2,159	2,187	2,185	2,185	2,187	2,192
9	66,901	67,406	67,840	67,907	68,147	2,361	2,281	2,310	2,308	2,308	2,310	2,315
10	32,979	33,706	34,296	34,384	34,759	2,387	2,306	2,336	2,334	2,334	2,336	2,341
11	51,341	52,214	53,149	53,324	53,749	2,483	2,399	2,430	2,427	2,427	2,430	2,435
12	87,758	90,942	94,932	95,731	98,918	2,122	2,050	2,077	2,075	2,075	2,077	2,081
13	12,230	12,787	13,491	13,629	14,172	2,622	2,533	2,566	2,563	2,563	2,566	2,571
Total	589,625	602,806	618,485	621,550	633,513							

Notes:

a. Zones based on the following post code sectors

1. ST1 1, ST1 2, ST1 3, ST1 4, ST1 5, ST1 6, ST2 0, ST2 7, ST2 8, ST2 9, ST4 2, ST4 3
2. ST7 8, CW3 9
3. ST3 1, ST3 2, ST3 3, ST3 4, ST3 5, ST3 6, ST3 7, ST11 9
4. ST4 1, ST4 4, ST4 5, ST4 6, ST4 7, ST4 8
5. ST6 1, ST6 2, ST6 3, ST6 4, ST6 7, ST6 8
6. ST6 5, ST6 6
7. ST7 1, ST7 4
8. ST8 6, ST8 7
9. ST9 0, ST9 9, ST10 1, ST10 2, ST10 3, ST10 4, ST13 5, ST13 6, ST13 7, ST13 8
10. ST12 9, ST15 0, ST15 8, ST21 6
11. CW12 1, CW12 2, CW12 3, CW12 4, ST7 2, ST7 3
12. ST5 0, ST5 1, ST5 2, ST5 3, ST5 4, ST5 5, ST5 6, ST5 7, ST5 8, ST5 9
13. TF9 2, TF9 4

b. Per capita expenditure derived from Experian MMG3 data (2018 report)

c. Population derived from Experian MMG3 data (2018 report)

d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 16

e. Per capita expenditure projected forward using 'adjusted SFT' forecast growth rates taken from Figure 6 of Experian Retail Planner Briefing Note 16

2017 Prices

Stoke and Newcastle under Lyme Retail Study 2019
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Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m)					Growth (£m)			
	Convenience					Convenience			
	2019	2023	2028	2029	2033	2019-2023	2019-2028	2019-2029	2019-2033
1	164.0	167.9	173.0	174.2	178.7	3.9	9.1	10.3	14.7
2	34.5	35.7	37.3	37.6	38.9	1.3	2.8	3.1	4.5
3	163.0	164.3	165.9	166.4	168.1	1.3	3.0	3.5	5.1
4	94.4	97.4	101.3	102.1	105.5	3.0	6.9	7.8	11.1
5	82.7	84.4	86.6	87.1	89.0	1.7	3.8	4.4	6.3
6	48.7	49.4	50.4	50.6	51.5	0.7	1.7	1.9	2.8
7	57.0	59.0	61.5	62.1	64.3	2.0	4.6	5.2	7.3
8	46.0	46.3	46.9	47.0	47.4	0.4	0.9	1.0	1.4
9	154.6	155.6	156.6	156.9	157.8	1.0	2.0	2.3	3.2
10	77.0	78.7	80.0	80.3	81.4	1.6	3.0	3.3	4.3
11	124.8	126.7	129.0	129.6	130.9	2.0	4.3	4.8	6.1
12	182.2	188.7	196.9	198.8	205.8	6.4	14.7	16.6	23.6
13	31.4	32.8	34.6	35.0	36.4	1.4	3.2	3.6	5.1
Total	1260.1	1286.8	1320.0	1327.8	1355.6	26.7	59.9	67.7	95.6

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend

Zone	Expenditure (£m)		
	Convenience (2019)		
	Main	Top-up	Total
1	123.0	41.0	164.0
2	25.9	8.6	34.5
3	122.2	40.7	163.0
4	70.8	23.6	94.4
5	62.0	20.7	82.7
6	36.5	12.2	48.7
7	42.7	14.2	57.0
8	34.5	11.5	46.0
9	115.9	38.6	154.6
10	57.8	19.3	77.0
11	93.6	31.2	124.8
12	136.7	45.6	182.2
13	23.5	7.8	31.4
Total	945.1	315.0	1,260.1

Notes:

a. Zones based on the following post code sectors

1. ST1 1, ST1 2, ST1 3, ST1 4, ST1 5, ST1 6, ST2 0, ST2 7, ST2 8, ST2 9, ST4 2, ST4 3
2. ST7 8, CW3 9
3. ST3 1, ST3 2, ST3 3, ST3 4, ST3 5, ST3 6, ST3 7, ST11 9
4. ST4 1, ST4 4, ST4 5, ST4 6, ST4 7, ST4 8
5. ST6 1, ST6 2, ST6 3, ST6 4, ST6 7, ST6 8
6. ST6 5, ST6 6
7. ST7 1, ST7 4
8. ST8 6, ST8 7
9. ST9 0, ST9 9, ST10 1, ST10 2, ST10 3, ST10 4, ST13 5, ST13 6, ST13 7, ST13 8
10. ST12 9, ST15 0, ST15 8, ST21 6
11. CW12 1, CW12 2, CW12 3, CW12 4, ST7 2, ST7 3
12. ST5 0, ST5 1, ST5 2, ST5 3, ST5 4, ST5 5, ST5 6, ST5 7, ST5 8, ST5 9
13. TF9 2, TF9 4

b. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

c. Ratio of main food shopping to top-up food shopping assumed to be 75:25 in line with Nexus Planning professional judgement

2017 Prices

Stoke and Newcastle under Lyme Retail Study 2019
Nexus Planning

Table 5: Survey-derived and benchmark turnover of foodstores

Destination	Gross Floorpace (sq m)	Net Sales Area (sq m)	Net Convenience Sales Area (A) (sq m)	Sales Density (B) (£ per sq m)	Benchmark Turnover (AxB) (£m)	Survey Turnover (£m)	Overtrading (£m)
Zone 1							
Stoke-on-Trent							
Aldi, Leek New Road, Norton	1,854	1,278	1,115	10,517	11.7	30.4	18.7
Aldi, Victoria Road, Berry Hill, Fenton	1,388	957	835	10,517	8.8	24.4	15.6
Asda, Victoria Road, Berry Hill, Fenton	644	476	381	13,268	5.1	10.4	5.3
Asda, Werrington Road, Stoke-on-Trent	1,379	828	662	13,268	8.8	6.9	-1.9
B&M, Old Hall Street, Stoke-on-Trent	2,247	1,573	786	3,517	2.8	1.5	-1.2
Co-op, Christchurch Street, Fenton	510	307	277	10,514	2.9	5.1	2.2
Co-op, Hanley Road, Sneyd Green	360	252	227	10,514	2.4	1.2	-1.2
Co-op, Keelings Road, Stoke-on-Trent	275	165	149	10,514	1.6	0.8	-0.8
Co-op, Millrise Road, Milton	583	252	227	10,514	2.4	4.2	1.8
Co-op, Werrington Road, Stoke-on-Trent	1,379	830	748	10,514	7.9	0.4	-7.5
Farmfoods, Leek Road, Hanley	1,100	660	627	6,362	4.0	1.7	-2.3
Heron Foods, Devonshire Square, Bentilee	613	272	258	7,437	1.9	0.3	-1.7
Heron Foods, Leek Road, Abbey Hulon	331	215	204	7,437	1.5	1.9	0.3
H H Jacksons, Fenpark Road, Stoke-on-Trent	100	-	-	-	1.0	1.0	0.0
Iceland, Charles Street, City Centre (Hanley)	612	306	292	6,663	1.9	1.7	-0.3
Lidl, Dividy Road, Bentilee	1,947	1,393	1,115	9,814	10.9	8.0	-3.0
Local shops, Bucknall Local Centre	-	-	-	-	0.6	0.6	0.0
Local shops, Hanley Town Centre	-	-	-	-	1.5	1.5	0.0
Local shops, Shelton Local Centre	-	-	-	-	0.6	0.6	0.0
Marks & Spencer, Upper Market Square, City Centre (Hanley)	1,703	1,022	935	10,176	9.5	6.6	-2.9
McColls, Leek Road, Hanley	203	132	119	5,885	0.7	0.5	-0.2
Morrisons, Festival Park, Ridgeway Drive, Stoke-on-Trent	8,256	4,833	3,636	12,293	44.7	43.9	-0.8
Nisa, Millrise Road, Milton	258	181	163	7,000	1.1	0.1	-1.0
One Stop, King Street, Fenton	240	168	151	8,067	1.2	0.0	-1.2
One Stop, The Hillberry, Dividy Road, Wrinethill	381	267	240	8,067	1.9	0.0	-1.9
Sainsbury's, Etruria Road, Stoke-on-Trent	5,746	3,263	2,423	6,572	27.7	21.3	-6.4
Spar, Caudon Road, Stoke-on-Trent	168	117	106	7,786	0.8	0.0	-0.8
Tesco Extra, Clough Street, Stoke-on-Trent	11,109	7,619	4,952	13,401	66.4	22.9	-43.4
Sub Total					232.5	197.9	-34.5
Zone 2							
Newcastle-under-Lyme							
Betley Post Office & Village Shop, Bow Hill House, Main Road, Betley	55	-	-	-	0.4	0.4	0.0
Co-op, Church Street, Audley	363	218	196	10,514	2.1	1.6	-0.5
Co-op, Morningside, Madeley Crewe, Madeley	211	112	101	10,514	1.1	0.6	-0.5
Local shops, Betley Village Centre	-	-	-	-	0.5	0.5	0.0
Local shops, Signal End Local Centre	-	-	-	-	0.4	0.4	0.0
Local shops, Madeley Town Centre	-	-	-	-	0.3	0.3	0.0
Local shops, Wrinethill Village Centre	-	-	-	-	0.1	0.1	0.0
Londis, Ravenst Lane, Signal End, Stoke-on-Trent	85	66	60	7,457	0.4	0.2	-0.3
One Stop, Newcastle Road, Madeley	173	121	109	8,067	0.9	0.9	0.0
Tesco Express, Church Street, Audley	474	331	298	13,401	4.0	0.8	-3.2
Sub Total					10.1	5.7	-4.5
Zone 3							
Stoke-on-Trent							
Aldi, Whittle Road, Meir Retail Park, Meir	1,439	992	815	10,517	8.6	27.6	19.0
B&M, The Strand, Longton	2,461	1,723	823	3,268	2.8	2.0	-0.7
Co-op, Belgrave Road, Longton	547	329	296	10,514	3.1	3.0	-0.1
Co-op, Finstock Avenue, Stoke-on-Trent	484	291	262	10,514	2.8	0.0	-2.8
Co-op, Heathcote Street, Stoke-on-Trent	547	329	296	10,514	3.1	1.0	-2.1
Co-op, New Kingsway, Stoke-on-Trent	371	260	234	10,514	2.5	1.3	-1.2
Co-op, Old Sal, Heathcote Street, Stoke-on-Trent	393	275	248	10,514	2.6	0.3	-2.4
Co-op, Weston Road, Stoke-on-Trent	832	499	450	10,514	4.7	0.4	-4.3
Farmfoods, Ederston Road, Longton	334	801	761	6,362	4.8	1.4	-3.4
Home Bargains, Chancery Lane, Longton	864	605	303	6,572	2.0	0.6	-0.4
Iceland, Bennett Precinct, Longton	860	430	410	6,663	2.7	0.3	-2.4
Lidl, The Strand, Longton	1,290	923	739	9,814	7.3	9.3	2.0
Local shops, Longton District Centre	-	-	-	-	2.2	2.2	0.0
Local shops, Meir Town Centre	-	-	-	-	0.0	0.0	0.0
McColls, Anchor Road, Stoke-on-Trent	203	132	119	5,885	0.7	1.3	0.6
One Stop, Burton Road, Stoke-on-Trent	263	184	166	8,067	1.3	0.3	-1.0
One Stop, Lysander Road, Meir Park	271	190	171	8,067	1.4	0.5	-0.9
One Stop, Sandon Road, Stoke-on-Trent	190	133	120	8,067	1.0	1.2	0.2
Tesco Express, Amison Street, Meir Hay, Longton	319	224	202	13,401	2.7	8.0	5.3
Tesco Extra, Longton Retail Park, Baths Road, Longton	10,333	7,087	4,579	13,401	61.4	47.1	-14.2
Tesco Superstore, Lysander Road, Meir Retail Park, Meir	7,381	4,885	3,156	13,401	42.3	59.1	16.8
Sub Total					159.9	168.1	8.1
Zone 4							
Stoke-on-Trent							
Aldi, Newcastle Road, Springfields, Stoke-on-Trent	1,235	852	700	10,517	7.4	34.0	26.7
Aldi, Stanley Matthews Way, Trentham	1,534	1,057	869	10,517	9.1	26.1	17.0
Co-op, Hartshill Road, Central, Stoke-on-Trent	364	219	197	10,514	2.1	0.7	-1.4
Co-op, Manor Court Street, Penkhull	198	119	107	10,514	1.1	0.6	-0.5
Co-op, Mayne Street, Hanford	1,000	602	542	10,514	5.7	5.8	0.1
Heron Foods, Camptall Place, Stoke-on-Trent	701	461	435	7,437	1.7	0.2	-1.5
Iceland, Boothen Park, London Road, Stoke-on-Trent Town Centre	865	433	413	6,663	2.7	2.7	0.0
Iceland, Springfield Retail Park, Newcastle-under-Lyme, Stoke-on-Trent	965	627	598	6,663	4.0	1.1	-2.9
Lidl, Boothen Park, Stoke-on-Trent Town Centre	1,111	795	636	9,814	6.2	2.9	-3.3
Local shops, Stoke-on-Trent Town Centre	-	-	-	-	1.0	1.0	0.0
One Stop, The Lea, Trentham	190	133	120	7,746	0.9	0.6	-0.3
Sainsbury's, Minton House, London Road, Stoke-on-Trent Town Centre	7,602	4,685	3,210	11,356	36.4	11.6	-24.8
Tesco Express, Esso Garage, Hartshill Road, Hartshill	308	216	194	13,401	2.6	2.4	-0.2
Tesco Superstore, Newcastle Road, Springfields, Stoke-on-Trent	5,469	3,346	2,162	13,401	29.0	39.3	10.3
Sub Total					110.0	129.0	19.0
Zone 5							
Stoke-on-Trent							
Aldi, Brownhills Road, Tunstall	1,744	1,046	860	10,517	9.0	26.2	17.1
Asda, Scotia Road, Tunstall	1,210	977	610	13,268	8.1	8.1	0.0
Co-op, High Lane, Tunstall	159	158	142	10,514	1.5	0.2	-1.3
Co-op, Knypersley Road, Norton	499	364	328	10,514	3.4	2.8	-0.6
Heron Foods, Ford Green Road, Smallthome	488	261	235	7,437	1.7	1.1	-0.7
Home Bargains, Newcastle Street, Burslem	1,238	867	433	6,572	2.8	1.3	-1.6
McColls, Newcastle Street, Burslem	187	232	220	5,885	1.3	0.3	-1.0
Sub Total					28.0	39.9	12.0
Zone 6							
Stoke-on-Trent							
Asda, Scotia Road, Tunstall (opposite Matalan / Next)	7,090	4,320	2,698	13,268	35.8	43.0	7.2
Home Bargains, Alexandra Retail Centre, Beaumont Road, Stoke-on-Trent	451	316	158	6,572	1.0	0.3	-0.7
Iceland, Alexandra Retail Park, Tunstall	836	418	398	6,663	2.7	0.3	-2.3
Lidl, High Street, Tunstall	2,061	1,474	1,180	9,814	11.6	11.4	-0.2
Local shops, Chell Local Centre	-	-	-	-	0.1	0.1	0.0
Local shops, Tunstall Town Centre	-	-	-	-	1.3	1.3	0.0
Londis, Biddulph Road, Stoke-on-Trent	120	84	76	7,457	0.6	0.0	-0.6
Tesco Express, Biddulph Road, Great Chell	364	252	227	13,401	3.0	2.4	-0.6
Sub Total					56.1	58.9	2.8
Zone 7							
Newcastle-under-Lyme							
Aldi, Liverpool Road, Kildgrove	1,314	906	745	10,517	7.8	25.2	17.4
Co-op, Cedar Avenue, Central, Talke	395	277	249	10,514	2.6	1.8	-0.8
Co-op, Whitehill Road, Kildgrove	447	269	242	10,514	2.5	4.7	2.2
Home Bargains, Freepoint Outlet Mall, Pit Lane, Talke	1,610	1,127	563	6,572	3.7	0.7	-3.0
Home Bargains, Market Street, Kildgrove	916	641	320	6,572	2.1	2.1	0.0
Local shops, Kildgrove Town Centre	-	-	-	-	0.8	0.8	0.0
McColls, High Street, Talke	279	155	147	5,885	0.9	0.4	-0.4
Tesco Superstore, Liverpool Road, Kildgrove	3,897	2,385	1,541	13,401	20.7	28.5	7.9
Local shops, Packmoor Village Centre	-	-	-	-	0.1	0.1	0.0
Sub Total					41.3	64.9	23.6
Zone 12							
Newcastle-under-Lyme							
Aldi, Blackfriars Road, Newcastle-under-Lyme	1,519	1,047	861	10,517	9.1	23.9	14.8
Asda, Morris Square, Kyme, Wolstanton	1,285	934	583	13,268	7.7	27.5	19.7
Asda, Wolstanton Retail Park, Newcastle-under-Lyme	8,991	5,478	3,422	13,268	45.4	29.0	-16.4
Co-op, Barbridge Road, Chesterton	234	141	127	10,514	1.3	1.4	0.1
Co-op, Clayton Road, Clayton, Newcastle-under-Lyme	274	159	143	10,514	1.5	2.8	1.3
Co-op, Hanbridge Avenue, Bradwell, Newcastle-under-Lyme	422	252	227	10,514	2.4	2.1	-0.3
Co-op, High Street, Wolstanton	96	58	52	10,514	0.5	1.4	0.8
Co-op, London Road, Chesterton	557	334	301	10,514	3.2	0.0	-3.2
Co-op, The Parade, Silverdale	364	252	227	10,514	2.4	1.1	-1.3
Co-op, Westbury Centre, Westbury Road, Newcastle-under-Lyme	547	329	296	10,514	3.1	3.4	0.3
Heron Foods, Castle Walk, Newcastle-under-Lyme	388	164	148	7,437	1.1	0.7	-0.4
Heron Foods, Hanbridge Avenue, Bradwell	425	276	248	7,437	1.8	0.0	-1.8
Home Bargains, Castle Walk, Newcastle	765	536	268	6,572	1.8	0.2	-1.6
Iceland, Roebuck Centre, Newcastle-under-Lyme	750	515	491	6,663	3.3	1.2	-2.1
Lidl, Lower Street, Newcastle-under-Lyme	1,342	960	769	9,814	7.5	9.0	1.4
Local shops, Newcastle-under-Lyme Town Centre	-	-	-	-	1.8	1.8	0.0
Local shops, Silverdale Village Centre	-	-	-	-	0.4	0.4	0.0
Local shops, Wolstanton Village Centre	-	-	-	-	0.0	0.0	0.0
Marks & Spencer, Wolstanton Retail Park, Newcastle-under-Lyme	1,456	873	799	10,176	8.1	3.8	-4.4
McColls, High Street, Maybank, Newcastle-under-Lyme	318	223	200	5,885	1.2	0.0	-1.2
McColls, Oxford Road, Basford	219	142	128	5,885	0.8	0.3	-0.4
Morrisons, Goose Street, Newcastle-under-Lyme	5,814	3,403	2,560	12,293	31.5	24.2	-7.3
Morrisons, Lower Millhouse Lane, Newcastle-under-Lyme	6,487	3,797	2,856	12,293	35.1	28.5	-6.6
Nisa, Paris Avenue, Newcastle-under-Lyme	403	282	254	7,000	1.8	1.1	-0.7
Plant & Wilton, The Stores, Main Road, Baldwins Gate	153	-	-	-	0.3	0.3	0.0
Premier, Greyhound Court, Madeley	113	71	71	6,689	0.5	0.0	-0.5
Premier, Keele Road, Higherland	85	60	54	6,689	0.4	0.4	0.1
Premier, Northwood Lane, Newcastle-under-Lyme	73	51	46	6,689	0.3	0.0	-0.3
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	9,057	4,645	3,182	11,356	36.1	28.4	

Table 6a: Estimated capacity for additional convenience goods across Joint Local Plan area

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2019	854.4	861.8	0.0	7.4
2023	867.3	880.1	0.0	12.8
2028	870.8	902.8	0.0	32.0
2029	870.8	908.1	0.0	37.3
2033	870.8	927.2	0.0	56.4
Study Area Market Share (%)		68.4		

- a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
b. Assumes constant market share claimed by Newcastle-under-Lyme and Stoke-on-Trent facilities of 68.4% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace across Joint Local Plan area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2019	7.4	600	1,100
2023	12.8	1,100	1,800
2028	32.0	2,600	4,500
2029	37.3	3,100	5,200
2033	56.4	4,600	7,900

- a. Average sales density assumed to be £11,952 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £7,000 which is indicative of discount operator
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16 (December 2018)

Table 6c: Extant convenience goods commitments in Joint Local Plan Area

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimated Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Stoke-on-Trent							
Zone 1							
Warner Street/Broad Street/Potteries Way	51551	Office-led mixed-use scheme with 1,970 sq.m of retail floorspace to be built out. Assumed that this will be one third convenience, one third comparison and one third retail service.	1,379	460	7,000	3.2	Extant
Zone 3							
Former Dresden Primary School, Belgrave Road, Dresden	56751	Demolition of former school and erection of foodstore	356	338	10,000	3.4	Under construction
Lightwood Tavern, 581 Lightwood Road	60965	Change of use to retail convenience store	277	263	10,000	2.6	Extant
Zone 4							
Former Dyson Technologies, Shelton New Road	54871	Mixed-use development, including residential, and up to 816 sq.m of Class A1, A2 and A5 floorspace. Assumed that one third of this would be Class A1 retail, split evenly between convenience and comparison goods	571	286	7,000	2.0	Extant
Land to the side and rear of London House	58372	Retail unit below student accommodation - assumed most likely to be occupied by convenience goods retailer	154	146	7,000	1.0	Extant
City General Hospital	58753	Two storey hospital building with retail and service units (amounting to 1,463 sq.m) on ground floor. Assumed that this will be one third convenience, one third comparison and one third retail service	1,024	341	10,000	3.4	Extant
Aldi, Newcastle Road, Stoke-on-Trent	58349	Single storey extension to store	291	262	10,517	2.8	Under construction
Zone 6							
Clanway Farm Local Centre		Mixed-use allocation providing for up to 1,000 sq.m of retail. Assumed that this will be one third convenience, one third comparison and one third retail service.	700	233	7,000	1.6	Extant
Newcastle-under-Lyme							
Zone 7							
Unit 7, Linley Trading Estate	14/00363/REM	Employment uses with small/medium-sized A1 retail foodstore (with 1,386 sq.m of floorspace)	832	707	11,372	8.0	Extant
Zone 12							
5-9 High Street, Newcastle-under-Lyme	14/00192/FUL	Change of use of medical practice to two retail units. Assumed that one will be convenience and one comparison	216	108	7,000	0.8	Under construction
The Zanzibar, Marsh Parade, Newcastle-under-Lyme	15/01061/COU	Change of use from nightclub to Class A1 retail and Class A3 restaurant use. Assumed that the 1,050 sq.m of retail floorspace will be one third convenience, one third comparison and one third retail service	735	245	7,000	1.7	Under construction
Sub Total Stoke-on-Trent			4,753	2,330		20.1	
Sub Total Newcastle-under-Lyme			1,782	1,060		10.5	
Total			6,535	3,389		30.6	

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Joint Local Plan area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2019	7.4	30.6	-23.2	-1,900	-3,300
2023	12.8	31.0	-18.2	-1,500	-2,600
2028	32.0	31.2	0.9	100	100
2029	37.3	31.2	6.2	500	900
2033	56.4	31.2	25.3	2,100	3,500

- a. Average sales density assumed to be £11,952 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £7,000 which is indicative of discount operator
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16 (December 2018)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6e: Estimated capacity for additional convenience goods floorspace in Newcastle-under-Lyme

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2019	267.8	267.9	0.0	0.1
2023	271.8	273.6	0.0	1.7
2028	272.9	280.6	0.0	7.7
2029	272.9	282.3	0.0	9.3
2033	272.9	288.2	0.0	15.3
Study Area Market Share (%)		21.3		

- a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
b. Assumes constant market share claimed by Newcastle-under-Lyme facilities at 21.3% from Study Area

Table 6f: Floorspace requirement in Newcastle-under-Lyme after account made of commitments

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2019	0.1	10.5	-10.4	-900	-1,500
2023	1.7	10.7	-8.9	-700	-1,300
2028	7.7	10.7	-3.0	-200	-400
2029	9.3	10.7	-1.4	-100	-200
2033	15.3	10.7	4.6	400	700

- a. Average sales density assumed to be £11,952 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £7,000 which is indicative of discount operator
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16 (December 2018)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6g: Estimated capacity for additional convenience goods floorspace in Stoke-on-Trent

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2019	586.7	594.0	0.0	7.3
2023	595.5	606.6	0.0	11.1
2028	597.9	622.2	0.0	24.3
2029	597.9	625.9	0.0	28.0
2033	597.9	639.0	0.0	41.1
Study Area Market Share (%)		47.1		

- a. Average sales density assumed to be £11,952 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £7,000 which is indicative of discount operator
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16 (December 2018)
d. Assumes constant market share claimed by Stoke-on-Trent facilities at 47.2% from Study Area

Table 6h: Net quantitative capacity for additional convenience goods floorspace in Stoke-on-Trent

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2019	7.3	20.1	-12.7	-1,100	-1,800
2023	11.1	20.4	-9.3	-800	-1,300
2028	24.3	20.4	3.9	300	600
2029	28.0	20.4	7.5	600	1,100
2033	41.1	20.4	20.7	1,700	3,000

- a. Average sales density assumed to be £11,952 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £7,000 which is indicative of discount operator
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16 (December 2018)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

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Table 7a: Population

Zone	Population				
	2019	2023	2028	2029	2033
1	83,144	85,232	87,831	88,352	90,443
2	15,166	15,732	16,405	16,540	17,092
3	78,922	79,630	80,447	80,603	81,242
4	44,844	46,325	48,173	48,549	50,042
5	42,784	43,701	44,816	45,040	45,930
6	25,195	25,591	26,086	26,184	26,580
7	27,338	28,334	29,562	29,813	30,800
8	21,024	21,207	21,457	21,494	21,639
9	66,901	67,406	67,840	67,907	68,147
10	32,979	33,706	34,296	34,384	34,759
11	51,341	52,214	53,149	53,324	53,749
12	87,758	90,942	94,932	95,731	98,918
13	12,230	12,787	13,491	13,629	14,172
Total	589,625	602,806	618,485	633,513	633,513

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£) 2017 with ST										Comparison goods expenditure per capita (£) 2017										Comparison goods expenditure per capita (£) 2019									
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	
1	829	139	289	405	362	310	135	239	2,708	706	118	246	345	309	265	115	204	2,308	724	121	252	353	317	271	118	209	2,366			
2	960	191	398	548	484	397	225	331	3,534	818	163	340	467	412	339	191	282	3,011	838	167	348	479	422	347	196	289	3,087			
3	905	152	334	462	409	339	168	270	3,038	771	129	284	394	348	289	143	230	2,588	790	133	291	403	357	296	147	236	2,653			
4	916	166	366	481	447	364	183	301	3,223	780	142	312	410	380	310	156	257	2,746	800	145	319	420	390	318	159	263	2,815			
5	829	130	288	407	361	301	135	234	2,685	706	111	245	347	308	257	115	199	2,288	724	114	251	355	315	263	118	204	2,345			
6	821	130	284	438	353	303	129	228	2,686	700	111	242	373	301	258	110	194	2,288	717	113	248	383	308	265	113	199	2,346			
7	945	161	338	500	437	351	184	276	3,190	805	137	288	426	372	299	156	235	2,718	825	141	295	437	381	306	160	241	2,786			
8	1,007	183	390	536	483	399	214	321	3,533	858	156	332	457	411	340	182	274	3,011	879	160	340	468	422	349	187	281	3,086			
9	1,023	203	429	572	514	415	237	349	3,742	872	173	366	487	438	354	202	297	3,188	894	177	375	500	449	362	207	305	3,269			
10	1,115	221	474	620	547	461	256	391	4,085	950	188	404	528	466	393	218	333	3,481	974	193	414	542	478	403	224	341	3,568			
11	1,088	205	483	553	578	640	248	382	4,176	927	174	412	471	492	545	211	325	3,558	950	179	422	483	505	559	216	333	3,647			
12	939	170	379	480	439	373	187	305	3,271	800	145	323	409	374	318	160	260	2,787	820	148	331	419	383	326	164	266	2,857			
13	1,159	241	564	723	564	488	288	392	4,420	988	206	481	616	480	416	245	334	3,766	1,013	211	493	632	492	426	252	343	3,861			

Zone	Comparison goods expenditure per capita (£) 2023										Comparison goods expenditure per capita (£) 2028										Comparison goods expenditure per capita (£) 2029										Comparison goods expenditure per capita (£) 2033									
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	
1	797	134	278	389	348	298	130	230	2,604	922	155	321	450	403	345	150	266	3,012	950	159	331	464	415	356	154	274	3,103	1,075	180	375	525	470	403	175	310	3,513				
2	923	184	383	527	465	382	216	318	3,397	1,068	212	443	610	538	442	250	368	3,931	1,100	219	456	628	554	455	257	379	4,048	1,245	248	517	711	627	515	291	429	4,583				
3	870	146	321	444	393	326	162	260	2,920	1,006	169	371	514	454	377	187	300	3,379	1,037	174	382	529	468	388	193	309	3,480	1,174	197	433	599	530	439	218	350	3,940				
4	880	160	351	462	429	350	175	290	3,098	1,019	185	407	535	497	405	203	335	3,585	1,049	190	419	551	512	417	209	345	3,692	1,188	215	474	624	579	472	237	391	4,180				
5	797	125	277	391	347	290	129	225	2,581	922	145	320	453	402	335	150	260	2,986	949	149	330	466	414	345	154	268	3,076	1,075	169	373	528	468	391	175	303	3,482				
6	789	125	273	421	339	291	124	219	2,582	913	144	315	487	392	337	144	254	2,987	941	149	325	502	404	347	148	261	3,077	1,065	168	368	568	457	393	168	296	3,483				
7	908	155	325	481	420	337	177	265	3,067	1,051	179	375	556	486	390	204	307	3,548	1,082	185	387	573	500	402	210	316	3,655	1,225	209	438	648	566	455	238	358	4,137				
8	968	176	375	516	464	384	206	309	3,397	1,120	204	433	597	537	444	238	357	3,930	1,153	210	446	614	553	457	245	368	4,048	1,306	238	505	696	626	517	278	417	4,582				
9	983	195	413	550	494	399	227	336	3,597	1,138	226	477	636	572	462	263	388	4,162	1,172	233	492	655	589	475	271	400	4,287	1,327	263	557	742	667	538	307	453	4,853				
10	1,072	212	456	596	526	443	246	376	3,927	1,240	246	527	690	608	513	285	435	4,544	1,277	253	543	711	626	528	293	448	4,680	1,446	286	615	804	709	598	332	507	5,298				
11	1,046	197	464	532	555	615	238	367	4,014	1,210	228	537	615	643	712	275	424	4,644	1,246	234	553	634	662	733	284	437	4,784	1,411	265	627	717	749	830	321	495	5,416				
12	903	163	364	461	422	358	180	293	3,145	1,044	189	421	534	488	415	208	339	3,638	1,076	194	434	550	503	427	215	349	3,747	1,218	220	491	622	569	484	243	395	4,242				
13	1,114	232	543	695	542	469	277	377	4,249	1,289	268	628	804	627	542	320	436	4,916	1,328	276	647	829	646	559	330	449	5,064	1,503	313	732	938	731	633	373	509	5,732				

- Notes:
- a. Zones based on the following post code sectors
 1. ST1 1, ST1 2, ST1 3, ST1 4, ST1 5, ST1 6, ST2 0, ST2 7, ST2 8, ST2 9, ST4 2, ST4 3
 2. ST7 8, CW3 9
 3. ST3 1, ST3 2, ST3 3, ST3 4, ST3 5, ST3 6, ST3 7, ST11 9
 4. ST4 1, ST4 4, ST4 5, ST4 6, ST4 7, ST4 8
 5. ST6 1, ST6 2, ST6 3, ST6 4, ST6 7, ST6 8
 6. ST6 5, ST6 6
 7. ST7 1, ST7 4
 8. ST8 6, ST8 7
 9. ST9 0, ST9 9, ST10 1, ST10 2, ST10 3, ST10 4, ST13 5, ST13 6, ST13 7, ST13 8
 10. ST12 9, ST15 0, ST15 8, ST21 6
 11. CW12 1, CW12 2, CW12 3, CW12 4, ST7 2, ST7 3
 12. ST5 0, ST5 1, ST5 2, ST5 3, ST5 4, ST5 5, ST5 6, ST5 7, ST5 8, ST5 9
 13. TF9 2, TF9 4
 - b. Per capita expenditure derived from Experian MMG3 data (2018 report)
 - c. Population derived from Experian MMG3 data (2018 report)
 - d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 16

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Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m)										Comparison goods expenditure (£m)										Comparison goods expenditure (£m)									
	2019										2023										2028									
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	
1	60.2	10.1	21.0	29.4	26.3	22.5	9.8	17.4	196.7	67.9	11.4	23.7	33.2	29.7	25.4	11.0	19.6	221.9	81.0	13.6	28.2	39.5	35.4	30.3	13.2	23.4	264.6			
2	12.7	2.5	5.3	7.3	6.4	5.3	3.0	4.4	46.8	14.5	2.9	6.0	8.3	7.3	6.0	3.4	5.0	53.4	17.5	3.5	7.3	10.0	8.8	7.3	4.1	6.0	64.5			
3	62.4	10.5	23.0	31.8	28.2	23.4	11.6	18.6	209.4	69.3	11.6	25.5	35.4	31.3	25.9	12.9	20.7	232.5	81.0	13.6	29.8	41.3	36.6	30.3	15.0	24.2	271.8			
4	35.9	6.5	14.3	18.8	17.5	14.3	7.1	11.8	126.2	40.8	7.4	16.3	21.4	19.9	16.2	8.1	13.4	143.5	49.1	8.9	19.6	25.8	23.9	19.5	9.8	16.1	172.7			
5	31.0	4.9	10.8	15.2	13.5	11.3	5.0	8.7	100.3	34.8	5.5	12.1	17.1	15.2	12.7	5.7	9.8	112.8	41.3	6.5	14.4	20.3	18.0	15.0	6.7	11.7	133.8			
6	18.1	2.9	6.2	9.6	7.8	6.7	2.8	5.0	59.1	20.2	3.2	7.0	10.8	8.7	7.5	3.2	5.6	66.1	23.8	3.8	8.2	12.7	10.2	8.8	3.8	6.6	77.9			
7	22.6	3.8	8.1	11.9	10.4	8.4	4.4	6.6	76.2	25.7	4.4	9.2	13.6	11.9	9.6	5.0	7.5	86.9	31.1	5.3	11.1	16.4	14.4	11.5	6.0	9.1	104.9			
8	18.5	3.4	7.2	9.8	8.9	7.3	3.9	5.9	64.9	20.5	3.7	7.9	10.9	9.8	8.1	4.4	6.5	72.0	24.0	4.4	9.3	12.8	11.5	9.5	5.1	7.7	84.3			
9	59.8	11.9	25.1	33.4	30.1	24.2	13.8	20.4	218.7	66.3	13.2	27.8	37.1	33.3	26.9	15.3	22.6	242.5	77.2	15.3	32.4	43.2	38.8	31.3	17.9	26.3	282.4			
10	32.1	6.4	13.7	17.9	15.7	13.3	7.4	11.3	117.7	36.1	7.2	15.4	20.1	17.7	14.9	8.3	12.7	132.4	42.5	8.4	18.1	23.7	20.9	17.6	9.8	14.9	155.8			
11	48.8	9.2	21.7	24.8	25.9	28.7	11.1	17.1	187.3	54.6	10.3	24.2	27.8	29.0	32.1	12.4	19.1	209.6	64.3	12.1	28.6	32.7	34.2	37.8	14.6	22.6	246.8			
12	72.0	13.0	29.0	36.8	33.6	28.6	14.4	23.4	250.7	82.1	14.8	33.1	41.9	38.4	32.6	16.4	26.7	286.0	99.1	17.9	40.0	50.7	46.3	39.4	19.8	32.2	345.4			
13	12.4	2.6	6.0	7.7	6.0	5.2	3.1	4.2	47.2	14.2	3.0	6.9	8.9	6.9	6.0	3.5	4.8	54.3	17.4	3.6	8.5	10.9	8.5	7.3	4.3	5.9	66.3			
Total	486.3	87.5	191.3	254.6	230.3	199.1	97.4	154.7	1,701.2	547.1	98.5	215.2	286.4	259.1	224.0	109.6	174.1	1,913.9	649.3	116.9	255.4	339.9	307.4	265.7	130.0	206.6	2,271.3			

Zone	Comparison goods expenditure (£m)										Comparison goods expenditure (£m)										Comparison goods growth (£m)										
	2029										2033										2019-2023				2019-2029				2019-2033		
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		2019-2023	2019-2028	2019-2029	2019-2033							
1	83.9	14.1	29.2	41.0	36.7	31.4	13.6	24.2	274.1	97.3	16.3	33.9	47.5	42.5	36.4	15.8	28.0	317.7	25.2	67.9	77.4	121.0									
2	18.2	3.6	7.6	10.4	9.2	7.5	4.3	6.3	67.0	21.3	4.2	8.8	12.1	10.7	8.8	5.0	7.3	78.3	6.6	17.7	20.2	31.5									
3	83.6	14.0	30.8	42.6	37.7	31.3	15.5	24.9	280.5	95.3	16.0	35.1	48.7	43.0	35.7	17.7	28.5	320.1	23.1	62.4	71.1	110.7									
4	50.9	9.2	20.3	26.8	24.8	20.3	10.2	16.8	179.3	59.4	10.8	23.7	31.2	29.0	23.6	11.8	19.6	209.2	17.3	46.4	53.0	82.9									
5	42.8	6.7	14.9	21.0	18.6	15.5	6.9	12.1	138.5	49.4	7.8	17.1	24.2	21.5	17.9	8.0	13.9	159.9	12.5	33.5	38.2	59.6									
6	24.6	3.9	8.5	13.1	10.6	9.1	3.9	6.8	80.6	28.3	4.5	9.8	15.1	12.2	10.4	4.5	7.9	92.6	7.0	18.8	21.5	33.5									
7	32.3	5.5	11.5	17.1	14.9	12.0	6.3	9.4	109.0	37.7	6.4	13.5	20.0	17.4	14.0	7.3	11.0	127.4	10.7	28.7	32.8	51.3									
8	24.8	4.5	9.6	13.2	11.9	9.8	5.3	7.9	87.0	28.3	5.1	10.9	15.1	13.6	11.2	6.0	9.0	99.2	7.1	19.4	22.1	34.3									
9	79.6	15.8	33.4	44.5	40.0	32.3	18.4	27.2	291.1	90.4	17.9	37.9	50.5	45.5	36.7	20.9	30.9	330.7	23.8	63.7	72.4	112.1									
10	43.9	8.7	18.7	24.4	21.5	18.2	10.1	15.4	160.9	50.3	10.0	21.4	28.0	24.6	20.8	11.5	17.6	184.1	14.7	38.2	43.2	66.5									
11	66.4	12.5	29.5	33.8	35.3	39.1	15.1	23.3	255.1	75.8	14.3	33.7	38.6	40.3	44.6	17.3	26.6	291.1	22.3	59.6	67.8	103.8									
12	103.0	18.6	41.5	52.6	48.1	40.9	20.5	33.4	358.7	120.5	21.8	48.6	61.6	56.3	47.8	24.0	39.1	419.6	35.2	94.6	108.0	168.9									
13	18.1	3.8	8.8	11.3	8.8	7.6	4.5	6.1	69.0	21.3	4.4	10.4	13.3	10.4	9.0	5.3	7.2	81.2	7.1	19.1	21.8	34.0									
Total	672.1	121.0	264.3	351.8	318.2	275.0	134.6	213.8	2,350.8	775.2	139.5	304.9	405.8	367.0	317.1	155.2	246.6	2,711.2	212.7	570.0	649.6	1,010.0									

Notes:
a. Zones based on the following post code sectors
1. ST11 1, ST11 2, ST11 3, ST11 4, ST11 5, ST11 6, ST20, ST27, ST28, ST29, ST42, ST43
2. ST7 8, CW3 9
3. ST3 1, ST3 2, ST3 3, ST3 4, ST3 5, ST3 6, ST3 7, ST11 9
4. ST4 1, ST4 4, ST4 5, ST4 6, ST4 7, ST4 8
5. ST6 1, ST6 2, ST6 3, ST6 4, ST6 7, ST6 8
6. ST6 5, ST6 6
7. ST7 1, ST7 4
8. ST8 6, ST8 7
9. ST9 0, ST9 9, ST10 1, ST10 2, ST10 3, ST10 4, ST13 5, ST13 6, ST13 7, ST13 8
10. ST12 9, ST15 0, ST15 8, ST21 6
11. CW12 1, CW12 2, CW12 3, CW12 4, ST7 2, ST7 3
12. ST5 0, ST5 1, ST5 2, ST5 3, ST5 4, ST5 5, ST5 6, ST5 7, ST5 8, ST5 9
13. TF9 2, TF9 4
f. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 7

2017 Prices

Stoke and Newcastle under Lyme Retail Study 2019
Nexus Planning

Table 9: Clothing & footwear shopping patterns

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)	Zone 9 Clothing (%)	Zone 10 Clothing (%)	Zone 11 Clothing (%)	Zone 12 Clothing (%)	Zone 13 Clothing (%)
Zone 1														
Stoke-on-Trent														
Abbey Hulton 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
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	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
Asda, Victoria Road, Berry Hill, Fenton	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
Baddeley Green	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
Bentley Local 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
Berryhill Trading Estate, Victoria Road, Fenton	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
Bucknall Local 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
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	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
Heron Cross Local 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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milton Local 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
Sainsbury's, Etruria Road, Stoke-on-Trent	0.3	1.3	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Leek Road, Stoke-on-Trent	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
Shelton Local 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
Tesco Extra, Clough Street, Hanley	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
The Range, City Road, Stoke-on-Trent	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
Century Retail Park, Etruria Road, Stoke-on-Trent	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
Fenton Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.5	0.0	0.0	0.0	0.0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	1.0	2.1	4.3	0.0	1.2	0.0	2.4	2.1	0.0	0.0	0.9	1.0	0.7	1.0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	6.6	10.4	2.2	1.4	6.5	10.2	10.1	6.1	2.0	3.7	5.2	5.5	12.4	0.0
Hanley Town Centre	27.3	42.1	12.9	30.1	24.2	45.6	33.1	12.1	23.6	30.8	9.4	13.0	24.0	9.0
Intu Potteries Shopping Centre, City Centre (Hanley)	6.1	9.0	4.6	10.2	4.1	3.3	5.9	9.7	11.6	4.7	0.7	2.3	4.4	6.8
Octagon Retail Park, Etruria Road, Stoke-on-Trent	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
Ravenside Retail Park, Victoria Road, Fenton	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	1.2
Stoke-upon-Trent Town Centre	2.4	3.4	0.0	2.4	11.1	2.7	1.7	0.8	0.0	0.0	0.0	4.1	0.7	0.0
Victoria Road Retail Park, Fenton	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
Sub Total	43.8	68.3	24.7	44.1	47.0	64.1	53.2	31.8	37.2	39.7	16.2	25.9	42.2	18.0
Zone 2														
Newcastle-under-Lyme														
Audley	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
Bar Hill Farm Shop, Bar Hill, Madeley	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
Bignall End	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
Madeley	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
Sub Total	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
Zone 3														
Staffordshire														
Blythe Bridge 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
Forsbrook 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
Tesco Express, Uttoxeter Road, Blythe Bridge	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
Travis Perkins, The Station Yard, Uttoxeter Road, Stoke-on-Trent	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
Stoke-on-Trent														
Blunton 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
Tesco Extra, Baths Road, Longton	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 Superstore, Lysander Road, Meir	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
Longton Exchange Shopping Centre, Longton	0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0
Longton Retail Park, Longton	0.5	0.0	0.0	1.6	1.7	0.0	0.0	1.1	0.0	0.7	0.9	0.0	0.0	0.0
Longton Town Centre	7.1	8.9	0.0	29.7	7.3	4.5	1.1	0.0	0.0	2.2	3.8	0.0	0.0	0.0
Meir Retail Park, Uttoxeter Road, Meir	0.7	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meir Town Centre	0.4	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0
Phoenix Retail Park, Longton	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
Sub Total	8.8	8.9	0.0	36.7	9.0	4.5	1.1	1.1	0.0	5.1	4.7	0.0	0.0	4.0
Zone 4														
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	0.1	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
Staffordshire														
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.7	0.0	0.0	0.0	5.4	0.0	0.0	0.8	0.0	1.1	2.6	0.0	0.0	0.0
Trentham Shopping Village, Stone Road, Trentham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	1.5
Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	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
Aldi, Stanley Matthews Way, Trentham	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
Hanford 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
Hartshill 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
Newstead Industrial Estate, Alderflat Drive, Stoke-on-Trent	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, Minton House, London Road, Stoke-on-Trent	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 Superstore, Newcastle Road, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trent Vale 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
Trentham Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	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
Sub Total	1.0	0.5	0.0	0.0	5.4	1.4	0.0	2.2	0.0	1.6	2.6	0.0	0.0	1.5
Zone 5														
Staffordshire														
Brown Edge	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	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
Bradeley 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
Burslem Town 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
Cobridge Local 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
Norton Industrial Estate, Bellerton Lane, Stoke-on-Trent	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
Norton Local Centre	0.1	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smallthorne Local 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
Sub Total	0.2	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Zone 6														
Stoke-on-Trent														
Alexandra Retail Park, Tunstall	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
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.2	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheil Local 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
Lidl, High Street, Stoke-on-Trent	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, Biddulph Road, Stoke-on-Trent	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
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	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
Sandyford	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
Silverstone Crescent (Packmoor)	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
Tunstall Town Centre	3.3													

Stoke and Newcastle under Lyme Retail Study 2019
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Table 12: Books, CDs, DVDs expenditure

Destination	Total Books etc (£m)	Zone 1 Books etc (£m)	Zone 2 Books etc (£m)	Zone 3 Books etc (£m)	Zone 4 Books etc (£m)	Zone 5 Books etc (£m)	Zone 6 Books etc (£m)	Zone 7 Books etc (£m)	Zone 8 Books etc (£m)	Zone 9 Books etc (£m)	Zone 10 Books etc (£m)	Zone 11 Books etc (£m)	Zone 12 Books etc (£m)	Zone 13 Books etc (£m)
Zone 1														
Stoke-on-Trent														
Abbey Hulton Village Centre	0.1	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
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	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
Asda, Victoria Road, Berry Hill, Fenton	0.1	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
Baddeley Green	0.1	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
Bentley Local Centre	0.1	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
Berryhill Trading Estate, Victoria Road, Fenton	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
Bucknall Local 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
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	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
Heron Cross Local 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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	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
Milton Local Centre	0.1	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
Sainsbury's, Etruria Road, Stoke-on-Trent	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
Screwix, Leek Road, Stoke-on-Trent	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
Shelton Local 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
Tesco Extra, Clough Street, Hanley	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
The Range, City Road, Stoke-on-Trent	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
Century Retail Park, Etruria Road, Stoke-on-Trent	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
Fenton Town 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
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	0.2	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	1.6	0.2	0.0	0.0	0.3	0.1	0.4	0.0	0.0	0.0	0.0	0.3	0.3	0.0
Hanley Town Centre	19.1	5.4	0.2	2.8	1.5	2.5	1.1	0.3	0.5	1.9	0.5	0.9	1.3	0.1
Intu Potteries Shopping Centre, City Centre (Hanley)	5.2	0.2	0.0	0.7	0.0	0.2	0.3	0.9	0.6	0.0	0.5	0.0	1.6	0.2
Octagon Retail Park, Etruria Road, Stoke-on-Trent	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
Ravenside Retail Park, Victoria Road, Fenton	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
Stoke-upon-Trent Town Centre	2.6	0.3	0.0	0.3	1.1	0.5	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Victoria Road Retail Park, Fenton	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	29.7	7.0	0.2	3.7	3.1	3.5	2.0	1.1	1.2	1.9	1.4	1.2	3.2	0.2
Zone 2														
Newcastle-under-Lyme														
Audley	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Baa Hill Farm Shop, Bar Hill, Madeley	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
Bignall End	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
Madeley	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	0.0
Sub Total	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3														
Staffordshire														
Blythe Bridge 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
Forbrook 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
Tesco Express, Uttoxeter Road, Blythe Bridge	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
Travis Perkins, The Station Yard, Uttoxeter Road, Stoke-on-Trent	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
Stoke-on-Trent														
Blurton 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
Tesco Extra, Baths Road, Longton	1.1	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Lysander Road, Meir	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Exchange Shopping Centre, Longton	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Longton Retail Park, Longton	0.7	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Town Centre	1.5	0.4	0.0	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meir Retail Park, Uttoxeter Road, Meir	2.2	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meir Town Centre	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Phoenix Retail Park, Longton	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
Sub Total	6.3	1.4	0.0	4.5	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Zone 4														
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	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
Staffordshire														
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.8	0.0	0.0	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trentham Shopping Village, Stone Road, Trentham	0.1	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
Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	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
Aldi, Stanley Matthews Way, Trentham	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
Hanford Village Centre	0.3	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
Hartshill 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
Newstead Industrial Estate, Alderflat Drive, Stoke-on-Trent	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, Minton House, London Road, Stoke-on-Trent	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Newcastle Road, Stoke-on-Trent	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trent Vale 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
Trentham Local Centre	0.1	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
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	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
Sub Total	1.9	0.2	0.0	0.5	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 5														
Staffordshire														
Brown Edge	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
Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	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
Bradeley 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
Burslem Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cobridge Local 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
Norton Industrial Estate, Bellerton Lane, Stoke-on-Trent	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
Norton Local 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
Smallthorne Local 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
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6														
Stoke-on-Trent														
Alexandra Retail Park, Tunstall	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	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
Cheil Local 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
Lidl, High Street, Stoke-on-Trent	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, Biddulph Road, Stoke-on-Trent	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
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	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
Sandyford	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
Silverstone Crescent (Packmoor)	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
Tunstall Town Centre	1.2	0.												

Stoke and Newcastle under Lyme Retail Study 2019
Nexus Planning

Table 14: Small household goods shopping expenditure

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)	Zone 9 Household (£m)	Zone 10 Household (£m)	Zone 11 Household (£m)	Zone 12 Household (£m)	Zone 13 Household (£m)
Zone 1														
Stoke-on-Trent														
Abbey Hulton 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
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	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
Asda, Victoria Road, Berry Hill, Fenton	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
Baddeley Green	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
Bentley Local 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
Berryhill Trading Estate, Victoria Road, Fenton	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
Bucknall Local 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
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	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
Heron Cross Local 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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	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
Milton Local 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
Sainsbury's, Etruria Road, Stoke-on-Trent	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
Screwix, Leek Road, Stoke-on-Trent	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
Shelton Local 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
Tesco Extra, Clough Street, Hanley	0.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
The Range, City Road, Stoke-on-Trent	2.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.4	0.7
Century Retail Park, Etruria Road, Stoke-on-Trent	0.9	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0
Forbrook Village Centre	7.0	2.1	0.1	2.1	0.0	0.0	0.3	0.4	0.1	0.6	0.0	0.0	1.3	0.0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	2.0	0.0	0.0	0.4	0.3	0.0	0.1	0.1	0.0	0.3	0.0	0.3	0.4	0.0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	10.4	1.2	0.1	0.3	2.1	0.9	0.4	1.1	1.2	1.0	0.0	0.8	1.3	0.0
Hanley Town Centre	25.7	5.8	0.3	3.8	1.5	1.8	0.7	0.8	0.8	3.8	0.5	0.2	5.6	0.2
Intu Potteries Shopping Centre, City Centre (Hanley)	6.7	0.2	0.0	0.3	1.1	0.3	1.3	0.5	0.0	0.9	0.2	0.0	1.7	0.2
Octagon Retail Park, Etruria Road, Stoke-on-Trent	0.5	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
Ravenside Retail Park, Victoria Road, Fenton	2.9	0.4	0.0	0.5	0.0	0.0	0.1	0.0	0.0	0.4	0.3	1.3	0.0	0.0
Stoke-upon-Trent Town Centre	8.7	1.6	0.5	0.3	1.8	2.1	0.0	0.4	0.0	0.4	0.0	1.3	0.4	0.0
Victoria Road Retail Park, Fenton	4.6	2.9	0.0	0.0	0.0	0.0	0.4	0.0	0.2	0.7	0.0	0.0	0.4	0.0
Sub Total	72.4	14.6	1.0	7.9	6.8	5.9	3.3	3.4	2.5	9.3	1.0	4.4	11.4	1.1
Zone 2														
Newcastle-under-Lyme														
Audley	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
Baa Hill Farm Shop, Bar Hill, Madeley	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
Bignall End	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
Madeley	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
Sub Total	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
Zone 3														
Staffordshire														
Blythe Bridge 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
Forbrook 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
Tesco Express, Uttoxeter Road, Blythe Bridge	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
Travis Perkins, The Station Yard, Uttoxeter Road, Stoke-on-Trent	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
Stoke-on-Trent														
Blurton District Centre	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Baths Road, Longton	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 Superstore, Lysander Road, Meir	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
Longton Exchange Shopping Centre, Longton	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
Longton Retail Park, Longton	3.1	0.0	0.0	1.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Longton Town Centre	0.0	3.4	0.0	4.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Meir Retail Park, Uttoxeter Road, Meir	2.4	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meir Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Phoenix Retail Park, Longton	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Sub Total	15.6	3.4	0.0	8.6	1.3	0.0	0.0	0.0	0.3	0.2	0.2	0.0	1.8	0.0
Zone 4														
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	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
Staffordshire														
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	1.5	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.2	0.3	0.5	0.0	0.0	0.0
Trentham Shopping Village, Stone Road, Trentham	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.4	0.0
Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	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
Aldi, Stanley Matthews Way, Trentham	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
Hanford 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
Hartshill Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Newstead Industrial Estate, Alderflat Drive, Stoke-on-Trent	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, Milton House, London Road, Stoke-on-Trent	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 Superstore, Newcastle Road, Stoke-on-Trent	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trent Vale Village Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trentham Local Centre	0.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	1.0	0.0	0.5	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.2	0.8	0.9	0.0	1.6	0.3	0.0	0.2	0.2	0.5	0.5	0.0	1.2	0.0
Zone 5														
Staffordshire														
Brown Edge	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	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
Bradeley 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
Burslem Town Centre	1.3	0.0	0.0	0.0	0.0	0.6	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.2
Cobridge Local 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
Norton Industrial Estate, Bellerton Lane, Stoke-on-Trent	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
Norton Local Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smallthorne Local 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
Sub Total	1.9	0.0	0.0	0.0	0.0	0.9	0.3	0.1	0.0	0.0	0.3	0.0	0.0	0.2
Zone 6														
Stoke-on-Trent														
Alexandra Retail Park, Tunstall	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheil Local 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
Ludi, High Street, Stoke-on-Trent	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, Biddulph Road, Stoke-on-Trent	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
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	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
Sandyford	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
Silverstone Crescent (Packmoor)	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
Tunstall Town Centre	3.5	0.0	0.0</											

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)	Zone 9 Household (£m)	Zone 10 Household (£m)	Zone 11 Household (£m)	Zone 12 Household (£m)	Zone 13 Household (£m)
Garners Garden Centre, Cemetery Road, Silverdale, Newcastle-under-Lyme	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
Homebase, Brook Lane, Newcastle-under-Lyme	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
Knutton	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
Milehouse Local 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
Morrisons, Goose Street, Newcastle-under-Lyme	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
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	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	0.0
Newcastle-under-Lyme Town Centre	15.8	0.2	1.5	0.6	1.8	0.2	0.0	0.0	0.6	0.0	0.0	0.4	10.4	0.0
Parkhouse Industrial Estate, Brookhouse Road, Newcastle-under-Lyme	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, Liverpool Road, Newcastle-under-Lyme	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
Silverdale Town 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
Whitmore 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
Wolstanton	2.2	0.2	0.0	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	4.8	0.8	0.3	0.0	1.0	0.2	0.0	0.3	0.2	0.2	0.2	0.0	0.9	0.6
Sub Total	22.9	1.2	1.9	1.1	3.0	0.4	0.0	0.3	0.9	0.2	0.2	1.6	11.3	0.6
Zone 13														
Newcastle-under-Lyme														
Ashley 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
Loggerheads 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
Sub Total	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
Total Study Area	146.5	19.9	3.9	18.2	12.7	9.6	5.6	6.5	6.1	19.2	3.4	13.4	26.1	1.8
Sub Total Newcastle-under-Lyme	24.7	1.2	2.0	1.1	3.0	0.4	0.1	1.2	1.0	0.2	0.2	1.8	11.7	0.6
Sub Total Stoke-on-Trent	97.5	18.7	1.9	16.5	9.5	7.6	5.5	4.7	2.7	9.6	1.2	4.4	14.0	1.2
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)	Zone 9 Household (£m)	Zone 10 Household (£m)	Zone 11 Household (£m)	Zone 12 Household (£m)	Zone 13 Household (£m)
Outside Study Area														
Outside Study Area, Birmingham														
Birmingham City Centre	2.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0	0.0	0.0
Sub Total	2.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0	0.0	0.0
Outside Study Area, Cannock Chase														
Cannock Town 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
Longford Industrial Estate, Longford Road, Cannock	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
Marks & Spencer Simply Food, Waterside Retail Park, Ashbourne	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
Sub Total	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
Outside Study Area, Cheshire East														
Asda, Victoria Centre, Crewe	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&Q, Statham Street, Macclesfield	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&Q, Weston Road, Crewe	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
Bridgenore 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
Crewe Town Centre	4.1	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0
Fairways Garden Centre, Bullocks Lane, Macclesfield	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
Grand Junction Retail Park, Crewe	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Handforth Dean Retail Park, Wilmslow	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	1.0	0.0	0.0
High Legh Garden Centre, Halliwell's Brow, High Legh, Knutsford	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
Lyme Green Retail Park, Brindley Way, Macclesfield	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Macclesfield Town Centre	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	0.2	1.0	0.0	0.0
Nantwich Town Centre	0.3	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
Sainsbury's, Middlewich Road, Nantwich	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
Sandbach Town 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
Stadium Retail Park, Crewe	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	0.0
Walgherton Village Centre	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	0.0
Wyevale Garden Centre, Nantwich	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
Sub Total	8.6	0.0	1.3	0.0	0.0	0.0	0.1	0.2	0.2	0.9	0.2	5.8	0.0	0.0
Outside Study Area, Cheshire West and Chester														
Cheshire Oaks, Ellesmere Port	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.0	0.0
Chester City 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
Greyhound Retail Park, Chester	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
Okells Garden Centre, Burton Road, Duddon, Tarporley	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
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.0	0.0
Outside Study Area, Derby														
B&Q, Osmaston Park Road, Derby	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
Derby City Centre	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Derbyshire														
Ashbourne Town Centre	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Bakewell Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Marks & Spencer Simply Food, Waterside Retail Park, Ashbourne	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
Matlock Town 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
Waterside Business Park, Clifton Road, Ashbourne	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
Sub Total	0.8	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Outside Study Area, Edinburgh														
Edinburgh City Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Sub Total	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Outside Study Area, Hertfordshire														
Ware Town 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
Sub Total	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
Outside Study Area, High Peak														
Buxton Town 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
Glossop Town 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
Sub Total	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
Outside Study Area, Lancashire														
Boundary Mill, Vivary Way, Colne	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
Sub Total	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
Outside Study Area, Manchester														
Chorlton-cum-Hardy Local 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
Manchester City Centre	2.0	0.0	0.0	0.0	0.2	0.0	0.1	0.5	0.0	1.2	0.0	0.0	0.0	0.0
Sub Total	2.0	0.0	0.0	0.0	0.2	0.0	0.1	0.5	0.0	1.2	0.0	0.0	0.0	0.0
Outside Study Area, Nottinghamshire														
Giltbrook Retail Park (IKEA), Nottingham	1.4	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub Total	1.4	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0</

Stoke and Newcastle under Lyme Retail Study 2019
Nexus Planning

Table 15: Toys and recreation goods shopping patterns

Destination	Total Toys etc (%)	Zone 1 Toys etc (%)	Zone 2 Toys etc (%)	Zone 3 Toys etc (%)	Zone 4 Toys etc (%)	Zone 5 Toys etc (%)	Zone 6 Toys etc (%)	Zone 7 Toys etc (%)	Zone 8 Toys etc (%)	Zone 9 Toys etc (%)	Zone 10 Toys etc (%)	Zone 11 Toys etc (%)	Zone 12 Toys etc (%)	Zone 13 Toys etc (%)
Zone 1														
Stoke-on-Trent														
Abbey Hulton 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
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	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
Asda, Victoria Road, Berry Hill, Fenton	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
Baddley Green	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
Bentley Local 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
Berryhill Trading Estate, Victoria Road, Fenton	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
Bucknall Local 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
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	0.2	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heron Cross Local 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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	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
Milton Local 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
Sainsbury's, Etruria Road, Stoke-on-Trent	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	1.8
Screwix, Leek Road, Stoke-on-Trent	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
Shelton Local 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
Tesco Extra, Clough Street, Hanley	0.7	4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, City Road, Stoke-on-Trent	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
Century Retail Park, Etruria Road, Stoke-on-Trent	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.0
Fenton Town Centre	0.7	12.5	4.1	1.6	1.8	2.4	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	2.4	1.4	7.4	1.3	2.9	0.0	0.0	2.7	0.0	2.9	2.4	0.0	0.0	7.6
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	11.7	9.5	5.2	3.2	9.9	45.5	8.9	23.6	26.4	12.2	0.0	0.0	11.7	0.0
Hanley Town Centre	9.9	19.5	4.1	6.4	10.0	13.7	14.3	23.1	0.0	4.4	4.3	0.0	10.3	2.4
Intu Potteries Shopping Centre, City Centre (Hanley)	2.3	1.1	10.8	0.0	10.0	0.0	9.3	3.9	3.0	1.8	0.0	0.0	1.8	3.1
Octagon Retail Park, Etruria Road, Stoke-on-Trent	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
Ravenside Retail Park, Victoria Road, Fenton	1.3	0.0	0.0	5.2	0.0	0.0	3.5	0.0	0.0	1.5	0.0	0.0	1.8	0.0
Stoke-upon-Trent Town Centre	2.2	1.7	0.0	0.0	7.1	15.9	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0
Victoria Road Retail Park, Fenton	0.4	1.1	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	35.0	51.5	31.7	19.4	41.7	78.6	36.0	53.4	29.4	26.1	6.8	0.0	40.6	5.5
Zone 2														
Newcastle-under-Lyme														
Audley	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
Baa Hill Farm Shop, Bar Hill, Madeley	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
Bignall End	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
Madeley	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
Sub Total	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
Zone 3														
Staffordshire														
Blythe Bridge 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
Forbrook 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
Tesco Express, Uttoxeter Road, Blythe Bridge	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
Travis Perkins, The Station Yard, Uttoxeter Road, Stoke-on-Trent	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
Stoke-on-Trent														
Blurton 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
Tesco Extra, Baths Road, Longton	0.2	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Lysander Road, Meir	0.7	0.0	0.0	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Exchange Shopping Centre, Longton	1.1	0.0	0.0	1.3	2.3	0.0	0.0	0.0	3.8	4.8	0.0	0.0	0.0	0.0
Longton Retail Park, Longton	7.2	15.5	0.0	13.3	4.2	2.4	0.0	1.7	0.0	7.7	4.9	0.0	7.6	0.0
Longton Town Centre	13.7	17.5	0.0	38.3	29.4	8.0	3.5	5.4	0.0	7.4	0.0	7.5	7.5	0.0
Meir Retail Park, Uttoxeter Road, Meir	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
Meir Town 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
Phoenix Retail Park, Longton	4.4	7.0	0.0	10.9	4.7	0.0	0.0	0.0	0.0	0.0	0.0	9.9	5.8	0.0
Sub Total	27.7	40.1	0.0	70.6	40.6	10.4	3.5	7.2	3.8	19.8	4.9	17.4	23.0	0.0
Zone 4														
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	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
Staffordshire	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
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	0.0	0.0
Trentham Shopping Village, Stone Road, Trentham	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	0.2	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Stanley Matthews Way, Trentham	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
Hanford 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
Hartshill 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
Newstead Industrial Estate, Alderflat Drive, Stoke-on-Trent	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, Minton House, London Road, Stoke-on-Trent	0.0	4.6	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Newcastle Road, Stoke-on-Trent	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
Trent Vale 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
Trentham Local 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
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.5	0.0	0.0	1.6	2.3	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.1	4.6	0.0	1.6	7.1	0.0	0.0	2.7	0.0	0.0	5.4	0.0	1.8	0.0
Zone 5														
Staffordshire														
Brown Edge	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
Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	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
Bradeley 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
Burslem Town Centre	1.1	0.0	4.1	5.2	0.0	0.0	9.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cobridge Local 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
Norton Industrial Estate, Bellerton Lane, Stoke-on-Trent	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
Norton Local 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
Smallthorne Local 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
Sub Total	1.1	0.0	4.1	5.2	0.0	0.0	9.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6														
Stoke-on-Trent														
Alexandra Retail Park, Tunstall	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
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.1	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheil Local 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
Lidl, High Street, Stoke-on-Trent	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, Biddulph Road, Stoke-on-Trent	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
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	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
Sandyford	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
Silverstone Crescent (Packmoor)	0.0	0.												

Destination	Total Toys etc (%)	Zone 1 Toys etc (%)	Zone 2 Toys etc (%)	Zone 3 Toys etc (%)	Zone 4 Toys etc (%)	Zone 5 Toys etc (%)	Zone 6 Toys etc (%)	Zone 7 Toys etc (%)	Zone 8 Toys etc (%)	Zone 9 Toys etc (%)	Zone 10 Toys etc (%)	Zone 11 Toys etc (%)	Zone 12 Toys etc (%)	Zone 13 Toys etc (%)
Garner's Garden Centre, Cemetery Road, Silverdale, Newcastle-under-Lyme	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
Homebase, Brook Lane, Newcastle-under-Lyme	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
Knutton	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
Milehouse Local 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
Morrisons, Goose Street, Newcastle-under-Lyme	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
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	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
Newcastle-under-Lyme Town Centre	2.8	0.0	14.6	0.0	8.9	0.0	0.0	0.0	0.0	1.8	0.0	0.0	12.9	2.4
Parkhouse Industrial Estate, Brookhouse Road, Newcastle-under-Lyme	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, Liverpool Road, Newcastle-under-Lyme	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
Silverdale Town 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
Whitmore 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
Wolstanton	1.2	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.0
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.1	0.0	14.6	0.0	8.9	6.0	0.0	2.2	0.0	1.8	0.0	0.0	18.6	2.4
Zone 13														
Newcastle-under-Lyme														
Ashley 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
Loggerheads 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
Sub Total	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
Total Study Area	88.5	98.3	66.4	98.7	98.2	100.0	94.2	92.9	97.6	91.5	48.7	58.8	91.6	8.0
Sub Total Newcastle-under-Lyme	7.3	0.0	25.4	2.0	8.9	6.0	0.0	18.0	2.4	1.8	0.0	12.3	26.2	2.4
Sub Total Stoke-on-Trent	67.2	97.7	41.0	96.8	89.3	92.0	82.1	74.7	35.9	45.9	11.6	17.4	33.6	5.5
Destination														
Outside Study Area														
Outside Study Area, Birmingham														
Birmingham City Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0
Outside Study Area, Cannock Chase														
Cannock Town 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
Longford Industrial Estate, Longford Road, Cannock	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
Marks & Spencer Simply Food, Waterside Retail Park, Ashbourne	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
Sub Total	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
Outside Study Area, Cheshire East														
Asda, Victoria Centre, Crewe	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&Q, Statham Street, Macclesfield	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&Q, Weston Road, Crewe	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
Bridgenore 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	2.4
Crewe Town Centre	2.5	0.0	21.8	1.3	1.8	0.0	3.5	0.0	0.0	0.0	0.0	22.2	0.0	2.4
Fairways Garden Centre, Bullocks Lane, Macclesfield	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Grand Junction Retail Park, Crewe	0.5	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.8	0.0	0.0
Handforth Dean Retail Park, Wilmslow	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
High Legh Garden Centre, Halliwell's Brow, High Legh, Knutsford	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
Lyme Green Retail Park, Brindley Way, Macclesfield	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
Macclesfield Town Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.0	7.1	2.4	1.2	0.0	3.0	0.0	0.0
Nantwich Town 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
Sainsbury's, Middlewich Road, Nantwich	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
Sandbach Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0
Stadium Retail Park, Crewe	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Walgherton 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
Wyevale Garden Centre, Nantwich	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
Sub Total	4.5	0.0	25.1	1.3	1.8	0.0	3.5	7.1	2.4	2.3	0.0	34.4	1.8	4.9
Outside Study Area, Cheshire West and Chester														
Cheshire Oaks, Ellesmere Port	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
Chester City Centre	0.1	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Greyhound Retail Park, Chester	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
Okells Garden Centre, Burton Road, Duddon, Tarporley	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
Sub Total	0.1	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Derby														
B&Q, Osmaston Park Road, Derby	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
Derby City Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	1.8	0.0
Sub Total	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	1.8	0.0
Outside Study Area, Derbyshire														
Ashbourne Town 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
Bakewell Town 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
Marks & Spencer Simply Food, Waterside Retail Park, Ashbourne	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
Matlock Town 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
Waterside Business Park, Clifton Road, Ashbourne	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
Sub Total	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
Outside Study Area, Edinburgh														
Edinburgh City Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.0
Outside Study Area, Hertfordshire														
Ware Town 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
Sub Total	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
Outside Study Area, High Peak														
Buxton Town 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
Glossop Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Lancashire														
Boundary Mill, Vivary Way, Colne	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
Sub Total	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
Outside Study Area, Manchester														
Chorlton-cum-Hardy Local 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
Manchester City Centre	0.3	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Nottinghamshire														
Giltbrook Retail Park (IKEA), Nottingham	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
Sub Total	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
Outside Study Area, Sefton														
Southport Town 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
Sub Total	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
Outside Study Area, Shropshire														
B&Q, Featherbed Lane, Shrewsbury	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
Homebase, Towers Lawn, Cheshire Street, Market Drayton	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
Market Drayton Town Centre	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	30.1
Morrisons, Haer Lane, Market Drayton	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
Shrewsbury Town 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	14.0
Sundorne Retail Park, Battefield Road, Shrewsbury	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	3.1
Sub Total	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	47.2
Outside Study Area, Staffordshire														
Asda, Queensway, Stafford	0.0	0.0	0.0	0.0	0.									

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Table 16: Toys and recreation goods shopping expenditure

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)	Zone 9 Toys (£m)	Zone 10 Toys (£m)	Zone 11 Toys (£m)	Zone 12 Toys (£m)	Zone 13 Toys (£m)
Zone 1														
Stoke-on-Trent														
Abbey Hulton 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
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	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
Asda, Victoria Road, Berry Hill, Fenton	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
Baddeley Green	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
Bentley Local 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
Berryhill Trading Estate, Victoria Road, Fenton	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
Bucknall Local 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
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heron Cross Local 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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	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
Milton Local 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
Sainsbury's, Etruria Road, Stoke-on-Trent	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	0.6
Screwix, Leek Road, Stoke-on-Trent	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
Shelton Local 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
Tesco Extra, Clough Street, Hanley	1.3	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, City Road, Stoke-on-Trent	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
Century Retail Park, Etruria Road, Stoke-on-Trent	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0
Fenton Town Centre	5.7	3.7	0.3	0.5	0.3	0.4	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	6.4	0.4	0.5	0.4	0.5	0.0	0.0	0.0	0.0	1.0	0.4	0.0	0.0	2.8
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	27.3	2.8	0.4	1.0	1.9	6.6	0.9	2.8	2.6	4.1	0.0	0.0	4.3	0.0
Hanley Town Centre	22.4	5.7	0.3	2.0	1.9	2.1	1.4	2.8	0.0	1.5	0.8	0.0	3.8	0.2
Intu Potteries Shopping Centre, City Centre (Hanley)	6.1	0.3	0.8	0.0	1.9	0.0	0.9	0.5	0.3	0.6	0.0	0.0	0.6	0.2
Octagon Retail Park, Etruria Road, Stoke-on-Trent	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
Ravenside Retail Park, Victoria Road, Fenton	3.1	0.0	0.0	1.7	0.0	0.0	0.3	0.0	0.0	0.5	0.0	0.0	0.6	0.0
Stoke-upon-Trent Town Centre	4.9	0.5	0.0	0.0	1.3	2.4	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Victoria Road Retail Park, Fenton	8.1	0.3	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	81.4	15.1	2.3	6.2	7.8	12.0	3.5	6.4	2.9	8.7	1.2	0.0	14.9	0.4
Zone 2														
Newcastle-under-Lyme														
Audley	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
Baa Hill Farm Shop, Bar Hill, Madeley	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
Bignall End	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
Madeley	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
Sub Total	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
Zone 3														
Staffordshire														
Blythe Bridge 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
Forbrook 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
Tesco Express, Uttoxeter Road, Blythe Bridge	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
Travis Perkins, The Station Yard, Uttoxeter Road, Stoke-on-Trent	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
Stoke-on-Trent														
Blurton 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
Tesco Extra, Baths Road, Longton	0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Lysander Road, Meir	1.7	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Exchange Shopping Centre, Longton	2.8	0.0	0.0	0.4	0.4	0.0	0.0	0.0	0.4	1.6	0.0	0.0	0.0	0.0
Longton Retail Park, Longton	16.3	4.6	0.0	4.2	0.8	0.4	0.0	0.2	0.0	2.6	0.9	0.0	2.8	0.0
Longton Town Centre	32.2	5.2	0.0	12.2	5.5	1.2	0.3	0.6	0.0	2.5	0.0	1.9	2.8	0.0
Meir Retail Park, Uttoxeter Road, Meir	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Meir Town 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
Phoenix Retail Park, Longton	11.0	2.1	0.0	3.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	2.5	2.1	0.0
Sub Total	65.3	11.8	0.0	22.5	7.6	1.6	0.3	0.9	0.4	6.6	0.9	4.3	8.5	0.0
Zone 4														
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	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
Staffordshire														
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Trentham Shopping Village, Stone Road, Trentham	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Stanley Matthews Way, Trentham	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
Hanford 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
Hartshill 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
Newstead Industrial Estate, Alderflat Drive, Stoke-on-Trent	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, Minton House, London Road, Stoke-on-Trent	1.7	1.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Newcastle Road, Stoke-on-Trent	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
Trent Vale 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
Trentham Local 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
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	1.3	0.0	0.0	0.5	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.1	1.3	0.0	0.5	1.3	0.0	0.0	0.3	0.0	0.0	1.0	0.0	0.6	0.0
Zone 5														
Staffordshire														
Brown Edge	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
Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	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
Bradeley 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
Burslem Town Centre	2.9	0.0	0.3	1.7	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cobridge Local 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
Norton Industrial Estate, Bellerton Lane, Stoke-on-Trent	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
Norton Local 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
Smallthorne Local 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
Sub Total	2.9	0.0	0.3	1.7	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 6														
Stoke-on-Trent														
Alexandra Retail Park, Tunstall	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
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	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
Chell Local 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
Lidl, High Street, Stoke-on-Trent	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, Biddulph Road, Stoke-on-Trent	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
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	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
Sandyford	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
Silverstone Crescent (Packmoor)	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
Tunstall Town Centre	5.9	0.3												

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Table 17: Chemist goods shopping patterns

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 (%)	Zone 9 Chemist (%)	Zone 10 Chemist (%)	Zone 11 Chemist (%)	Zone 12 Chemist (%)	Zone 13 Chemist (%)
Zone 1														
Stoke-on-Trent														
Abbey Hulton Village Centre	0.1	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
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	0.2	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Victoria Road, Berry Hill, Fenton	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
Baddeley Green	1.0	5.2	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Bentley Local Centre	0.3	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Berryhill Trading Estate, Victoria Road, Fenton	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
Bucknall Local Centre	0.9	6.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	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
Heron Cross Local Centre	0.2	0.5	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Upper Market Square, City Centre (Hanley)	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
Milton Local Centre	0.4	3.0	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, Etruria Road, Stoke-on-Trent	0.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Screwix, Leek Road, Stoke-on-Trent	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
Shelton Local 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
Tesco Extra, Clough Street, Hanley	0.4	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, City Road, Stoke-on-Trent	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
Century Retail Park, Etruria Road, Stoke-on-Trent	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
Fenton Town Centre	1.2	4.5	0.0	0.5	1.8	0.0	0.0	0.0	0.0	0.6	0.0	0.0	1.8	0.0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	0.7	1.5	3.4	2.4	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	4.8	10.2	0.0	1.2	9.2	13.9	2.7	5.8	5.4	3.7	0.9	1.2	3.8	0.9
Hanley Town Centre	11.2	35.1	0.0	10.4	20.2	15.6	8.3	2.3	7.0	7.5	0.0	3.2	4.4	0.7
Intu Potteries Shopping Centre, City Centre (Hanley)	0.9	0.0	0.0	0.0	3.8	0.0	3.2	2.9	1.0	0.0	2.8	0.0	0.6	0.9
Octagon Retail Park, Etruria Road, Stoke-on-Trent	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
Ravenside Retail Park, Victoria Road, Fenton	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
Stoke-upon-Trent Town Centre	3.5	4.4	0.8	1.6	17.9	14.0	8.3	0.0	0.0	0.5	1.7	2.0	0.0	0.0
Victoria Road Retail Park, Fenton	0.1	0.5	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	26.0	77.7	4.2	16.9	52.9	53.1	22.4	11.0	13.3	12.9	5.4	6.3	11.2	2.5
Zone 2														
Newcastle-under-Lyme														
Audley	0.2	0.0	8.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Baa Hill Farm Shop, Bar Hill, Madeley	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
Bignall End	0.1	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
Madeley	0.2	0.0	8.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.5	16.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3														
Staffordshire														
Blythe Bridge Village Centre	0.5	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Forbrook 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
Tesco Express, Uttoxeter Road, Blythe Bridge	0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, The Station Yard, Uttoxeter Road, Stoke-on-Trent	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
Stoke-on-Trent														
Blurton District Centre	0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Baths Road, Longton	0.7	4.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Lysander Road, Meir	0.5	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Exchange Shopping Centre, Longton	0.3	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Retail Park, Longton	1.0	0.6	0.0	6.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Town Centre	7.1	12.4	0.0	35.4	2.5	0.0	0.0	0.0	0.0	0.9	0.0	0.0	1.3	0.0
Meir Retail Park, Uttoxeter Road, Meir	2.6	0.0	0.0	17.2	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.7	0.0
Meir Town Centre	1.1	2.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Phoenix Retail Park, Longton	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
Sub Total	14.0	19.1	0.0	75.3	3.4	0.0	0.0	0.9	0.0	1.3	0.9	0.0	2.0	0.0
Zone 4														
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	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
Staffordshire	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
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	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
Trentham Shopping Village, Stone Road, Trentham	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
Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	0.1	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Stanley Matthews Way, Trentham	0.2	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Hanford Village Centre	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hartshill Village Centre	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newstead Industrial Estate, Alderflat Drive, Stoke-on-Trent	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, Minton House, London Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Newcastle Road, Stoke-on-Trent	0.5	0.0	0.0	7.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trent Vale Village Centre	0.1	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trentham Local Centre	0.1	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.3	0.0	0.0	0.6	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Sub Total	1.5	0.0	0.0	1.9	14.7	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.4	3.0
Zone 5														
Staffordshire														
Brown Edge	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
Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradeley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burslem Town Centre	0.6	0.0	0.0	0.6	0.0	3.8	5.1	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Cobridge Local 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
Norton Industrial Estate, Bellerton Lane, Stoke-on-Trent	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
Norton Local Centre	0.6	0.0	0.0	0.0	0.0	11.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smallthorne Local Centre	0.6	0.0	0.0	0.0	0.0	6.6	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Sub Total	1.9	0.0	0.0	0.6	0.0	21.6	7.1	0.0	0.0	0.0	0.0	0.0	2.5	0.0
Zone 6														
Stoke-on-Trent														
Alexandra Retail Park, Tunstall	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.2	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chell Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, High Street, Stoke-on-Trent	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, Biddulph Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	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
Sandyford	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
Silverstone Crescent (Packmoor)	0.0	0.0	0.0											

Stoke and Newcastle under Lyme Retail Study 2019
Nexus Planning

Table 18: Chemist goods shopping expenditure

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)	Zone 9 Chemist (£m)	Zone 10 Chemist (£m)	Zone 11 Chemist (£m)	Zone 12 Chemist (£m)	Zone 13 Chemist (£m)
Zone 1														
Stoke-on-Trent														
Abbey Hulton Village Centre	0.1	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
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Victoria Road, Berry Hill, Fenton	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
Baddeley Green	2.0	1.4	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Bentley Local Centre	0.6	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
Berryhill Trading Estate, Victoria Road, Fenton	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
Bucknall Local Centre	1.7	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	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
Heron Cross Local Centre	0.3	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Upper Market Square, City Centre (Hanley)	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
Milton Local Centre	0.8	0.8	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, Etruria Road, Stoke-on-Trent	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Screwix, Leek Road, Stoke-on-Trent	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
Shelton Local 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
Tesco Extra, Clough Street, Hanley	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, City Road, Stoke-on-Trent	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
Century Retail Park, Etruria Road, Stoke-on-Trent	2.4	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fenton Town Centre	2.0	1.2	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	1.5	0.4	0.2	0.7	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	10.7	2.7	0.0	0.3	1.6	1.9	0.2	0.6	0.5	1.1	0.1	0.3	1.3	0.1
Hanley Town Centre	23.9	9.2	0.0	2.9	3.5	2.1	0.6	0.2	0.6	2.3	0.0	0.8	1.5	0.0
Intu Potteries Shopping Centre, City Centre (Hanley)	2.0	0.0	0.0	0.0	0.7	0.0	0.2	0.3	0.1	0.0	0.4	0.0	0.2	0.1
Octagon Retail Park, Etruria Road, Stoke-on-Trent	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
Ravenside Retail Park, Victoria Road, Fenton	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
Stoke-upon-Trent Town Centre	8.3	1.2	0.1	0.5	3.1	1.9	0.6	0.0	0.1	0.3	0.5	0.0	0.0	0.0
Victoria Road Retail Park, Fenton	0.3	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	56.2	20.4	0.3	4.7	9.2	7.2	1.7	1.1	1.2	3.9	0.8	1.6	3.8	0.2
Zone 2														
Newcastle-under-Lyme														
Audley	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
Baa Hill Farm Shop, Bar Hill, Madeley	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
Bignall End	0.1	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
Madeley	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
Sub Total	1.2	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3														
Staffordshire														
Blythe Bridge Village Centre	1.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Forbrook 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
Tesco Express, Uttoxeter Road, Blythe Bridge	0.1	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
Travis Perkins, The Station Yard, Uttoxeter Road, Stoke-on-Trent	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
Stoke-on-Trent														
Blurton District Centre	0.1	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
Tesco Extra, Baths Road, Longton	1.4	1.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Lysander Road, Meir	1.0	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
Longton Exchange Shopping Centre, Longton	0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Retail Park, Longton	2.1	0.2	0.0	1.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Town Centre	14.2	3.3	0.0	10.9	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.0
Meir Retail Park, Uttoxeter Road, Meir	5.2	0.0	0.0	4.8	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0
Meir Town Centre	2.3	0.5	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Phoenix Retail Park, Longton	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
Sub Total	28.1	5.0	0.0	21.2	0.6	0.0	0.0	0.1	0.0	0.4	0.1	0.0	0.7	0.0
Zone 4														
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	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
Staffordshire														
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	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
Trentham Shopping Village, Stone Road, Trentham	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
Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Stanley Matthews Way, Trentham	0.5	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Hanford Village Centre	0.1	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
Hartshill Village Centre	0.1	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
Newstead Industrial Estate, Alderflat Drive, Stoke-on-Trent	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, Minton House, London Road, Stoke-on-Trent	0.1	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
Tesco Superstore, Newcastle Road, Stoke-on-Trent	1.4	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trent Vale Village Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trentham Local Centre	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.7	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub Total	3.5	0.0	0.0	0.5	2.6	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.2
Zone 5														
Staffordshire														
Brown Edge	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
Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradeley Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burslem Town Centre	1.3	0.0	0.0	0.2	0.0	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Cobridge Local 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
Norton Industrial Estate, Bellerton Lane, Stoke-on-Trent	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
Norton Local Centre	1.5	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Smallthorpe Local Centre	1.5	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Sub Total	4.5	0.0	0.0	0.2	0.0	2.9	0.5	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Zone 6														
Stoke-on-Trent														
Alexandra Retail Park, Tunstall	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	0.6	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheil Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, High Street, Stoke-on-Trent	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, Biddulph Road, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	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
Sandyford	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
Silverstone Crescent (Packmoor)	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
Tunstall Town Centre	8.4													

Stoke and Newcastle under Lyme Retail Study 2019
Nexus Planning

Table 19: Electrical goods shopping patterns

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 (%)	Zone 9 Electrical (%)	Zone 10 Electrical (%)	Zone 11 Electrical (%)	Zone 12 Electrical (%)	Zone 13 Electrical (%)
Zone 1														
Stoke-on-Trent														
Abbey Hulton 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
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	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
Asda, Victoria Road, Berry Hill, Fenton	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
Baddeley Green	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
Bentley Local 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
Berryhill Trading Estate, Victoria Road, Fenton	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
Bucknall Local 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
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	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
Heron Cross Local 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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	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
Milton Local 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
Sainsbury's, Etruria Road, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwix, Leek Road, Stoke-on-Trent	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
Shelton Local 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
Tesco Extra, Clough Street, Hanley	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, City Road, Stoke-on-Trent	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
Century Retail Park, Etruria Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Fenton Town Centre	0.5	0.7	0.0	0.5	1.1	0.0	0.0	1.0	0.0	0.9	0.0	0.1	0.0	0.0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	5.4	2.3	10.8	1.7	0.0	2.3	10.6	14.3	3.3	6.3	6.6	1.7	11.2	1.4
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	31.9	39.0	35.4	4.3	26.4	54.9	51.4	33.0	28.2	29.3	2.4	13.9	61.3	15.3
Hanley Town Centre	5.9	7.7	6.9	3.9	18.9	14.8	4.1	2.6	3.3	8.1	0.0	1.7	0.9	9.4
Intu Potteries Shopping Centre, City Centre (Hanley)	1.8	0.7	0.0	0.0	6.1	0.0	4.8	0.0	0.0	1.8	4.4	0.0	3.7	0.0
Octagon Retail Park, Etruria Road, Stoke-on-Trent	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.4
Ravenside Retail Park, Victoria Road, Fenton	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Stoke-upon-Trent Town Centre	2.4	3.9	0.0	6.0	4.8	1.8	1.4	0.0	0.0	3.0	2.4	0.0	0.0	0.0
Victoria Road Retail Park, Fenton	0.5	1.4	0.0	1.5	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	48.9	56.9	53.1	18.1	57.3	76.7	72.3	50.9	36.2	50.3	15.9	17.2	78.1	27.4
Zone 2														
Newcastle-under-Lyme														
Audley	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Baa Hill Farm Shop, Bar Hill, Madeley	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
Bignall End	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
Madeley	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	1.3	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3														
Staffordshire														
Blythe Bridge 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
Forbrook 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
Tesco Express, Uttoxeter Road, Blythe Bridge	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
Travis Perkins, The Station Yard, Uttoxeter Road, Stoke-on-Trent	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
Stoke-on-Trent														
Blurton 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
Tesco Extra, Baths Road, Longton	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 Superstore, Lysander Road, Meir	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
Longton Exchange Shopping Centre, Longton	0.3	0.9	0.0	0.8	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Retail Park, Longton	5.3	12.2	0.0	23.3	3.5	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Longton Town Centre	7.4	18.7	0.0	24.1	15.4	4.1	1.1	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Meir Retail Park, Uttoxeter Road, Meir	1.7	0.9	0.0	11.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meir Town Centre	0.6	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	1.4	0.0	1.7	0.0	0.0
Phoenix Retail Park, Longton	2.9	0.9	0.0	14.8	2.8	0.0	0.0	0.0	0.0	0.0	10.3	0.0	0.0	1.8
Sub Total	18.2	33.6	0.0	76.3	22.9	4.1	1.1	0.0	3.5	10.3	1.7	0.0	0.0	1.8
Zone 4														
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	0.2	0.0	0.0	0.0	1.1	1.4	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Staffordshire	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
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	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
Trentham Shopping Village, Stone Road, Trentham	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
Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	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
Aldi, Stanley Matthews Way, Trentham	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
Hanford 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
Hartshill 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
Newstead Industrial Estate, Alderflat Drive, Stoke-on-Trent	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, Minton House, London Road, Stoke-on-Trent	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 Superstore, Newcastle Road, Stoke-on-Trent	0.4	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trent Vale 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
Trentham Local 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
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	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
Sub Total	0.7	3.0	0.0	0.0	1.1	1.4	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Zone 5														
Staffordshire														
Brown Edge	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
Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	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
Bradeley 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
Burslem Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.9	0.0
Cobridge Local 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
Norton Industrial Estate, Bellerton Lane, Stoke-on-Trent	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
Norton Local 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
Smallthorne Local 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
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.9	0.0
Zone 6														
Stoke-on-Trent														
Alexandra Retail Park, Tunstall	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
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	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
Chell Local 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
Lidl, High Street, Stoke-on-Trent	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, Biddulph Road, Stoke-on-Trent	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
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	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
Sandyford	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
Silverstone Crescent (Packmoor)	0.0	0.0	0.0											

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Table 20: Electrical goods shopping expenditure

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)	Zone 9 Electrical (£m)	Zone 10 Electrical (£m)	Zone 11 Electrical (£m)	Zone 12 Electrical (£m)	Zone 13 Electrical (£m)
Zone 1														
Stoke-on-Trent														
Abbey Hulton 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
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	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
Asda, Victoria Road, Berry Hill, Fenton	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
Baddeley Green	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
Bentley Local 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
Berryhill Trading Estate, Victoria Road, Fenton	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
Bucknall Local 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
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	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
Heron Cross Local 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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	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
Milton Local 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
Sainsbury's, Etruria Road, Stoke-on-Trent	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwix, Leek Road, Stoke-on-Trent	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
Shelton Local 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
Tesco Extra, Clough Street, Hanley	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, City Road, Stoke-on-Trent	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
Century Retail Park, Etruria Road, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Forbrook Village Centre	0.8	0.2	0.0	0.2	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	10.0	0.5	0.6	0.4	0.0	0.3	0.7	1.2	0.2	1.5	0.9	0.5	3.2	0.1
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	59.6	8.8	1.9	1.0	3.8	6.2	3.4	2.8	2.1	7.1	0.3	4.0	17.5	0.8
Hanley Town Centre	11.3	1.7	0.4	0.9	2.7	1.7	0.3	0.2	0.2	2.0	0.0	0.5	0.2	0.5
Intu Potteries Shopping Centre, City Centre (Hanley)	3.4	0.2	0.0	0.0	0.9	0.0	0.3	0.0	0.0	0.4	0.6	0.0	1.1	0.0
Octagon Retail Park, Etruria Road, Stoke-on-Trent	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1
Ravenside Retail Park, Victoria Road, Fenton	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Stoke-upon-Trent Town Centre	4.3	0.9	0.0	1.4	0.7	0.2	0.1	0.0	0.0	0.7	0.3	0.0	0.0	0.0
Victoria Road Retail Park, Fenton	9.4	0.3	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	91.4	12.8	2.8	4.2	8.2	8.6	4.8	4.3	2.6	12.2	2.1	4.9	22.3	1.4
Zone 2														
Newcastle-under-Lyme														
Audley	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Baa Hill Farm Shop, Bar Hill, Madeley	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
Bignall End	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
Madeley	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	0.0
Sub Total	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3														
Staffordshire														
Blythe Bridge 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
Forbrook 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
Tesco Express, Uttoxeter Road, Blythe Bridge	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
Travis Perkins, The Station Yard, Uttoxeter Road, Stoke-on-Trent	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
Stoke-on-Trent														
Blurton 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
Tesco Extra, Baths Road, Longton	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 Superstore, Lysander Road, Meir	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
Longton Exchange Shopping Centre, Longton	0.5	0.2	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Retail Park, Longton	9.0	2.8	0.0	5.4	0.5	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Longton Town Centre	12.8	4.2	0.0	5.6	2.2	0.5	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Meir Retail Park, Uttoxeter Road, Meir	2.9	0.2	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meir Town Centre	1.3	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.0
Phoenix Retail Park, Longton	5.5	0.2	0.0	3.5	0.4	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.1
Sub Total	32.0	7.6	0.0	17.8	3.3	0.5	0.1	0.0	0.0	0.8	1.4	0.5	0.0	0.1
Zone 4														
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	0.5	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Staffordshire														
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	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
Trentham Shopping Village, Stone Road, Trentham	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
Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	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
Aldi, Stanley Matthews Way, Trentham	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
Hanford 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
Hartshill 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
Newstead Industrial Estate, Alderflat Drive, Stoke-on-Trent	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, Minton House, London Road, Stoke-on-Trent	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 Superstore, Newcastle Road, Stoke-on-Trent	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trent Vale 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
Trentham Local 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
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	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
Sub Total	1.1	0.7	0.0	0.0	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Zone 5														
Staffordshire														
Brown Edge	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
Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	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
Bradeley 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
Burslem Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Cobridge Local 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
Norton Industrial Estate, Bellerton Lane, Stoke-on-Trent	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
Norton Local 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
Smallthorne Local 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
Sub Total	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Zone 6														
Stoke-on-Trent														
Alexandra Retail Park, Tunstall	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
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	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
Chell Local 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
Lidl, High Street, Stoke-on-Trent	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, Biddulph Road, Stoke-on-Trent	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
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	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
Sandyford	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
Silverstone Crescent (Packmoor)	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
Tunstall Town Centre	6.0	0.0												

Stoke and Newcastle under Lyme Retail Study 2019
Nexus Planning

Table 21: DIY and gardening goods shopping patterns

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 (%)	Zone 9 DIY (%)	Zone 10 DIY (%)	Zone 11 DIY (%)	Zone 12 DIY (%)	Zone 13 DIY (%)
Zone 1														
Stoke-on-Trent														
Abbey Hulton 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
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Victoria Road, Berry Hill, Fenton	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
Baddeley Green	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
Bentley Local 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
Berryhill Trading Estate, Victoria Road, Fenton	0.1	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bucknall Local 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
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0
Heron Cross Local 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
Marks & Spencer, Upper Market Square, City Centre (Hanley)	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
Milton Local 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
Sainsbury's, Etruria Road, Stoke-on-Trent	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
Screwix, Leek Road, Stoke-on-Trent	0.5	2.1	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Shelton Local 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
Tesco Extra, Clough Street, Hanley	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
The Range, City Road, Stoke-on-Trent	0.4	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Century Retail Park, Etruria Road, Stoke-on-Trent	0.5	0.6	0.0	0.0	0.0	0.0	0.0	1.0	0.6	0.0	0.0	0.0	2.0	0.0
Fenton Town Centre	1.4	6.4	0.0	2.7	0.9	0.0	1.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	1.7	1.7	1.2	0.0	2.1	8.5	2.1	0.0	1.2	0.0	3.6	0.0	2.9	0.0
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	15.7	33.0	9.8	2.8	8.8	48.5	36.8	11.6	28.1	9.3	1.1	2.3	14.7	2.2
Hanley Town Centre	3.4	13.2	0.0	1.7	1.2	4.9	4.8	0.8	0.0	5.7	0.0	0.0	0.0	4.0
Intu Potteries Shopping Centre, City Centre (Hanley)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.6	0.0	0.0	0.0	0.0
Octagon Retail Park, Etruria Road, Stoke-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Ravenside Retail Park, Victoria Road, Fenton	0.6	0.6	0.0	0.0	3.0	1.2	1.2	1.3	0.0	0.9	0.0	0.0	0.0	0.0
Stoke-upon-Trent Town Centre	2.0	0.7	1.0	0.0	14.0	0.0	8.4	2.4	0.0	0.7	3.3	1.3	0.0	0.0
Victoria Road Retail Park, Fenton	1.1	7.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Sub Total	28.0	65.2	12.0	9.2	29.9	68.6	54.5	17.2	32.2	18.6	8.8	3.6	22.0	6.2
Zone 2														
Newcastle-under-Lyme														
Audley	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
Baa Hill Farm Shop, Bar Hill, Madeley	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
Bignall End	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
Madeley	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
Sub Total	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
Zone 3														
Staffordshire														
Blythe Bridge Village Centre	0.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Forbrook Village Centre	0.1	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Uttoxeter Road, Blythe Bridge	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
Travis Perkins, The Station Yard, Uttoxeter Road, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent														
Blurton 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
Tesco Extra, Baths Road, Longton	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 Superstore, Lysander Road, Meir	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
Longton Exchange Shopping Centre, Longton	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
Longton Retail Park, Longton	0.1	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longton Town Centre	1.3	7.4	0.0	1.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meir Retail Park, Uttoxeter Road, Meir	19.4	18.4	0.0	75.3	20.9	1.5	0.0	2.6	1.6	22.0	28.2	0.0	1.3	9.2
Meir Town Centre	1.4	3.6	0.0	2.7	3.8	0.0	0.0	0.0	0.0	0.7	3.5	0.0	0.0	0.0
Phoenix Retail Park, Longton	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
Sub Total	22.5	29.5	0.0	81.3	26.2	1.5	0.0	2.6	1.6	22.8	31.7	0.0	1.3	9.2
Zone 4														
Newcastle-under-Lyme														
Etruria Way Retail Park, Stoke-on-Trent	0.3	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staffordshire	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
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	0.4	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.6	0.9	0.0	0.0	0.0
Trentham Shopping Village, Stone Road, Trentham	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
Stoke-on-Trent														
Aldi, Newcastle Road, Stoke-on-Trent	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
Aldi, Stanley Matthews Way, Trentham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Hanford 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
Hartshill 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
Newstead Industrial Estate, Alderflat Drive, Stoke-on-Trent	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, Minton House, London Road, Stoke-on-Trent	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 Superstore, Newcastle Road, Stoke-on-Trent	0.1	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Trent Vale 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
Trentham Local Centre	0.3	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	0.7	2.3	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Sub Total	1.8	2.3	0.0	0.0	13.6	0.0	0.0	0.0	0.0	0.6	1.7	0.0	1.7	1.0
Zone 5														
Staffordshire														
Brown Edge	0.1	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stoke-on-Trent														
Asda, Scotia Road, Stoke-on-Trent	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
Bradeley 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
Burslem Town Centre	0.3	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Cobridge Local 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
Norton Industrial Estate, Bellerton Lane, Stoke-on-Trent	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
Norton Local 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
Smallthorne Local Centre	0.1	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	5.8	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Zone 6														
Stoke-on-Trent														
Alexandra Retail Park, Tunstall	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
Asda, Scotia Road, Tunstall (Opposite Matalan / Next)	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
Chell Local 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
Lidl, High Street, Stoke-on-Trent	0.1	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Tesco Express, Biddulph Road, Stoke-on-Trent	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
Wickes, Marlborough Road, Off Reginald Way, Stoke On Trent	1.9	0.0	0.0	0.0	0.0	5.1	11.9	6.1	15.0	0.0	0.0	0.0	2.0	0.0
Sandyford	0.3	0.0	0.0	0.0	0.0	1.2	0.0	2.4	1.6	0.0	0.0</			

Chesterton	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Chesterton 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
Clayton	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Clayton Local 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
Cross Heath Local 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
Garner's Garden Centre, Cemetery Road, Silverdale, Newcastle-under-Ly	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	0.0
Homebase, Brook Lane, Newcastle-under-Lyme	0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Knutton	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
Milehouse Local 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
Morrisons, Coose Street, Newcastle-under-Lyme	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
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	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	0.0
Newcastle-under-Lyme Town Centre	7.2	0.1	0.5	0.1	1.7	0.0	0.0	0.2	0.0	0.0	0.1	0.1	4.4	0.0
Parkhouse Industrial Estate, Brookhouse Road, Newcastle-under-Lyme	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, Liverpool Road, Newcastle-under-Lyme	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Silverdale Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Whitmore 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
Wolstanton	0.9	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.6	0.6	0.0
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	4.7	0.1	0.1	0.3	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.6	3.1	0.0
Sub Total	14.0	0.2	0.9	0.5	2.0	0.1	0.1	0.3	0.2	0.2	0.1	0.8	8.5	0.1
Zone 13														
Newcastle-under-Lyme														
Ashley 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
Loggerheads 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
Sub Total	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
Total Study Area	83.2	9.8	1.9	11.2	7.1	5.0	2.8	4.0	3.8	12.8	4.4	5.9	13.8	0.6
Sub Total Newcastle-under-Lyme	20.4	0.2	1.5	0.6	2.4	0.1	0.3	2.4	0.5	0.2	0.1	2.2	9.9	0.1
Sub Total Stoke-on-Trent	49.2	9.6	0.5	10.3	4.4	4.4	2.5	1.4	2.4	5.8	3.0	0.5	3.9	0.5
Destination	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
	DIY	DIY	DIY	DIY	DIY	DIY	DIY	DIY	DIY	DIY	DIY	DIY	DIY	DIY
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside Study Area														
Outside Study Area, Birmingham														
Birmingham City 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
Sub Total	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
Outside Study Area, Cannock Chase														
Cannock Town 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
Longford Industrial Estate, Longford Road, Cannock	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
Marks & Spencer Simply Food, Waterside Retail Park, Ashbourne	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
Sub Total	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
Outside Study Area, Cheshire East														
Asda, Victoria Centre, Crewe	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&Q, Statham Street, Macclesfield	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
B&Q, Weston Road, Crewe	0.5	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.0
Bridgemere Village Centre	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Crewe Town Centre	1.4	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.1	0.0
Fairways Garden Centre, Bullocks Lane, Macclesfield	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
Grand Junction Retail Park, Crewe	1.1	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.7	0.0	0.0
Handforth Dean Retail Park, Wilmslow	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
High Legh Garden Centre, Halliwell's Brow, High Legh, Knutsford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Lyme Green Retail Park, Brindley Way, Macclesfield	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.9	0.1	0.0
Macclesfield Town Centre	1.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.8	0.0	0.0
Nantwich Town 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
Sainsbury's, Middlewich Road, Nantwich	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
Sandbach Town Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Stadium Retail Park, Crewe	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.0
Walgherton 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
Weyvale Garden Centre, Nantwich	0.3	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Sub Total	7.7	0.0	1.0	0.2	0.0	0.0	0.0	0.3	0.1	0.7	0.1	5.0	0.3	0.1
Outside Study Area, Cheshire West and Chester														
Cheshire Oaks, Ellesmere Port	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
Chester City 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
Greyhound Retail Park, Chester	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
Okells Garden Centre, Burton Road, Dutton, Tarporley	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
Sub Total	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
Outside Study Area, Derby														
B&Q, Osmaston Park Road, Derby	0.1	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
Derby City 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
Sub Total	0.1	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
Outside Study Area, Derbyshire														
Ashbourne Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Bakewell Town 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
Marks & Spencer Simply Food, Waterside Retail Park, Ashbourne	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
Matlock Town 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
Waterside Business Park, Clifton Road, Ashbourne	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Outside Study Area, Edinburgh														
Edinburgh City 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
Sub Total	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
Outside Study Area, Hertfordshire														
Ware Town Centre	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
Sub Total	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
Outside Study Area, High Peak														
Buxton Town 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
Glossop Town 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
Sub Total	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
Outside Study Area, Lancashire														
Boundary Mill, Vivary Way, Colne	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
Sub Total	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
Outside Study Area, Manchester														
Chorlton-cum-Hardy Local 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
Manchester City 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
Sub Total	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
Outside Study Area, Nottinghamshire														
Giltbrook Retail Park (IKEA), Nottingham	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
Sub Total	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
Outside Study Area, Sefton														
Southport Town 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
Sub Total	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
Outside Study Area, Shropshire														
B&Q, Featherbed Lane, Shrewsbury	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Homebase, Towers Lawn, Cheshire Street, Market Drayton	0													

Chesterton	1.6	1.2	17.6	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	5.8	0.0
Chesterton 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
Clayton	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
Clayton Local 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
Cross Heath Local 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
Garner's Garden Centre, Cemetery Road, Silverdale, Newcastle-under-Ly	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
Homebase, Brook Lane, Newcastle-under-Lyme	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
Knutton	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
Milehouse Local 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
Morrisons, Coose Street, Newcastle-under-Lyme	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
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	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
Newcastle-under-Lyme Town Centre	5.7	1.0	16.3	2.7	14.8	0.0	0.0	6.0	3.4	0.0	0.0	1.5	22.8	3.3
Parkhouse Industrial Estate, Brookhouse Road, Newcastle-under-Lyme	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, Liverpool Road, Newcastle-under-Lyme	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
Silverdale Town 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
Whitmore 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
Wolstanton	1.2	0.0	3.9	0.0	1.8	2.6	0.0	0.0	0.0	2.1	1.2	4.7	0.0	0.0
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	1.8	1.5	0.0	3.2	2.6	1.7	0.0	0.0	2.1	0.7	0.0	0.0	4.9	0.0
Sub Total	10.4	3.7	37.8	5.9	19.2	4.2	0.0	10.4	5.5	0.7	2.1	2.8	39.2	3.3
Zone 13														
Newcastle-under-Lyme														
Ashley 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
Loggerheads 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
Sub Total	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
Total Study Area	85.6	94.5	61.4	89.4	86.7	100.0	96.4	88.9	97.0	88.4	57.2	67.1	89.0	31.9
Sub Total Newcastle-under-Lyme	11.8	3.7	37.8	5.9	21.0	6.8	2.5	21.0	12.7	0.7	2.1	4.0	39.2	5.6
Sub Total Stoke-on-Trent	57.7	86.8	23.6	82.7	64.3	85.2	92.4	51.9	52.2	40.3	32.0	16.3	48.7	22.5
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 (%)	Zone 9 Furniture (%)	Zone 10 Furniture (%)	Zone 11 Furniture (%)	Zone 12 Furniture (%)	Zone 13 Furniture (%)
Outside Study Area														
Outside Study Area, Birmingham														
Birmingham City 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	1.9
Sub Total	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	1.9
Outside Study Area, Cannock Chase														
Cannock Town 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
Longford Industrial Estate, Longford Road, Cannock	0.1	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer Simply Food, Waterside Retail Park, Ashbourne	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
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Cheshire East														
Asda, Victoria Centre, Crewe	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&Q, Statham Street, Macclesfield	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&Q, Weston Road, Crewe	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
Bridgemere 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
Crewe Town Centre	1.1	0.0	7.9	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	9.7	0.0	0.0
Fairways Garden Centre, Bullocks Lane, Macclesfield	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
Grand Junction Retail Park, Crewe	1.8	0.0	10.3	0.0	0.0	0.0	4.3	0.0	0.0	0.0	13.9	0.0	0.0	0.0
Handforth Dean Retail Park, Wilmslow	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
High Legh Garden Centre, Halliwell's Brow, High Legh, Knutsford	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
Lyme Green Retail Park, Brindley Way, Macclesfield	0.2	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Macclesfield Town Centre	2.0	0.0	1.9	2.2	1.1	0.0	0.0	1.7	4.3	0.0	6.6	1.4	0.0	0.0
Nantwich Town Centre	0.5	0.0	15.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Sainsbury's, Middlewich Road, Nantwich	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
Sandbach Town 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
Stadium Retail Park, Crewe	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0
Walgherton 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
Wyevale Garden Centre, Nantwich	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
Sub Total	5.7	0.0	35.1	2.2	1.1	0.0	0.0	6.7	1.7	5.0	0.0	31.7	2.6	0.0
Outside Study Area, Cheshire West and Chester														
Cheshire Oaks, Ellesmere Port	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
Chester City Centre	0.2	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.5	0.0
Greyhound Retail Park, Chester	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
Okells Garden Centre, Burton Road, Duddon, Tarporley	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
Sub Total	0.2	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.5	0.0
Outside Study Area, Derby														
B&Q, Osmaston Park Road, Derby	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
Derby City 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
Sub Total	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
Outside Study Area, Derbyshire														
Ashbourne Town 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
Bakewell Town 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
Marks & Spencer Simply Food, Waterside Retail Park, Ashbourne	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Matlock Town 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
Waterside Business Park, Clifton Road, Ashbourne	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
Sub Total	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Outside Study Area, Edinburgh														
Edinburgh City 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
Sub Total	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
Outside Study Area, Hertfordshire														
Ware Town 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
Sub Total	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
Outside Study Area, High Peak														
Buxton Town 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
Glossop Town 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
Sub Total	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
Outside Study Area, Lancashire														
Boundary Mill, Vivary Way, Colne	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
Sub Total	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
Outside Study Area, Manchester														
Chorlton-cum-Hardy Local 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
Manchester City Centre	0.2	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Sub Total	0.2	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Outside Study Area, Nottinghamshire														
Giltbrook Retail Park (IKEA), Nottingham	0.7	4.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.7	4.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Sefton														
Southport Town 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
Sub Total	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
Outside Study Area, Shropshire														
B&Q, Featherbed Lane, Shrewsbury	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
Homebase, Towers Lawn, Cheshire Street, Market Drayton	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
Market Drayton Town Centre	1.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.9	40.4	0.0
Morrisons, Maer Lane, Market Drayton														

Chesterton	2.6	0.2	0.8	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	1.4	0.0
Chesterton 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
Clayton	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
Clayton Local 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
Cross Heath Local 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
Garner's Garden Centre, Cemetery Road, Silverdale, Newcastle-under-Lyme	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
Homebase, Brook Lane, Newcastle-under-Lyme	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
Knutton	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
Milehouse Local 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
Morrisons, Coose Street, Newcastle-under-Lyme	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
Morrisons, Lower Milehouse Lane, Newcastle-under-Lyme	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
Newcastle-under-Lyme Town Centre	9.5	0.2	0.7	0.5	1.7	0.0	0.0	0.4	0.2	0.0	0.0	0.3	5.3	0.1
Parkhouse Industrial Estate, Brookhouse Road, Newcastle-under-Lyme	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, Liverpool Road, Newcastle-under-Lyme	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
Silverdale Town 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
Whitmore 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
Wolstanton	2.2	0.0	0.2	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.2	1.1	0.0
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	2.7	0.3	0.0	0.6	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	1.2	0.0
Sub Total	17.2	0.6	1.7	1.1	2.3	0.4	0.0	0.7	0.3	0.1	0.2	0.5	9.2	0.1
Zone 13														
Newcastle-under-Lyme														
Ashley 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
Loggerheads 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
Sub Total	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
Total Study Area	129.2	16.4	2.7	16.7	10.2	8.7	4.8	5.9	5.7	18.0	6.4	11.5	20.8	1.3
Sub Total Newcastle-under-Lyme	19.2	0.6	1.7	1.1	2.5	0.6	0.1	1.4	0.7	0.1	0.2	0.7	9.2	0.2
Sub Total Stoke-on-Trent	84.6	15.1	1.0	15.4	7.6	7.4	4.6	3.4	3.1	8.2	3.6	2.8	11.4	0.9
Destination	Total Furniture (€m)	Zone 1 Furniture (€m)	Zone 2 Furniture (€m)	Zone 3 Furniture (€m)	Zone 4 Furniture (€m)	Zone 5 Furniture (€m)	Zone 6 Furniture (€m)	Zone 7 Furniture (€m)	Zone 8 Furniture (€m)	Zone 9 Furniture (€m)	Zone 10 Furniture (€m)	Zone 11 Furniture (€m)	Zone 12 Furniture (€m)	Zone 13 Furniture (€m)
Outside Study Area														
Outside Study Area, Birmingham														
Birmingham City Centre	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	0.1
Sub Total	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	0.1
Outside Study Area, Cannock Chase														
Cannock Town 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
Longford Industrial Estate, Longford Road, Cannock	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer Simply Food, Waterside Retail Park, Ashbourne	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
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Cheshire East														
Asda, Victoria Centre, Crewe	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&Q, Statham Street, Macclesfield	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&Q, Weston Road, Crewe	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
Bridgemere 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
Crewe Town Centre	2.1	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.7	0.0	0.0
Fairways Garden Centre, Bullocks Lane, Macclesfield	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
Grand Junction Retail Park, Crewe	3.1	0.0	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	2.4	0.0	0.0
Handforth Dean Retail Park, Wilmslow	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
High Legh Garden Centre, Halliwell's Brow, High Legh, Knutsford	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
Lyme Green Retail Park, Brindley Way, Macclesfield	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Macclesfield Town Centre	3.1	0.0	0.1	0.4	0.1	0.0	0.0	0.0	0.1	0.9	0.0	1.1	0.3	0.0
Nantwich Town Centre	0.9	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Sainsbury's, Middlewich Road, Nantwich	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
Sandbach Town 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
Stadium Retail Park, Crewe	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Walgherton 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
Weyvale Garden Centre, Nantwich	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
Sub Total	9.7	0.0	1.5	0.4	0.1	0.0	0.0	0.4	0.1	1.0	0.0	5.4	0.6	0.0
Outside Study Area, Cheshire West and Chester														
Cheshire Oaks, Ellesmere Port	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
Chester City Centre	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1
Greyhound Retail Park, Chester	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
Okells Garden Centre, Burton Road, Dutton, Tarporley	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
Sub Total	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1
Outside Study Area, Derby														
B&Q, Osmaston Park Road, Derby	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
Derby City 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
Sub Total	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
Outside Study Area, Derbyshire														
Ashbourne Town 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
Bakewell Town 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
Marks & Spencer Simply Food, Waterside Retail Park, Ashbourne	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Matlock Town 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
Waterside Business Park, Clifton Road, Ashbourne	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
Sub Total	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Outside Study Area, Edinburgh														
Edinburgh City 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
Sub Total	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
Outside Study Area, Hertfordshire														
Ware Town 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
Sub Total	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
Outside Study Area, High Peak														
Buxton Town 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
Glossop Town 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
Sub Total	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
Outside Study Area, Lancashire														
Boundary Mill, Vivary Way, Colne	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
Sub Total	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
Outside Study Area, Manchester														
Chorlton-cum-Hardy Local 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
Manchester City Centre	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Sub Total	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Outside Study Area, Nottinghamshire														
Giltbrook Retail Park (IKEA), Nottingham	0.9	0.7	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.9	0.7	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area, Sefton														
Southport Town 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
Sub Total	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
Outside Study Area, Shropshire														
B&Q, Featherbed Lane, Shrewsbury	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
Homebase, Towers Lawn, Cheshire Street, Market Drayton	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
Market Drayton Town Centre	2.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	1.7
Morrisons, Maer Lane, Market Drayton	0.0</													

Table 25: Total comparison goods shopping expenditure

Destination	Total Comparison (£m)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9 Comparison (£m)	Zone 10 Comparison (£m)	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)	Zone 13 Comparison (£m)	Inflow Allowance (%)	Inflow Allowance (£m)	Total Comparison (£m)
Zone 1																	
Stoke-on-Trent																	
Abbey Hulon Village Centre	1.2	1.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Aldi, Leek New Road, Norton Retail Park, Stoke-on-Trent	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Asda, Victoria Road, Berry Hill, Fenton	0.1	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	0.1
Baddley Green	3.3	2.4	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Bentley Local Centre	0.7	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	0.7
Berrill Trading Estate, Victoria Road, Fenton	0.1	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	0.1
Bucknall Local Centre	2.1	1.7	0.0	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	2.1
Diamond Park Industrial Estate, off King Street, Stoke-on-Trent	0.7	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.7
Heron Cross Local Centre	0.3	0.1	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	0.3
Marks & Spencer, Upper Market Square, City Centre (Hanley)	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	0.0	0.0	0.0	0.1
Milton Local Centre	1.1	1.1	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	1.1
Sainsbury's, Etruria Road, Stoke-on-Trent	2.7	1.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Screwfix, Leek Road, Stoke-on-Trent	0.4	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Shelton Local Centre	0.3	0.0	0.0	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	0.3
Tesco Extra, Clough Street, Hanley	3.3	2.3	0.0	0.0	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	3.3
The Range, City Road, Stoke-on-Trent	2.6	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.0	0.9	0.0	0.0	0.5	0.7	0.0	0.0	2.6
Century Retail Park, Etruria Road, Stoke-on-Trent	3.8	0.3	0.0	0.2	0.0	0.3	0.0	0.0	0.3	0.3	0.0	0.0	2.4	0.0	0.0	0.0	3.8
Fenton Town Centre	25.7	11.7	0.5	4.5	1.4	0.5	0.7	0.2	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.7
Festival Heights Retail Park, Greyhound Way, Stoke-on-Trent	30.5	3.3	2.0	2.1	1.5	1.1	1.4	2.4	0.5	3.3	2.3	1.3	9.3	0.3	0.0	0.0	30.5
Festival Retail Park, Ridge House Drive, Stoke-on-Trent	172.3	26.6	3.3	4.9	14.4	23.7	9.7	10.0	9.2	18.5	2.7	8.9	39.6	1.1	4.0	7.2	172.3
Hanley Town Centre	247.1	56.8	3.0	33.5	20.9	25.5	10.6	8.1	7.0	33.4	5.3	9.7	30.5	2.7	4.0	10.3	247.1
Intu Potteries Shopping Centre, City Centre (Hanley)	53.3	6.3	1.4	7.6	6.0	1.6	4.3	4.6	3.1	5.0	2.0	1.4	8.5	1.5	4.0	2.2	53.3
Octagon Retail Park, Etruria Road, Stoke-on-Trent	6.4	1.2	0.1	0.2	0.2	0.5	0.5	0.4	0.2	0.2	0.7	0.0	2.0	0.2	0.0	0.0	6.4
Ravensdale Retail Park, Victoria Road, Fenton	9.0	0.8	0.1	2.5	0.4	0.6	0.7	0.1	0.1	1.4	0.3	1.3	0.6	0.2	0.0	0.0	9.0
Stoke-upon-Trent Town Centre	50.5	8.6	0.7	5.6	14.9	8.8	1.6	0.7	0.2	2.5	1.6	4.2	1.2	0.0	0.0	0.0	50.5
Victoria Road Retail Park, Fenton	9.6	5.2	0.0	1.7	0.0	0.3	0.4	0.1	0.3	1.0	0.1	0.0	0.4	0.1	0.0	0.0	9.6
Sub Total	627.7	131.5	11.1	63.9	59.8	65.9	30.0	27.0	21.1	69.4	15.0	27.1	99.2	6.6	16.0	19.7	647.4
Zone 2																	
Newcastle-under-Lyme																	
Audley	0.8	0.0	0.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Bar Hill Farm Shop, Bar Hill, Madeley	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
Biggall End	0.1	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	0.1
Madley	0.7	0.0	0.7	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	0.7
Sub Total	1.7	0.1	1.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Zone 3																	
Staffordshire																	
Bythe Bridge Village Centre	1.2	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.2
Forsbrook Village Centre	0.1	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	0.1
Tesco Express, Uttoxeter Road, Bythe Bridge	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	0.1
Travis Perkins, The Station Yard, Uttoxeter Road, Stoke-on-Trent	0.1	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	0.1
Stoke-on-Trent																	
Blurton District Centre	0.6	0.0	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	0.6
Tesco Extra, Baths Road, Longton	3.0	2.1	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Tesco Superstore, Lysander Road, Meir	2.9	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Longton Exchange Shopping Centre, Longton	4.9	0.2	0.0	1.4	0.6	0.0	0.0	0.4	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9
Longton Retail Park, Longton	34.4	7.5	0.0	14.8	2.7	0.4	0.0	0.5	0.0	3.2	1.2	0.0	4.1	0.0	0.0	0.0	34.4
Longton Town Centre	106.7	22.7	0.0	54.4	12.4	3.8	0.6	0.6	0.0	4.2	1.6	2.7	3.7	0.0	0.0	0.0	106.7
Meir Retail Park, Uttoxeter Road, Meir	38.1	2.3	0.0	25.8	2.0	0.1	0.0	0.2	0.1	3.7	2.4	0.0	1.2	0.3	0.0	0.0	38.1
Meir Town Centre	8.4	0.9	0.0	4.0	0.3	0.0	0.0	0.0	0.0	2.4	0.3	0.5	0.0	0.0	0.0	0.0	8.4
Phoenix Retail Park, Longton	17.0	2.3	0.0	7.1	1.3	0.0	0.0	0.0	0.0	1.6	2.5	2.1	0.0	0.1	0.0	0.0	17.0
Sub Total	217.4	37.9	0.0	113.4	19.4	4.2	0.6	1.4	0.4	15.2	7.0	5.7	11.1	1.2	0.0	0.0	217.4
Zone 4																	
Newcastle-under-Lyme																	
Etruria Way Retail Park, Stoke-on-Trent	1.0	0.3	0.0	0.0	0.4	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Staffordshire																	
Trentham Gardens, Trentham Estate, Stone Road, Stoke-on-Trent	7.3	0.0	0.0	0.5	2.7	0.3	0.0	0.2	0.2	1.0	2.4	0.0	0.0	0.0	0.0	0.0	7.3
Trentham Shopping Village, Stone Road, Trentham	2.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	1.0	0.2	0.0	0.0	2.1
Stoke-on-Trent																	
Aldi, Newcastle Road, Stoke-on-Trent	0.7	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Aldi, Stanley Matthews Way, Trentham	0.5	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.5
Hanford Village Centre	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Hartshill Village Centre	0.5	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.5
Newstead Industrial Estate, Alderflat Drive, Stoke-on-Trent	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3
Sainsbury's, Minton House, London Road, Stoke-on-Trent	2.9	1.3	0.0	0.6	1.6	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Tesco Superstore, Newcastle Road, Stoke-on-Trent	3.7	1.5	0.0	0.0	1.7	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
Trent Vale Village Centre	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Trentham Local Centre	2.2	0.1	0.4	0.0	0.4	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.6	0.0	0.0	0.0	2.2
Springfields Retail Park, Newcastle Road, Stoke-on-Trent	4.6	0.2	0.5	0.7	1.4	0.0	0.0	0.7	0.0	0.0	0.5	0.0	0.4	0.2	0.0	0.0	4.6
Sub Total	26.5	3.6	0.9	1.6	9.9	0.9	0.0	1.2	0.6	1.7	3.1	0.0	2.7	0.5	0.0	0.0	26.5
Zone 5																	
Staffordshire																	
Brown Edge	0.9	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.5	0.0	0.0	0.0	0.9
Stoke-on-Trent																	
Asda, Scotia Road, Stoke-on-Trent	0.1	0.0	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	0.1
Bradley Village Centre	0.1	0.0	0.0	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	0.1
Burslem Town Centre	8.3	0.5	0.3	2.0	0.1	1.7	2.1	0.4	0.1	0.3	0.0	0.0	0.2	0.0	0.0	0.0	8.3
Cobridge Local Centre	0.3	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Norton Industrial Estate, Bellerton Lane																	

Destination	Total Comparison (£m)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)	Zone 9 Comparison (£m)	Zone 10 Comparison (£m)	Zone 11 Comparison (£m)	Zone 12 Comparison (£m)	Zone 13 Comparison (£m)	Inflow Allowance (%)	Inflow Allowance (£m)	Total Comparison (£m)
Sainsbury's, Liverpool Road, Newcastle-under-Lyme	3.2	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3	2.0	0.0	0.0	0.0	3.2
Silverdale Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Wilmora 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
Wolstanton	25.7	2.5	0.5	1.4	1.1	1.1	1.1	0.0	0.7	0.6	1.0	0.5	3.8	12.4	0.1	0.0	25.7
Wolstanton Retail Park, Queensway, Newcastle-under-Lyme	44.9	1.7	1.5	2.2	5.7	2.1	1.0	5.1	1.5	4.2	1.3	1.5	15.6	1.5	0.0	0.0	44.9
Sub Total	188.6	7.9	15.8	5.9	24.5	4.1	1.2	7.9	3.8	6.8	1.9	6.9	98.4	3.7	3.0	3.3	191.9
Zone 13																	
Newcastle-under-Lyme																	
Ashley 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
Loggerheads Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.4
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.4
Total Study Area	1413.6	187.4	33.6	193.7	115.4	97.3	55.9	68.9	58.6	187.2	55.8	117.2	228.8	13.8	19.0	23.0	1436.6
Sub Total Newcastle-under-Lyme	257.8	9.1	19.9	10.1	26.3	7.3	5.1	24.8	6.2	8.0	3.2	22.5	111.0	4.3	3.0	3.3	261.1
Sub Total Stoke-on-Trent	921.9	176.2	13.5	179.4	86.2	86.4	49.2	39.1	26.2	85.2	22.6	33.8	116.0	8.2	16.0	19.7	941.6
Outside Study Area																	
Outside Study Area, Birmingham																	
Birmingham City Centre	6.8	0.3	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.0	4.6	1.0	0.0	0.1	0.0	0.0	6.8
Sub Total	6.8	0.3	0.0	0.3	0.5	0.0	0.0	0.0	0.0	0.0	4.6	1.0	0.0	0.1	0.0	0.0	6.8
Outside Study Area, Cannock Chase																	
Cannock Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.5
Longford Industrial Estate, Longford Road, Cannock	0.1	0.0	0.0	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	0.1
Marks & Spencer Simply Food, Waterside Retail Park, Ashbourne	0.3	0.3	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
Sub Total	0.9	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.9
Outside Study Area, Cheshire East																	
Asda, Victoria Centre, Crewe	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
B&Q, Statham Street, Macclesfield	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
B&Q, Weston Road, Crewe	0.5	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.5
Bridgemere Village Centre	0.9	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.9
Crewe Town Centre	26.2	0.0	4.1	0.4	0.3	0.0	0.6	1.2	0.0	0.0	0.0	19.3	0.1	0.2	0.0	0.0	26.2
Fairways Garden Centre, Bullocks Lane, Macclesfield	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Grand Junction Retail Park, Crewe	16.8	0.0	1.8	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	13.7	0.6	0.0	0.0	0.0	16.8
Handforth Dean Retail Park, Wilmanslow	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	2.2	0.0	2.4	0.0	0.0	0.0	0.0	5.5
High Leigh Garden Centre, Halliwell's Brow, High Leigh, Knutsford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Lyme Green Retail Park, Brindley Way, Macclesfield	8.8	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.3	1.1	0.2	6.6	0.1	0.0	0.0	0.0	8.8
Macclesfield Town Centre	18.4	0.0	0.2	0.8	0.1	0.0	0.0	1.2	1.0	4.3	0.2	10.3	0.3	0.0	0.0	0.0	18.4
Nantwich Town Centre	4.2	0.0	2.5	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.5	1.1	0.1	0.0	0.0	4.2
Sainsbury's, Middlewich Road, Nantwich	0.3	0.0	0.3	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	0.3
Sandbach Town Centre	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0	3.6
Stadium Retail Park, Crewe	2.1	0.0	0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.6	0.6	0.1	0.0	0.0	2.1
Walgherton Village Centre	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	0.0	0.0	0.0	0.1
Weyvale Garden Centre, Nantwich	0.7	0.0	0.1	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.7
Sub Total	88.9	0.3	9.3	1.9	0.7	0.0	0.7	4.1	1.8	8.2	0.4	57.6	3.0	0.8	0.0	0.0	88.9
Outside Study Area, Cheshire West and Chester																	
Cheshire Oaks, Ellesmere Port	6.7	0.0	1.0	0.4	0.6	1.5	0.2	0.0	0.1	0.0	0.7	1.1	0.5	0.5	0.0	0.0	6.7
Chester City Centre	5.8	1.3	0.6	0.0	1.0	0.0	0.0	0.4	0.0	1.0	1.0	0.5	0.1	0.0	0.0	0.0	5.8
Greyhound Retail Park, Chester	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
Okells Garden Centre, Burton Road, Duddon, Tarporley	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
Sub Total	12.5	1.3	1.6	0.4	1.6	1.5	0.2	0.0	0.5	0.0	1.7	2.0	1.0	0.6	0.0	0.0	12.5
Outside Study Area, Derby																	
B&Q, Osmaston Park Road, Derby	0.1	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	0.1
Derby City Centre	6.7	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.2	4.2	0.0	0.0	0.6	0.0	0.0	0.0	6.7
Sub Total	6.7	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.2	4.2	0.0	0.0	0.6	0.0	0.0	0.0	6.7
Outside Study Area, Derbyshire																	
Ashbourne Town Centre	2.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Bakewell Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Marks & Spencer Simply Food, Waterside Retail Park, Ashbourne	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Matlock Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Waterside Business Park, Clifton Road, Ashbourne	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub Total	3.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	3.1
Outside Study Area, Edinburgh																	
Edinburgh City Centre	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	1.7
Sub Total	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	1.7
Outside Study Area, Hertfordshire																	
Ware Town Centre	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	0.1
Sub Total	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	0.1
Outside Study Area, High Peak																	
Buxton Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Glossop Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub Total	0.5	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Outside Study Area, Lancashire																	
Boundary Mill, Vivary Way, Colne	0.3	0.3	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	0.3
Sub Total	0.3	0.3	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	0.3
Outside Study Area, Manchester																	
Chorlton-cum-Hardy Local Centre	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	0.0	0.0	0.2
Manchester City Centre	18.4	3.0	0.0	1.0	3.0	0.3	1.0	1.4	1.2	4.2	0.3	0.9	2.2	0.1	0.0	0.0	18.4

Stoke and Newcastle under Lyme Retail Study 2019
Nexus Planning

Table 26a: Estimated capacity for additional comparison goods floorspace in joint authority area

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2019	1,202.7	1,179.7	23.0	0.0
2023	1,339.2	1,327.2	25.8	13.8
2028	1,522.6	1,575.0	30.7	83.1
2029	1,557.6	1,630.1	31.7	104.3
2033	1,705.9	1,880.1	36.6	210.7

Study Area Market Share (%)

69.3

- a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
b. Assumes constant market share claimed by Stoke-on-Trent and Newcastle-under-Lyme facilities at 72.3% from Study Area

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in joint authority area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2019	0.0	0	0
2023	13.8	2,300	3,900
2028	83.1	13,800	23,700
2029	104.3	17,400	29,800
2033	210.7	35,100	60,200

- a. Average sales density assumed to be £6,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Study Area
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Study Area
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

Table 26c: Extant comparison goods commitments in Derby Authority Area

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Stoke-on-Trent							
Zone 1							
Warner Street/Broad Street/Potteries Way	51551	Office-led mixed-use scheme with 1,970 sq.m of retail floorspace to be built out. Assumed that this will be one third convenience, one third comparison and one third retail service.	1,379	460	5,500	2.5	Extant
Mothercare, Ridgehouse Drive, Stoke-on-Trent	59179	Extension to existing mezzanine floor	503	503	3,893	2.0	Extant
Zone 3							
Former Dresden Primary School, Belgrave Road, Dresden	56751	Demolition of former school and erection of foodstore	356	18	5,000	0.1	Under construction
Lightwood Tavern, 581 Lightwood Road	60965	Change of use to retail convenience store	277	14	5,000	0.1	Extant
Zone 4							
Former Dyson Technologies, Shelton New Road	54871	Mixed-use development, including residential, and up to 816 sq.m of Class A1, A2 and A5 floorspace. Assumed that one third of this would be Class A1 retail, split evenly between convenience and comparison goods	571	286	4,000	1.1	Extant
Land to the side and rear of London House	58372	Retail unit below student accommodation - assumed most likely to be occupied by convenience goods retailer	154	8	5,000	0.0	Extant
City General Hospital	58753	Two storey hospital building with retail and service units (amounting to 1,463 sq.m) on ground floor. Assumed that this will be one third convenience, one third comparison and one third retail service	1,024	341	5,000	1.7	Extant
Aldi, Newcastle Road, Stoke-on-Trent	58349	Single storey extension to store	291	52	7,220	0.4	Under construction
Former Spode Works, Church Street, Stoke-on-Trent	58781	Floorspace could be used for variety of uses and assumed retail is Council estimate	330	231	4,000	0.9	Under construction
Pets at Home, Springfields Retail Park, Newcastle Road	61910	Mezzanine floorspace	262	262	2,276	0.6	Extant
Zone 6							
Clanway Farm Local Centre		Mixed-use allocation providing for up to 1,000 sq.m of retail. Assumed that this will be one third convenience, one third comparison and one third retail service.	700	233	4,000	0.9	Extant
Newcastle-under-Lyme							
Zone 7							
Unit 7, Linley Trading Estate	14/00363/REM	Employment uses with small/medium-sized A1 retail foodstore (with 1,386 sq.m of floorspace)	832	125	5,000	0.6	Extant
Zone 12							
5-9 High Street, Newcastle-under-Lyme	14/00192/FUL	Change of use of medical practice to two retail units. Assumed that one will be convenience and one comparison	216	108	4,000	0.4	Under construction
The Zanzibar, Marsh Parade, Newcastle-under-Lyme	15/01061/COU	Change of use from nightclub to Class A1 retail and Class A3 restaurant use. Assumed that the 1,050 sq.m of retail floorspace will be one third convenience, one third comparison and one third retail service	735	245	4,000	1.0	Under construction
8-10 High Street, Newcastle-under-Lyme, ST5 1RA	12/00218/FUL	Retail unit	363	254	4,000	1.0	Under construction
Sub Total Newcastle-under-Lyme			2,145	732		3.1	
Sub Total Stoke-on-Trent			5,648	2,407		10.4	
Total			7,993	3,139		13.4	

Table 26d: Quantitative capacity for additional comparison goods floorspace in joint authority area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2019	0.0	13.4	-13.4	-2,200	-3,800
2023	13.8	14.9	-1.1	-200	-300
2028	83.1	17.0	66.1	11,000	18,900
2029	104.3	17.4	86.9	14,500	24,800
2033	210.7	19.0	191.7	32,000	54,800

- a. Average sales density assumed to be £6,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Study Area
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Study Area
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6e: Estimated capacity for additional convenience goods floorspace in Newcastle-under-Lyme

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2019	261.1	257.8	3.3	0.0
2023	290.7	290.0	3.7	3.0
2028	330.5	344.2	4.4	18.0
2029	338.1	356.2	4.5	22.6
2033	370.3	410.9	5.2	45.7
Study Area Market Share (%)		15.2%		

a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
 b. Assumes constant market share claimed by Newcastle-under-Lyme facilities at 19.5% from Study Area

Table 6f: Gross quantitative capacity for additional convenience goods floorspace in Newcastle-under-Lyme

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2019	0.0	3.1	-3.1	-500	-900
2023	3.0	3.4	-0.4	-100	-100
2028	18.0	3.9	14.2	2,400	4,000
2029	22.6	4.0	18.7	3,100	5,300
2033	45.7	4.3	41.4	6,300	11,800

a. Average sales density assumed to be £6,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Study Area
 b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Study Area
 c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
 d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6g: Estimated capacity for additional convenience goods floorspace in Stoke-on-Trent

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2019	941.6	921.9	19.7	0.0
2023	1,048.5	1,037.2	22.2	10.8
2028	1,192.1	1,230.8	26.3	65.0
2029	1,219.5	1,273.9	27.2	81.6
2033	1,335.6	1,469.2	31.4	165.0
Study Area Market Share (%)		54.2%		

a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
 b. Assumes constant market share claimed by Stoke-on-Trent facilities at 52.8% from Study Area

Table 6h: Net quantitative capacity for additional convenience goods floorspace in Stoke-on-Trent Authority Area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2019	0.0	10.4	-10.4	-1,700	-3,000
2023	10.8	11.5	-0.7	-100	-200
2028	65.0	13.1	51.9	8,700	14,800
2029	81.6	13.4	68.2	11,400	19,500
2033	165.0	14.7	150.3	25,100	42,900

a. Average sales density assumed to be £6,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Study Area
 b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Study Area
 c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
 d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2017 Prices