

STOKE-ON-TRENT RETAIL AND LEISURE STUDY

Final Report – Volume 2: Quantitative Need Assessment

Prepared for:

Stoke-on-Trent City Council

July 2025

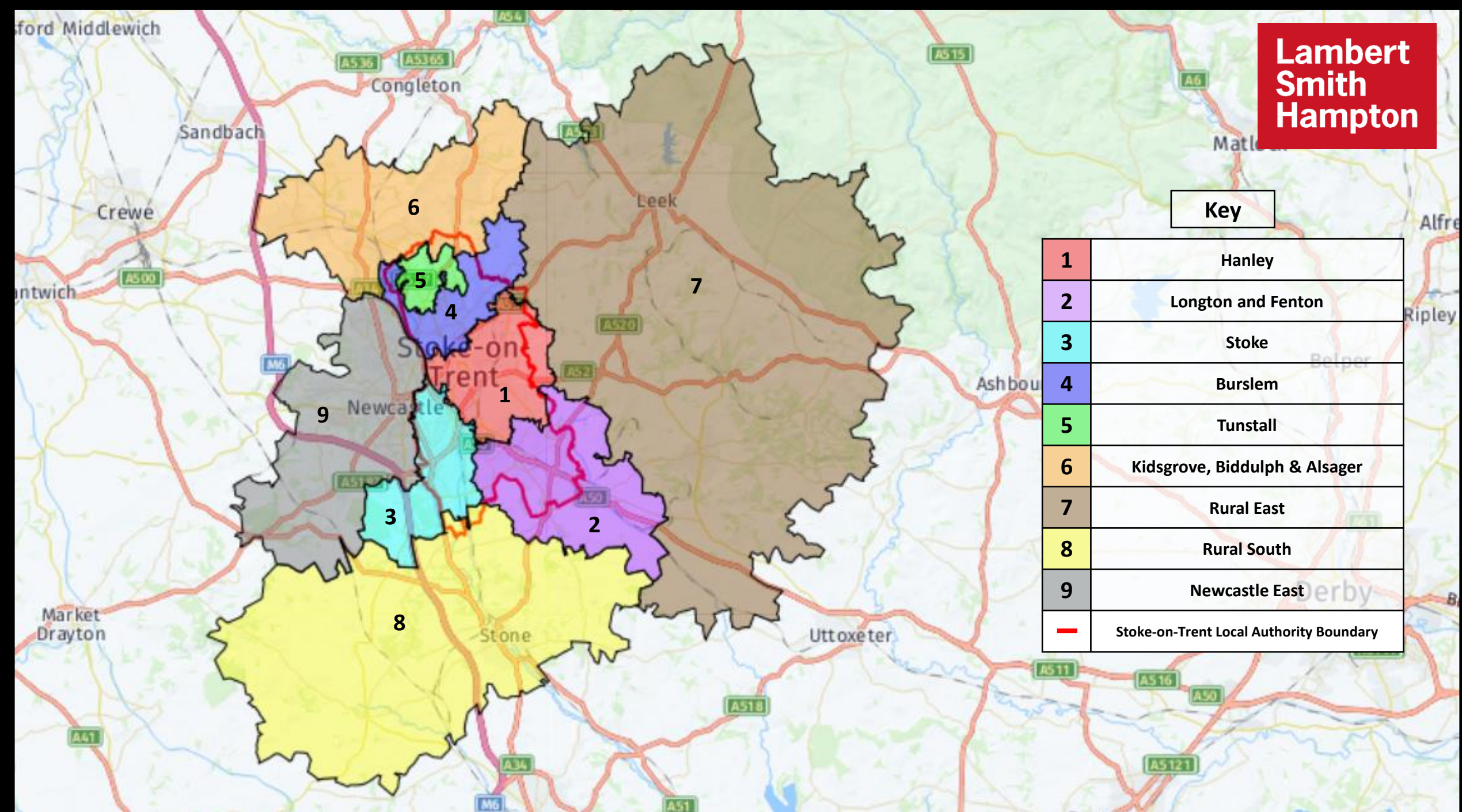
lsh.co.uk



APPENDIX 1 STUDY AREA

Key

1	Hanley
2	Longton and Fenton
3	Stoke
4	Burslem
5	Tunstall
6	Kidsgrove, Biddulph & Alsager
7	Rural East
8	Rural South
9	Newcastle East
—	Stoke-on-Trent Local Authority Boundary



APPENDIX 2 POPULATION AND EXPENDITURE TABLES

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2024 - 2041)

	2024	2030	2035	2040
Zone 1 Hanley	84,113	86,269	88,065	89,862
Zone 2 Longton and Fenton	77,752	78,242	78,651	79,059
Zone 3 Stoke	45,256	46,138	46,873	47,608
Zone 4 Burslem	42,084	42,868	43,521	44,174
Zone 5 Tunstall	25,573	25,818	26,022	26,226
Zone 6 Kidsgrove, Biddulph & Alsager	67,783	69,017	69,855	70,559
Zone 7 Rural East	65,709	66,155	66,541	66,974
Zone 8 Rural South	34,989	36,221	37,021	37,721
Zone 9 Newcastle East	84,250	86,554	88,223	89,793
Total Study Area:	527,509	537,282	544,772	551,976

Source: Experian Business Strategies - MMG3 Geographic Information System (GIS) 'Retail Area Planner Population & Expenditure Datasets'

Notes: Population projections derived from Experian MMG3 data except for Zone 1 to 5 where based on Stoke-on-Trent City Council planned growth

Growth 2024 to 2035:	
%	No.
4.7%	3,952
1.2%	899
3.6%	1,617
3.4%	1,437
1.8%	449
3.1%	2,072
1.3%	832
5.8%	2,032
4.7%	3,973
3.3%	17,263

Growth 2024 to 2040:	
%	No.
6.8%	5,749
1.7%	1,307
5.2%	2,352
5.0%	2,090
2.6%	653
4.1%	2,776
1.9%	1,265
7.8%	2,732
6.6%	5,543
4.6%	24,467

TABLE 2: CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading)

	Including SFT	Excluding Special Forms of Trading (SFT)			
	2024	2024	2030	2035	2040
Experian-based SFT Market Shares (%):	22.6%	5.2%	6.5%	7.1%	7.4%
Survey-based SFT Market Shares (%):	9.6%	2.9%	3.6%	3.9%	4.1%
Zone 1 Hanley	£2,142	£2,080	£2,061	£2,064	£2,070
Zone 2 Longton and Fenton	£2,244	£2,179	£2,158	£2,162	£2,169
Zone 3 Stoke	£2,310	£2,243	£2,222	£2,226	£2,233
Zone 4 Burslem	£2,190	£2,127	£2,107	£2,110	£2,117
Zone 5 Tunstall	£2,095	£2,034	£2,015	£2,018	£2,025
Zone 6 Kidsgrove, Biddulph & Alsager	£2,442	£2,371	£2,349	£2,353	£2,360
Zone 7 Rural East	£2,512	£2,439	£2,416	£2,420	£2,428
Zone 8 Rural South	£2,618	£2,542	£2,518	£2,522	£2,530
Zone 9 Newcastle East	£2,363	£2,295	£2,273	£2,277	£2,284
Study Area Average:	£2,324	£2,257	£2,236	£2,239	£2,246

Source: Average spend per capita estimates (2022 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 21 published by Experian Business Strategies (February 2024).

Notes: At the Base Year (2024) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and internet shopping) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 21 (February 2024).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE (£million) (2024 to 2041)

	Including SFT	Excluding Special Forms of Trading (SFT)			
	2024	2024	2030	2035	2040
Zone 1 Hanley	£180.2	£175.0	£177.8	£181.7	£186.1
Zone 2 Longton and Fenton	£174.5	£169.4	£168.9	£170.0	£171.5
Zone 3 Stoke	£104.6	£101.5	£102.5	£104.3	£106.3
Zone 4 Burslem	£92.2	£89.5	£90.3	£91.8	£93.5
Zone 5 Tunstall	£53.6	£52.0	£52.0	£52.5	£53.1
Zone 6 Kidsgrove, Biddulph & Alsager	£165.5	£160.7	£162.1	£164.3	£166.5
Zone 7 Rural East	£165.1	£160.3	£159.9	£161.0	£162.6
Zone 8 Rural South	£91.6	£88.9	£91.2	£93.4	£95.4
Zone 9 Newcastle East	£199.1	£193.3	£196.7	£200.8	£205.1
Total Study Area:	£1,226.2	£1,190.7	£1,201.4	£1,220.0	£1,240.1

Growth 2024 to 2035:	
%	No.
3.9%	£6.8
0.4%	£0.6
2.8%	£2.8
2.6%	£2.3
1.0%	£0.5
2.2%	£3.6
0.5%	£0.7
5.0%	£4.4
3.9%	£7.5
2.5%	£29.3

Growth 2024 to 2040:	
%	No.
6.3%	£11.1
1.2%	£2.0
4.7%	£4.8
4.5%	£4.0
2.1%	£1.1
3.6%	£5.8
1.4%	£2.3
7.3%	£6.5
6.1%	£11.8
4.1%	£49.4

TABLE 4: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading)

	Including SFT	Excluding Special Forms of Trading (SFT)			
	2024	2024	2030	2035	2040
Experian-based SFT Market Shares (%):	32.5%	24.3%	27.4%	28.8%	29.7%
Survey-based SFT Market Shares (%):	36.5%	27.4%	31.3%	32.8%	33.4%
Zone 1 Hanley	£3,417	£2,483	£2,793	£3,138	£3,566
Zone 2 Longton and Fenton	£3,701	£2,688	£3,024	£3,398	£3,862
Zone 3 Stoke	£3,861	£2,805	£3,155	£3,545	£4,029
Zone 4 Burslem	£3,551	£2,580	£2,902	£3,261	£3,706
Zone 5 Tunstall	£3,407	£2,475	£2,784	£3,128	£3,556
Zone 6 Kidsgrove, Biddulph & Alsager	£4,095	£2,975	£3,346	£3,760	£4,273
Zone 7 Rural East	£4,346	£3,157	£3,551	£3,990	£4,535
Zone 8 Rural South	£4,729	£3,436	£3,865	£4,342	£4,935
Zone 9 Newcastle East	£3,981	£2,892	£3,253	£3,655	£4,154
Study Area Average:	£3,899	£2,832	£3,186	£3,580	£4,068

Source: Average spend per capita estimates (2022 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 21 published by Experian Business Strategies (February 2024).

Notes: At the Base Year (2024) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and internet shopping) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 21 (February 2024).

TABLE 5: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE (£million)

	Including SFT	Excluding Special Forms of Trading (SFT)			
	2024	2024	2030	2035	2040
Zone 1 Hanley	£287.5	£208.8	£240.9	£276.3	£320.5
Zone 2 Longton and Fenton	£287.7	£209.0	£236.6	£267.2	£305.3
Zone 3 Stoke	£174.7	£126.9	£145.6	£166.2	£191.8
Zone 4 Burslem	£149.5	£108.6	£124.4	£141.9	£163.7
Zone 5 Tunstall	£87.1	£63.3	£71.9	£81.4	£93.2
Zone 6 Kidsgrove, Biddulph & Alsager	£277.6	£201.7	£231.0	£262.7	£301.5
Zone 7 Rural East	£285.6	£207.4	£234.9	£265.5	£303.7
Zone 8 Rural South	£165.5	£120.2	£140.0	£160.8	£186.2
Zone 9 Newcastle East	£335.4	£243.6	£281.5	£322.4	£373.0
Total Study Area:	£2,050.5	£1,489.6	£1,706.8	£1,944.4	£2,238.9

Growth 2024 to 2034:	
%	No.
32.3%	£67.5
27.9%	£58.2
30.9%	£39.2
30.7%	£33.3
28.6%	£18.1
30.3%	£61.0
28.0%	£58.1
33.7%	£40.5
32.4%	£78.8
30.5%	£454.8

Growth 2024 to 2041:	
%	No.
53.5%	£111.6
46.1%	£96.3
51.1%	£64.9
50.8%	£55.1
47.3%	£29.9
49.5%	£99.9
46.4%	£96.3
54.9%	£66.0
53.1%	£129.4
50.3%	£749.3

APPENDIX 3 CONVENIENCE GOODS MARKET SHARES INCLUDING SFT

TABLE 1: ALL CONVENIENCE GOODS - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	Total Study Area
ZONE 1 - HANLEY										
Hanley Town Centre										
Iceland, Charles Street, Hanley, Stoke-on-Trent, ST1 3JP	0.7%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%
Lidl, Lichfield Street, Hanley, Stoke-on-Trent, ST1 3EJ	4.3%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.2%	0.8%
Other, Hanley Town Centre	1.0%	0.0%	0.0%	0.2%	1.2%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal Hanley Town Centre	6.0%	0.0%	0.0%	1.7%	1.4%	0.0%	0.0%	0.0%	0.2%	1.1%
Fenton District Centre										
Co-op Food, Christchurch Street, Fenton, Stoke-on-Trent, ST	0.2%	0.1%	0.5%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%
Other, Fenton District Centre	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.1%
Subtotal Fenton District Centre	0.7%	0.2%	0.5%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.3%
Abbey Hulton Local Centre	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Bentilee Local Centre	1.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Beverley Drive Local Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bucknall Local Centre	3.3%	0.2%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	1.1%	1.0%
Milton Local Centre	1.2%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Northwood Local Centre	1.4%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Neighbourhood Centres and Local Shops Zone 1	1.6%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%
Subtotal Smaller Centres & Stores Zone 1	11.7%	0.2%	1.0%	1.5%	0.0%	0.0%	2.0%	0.0%	1.5%	2.5%
Out of Centre Foodstores										
Aldi, Norton Retail Park, Leek New Road, Stoke-on-Trent, ST	6.7%	0.0%	0.0%	7.8%	2.4%	0.0%	0.2%	0.0%	0.9%	1.9%
Aldi, Victoria Road, Fenton, ST4 2HX	1.7%	2.3%	0.0%	1.4%	0.0%	0.0%	0.3%	0.0%	0.7%	0.8%
Asda Supermarket, Victoria Road, Berry Hill Road, Fenton, St	2.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Farmfoods, Leek Road, Stoke-on-Trent, ST1 6AE	1.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Iceland (Food Warehouse), Century Retail Park, Hanley, Stok	1.7%	0.5%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Lidl, Dividy Road, Bentilee, Stoke-on-Trent, ST2 OSP	2.1%	3.8%	0.2%	0.0%	0.0%	0.0%	0.9%	0.1%	0.0%	1.0%
Morrisons, Festival Park, Stoke-on-Trent, ST1 5NY	7.4%	0.3%	0.5%	4.1%	9.0%	1.5%	0.1%	0.0%	1.0%	2.3%
Tesco Extra, Clough Street, Hanley, Stoke-on-Trent, ST1 4LS	8.1%	0.9%	4.0%	7.2%	4.5%	0.0%	0.1%	0.0%	0.3%	2.5%
Other Out of Centre Zone 1	5.2%	0.0%	0.7%	0.2%	0.7%	0.0%	0.4%	0.0%	0.4%	1.0%
Subtotal Out of Centre Zone 1	36.3%	9.0%	5.5%	21.0%	16.6%	1.5%	2.0%	0.1%	3.3%	10.4%
Subtotal Zone 1	54.7%	9.3%	7.0%	24.3%	18.0%	1.5%	4.8%	0.1%	5.0%	14.2%
Zone 2 - Longton and Fenton										
Longton Town Centre										
Farmfoods, Edensor Road, Longton, Stoke-on-Trent, ST3 2PE	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Heron Foods, Longton Exchange Shopping Centre, Longton, :	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Iceland, Bennett Precinct, Longton, Stoke-on-Trent, ST3 2HT	0.2%	1.2%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Tesco Extra, Baths Road, Longton, Stoke-on-Trent, ST3 2JB	4.1%	18.1%	0.8%	0.8%	0.0%	0.0%	1.4%	4.1%	0.0%	4.0%
Other, Longton Town Centre	0.1%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Subtotal Longton Town Centre	4.4%	25.3%	3.0%	1.0%	0.0%	0.0%	1.4%	4.1%	0.1%	5.1%
Meir District Centre										
Co-op Food, Weston Road, Meir, Stoke-on-Trent, ST3 6AD	0.2%	1.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.2%
Other, Meir District Centre	0.0%	0.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal Meir District Centre	0.2%	1.1%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.3%
Blurton Local Centre	0.0%	1.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Neighbourhood Centres and Local Shops Zone 2	0.3%	6.1%	0.0%	0.6%	1.0%	0.7%	0.0%	0.1%	0.3%	1.1%
Subtotal Smaller Centres and Stores	0.3%	7.2%	0.4%	0.6%	1.0%	0.7%	0.0%	0.1%	0.3%	1.3%
Out of Centre										
Aldi, Whittle Road, Meir, Stoke-on-Trent, ST3 7TU	1.3%	9.4%	0.0%	0.0%	0.0%	0.0%	6.5%	0.1%	0.0%	2.4%
Lidl, Trentham Road, Longton, Stoke-on-Trent, ST3 4DY	1.7%	4.4%	0.6%	0.0%	0.0%	0.0%	0.5%	0.0%	0.4%	1.1%
Tesco Superstore, Lysander Road, Meir Park, Stoke-on-Trent	1.1%	19.5%	0.0%	0.0%	0.0%	0.1%	6.2%	2.0%	0.6%	4.0%
Other Out of Centre Zone 2	0.6%	0.4%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal Out of Centre Zone 2	4.6%	33.7%	0.6%	0.9%	0.0%	0.1%	13.2%	2.1%	1.1%	7.7%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	2.7%	0.2%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%	0.5%
Subtotal Zone 2	9.5%	69.9%	4.2%	2.5%	2.9%	0.8%	15.0%	6.8%	1.4%	14.9%
Zone 3 - Stoke										
Stoke Town Centre										
Sainsbury's Superstore, Minton House, London Road, Stoke-	1.6%	2.9%	11.3%	0.8%	1.0%	0.0%	0.5%	0.3%	0.1%	1.8%
Hanford LC	0.0%	0.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Hartshill LC	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%
Neighbourhood Centres and Local Shops Zone 3	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Subtotal Smaller Centres and Stores Zone 3	0.0%	0.0%	11.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.0%
Out of Centre										
Aldi, Godwin Way, Springfield, Stoke-on-Trent, ST4 6JP	0.0%	0.1%	4.1%	0.0%	1.1%	0.0%	0.1%	0.0%	1.0%	0.6%
Aldi, Stanley Matthews Way, Trentham, ST4 8HP	0.0%	4.1%	10.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.1%	1.7%
Iceland (Food Warehouse), Springfields Retail Park, Stoke-or	0.0%	0.0%	0.5%	0.0%	0.0%	0.5%	0.0%	0.0%	0.3%	0.2%
Lidl, London Road, Boothlen, Stoke-on-Trent, ST4 7SG	1.1%	0.5%	4.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.7%
Tesco Superstore, Newcastle Road, Trent Vale, Stoke-on-Tre	0.4%	0.1%	12.4%	0.0%	0.0%	0.2%	0.0%	0.1%	6.4%	2.2%
Other Out of Centre Zone 3	0.8%	0.3%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%
Subtotal Out of Centre Zone 3	2.2%	5.1%	33.8%	0.0%	1.1%	0.7%	0.6%	1.3%	9.2%	5.8%
Subtotal Zone 3	3.8%	8.0%	56.1%	0.8%	2.1%	0.7%	1.1%	1.6%	9.7%	8.6%
Zone 4 - Burslem										
Burslem TC	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Norton LC	0.1%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Smallthorne LC	0.0%	0.0%	0.0%	2.6%	1.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Middleport LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 4	0.1%	0.0%	0.0%	4.7%	3.2%	0.0%	0.0%	0.0%	0.0%	0.5%
Subtotal Smaller Centres and Stores Zone 4	0.1%	0.0%	0.0%	8.7%	4.1%	0.0%	0.0%	0.0%	0.0%	0.9%
Out of Centre										
Aldi, Brownhills Road, Tunstall, ST6 4JU	1.1%	0.0%	1.3%	7.9%	6.2%	0.0%	0.0%	0.0%	1.2%	1.3%
Asda Supermarket, Scotia Road, Tunstall, Stoke-on-Trent, ST	0.6%	0.0%	0.0%	5.1%	2.6%	0.4%	0.0%	0.0%	0.0%	0.6%
Lidl, Scotia Road, Burslem, Stoke-on-Trent, ST6 4HR	0.0%	0.0%	0.0%	4.6%	1.5%	0.1%	0.0%	0.0%	0.4%	0.5%
Other Out of Centre Zone 4	0.0%	0.0%	0.0%	0.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Out of Centre Zone 4	1.7%	0.0%	1.3%	18.0%	10.4%	0.5%	0.0%	0.0%	1.6%	2.5%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Subtotal Zone 4	1.8%	0.0%	1.3%	28.3%	14.6%	0.5%	0.0%	0.0%	1.7%	3.5%
Zone 5 - Tunstall										
Tunstall Town Centre	0.0%	0.0%	0.0%	0.5%	0.8%	0.1%	0.0%	0.0%	0.0%	0.1%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Chell Heath LC	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 5	0.0%	0.0%	0.0%	1.5%	2.9%	1.0%	0.0%	0.0%	0.0%	0.4%
Subtotal Smaller Centres and Stores	0.0%	0.0%	0.0%	1.5%	3.4%	1.0%	0.0%	0.0%	0.0%	0.4%
Out of Centre										
Asda Superstore, Scotia Road, Tunstall, Stoke-on-Trent, ST6	0.5%	0.0%	1.5%	13.1%	25.2%	1.1%	0.0%	0.0%	0.0%	2.4%
Iceland, Alexandra Retail Park, Tunstall, Stoke-on-Trent, ST6	0.0%	0.0%	0.0%	0.3%	2.1%	0.0%	0.0%	0.0%	0.1%	0.1%
Lidl, High Street, Tunstall, Stoke-on-Trent, ST6 SEG	0.4%	0.0%	0.9%	0.4%	7.2%	0.0%	0.0%	0.0%	0.0%	0.5%
Other Out of Centre Zone 5	0.0%	0.0%	0.0%	0.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal Out of Centre Zone 5	0.9%	0.0%	2.4%	13.9%	35.6%	1.1%	0.0%	0.0%	0.1%	3.1%
Subtotal Zone 5	0.9%	0.0%	2.4%	15.9%	39.8%	2.2%	0.0%	0.0%	0.1%	3.6%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Foodstores in Kidsgrove	0.0%	0.0%	0.8%	0.3%	5.8%	32.1%	0.0%	0.0%	0.1%	4.7%
Foodstores in Biddulph	0.9%	0.3%	0.8%	0.6%	1.2%	13.4%	0.5%	0.0%	0.0%	2.2%
Other Foodstores in Zone 6	0.0%	0.0%	0.0%	0.2%	1.0%	21.0%	0.0%	0.0%	0.0%	2.9%
Other Zone 6	0.0%	0.1%	0.0%	0.0%	0.2%	5.7%	0.5%	0.0%	0.0%	0.9%
Subtotal Zone 6	0.9%	0.4%	1.6%	1.0%	8.2%	72.2%	1.0%	0.0%	0.1%	10.7%
Zone 7 - Rural East										
Foodstores in Leek	4.0%	0.8%	0.0%	5.9%	0.0%	0.5%	27.2%	0.0%	0.0%	4.9%
Foodstores in Cheadle	0.7%	1.0%	0.5%	0.0%	0.0%	0.0%	31.7%	0.4%	0.0%	4.6%
Other stores Zone 7	0.3%	0.0%	0.1%	1.2%	0.0%	0.0%	3.5%	0.0%	0.0%	0.6%
Subtotal Zone 7	4.9%	1.8%	0.6%	7.1%	0.0%	0.5%	62.4%	0.4%	0.0%	10.1%

Zone 8 - Rural South										
Foodstores in Stone	0.3%	0.6%	0.5%	0.0%	0.0%	0.0%	0.1%	60.0%	0.0%	4.7%
Foodstores in Eccleshall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.4%
Other stores Zone 8	0.3%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.4%
Subtotal Zone 8	0.6%	0.6%	0.8%	0.0%	0.0%	0.0%	0.1%	69.6%	0.0%	5.5%
Zone 9 - Newcastle East										
Foodstores in Newcastle-under-Lyme	1.0%	0.5%	4.9%	4.2%	0.7%	1.2%	0.1%	0.6%	34.7%	6.8%
Foodstores at Wolstanton Retail Park	2.8%	1.0%	4.5%	4.4%	3.6%	4.4%	1.0%	0.5%	10.2%	3.8%
Other Foodstores in Zone 9	0.8%	0.3%	1.7%	1.7%	0.0%	0.5%	0.0%	0.0%	11.5%	2.4%
Other stores Zone 9	0.8%	0.1%	1.1%	0.0%	1.4%	0.3%	0.0%	0.0%	13.4%	2.5%
Subtotal Zone 9	5.5%	1.9%	12.3%	10.3%	5.7%	6.3%	1.1%	1.1%	69.8%	15.6%
Subtotal Survey Area	82.6%	91.8%	86.2%	90.3%	91.4%	84.7%	85.5%	79.5%	87.7%	86.5%
Subtotal Survey Area - Stoke-on-Trent Only	70.8%	84.5%	70.8%	71.1%	77.4%	5.7%	20.6%	8.1%	17.7%	44.2%
Outside Survey Area										
Congleton	0.0%	0.0%	0.3%	0.6%	0.3%	3.8%	1.5%	0.0%	0.0%	0.8%
Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.1%	0.1%
Newport	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other	0.7%	0.0%	0.7%	0.2%	0.0%	3.9%	2.5%	1.1%	0.3%	1.2%
Stafford	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.5%
Uttoxeter	2.1%	1.1%	0.1%	0.0%	0.0%	0.0%	5.9%	0.2%	0.0%	1.3%
Subtotal Outside of Survey Area	2.8%	1.6%	1.1%	0.8%	0.3%	7.7%	9.9%	8.4%	0.5%	3.9%
SFT	14.5%	6.6%	12.6%	8.9%	8.4%	7.6%	4.5%	12.0%	11.8%	9.6%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 2: MAIN FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	Total Study Area
ZONE 1 - HANLEY										
Hanley Town Centre										
Iceland, Charles Street, Hanley, Stoke-on-Trent, ST1 3JP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Lichfield Street, Hanley, Stoke-on-Trent, ST1 3EJ	4.2%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Other, Hanley Town Centre	0.7%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal Hanley Town Centre	4.9%	0.0%	0.0%	3.1%	0.5%	0.0%	0.0%	0.0%	0.0%	1.1%
Fenton District Centre										
Co-op Food, Christchurch Street, Fenton, Stoke-on-Trent, S	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Fenton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%
Subtotal Fenton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%
Abbey Hulton Local Centre	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Bentilee Local Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Beverley Drive Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bucknall Local Centre	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.9%	0.9%
Milton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northwood Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Smaller Centres & Stores Zone 1	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.9%	1.1%
Out of Centre Foodstores										
Aldi, Norton Retail Park, Leek New Road, Stoke-on-Trent, S	9.1%	0.0%	0.0%	13.2%	1.0%	0.0%	0.3%	0.0%	0.9%	2.7%
Aldi, Victoria Road, Fenton, ST4 2HX	1.6%	3.2%	0.0%	1.8%	0.0%	0.0%	0.3%	0.0%	0.9%	1.0%
Asda Supermarket, Victoria Road, Berry Hill Road, Fenton, S	2.1%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Farmfoods, Leek Road, Stoke-on-Trent, ST1 6AE	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland (Food Warehouse), Century Retail Park, Hanley, Sto	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Lidl, Dividy Road, Bentilee, Stoke-on-Trent, ST3 0SP	1.8%	4.9%	0.4%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	1.3%
Morrisons, Festival Park, Stoke-on-Trent, ST1 5NY	10.3%	0.0%	0.0%	2.1%	9.6%	2.1%	0.3%	0.0%	1.1%	2.8%
Tesco Extra, Clough Street, Hanley, Stoke-on-Trent, ST1 4LS	11.5%	1.7%	6.8%	11.6%	5.1%	0.0%	0.3%	0.0%	0.0%	3.9%
Other Out of Centre Zone 1	0.7%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal Out of Centre Zone 1	38.8%	10.8%	8.6%	28.7%	15.7%	2.1%	3.0%	0.0%	2.8%	12.7%
Subtotal Zone 1	48.9%	10.8%	8.6%	31.8%	16.2%	2.1%	5.0%	0.0%	3.7%	14.9%
Zone 2 - Longton and Fenton										
Longton Town Centre										
Farmfoods, Edensor Road, Longton, Stoke-on-Trent, ST3 2P	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Heron Foods, Longton Exchange Shopping Centre, Longton,	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Bennett Precinct, Longton, Stoke-on-Trent, ST3 2HF	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Extra, Baths Road, Longton, Stoke-on-Trent, ST3 2JB	7.2%	26.1%	5.4%	0.0%	0.0%	0.0%	1.0%	6.9%	0.0%	6.0%
Other, Longton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Longton Town Centre	7.2%	26.4%	5.4%	0.5%	0.0%	0.0%	1.0%	6.9%	0.0%	6.1%
Meir District Centre										
Co-op Food, Weston Road, Meir, Stoke-on-Trent, ST3 6AD	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other, Meir District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Meir District Centre	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Blurton Local Centre	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Neighbourhood Centres and Local Shops Zone 2	0.0%	1.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%
Subtotal Smaller Centres and Stores	0.0%	1.9%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.3%
Out of Centre										
Aldi, Whittle Road, Meir, Stoke-on-Trent, ST3 7TU	1.4%	9.8%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	2.6%
Lidl, Trentham Road, Longton, Stoke-on-Trent, ST3 4DY	1.1%	2.6%	0.8%	0.0%	0.0%	0.0%	1.0%	0.0%	0.9%	0.9%
Tesco Superstore, Lysander Road, Meir Park, Stoke-on-Tre	1.4%	24.6%	0.0%	0.0%	0.0%	0.0%	8.9%	3.4%	1.3%	5.4%
Other Out of Centre Zone 2	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal Out of Centre Zone 2	3.8%	37.0%	0.8%	1.8%	0.0%	0.0%	17.7%	3.4%	2.2%	9.0%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	2.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Subtotal Zone 2	11.1%	68.2%	6.6%	2.3%	0.0%	0.4%	18.7%	10.4%	2.2%	16.0%
Zone 3 - Stoke										
Stoke Town Centre										
Sainsbury's Superstore, Minton House, London Road, Stoke	1.8%	3.3%	11.3%	0.5%	1.7%	0.0%	1.0%	0.0%	0.3%	2.0%
Hanford LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hartshill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Smaller Centres and Stores Zone 3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre										
Aldi, Godwin Way, Springfield, Stoke-on-Trent, ST4 6JP	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%
Aldi, Stanley Matthews Way, Trentham, ST4 8HP	0.0%	6.3%	8.2%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.7%
Iceland (Food Warehouse), Springfield Retail Park, Stoke-o	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, London Road, Boothon, Stoke-on-Trent, ST4 7SG	0.7%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Tesco Superstore, Newcastle Road, Trent Vale, Stoke-on-Tr	0.7%	0.3%	20.0%	0.0%	0.0%	0.4%	0.0%	0.0%	8.7%	3.3%
Other Out of Centre Zone 3	0.7%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Subtotal Out of Centre Zone 3	2.1%	6.6%	37.8%	0.0%	0.0%	0.4%	0.0%	1.4%	9.2%	6.2%
Subtotal Zone 3	3.9%	9.8%	49.1%	0.5%	1.7%	0.4%	1.0%	1.4%	9.5%	8.2%
Zone 4 - Burslem										
Burslem TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norton LC	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smallthorne LC	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Middleport LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 4	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal Smaller Centres and Stores Zone 4	0.0%	0.0%	0.0%	1.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Out of Centre										
Aldi, Brownhills Road, Tunstall, ST6 4JU	1.4%	0.0%	2.5%	8.9%	8.4%	0.0%	0.0%	0.0%	1.4%	1.8%
Asda Supermarket, Scotia Road, Tunstall, Stoke-on-Trent, S	0.7%	0.0%	0.0%	3.2%	3.1%	0.0%	0.0%	0.0%	0.0%	0.5%
Lidl, Scotia Road, Burslem, Stoke-on-Trent, ST6 4HR	0.0%	0.0%	0.0%	5.3%	0.5%	0.0%	0.0%	0.0%	0.8%	0.6%
Other Out of Centre Zone 4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Out of Centre Zone 4	2.1%	0.0%	2.5%	17.4%	11.9%	0.0%	0.0%	0.0%	2.2%	2.9%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 4	2.1%	0.0%	2.5%	19.0%	14.9%	0.0%	0.0%	0.0%	2.2%	3.1%
Zone 5 - Tunstall										
Tunstall Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chell Heath LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 5	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Smaller Centres and Stores	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre										
Asda Superstore, Scotia Road, Tunstall, Stoke-on-Trent, ST6	0.9%	0.0%	0.0%	16.8%	38.4%	1.6%	0.0%	0.0%	0.0%	3.6%
Iceland, Alexandra Retail Park, Tunstall, Stoke-on-Trent, ST6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, High Street, Tunstall, Stoke-on-Trent, ST6 5EG	0.7%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.4%
Other Out of Centre Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Out of Centre Zone 5	1.6%	0.0%	0.0%	16.8%	44.1%	1.6%	0.0%	0.0%	0.0%	3.9%
Subtotal Zone 5	1.6%	0.0%	0.0%	17.3%	44.1%	1.6%	0.0%	0.0%	0.0%	4.0%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Foodstores in Kidsgrove	0.0%	0.0%	0.0%	0.5%	8.3%	35.6%	0.0%	0.0%	0.3%	5.1%
Foodstores in Biddulph	1.1%	0.0%	0.4%	0.5%	1.5%	12.8%	1.0%	0.0%	0.0%	2.1%
Other Foodstores in Zone 6	0.0%	0.0%	0.0%	0.0%	1.6%	23.4%	0.0%	0.0%	0.0%	3.1%
Other Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.0%	0.0%	0.0%	0.2%
Subtotal Zone 6	1.1%	0.0%	0.4%	1.0%	11.4%	72.2%	2.0%	0.0%	0.3%	10.4%
Zone 7 - Rural East										
Foodstores in Leek	5.5%	1.0%	0.0%	6.9%	0.0%	0.8%	26.4%	0.0%	0.0%	4.9%
Foodstores in Cheddle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.8%	0.0%	0.0%	3.6%

Other stores Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 7	5.5%	1.0%	0.0%	6.9%	0.0%	0.8%	55.2%	0.0%	0.0%	8.5%
Zone 8 - Rural South										
Foodstores in Stone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	58.6%	0.0%	3.8%
Foodstores in Eccleshall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.2%
Other stores Zone 8	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.1%
Subtotal Zone 8	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	63.4%	0.0%	4.2%
Zone 9 - Newcastle East										
Foodstores in Newcastle-under-Lyme	1.3%	0.0%	5.6%	5.8%	1.0%	0.4%	0.0%	0.9%	43.9%	8.4%
Foodstores at Wolstanton Retail Park	3.3%	0.0%	3.5%	3.1%	2.6%	4.7%	0.9%	0.5%	10.8%	3.7%
Other Foodstores in Zone 9	0.7%	0.0%	3.2%	0.0%	0.0%	0.8%	0.0%	0.0%	8.4%	1.8%
Other stores Zone 9	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	4.4%	0.8%
Subtotal Zone 9	5.3%	0.0%	12.3%	9.0%	6.2%	5.9%	0.9%	1.4%	67.5%	14.7%
Subtotal Survey Area	79.4%	89.8%	80.0%	87.9%	94.6%	83.4%	82.8%	76.5%	85.2%	84.1%
Subtotal Survey Area - Stoke-on-Trent Only	67.5%	86.5%	66.5%	70.4%	76.9%	4.5%	24.7%	11.7%	17.5%	45.8%
Outside Survey Area										
Congleton	0.0%	0.0%	0.0%	0.0%	0.5%	4.2%	3.0%	0.0%	0.0%	0.9%
Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.3%	0.1%
Newport	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other	0.7%	0.0%	1.4%	0.0%	0.0%	1.6%	1.6%	1.5%	0.3%	0.8%
Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.3%
Uttoxeter	1.7%	1.2%	0.0%	0.0%	0.0%	0.0%	8.9%	0.5%	0.0%	1.6%
Subtotal Outside of Survey Area	2.5%	2.2%	1.4%	0.0%	0.5%	5.8%	13.6%	8.3%	0.5%	3.9%
SFT	18.2%	8.1%	18.6%	12.1%	4.9%	10.8%	3.6%	15.2%	14.3%	12.0%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	Total Study Area
ZONE 1 - HANLEY										
Hanley Town Centre										
Iceland, Charles Street, Hanley, Stoke-on-Trent, ST1 3JP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Lichfield Street, Hanley, Stoke-on-Trent, ST1 3EJ	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Other, Hanley Town Centre	0.4%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal Hanley Town Centre	4.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Fenton District Centre										
Co-op Food, Christchurch Street, Fenton, Stoke-on-Trent	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other, Fenton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Fenton District Centre	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Abbey Hulton Local Centre	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Bentilee Local Centre	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Beverley Drive Local Centre	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%	2.6%	0.0%	1.3%	0.5%
Milton Local Centre	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Northwood Local Centre	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Neighbourhood Centres and Local Shops Zone 1	1.2%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Subtotal Smaller Centres & Stores Zone 1	5.4%	0.0%	3.6%	5.2%	0.0%	0.0%	2.6%	0.0%	1.3%	2.1%
Out of Centre Foodstores										
Aldi, Norton Retail Park, Leek New Road, Stoke-on-Trent,	2.8%	0.0%	0.0%	3.5%	4.7%	0.0%	0.0%	0.0%	1.3%	1.2%
Aldi, Victoria Road, Fenton, ST4 2HX	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.3%	1.0%
Asda Supermarket, Victoria Road, Berry Hill Road, Fenton	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Farmfoods, Leek Road, Stoke-on-Trent, ST1 6AE	3.7%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Iceland (Food Warehouse), Century Retail Park, Hanley, S	1.2%	2.7%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Lidl, Dividy Road, Bentilee, Stoke-on-Trent, ST2 0SP	3.3%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.6%
Morrisons, Festival Park, Stoke-on-Trent, ST1 5NY	7.8%	1.4%	0.0%	8.1%	19.6%	2.2%	0.0%	0.0%	1.3%	3.5%
Tesco Extra, Clough Street, Hanley, Stoke-on-Trent, ST1 4	7.9%	0.0%	3.1%	6.2%	7.1%	0.0%	0.0%	0.0%	0.4%	2.4%
Other Out of Centre Zone 1	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Subtotal Out of Centre Zone 1	42.1%	6.1%	3.1%	18.7%	31.4%	2.2%	0.5%	0.7%	4.3%	11.7%
Subtotal Zone 1	51.9%	6.1%	6.6%	24.8%	31.4%	2.2%	3.1%	0.7%	5.6%	14.5%
Zone 2 - Longton and Fenton										
Longton Town Centre										
Farmfoods, Edensor Road, Longton, Stoke-on-Trent, ST3	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Heron Foods, Longton Exchange Shopping Centre, Longt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Bennett Precinct, Longton, Stoke-on-Trent, ST3 1	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Extra, Baths Road, Longton, Stoke-on-Trent, ST3 2L	1.6%	10.2%	0.0%	3.9%	0.0%	0.0%	2.6%	2.9%	0.0%	2.6%
Other, Longton Town Centre	0.4%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Subtotal Longton Town Centre	2.0%	16.7%	0.0%	3.9%	0.0%	0.0%	2.6%	2.9%	0.0%	3.6%
Meir District Centre										
Co-op Food, Weston Road, Meir, Stoke-on-Trent, ST3 6A	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.2%
Other, Meir District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Meir District Centre	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.2%
Blurton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 2	0.0%	4.3%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.9%
Subtotal Smaller Centres and Stores	0.0%	4.3%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.9%
Out of Centre										
Aldi, Whittle Road, Meir, Stoke-on-Trent, ST3 7TU	1.8%	15.6%	0.0%	0.0%	0.0%	0.0%	10.9%	0.7%	0.0%	4.0%
Lidl, Trentham Road, Longton, Stoke-on-Trent, ST4 4DY	2.8%	9.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Tesco Superstore, Lysander Road, Meir Park, Stoke-on-Trent	0.0%	15.2%	0.0%	0.0%	0.0%	0.0%	6.3%	0.7%	0.0%	3.1%
Other Out of Centre Zone 2	1.2%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Subtotal Out of Centre Zone 2	5.9%	40.9%	0.7%	0.0%	0.0%	0.0%	17.2%	1.3%	0.0%	9.3%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.1%
Subtotal Zone 2	7.8%	62.4%	0.7%	3.9%	4.7%	2.3%	20.3%	4.3%	0.0%	14.2%
Zone 3 - Stoke										
Stoke Town Centre										
Sainsbury's Superstore, Minton House, London Road, Stc	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hanford LC	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Hartshill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Smaller Centres and Stores Zone 3	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Out of Centre										
Aldi, Godwin Way, Springfield, Stoke-on-Trent, ST4 6JP	0.0%	0.5%	10.8%	0.0%	2.7%	0.0%	0.0%	0.0%	1.6%	1.4%
Aldi, Stanley Matthews Way, Trentham, ST4 8HP	0.0%	0.9%	14.0%	0.0%	0.0%	0.0%	0.0%	2.1%	3.9%	2.1%
Iceland (Food Warehouse), Springfields Retail Park, Stoke	0.0%	0.0%	2.3%	0.0%	0.0%	2.3%	0.0%	0.0%	0.4%	0.5%
Lidl, London Road, Bothen, Stoke-on-Trent, ST4 7SG	1.6%	0.0%	5.7%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.9%
Tesco Superstore, Newcastle Road, Trent Vale, Stoke-on-	0.0%	0.0%	7.2%	0.0%	0.0%	0.0%	0.0%	0.7%	7.0%	1.9%
Other Out of Centre Zone 3	1.2%	1.5%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.9%
Subtotal Out of Centre Zone 3	2.8%	2.9%	42.1%	0.0%	2.7%	2.3%	1.6%	2.8%	14.9%	7.8%
Subtotal Zone 3	6.5%	7.5%	60.6%	2.8%	3.5%	2.3%	1.6%	4.1%	14.9%	10.9%
Zone 4 - Burslem										
Burslem TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norton LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smallthorne LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Middleport LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 4	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal Smaller Centres and Stores Zone 4	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Out of Centre										
Aldi, Brownhills Road, Tunstall, ST6 4JU	0.0%	0.0%	0.0%	14.6%	5.0%	0.0%	0.0%	0.0%	1.3%	1.6%
Asda Supermarket, Scotia Road, Tunstall, Stoke-on-Trent	1.2%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Lidl, Scotia Road, Burslem, Stoke-on-Trent, ST6 4HR	0.0%	0.0%	0.0%	0.0%	1.6%	0.7%	0.0%	0.0%	0.0%	0.2%
Other Out of Centre Zone 4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Out of Centre Zone 4	1.2%	0.0%	0.0%	21.7%	6.6%	0.7%	0.0%	0.0%	1.3%	2.5%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%
Subtotal Zone 4	1.2%	0.0%	0.0%	24.6%	6.6%	0.7%	0.0%	0.0%	1.7%	2.8%
Zone 5 - Tunstall										
Tunstall Town Centre	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.2%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chell Heath LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Smaller Centres and Stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre										
Asda Superstore, Scotia Road, Tunstall, Stoke-on-Trent, S	0.0%	0.0%	4.2%	16.6%	16.0%	0.7%	0.0%	0.0%	0.0%	2.5%
Iceland, Alexandra Retail Park, Tunstall, Stoke-on-Trent, S	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.2%
Lidl, High Street, Tunstall, Stoke-on-Trent, ST6 5EG	0.0%	0.0%	0.0%	1.8%	13.3%	0.0%	0.0%	0.0%	0.0%	0.8%
Other Out of Centre Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Out of Centre Zone 5	0.0%	0.0%	4.2%	18.4%	34.1%	0.7%	0.0%	0.0%	0.0%	3.6%
Subtotal Zone 5	0.0%	0.0%	4.2%	18.4%	37.4%	0.7%	0.0%	0.0%	0.0%	3.8%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Foodstores in Kidsgrove	0.0%	0.0%	2.4%	0.0%	3.3%	31.9%	0.0%	0.0%	0.0%	4.3%
Foodstores in Biddulph	1.8%	1.5%	2.3%	0.9%	2.4%	10.7%	0.0%	0.0%	0.0%	2.2%
Other Foodstores in Zone 6	0.0%	0.0%	0.0%	0.9%	0.8%	14.1%	0.0%	0.0%	0.0%	1.8%

Other Zone 6	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal Zone 6	1.8%	1.9%	4.6%	1.8%	6.4%	56.6%	0.0%	0.0%	0.0%	8.4%
Zone 7 - Rural East										
Foodstores in Leek	3.2%	0.0%	0.0%	2.8%	0.0%	0.0%	31.6%	0.0%	0.0%	4.4%
Foodstores in Cheadle	1.5%	5.0%	2.4%	0.0%	0.0%	0.0%	21.6%	0.0%	0.0%	3.7%
Other stores Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.2%
Subtotal Zone 7	4.7%	5.0%	2.4%	2.8%	0.0%	0.0%	54.8%	0.0%	0.0%	8.3%
Zone 8 - Rural South										
Foodstores in Stone	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	62.8%	0.0%	4.8%
Foodstores in Eccleshall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.2%
Other stores Zone 8	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%
Subtotal Zone 8	0.0%	1.4%	0.7%	0.0%	0.0%	0.0%	0.5%	66.2%	0.0%	5.1%
Zone 9 - Newcastle East										
Foodstores in Newcastle-under-Lyme	0.0%	0.0%	4.4%	0.9%	0.0%	4.8%	0.0%	0.7%	41.9%	8.3%
Foodstores at Wolstanton Retail Park	3.4%	4.7%	7.2%	6.3%	3.3%	6.5%	2.2%	1.3%	9.1%	5.2%
Other Foodstores in Zone 9	2.2%	1.5%	0.7%	4.5%	0.0%	0.7%	0.0%	0.0%	17.7%	4.1%
Other stores Zone 9	3.1%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	2.1%	0.9%
Subtotal Zone 9	8.6%	6.2%	12.3%	11.7%	3.3%	12.7%	2.2%	2.0%	70.8%	18.5%
Subtotal Survey Area	82.5%	90.4%	92.1%	90.8%	93.3%	77.5%	82.6%	77.3%	93.0%	86.5%
Subtotal Survey Area - Stoke-on-Trent Only	67.4%	75.5%	72.1%	74.5%	83.6%	8.3%	24.5%	9.1%	21.9%	46.0%
Outside Survey Area										
Congleton	0.0%	0.0%	1.4%	3.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.9%
Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.1%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.9%	0.0%	14.6%	7.6%	0.0%	0.8%	2.9%
Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.0%	0.0%	1.0%
Uttoxeter	3.0%	2.4%	0.7%	0.0%	0.0%	0.0%	5.8%	0.0%	0.0%	1.6%
Subtotal Outside of Survey Area	3.0%	2.4%	2.1%	3.9%	0.0%	18.7%	13.4%	16.0%	0.8%	6.5%
SFT	14.5%	7.2%	5.8%	5.3%	6.7%	3.7%	4.0%	6.8%	6.2%	7.0%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 4: TOP UP FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	Total Study Area
Zone 1 - Hanley										
Hanley Town Centre										
Iceland, Charles Street, Hanley, Stoke-on-Trent, ST1 3JP	3.4%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.6%
Lidl, Lichfield Street, Hanley, Stoke-on-Trent, ST1 3EJ	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Other, Hanley Town Centre	1.7%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.4%
Subtotal Hanley Town Centre	9.6%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	1.7%
Fenton District Centre										
Co-op Food, Christchurch Street, Fenton, Stoke-on-Trent	0.9%	0.4%	2.7%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.6%
Other, Fenton District Centre	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Subtotal Fenton District Centre	2.9%	0.4%	2.7%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.9%
Abbey Hulton Local Centre										
Bentilee Local Centre	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Beverley Drive Local Centre	3.4%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Bucknall Local Centre	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Milton Local Centre	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.1%	1.2%
Northwood Local Centre	3.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Neighbourhood Centres and Local Shops Zone 1	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Subtotal Smaller Centres & Stores Zone 1	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.9%
Subtotal Zone 1	28.0%	0.0%	0.5%	0.8%	0.0%	0.0%	0.7%	0.0%	2.2%	4.9%
Out of Centre Foodstores										
Aldi, Norton Retail Park, Leek New Road, Stoke-on-Trent,	8.1%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.0%	1.1%	1.6%
Aldi, Victoria Road, Fenton, ST4 2HX	0.0%	3.6%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Asda Supermarket, Victoria Road, Berry Hill Road, Fenton	2.2%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Farmfoods, Leek Road, Stoke-on-Trent, ST1 6AE	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Iceland (Food Warehouse), Century Retail Park, Hanley, S	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Lidl, Dividy Road, Bentilee, Stoke-on-Trent, ST2 0SP	0.3%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Morrisons, Festival Park, Stoke-on-Trent, ST1 5NY	2.5%	0.0%	2.7%	2.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.8%
Tesco Extra, Clough Street, Hanley, Stoke-on-Trent, ST1 4	3.4%	0.0%	0.0%	0.8%	2.8%	0.0%	0.0%	0.0%	1.1%	0.9%
Other Out of Centre Zone 1	10.7%	0.0%	0.0%	0.0%	2.4%	0.0%	1.8%	0.0%	0.0%	2.0%
Subtotal Out of Centre Zone 1	31.0%	9.0%	2.7%	7.1%	6.0%	0.0%	2.1%	0.0%	2.2%	7.7%
Subtotal Zone 1	71.5%	9.4%	6.0%	7.8%	10.9%	0.0%	4.0%	0.0%	4.3%	15.2%
Zone 2 - Longton and Fenton										
Longton Town Centre										
Farmfoods, Edensor Road, Longton, Stoke-on-Trent, ST3	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Heron Foods, Longton Exchange Shopping Centre, Longt	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Iceland, Bennett Precinct, Longton, Stoke-on-Trent, ST3 :	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Tesco Extra, Baths Road, Longton, Stoke-on-Trent, ST3 2i	0.0%	13.7%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	2.2%
Other, Longton Town Centre	0.0%	11.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Subtotal Longton Town Centre	0.0%	28.3%	1.7%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	4.5%
Meir District Centre										
Co-op Food, Weston Road, Meir, Stoke-on-Trent, ST3 6A	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Other, Meir District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Meir District Centre	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Blurton Local Centre	0.0%	1.2%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Neighbourhood Centres and Local Shops Zone 2	0.0%	19.2%	0.0%	0.0%	4.8%	0.0%	0.0%	0.5%	0.0%	3.0%
Subtotal Smaller Centres and Stores	0.0%	20.4%	1.8%	0.0%	4.8%	0.0%	0.0%	0.5%	0.0%	3.3%
Out of Centre										
Aldi, Whittle Road, Meir, Stoke-on-Trent, ST3 7TU	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.8%
Lidl, Trentham Road, Longton, Stoke-on-Trent, ST3 4DY	2.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Tesco Superstore, Lysander Road, Meir Park, Stoke-on-Tr	0.3%	17.7%	0.0%	0.0%	0.0%	0.6%	1.2%	0.0%	0.0%	2.8%
Other Out of Centre Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Out of Centre Zone 2	2.2%	24.7%	0.0%	0.0%	0.0%	0.6%	3.3%	0.0%	0.0%	4.4%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	1.2%	2.3%	0.0%	0.8%
Subtotal Zone 2	2.2%	79.8%	3.6%	0.0%	4.8%	0.6%	6.6%	2.8%	0.0%	13.3%
Zone 3 - Stoke										
Stoke Town Centre										
Sainsbury's Superstore, Minton House, London Road, Stc	0.0%	0.4%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Hanford LC	0.0%	0.0%	19.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Hartshill LC	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Neighbourhood Centres and Local Shops Zone 3	0.0%	0.0%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Subtotal Smaller Centres and Stores Zone 3	0.0%	0.0%	33.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%
Out of Centre										
Aldi, Godwin Way, Springfield, Stoke-on-Trent, ST4 6JP	0.0%	0.0%	0.5%	0.0%	2.8%	0.0%	0.0%	0.0%	1.6%	0.4%
Aldi, Stanley Matthews Way, Trentham, ST4 8HP	0.0%	4.0%	10.4%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.5%
Iceland (Food Warehouse), Springfields Retail Park, Stoke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, London Road, Boothon, Stoke-on-Trent, ST4 7SG	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.3%
Tesco Superstore, Newcastle Road, Trent Vale, Stoke-on-	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.6%
Other Out of Centre Zone 3	0.9%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%
Subtotal Out of Centre Zone 3	0.9%	4.0%	21.7%	0.0%	2.8%	0.0%	1.1%	0.5%	3.6%	3.5%
Subtotal Zone 3	0.9%	4.4%	62.1%	0.0%	2.8%	0.0%	1.1%	0.5%	3.6%	7.1%
Zone 4 - Burslem										
Burslem TC	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Norton LC	0.3%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Smallthorne LC	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Middleport LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 4	0.0%	0.0%	0.0%	16.8%	5.7%	0.0%	0.0%	0.0%	0.0%	1.5%
Subtotal Smaller Centres and Stores Zone 4	0.3%	0.0%	0.0%	27.4%	5.7%	0.0%	0.0%	0.0%	0.0%	2.3%
Out of Centre										
Aldi, Brownhills Road, Tunstall, ST6 4JU	2.0%	0.0%	0.0%	1.5%	4.8%	0.0%	0.0%	0.0%	1.1%	0.8%
Asda Supermarket, Scotia Road, Tunstall, Stoke-on-Trent	0.0%	0.0%	0.0%	6.1%	2.8%	1.9%	0.0%	0.0%	0.0%	0.8%
Lidl, Scotia Road, Burslem, Stoke-on-Trent, ST6 4HR	0.0%	0.0%	0.0%	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Other Out of Centre Zone 4	0.0%	0.0%	0.0%	2.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal Out of Centre Zone 4	2.0%	0.0%	0.0%	19.7%	8.4%	1.9%	0.0%	0.0%	1.1%	2.5%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal Zone 4	2.2%	0.0%	0.0%	53.9%	14.1%	1.9%	0.0%	0.0%	1.1%	5.3%
Zone 5 - Tunstall										
Tunstall Town Centre	0.0%	0.0%	0.0%	1.5%	0.8%	0.6%	0.0%	0.0%	0.0%	0.2%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.1%
Chell Heath LC	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 5	0.0%	0.0%	0.0%	5.4%	11.7%	0.6%	0.0%	0.0%	0.0%	0.9%
Subtotal Smaller Centres and Stores	0.0%	0.0%	0.0%	5.4%	14.1%	0.6%	0.0%	0.0%	0.0%	1.0%
Out of Centre										
Asda Superstore, Scotia Road, Tunstall, Stoke-on-Trent, S	0.0%	0.0%	3.2%	6.0%	13.8%	0.0%	0.0%	0.0%	0.0%	1.3%
Iceland, Alexandra Retail Park, Tunstall, Stoke-on-Trent, !	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lidl, High Street, Tunstall, Stoke-on-Trent, ST6 5EG	0.0%	0.0%	0.0%	0.0%	8.5%	0.0%	0.0%	0.0%	0.0%	0.3%
Other Out of Centre Zone 5	0.0%	0.0%	0.0%	0.8%	5.7%	0.0%	0.0%	0.0%	0.0%	0.3%
Subtotal Out of Centre Zone 5	0.0%	0.0%	3.2%	8.3%	28.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Subtotal Zone 5	0.0%	0.0%	3.2%	15.2%	43.0%	1.1%	0.0%	0.0%	0.0%	3.2%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Foodstores in Kidsgrove	0.0%	0.0%	1.8%	0.0%	4.2%	22.7%	0.0%	0.0%	0.0%	3.1%
Foodstores in Biddulph	0.0%	0.0%	0.5%	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%	1.3%
Other Foodstores in Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	27.5%	0.0%	0.0%	0.0%	3.4%

Other Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	24.8%	0.0%	0.0%	0.0%	3.0%
Subtotal Zone 6	0.0%	0.0%	2.4%	0.0%	4.2%	85.7%	0.0%	0.0%	0.0%	10.8%
Zone 7 - Rural East										
Foodstores in Leek	1.9%	1.3%	0.0%	6.9%	0.0%	0.6%	25.4%	0.0%	0.0%	4.6%
Foodstores in Cheadle	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	42.9%	1.9%	0.0%	6.2%
Other stores Zone 7	0.3%	0.0%	0.5%	0.0%	0.0%	0.0%	13.6%	0.0%	0.0%	2.0%
Subtotal Zone 7	3.1%	1.3%	0.5%	6.9%	0.0%	0.6%	81.8%	1.9%	0.0%	12.8%
Zone 8 - Rural South										
Foodstores in Stone	1.5%	1.7%	2.3%	0.0%	0.0%	0.0%	0.0%	61.8%	0.0%	5.1%
Foodstores in Eccleshall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.1%	0.0%	1.1%
Other stores Zone 8	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	0.0%	0.7%
Subtotal Zone 8	2.9%	1.7%	2.3%	0.0%	0.0%	0.0%	0.0%	84.1%	0.0%	6.9%
Zone 9 - Newcastle East										
Foodstores in Newcastle-under-Lyme	1.0%	0.0%	1.6%	4.6%	0.0%	0.0%	0.0%	0.0%	15.3%	3.2%
Foodstores at Wolstanton Retail Park	2.3%	0.0%	5.6%	6.9%	8.3%	1.7%	0.0%	0.0%	5.8%	2.9%
Other Foodstores in Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.9%	2.0%
Other stores Zone 9	0.0%	0.4%	5.7%	0.0%	0.8%	0.6%	0.0%	0.0%	42.6%	8.0%
Subtotal Zone 9	3.3%	0.4%	12.9%	11.5%	9.1%	2.3%	0.0%	0.0%	75.6%	16.1%
Subtotal Survey Area	86.2%	96.9%	93.0%	95.4%	88.9%	92.2%	93.6%	89.4%	84.6%	90.8%
Subtotal Survey Area - Stoke-on-Trent Only	76.9%	90.4%	74.9%	74.7%	75.6%	3.6%	10.6%	1.1%	8.9%	43.2%
Outside Survey Area										
Congleton	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%
Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.3%
Stafford	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%
Uttoxeter	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.6%
Subtotal Outside of Survey Area	4.1%	0.4%	0.0%	0.0%	0.0%	0.6%	1.9%	0.5%	0.0%	1.1%
SFT	9.7%	2.7%	7.0%	4.6%	11.1%	7.3%	4.5%	10.1%	15.4%	8.1%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	Total Study Area
Zone 1 - Hanley										
Hanley Town Centre										
Iceland, Charles Street, Hanley, Stoke-on-Trent, ST1 3JP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Lichfield Street, Hanley, Stoke-on-Trent, ST1 3EJ	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.4%
Other, Hanley Town Centre	2.1%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.4%
Subtotal Hanley Town Centre	8.3%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	1.9%	1.9%
Fenton District Centre										
Co-op Food, Christchurch Street, Fenton, Stoke-on-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Fenton District Centre	0.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal Fenton District Centre	0.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Abbey Hulton Local Centre	11.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Bentilee Local Centre	0.6%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Beverley Drive Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bucknall Local Centre	2.7%	1.6%	0.0%	0.0%	0.0%	0.0%	8.7%	0.0%	1.9%	2.3%
Milton Local Centre	3.1%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Northwood Local Centre	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Neighbourhood Centres and Local Shops Zone 1	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.0%
Subtotal Smaller Centres & Stores Zone 1	23.9%	1.6%	1.5%	3.4%	0.0%	0.0%	8.7%	0.0%	3.9%	6.5%
Out of Centre Foodstores										
Aldi, Norton Retail Park, Leek New Road, Stoke-on-Trent,	0.0%	0.0%	0.0%	1.7%	9.8%	0.0%	0.0%	0.0%	0.0%	0.6%
Aldi, Victoria Road, Fenton, ST4 2HX	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda Supermarket, Victoria Road, Berry Hill Road, Fenton	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Farmfoods, Leek Road, Stoke-on-Trent, ST1 6AE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland (Food Warehouse), Century Retail Park, Hanley, S	2.1%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Lidl, Dividy Road, Bentilee, Stoke-on-Trent, ST2 0SP	4.7%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Morrisons, Festival Park, Stoke-on-Trent, ST1 5NY	2.0%	0.0%	0.0%	10.1%	1.6%	0.0%	0.0%	0.0%	1.9%	1.6%
Tesco Extra, Clough Street, Hanley, Stoke-on-Trent, ST1 4	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other Out of Centre Zone 1	9.0%	0.0%	0.0%	1.7%	1.6%	0.0%	0.0%	0.0%	3.9%	2.5%
Subtotal Out of Centre Zone 1	22.6%	5.6%	0.0%	15.2%	13.1%	0.0%	0.0%	0.0%	5.8%	7.6%
Subtotal Zone 1	55.4%	8.0%	1.5%	18.5%	14.7%	0.0%	8.7%	0.0%	11.7%	16.2%
Zone 2 - Longton and Fenton										
Longton Town Centre										
Farmfoods, Edensor Road, Longton, Stoke-on-Trent, ST3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%
Heron Foods, Longton Exchange Shopping Centre, Longt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Bennett Precinct, Longton, Stoke-on-Trent, ST3 2	2.1%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Tesco Extra, Baths Road, Longton, Stoke-on-Trent, ST3 2	2.1%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Other, Longton Town Centre	0.0%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
Subtotal Longton Town Centre	4.2%	30.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	5.7%
Meir District Centre										
Co-op Food, Weston Road, Meir, Stoke-on-Trent, ST3 6A	2.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Other, Meir District Centre	0.0%	0.8%	0.0%	0.0%	9.8%	0.0%	0.0%	0.0%	0.0%	0.6%
Subtotal Meir District Centre	2.1%	1.6%	0.0%	0.0%	9.8%	0.0%	0.0%	0.0%	0.0%	1.0%
Blurton Local Centre	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Neighbourhood Centres and Local Shops Zone 2	3.1%	8.9%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	2.9%	3.0%
Subtotal Smaller Centres and Stores	3.1%	12.5%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	2.9%	3.5%
Out of Centre										
Aldi, Whittle Road, Meir, Stoke-on-Trent, ST3 7TU	2.1%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Lidl, Trentham Road, Longton, Stoke-on-Trent, ST3 4DY	2.1%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Tesco Superstore, Lysander Road, Meir Park, Stoke-on-Tr	3.1%	5.8%	0.0%	0.0%	0.0%	0.0%	2.7%	1.6%	0.0%	1.9%
Other Out of Centre Zone 2	3.1%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Subtotal Out of Centre Zone 2	10.5%	20.4%	0.0%	0.0%	0.0%	0.0%	2.7%	1.6%	0.0%	5.4%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	8.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Subtotal Zone 2	20.0%	73.5%	0.0%	5.7%	9.8%	0.0%	2.7%	1.6%	3.5%	16.9%
Zone 3 - Stoke										
Stoke Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Minton House, London Road, Stc	0.0%	2.6%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Hanford LC	0.0%	0.0%	15.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Hartshill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.6%
Neighbourhood Centres and Local Shops Zone 3	0.0%	0.0%	25.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
Subtotal Smaller Centres and Stores Zone 3	0.0%	0.0%	40.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	3.5%
Out of Centre										
Aldi, Godwin Way, Springfield, Stoke-on-Trent, ST4 6JP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.1%	0.4%
Aldi, Stanley Matthews Way, Trentham, ST4 8HP	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	1.4%
Iceland (Food Warehouse), Springfields Retail Park, Stoke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.5%
Lidl, London Road, Boothen, Stoke-on-Trent, ST4 4HR	4.2%	4.8%	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Tesco Superstore, Newcastle Road, Trent Vale, Stoke-on-	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.8%
Other Out of Centre Zone 3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Out of Centre Zone 3	4.2%	4.8%	21.7%	0.0%	0.0%	0.0%	0.9%	0.0%	9.4%	5.1%
Subtotal Zone 3	4.2%	7.4%	70.6%	0.0%	0.0%	0.0%	0.9%	0.0%	12.3%	9.6%
Zone 4 - Burslem										
Burslem TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Norton LC	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Smallthorne LC	0.0%	0.0%	0.0%	6.8%	9.8%	0.0%	0.0%	0.0%	0.0%	0.9%
Middleport LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 4	0.6%	0.0%	0.0%	7.1%	5.3%	0.0%	0.0%	0.0%	0.0%	0.9%
Subtotal Smaller Centres and Stores Zone 4	0.6%	0.0%	0.0%	21.0%	15.0%	0.0%	0.0%	0.0%	0.0%	2.4%
Out of Centre										
Aldi, Brownhills Road, Tunstall, ST6 4JU	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Asda Supermarket, Scotia Road, Tunstall, Stoke-on-Trent	0.0%	0.0%	0.0%	8.6%	4.9%	0.0%	0.0%	0.0%	0.0%	0.9%
Lidl, Scotia Road, Burslem, Stoke-on-Trent, ST6 4HR	0.0%	0.0%	0.0%	0.0%	9.8%	0.0%	0.0%	0.0%	0.0%	0.4%
Other Out of Centre Zone 4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Out of Centre Zone 4	0.0%	0.0%	0.0%	10.3%	14.7%	0.0%	0.0%	0.0%	0.0%	1.4%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 4	0.6%	0.0%	0.0%	31.2%	29.7%	0.0%	0.0%	0.0%	0.0%	3.8%
Zone 5 - Tunstall										
Tunstall Town Centre	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chell Heath LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 5	0.0%	0.0%	0.0%	1.7%	5.6%	8.4%	0.0%	0.0%	0.0%	1.1%
Subtotal Smaller Centres and Stores	0.0%	0.0%	0.0%	1.7%	5.6%	8.4%	0.0%	0.0%	0.0%	1.1%
Out of Centre										
Asda Superstore, Scotia Road, Tunstall, Stoke-on-Trent, S	0.6%	0.0%	0.0%	1.7%	0.0%	1.9%	0.0%	0.0%	0.0%	0.4%
Iceland, Alexandra Retail Park, Tunstall, Stoke-on-Trent, S	0.0%	0.0%	0.0%	0.0%	11.6%	0.0%	0.0%	0.0%	0.6%	0.6%
Lidl, High Street, Tunstall, Stoke-on-Trent, ST6 5EG	0.6%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Other Out of Centre Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Out of Centre Zone 5	1.2%	0.0%	9.1%	1.7%	11.6%	1.9%	0.0%	0.0%	0.6%	1.8%
Subtotal Zone 5	1.2%	0.0%	9.1%	5.1%	17.2%	10.3%	0.0%	0.0%	0.6%	3.0%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Foodstores in Kidsgrove	0.0%	0.0%	0.0%	0.0%	1.6%	33.6%	0.0%	0.0%	0.0%	2.8%

Foodstores in Biddulph	0.0%	0.0%	0.0%	1.7%	0.0%	27.2%	0.0%	0.0%	0.0%	2.4%
Other Foodstores in Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	0.0%	0.0%	0.0%	0.8%
Other Zone 6	0.0%	0.0%	0.0%	0.0%	1.6%	5.7%	0.0%	0.0%	0.0%	0.5%
Subtotal Zone 6	0.0%	0.0%	0.0%	1.7%	3.3%	76.0%	0.0%	0.0%	0.0%	6.6%
Zone 7 - Rural East										
Foodstores in Leek	2.1%	0.0%	0.0%	5.4%	0.0%	0.0%	26.1%	0.0%	0.0%	4.2%
Foodstores in Cheadle	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.3%	0.0%	0.0%	6.1%
Other stores Zone 7	2.0%	0.0%	0.0%	11.8%	0.0%	0.0%	4.6%	0.0%	0.0%	1.8%
Subtotal Zone 7	6.1%	0.0%	0.0%	17.2%	0.0%	0.0%	75.0%	0.0%	0.0%	12.1%
Zone 8 - Rural South										
Foodstores in Stone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	57.4%	0.0%	3.3%
Foodstores in Eccleshall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.2%
Other stores Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.6%	0.0%	1.0%
Subtotal Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	78.1%	0.0%	4.5%
Zone 9 - Newcastle East										
Foodstores in Newcastle-under-Lyme	2.1%	4.8%	9.5%	1.7%	1.6%	0.0%	0.9%	0.0%	13.1%	4.9%
Foodstores at Wolstanton Retail Park	0.0%	0.8%	1.5%	1.7%	0.0%	3.8%	0.9%	0.0%	18.3%	4.8%
Other Foodstores in Zone 9	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%	0.0%	14.1%	3.7%
Other stores Zone 9	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.4%	5.2%
Subtotal Zone 9	4.2%	5.6%	11.0%	12.0%	1.6%	3.8%	1.7%	0.0%	68.0%	18.6%
Subtotal Survey Area	91.8%	94.5%	92.2%	91.4%	76.3%	90.1%	89.0%	79.7%	96.0%	91.2%
Subtotal Survey Area - Stoke-on-Trent Only	81.5%	80.8%	81.2%	60.6%	71.4%	10.3%	12.3%	1.6%	28.0%	48.2%
Outside Survey Area										
Congleton	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	0.7%
Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.9%	3.1%	0.6%	0.6%
Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.4%
Uttoxeter	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Subtotal Outside of Survey Area	2.0%	0.0%	0.0%	0.0%	0.0%	9.9%	0.9%	9.7%	0.6%	1.9%
SFT	6.2%	5.5%	7.8%	8.6%	23.7%	0.0%	10.1%	10.6%	3.5%	6.8%
Total Ma	0.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

APPENDIX 4 COMPARISON GOODS MARKET SHARES INCLUDING SFT

TABLE 1: ALL COMPARISON GOODS - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Zone 1 - Hanley										
Hanley Town Centre	10.4%	6.6%	5.7%	8.0%	5.5%	3.9%	3.0%	2.1%	5.9%	5.8%
Fenton District Centre	0.5%	0.3%	0.2%	0.3%	0.8%	0.1%	0.3%	0.1%	0.1%	0.3%
Abbey Hulton Local Centre	0.2%	0.2%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
Bentilee Local Centre	0.2%	0.0%	0.1%	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%	0.4%	0.0%	0.0%	0.1%
Heron Cross Local Centre	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%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 1	0.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Out of Centre	18.4%	12.3%	15.0%	18.0%	18.4%	10.4%	8.3%	4.3%	9.6%	12.2%
Subtotal Zone 1	30.3%	19.6%	21.0%	26.5%	24.7%	14.4%	12.2%	6.6%	15.6%	18.5%
Zone 2 - Longton and Fenton										
Longton Town Centre	3.7%	15.8%	7.8%	1.3%	1.0%	0.1%	1.1%	1.4%	0.4%	3.9%
Meir District Centre	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blurton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dresden Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Normacot Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 2	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Out of Centre	2.4%	16.3%	3.9%	2.3%	0.9%	0.9%	8.2%	5.6%	1.1%	5.0%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.1%
Subtotal Zone 2	6.0%	32.9%	11.7%	3.6%	2.0%	1.0%	9.7%	6.9%	1.5%	9.1%
Zone 3 - Stoke										
Stoke Town Centre	3.6%	1.4%	4.2%	0.8%	0.3%	0.2%	0.5%	0.2%	1.8%	1.5%
Hanford LC	0.0%	0.0%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Hartshill LC	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Neighbourhood Centres and Local Shops Zone 3	1.7%	1.2%	1.8%	0.5%	0.6%	0.1%	0.6%	0.6%	0.6%	0.9%
Out of Centre	0.5%	0.5%	5.8%	0.7%	0.8%	0.8%	1.0%	1.5%	2.4%	1.5%
Subtotal Zone 3	5.9%	3.1%	12.6%	2.0%	1.8%	1.0%	2.0%	2.3%	4.9%	4.0%
Zone 4 - Burslem										
Burslem Town Centre	0.2%	0.0%	0.0%	1.8%	2.7%	0.3%	0.0%	0.0%	0.0%	0.3%
Smallthorne LC	0.0%	0.0%	0.0%	0.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%
Middleport LC	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Z4 Local	0.0%	0.0%	0.0%	0.7%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
Out of Centre	0.0%	0.2%	0.0%	0.7%	0.4%	0.1%	0.0%	0.0%	0.0%	0.1%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 4	0.2%	0.2%	0.0%	4.1%	4.1%	0.5%	0.0%	0.0%	0.0%	0.6%
Zone 5 - Tunstall										
Tunstall Town Centre	0.7%	0.2%	0.8%	6.1%	11.2%	4.1%	0.5%	0.0%	0.2%	1.8%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Chell Heath LC	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Smaller Centres and Stores Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.5%	0.2%	0.0%	4.0%	8.1%	3.7%	0.4%	1.0%	0.1%	1.4%
Subtotal Zone 5	1.2%	0.4%	0.8%	10.2%	19.9%	7.8%	0.9%	1.0%	0.3%	3.2%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Affinity	2.5%	1.2%	1.9%	2.7%	3.2%	4.5%	2.3%	1.1%	1.9%	2.3%
Kidsgrove	0.0%	0.2%	0.0%	0.0%	0.7%	6.0%	0.3%	0.0%	0.1%	0.9%
Biddulph	0.2%	0.2%	0.3%	0.0%	0.4%	6.5%	0.9%	0.2%	0.0%	1.1%
Other Zone 6	0.1%	0.0%	0.4%	0.0%	0.1%	5.8%	0.0%	0.0%	0.2%	0.9%
Subtotal Zone 6	2.8%	1.6%	2.6%	2.7%	4.4%	22.7%	3.5%	1.3%	2.2%	5.3%
Zone 7 - Rural East										
Leek	0.8%	0.0%	0.1%	2.6%	0.7%	0.6%	7.6%	0.4%	0.0%	1.5%
Cheadle	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	13.3%	0.7%	0.4%	2.0%
Other Zone 7	0.7%	0.0%	0.0%	0.3%	0.1%	0.3%	3.2%	0.2%	0.0%	0.6%
Subtotal Zone 7	1.7%	0.3%	0.1%	2.9%	0.8%	0.8%	24.1%	1.3%	0.4%	4.2%
Zone 8 - Rural South										
Stone	0.0%	0.4%	0.2%	0.3%	0.0%	0.0%	0.0%	19.5%	0.8%	1.8%
Eccleshall	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	1.1%	0.1%	0.1%
Other Zone 8	0.1%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.1%
Subtotal Zone 8	0.1%	0.5%	0.4%	0.3%	0.0%	0.0%	0.0%	21.5%	0.9%	2.0%
Zone 9 - Newcastle East										
Newcastle-under-Lyme	0.7%	0.3%	2.7%	1.9%	2.4%	0.5%	0.3%	0.5%	15.2%	3.3%
Wolstanton Retail Park	2.6%	3.0%	3.8%	6.9%	5.9%	8.2%	2.7%	1.0%	5.3%	4.3%
Other Zone 9	0.1%	0.3%	0.1%	0.5%	0.1%	0.4%	0.0%	0.3%	1.4%	0.4%
Subtotal Zone 9	3.4%	3.6%	6.6%	9.3%	8.5%	9.1%	3.1%	1.8%	21.9%	8.0%
Subtotal Survey Area	51.7%	62.4%	55.8%	61.7%	66.1%	57.3%	55.5%	42.8%	47.7%	54.8%
Subtotal Survey Area - Stoke-on-Trent Only	43.7%	56.2%	46.1%	46.4%	52.4%	24.6%	24.4%	16.8%	22.3%	35.3%
Outside Survey Area										
Congleton	0.3%	0.0%	0.0%	0.8%	0.0%	3.9%	0.7%	0.0%	0.0%	0.7%
Market Drayton	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	3.2%	2.8%	4.4%	3.4%	5.4%	9.2%	4.5%	7.6%	6.0%	5.2%
Stafford	0.3%	0.5%	0.6%	0.0%	0.0%	0.1%	0.2%	16.5%	2.9%	2.0%
Uttoxeter	1.3%	0.6%	0.0%	0.0%	0.0%	0.0%	2.3%	1.0%	0.7%	0.8%
Subtotal Outside of Survey Area	5.1%	3.9%	5.0%	4.3%	5.4%	13.2%	7.6%	25.6%	9.6%	8.7%
SFT	43.1%	33.8%	39.2%	34.0%	28.4%	29.5%	36.9%	31.6%	42.6%	36.5%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 2: CLOTHING & FOOTWEAR - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Zone 1 - Hanley										
Hanley Town Centre	11.5%	18.1%	8.9%	15.1%	10.1%	9.4%	3.1%	7.7%	6.9%	10.1%
Fenton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abbey Hulton Local Centre	0.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.2%
Bentilee Local Centre	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%
Heron Cross Local Centre	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%
Neighbourhood Centres and Local Shops Zone 1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	9.7%	13.0%	5.8%	8.8%	7.8%	6.9%	6.5%	4.9%	2.3%	7.3%
Subtotal Zone 1	21.3%	32.1%	14.7%	23.8%	17.8%	16.2%	10.1%	12.5%	9.2%	17.6%
Zone 2 - Longton and Fenton										
Longton Town Centre	4.9%	5.7%	20.8%	1.8%	0.4%	0.0%	0.6%	1.8%	1.2%	3.9%
Meir District Centre	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blurton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dresden Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Normacot Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	1.5%	3.7%	2.7%	0.0%	1.3%	0.0%	0.0%	0.2%	0.0%	1.1%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 2	6.4%	9.4%	23.8%	1.8%	1.7%	0.0%	0.6%	2.0%	1.2%	5.0%
Zone 3 - Stoke										
Stoke Town Centre	3.5%	1.5%	5.0%	2.9%	0.2%	0.0%	0.3%	0.0%	2.5%	1.9%
Hanford LC	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hartshill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 3	1.3%	1.5%	1.7%	1.6%	0.8%	0.2%	0.2%	1.4%	1.5%	1.1%
Out of Centre	0.9%	0.7%	3.3%	2.4%	0.0%	1.0%	0.5%	1.0%	0.4%	1.0%
Subtotal Zone 3	5.8%	3.6%	10.1%	7.3%	1.0%	1.2%	0.9%	2.4%	4.4%	4.1%
Zone 4 - Burslem										
Burslem Town Centre	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Smallthorne LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Middleport LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Z4 Local	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.1%	0.8%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.2%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 4	0.2%	0.8%	0.0%	0.2%	1.6%	0.0%	0.0%	0.0%	0.0%	0.2%
Zone 5 - Tunstall										
Tunstall Town Centre	1.7%	0.9%	0.2%	4.6%	8.2%	13.7%	0.9%	0.0%	0.0%	3.0%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chell Heath LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Smaller Centres and Stores Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.8%	0.2%	0.0%	1.5%	2.3%	9.8%	0.9%	1.6%	0.0%	1.9%
Subtotal Zone 5	2.6%	1.0%	0.2%	6.1%	10.4%	23.5%	1.8%	1.6%	0.0%	4.9%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Affinity	5.0%	3.4%	3.9%	4.2%	8.8%	8.4%	9.3%	2.8%	3.7%	5.4%
Kidsgrove	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.2%
Biddulph	0.7%	0.8%	0.0%	0.0%	0.0%	1.5%	3.5%	0.7%	0.0%	0.9%
Other Zone 6	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Subtotal Zone 6	5.9%	4.4%	3.9%	4.2%	8.8%	9.8%	14.1%	3.5%	3.9%	6.5%
Zone 7 - Rural East										
Leek	1.4%	0.0%	0.0%	0.0%	2.6%	0.0%	1.1%	2.0%	0.0%	0.6%
Cheadle	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	3.0%	0.5%	1.0%
Other Zone 7	0.3%	0.2%	0.0%	0.8%	0.4%	0.8%	1.2%	1.1%	0.0%	0.5%
Subtotal Zone 7	2.1%	0.2%	0.0%	0.8%	3.0%	0.8%	7.3%	6.1%	0.5%	2.1%
Zone 8 - Rural South										
Stone	0.2%	0.2%	0.0%	1.2%	0.0%	0.0%	0.0%	2.2%	3.1%	0.8%
Eccleshall	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	1.2%	0.3%	0.2%
Other Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 8	0.2%	0.2%	0.3%	1.2%	0.0%	0.0%	0.0%	3.3%	3.5%	1.0%
Zone 9 - Newcastle East										
Newcastle-under-Lyme	1.7%	0.2%	0.3%	3.4%	2.4%	0.4%	0.3%	0.0%	4.2%	1.5%
Wolstanton Retail Park	7.6%	5.8%	5.5%	11.8%	7.7%	14.3%	10.7%	3.8%	7.9%	8.5%
Other Zone 9	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.1%	0.1%
Subtotal Zone 9	9.5%	5.9%	5.8%	15.2%	10.1%	14.7%	11.0%	4.9%	12.3%	10.1%
Subtotal Survey Area	53.9%	57.6%	58.7%	60.7%	54.4%	66.3%	45.9%	36.5%	34.8%	51.5%
Subtotal Survey Area - Stoke-on-Trent Only	36.2%	46.9%	48.7%	39.3%	32.6%	41.0%	13.5%	18.7%	14.7%	31.8%
Outside Survey Area										
Congleton	0.3%	0.0%	0.0%	0.0%	0.0%	0.5%	2.1%	0.0%	0.0%	0.4%
Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	8.6%	5.3%	7.9%	6.6%	14.2%	7.7%	9.7%	16.0%	8.7%	8.7%
Stafford	1.1%	0.9%	2.3%	0.0%	0.0%	0.0%	0.5%	8.0%	11.4%	3.0%
Uttoxeter	1.2%	0.8%	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%	2.1%	0.8%
Subtotal Outside of Survey Area	11.1%	7.0%	10.2%	6.6%	14.2%	8.2%	13.1%	24.3%	22.1%	12.9%
SFT	34.9%	35.4%	31.2%	32.7%	31.4%	25.6%	40.9%	39.2%	43.1%	35.6%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 3: RECORDED MEDIA, ETC - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Zone 1 - Hanley										
Hanley Town Centre	15.9%	9.5%	6.9%	13.1%	19.0%	2.2%	0.8%	1.4%	11.9%	9.2%
Fenton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abbey Hulton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bentilee Local Centre	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%
Heron Cross Local Centre	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%
Neighbourhood Centres and Local Shops Zone 1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	6.3%	0.0%	1.1%	1.3%	1.7%	1.1%	0.0%	0.0%	2.0%	2.0%
Subtotal Zone 1	22.2%	9.5%	8.0%	14.5%	20.7%	3.3%	0.8%	1.4%	13.9%	11.1%
Zone 2 - Longton and Fenton										
Longton Town Centre	2.8%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Meir District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blurton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dresden Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Normacot Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.0%	5.6%	3.8%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	1.1%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 2	2.8%	7.3%	3.8%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	1.8%
Zone 3 - Stoke										
Stoke Town Centre	5.4%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	1.8%
Hanford LC	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Hartshill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 3	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 3	5.4%	0.9%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	2.0%
Zone 4 - Burslem										
Burslem Town Centre	0.0%	0.0%	0.0%	1.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.2%
Smallthorne LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Middleport LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Z4 Local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 4	0.0%	0.0%	0.0%	1.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.2%
Zone 5 - Tunstall										
Tunstall Town Centre	0.0%	0.0%	0.0%	1.3%	1.7%	0.0%	0.0%	0.0%	0.0%	0.2%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chell Heath LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Smaller Centres and Stores Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal Zone 5	0.0%	0.0%	0.0%	1.3%	5.1%	0.0%	0.0%	0.0%	0.0%	0.3%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Affinity	1.5%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.8%
Kidsgrove	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.4%
Biddulph	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.4%
Other Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 6	1.5%	0.0%	0.0%	0.0%	0.0%	10.9%	0.0%	0.0%	0.0%	1.6%
Zone 7 - Rural East										
Leek	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.4%
Cheadle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	0.0%	0.0%	0.9%
Other Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	7.2%	0.0%	0.0%	1.3%
Zone 8 - Rural South										
Stone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.3%
Eccleshall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.3%
Zone 9 - Newcastle East										
Newcastle-under-Lyme	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	8.0%	1.5%
Wolstanton Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 9	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	8.0%	1.5%
Subtotal Survey Area	31.8%	17.7%	15.2%	17.1%	27.5%	19.0%	8.7%	7.5%	24.8%	20.3%
Subtotal Survey Area - Stoke-on-Trent Only	30.3%	17.7%	15.2%	17.1%	25.8%	4.5%	1.5%	1.4%	16.8%	15.5%
Outside Survey Area										
Congleton	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	0.9%
Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	1.5%	0.0%	0.0%	6.7%	1.7%	0.0%	9.9%	0.0%	4.9%	3.1%
Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	5.8%	0.0%	0.4%
Uttoxeter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Outside of Survey Area	1.5%	0.0%	0.0%	6.7%	1.7%	7.8%	10.7%	5.8%	4.9%	4.4%
SFT	66.6%	82.3%	84.8%	76.2%	70.8%	73.3%	80.6%	86.7%	70.3%	75.3%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 4: AUDIO VISUAL, COMPUTERS, DOMESTIC APPLIANCES, ETC - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Zone 1 - Hanley										
Hanley Town Centre	4.1%	0.0%	0.0%	1.2%	1.9%	0.0%	0.3%	1.6%	5.4%	1.8%
Fenton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abbey Hulton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bentilee Local Centre	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%
Heron Cross Local Centre	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%
Neighbourhood Centres and Local Shops Zone 1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	26.6%	8.2%	29.7%	41.6%	37.5%	26.5%	16.8%	10.0%	21.2%	23.0%
Subtotal Zone 1	30.7%	8.2%	29.7%	42.7%	39.4%	26.5%	17.2%	11.6%	26.6%	24.8%
Zone 2 - Longton and Fenton										
Longton Town Centre	3.5%	12.6%	1.5%	0.6%	3.3%	0.0%	2.6%	1.0%	0.3%	3.1%
Meir District Centre	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blurton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dresden Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Normacot Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	1.2%	34.4%	7.9%	0.0%	0.0%	0.0%	15.9%	7.9%	1.0%	8.3%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 2	4.7%	47.4%	9.4%	0.6%	3.3%	0.0%	18.5%	8.9%	1.4%	11.4%
Zone 3 - Stoke										
Stoke Town Centre	3.7%	0.0%	4.4%	0.0%	0.0%	0.0%	1.1%	0.0%	2.1%	1.4%
Hanford LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hartshill LC	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 3	1.2%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Out of Centre	0.0%	0.0%	1.0%	0.0%	0.0%	1.5%	0.0%	0.5%	0.0%	0.3%
Subtotal Zone 3	4.9%	2.2%	5.9%	0.0%	0.0%	1.5%	1.1%	0.5%	2.1%	2.3%
Zone 4 - Burslem										
Burslem Town Centre	0.2%	0.0%	0.0%	1.8%	6.3%	2.7%	0.0%	0.0%	0.0%	0.9%
Smallthorne LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Middleport LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Z4 Local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.1%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 4	0.2%	0.0%	0.0%	1.8%	6.3%	3.2%	0.0%	0.0%	0.0%	0.9%
Zone 5 - Tunstall										
Tunstall Town Centre	0.8%	0.0%	2.1%	10.7%	13.6%	3.4%	0.3%	0.0%	0.0%	2.4%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chell Heath LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Smaller Centres and Stores Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.0%	0.0%	0.0%	5.3%	4.6%	0.0%	0.0%	0.0%	0.0%	0.7%
Subtotal Zone 5	0.8%	0.0%	2.1%	15.9%	18.2%	3.4%	0.3%	0.0%	0.0%	3.1%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Affinity	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.1%
Kidsgrove	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.5%
Biddulph	0.0%	0.0%	0.0%	0.0%	1.1%	5.5%	0.0%	0.0%	0.0%	0.8%
Other Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.2%
Subtotal Zone 6	0.0%	0.0%	0.0%	0.0%	1.1%	11.6%	0.0%	0.0%	0.0%	1.6%
Zone 7 - Rural East										
Leek	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cheadle	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.7%
Other Zone 7	0.2%	0.0%	0.0%	0.6%	0.0%	0.0%	8.2%	0.0%	0.0%	1.2%
Subtotal Zone 7	0.2%	1.9%	0.0%	1.2%	0.0%	0.0%	11.4%	0.0%	0.0%	1.9%
Zone 8 - Rural South										
Stone	0.0%	1.1%	0.5%	0.0%	0.0%	0.0%	0.3%	18.4%	0.0%	1.5%
Eccleshall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 8	0.0%	1.1%	0.5%	0.0%	0.0%	0.0%	0.3%	18.4%	0.0%	1.5%
Zone 9 - Newcastle East										
Newcastle-under-Lyme	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	1.3%
Wolstanton Retail Park	0.0%	0.0%	0.0%	0.6%	0.0%	1.4%	0.3%	0.0%	0.7%	0.4%
Other Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 9	0.0%	0.0%	2.5%	0.6%	0.0%	1.4%	0.3%	0.0%	8.2%	1.6%
Subtotal Survey Area	41.6%	60.8%	50.0%	62.8%	68.4%	47.6%	49.1%	39.3%	38.3%	49.3%
Subtotal Survey Area - Stoke-on-Trent Only	41.3%	57.8%	47.0%	61.0%	67.3%	34.6%	37.1%	21.0%	30.1%	42.5%
Outside Survey Area										
Congleton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.4%	0.0%	2.6%	0.0%	10.6%	3.4%	0.0%	2.4%	2.5%
Stafford	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	21.0%	0.0%	1.6%
Uttoxeter	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.3%
Subtotal Outside of Survey Area	0.8%	1.1%	0.0%	2.6%	0.0%	10.6%	4.4%	21.0%	2.4%	4.3%
SFT	57.7%	38.1%	50.0%	34.6%	31.6%	41.8%	46.4%	39.6%	59.2%	46.4%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 5: BOOKS & STATIONARY - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Zone 1 - Hanley										
Hanley Town Centre	15.8%	7.1%	14.8%	12.3%	17.1%	1.1%	2.1%	0.0%	5.8%	7.9%
Fenton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Abbey Hulton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bentilee Local Centre	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%	0.4%	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%
Milton Local Centre	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Neighbourhood Centres and Local Shops Zone 1	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	7.7%	0.0%	3.3%	6.5%	6.3%	5.4%	0.0%	0.0%	2.0%	3.2%
Subtotal Zone 1	23.8%	7.1%	18.1%	20.3%	23.4%	6.6%	2.5%	0.0%	7.7%	11.3%
Zone 2 - Longton and Fenton										
Longton Town Centre	2.1%	28.4%	3.8%	0.0%	0.0%	0.0%	2.3%	1.7%	0.0%	5.0%
Meir District Centre	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Blurton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dresden Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Normacot Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 2	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Out of Centre	1.4%	7.1%	2.6%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	1.8%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal Zone 2	3.5%	37.0%	6.3%	0.0%	0.0%	0.0%	5.4%	1.7%	0.0%	7.1%
Zone 3 - Stoke										
Stoke Town Centre	4.3%	0.4%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.6%
Hanford LC	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Hartshill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 3	4.3%	3.7%	1.5%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Out of Centre	0.9%	0.4%	4.6%	0.0%	0.0%	0.0%	2.7%	0.5%	1.2%	1.2%
Subtotal Zone 3	9.4%	4.5%	15.3%	0.8%	0.0%	0.0%	2.7%	0.5%	2.7%	4.4%
Zone 4 - Burslem										
Burslem Town Centre	0.0%	0.0%	0.0%	1.5%	2.5%	0.0%	0.0%	0.0%	0.0%	0.2%
Smallthorne LC	0.3%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Middleport LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Z4 Local	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Out of Centre	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal Zone 4	0.3%	0.0%	0.0%	6.2%	2.5%	0.0%	0.0%	0.0%	0.0%	0.6%
Zone 5 - Tunstall										
Tunstall Town Centre	0.0%	0.0%	0.0%	2.3%	10.6%	0.0%	0.0%	0.0%	0.0%	0.6%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Chell Heath LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Smaller Centres and Stores Zone 5	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.3%	0.0%	0.0%	5.5%	8.8%	0.0%	0.0%	0.0%	0.0%	0.8%
Subtotal Zone 5	0.3%	0.0%	0.0%	7.8%	21.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Affinity	0.0%	0.0%	0.0%	2.3%	1.6%	7.3%	0.0%	0.0%	3.0%	1.7%
Kidsgrove	0.0%	0.0%	0.0%	0.0%	0.8%	19.4%	0.0%	0.0%	0.0%	2.4%
Biddulph	0.0%	0.0%	0.0%	0.0%	0.8%	7.5%	0.0%	0.0%	0.0%	0.9%
Other Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.5%
Subtotal Zone 6	0.0%	0.0%	0.0%	2.3%	3.2%	38.7%	0.0%	0.0%	3.0%	5.5%
Zone 7 - Rural East										
Leek	1.8%	0.4%	0.0%	14.0%	0.0%	1.1%	17.8%	0.0%	0.0%	3.7%
Cheadle	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	18.1%	0.0%	0.0%	2.3%
Other Zone 7	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.2%
Subtotal Zone 7	2.7%	0.8%	0.0%	14.0%	0.0%	1.1%	36.6%	0.0%	0.0%	6.2%
Zone 8 - Rural South										
Stone	0.0%	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	44.7%	0.0%	3.3%
Eccleshall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.2%
Subtotal Zone 8	0.0%	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	47.9%	0.0%	3.5%
Zone 9 - Newcastle East										
Newcastle-under-Lyme	0.0%	0.8%	2.0%	0.0%	5.5%	0.0%	0.0%	1.1%	17.8%	3.9%
Wolstanton Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	2.3%	0.7%
Other Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.2%
Subtotal Zone 9	0.0%	0.8%	2.0%	0.0%	5.5%	2.4%	0.0%	1.1%	21.3%	4.8%
Subtotal Survey Area	40.0%	50.6%	42.3%	51.3%	55.6%	48.8%	47.3%	51.2%	34.7%	44.9%
Subtotal Survey Area - Stoke-on-Trent Only	37.3%	48.2%	39.7%	34.3%	46.9%	6.6%	10.6%	2.3%	10.4%	24.7%
Outside Survey Area										
Congleton	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.5%
Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.1%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	2.7%	1.3%	0.5%	0.8%	2.5%	8.6%	6.3%	1.1%	5.1%	3.6%
Stafford	0.0%	0.0%	0.0%	0.0%	0.8%	0.6%	1.3%	15.5%	0.0%	1.4%
Uttoxeter	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.8%	0.0%	0.3%
Subtotal Outside of Survey Area	3.6%	1.3%	0.5%	0.8%	3.3%	13.7%	8.1%	20.1%	5.1%	6.0%
SFT	56.4%	48.2%	57.2%	47.9%	41.1%	37.5%	44.7%	28.7%	60.2%	49.1%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 6: TOYS, GAMES, SPORTS, BIKES, PETS & PET PRODUCTS, CAMPING EQUIPMENT ETC- 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Zone 1 - Hanley										
Hanley Town Centre	7.6%	0.4%	3.8%	1.7%	0.0%	2.6%	0.4%	0.0%	6.4%	3.2%
Fenton District Centre	0.3%	0.9%	0.6%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Abbey Hulton Local Centre	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Bentilee Local Centre	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%
Heron Cross Local Centre	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%
Neighbourhood Centres and Local Shops Zone 1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	16.5%	6.0%	16.1%	18.7%	22.2%	6.8%	5.4%	2.0%	3.2%	9.4%
Subtotal Zone 1	24.3%	7.3%	20.6%	23.0%	22.2%	9.4%	5.8%	2.0%	9.7%	13.0%
Zone 2 - Longton and Fenton										
Longton Town Centre	3.6%	15.5%	6.6%	3.7%	0.9%	0.6%	1.6%	0.0%	0.3%	3.9%
Meir District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blurton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dresden Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Normacot Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 2	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Out of Centre	3.5%	30.1%	3.9%	12.9%	4.6%	5.1%	9.3%	9.4%	1.0%	8.9%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.4%
Subtotal Zone 2	7.1%	47.4%	10.5%	16.6%	5.4%	5.7%	13.4%	9.4%	1.4%	13.4%
Zone 3 - Stoke										
Stoke Town Centre	3.4%	0.0%	1.3%	0.0%	0.0%	0.0%	1.9%	0.6%	2.1%	1.3%
Hanford LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hartshill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 3	3.3%	1.4%	0.6%	0.0%	0.0%	0.0%	1.2%	0.0%	1.5%	1.2%
Out of Centre	1.2%	0.9%	14.2%	0.0%	5.2%	0.0%	0.7%	2.0%	8.6%	3.4%
Subtotal Zone 3	7.9%	2.3%	16.1%	0.0%	5.2%	0.0%	3.8%	2.6%	12.2%	5.9%
Zone 4 - Burslem										
Burslem Town Centre	0.0%	0.0%	0.0%	3.6%	6.1%	0.0%	0.0%	0.0%	0.0%	0.5%
Smallthorne LC	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Middleport LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Z4 Local	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 4	0.0%	0.0%	0.0%	4.4%	7.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Zone 5 - Tunstall										
Tunstall Town Centre	0.0%	0.0%	0.0%	0.8%	4.6%	0.0%	0.0%	0.0%	0.0%	0.2%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chell Heath LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Smaller Centres and Stores Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.3%	0.0%	0.0%	0.8%	9.6%	1.2%	1.2%	4.0%	0.0%	1.1%
Subtotal Zone 5	0.3%	0.0%	0.0%	1.7%	14.2%	1.2%	1.2%	4.0%	0.0%	1.3%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Affinity	3.8%	2.6%	7.0%	10.2%	6.1%	5.1%	1.1%	1.9%	1.8%	3.7%
Kidsgrove	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.7%
Biddulph	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	0.0%	0.0%	0.0%	1.4%
Other Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.2%
Subtotal Zone 6	3.8%	2.6%	7.0%	10.2%	6.1%	24.4%	1.1%	1.9%	1.8%	6.1%
Zone 7 - Rural East										
Leek	1.2%	0.0%	0.6%	0.8%	0.0%	2.0%	5.7%	0.0%	0.0%	1.4%
Cheadle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	1.1%	1.1%
Other Zone 7	1.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.2%	0.0%	0.0%	0.8%
Subtotal Zone 7	2.1%	0.0%	0.6%	0.8%	0.0%	2.6%	16.3%	0.0%	1.1%	3.3%
Zone 8 - Rural South										
Stone	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	19.7%	0.0%	1.4%
Eccleshall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
Other Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 8	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	20.3%	0.0%	1.5%
Zone 9 - Newcastle East										
Newcastle-under-Lyme	0.0%	0.0%	0.6%	0.0%	0.9%	0.0%	0.0%	0.6%	11.5%	2.1%
Wolstanton Retail Park	0.9%	0.4%	2.1%	0.0%	0.0%	1.2%	0.0%	0.0%	1.7%	0.8%
Other Zone 9	0.9%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.6%	1.4%	0.5%
Subtotal Zone 9	1.8%	0.4%	2.8%	0.0%	1.8%	1.2%	0.0%	1.2%	14.6%	3.3%
Subtotal Survey Area	47.4%	60.0%	58.2%	56.7%	61.9%	44.6%	41.7%	41.4%	40.7%	48.5%
Subtotal Survey Area - Stoke-on-Trent Only	39.6%	57.0%	47.2%	45.7%	54.1%	16.3%	21.7%	18.0%	23.3%	33.9%
Outside Survey Area										
Congleton	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.8%
Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.6%	0.0%	0.9%	11.1%	1.5%	3.5%	3.9%	2.6%
Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.0%	0.0%	1.4%
Uttoxeter	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	4.1%	1.8%	1.6%
Subtotal Outside of Survey Area	0.9%	0.0%	0.6%	0.0%	0.9%	17.6%	7.4%	27.3%	5.6%	6.3%
SFT	51.7%	40.0%	41.2%	43.3%	37.2%	37.9%	50.9%	31.3%	53.6%	45.2%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 7: FURNITURE, FLOORING AND CARPETS, HOUSEHOLD TEXTILES AND FURNISHINGS - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Zone 1 - Hanley										
Hanley Town Centre	5.1%	1.5%	2.0%	1.7%	0.0%	1.7%	5.5%	0.0%	6.3%	3.3%
Fenton District Centre	1.9%	1.4%	0.6%	0.9%	5.0%	0.6%	1.6%	0.6%	0.4%	1.3%
Abbey Hulton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bentilee Local Centre	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Bucknall Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.2%
Heron Cross Local Centre	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%
Neighbourhood Centres and Local Shops Zone 1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
Out of Centre	29.2%	32.9%	25.5%	21.3%	29.8%	15.4%	18.3%	9.8%	15.8%	22.2%
Subtotal Zone 1	37.1%	35.8%	28.0%	23.9%	34.7%	17.6%	26.9%	11.1%	22.5%	27.2%
Zone 2 - Longton and Fenton										
Longton Town Centre	0.3%	13.0%	1.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Meir District Centre	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Blurton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dresden Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Normacot Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	3.5%	1.4%	1.9%	0.0%	0.0%	0.0%	1.2%	0.6%	0.4%	1.2%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 2	3.8%	14.8%	3.7%	0.9%	0.0%	0.0%	1.2%	0.6%	0.4%	3.2%
Zone 3 - Stoke										
Stoke Town Centre	3.5%	3.2%	5.2%	0.0%	0.0%	1.1%	0.0%	0.6%	1.2%	1.8%
Hanford LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hartshill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%
Neighbourhood Centres and Local Shops Zone 3	1.4%	0.0%	0.6%	0.0%	0.7%	0.0%	2.5%	0.6%	0.0%	0.7%
Out of Centre	0.0%	0.5%	0.6%	0.0%	0.0%	1.8%	1.5%	0.0%	0.0%	0.6%
Subtotal Zone 3	4.9%	3.6%	6.4%	0.0%	0.7%	2.9%	4.0%	1.2%	1.9%	3.2%
Zone 4 - Burslem										
Burslem Town Centre	0.9%	0.0%	0.0%	0.9%	0.7%	0.0%	0.0%	0.0%	0.0%	0.2%
Smallthorne LC	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Middleport LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Z4 Local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 4	0.9%	0.0%	0.0%	4.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.5%
Zone 5 - Tunstall										
Tunstall Town Centre	0.3%	0.0%	1.9%	9.9%	11.6%	0.0%	0.0%	0.0%	0.0%	1.4%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chell Heath LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Smaller Centres and Stores Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	2.8%	0.6%	0.0%	0.0%	0.0%	0.2%
Subtotal Zone 5	0.3%	0.0%	1.9%	9.9%	14.4%	0.6%	0.0%	0.0%	0.0%	1.7%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Affinity	2.5%	0.0%	0.0%	0.9%	0.0%	2.8%	0.0%	0.0%	0.8%	1.0%
Kidsgrove	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	0.0%	0.0%	0.4%	0.3%
Biddulph	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.1%
Other Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%	1.0%
Subtotal Zone 6	2.5%	0.0%	0.0%	0.9%	1.4%	12.6%	0.0%	0.0%	1.2%	2.4%
Zone 7 - Rural East										
Leek	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	1.3%
Cheadle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.8%	0.0%	1.2%	2.5%
Other Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.6%	0.0%	1.2%	3.7%
Zone 8 - Rural South										
Stone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.4%	0.0%	0.9%
Eccleshall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.4%	0.0%	0.9%
Zone 9 - Newcastle East										
Newcastle-under-Lyme	0.3%	1.4%	4.7%	1.7%	1.4%	1.8%	1.1%	1.2%	18.9%	4.1%
Wolstanton Retail Park	2.2%	8.4%	12.4%	23.0%	22.1%	17.9%	1.9%	0.6%	10.8%	9.5%
Other Zone 9	0.0%	1.5%	0.0%	2.8%	0.0%	2.4%	0.0%	0.0%	4.8%	1.4%
Subtotal Zone 9	2.4%	11.3%	17.1%	27.6%	23.5%	22.1%	3.0%	1.8%	34.5%	15.0%
Subtotal Survey Area	51.9%	65.6%	57.2%	67.5%	75.5%	55.7%	59.6%	28.1%	61.7%	57.8%
Subtotal Survey Area - Stoke-on-Trent Only	46.9%	54.2%	40.0%	39.1%	50.6%	21.1%	32.1%	12.9%	24.8%	35.8%
Outside Survey Area										
Congleton	1.4%	0.0%	0.0%	5.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.7%
Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	2.1%	4.1%	6.7%	0.0%	0.7%	8.4%	3.7%	14.7%	6.5%	5.1%
Stafford	0.3%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	30.9%	0.0%	2.2%
Uttoxeter	2.3%	0.5%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.6%
Subtotal Outside of Survey Area	6.0%	5.0%	6.7%	5.2%	0.7%	9.5%	4.9%	45.6%	6.5%	8.7%
SFT	42.1%	29.4%	36.2%	27.3%	23.7%	34.7%	35.5%	26.3%	31.8%	33.5%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 8: DIY & GARDENING PRODUCTS - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Zone 1 - Hanley										
Hanley Town Centre	7.5%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	2.9%	0.0%	1.5%
Fenton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Abbey Hulton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bentilee Local Centre	0.2%	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%
Heron Cross Local Centre	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%
Neighbourhood Centres and Local Shops Zone 1	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Out of Centre	42.9%	8.2%	31.1%	42.8%	48.1%	16.5%	9.4%	1.5%	24.8%	23.6%
Subtotal Zone 1	51.4%	8.2%	31.1%	42.8%	48.8%	16.5%	9.7%	4.4%	24.8%	25.3%
Zone 2 - Longton and Fenton										
Longton Town Centre	0.8%	5.0%	0.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Meir District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blurton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dresden Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Normacot Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Out of Centre	10.7%	61.3%	22.0%	11.6%	0.7%	1.9%	46.9%	37.8%	6.4%	23.2%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal Zone 2	11.6%	67.0%	22.5%	12.2%	0.7%	1.9%	47.3%	37.8%	6.4%	24.2%
Zone 3 - Stoke										
Stoke Town Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hanford LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hartshill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 3	0.8%	1.2%	4.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.7%
Out of Centre	1.3%	0.8%	13.8%	0.0%	2.8%	0.5%	1.3%	5.6%	5.9%	3.2%
Subtotal Zone 3	2.3%	2.0%	17.8%	0.0%	2.8%	0.5%	1.7%	5.6%	5.9%	3.9%
Zone 4 - Burslem										
Burslem Town Centre	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.1%
Smallthorne LC	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Middleport LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Z4 Local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.0%	0.0%	0.0%	1.3%	0.7%	1.5%	0.0%	0.0%	0.0%	0.3%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal Zone 4	0.0%	0.0%	0.5%	3.2%	2.0%	1.5%	0.0%	0.0%	0.0%	0.6%
Zone 5 - Tunstall										
Tunstall Town Centre	0.0%	0.0%	0.0%	4.5%	5.6%	0.0%	0.0%	0.0%	0.0%	0.6%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chell Heath LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Smaller Centres and Stores Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.0%	0.0%	0.0%	10.4%	21.0%	11.1%	0.0%	0.0%	1.7%	3.5%
Subtotal Zone 5	0.0%	0.0%	0.0%	14.9%	26.6%	11.1%	0.0%	0.0%	1.7%	4.1%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Affinity	0.8%	0.0%	0.0%	0.0%	0.7%	0.9%	0.0%	0.0%	0.3%	0.3%
Kidsgrove	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.4%
Biddulph	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.6%
Other Zone 6	1.2%	0.0%	0.0%	0.6%	1.3%	29.1%	0.0%	0.0%	2.6%	4.6%
Subtotal Zone 6	2.1%	0.0%	0.0%	0.6%	2.0%	37.9%	0.0%	0.0%	3.0%	6.0%
Zone 7 - Rural East										
Leek	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	8.4%	0.0%	0.0%	1.5%
Cheadle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.0%	0.0%	0.0%	1.5%
Other Zone 7	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.8%
Subtotal Zone 7	0.2%	0.0%	0.0%	3.9%	0.0%	0.0%	24.6%	0.0%	0.0%	3.7%
Zone 8 - Rural South										
Stone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.4%
Eccleshall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.1%
Other Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.4%
Subtotal Zone 8	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	0.9%
Zone 9 - Newcastle East										
Newcastle-under-Lyme	0.0%	0.0%	6.2%	3.3%	0.7%	0.5%	1.4%	1.6%	29.9%	5.7%
Wolstanton Retail Park	0.0%	0.4%	0.5%	1.3%	0.7%	0.9%	0.3%	0.5%	0.0%	0.4%
Other Zone 9	0.0%	0.4%	1.5%	0.0%	0.7%	0.0%	0.0%	0.0%	4.6%	0.9%
Subtotal Zone 9	0.0%	0.8%	8.2%	4.6%	2.0%	1.4%	1.7%	2.0%	34.5%	7.0%
Subtotal Survey Area	67.6%	77.9%	80.1%	82.3%	84.8%	70.8%	84.9%	61.6%	76.3%	75.6%
Subtotal Survey Area - Stoke-on-Trent Only	65.3%	76.4%	71.3%	72.5%	80.8%	31.5%	58.6%	47.7%	38.9%	57.8%
Outside Survey Area										
Congleton	0.0%	0.0%	0.0%	0.0%	0.7%	4.9%	0.0%	0.0%	0.0%	0.7%
Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.8%	3.2%	1.7%	2.9%	2.0%	15.3%	2.7%	0.5%	6.2%	4.4%
Stafford	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	21.8%	1.1%	1.8%
Uttoxeter	2.0%	1.9%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	1.2%
Subtotal Outside of Survey Area	2.8%	5.1%	1.7%	2.9%	2.7%	20.7%	7.0%	22.7%	7.3%	8.1%
SFT	29.6%	16.9%	18.2%	14.8%	12.5%	8.5%	8.1%	15.7%	16.4%	16.2%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 9: PERSONAL GOODS AND APPLIANCES, MEDICAL GOODS, THERAPUTIC APPLIANCES, COSMETICS ETC - 2024 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Zone 1 - Hanley										
Hanley Town Centre	14.2%	1.6%	6.5%	9.2%	1.0%	3.6%	0.3%	0.0%	4.1%	4.9%
Fenton District Centre	1.4%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Abbey Hulton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bentilee Local Centre	0.2%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Bucknall Local Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.2%
Heron Cross Local Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Local Centre	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Neighbourhood Centres and Local Shops Zone 1	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Out of Centre	21.1%	7.4%	13.9%	18.5%	13.6%	4.3%	5.1%	1.4%	12.6%	10.9%
Subtotal Zone 1	40.4%	9.0%	21.3%	27.7%	14.6%	7.8%	6.4%	1.4%	16.6%	16.9%
Zone 2 - Longton and Fenton										
Longton Town Centre	7.5%	36.5%	5.0%	0.5%	3.1%	0.0%	1.9%	2.9%	0.0%	7.6%
Meir District Centre	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blurton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dresden Local Centre	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Normacot Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 2	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Out of Centre	0.8%	19.4%	1.0%	0.0%	0.0%	0.0%	7.5%	3.2%	2.5%	4.7%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 2	8.2%	58.4%	6.0%	0.5%	3.1%	0.0%	9.4%	6.1%	2.5%	12.7%
Zone 3 - Stoke										
Stoke Town Centre	4.8%	3.2%	6.8%	0.0%	1.8%	0.0%	0.0%	0.0%	1.0%	2.0%
Hanford LC	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Hartshill LC	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Neighbourhood Centres and Local Shops Zone 3	1.9%	1.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.0%
Out of Centre	0.0%	0.3%	11.3%	0.0%	0.0%	0.4%	1.0%	1.0%	4.1%	1.8%
Subtotal Zone 3	6.8%	4.5%	27.6%	0.0%	1.8%	0.4%	1.0%	1.5%	5.1%	5.1%
Zone 4 - Burslem										
Burslem Town Centre	0.0%	0.0%	0.0%	6.1%	5.9%	0.0%	0.0%	0.0%	0.0%	0.8%
Smallthorne LC	0.0%	0.0%	0.0%	1.1%	3.1%	0.0%	0.0%	0.0%	0.0%	0.3%
Middleport LC	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.1%
Z4 Local	0.2%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Out of Centre	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 4	0.2%	0.0%	0.0%	14.3%	11.6%	0.0%	0.0%	0.0%	0.3%	1.9%
Zone 5 - Tunstall										
Tunstall Town Centre	0.8%	0.0%	0.0%	8.2%	23.1%	0.8%	0.0%	0.0%	1.0%	2.3%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.1%
Chell Heath LC	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal Smaller Centres and Stores Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.8%	1.0%	0.0%	13.6%	23.4%	2.7%	0.0%	0.0%	0.3%	3.0%
Subtotal Zone 5	1.6%	1.0%	0.0%	22.4%	49.6%	3.6%	0.0%	0.0%	1.3%	5.5%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Affinity	0.8%	0.0%	0.0%	0.5%	0.0%	4.4%	0.0%	1.6%	3.1%	1.3%
Kidsgrove	0.0%	1.0%	0.0%	0.0%	2.6%	21.3%	0.0%	0.0%	0.0%	3.1%
Biddulph	0.0%	0.0%	2.0%	0.0%	1.0%	18.2%	1.0%	0.0%	0.0%	2.8%
Other Zone 6	0.0%	0.0%	2.4%	0.0%	0.0%	11.5%	0.0%	0.0%	0.3%	1.8%
Subtotal Zone 6	0.8%	1.0%	4.4%	0.5%	3.7%	55.4%	1.0%	1.6%	3.4%	9.0%
Zone 7 - Rural East										
Leek	1.6%	0.0%	0.0%	6.6%	0.0%	0.8%	20.3%	0.0%	0.0%	3.5%
Cheadle	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	38.2%	0.0%	0.0%	5.1%
Other Zone 7	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	1.0%
Subtotal Zone 7	4.7%	0.0%	0.0%	6.6%	0.0%	0.8%	63.4%	0.0%	0.0%	9.6%
Zone 8 - Rural South										
Stone	0.0%	0.3%	0.5%	0.0%	0.0%	0.0%	0.0%	52.5%	0.0%	3.6%
Eccleshall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.2%
Other Zone 8	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.1%
Subtotal Zone 8	0.0%	0.3%	1.0%	0.0%	0.0%	0.0%	0.0%	57.0%	0.0%	3.9%
Zone 9 - Newcastle East										
Newcastle-under-Lyme	0.2%	0.3%	5.9%	3.3%	2.3%	0.8%	0.0%	0.5%	35.2%	6.4%
Wolstanton Retail Park	0.8%	0.6%	1.6%	0.5%	2.2%	2.7%	0.0%	0.0%	6.4%	1.8%
Other Zone 9	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%
Subtotal Zone 9	1.0%	0.9%	7.5%	4.4%	4.5%	3.6%	0.0%	0.5%	42.2%	8.3%
Subtotal Survey Area	63.7%	75.2%	67.8%	76.5%	89.0%	71.6%	81.3%	68.1%	71.4%	72.9%
Subtotal Survey Area - Stoke-on-Trent Only	57.2%	72.9%	54.9%	64.3%	80.8%	11.8%	16.8%	9.0%	25.9%	42.0%
Outside Survey Area										
Congleton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Market Drayton	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	1.9%	0.0%	0.2%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	1.0%	1.5%	1.7%	0.0%	6.5%	1.4%	0.0%	3.4%	2.0%
Stafford	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	14.4%	0.3%	1.0%
Uttoxeter	1.9%	1.3%	0.0%	0.0%	0.0%	0.0%	3.5%	1.6%	0.0%	1.1%
Subtotal Outside of Survey Area	1.9%	2.7%	1.5%	2.3%	0.0%	15.4%	6.4%	18.0%	3.7%	5.7%
SFT	34.4%	22.2%	30.6%	21.2%	11.0%	12.9%	12.3%	14.0%	24.8%	21.5%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 10: OTHER GOODS INCLUDING JEWELLERY & WATCHES, GLASSWARE, CHINA, TABLEWARE & KITCHEN UTENSIL GOODS, ETC - 2024 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Zone 1 - Hanley										
Hanley Town Centre	19.8%	12.9%	10.2%	14.9%	17.0%	6.4%	16.2%	0.0%	8.1%	12.2%
Fenton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%
Abbey Hulton Local Centre	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Bentilee Local Centre	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%
Heron Cross Local Centre	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%
Neighbourhood Centres and Local Shops Zone 1	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Out of Centre	6.4%	7.8%	3.4%	2.0%	0.0%	7.0%	0.0%	0.0%	3.5%	4.2%
Subtotal Zone 1	28.1%	23.1%	13.6%	16.9%	17.0%	13.4%	16.2%	0.0%	12.0%	17.2%
Zone 2 - Longton and Fenton										
Longton Town Centre	2.0%	21.9%	4.7%	0.0%	0.0%	0.0%	0.0%	4.0%	0.4%	4.5%
Meir District Centre	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Blurton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dresden Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Normacot Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	1.7%	5.1%	0.0%	1.0%	0.0%	0.0%	2.3%	0.0%	0.0%	1.5%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 2	3.7%	27.5%	4.7%	1.0%	0.0%	0.0%	2.3%	4.0%	0.4%	6.0%
Zone 3 - Stoke										
Stoke Town Centre	3.9%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	1.2%
Hanford LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hartshill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 3	1.7%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	1.6%	0.4%	0.6%
Out of Centre	0.0%	1.0%	2.5%	1.0%	0.0%	0.0%	1.8%	5.1%	2.0%	1.3%
Subtotal Zone 3	5.6%	1.0%	3.3%	1.0%	3.9%	0.0%	1.8%	6.7%	5.1%	3.1%
Zone 4 - Burslem										
Burslem Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Smallthorne LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Middleport LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Z4 Local	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 4	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 5 - Tunstall										
Tunstall Town Centre	0.3%	0.0%	2.6%	6.0%	11.5%	6.6%	3.3%	0.0%	0.0%	2.3%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chell Heath LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Smaller Centres and Stores Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	1.1%	0.0%	0.0%	1.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.4%
Subtotal Zone 5	1.5%	0.0%	2.6%	6.9%	15.1%	6.6%	3.3%	0.0%	0.0%	2.7%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Affinity	1.1%	0.0%	0.0%	0.0%	0.0%	1.6%	1.1%	0.0%	0.0%	0.5%
Kidsgrove	0.0%	0.0%	0.0%	0.0%	1.2%	1.6%	0.0%	0.0%	0.0%	0.2%
Biddulph	0.0%	0.0%	0.0%	0.0%	1.2%	2.3%	0.0%	0.0%	0.0%	0.3%
Other Zone 6	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.6%
Subtotal Zone 6	1.1%	0.0%	0.0%	0.0%	2.4%	10.1%	1.1%	0.0%	0.0%	1.6%
Zone 7 - Rural East										
Leek	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%	7.4%	0.0%	0.0%	1.5%
Cheadle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	0.0%	0.0%	1.3%
Other Zone 7	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.4%
Subtotal Zone 7	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%	21.0%	0.0%	0.0%	3.1%
Zone 8 - Rural South										
Stone	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	18.3%	0.0%	1.5%
Eccleshall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.2%
Other Zone 8	1.1%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.7%
Subtotal Zone 8	1.1%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	23.0%	0.0%	2.4%
Zone 9 - Newcastle East										
Newcastle-under-Lyme	1.7%	0.0%	2.5%	1.0%	9.7%	0.0%	0.0%	0.0%	8.8%	2.4%
Wolstanton Retail Park	0.0%	1.4%	0.0%	1.0%	1.2%	17.0%	0.6%	0.0%	3.5%	3.0%
Other Zone 9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 9	1.7%	1.4%	2.5%	2.0%	10.9%	17.0%	0.6%	0.0%	12.3%	5.4%
Subtotal Survey Area	42.8%	57.1%	26.7%	35.5%	49.3%	47.1%	46.2%	33.8%	29.9%	41.6%
Subtotal Survey Area - Stoke-on-Trent Only	38.9%	51.6%	24.2%	25.8%	36.0%	20.0%	23.6%	10.7%	17.5%	29.1%
Outside Survey Area										
Congleton	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	0.9%
Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	5.7%	5.4%	13.1%	10.0%	13.8%	12.8%	3.8%	15.5%	10.6%	8.9%
Stafford	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.3%
Uttoxeter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%
Subtotal Outside of Survey Area	5.7%	5.8%	13.1%	10.0%	13.8%	20.6%	4.4%	18.6%	10.6%	10.2%
SFT	51.5%	37.1%	60.3%	54.5%	36.9%	32.3%	49.4%	47.6%	59.6%	48.2%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

APPENDIX 5 CONVENIENCE GOODS TURNOVER (EXCLUDING SFT)

TABLE 1: ALL CONVENIENCE GOODS - 2024 MARKET SHARE ANALYSIS (%)*Excluding Internet Shopping and other Special Forms of Trading*

Zones:	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
ZONE 1 - HANLEY										
Hanley Town Centre										
Iceland, Charles Street, Hanley, Stoke-on-Trent, ST1 3JP	0.8%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%
Lidl, Lichfield Street, Hanley, Stoke-on-Trent, ST1 3EJ	5.1%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.2%	0.9%
Other, Hanley Town Centre	1.1%	0.0%	0.0%	0.2%	1.4%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal Hanley Town Centre	7.0%	0.0%	0.0%	1.9%	1.5%	0.0%	0.0%	0.0%	0.2%	1.2%
Fenton District Centre										
Co-op Food, Christchurch Street, Fenton, Stoke-on-Trent, ST4 3AD	0.3%	0.1%	0.6%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.1%
Other, Fenton District Centre	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.2%
Subtotal Fenton District Centre	0.8%	0.2%	0.6%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.3%
Abbey Hulton Local Centre	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Bentilee Local Centre	1.4%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Beverley Drive Local Centre	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bucknall Local Centre	3.9%	0.2%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	1.3%	1.1%
Milton Local Centre	1.4%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Northwood Local Centre	1.6%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Neighbourhood Centres and Local Shops Zone 1	1.9%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%
Subtotal Smaller Centres & Stores Zone 1	13.7%	0.2%	1.1%	1.7%	0.0%	0.0%	2.1%	0.0%	1.7%	2.7%
Out of Centre Foodstores										
Aldi, Norton Retail Park, Leek New Road, Stoke-on-Trent, ST1 6EJ	7.9%	0.0%	0.0%	8.5%	2.6%	0.0%	0.2%	0.0%	1.0%	2.1%
Aldi, Victoria Road, Fenton, ST4 2HX	2.0%	2.5%	0.0%	1.5%	0.0%	0.0%	0.3%	0.0%	0.8%	0.9%
Asda Supermarket, Victoria Road, Berry Hill Road, Fenton, Stoke-on-Trent, ST4 2HX	2.6%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%
Farmfoods, Leek Road, Stoke-on-Trent, ST1 6AE	1.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Iceland (Food Warehouse), Century Retail Park, Hanley, Stoke-on-Trent, ST1 6EJ	2.0%	0.6%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Lidl, Dividy Road, Bentilee, Stoke-on-Trent, ST2 0SP	2.5%	4.1%	0.2%	0.0%	0.0%	0.0%	0.9%	0.2%	0.0%	1.1%
Morrisons, Festival Park, Stoke-on-Trent, ST1 5NY	8.7%	0.3%	0.6%	4.5%	9.9%	1.6%	0.2%	0.0%	1.1%	2.5%
Tesco Extra, Clough Street, Hanley, Stoke-on-Trent, ST1 4LS	9.5%	0.9%	4.6%	7.9%	5.0%	0.0%	0.2%	0.0%	0.3%	2.7%
Other Out of Centre Zone 1	6.1%	0.0%	0.8%	0.2%	0.7%	0.0%	0.4%	0.0%	0.4%	1.1%
Subtotal Out of Centre Zone 1	42.5%	9.6%	6.3%	23.1%	18.2%	1.6%	2.1%	0.2%	3.7%	11.5%
Subtotal Zone 1	64.0%	9.9%	8.0%	26.7%	19.7%	1.6%	5.0%	0.2%	5.7%	15.8%
Zone 2 - Longton and Fenton										
Longton Town Centre										
Farmfoods, Edensor Road, Longton, Stoke-on-Trent, ST3 2PB	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Heron Foods, Longton Exchange Shopping Centre, Longton, Stoke-on-Trent, ST3 2PB	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Iceland, Bennett Precinct, Longton, Stoke-on-Trent, ST3 2HT	0.2%	1.2%	0.4%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Tesco Extra, Baths Road, Longton, Stoke-on-Trent, ST3 2JB	4.8%	19.3%	3.1%	0.8%	0.0%	0.0%	1.5%	4.6%	0.0%	4.4%
Other, Longton Town Centre	0.1%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Subtotal Longton Town Centre	5.2%	27.1%	3.5%	1.1%	0.0%	0.0%	1.5%	4.6%	0.1%	5.6%
Meir District Centre										
Co-op Food, Weston Road, Meir, Stoke-on-Trent, ST3 6AD	0.2%	1.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Other, Meir District Centre	0.0%	0.1%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal Meir District Centre	0.2%	1.2%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.3%
Blurton Local Centre	0.0%	1.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Neighbourhood Centres and Local Shops Zone 2	0.4%	6.5%	0.0%	0.6%	1.1%	0.7%	0.0%	0.1%	0.3%	1.3%
Subtotal Smaller Centres and Stores	0.4%	7.7%	0.4%	0.6%	1.1%	0.7%	0.0%	0.1%	0.3%	1.5%
Out of Centre										
Aldi, Whittle Road, Meir, Stoke-on-Trent, ST3 7TU	1.5%	10.1%	0.0%	0.0%	0.0%	0.0%	6.8%	0.2%	0.0%	2.7%
Lidl, Trentham Road, Longton, Stoke-on-Trent, ST3 4DY	2.0%	4.7%	0.6%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%	1.2%
Tesco Superstore, Lysander Road, Meir Park, Stoke-on-Trent, ST3 7W	1.2%	20.9%	0.0%	0.0%	0.0%	0.1%	6.5%	2.3%	0.7%	4.5%
Other Out of Centre Zone 2	0.7%	0.4%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal Out of Centre Zone 2	5.4%	36.1%	0.6%	1.0%	0.0%	0.1%	13.8%	2.4%	1.2%	8.5%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	2.9%	0.2%	0.0%	0.0%	0.0%	0.4%	0.5%	0.0%	0.5%
Subtotal Zone 2	11.2%	74.8%	4.8%	2.7%	3.1%	0.8%	15.7%	7.7%	1.6%	16.5%
Zone 3 - Stoke										
Stoke Town Centre										
Sainsbury's Superstore, Minton House, London Road, Stoke-On-Trent	1.9%	3.1%	12.9%	0.9%	1.1%	0.0%	0.5%	0.3%	0.1%	2.0%
Hanford LC	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Hartshill LC	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%
Neighbourhood Centres and Local Shops Zone 3	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Subtotal Smaller Centres and Stores Zone 3	0.0%	0.0%	12.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.1%
Out of Centre										
Aldi, Godwin Way, Springfield, Stoke-on-Trent, ST4 6JP	0.0%	0.1%	4.7%	0.0%	1.2%	0.0%	0.1%	0.0%	1.2%	0.6%
Aldi, Stanley Matthews Way, Trentham, ST4 8HP	0.0%	4.4%	11.5%	0.0%	0.0%	0.0%	0.0%	1.4%	1.2%	1.9%
Iceland (Food Warehouse), Springfields Retail Park, Stoke-on-Trent, ST4 7SG	0.0%	0.0%	0.5%	0.0%	0.0%	0.5%	0.0%	0.0%	0.4%	0.2%
Lidl, London Road, Booths, Stoke-on-Trent, ST4 7SG	1.3%	0.5%	4.7%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.7%
Tesco Superstore, Newcastle Road, Trent Vale, Stoke-on-Trent, ST4 6L	0.4%	0.2%	14.2%	0.0%	0.0%	0.2%	0.0%	0.2%	7.2%	2.4%
Other Out of Centre Zone 3	0.9%	0.3%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%
Subtotal Out of Centre Zone 3	2.6%	5.5%	38.7%	0.0%	1.2%	0.7%	0.7%	1.5%	10.5%	6.4%
Subtotal Zone 3	4.5%	8.6%	64.2%	0.9%	2.3%	0.7%	1.2%	1.8%	10.9%	9.5%
Zone 4 - Burslem										
Burslem TC	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Norton LC	0.1%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Smallthorne LC	0.0%	0.0%	0.0%	2.8%	1.1%	0.0%	0.0%	0.0%	0.0%	0.3%
Middleport LC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 4	0.1%	0.0%	0.0%	5.1%	3.5%	0.0%	0.0%	0.0%	0.0%	0.6%
Subtotal Smaller Centres and Stores Zone 4	0.1%	0.0%	0.0%	9.5%	4.5%	0.0%	0.0%	0.0%	0.0%	0.9%
Out of Centre										
Aldi, Brownhills Road, Tunstall, ST6 4JU	1.3%	0.0%	1.4%	8.6%	6.7%	0.0%	0.0%	0.0%	1.3%	1.5%
Asda Supermarket, Scotia Road, Tunstall, Stoke-on-Trent, ST6 4HG (small)	0.7%	0.0%	0.0%	5.6%	2.8%	0.4%	0.0%	0.0%	0.0%	0.7%
Lidl, Scotia Road, Burslem, Stoke-on-Trent, ST6 4HR	0.0%	0.0%	0.0%	5.1%	1.7%	0.1%	0.0%	0.0%	0.5%	0.6%
Other Out of Centre Zone 4	0.0%	0.0%	0.0%	0.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Out of Centre Zone 4	1.9%	0.0%	1.4%	19.8%	11.4%	0.6%	0.0%	0.0%	1.8%	2.7%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Subtotal Zone 4	2.1%	0.0%	1.4%	31.1%	15.9%	0.6%	0.0%	0.0%	1.9%	3.8%
Zone 5 - Tunstall										
Tunstall Town Centre	0.0%	0.0%	0.0%	0.5%	0.9%	0.1%	0.0%	0.0%	0.0%	0.1%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Chell Heath LC	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%

Neighbourhood Centres and Local Shops Zone 5	0.0%	0.0%	0.0%	1.7%	3.2%	1.0%	0.0%	0.0%	0.0%	0.4%
Subtotal Smaller Centres and Stores	0.0%	0.0%	0.0%	1.7%	3.7%	1.0%	0.0%	0.0%	0.0%	0.4%
Out of Centre										
Asda Superstore, Scotia Road, Tunstall, Stoke-on-Trent, ST6 6AT (bigger s	0.6%	0.0%	1.7%	14.4%	27.5%	1.2%	0.0%	0.0%	0.0%	2.7%
Iceland, Alexandra Retail Park, Tunstall, Stoke-on-Trent, ST6 6BE	0.0%	0.0%	0.0%	0.3%	2.3%	0.0%	0.0%	0.0%	0.1%	0.1%
Lidl, High Street, Tunstall, Stoke-on-Trent, ST6 5EG	0.5%	0.0%	1.0%	0.4%	7.8%	0.0%	0.0%	0.0%	0.0%	0.5%
Other Out of Centre Zone 5	0.0%	0.0%	0.0%	0.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal Out of Centre Zone 5	1.1%	0.0%	2.7%	15.2%	38.9%	1.2%	0.0%	0.0%	0.1%	3.4%
Subtotal Zone 5	1.1%	0.0%	2.7%	17.4%	43.5%	2.4%	0.0%	0.0%	0.1%	4.0%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Foodstores in Kidsgrove	0.0%	0.0%	1.0%	0.3%	6.3%	34.7%	0.0%	0.0%	0.1%	5.2%
Foodstores in Biddulph	1.1%	0.3%	0.9%	0.7%	1.3%	14.5%	0.5%	0.0%	0.0%	2.4%
Other Foodstores in Zone 6	0.0%	0.0%	0.0%	0.2%	1.1%	22.7%	0.0%	0.0%	0.0%	3.2%
Other Zone 6	0.0%	0.1%	0.0%	0.0%	0.2%	6.2%	0.5%	0.0%	0.0%	1.0%
Subtotal Zone 6	1.1%	0.4%	1.8%	1.1%	8.9%	78.1%	1.0%	0.0%	0.1%	11.8%
Zone 7 - Rural East										
Foodstores in Leek	4.6%	0.8%	0.0%	6.5%	0.0%	0.6%	28.5%	0.0%	0.0%	5.4%
Foodstores in Cheadle	0.8%	1.1%	0.5%	0.0%	0.0%	0.0%	33.2%	0.4%	0.0%	5.1%
Other stores Zone 7	0.3%	0.0%	0.1%	1.3%	0.0%	0.0%	3.7%	0.0%	0.0%	0.7%
Subtotal Zone 7	5.7%	1.9%	0.7%	7.8%	0.0%	0.6%	65.4%	0.4%	0.0%	11.1%
Zone 8 - Rural South										
Foodstores in Stone	0.3%	0.6%	0.5%	0.0%	0.0%	0.0%	0.1%	68.2%	0.0%	5.2%
Foodstores in Eccleshall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	0.5%
Other stores Zone 8	0.3%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.4%
Subtotal Zone 8	0.7%	0.6%	0.9%	0.0%	0.0%	0.0%	0.1%	79.1%	0.0%	6.0%
Zone 9 - Newcastle East										
Foodstores in Newcastle-under-Lyme	1.2%	0.5%	5.6%	4.6%	0.7%	1.3%	0.1%	0.7%	39.3%	7.6%
Foodstores at Wolstanton Retail Park	3.3%	1.1%	5.1%	4.8%	4.0%	4.7%	1.0%	0.6%	11.6%	4.3%
Other Foodstores in Zone 9	0.9%	0.3%	2.0%	1.9%	0.0%	0.6%	0.0%	0.0%	13.1%	2.6%
Other stores Zone 9	1.0%	0.1%	1.3%	0.0%	1.6%	0.3%	0.0%	0.0%	15.2%	2.8%
Subtotal Zone 9	6.4%	2.0%	14.1%	11.3%	6.3%	6.8%	1.1%	1.2%	79.2%	17.2%
Subtotal Survey Area	96.7%	98.2%	98.7%	99.2%	99.7%	91.6%	89.6%	90.4%	99.5%	95.7%
Subtotal Survey Area - Stoke-on-Trent Only	82.8%	90.5%	81.0%	78.1%	84.5%	6.1%	21.6%	9.2%	20.1%	48.9%
Outside Survey Area										
Congleton	0.0%	0.0%	0.3%	0.7%	0.3%	4.1%	1.6%	0.0%	0.0%	0.9%
Market Drayton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.1%	0.1%
Newport	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Other	0.8%	0.0%	0.8%	0.2%	0.0%	4.2%	2.6%	1.2%	0.4%	1.3%
Stafford	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	0.5%
Uttoxeter	2.5%	1.1%	0.2%	0.0%	0.0%	0.0%	6.2%	0.3%	0.0%	1.4%
Subtotal Outside of Survey Area	3.3%	1.8%	1.3%	0.8%	0.3%	8.4%	10.4%	9.6%	0.5%	4.3%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 2: 2024 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Total Available Spend (excluding SFT):	£175.0	£169.4	£101.5	£89.5	£52.0	£160.7	£160.3	£88.9	£193.3	£1,190.7
ZONE 1 - HANLEY										
Hanley Town Centre										
Iceland, Charles Street, Hanley, Stoke-on-Trent, ST1 3JP	£1.4	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.5
Lidl, Lichfield Street, Hanley, Stoke-on-Trent, ST1 3EJ	£8.9	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.4	£10.9
Other, Hanley Town Centre	£2.0	£0.0	£0.0	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£2.9
Subtotal Hanley Town Centre	£12.3	£0.0	£0.0	£1.7	£0.8	£0.0	£0.0	£0.0	£0.4	£15.2
Fenton District Centre										
Co-op Food, Christchurch Street, Fenton, Stoke-on-Trent, ST4 3AD	£0.5	£0.1	£0.6	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£1.7
Other, Fenton District Centre	£0.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£1.9
Subtotal Fenton District Centre	£1.5	£0.3	£0.6	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£3.6
Abbey Hulton Local Centre	£5.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.6
Bentilee Local Centre	£2.4	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
Beverley Drive Local Centre	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Bucknall Local Centre	£6.8	£0.3	£0.0	£0.0	£0.0	£0.0	£3.4	£0.0	£2.4	£13.0
Milton Local Centre	£2.5	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0
Northwood Local Centre	£2.9	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9
Neighbourhood Centres and Local Shops Zone 1	£3.3	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£5.0
Subtotal Smaller Centres & Stores Zone 1	£23.9	£0.3	£1.1	£1.5	£0.0	£0.0	£3.4	£0.0	£3.3	£33.6
Out of Centre Foodstores										
Aldi, Norton Retail Park, Leek New Road, Stoke-on-Trent, ST1 6EJ	£13.8	£0.0	£0.0	£7.6	£1.4	£0.0	£0.4	£0.0	£2.0	£25.1
Aldi, Victoria Road, Fenton, ST4 2HX	£3.5	£4.2	£0.0	£1.4	£0.0	£0.0	£0.4	£0.0	£1.5	£11.0
Asda Supermarket, Victoria Road, Berry Hill Road, Fenton, Stoke-on-Trent	£4.6	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.1
Farmfoods, Leek Road, Stoke-on-Trent, ST1 6AE	£2.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
Iceland (Food Warehouse), Century Retail Park, Hanley, Stoke-on-Trent, !	£3.5	£1.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8
Lidl, Dividy Road, Bentilee, Stoke-on-Trent, ST2 0SP	£4.3	£7.0	£0.2	£0.0	£0.0	£0.0	£1.5	£0.1	£0.0	£13.2
Morrisons, Festival Park, Stoke-on-Trent, ST1 5NY	£15.2	£0.5	£0.6	£4.1	£5.1	£2.6	£0.3	£0.0	£2.2	£30.6
Tesco Extra, Clough Street, Hanley, Stoke-on-Trent, ST1 4LS	£16.6	£1.5	£4.7	£7.1	£2.6	£0.0	£0.3	£0.0	£0.6	£33.3
Other Out of Centre Zone 1	£10.7	£0.0	£0.8	£0.2	£0.4	£0.0	£0.6	£0.0	£0.9	£13.6
Subtotal Out of Centre Zone 1	£74.3	£16.3	£6.4	£20.7	£9.4	£2.6	£3.4	£0.1	£7.2	£140.3
Subtotal Zone 1	£111.9	£16.8	£8.1	£23.9	£10.2	£2.6	£8.1	£0.1	£10.9	£192.7
Zone 2 - Longton and Fenton										
Longton Town Centre										
Farmfoods, Edensor Road, Longton, Stoke-on-Trent, ST3 2PB	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6
Heron Foods, Longton Exchange Shopping Centre, Longton, Stoke-on-Trent	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Iceland, Bennett Precinct, Longton, Stoke-on-Trent, ST3 2HT	£0.4	£2.1	£0.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2
Tesco Extra, Baths Road, Longton, Stoke-on-Trent, ST3 2JB	£8.5	£32.7	£3.1	£0.8	£0.0	£0.0	£2.4	£4.1	£0.0	£51.6
Other, Longton Town Centre	£0.1	£8.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.9
Subtotal Longton Town Centre	£9.1	£45.8	£3.5	£1.0	£0.0	£0.0	£2.4	£4.1	£0.1	£66.1
Meir District Centre										
Co-op Food, Weston Road, Meir, Stoke-on-Trent, ST3 6AD	£0.4	£1.8	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£2.8
Other, Meir District Centre	£0.0	£0.1	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.7
Subtotal Meir District Centre	£0.4	£2.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£3.5
Blurton Local Centre	£0.0	£1.9	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
Neighbourhood Centres and Local Shops Zone 2	£0.6	£11.0	£0.0	£0.6	£0.6	£1.2	£0.0	£0.1	£0.6	£14.7
Subtotal Smaller Centres and Stores	£0.6	£13.0	£0.4	£0.6	£0.6	£1.2	£0.0	£0.1	£0.6	£17.1
Out of Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Aldi, Whittle Road, Meir, Stoke-on-Trent, ST3 7TU	£2.6	£17.1	£0.0	£0.0	£0.0	£0.0	£10.9	£0.1	£0.0	£30.7
Lidl, Trentham Road, Longton, Stoke-on-Trent, ST3 4DY	£3.5	£8.0	£0.6	£0.0	£0.0	£0.0	£0.9	£0.0	£0.9	£13.9
Tesco Superstore, Lysander Road, Meir Park, Stoke-on-Trent, ST3 7W	£2.2	£35.3	£0.0	£0.0	£0.0	£0.2	£10.5	£2.0	£1.4	£51.6
Other Out of Centre Zone 2	£1.1	£0.7	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
Subtotal Out of Centre Zone 2	£9.4	£61.1	£0.6	£0.9	£0.0	£0.2	£22.2	£2.2	£2.4	£98.9
Other Zone 2 - Outside of Stoke-upon-Trent	£0.0	£4.8	£0.2	£0.0	£0.0	£0.0	£0.6	£0.5	£0.0	£6.1
Subtotal Zone 2	£19.5	£126.7	£4.8	£2.5	£1.6	£1.4	£25.2	£6.8	£3.1	£191.7
Zone 3 - Stoke										
Stoke Town Centre										
Sainsbury's Superstore, Minton House, London Road, Stoke-On-Trent	£3.3	£5.2	£13.1	£0.8	£0.6	£0.0	£0.8	£0.3	£0.3	£24.4
Hanford LC	£0.0	£0.0	£6.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.7
Hartshill LC	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£1.1
Neighbourhood Centres and Local Shops Zone 3	£0.0	£0.0	£5.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.6
Subtotal Smaller Centres and Stores Zone 3	£0.0	£0.0	£12.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£13.4
Out of Centre										
Aldi, Godwin Way, Springfield, Stoke-on-Trent, ST4 6JP	£0.0	£0.2	£4.7	£0.0	£0.6	£0.0	£0.1	£0.0	£2.2	£7.9
Aldi, Stanley Matthews Way, Trentham, ST4 8HP	£0.0	£7.5	£11.6	£0.0	£0.0	£0.0	£0.0	£1.2	£2.4	£22.7
Iceland (Food Warehouse), Springfields Retail Park, Stoke-on-Trent, S	£0.0	£0.0	£0.5	£0.0	£0.0	£0.8	£0.0	£0.0	£0.7	£2.0
Lidl, London Road, Boothton, Stoke-on-Trent, ST4 7SG	£2.2	£0.9	£4.8	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£8.8
Tesco Superstore, Newcastle Road, Trent Vale, Stoke-on-Trent, ST4 6J	£0.7	£0.3	£14.4	£0.0	£0.0	£0.4	£0.0	£0.1	£14.0	£29.8
Other Out of Centre Zone 3	£1.6	£0.6	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£6.4
Subtotal Out of Centre Zone 3	£4.5	£9.3	£39.3	£0.0	£0.6	£1.2	£1.1	£1.4	£20.2	£77.7
Subtotal Zone 3	£7.9	£14.6	£65.2	£0.8	£1.2	£1.2	£1.9	£1.6	£21.2	£115.5
Zone 4 - Burslem										
Burslem TC	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Norton LC	£0.1	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
Smallthorne LC	£0.0	£0.0	£0.0	£2.5	£0.6	£0.0	£0.0	£0.0	£0.0	£3.1
Middleport LC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Neighbourhood Centres and Local Shops Zone 4	£0.1	£0.0	£0.0	£4.6	£1.8	£0.0	£0.0	£0.0	£0.0	£6.5
Subtotal Smaller Centres and Stores Zone 4	£0.2	£0.0	£0.0	£8.5	£2.4	£0.0	£0.0	£0.0	£0.0	£11.1
Out of Centre										
Aldi, Brownhills Road, Tunstall, ST6 4JU	£2.2	£0.0	£1.5	£7.7	£3.5	£0.0	£0.0	£0.0	£2.6	£17.4
Asda Supermarket, Scotia Road, Tunstall, Stoke-on-Trent, ST6 4HG (smal	£1.2	£0.0	£0.0	£5.0	£1.5	£0.7	£0.0	£0.0	£0.0	£8.3
Lidl, Scotia Road, Burslem, Stoke-on-Trent, ST6 4HR	£0.0	£0.0	£0.0	£4.5	£0.9	£0.2	£0.0	£0.0	£0.9	£6.5
Other Out of Centre Zone 4	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5
Subtotal Out of Centre Zone 4	£3.4	£0.0	£1.5	£17.7	£5.9	£0.9	£0.0	£0.0	£3.5	£32.8
Other Zone 4 - Outside of Stoke-upon-Trent	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.9
Subtotal Zone 4	£3.6	£0.0	£1.5	£27.8	£8.3	£0.9	£0.0	£0.0	£3.6	£45.7
Zone 5 - Tunstall										
Tunstall Town Centre	£0.0	£0.0	£0.0	£0.5	£0.5	£0.2	£0.0	£0.0	£0.0	£1.1
Goldenhill LC	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2

Chell Heath LC	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
Neighbourhood Centres and Local Shops Zone 5	£0.0	£0.0	£0.0	£1.5	£1.6	£1.7	£0.0	£0.0	£0.0	£4.8
Subtotal Smaller Centres and Stores	£0.0	£0.0	£0.0	£1.5	£1.9	£1.7	£0.0	£0.0	£0.0	£5.1
Out of Centre										
Asda Superstore, Scotia Road, Tunstall, Stoke-on-Trent, ST6 6AT (bigger s	£1.1	£0.0	£1.7	£12.9	£14.3	£2.0	£0.0	£0.0	£0.0	£31.9
Iceland, Alexandra Retail Park, Tunstall, Stoke-on-Trent, ST6 6BE	£0.0	£0.0	£0.0	£0.3	£1.2	£0.0	£0.0	£0.0	£0.1	£1.6
Lidl, High Street, Tunstall, Stoke-on-Trent, ST6 SEG	£0.9	£0.0	£1.1	£0.3	£4.1	£0.0	£0.0	£0.0	£0.0	£6.3
Other Out of Centre Zone 5	£0.0	£0.0	£0.0	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.8
Subtotal Out of Centre Zone 5	£1.9	£0.0	£2.8	£13.6	£20.2	£2.0	£0.0	£0.0	£0.1	£40.7
Subtotal Zone 5	£1.9	£0.0	£2.8	£15.6	£22.6	£3.8	£0.0	£0.0	£0.1	£46.9
Zone 6 - Kidsgrove, Biddulph & Alsager										
Foodstores in Kidsgrove	£0.0	£0.0	£1.0	£0.3	£3.3	£55.8	£0.0	£0.0	£0.3	£60.6
Foodstores in Biddulph	£1.8	£0.5	£0.9	£0.6	£0.7	£23.3	£0.8	£0.0	£0.0	£28.6
Other Foodstores in Zone 6	£0.0	£0.0	£0.0	£0.2	£0.5	£36.5	£0.0	£0.0	£0.0	£37.2
Other Zone 6	£0.0	£0.2	£0.0	£0.0	£0.1	£10.0	£0.9	£0.0	£0.0	£11.1
Subtotal Zone 6	£1.8	£0.7	£1.9	£1.0	£4.6	£125.5	£1.7	£0.0	£0.3	£137.5
Zone 7 - Rural East										
Foodstores in Leek	£8.1	£1.4	£0.0	£5.8	£0.0	£0.9	£45.7	£0.0	£0.0	£61.9
Foodstores in Cheadle	£1.4	£1.8	£0.6	£0.0	£0.0	£0.0	£53.3	£0.4	£0.0	£57.4
Other stores Zone 7	£0.5	£0.0	£0.1	£1.2	£0.0	£0.0	£5.9	£0.0	£0.0	£7.7
Subtotal Zone 7	£10.0	£3.2	£0.7	£7.0	£0.0	£0.9	£104.8	£0.4	£0.0	£127.0
Zone 8 - Rural South										
Foodstores in Stone	£0.6	£1.1	£0.5	£0.0	£0.0	£0.0	£0.2	£60.6	£0.0	£63.0
Foodstores in Eccleshall	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.6	£0.0	£5.6
Other stores Zone 8	£0.6	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£4.1	£0.0	£5.1
Subtotal Zone 8	£1.2	£1.1	£0.9	£0.0	£0.0	£0.0	£0.2	£70.3	£0.0	£73.7
Zone 9 - Newcastle East										
Foodstores in Newcastle-under-Lyme	£2.1	£0.9	£5.7	£4.1	£0.4	£2.0	£0.1	£0.6	£76.0	£92.0
Foodstores at Wolstanton Retail Park	£5.7	£1.8	£5.2	£4.3	£2.1	£7.6	£1.7	£0.5	£22.4	£51.3
Other Foodstores in Zone 9	£1.6	£0.6	£2.0	£1.7	£0.0	£0.9	£0.0	£0.0	£25.3	£32.1
Other stores Zone 9	£1.7	£0.1	£1.3	£0.0	£0.8	£0.4	£0.0	£0.0	£29.3	£33.7
Subtotal Zone 9	£11.2	£3.4	£14.3	£10.1	£3.3	£11.0	£1.8	£1.1	£153.0	£209.2
Subtotal Survey Area	£169.1	£166.5	£100.2	£88.7	£51.9	£147.3	£143.6	£80.4	£192.3	£1,140.0
Subtotal Survey Area - Stoke-on-Trent Only	£144.9	£153.2	£82.2	£69.9	£44.0	£9.9	£34.6	£8.2	£38.8	£585.6
Outside Survey Area										
Congleton	£0.0	£0.0	£0.3	£0.6	£0.1	£6.6	£2.5	£0.0	£0.0	£10.3
Market Drayton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.3	£1.4
Newport	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Other	£1.4	£0.0	£0.8	£0.2	£0.0	£6.8	£4.2	£1.1	£0.7	£15.3
Stafford	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£6.1	£0.0	£6.2
Uttoxeter	£4.4	£1.9	£0.2	£0.0	£0.0	£0.0	£10.0	£0.2	£0.0	£16.7
Subtotal Outside of Survey Area	£5.8	£3.0	£1.3	£0.8	£0.1	£13.5	£16.7	£8.5	£1.0	£50.7
Total Market Share	£175.0	£169.4	£101.5	£89.5	£52.0	£160.7	£160.3	£88.9	£193.3	£1,190.7

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 3: 2030 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone:	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
	Total Available Spend (excluding SFT):	£177.8	£168.9	£102.5	£90.3	£52.0	£162.1	£159.9	£91.2	£196.7	£1,201.4
ZONE 1 - HANLEY											
Hanley Town Centre											
Iceland, Charles Street, Hanley, Stoke-on-Trent, ST1 3JP	£1.4	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
Lidl, Lichfield Street, Hanley, Stoke-on-Trent, ST1 3EJ	£9.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£11.0
Other, Hanley Town Centre	£2.0	£0.0	£0.0	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9
Subtotal Hanley Town Centre	£12.5	£0.0	£0.0	£1.7	£0.8	£0.0	£0.0	£0.0	£0.0	£0.4	£15.4
Fenton District Centre											
Co-op Food, Christchurch Street, Fenton, Stoke-on-Trent, ST4 3AD	£0.5	£0.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£1.7
Other, Fenton District Centre	£1.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£2.0
Subtotal Fenton District Centre	£1.5	£0.3	£0.6	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£3.7
Abbey Hulton Local Centre	£5.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.7
Bentilee Local Centre	£2.5	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
Beverley Drive Local Centre	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Bucknall Local Centre	£7.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£0.0	£2.5	£13.1
Milton Local Centre	£2.5	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0
Northwood Local Centre	£2.9	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.0
Neighbourhood Centres and Local Shops Zone 1	£3.4	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£5.1
Subtotal Smaller Centres & Stores Zone 1	£24.3	£0.3	£1.1	£1.5	£0.0	£0.0	£0.0	£3.4	£0.0	£3.4	£34.0
Out of Centre Foodstores											
Aldi, Norton Retail Park, Leek New Road, Stoke-on-Trent, ST1 6EJ	£14.0	£0.0	£0.0	£7.7	£1.4	£0.0	£0.4	£0.0	£2.0		£25.5
Aldi, Victoria Road, Fenton, ST4 2HX	£3.5	£4.2	£0.0	£1.4	£0.0	£0.0	£0.4	£0.0	£1.6		£11.1
Asda Supermarket, Victoria Road, Berry Hill Road, Fenton, Stoke-on-Trent	£4.6	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£6.1
Farmfoods, Leek Road, Stoke-on-Trent, ST1 6AE	£2.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£2.7
Iceland (Food Warehouse), Century Retail Park, Hanley, Stoke-on-Trent, !	£3.6	£1.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0		£4.9
Lidl, Dividy Road, Bentilee, Stoke-on-Trent, ST2 0SP	£4.4	£7.0	£0.2	£0.0	£0.0	£0.0	£1.5	£0.1	£0.0		£13.2
Morrisons, Festival Park, Stoke-on-Trent, ST1 5NY	£15.5	£0.5	£0.6	£4.1	£5.1	£2.6	£0.3	£0.0	£2.2		£30.9
Tesco Extra, Clough Street, Hanley, Stoke-on-Trent, ST1 4LS	£16.8	£1.5	£4.7	£7.1	£2.6	£0.0	£0.3	£0.0	£0.7		£33.7
Other Out of Centre Zone 1	£10.9	£0.0	£0.8	£0.2	£0.4	£0.0	£0.6	£0.0	£0.9		£13.8
Subtotal Out of Centre Zone 1	£75.5	£16.2	£6.4	£20.8	£9.4	£2.6	£3.4	£0.1	£7.3		£141.9
Subtotal Zone 1	£113.7	£16.8	£8.2	£24.1	£10.2	£2.6	£8.0	£0.1	£11.1		£195.0
Zone 2 - Longton and Fenton											
Longton Town Centre											
Farmfoods, Edensor Road, Longton, Stoke-on-Trent, ST3 2PB	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1		£1.6
Heron Foods, Longton Exchange Shopping Centre, Longton, Stoke-on-Trent	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.9
Iceland, Bennett Precinct, Longton, Stoke-on-Trent, ST3 2HT	£0.4	£2.1	£0.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0		£3.2
Tesco Extra, Baths Road, Longton, Stoke-on-Trent, ST3 2JB	£8.6	£32.6	£3.2	£0.8	£0.0	£0.0	£2.4	£4.2	£0.0		£51.8
Other, Longton Town Centre	£0.2	£8.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£8.8
Subtotal Longton Town Centre	£9.2	£45.7	£3.6	£1.0	£0.0	£0.0	£2.4	£4.2	£0.1		£66.2
Meir District Centre											
Co-op Food, Weston Road, Meir, Stoke-on-Trent, ST3 6AD	£0.4	£1.8	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0		£2.8
Other, Meir District Centre	£0.0	£0.1	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0		£0.7
Subtotal Meir District Centre	£0.4	£2.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0		£3.5
Blurton Local Centre	£0.0	£1.9	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£2.4
Neighbourhood Centres and Local Shops Zone 2	£0.7	£11.0	£0.0	£0.6	£0.6	£1.2	£0.0	£0.1	£0.6		£14.7
Subtotal Smaller Centres and Stores	£0.7	£12.9	£0.4	£0.6	£0.6	£1.2	£0.0	£0.1	£0.6		£17.1
Out of Centre											
Aldi, Whittle Road, Meir, Stoke-on-Trent, ST3 7TU	£2.6	£17.1	£0.0	£0.0	£0.0	£0.0	£10.8	£0.1	£0.0		£30.7
Lidl, Trentham Road, Longton, Stoke-on-Trent, ST3 4DY	£3.5	£7.9	£0.7	£0.0	£0.0	£0.0	£0.9	£0.0	£1.0		£14.0
Tesco Superstore, Lysander Road, Meir Park, Stoke-on-Trent, ST3 7W	£2.2	£35.2	£0.0	£0.0	£0.0	£0.2	£10.4	£2.1	£1.4		£51.6
Other Out of Centre Zone 2	£1.2	£0.7	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0		£2.7
Subtotal Out of Centre Zone 2	£9.6	£60.9	£0.7	£0.9	£0.0	£0.2	£22.1	£2.2	£2.4		£96.9
Other Zone 2 - Outside of Stoke-upon-Trent	£0.0	£4.8	£0.2	£0.0	£0.0	£0.0	£0.6	£0.5	£0.0		£6.1
Subtotal Zone 2	£19.9	£126.3	£4.9	£2.5	£1.6	£1.4	£25.1	£7.0	£3.2		£191.9
Zone 3 - Stoke											
Stoke Town Centre											
Sainsbury's Superstore, Minton House, London Road, Stoke-On-Trent	£3.4	£5.2	£13.3	£0.8	£0.6	£0.0	£0.8	£0.3	£0.3		£24.6
Hanford LC	£0.0	£0.0	£6.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£6.8
Hartshill LC	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6		£1.1
Neighbourhood Centres and Local Shops Zone 3	£0.0	£0.0	£5.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£5.7
Subtotal Smaller Centres and Stores Zone 3	£0.0	£0.0	£12.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6		£13.5
Out of Centre											
Aldi, Godwin Way, Springfield, Stoke-on-Trent, ST4 6JP	£0.0	£0.2	£4.8	£0.0	£0.6	£0.0	£0.1	£0.0	£2.3		£8.0
Aldi, Stanley Matthews Way, Trentham, ST4 8HP	£0.0	£7.4	£11.8	£0.0	£0.0	£0.0	£0.0	£1.3	£2.4		£22.9
Iceland (Food Warehouse), Springfields Retail Park, Stoke-on-Trent, S	£0.0	£0.0	£0.5	£0.0	£0.0	£0.8	£0.0	£0.0	£0.7		£2.1
Lidl, London Road, Boothem, Stoke-on-Trent, ST4 7SG	£2.2	£0.9	£4.8	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0		£8.8
Tesco Superstore, Newcastle Road, Trent Vale, Stoke-on-Trent, ST4 6J	£0.7	£0.3	£14.5	£0.0	£0.0	£0.4	£0.0	£0.1	£14.2		£30.2
Other Out of Centre Zone 3	£1.6	£0.6	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0		£6.5
Subtotal Out of Centre Zone 3	£4.6	£9.3	£39.7	£0.0	£0.6	£1.2	£1.1	£1.4	£20.6		£78.5
Subtotal Zone 3	£8.0	£14.5	£65.9	£0.8	£1.2	£1.2	£1.9	£1.7	£21.5		£116.6
Zone 4 - Burslem											
Burslem TC	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0		£0.9
Norton LC	£0.1	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0		£1.5
Smallthorne LC	£0.0	£0.0	£0.0	£2.6	£0.6	£0.0	£0.0	£0.0	£0.0		£3.1
Middleport LC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		£0.0
Neighbourhood Centres and Local Shops Zone 4	£0.1	£0.0	£0.0	£4.6	£1.8	£0.0	£0.0	£0.0	£0.0		£6.6
Subtotal Smaller Centres and Stores Zone 4	£0.2	£0.0	£0.0	£8.6	£2.4	£0.0	£0.0	£0.0	£0.0		£11.2
Out of Centre											
Aldi, Brownhills Road, Tunstall, ST6 4JU	£2.3	£0.0	£1.5	£7.8	£3.5	£0.0	£0.0	£0.0	£2.6		£17.6
Asda Supermarket, Scotia Road, Tunstall, Stoke-on-Trent, ST6 4HG (smal	£1.2	£0.0	£0.0	£5.0	£1.5	£0.7	£0.0	£0.0	£0.0		£8.4
Lidl, Scotia Road, Burslem, Stoke-on-Trent, ST6 4HR	£0.0	£0.0	£0.0	£4.6	£0.9	£0.2	£0.0	£0.0	£0.9		£6.6
Other Out of Centre Zone 4	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0		£0.5
Subtotal Out of Centre Zone 4	£3.4	£0.0	£1.5	£17.8	£5.9	£0.9	£0.0	£0.0	£3.5		£33.1
Other Zone 4 - Outside of Stoke-upon-Trent	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.2		£0.9
Subtotal Zone 4	£3.7	£0.0	£1.5	£28.1	£8.3	£0.9	£0.0	£0.0	£3.7		£46.1
Zone 5 - Tunstall											
Tunstall Town Centre	£0.0	£0.0	£0.0	£0.5	£0.5	£0.2	£0.0	£0.0	£0.0		£1.1
Goldenhill LC	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0		£0.2

Chell Heath LC	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
Neighbourhood Centres and Local Shops Zone 5	£0.0	£0.0	£0.0	£1.5	£1.6	£1.7	£0.0	£0.0	£0.0	£4.8
Subtotal Smaller Centres and Stores	£0.0	£0.0	£0.0	£1.5	£1.9	£1.7	£0.0	£0.0	£0.0	£5.1
Out of Centre										
Asda Superstore, Scotia Road, Tunstall, Stoke-on-Trent, ST6 6AT (bigger s	£1.1	£0.0	£1.7	£13.0	£14.3	£2.0	£0.0	£0.0	£0.0	£32.1
Iceland, Alexandra Retail Park, Tunstall, Stoke-on-Trent, ST6 6BE	£0.0	£0.0	£0.0	£0.3	£1.2	£0.0	£0.0	£0.0	£0.1	£1.6
Lidl, High Street, Tunstall, Stoke-on-Trent, ST6 SEG	£0.9	£0.0	£1.1	£0.3	£4.1	£0.0	£0.0	£0.0	£0.0	£6.4
Other Out of Centre Zone 5	£0.0	£0.0	£0.0	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.8
Subtotal Out of Centre Zone 5	£2.0	£0.0	£2.8	£13.8	£20.2	£2.0	£0.0	£0.0	£0.1	£40.9
Subtotal Zone 5	£2.0	£0.0	£2.8	£15.7	£22.6	£3.9	£0.0	£0.0	£0.1	£47.1
Zone 6 - Kidsgrove, Biddulph & Alsager										
Foodstores in Kidsgrove	£0.0	£0.0	£1.0	£0.3	£3.3	£56.3	£0.0	£0.0	£0.3	£61.1
Foodstores in Biddulph	£1.9	£0.5	£0.9	£0.6	£0.7	£23.5	£0.8	£0.0	£0.0	£28.9
Other Foodstores in Zone 6	£0.0	£0.0	£0.0	£0.2	£0.5	£36.8	£0.0	£0.0	£0.0	£37.5
Other Zone 6	£0.0	£0.2	£0.0	£0.0	£0.1	£10.1	£0.9	£0.0	£0.0	£11.2
Subtotal Zone 6	£1.9	£0.7	£1.9	£1.0	£4.6	£126.6	£1.7	£0.0	£0.3	£138.7
Zone 7 - Rural East										
Foodstores in Leek	£8.2	£1.4	£0.0	£5.9	£0.0	£0.9	£45.6	£0.0	£0.0	£62.0
Foodstores in Cheadle	£1.4	£1.8	£0.6	£0.0	£0.0	£0.0	£53.1	£0.4	£0.0	£57.3
Other stores Zone 7	£0.5	£0.0	£0.1	£1.2	£0.0	£0.0	£5.9	£0.0	£0.0	£7.7
Subtotal Zone 7	£10.2	£3.2	£0.7	£7.1	£0.0	£0.9	£104.6	£0.4	£0.0	£127.0
Zone 8 - Rural South										
Foodstores in Stone	£0.6	£1.1	£0.5	£0.0	£0.0	£0.0	£0.2	£62.2	£0.0	£64.6
Foodstores in Eccleshall	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.7	£0.0	£5.7
Other stores Zone 8	£0.6	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£4.2	£0.0	£5.2
Subtotal Zone 8	£1.2	£1.1	£0.9	£0.0	£0.0	£0.0	£0.2	£72.1	£0.0	£75.6
Zone 9 - Newcastle East										
Foodstores in Newcastle-under-Lyme	£2.2	£0.9	£5.8	£4.1	£0.4	£2.0	£0.1	£0.6	£77.4	£93.5
Foodstores at Wolstanton Retail Park	£5.8	£1.8	£5.3	£4.4	£2.1	£7.7	£1.6	£0.5	£22.8	£51.9
Other Foodstores in Zone 9	£1.6	£0.6	£2.0	£1.7	£0.0	£1.0	£0.0	£0.0	£25.7	£32.7
Other stores Zone 9	£1.7	£0.1	£1.3	£0.0	£0.8	£0.4	£0.0	£0.0	£29.9	£34.3
Subtotal Zone 9	£11.4	£3.4	£14.4	£10.2	£3.3	£11.1	£1.8	£1.1	£155.7	£212.4
Subtotal Survey Area	£171.8	£165.9	£101.2	£89.5	£51.9	£148.5	£143.2	£82.5	£195.7	£1,150.3
Subtotal Survey Area - Stoke-on-Trent Only	£147.2	£152.8	£83.0	£70.5	£44.0	£9.9	£34.5	£8.4	£39.5	£589.7
Outside Survey Area										
Congleton	£0.0	£0.0	£0.3	£0.6	£0.1	£6.7	£2.5	£0.0	£0.0	£10.3
Market Drayton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.3	£1.4
Newport	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Other	£1.5	£0.0	£0.8	£0.2	£0.0	£6.9	£4.2	£1.1	£0.8	£15.4
Stafford	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£6.3	£0.0	£6.4
Uttoxeter	£4.5	£1.9	£0.2	£0.0	£0.0	£0.0	£9.9	£0.2	£0.0	£16.7
Subtotal Outside of Survey Area	£5.9	£3.0	£1.3	£0.8	£0.1	£13.6	£16.6	£8.7	£1.0	£51.1
Total Market Share	£177.8	£168.9	£102.5	£90.3	£52.0	£162.1	£159.9	£91.2	£196.7	£1,201.4

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 4: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone:	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Total Available Spend (excluding SFT):		£181.7	£170.0	£104.3	£91.8	£52.5	£164.3	£161.0	£93.4	£200.8	£1,220.0
ZONE 1 - HANLEY											
Hanley Town Centre		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Charles Street, Hanley, Stoke-on-Trent, ST1 3JP		£1.5	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.5
Lidl, Lichfield Street, Hanley, Stoke-on-Trent, ST1 3EJ		£9.2	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£11.3
Other, Hanley Town Centre		£2.1	£0.0	£0.0	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£3.0
Subtotal Hanley Town Centre		£12.8	£0.0	£0.0	£1.8	£0.8	£0.0	£0.0	£0.0	£0.0	£15.8
Fenton District Centre											
Co-op Food, Christchurch Street, Fenton, Stoke-on-Trent, ST4 3AD		£0.5	£0.1	£0.7	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£1.7
Other, Fenton District Centre		£1.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£2.0
Subtotal Fenton District Centre		£1.5	£0.3	£0.7	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£3.7
Abbey Hulton Local Centre		£5.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.8
Bentilee Local Centre		£2.5	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
Beverley Drive Local Centre		£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Bucknall Local Centre		£7.1	£0.3	£0.0	£0.0	£0.0	£0.0	£3.4	£0.0	£2.5	£13.4
Milton Local Centre		£2.6	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1
Northwood Local Centre		£3.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£4.0
Neighbourhood Centres and Local Shops Zone 1		£3.4	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£5.2
Subtotal Smaller Centres & Stores Zone 1		£24.8	£0.3	£1.2	£1.6	£0.0	£0.0	£3.4	£0.0	£3.4	£34.7
Out of Centre Foodstores											
Aldi, Norton Retail Park, Leek New Road, Stoke-on-Trent, ST1 6EJ		£14.3	£0.0	£0.0	£7.8	£1.4	£0.0	£0.4	£0.0	£2.1	£26.0
Aldi, Victoria Road, Fenton, ST4 2HX		£3.6	£4.2	£0.0	£1.4	£0.0	£0.0	£0.4	£0.0	£1.6	£11.2
Asda Supermarket, Victoria Road, Berry Hill Road, Fenton, Stoke-on-Trent		£4.7	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.3
Farmfoods, Leek Road, Stoke-on-Trent, ST1 6AE		£2.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
Iceland (Food Warehouse), Century Retail Park, Hanley, Stoke-on-Trent, ST1 6EJ		£3.7	£1.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£5.0
Lidl, Dividy Road, Bentilee, Stoke-on-Trent, ST2 0SP		£4.5	£7.0	£0.3	£0.0	£0.0	£0.0	£1.5	£0.1	£0.0	£13.4
Morrisons, Festival Park, Stoke-on-Trent, ST1 5NY		£15.8	£0.5	£0.7	£4.2	£5.2	£2.7	£0.3	£0.0	£2.3	£31.5
Tesco Extra, Clough Street, Hanley, Stoke-on-Trent, ST1 4LS		£17.2	£1.6	£4.8	£7.3	£2.6	£0.0	£0.3	£0.0	£0.7	£34.3
Other Out of Centre Zone 1		£11.2	£0.0	£0.9	£0.2	£0.4	£0.0	£0.6	£0.0	£0.9	£14.0
Subtotal Out of Centre Zone 1		£77.2	£16.3	£6.6	£21.2	£9.5	£2.7	£3.4	£0.1	£7.5	£144.4
Subtotal Zone 1		£116.2	£16.9	£8.4	£24.5	£10.3	£2.7	£8.1	£0.1	£11.4	£198.6
Zone 2 - Longton and Fenton											
Longton Town Centre											
Farmfoods, Edensor Road, Longton, Stoke-on-Trent, ST3 2PB		£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6
Heron Foods, Longton Exchange Shopping Centre, Longton, Stoke-on-Trent		£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Iceland, Bennett Precinct, Longton, Stoke-on-Trent, ST3 2HT		£0.4	£2.1	£0.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2
Tesco Extra, Baths Road, Longton, Stoke-on-Trent, ST3 2JB		£8.8	£32.9	£3.2	£0.8	£0.0	£0.0	£2.4	£4.3	£0.0	£52.4
Other, Longton Town Centre		£0.2	£8.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.9
Subtotal Longton Town Centre		£9.4	£46.0	£3.6	£1.0	£0.0	£0.0	£2.4	£4.3	£0.1	£67.0
Meir District Centre											
Co-op Food, Weston Road, Meir, Stoke-on-Trent, ST3 6AD		£0.4	£1.8	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£2.8
Other, Meir District Centre		£0.0	£0.1	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.7
Subtotal Meir District Centre		£0.4	£2.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£3.5
Blurton Local Centre		£0.0	£2.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
Neighbourhood Centres and Local Shops Zone 2		£0.7	£11.1	£0.0	£0.6	£0.6	£1.2	£0.0	£0.1	£0.7	£14.8
Subtotal Smaller Centres and Stores		£0.7	£13.0	£0.4	£0.6	£0.6	£1.2	£0.0	£0.1	£0.7	£17.2
Out of Centre											
Aldi, Whittle Road, Meir, Stoke-on-Trent, ST3 7TU		£2.7	£17.2	£0.0	£0.0	£0.0	£0.0	£10.9	£0.1	£0.0	£30.9
Lidl, Trentham Road, Longton, Stoke-on-Trent, ST3 4DY		£3.6	£8.0	£0.7	£0.0	£0.0	£0.0	£0.9	£0.0	£1.0	£14.1
Tesco Superstore, Lysander Road, Meir Park, Stoke-on-Trent, ST3 7W		£2.3	£35.5	£0.0	£0.0	£0.0	£0.2	£10.5	£2.1	£1.5	£52.1
Other Out of Centre Zone 2		£1.2	£0.7	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
Subtotal Out of Centre Zone 2		£9.8	£61.3	£0.7	£0.9	£0.0	£0.2	£22.3	£2.3	£2.5	£99.9
Other Zone 2 - Outside of Stoke-upon-Trent		£0.0	£4.9	£0.3	£0.0	£0.0	£0.0	£0.6	£0.5	£0.0	£6.2
Subtotal Zone 2		£20.3	£127.1	£5.0	£2.5	£1.7	£1.4	£25.3	£7.2	£3.3	£193.7
Zone 3 - Stoke											
Stoke Town Centre											
Sainsbury's Superstore, Minton House, London Road, Stoke-On-Trent		£3.4	£5.3	£13.5	£0.8	£0.6	£0.0	£0.8	£0.3	£0.3	£25.0
Hanford LC		£0.0	£0.0	£6.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.9
Hartshill LC		£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£1.1
Neighbourhood Centres and Local Shops Zone 3		£0.0	£0.0	£5.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.8
Subtotal Smaller Centres and Stores Zone 3		£0.0	£0.0	£13.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£13.8
Out of Centre											
Aldi, Godwin Way, Springfield, Stoke-on-Trent, ST4 6JP		£0.0	£0.2	£4.9	£0.0	£0.6	£0.0	£0.1	£0.0	£2.3	£8.1
Aldi, Stanley Matthews Way, Trentham, ST4 8HP		£0.0	£7.5	£12.0	£0.0	£0.0	£0.0	£0.0	£1.3	£2.4	£23.2
Iceland (Food Warehouse), Springfields Retail Park, Stoke-on-Trent, ST4 6EJ		£0.0	£0.0	£0.5	£0.0	£0.0	£0.8	£0.0	£0.0	£0.7	£2.1
Lidl, London Road, Booths, Stoke-on-Trent, ST4 7SG		£2.3	£0.9	£4.9	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£9.0
Tesco Superstore, Newcastle Road, Trent Vale, Stoke-on-Trent, ST4 6LH		£0.8	£0.3	£14.8	£0.0	£0.0	£0.4	£0.0	£0.1	£14.5	£30.8
Other Out of Centre Zone 3		£1.7	£0.6	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£6.6
Subtotal Out of Centre Zone 3		£4.7	£9.4	£40.4	£0.0	£0.6	£1.2	£1.1	£1.4	£21.0	£79.8
Subtotal Zone 3		£8.2	£14.6	£67.0	£0.8	£1.2	£1.2	£1.9	£1.7	£22.0	£118.6
Zone 4 - Burslem											
Burslem TC		£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Norton LC		£0.1	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
Smallthorne LC		£0.0	£0.0	£0.0	£2.6	£0.6	£0.0	£0.0	£0.0	£0.0	£3.2
Middleport LC		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Neighbourhood Centres and Local Shops Zone 4		£0.1	£0.0	£0.0	£4.7	£1.8	£0.0	£0.0	£0.0	£0.0	£6.7
Subtotal Smaller Centres and Stores Zone 4		£0.3	£0.0	£0.0	£8.8	£2.4	£0.0	£0.0	£0.0	£0.0	£11.4
Out of Centre											
Aldi, Brownhills Road, Tunstall, ST6 4JU		£2.3	£0.0	£1.5	£7.9	£3.5	£0.0	£0.0	£0.0	£2.7	£17.9
Asda Supermarket, Scotia Road, Tunstall, Stoke-on-Trent, ST6 4HG (small)		£1.2	£0.0	£0.0	£5.1	£1.5	£0.7	£0.0	£0.0	£0.0	£8.5
Lidl, Scotia Road, Burslem, Stoke-on-Trent, ST6 4HR		£0.0	£0.0	£0.0	£4.6	£0.9	£0.2	£0.0	£0.0	£0.9	£6.7
Other Out of Centre Zone 4		£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5
Subtotal Out of Centre Zone 4		£3.5	£0.0	£1.5	£18.1	£6.0	£0.9	£0.0	£0.0	£3.6	£33.7
Other Zone 4 - Outside of Stoke-upon-Trent		£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.9
Subtotal Zone 4		£3.8	£0.0	£1.5	£28.6	£8.4	£0.9	£0.0	£0.0	£3.8	£46.9
Zone 5 - Tunstall											
Tunstall Town Centre		£0.0	£0.0	£0.0	£0.5	£0.5	£0.2	£0.0	£0.0	£0.0	£1.1
Goldenhill LC		£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2

Chell Heath LC	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
Neighbourhood Centres and Local Shops Zone 5	£0.0	£0.0	£0.0	£1.5	£1.7	£1.7	£0.0	£0.0	£0.0	£4.9
Subtotal Smaller Centres and Stores	£0.0	£0.0	£0.0	£1.5	£1.9	£1.7	£0.0	£0.0	£0.0	£5.2
Out of Centre										
Asda Superstore, Scotia Road, Tunstall, Stoke-on-Trent, ST6 6AT (bigger s	£1.1	£0.0	£1.8	£13.2	£14.4	£2.0	£0.0	£0.0	£0.0	£32.5
Iceland, Alexandra Retail Park, Tunstall, Stoke-on-Trent, ST6 6BE	£0.0	£0.0	£0.0	£0.3	£1.2	£0.0	£0.0	£0.0	£0.1	£1.7
Lidl, High Street, Tunstall, Stoke-on-Trent, ST6 SEG	£0.9	£0.0	£1.1	£0.4	£4.1	£0.0	£0.0	£0.0	£0.0	£6.4
Other Out of Centre Zone 5	£0.0	£0.0	£0.0	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.8
Subtotal Out of Centre Zone 5	£2.0	£0.0	£2.9	£14.0	£20.4	£2.0	£0.0	£0.0	£0.1	£41.5
Subtotal Zone 5	£2.0	£0.0	£2.9	£16.0	£22.8	£3.9	£0.0	£0.0	£0.1	£47.8
Zone 6 - Kidsgrove, Biddulph & Alsager										
Foodstores in Kidsgrove	£0.0	£0.0	£1.0	£0.3	£3.3	£57.0	£0.0	£0.0	£0.3	£61.9
Foodstores in Biddulph	£1.9	£0.5	£0.9	£0.6	£0.7	£23.8	£0.8	£0.0	£0.0	£29.3
Other Foodstores in Zone 6	£0.0	£0.0	£0.0	£0.2	£0.6	£37.3	£0.0	£0.0	£0.0	£38.0
Other Zone 6	£0.0	£0.2	£0.0	£0.0	£0.1	£10.2	£0.9	£0.0	£0.0	£11.3
Subtotal Zone 6	£1.9	£0.7	£1.9	£1.1	£4.7	£128.3	£1.7	£0.0	£0.3	£140.6
Zone 7 - Rural East										
Foodstores in Leek	£8.4	£1.4	£0.0	£6.0	£0.0	£0.9	£45.9	£0.0	£0.0	£62.6
Foodstores in Cheadle	£1.5	£1.8	£0.6	£0.0	£0.0	£0.0	£53.5	£0.4	£0.0	£57.8
Other stores Zone 7	£0.5	£0.0	£0.1	£1.2	£0.0	£0.0	£5.9	£0.0	£0.0	£7.8
Subtotal Zone 7	£10.4	£3.2	£0.7	£7.2	£0.0	£0.9	£105.3	£0.4	£0.0	£128.1
Zone 8 - Rural South										
Foodstores in Stone	£0.6	£1.1	£0.5	£0.0	£0.0	£0.0	£0.2	£63.6	£0.0	£66.1
Foodstores in Eccleshall	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.9	£0.0	£5.9
Other stores Zone 8	£0.6	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£4.3	£0.0	£5.4
Subtotal Zone 8	£1.2	£1.1	£1.0	£0.0	£0.0	£0.0	£0.2	£73.8	£0.0	£77.3
Zone 9 - Newcastle East										
Foodstores in Newcastle-under-Lyme	£2.2	£0.9	£5.9	£4.2	£0.4	£2.1	£0.1	£0.6	£79.0	£95.4
Foodstores at Wolstanton Retail Park	£6.0	£1.8	£5.4	£4.4	£2.1	£7.8	£1.7	£0.5	£23.3	£52.9
Other Foodstores in Zone 9	£1.7	£0.6	£2.1	£1.8	£0.0	£1.0	£0.0	£0.0	£26.3	£33.3
Other stores Zone 9	£1.8	£0.1	£1.4	£0.0	£0.8	£0.4	£0.0	£0.0	£30.5	£35.0
Subtotal Zone 9	£11.6	£3.4	£14.7	£10.4	£3.3	£11.2	£1.8	£1.1	£159.0	£216.6
Subtotal Survey Area	£175.7	£167.0	£103.0	£91.1	£52.4	£150.6	£144.3	£84.4	£199.8	£1,168.2
Subtotal Survey Area - Stoke-on-Trent Only	£150.5	£153.8	£84.5	£71.7	£44.4	£10.1	£34.7	£8.6	£40.3	£598.5
Outside Survey Area										
Congleton	£0.0	£0.0	£0.3	£0.6	£0.1	£6.8	£2.6	£0.0	£0.0	£10.4
Market Drayton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.3	£1.4
Newport	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Other	£1.5	£0.0	£0.9	£0.2	£0.0	£7.0	£4.2	£1.1	£0.8	£15.6
Stafford	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£6.4	£0.0	£6.5
Uttoxeter	£4.6	£2.0	£0.2	£0.0	£0.0	£0.0	£10.0	£0.2	£0.0	£16.9
Subtotal Outside of Survey Area	£6.1	£3.0	£1.4	£0.8	£0.1	£13.8	£16.8	£8.9	£1.1	£51.8
Total Market Share	£181.7	£170.0	£104.3	£91.8	£52.5	£164.3	£161.0	£93.4	£200.8	£1,220.0

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 5: 2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone:	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Total Available Spend (excluding SFT):		£186.1	£171.5	£106.3	£93.5	£53.1	£166.5	£162.6	£95.4	£205.1	£1,240.1
ZONE 1 - HANLEY											
Hanley Town Centre											
Iceland, Charles Street, Hanley, Stoke-on-Trent, ST1 3JP	£1.5	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
Lidl, Lichfield Street, Hanley, Stoke-on-Trent, ST1 3EJ	£9.5	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£11.5
Other, Hanley Town Centre	£2.1	£0.0	£0.0	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0
Subtotal Hanley Town Centre	£13.1	£0.0	£0.0	£1.8	£0.8	£0.0	£0.0	£0.0	£0.0	£0.5	£16.1
Fenton District Centre											
Co-op Food, Christchurch Street, Fenton, Stoke-on-Trent, ST4 3AD	£0.5	£0.1	£0.7	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£1.8
Other, Fenton District Centre	£1.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£2.0
Subtotal Fenton District Centre	£1.5	£0.3	£0.7	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£3.8
Abbey Hulton Local Centre											
Bentilee Local Centre	£6.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.0
Beverley Drive Local Centre	£2.6	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9
Bucknall Local Centre	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Milton Local Centre	£7.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5	£0.0	£2.6	£13.6
Northwood Local Centre	£2.6	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1
Neighbourhood Centres and Local Shops Zone 1	£3.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.1
Subtotal Smaller Centres & Stores Zone 1	£3.5	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£5.3
Subtotal Zone 1	£25.4	£0.3	£1.2	£1.6	£0.0	£0.0	£0.0	£3.5	£0.0	£3.5	£35.5
Out of Centre Foodstores											
Aldi, Norton Retail Park, Leek New Road, Stoke-on-Trent, ST1 6EJ	£14.6	£0.0	£0.0	£8.0	£1.4	£0.0	£0.4	£0.0	£0.0	£2.1	£26.5
Aldi, Victoria Road, Fenton, ST4 2HX	£3.7	£4.3	£0.0	£1.4	£0.0	£0.0	£0.4	£0.0	£0.0	£1.6	£11.4
Asda Supermarket, Victoria Road, Berry Hill Road, Fenton, Stoke-on-Trent	£4.9	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.4
Farmfoods, Leek Road, Stoke-on-Trent, ST1 6AE	£2.3	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
Iceland (Food Warehouse), Century Retail Park, Hanley, Stoke-on-Trent, ST1 3JP	£3.8	£1.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.1
Lidl, Dividy Road, Bentilee, Stoke-on-Trent, ST2 0SP	£4.6	£7.1	£0.3	£0.0	£0.0	£0.0	£1.5	£0.1	£0.0	£0.0	£13.6
Morrisons, Festival Park, Stoke-on-Trent, ST1 5NY	£16.2	£0.5	£0.7	£4.2	£5.2	£2.7	£0.3	£0.0	£0.0	£2.3	£32.1
Tesco Extra, Clough Street, Hanley, Stoke-on-Trent, ST1 4LS	£17.6	£1.6	£4.9	£7.4	£2.6	£0.0	£0.3	£0.0	£0.0	£0.7	£35.0
Other Out of Centre Zone 1	£11.4	£0.0	£0.9	£0.2	£0.4	£0.0	£0.6	£0.0	£0.9	£0.9	£14.4
Subtotal Out of Centre Zone 1	£79.0	£16.5	£6.7	£21.6	£9.6	£2.7	£3.4	£0.1	£7.6	£7.6	£147.3
Subtotal Zone 1	£119.0	£17.0	£8.5	£24.9	£10.5	£2.7	£8.2	£0.1	£11.6	£11.6	£202.6
Zone 2 - Longton and Fenton											
Longton Town Centre											
Farmfoods, Edensor Road, Longton, Stoke-on-Trent, ST3 2PB	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.6
Heron Foods, Longton Exchange Shopping Centre, Longton, Stoke-on-Trent	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Iceland, Bennett Precinct, Longton, Stoke-on-Trent, ST3 2HT	£0.5	£2.1	£0.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3
Tesco Extra, Baths Road, Longton, Stoke-on-Trent, ST3 2JB	£9.0	£33.1	£3.3	£0.8	£0.0	£0.0	£2.5	£4.4	£0.0	£0.0	£53.1
Other, Longton Town Centre	£0.2	£8.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.0
Subtotal Longton Town Centre	£9.6	£46.4	£3.7	£1.1	£0.0	£0.0	£2.5	£4.4	£0.1	£0.1	£67.8
Meir District Centre											
Co-op Food, Weston Road, Meir, Stoke-on-Trent, ST3 6AD	£0.5	£1.8	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
Other, Meir District Centre	£0.0	£0.1	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Subtotal Meir District Centre	£0.5	£2.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6
Blurton Local Centre											
Neighbourhood Centres and Local Shops Zone 2	£0.0	£2.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
Subtotal Smaller Centres and Stores	£0.7	£11.2	£0.0	£0.6	£0.6	£1.2	£0.0	£0.1	£0.7	£0.7	£15.0
Subtotal Zone 2	£0.7	£13.1	£0.4	£0.6	£0.6	£1.2	£0.0	£0.1	£0.7	£0.7	£17.4
Out of Centre											
Aldi, Whittle Road, Meir, Stoke-on-Trent, ST3 7TU	£2.8	£17.3	£0.0	£0.0	£0.0	£0.0	£11.0	£0.1	£0.0	£0.0	£31.3
Lidl, Trentham Road, Longton, Stoke-on-Trent, ST3 4DY	£3.7	£8.1	£0.7	£0.0	£0.0	£0.0	£0.9	£0.0	£1.0	£1.0	£14.3
Tesco Superstore, Lysander Road, Meir Park, Stoke-on-Trent, ST3 7W	£2.3	£35.8	£0.0	£0.0	£0.0	£0.2	£10.6	£2.2	£1.5	£1.5	£52.6
Other Out of Centre Zone 2	£1.2	£0.7	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8
Subtotal Out of Centre Zone 2	£10.0	£61.8	£0.7	£0.9	£0.0	£0.2	£22.5	£2.3	£2.5	£2.5	£101.0
Other Zone 2 - Outside of Stoke-upon-Trent	£0.0	£4.9	£0.3	£0.0	£0.0	£0.0	£0.6	£0.5	£0.0	£0.0	£6.2
Subtotal Zone 2	£20.8	£128.2	£5.1	£2.6	£1.7	£1.4	£25.6	£7.3	£3.3	£3.3	£195.9
Zone 3 - Stoke											
Stoke Town Centre											
Sainsbury's Superstore, Minton House, London Road, Stoke-On-Trent	£3.5	£5.3	£13.7	£0.8	£0.6	£0.0	£0.8	£0.3	£0.3	£0.3	£25.4
Hanford LC	£0.0	£0.0	£7.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.1
Hartshill LC	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£1.1
Neighbourhood Centres and Local Shops Zone 3	£0.0	£0.0	£5.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.9
Subtotal Smaller Centres and Stores Zone 3	£0.0	£0.0	£13.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£14.1
Out of Centre											
Aldi, Godwin Way, Springfield, Stoke-on-Trent, ST4 6JP	£0.0	£0.2	£5.0	£0.0	£0.6	£0.0	£0.1	£0.0	£2.4	£2.4	£8.3
Aldi, Stanley Matthews Way, Trentham, ST4 8HP	£0.0	£7.6	£12.2	£0.0	£0.0	£0.0	£0.0	£1.3	£2.5	£2.5	£23.6
Iceland (Food Warehouse), Springfields Retail Park, Stoke-on-Trent, ST4 6JG	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£2.1	£2.1
Lidl, London Road, Boothton, Stoke-on-Trent, ST4 7SG	£2.3	£0.9	£5.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£9.2
Tesco Superstore, Newcastle Road, Trent Vale, Stoke-on-Trent, ST4 6JG	£0.8	£0.3	£15.1	£0.0	£0.0	£0.4	£0.0	£0.1	£14.8	£14.8	£31.4
Other Out of Centre Zone 3	£1.7	£0.6	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1	£6.8
Subtotal Out of Centre Zone 3	£4.8	£9.4	£41.2	£0.0	£0.6	£1.2	£1.1	£1.5	£21.5	£21.5	£81.3
Subtotal Zone 3	£8.4	£14.7	£68.3	£0.8	£1.2	£1.2	£1.9	£1.8	£22.5	£22.5	£120.8
Zone 4 - Burslem											
Burslem TC											
Norton LC	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Smallthorne LC	£0.1	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
Middleport LC	£0.0	£0.0	£0.0	£2.7	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2
Neighbourhood Centres and Local Shops Zone 4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal Smaller Centres and Stores Zone 4	£0.1	£0.0	£0.0	£4.8	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£6.8
Subtotal Zone 4	£0.3	£0.0	£0.0	£8.9	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£11.6
Out of Centre											
Aldi, Brownhills Road, Tunstall, ST6 4JU	£2.4	£0.0	£1.5	£8.1	£3.6	£0.0	£0.0	£0.0	£2.7	£2.7	£18.2
Asda Supermarket, Scotia Road, Tunstall, Stoke-on-Trent, ST6 4HG (small)	£1.2	£0.0	£0.0	£5.2	£1.5	£0.7	£0.0	£0.0	£0.0	£0.0	£8.6
Lidl, Scotia Road, Burslem, Stoke-on-Trent, ST6 4HR	£0.0	£0.0	£0.0	£4.7	£0.9	£0.2	£0.0	£0.0	£1.0	£1.0	£6.8
Other Out of Centre Zone 4	£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Subtotal Out of Centre Zone 4	£3.6	£0.0	£1.5	£18.5	£6.0	£0.9	£0.0	£0.0	£3.7	£3.7	£34.3
Other Zone 4 - Outside of Stoke-upon-Trent	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.9
Subtotal Zone 4	£3.9	£0.0	£1.5	£29.1	£8.4	£0.9	£0.0	£0.0	£3.8	£3.8	£47.7
Zone 5 - Tunstall											
Tunstall Town Centre											
Goldenhill LC	£0.0	£0.0	£0.0	£0.5	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£1.2
Subtotal Zone 5	£0.0	£0.0	£0.0	£0.5	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£1.2

Chell Heath LC	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
Neighbourhood Centres and Local Shops Zone 5	£0.0	£0.0	£0.0	£1.6	£1.7	£1.7	£0.0	£0.0	£0.0	£4.9
Subtotal Smaller Centres and Stores	£0.0	£0.0	£0.0	£1.6	£2.0	£1.7	£0.0	£0.0	£0.0	£5.2
Out of Centre										
Asda Superstore, Scotia Road, Tunstall, Stoke-on-Trent, ST6 6AT (bigger s	£1.1	£0.0	£1.8	£13.4	£14.6	£2.0	£0.0	£0.0	£0.0	£33.0
Iceland, Alexandra Retail Park, Tunstall, Stoke-on-Trent, ST6 6BE	£0.0	£0.0	£0.0	£0.3	£1.2	£0.0	£0.0	£0.0	£0.1	£1.7
Lidl, High Street, Tunstall, Stoke-on-Trent, ST6 SEG	£0.9	£0.0	£1.1	£0.4	£4.2	£0.0	£0.0	£0.0	£0.0	£6.5
Other Out of Centre Zone 5	£0.0	£0.0	£0.0	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.8
Subtotal Out of Centre Zone 5	£2.1	£0.0	£2.9	£14.3	£20.7	£2.0	£0.0	£0.0	£0.1	£42.1
Subtotal Zone 5	£2.1	£0.0	£2.9	£16.3	£23.1	£4.0	£0.0	£0.0	£0.1	£48.5
Zone 6 - Kidsgrove, Biddulph & Alsager										
Foodstores in Kidsgrove	£0.0	£0.0	£1.0	£0.3	£3.4	£57.8	£0.0	£0.0	£0.3	£62.8
Foodstores in Biddulph	£2.0	£0.5	£0.9	£0.6	£0.7	£24.1	£0.8	£0.0	£0.0	£29.7
Other Foodstores in Zone 6	£0.0	£0.0	£0.0	£0.2	£0.6	£37.8	£0.0	£0.0	£0.0	£38.5
Other Zone 6	£0.0	£0.2	£0.0	£0.0	£0.1	£10.3	£0.9	£0.0	£0.0	£11.5
Subtotal Zone 6	£2.0	£0.7	£2.0	£1.1	£4.7	£130.0	£1.7	£0.0	£0.3	£142.5
Zone 7 - Rural East										
Foodstores in Leek	£8.6	£1.4	£0.0	£6.1	£0.0	£0.9	£46.3	£0.0	£0.0	£63.4
Foodstores in Cheadle	£1.5	£1.8	£0.6	£0.0	£0.0	£0.0	£54.1	£0.4	£0.0	£58.4
Other stores Zone 7	£0.6	£0.0	£0.1	£1.2	£0.0	£0.0	£6.0	£0.0	£0.0	£7.9
Subtotal Zone 7	£10.7	£3.2	£0.7	£7.3	£0.0	£0.9	£106.4	£0.4	£0.0	£129.6
Zone 8 - Rural South										
Foodstores in Stone	£0.6	£1.1	£0.6	£0.0	£0.0	£0.0	£0.2	£65.0	£0.0	£67.5
Foodstores in Eccleshall	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.0	£0.0	£6.0
Other stores Zone 8	£0.6	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£4.4	£0.0	£5.5
Subtotal Zone 8	£1.3	£1.1	£1.0	£0.0	£0.0	£0.0	£0.2	£75.5	£0.0	£79.0
Zone 9 - Newcastle East										
Foodstores in Newcastle-under-Lyme	£2.3	£0.9	£6.0	£4.3	£0.4	£2.1	£0.1	£0.6	£80.6	£97.4
Foodstores at Wolstanton Retail Park	£6.1	£1.9	£5.5	£4.5	£2.1	£7.9	£1.7	£0.5	£23.8	£53.9
Other Foodstores in Zone 9	£1.7	£0.6	£2.1	£1.8	£0.0	£1.0	£0.0	£0.0	£26.8	£34.0
Other stores Zone 9	£1.8	£0.1	£1.4	£0.0	£0.8	£0.5	£0.0	£0.0	£31.1	£35.7
Subtotal Zone 9	£11.9	£3.4	£14.9	£10.6	£3.3	£11.4	£1.8	£1.2	£162.3	£220.9
Subtotal Survey Area	£179.9	£168.5	£104.9	£92.7	£53.0	£152.6	£145.7	£86.3	£204.0	£1,187.5
Subtotal Survey Area - Stoke-on-Trent Only	£154.1	£155.1	£86.1	£73.0	£44.9	£10.2	£35.1	£8.7	£41.2	£608.3
Outside Survey Area										
Congleton	£0.0	£0.0	£0.3	£0.6	£0.1	£6.9	£2.6	£0.0	£0.0	£10.6
Market Drayton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.3	£1.5
Newport	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Other	£1.5	£0.0	£0.9	£0.2	£0.0	£7.1	£4.2	£1.2	£0.8	£15.8
Stafford	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£6.5	£0.0	£6.7
Uttoxeter	£4.7	£2.0	£0.2	£0.0	£0.0	£0.0	£10.1	£0.2	£0.0	£17.2
Subtotal Outside of Survey Area	£6.2	£3.0	£1.4	£0.8	£0.1	£14.0	£16.9	£9.1	£1.1	£52.6
Total Market Share	£186.1	£171.5	£106.3	£93.5	£53.1	£166.5	£162.6	£95.4	£205.1	£1,240.1

Note: Figures are rounded to the nearest decimal point and may not sum.

APPENDIX 6 COMPARISON GOODS TURNOVER (EXCLUDING SFT)

TABLE 1: ALL COMPARISON GOODS - MARKET SHARE 2024 (%)
Excluding Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
Zone 1 - Hanley										
Hanley Town Centre	18.3%	9.9%	9.3%	12.1%	7.7%	5.6%	4.8%	3.1%	10.3%	9.1%
Fenton District Centre	0.9%	0.5%	0.4%	0.5%	1.1%	0.1%	0.4%	0.1%	0.2%	0.4%
Abbey Hulton Local Centre	0.4%	0.4%	0.0%	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%
Bentilee Local Centre	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Bucknall Local Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%
Heron Cross Local Centre	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milton Local Centre	0.2%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 1	0.7%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Out of Centre	32.4%	18.6%	24.7%	27.3%	25.7%	14.7%	13.2%	6.3%	16.7%	19.1%
Subtotal Zone 1	53.4%	29.7%	34.5%	40.2%	34.5%	20.4%	19.3%	9.6%	27.2%	29.1%
Zone 2 - Longton and Fenton										
Longton Town Centre	6.5%	23.8%	12.8%	1.9%	1.5%	0.1%	1.7%	2.0%	0.7%	6.1%
Meir District Centre	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Blurton Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dresden Local Centre	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Normacot Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Neighbourhood Centres and Local Shops Zone 2	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Out of Centre	4.1%	24.5%	6.4%	3.5%	1.3%	1.3%	13.0%	8.2%	1.9%	7.9%
Other Zone 2 - Outside of Stoke-upon-Trent	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%
Subtotal Zone 2	10.6%	49.7%	19.3%	5.4%	2.8%	1.5%	15.3%	10.1%	2.6%	14.3%
Zone 3 - Stoke										
Stoke Town Centre	6.4%	2.1%	6.8%	1.1%	0.5%	0.2%	0.7%	0.3%	3.1%	2.4%
Hanford LC	0.0%	0.0%	1.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Hartshill LC	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
Neighbourhood Centres and Local Shops Zone 3	3.1%	1.8%	3.0%	0.7%	0.9%	0.1%	1.0%	0.9%	1.0%	1.4%
Out of Centre	0.9%	0.8%	9.6%	1.1%	1.1%	1.1%	1.5%	2.3%	4.2%	2.3%
Subtotal Zone 3	10.4%	4.7%	20.8%	3.0%	2.5%	1.4%	3.2%	3.4%	8.5%	6.2%
Zone 4 - Burslem										
Burslem Town Centre	0.3%	0.0%	0.0%	2.7%	3.8%	0.4%	0.0%	0.0%	0.0%	0.5%
Smallthorne LC	0.0%	0.0%	0.0%	1.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%
Middleport LC	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Z4 Local	0.1%	0.0%	0.0%	1.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%
Out of Centre	0.1%	0.3%	0.0%	1.1%	0.5%	0.2%	0.0%	0.0%	0.1%	0.2%
Other Zone 4 - Outside of Stoke-upon-Trent	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Zone 4	0.4%	0.3%	0.0%	6.3%	5.7%	0.6%	0.0%	0.0%	0.1%	1.0%
Zone 5 - Tunstall										
Tunstall Town Centre	1.3%	0.3%	1.3%	9.3%	15.7%	5.8%	0.8%	0.0%	0.3%	2.8%
Goldenhill LC	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Chell Heath LC	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal Smaller Centres and Stores Zone 5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of Centre	0.8%	0.3%	0.0%	6.1%	11.4%	5.2%	0.6%	1.4%	0.3%	2.2%
Subtotal Zone 5	2.1%	0.6%	1.3%	15.5%	27.8%	11.1%	1.4%	1.4%	0.5%	5.0%
Zone 6 - Kidsgrove, Biddulph & Alsager										
Affinity	4.3%	1.8%	3.0%	4.1%	4.5%	6.4%	3.6%	1.7%	3.3%	3.7%
Kidsgrove	0.1%	0.2%	0.0%	0.0%	1.0%	8.5%	0.5%	0.0%	0.1%	1.4%
Biddulph	0.3%	0.3%	0.5%	0.0%	0.6%	9.3%	1.5%	0.2%	0.0%	1.8%
Other Zone 6	0.1%	0.1%	0.6%	0.1%	0.1%	8.2%	0.0%	0.0%	0.4%	1.4%
Subtotal Zone 6	4.9%	2.4%	4.2%	4.1%	6.2%	32.3%	5.6%	1.9%	3.8%	8.3%
Zone 7 - Rural East										
Leek	1.5%	0.0%	0.1%	4.0%	1.0%	0.8%	12.0%	0.6%	0.0%	2.4%
Cheadle	0.4%	0.3%	0.0%	0.0%	0.0%	0.0%	21.1%	1.0%	0.8%	3.2%
Other Zone 7	1.1%	0.1%	0.0%	0.4%	0.1%	0.4%	5.1%	0.4%	0.0%	1.0%
Subtotal Zone 7	3.0%	0.4%	0.1%	4.4%	1.1%	1.2%	38.2%	2.0%	0.8%	6.6%
Zone 8 - Rural South										
Stone	0.1%	0.5%	0.4%	0.5%	0.0%	0.0%	0.1%	28.5%	1.3%	2.8%
Eccleshall	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	1.6%	0.1%	0.2%
Other Zone 8	0.2%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.2%
Subtotal Zone 8	0.3%	0.8%	0.6%	0.5%	0.0%	0.0%	0.1%	31.4%	1.5%	3.2%
Zone 9 - Newcastle East										
Newcastle-under-Lyme	1.2%	0.5%	4.5%	2.9%	3.3%	0.7%	0.5%	0.7%	26.5%	5.1%
Wolstanton Retail Park	4.5%	4.6%	6.2%	10.4%	8.3%	11.6%	4.3%	1.4%	9.3%	6.8%
Other Zone 9	0.3%	0.4%	0.1%	0.8%	0.2%	0.5%	0.0%	0.5%	2.4%	0.6%
Subtotal Zone 9	5.9%	5.5%	10.8%	14.1%	11.8%	12.9%	4.9%	2.7%	38.2%	12.5%
Subtotal Survey Area	91.0%	94.1%	91.7%	93.5%	92.4%	81.3%	87.9%	62.5%	83.2%	86.3%
Subtotal Survey Area - Stoke-on-Trent Only	76.9%	84.9%	75.9%	70.2%	73.2%	35.0%	38.6%	24.6%	38.9%	55.6%
Outside Survey Area										
Congleton	0.5%	0.0%	0.0%	1.2%	0.0%	5.5%	1.1%	0.0%	0.0%	1.1%
Market Drayton	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%
Newport	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	5.7%	4.3%	7.3%	5.2%	7.5%	13.1%	7.1%	11.2%	10.4%	8.1%
Stafford	0.6%	0.7%	0.9%	0.0%	0.0%	0.1%	0.3%	24.1%	5.1%	3.1%
Uttoxeter	2.3%	0.9%	0.0%	0.0%	0.0%	0.0%	3.6%	1.5%	1.3%	1.2%
Subtotal Outside of Survey Area	9.0%	5.9%	8.3%	6.5%	7.6%	18.7%	12.1%	37.5%	16.8%	13.7%
Total Market Share	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 2: 2024 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
	£208.8	£209.0	£126.9	£108.6	£63.3	£201.7	£207.4	£120.2	£243.6	£1,489.6
Zone 1 - Hanley										
Hanley Town Centre	£38.1	£20.8	£11.9	£13.1	£4.9	£11.2	£9.9	£3.7	£25.0	£138.6
Fenton District Centre	£2.0	£1.0	£0.5	£0.6	£0.7	£0.2	£0.9	£0.2	£0.4	£6.4
Abbey Hulton Local Centre	£0.7	£0.7	£0.0	£0.2	£0.0	£0.0	£0.4	£0.0	£0.0	£2.0
Bentilee Local Centre	£0.7	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Bucknall Local Centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£1.5
Heron Cross Local Centre	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Milton Local Centre	£0.4	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Neighbourhood Centres and Local Shops Zone 1	£1.6	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£2.3
Out of Centre	£67.7	£38.8	£31.3	£29.7	£16.3	£29.7	£27.4	£7.6	£40.7	£289.1
Subtotal Zone 1	£111.4	£62.0	£43.8	£43.6	£21.8	£41.1	£40.0	£11.6	£66.1	£441.5
Zone 2 - Longton and Fenton										
Longton Town Centre	£13.5	£49.7	£16.3	£2.1	£0.9	£0.3	£3.5	£2.4	£1.7	£90.3
Meir District Centre	£0.0	£0.7	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Blurton Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Dresden Local Centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Normacot Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Neighbourhood Centres and Local Shops Zone 2	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£1.8
Out of Centre	£8.7	£51.3	£8.1	£3.8	£0.8	£2.7	£27.0	£9.8	£4.6	£116.8
Other Zone 2 - Outside of Stoke-upon-Trent	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£1.4
Subtotal Zone 2	£22.2	£103.8	£24.5	£5.9	£1.8	£2.9	£31.8	£12.2	£6.3	£211.4
Zone 3 - Stoke										
Stoke Town Centre	£13.4	£4.4	£8.7	£1.2	£0.3	£0.5	£1.5	£0.3	£7.6	£37.9
Hanford LC	£0.0	£0.0	£1.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
Hartshill LC	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.9
Neighbourhood Centres and Local Shops Zone 3	£6.4	£3.7	£3.8	£0.8	£0.6	£0.2	£2.1	£1.1	£2.5	£21.0
Out of Centre	£1.8	£1.7	£12.2	£1.2	£0.7	£2.2	£3.1	£2.7	£10.2	£35.8
Subtotal Zone 3	£21.7	£9.8	£26.4	£3.3	£1.6	£2.8	£6.7	£4.1	£20.8	£97.1
Zone 4 - Burslem										
Burslem Town Centre	£0.6	£0.0	£0.0	£3.0	£2.4	£0.9	£0.0	£0.0	£0.0	£6.9
Smallthorne LC	£0.0	£0.0	£0.0	£1.3	£0.4	£0.0	£0.0	£0.0	£0.0	£1.8
Middleport LC	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4
Z4 Local	£0.1	£0.0	£0.0	£1.1	£0.1	£0.0	£0.0	£0.0	£0.0	£1.4
Out of Centre	£0.1	£0.6	£0.0	£1.1	£0.3	£0.4	£0.0	£0.0	£0.2	£2.8
Other Zone 4 - Outside of Stoke-upon-Trent	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Subtotal Zone 4	£0.9	£0.6	£0.1	£6.8	£3.6	£1.3	£0.0	£0.0	£0.2	£13.5
Zone 5 - Tunstall										
Tunstall Town Centre	£2.7	£0.7	£1.6	£10.1	£9.9	£11.8	£1.6	£0.0	£0.7	£39.1
Goldenhill LC	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4
Chell Heath LC	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2
Subtotal Smaller Centres and Stores Zone 5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out of Centre	£1.7	£0.6	£0.0	£6.7	£7.2	£10.5	£1.3	£1.7	£0.6	£30.3
Subtotal Zone 5	£4.5	£1.3	£1.6	£16.9	£17.6	£22.3	£2.9	£1.7	£1.3	£70.0
Zone 6 - Kidsgrove, Biddulph & Alsager										
Affinity	£9.1	£3.8	£3.9	£4.4	£2.8	£12.8	£7.5	£2.0	£8.1	£54.4
Kidsgrove	£0.2	£0.5	£0.0	£0.0	£0.7	£17.1	£0.9	£0.0	£0.3	£19.6
Biddulph	£0.7	£0.6	£0.7	£0.0	£0.4	£18.7	£3.1	£0.3	£0.0	£24.3
Other Zone 6	£0.3	£0.1	£0.8	£0.1	£0.1	£16.6	£0.0	£0.0	£1.0	£18.9
Subtotal Zone 6	£10.2	£5.1	£5.4	£4.5	£3.9	£65.1	£11.5	£2.3	£9.4	£117.2
Zone 7 - Rural East										
Leek	£3.1	£0.1	£0.2	£4.3	£0.6	£1.6	£24.9	£0.8	£0.0	£35.5
Cheadle	£0.8	£0.7	£0.0	£0.0	£0.0	£0.0	£43.7	£1.2	£1.9	£48.3
Other Zone 7	£2.4	£0.1	£0.0	£0.4	£0.1	£0.8	£10.6	£0.4	£0.0	£14.9
Subtotal Zone 7	£6.3	£0.9	£0.2	£4.8	£0.7	£2.4	£79.2	£2.4	£1.9	£98.6
Zone 8 - Rural South										
Stone	£0.2	£1.1	£0.5	£0.5	£0.0	£0.0	£0.1	£34.3	£3.3	£40.0
Eccleshall	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£2.0	£0.4	£2.5
Other Zone 8	£0.3	£0.6	£0.2	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£2.6
Subtotal Zone 8	£0.5	£1.7	£0.8	£0.5	£0.0	£0.0	£0.1	£37.8	£3.7	£45.1
Zone 9 - Newcastle East										
Newcastle-under-Lyme	£2.4	£1.1	£5.7	£3.2	£2.1	£1.5	£1.1	£0.9	£64.6	£82.5
Wolstanton Retail Park	£9.4	£9.6	£7.9	£11.3	£5.3	£23.5	£9.0	£1.7	£22.6	£100.3
Other Zone 9	£0.5	£0.8	£0.2	£0.8	£0.1	£1.0	£0.0	£0.6	£5.8	£9.9
Subtotal Zone 9	£12.4	£11.5	£13.8	£15.3	£7.5	£26.0	£10.1	£3.2	£93.0	£192.8
Subtotal Survey Area	£190.0	£196.8	£116.5	£101.5	£58.5	£164.0	£182.3	£75.2	£202.6	£1,287.3
Subtotal Survey Area - Stoke-on-Trent Only	£160.7	£177.4	£96.3	£76.2	£46.4	£70.5	£80.1	£29.6	£94.7	£831.9
Outside Survey Area										
Congleton	£1.0	£0.0	£0.0	£1.3	£0.0	£11.1	£2.4	£0.0	£0.0	£15.8
Market Drayton	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.9	£0.0	£1.0
Newport	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£11.9	£8.9	£9.3	£5.6	£4.8	£26.4	£14.7	£13.4	£25.5	£120.4
Stafford	£1.2	£1.4	£1.2	£0.0	£0.0	£0.2	£0.6	£29.0	£12.4	£46.0
Uttoxeter	£4.8	£1.9	£0.0	£0.0	£0.0	£0.0	£7.5	£1.8	£3.1	£19.0
Subtotal Outside of Survey Area	£18.8	£12.3	£10.5	£7.1	£4.8	£37.7	£25.1	£45.0	£41.0	£202.2
Total Market Share	£208.8	£209.0	£126.9	£108.6	£63.3	£201.7	£207.4	£120.2	£243.6	£1,489.6

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 3: 2030 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
	£240.9	£236.6	£145.6	£124.4	£71.9	£231.0	£234.9	£140.0	£281.5	£1,706.8
Zone 1 - Hanley										
Hanley Town Centre	£44.0	£23.5	£13.6	£15.0	£5.5	£12.8	£11.3	£4.3	£28.9	£158.9
Fenton District Centre	£2.3	£1.2	£0.6	£0.6	£0.8	£0.3	£1.0	£0.2	£0.5	£7.4
Abbey Hulton Local Centre	£0.9	£0.8	£0.0	£0.2	£0.0	£0.0	£0.4	£0.0	£0.0	£2.3
Bentilee Local Centre	£0.8	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
Bucknall Local Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£1.7
Heron Cross Local Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Milton Local Centre	£0.5	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Neighbourhood Centres and Local Shops Zone 1	£1.8	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£2.7
Out of Centre	£78.0	£44.0	£35.9	£34.0	£18.5	£34.0	£31.1	£8.8	£47.1	£331.3
Subtotal Zone 1	£128.6	£70.2	£50.3	£50.0	£24.8	£47.1	£45.3	£13.5	£76.4	£506.0
Zone 2 - Longton and Fenton										
Longton Town Centre	£15.6	£56.3	£18.7	£2.4	£1.1	£0.3	£3.9	£2.8	£2.0	£103.0
Meir District Centre	£0.0	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
Blurton Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Dresden Local Centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Normacot Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Neighbourhood Centres and Local Shops Zone 2	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£2.0
Out of Centre	£10.0	£58.1	£9.3	£4.4	£0.9	£3.1	£30.6	£11.4	£5.3	£133.0
Other Zone 2 - Outside of Stoke-upon-Trent	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£1.6
Subtotal Zone 2	£25.6	£117.5	£28.1	£6.7	£2.0	£3.4	£36.0	£14.2	£7.3	£240.8
Zone 3 - Stoke										
Stoke Town Centre	£15.4	£5.0	£10.0	£1.4	£0.3	£0.6	£1.7	£0.4	£8.8	£43.5
Hanford LC	£0.0	£0.0	£1.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Hartshill LC	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£1.1
Neighbourhood Centres and Local Shops Zone 3	£7.4	£4.2	£4.4	£0.9	£0.6	£0.2	£2.3	£1.2	£2.9	£24.1
Out of Centre	£2.1	£1.9	£14.0	£1.4	£0.8	£2.5	£3.5	£3.2	£11.8	£41.1
Subtotal Zone 3	£25.0	£11.1	£30.3	£3.8	£1.8	£3.2	£7.6	£4.8	£24.0	£111.5
Zone 4 - Burslem										
Burslem Town Centre	£0.7	£0.0	£0.0	£3.4	£2.7	£1.0	£0.0	£0.0	£0.0	£7.9
Smallthorne LC	£0.0	£0.0	£0.0	£1.5	£0.5	£0.0	£0.0	£0.0	£0.0	£2.0
Middleport LC	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4
Z4 Local	£0.2	£0.0	£0.0	£1.3	£0.1	£0.0	£0.0	£0.0	£0.0	£1.6
Out of Centre	£0.1	£0.7	£0.0	£1.3	£0.4	£0.5	£0.0	£0.0	£0.2	£3.3
Other Zone 4 - Outside of Stoke-upon-Trent	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Subtotal Zone 4	£1.0	£0.7	£0.1	£7.8	£4.1	£1.5	£0.0	£0.0	£0.2	£15.5
Zone 5 - Tunstall										
Tunstall Town Centre	£3.1	£0.8	£1.8	£11.5	£11.3	£13.5	£1.8	£0.0	£0.8	£44.7
Goldenhill LC	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4
Chell Heath LC	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2
Subtotal Smaller Centres and Stores Zone 5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out of Centre	£2.0	£0.7	£0.0	£7.6	£8.2	£12.0	£1.4	£2.0	£0.7	£34.7
Subtotal Zone 5	£5.1	£1.5	£1.8	£19.3	£20.0	£25.5	£3.3	£2.0	£1.5	£80.1
Zone 6 - Kidsgrove, Biddulph & Alsager										
Affinity	£10.4	£4.3	£4.4	£5.0	£3.2	£14.7	£8.5	£2.3	£9.4	£62.3
Kidsgrove	£0.2	£0.6	£0.0	£0.0	£0.8	£19.5	£1.1	£0.0	£0.3	£22.4
Biddulph	£0.8	£0.7	£0.8	£0.0	£0.4	£21.4	£3.5	£0.3	£0.0	£27.8
Other Zone 6	£0.3	£0.2	£0.9	£0.1	£0.1	£19.0	£0.0	£0.0	£1.2	£21.7
Subtotal Zone 6	£11.7	£5.7	£6.2	£5.1	£4.5	£74.5	£13.1	£2.6	£10.8	£134.2
Zone 7 - Rural East										
Leek	£3.6	£0.1	£0.2	£4.9	£0.7	£1.8	£28.2	£0.9	£0.0	£40.4
Cheadle	£0.9	£0.8	£0.0	£0.0	£0.0	£0.0	£49.5	£1.4	£2.2	£54.8
Other Zone 7	£2.8	£0.1	£0.0	£0.5	£0.1	£0.9	£12.0	£0.5	£0.0	£16.9
Subtotal Zone 7	£7.2	£1.0	£0.2	£5.4	£0.8	£2.7	£89.6	£2.8	£2.2	£112.0
Zone 8 - Rural South										
Stone	£0.2	£1.3	£0.6	£0.6	£0.0	£0.0	£0.1	£40.0	£3.8	£46.5
Eccleshall	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£2.3	£0.4	£2.9
Other Zone 8	£0.4	£0.7	£0.2	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£3.0
Subtotal Zone 8	£0.6	£2.0	£0.9	£0.6	£0.0	£0.0	£0.1	£44.0	£4.2	£52.4
Zone 9 - Newcastle East										
Newcastle-under-Lyme	£2.8	£1.2	£6.5	£3.6	£2.4	£1.7	£1.2	£1.0	£74.6	£95.2
Wolstanton Retail Park	£10.8	£10.9	£9.1	£12.9	£6.0	£26.9	£10.2	£2.0	£26.1	£114.9
Other Zone 9	£0.6	£0.9	£0.2	£1.0	£0.1	£1.2	£0.0	£0.7	£6.7	£11.5
Subtotal Zone 9	£14.3	£13.0	£15.8	£17.5	£8.5	£29.8	£11.5	£3.7	£107.5	£221.6
Subtotal Survey Area	£219.2	£222.7	£133.6	£116.3	£66.4	£187.8	£206.5	£87.6	£234.2	£1,474.2
Subtotal Survey Area - Stoke-on-Trent Only	£185.3	£200.8	£110.4	£87.3	£52.6	£80.7	£90.8	£34.4	£109.5	£952.0
Outside Survey Area										
Congleton	£1.2	£0.0	£0.0	£1.5	£0.0	£12.7	£2.7	£0.0	£0.0	£18.1
Market Drayton	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£1.0	£0.0	£1.2
Newport	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£13.7	£10.1	£10.7	£6.5	£5.4	£30.3	£16.6	£15.6	£29.4	£138.2
Stafford	£1.4	£1.6	£1.4	£0.0	£0.0	£0.2	£0.7	£33.8	£14.4	£53.3
Uttoxeter	£5.5	£2.1	£0.0	£0.0	£0.0	£0.0	£8.5	£2.1	£3.6	£21.8
Subtotal Outside of Survey Area	£21.7	£13.9	£12.0	£8.1	£5.5	£43.1	£28.4	£52.4	£47.4	£232.6
Total Market Share	£240.9	£236.6	£145.6	£124.4	£71.9	£231.0	£234.9	£140.0	£281.5	£1,706.8

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 4: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
	£276.3	£267.2	£166.2	£141.9	£81.4	£262.7	£265.5	£160.8	£322.4	£1,944.4
Zone 1 - Hanley										
Hanley Town Centre	£50.5	£26.5	£15.5	£17.1	£6.3	£14.6	£12.7	£4.9	£33.1	£181.3
Fenton District Centre	£2.6	£1.3	£0.7	£0.7	£0.9	£0.3	£1.1	£0.2	£0.5	£8.4
Abbey Hulton Local Centre	£1.0	£1.0	£0.0	£0.2	£0.0	£0.0	£0.5	£0.0	£0.0	£2.7
Bentilee Local Centre	£0.9	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Bucknall Local Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£1.9
Heron Cross Local Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Milton Local Centre	£0.6	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Neighbourhood Centres and Local Shops Zone 1	£2.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£3.1
Out of Centre	£89.5	£49.7	£41.0	£38.8	£20.9	£38.6	£35.1	£10.1	£53.9	£377.6
Subtotal Zone 1	£147.5	£79.3	£57.4	£57.0	£28.1	£53.6	£51.2	£15.5	£87.5	£576.9
Zone 2 - Longton and Fenton										
Longton Town Centre	£17.9	£63.6	£21.3	£2.7	£1.2	£0.4	£4.4	£3.2	£2.3	£116.9
Meir District Centre	£0.0	£0.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Blurton Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Dresden Local Centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Normacot Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Neighbourhood Centres and Local Shops Zone 2	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£2.3
Out of Centre	£11.5	£65.6	£10.6	£5.0	£1.1	£3.5	£34.6	£13.1	£6.1	£151.0
Other Zone 2 - Outside of Stoke-upon-Trent	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£1.8
Subtotal Zone 2	£29.4	£132.8	£32.0	£7.7	£2.3	£3.8	£40.7	£16.3	£8.3	£273.3
Zone 3 - Stoke										
Stoke Town Centre	£17.7	£5.6	£11.4	£1.6	£0.4	£0.6	£1.9	£0.4	£10.0	£49.7
Hanford LC	£0.0	£0.0	£1.7	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
Hartshill LC	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£1.2
Neighbourhood Centres and Local Shops Zone 3	£8.5	£4.8	£5.0	£1.0	£0.7	£0.2	£2.6	£1.4	£3.3	£27.5
Out of Centre	£2.4	£2.2	£15.9	£1.5	£0.9	£2.8	£4.0	£3.6	£13.5	£47.0
Subtotal Zone 3	£28.7	£12.5	£34.5	£4.3	£2.0	£3.7	£8.6	£5.5	£27.5	£127.3
Zone 4 - Burslem										
Burslem Town Centre	£0.8	£0.0	£0.0	£3.9	£3.1	£1.2	£0.0	£0.0	£0.0	£8.9
Smallthorne LC	£0.1	£0.0	£0.0	£1.7	£0.5	£0.0	£0.0	£0.0	£0.0	£2.3
Middleport LC	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.5
Z4 Local	£0.2	£0.0	£0.0	£1.5	£0.1	£0.0	£0.0	£0.0	£0.0	£1.8
Out of Centre	£0.2	£0.8	£0.0	£1.5	£0.4	£0.5	£0.0	£0.0	£0.3	£3.7
Other Zone 4 - Outside of Stoke-upon-Trent	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Subtotal Zone 4	£1.2	£0.8	£0.1	£8.9	£4.6	£1.7	£0.0	£0.0	£0.3	£17.6
Zone 5 - Tunstall										
Tunstall Town Centre	£3.6	£0.9	£2.1	£13.1	£12.8	£15.4	£2.1	£0.0	£0.9	£50.8
Goldenhill LC	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.5
Chell Heath LC	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3
Subtotal Smaller Centres and Stores Zone 5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out of Centre	£2.3	£0.8	£0.0	£8.7	£9.3	£13.7	£1.6	£2.3	£0.8	£39.5
Subtotal Zone 5	£5.9	£1.7	£2.1	£22.0	£22.6	£29.0	£3.7	£2.3	£1.7	£91.1
Zone 6 - Kidsgrove, Biddulph & Alsager										
Affinity	£12.0	£4.8	£5.1	£5.8	£3.6	£16.7	£9.7	£2.7	£10.7	£71.0
Kidsgrove	£0.2	£0.7	£0.0	£0.0	£0.9	£22.2	£1.2	£0.0	£0.3	£25.5
Biddulph	£0.9	£0.8	£0.9	£0.0	£0.5	£24.3	£3.9	£0.4	£0.0	£31.6
Other Zone 6	£0.4	£0.2	£1.1	£0.1	£0.1	£21.6	£0.0	£0.0	£1.3	£24.6
Subtotal Zone 6	£13.4	£6.5	£7.0	£5.8	£5.0	£84.8	£14.8	£3.0	£12.4	£152.8
Zone 7 - Rural East										
Leek	£4.1	£0.1	£0.2	£5.6	£0.8	£2.1	£31.8	£1.0	£0.0	£45.8
Cheadle	£1.0	£0.9	£0.0	£0.0	£0.0	£0.0	£55.9	£1.6	£2.5	£62.0
Other Zone 7	£3.2	£0.2	£0.0	£0.6	£0.1	£1.0	£13.5	£0.6	£0.0	£19.2
Subtotal Zone 7	£8.3	£1.1	£0.2	£6.2	£0.9	£3.1	£101.3	£3.2	£2.5	£126.9
Zone 8 - Rural South										
Stone	£0.2	£1.4	£0.6	£0.7	£0.0	£0.0	£0.1	£45.9	£4.4	£53.4
Eccleshall	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£2.6	£0.5	£3.3
Other Zone 8	£0.4	£0.8	£0.2	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£3.4
Subtotal Zone 8	£0.7	£2.2	£1.0	£0.7	£0.0	£0.0	£0.1	£50.5	£4.8	£60.1
Zone 9 - Newcastle East										
Newcastle-under-Lyme	£3.2	£1.4	£7.5	£4.2	£2.7	£2.0	£1.4	£1.2	£85.4	£108.9
Wolstanton Retail Park	£12.4	£12.3	£10.3	£14.7	£6.8	£30.6	£11.5	£2.3	£29.9	£130.9
Other Zone 9	£0.7	£1.1	£0.2	£1.1	£0.2	£1.4	£0.0	£0.8	£7.7	£13.1
Subtotal Zone 9	£16.4	£14.7	£18.0	£20.0	£9.6	£33.9	£13.0	£4.3	£123.1	£252.9
Subtotal Survey Area	£251.4	£251.6	£152.4	£132.7	£75.2	£213.6	£233.4	£100.5	£268.2	£1,679.0
Subtotal Survey Area - Stoke-on-Trent Only	£212.6	£226.8	£126.1	£99.6	£59.6	£91.8	£102.6	£39.5	£125.4	£1,084.0
Outside Survey Area										
Congleton	£1.3	£0.0	£0.0	£1.7	£0.0	£14.4	£3.0	£0.0	£0.0	£20.5
Market Drayton	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£1.2	£0.0	£1.3
Newport	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£15.7	£11.4	£12.2	£7.4	£6.1	£34.4	£18.8	£17.9	£33.7	£157.6
Stafford	£1.6	£1.8	£1.5	£0.0	£0.0	£0.2	£0.8	£38.8	£16.4	£61.2
Uttoxeter	£6.3	£2.4	£0.0	£0.0	£0.0	£0.0	£9.6	£2.4	£4.1	£24.8
Subtotal Outside of Survey Area	£24.9	£15.7	£13.7	£9.2	£6.2	£49.1	£32.1	£60.2	£54.2	£265.4
Total Market Share	£276.3	£267.2	£166.2	£141.9	£81.4	£262.7	£265.5	£160.8	£322.4	£1,944.4

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 5: 2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	TOTAL STUDY AREA
	£320.5	£305.3	£191.8	£163.7	£93.2	£301.5	£303.7	£186.2	£373.0	£2,238.9
Zone 1 - Hanley										
Hanley Town Centre	£58.5	£30.3	£17.9	£19.7	£7.2	£16.8	£14.6	£5.7	£38.3	£209.0
Fenton District Centre	£3.0	£1.5	£0.8	£0.9	£1.0	£0.4	£1.3	£0.3	£0.6	£9.7
Abbey Hulton Local Centre	£1.1	£1.1	£0.0	£0.3	£0.0	£0.0	£0.6	£0.0	£0.0	£3.1
Bentilee Local Centre	£1.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Bucknall Local Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£2.2
Heron Cross Local Centre	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Milton Local Centre	£0.7	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Neighbourhood Centres and Local Shops Zone 1	£2.4	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£3.5
Out of Centre	£103.8	£56.7	£47.3	£44.8	£23.9	£44.4	£40.1	£11.7	£62.4	£435.1
Subtotal Zone 1	£171.0	£90.6	£66.2	£65.8	£32.1	£61.5	£58.5	£17.9	£101.3	£664.9
Zone 2 - Longton and Fenton										
Longton Town Centre	£20.7	£72.7	£24.6	£3.1	£1.4	£0.4	£5.1	£3.7	£2.6	£134.2
Meir District Centre	£0.0	£1.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Blurton Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Dresden Local Centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Normacot Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Neighbourhood Centres and Local Shops Zone 2	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£2.6
Out of Centre	£13.3	£74.9	£12.2	£5.8	£1.2	£4.0	£39.6	£15.2	£7.0	£173.2
Other Zone 2 - Outside of Stoke-upon-Trent	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£2.1
Subtotal Zone 2	£34.1	£151.7	£37.0	£8.9	£2.6	£4.4	£46.6	£18.9	£9.6	£313.7
Zone 3 - Stoke										
Stoke Town Centre	£20.5	£6.4	£13.1	£1.9	£0.4	£0.7	£2.2	£0.5	£11.6	£57.4
Hanford LC	£0.0	£0.0	£2.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
Hartshill LC	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£1.4
Neighbourhood Centres and Local Shops Zone 3	£9.8	£5.4	£5.7	£1.1	£0.8	£0.2	£3.0	£1.6	£3.9	£31.7
Out of Centre	£2.8	£2.5	£18.4	£1.8	£1.0	£3.3	£4.6	£4.2	£15.6	£54.2
Subtotal Zone 3	£33.2	£14.3	£39.9	£5.0	£2.3	£4.2	£9.8	£6.3	£31.8	£146.9
Zone 4 - Burslem										
Burslem Town Centre	£0.9	£0.0	£0.0	£4.5	£3.5	£1.3	£0.0	£0.0	£0.0	£10.3
Smallthorne LC	£0.1	£0.0	£0.0	£2.0	£0.6	£0.0	£0.0	£0.0	£0.0	£2.7
Middleport LC	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.5
Z4 Local	£0.2	£0.0	£0.0	£1.7	£0.1	£0.0	£0.0	£0.0	£0.0	£2.0
Out of Centre	£0.2	£0.9	£0.0	£1.7	£0.5	£0.6	£0.0	£0.0	£0.3	£4.3
Other Zone 4 - Outside of Stoke-upon-Trent	£0.0	£0.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Subtotal Zone 4	£1.4	£0.9	£0.1	£10.3	£5.3	£1.9	£0.0	£0.0	£0.3	£20.3
Zone 5 - Tunstall										
Tunstall Town Centre	£4.2	£1.0	£2.4	£15.2	£14.6	£17.6	£2.4	£0.0	£1.0	£58.4
Goldenhill LC	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.6
Chell Heath LC	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.3
Subtotal Smaller Centres and Stores Zone 5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Out of Centre	£2.7	£0.9	£0.0	£10.0	£10.6	£15.7	£1.9	£2.6	£0.9	£45.4
Subtotal Zone 5	£6.8	£1.9	£2.4	£25.4	£25.9	£33.3	£4.2	£2.6	£2.0	£104.8
Zone 6 - Kidsgrove, Biddulph & Alsager										
Affinity	£13.9	£5.5	£5.8	£6.6	£4.2	£19.2	£11.0	£3.1	£12.4	£81.8
Kidsgrove	£0.2	£0.8	£0.0	£0.0	£1.0	£25.5	£1.4	£0.0	£0.4	£29.2
Biddulph	£1.0	£0.9	£1.0	£0.0	£0.5	£27.9	£4.5	£0.4	£0.0	£36.3
Other Zone 6	£0.4	£0.2	£1.2	£0.1	£0.1	£24.8	£0.0	£0.0	£1.5	£28.3
Subtotal Zone 6	£15.6	£7.4	£8.1	£6.7	£5.8	£97.3	£16.9	£3.5	£14.3	£175.7
Zone 7 - Rural East										
Leek	£4.7	£0.1	£0.3	£6.5	£0.9	£2.4	£36.4	£1.2	£0.0	£52.5
Cheadle	£1.2	£1.0	£0.0	£0.0	£0.0	£0.0	£64.0	£1.8	£2.9	£70.9
Other Zone 7	£3.7	£0.2	£0.0	£0.7	£0.1	£1.2	£15.5	£0.7	£0.0	£22.0
Subtotal Zone 7	£9.6	£1.3	£0.3	£7.2	£1.1	£3.6	£115.9	£3.7	£2.9	£145.4
Zone 8 - Rural South										
Stone	£0.3	£1.6	£0.7	£0.8	£0.0	£0.0	£0.2	£53.1	£5.0	£61.8
Eccleshall	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£3.1	£0.6	£3.9
Other Zone 8	£0.5	£0.9	£0.2	£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	£3.9
Subtotal Zone 8	£0.8	£2.5	£1.2	£0.8	£0.0	£0.0	£0.2	£58.5	£5.6	£69.6
Zone 9 - Newcastle East										
Newcastle-under-Lyme	£3.8	£1.5	£8.6	£4.8	£3.1	£2.2	£1.6	£1.4	£98.8	£125.9
Wolstanton Retail Park	£14.4	£14.0	£11.9	£17.0	£7.7	£35.1	£13.2	£2.6	£34.6	£150.7
Other Zone 9	£0.8	£1.2	£0.3	£1.3	£0.2	£1.6	£0.0	£0.9	£8.9	£15.1
Subtotal Zone 9	£19.0	£16.8	£20.8	£23.1	£11.0	£38.9	£14.8	£5.0	£142.4	£291.7
Subtotal Survey Area	£291.5	£287.4	£176.0	£153.0	£86.2	£245.2	£266.9	£116.4	£310.2	£1,932.9
Subtotal Survey Area - Stoke-on-Trent Only	£246.5	£259.1	£145.5	£114.9	£68.3	£105.4	£117.3	£45.8	£145.0	£1,248.0
Outside Survey Area										
Congleton	£1.6	£0.0	£0.0	£2.0	£0.0	£16.6	£3.5	£0.0	£0.0	£23.6
Market Drayton	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£1.3	£0.0	£1.6
Newport	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other	£18.2	£13.1	£14.0	£8.5	£7.0	£39.5	£21.5	£20.8	£39.0	£181.5
Stafford	£1.8	£2.1	£1.8	£0.0	£0.0	£0.2	£0.9	£44.9	£19.0	£70.8
Uttoxeter	£7.3	£2.7	£0.0	£0.0	£0.0	£0.0	£11.0	£2.7	£4.8	£28.5
Subtotal Outside of Survey Area	£28.9	£17.9	£15.8	£10.7	£7.1	£56.3	£36.8	£69.7	£62.8	£306.0
Total Market Share	£320.5	£305.3	£191.8	£163.7	£93.2	£301.5	£303.7	£186.2	£373.0	£2,238.9

Note: Figures are rounded to the nearest decimal point and may not sum.

APPENDIX 7 CONVENIENCE GOODS CAPACITY ASSESSMENT

TABLE 1: TOTAL ALLOCATED CONVENIENCE GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)
Excluding SFT & 'Inflow' from outside Study Area

	2024	2030	2035	2040
Hanley Town Centre	£15.2	£15.4	£15.8	£16.1
Burslem Town Centre	£0.9	£0.9	£0.9	£0.9
Longton Town Centre	£66.1	£66.2	£67.0	£67.8
Stoke Town Centre	£24.4	£24.6	£25.0	£25.4
Tunstall Town Centre	£1.1	£1.1	£1.1	£1.2
Fenton Town Centre	£3.6	£3.7	£3.7	£3.8
Meir Town Centre	£3.5	£3.5	£3.5	£3.6
Local Centres	£43.6	£44.1	£44.9	£45.8
Smaller Centres and Local Shops	£36.6	£36.8	£37.3	£37.9
Out of Centre	£390.5	£393.3	£399.3	£405.9
STOKE CONVENIENCE GOODS TURNOVER:	£585.6	£589.7	£598.5	£608.3

Notes: Assume constant market shares over forecast period.

TABLE 2: ALL CONVENIENCE GOODS - TOTAL TURNOVER ALLOWING FOR INFLOW
Including 'Inflow' from outside Study Area

	Estimated 'Inflow' from outside Study Area	2024	2030	2035	2040
Hanley Town Centre	13%	£17.5	£17.7	£18.1	£18.5
Burslem Town Centre	5%	£0.9	£1.0	£1.0	£1.0
Longton Town Centre	5%	£69.6	£69.7	£70.5	£71.4
Stoke Town Centre	5%	£25.7	£25.9	£26.3	£26.8
Tunstall Town Centre	5%	£1.2	£1.2	£1.2	£1.2
Fenton Town Centre	5%	£3.8	£3.9	£3.9	£4.0
Meir Town Centre	5%	£3.7	£3.7	£3.7	£3.7
Local Centres	5%	£45.9	£46.4	£47.3	£48.2
Smaller Centres and Local Shops	5%	£38.5	£38.8	£39.3	£39.9
Out of Centre	5%	£411.0	£414.0	£420.3	£427.2
STOKE CONVENIENCE GOODS TURNOVER INCL. INFLOW:		£617.9	£622.3	£631.6	£641.9

Notes: Assume constant market shares over forecast period.

TABLE 3: ESTIMATED TURNOVER OF COMMITTED CONVENIENCE GOODS FLOORSPACE

Planning Ref	Description	Location	Convenience Floorspace (sqm)		Sales Density £/sqm 2024	Turnover £m			
			Gross	Net Sales		2024	2030	2035	2040
67346	Goods Yard Mixed Use Scheme	Goods Yard, Glebe Street, Stoke-on-Trent, ST4 1HG	485	340	£10,000	£3.4	£3.4	£3.5	£3.5
68675	Lidl Foodstore	Land off Weston Coyney Road, Stoke-on-Trent, ST3 6ES	1,901	1,001	£11,369	£11.4	£11.5	£11.6	£11.8
Total			2,386	1,341		£14.8	£14.9	£15.1	£15.3

Notes:

[1] Assessment focused on committed floorspace < 500sqm of retail floorspace (either for convenience or comparison, and combined)

[2] Goods Yard Development - Mixed use residential-led scheme located in Stoke Town Centre

[3] Lidl Foodstore off Weston Coyney Road is located out of centre.

TABLE 4: STOKE-ON-TRENT BOROUGH - CONVENIENCE GOODS CAPACITY
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£617.9	£622.3	£631.6	£641.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£617.9	£622.8	£632.2	£641.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.6	-£0.7	£0.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£14.9	£15.1	£15.3
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£15.5	-£15.8	-£15.2
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,080	£10,232	£10,387
(ii) Net Floorspace Capacity (sq m):	-	-1,533	-1,543	-1,464
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,190	-2,205	-2,092

Notes:

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the City's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (2024) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2030.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer), supermarket (e.g. Co-op, Budgens, etc) and limited assortment discount (LAD) operators (e.g. Aldi and Lidl).

TABLE 5: HANLEY TOWN CENTRE - CONVENIENCE GOODS CAPACITY
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£17.5	£17.7	£18.1	£18.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£17.5	£17.6	£17.9	£18.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.2	£0.4
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)				
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.1	£0.2	£0.4
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,080	£10,232	£10,387
(ii) Net Floorspace Capacity (sq m):	-	11	21	34
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		16	31	49

TABLE 6: BURLSEM TOWN CENTRE - CONVENIENCE GOODS CAPACITY
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£0.9	£1.0	£1.0	£1.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£0.9	£1.0	£1.0	£1.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-			
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.0	£0.0	£0.0
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,080	£10,232	£10,387
(ii) Net Floorspace Capacity (sq m):	-	0	0	1
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		0	0	1

TABLE 7: LONGTON TOWN CENTRE - CONVENIENCE GOODS CAPACITY
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£69.6	£69.7	£70.5	£71.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£69.6	£70.1	£71.2	£72.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.4	-£0.7	-£0.9
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-			
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.4	-£0.7	-£0.9
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,080	£10,232	£10,387
(ii) Net Floorspace Capacity (sq m):	-	-40	-70	-89
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-58	-100	-127

TABLE 8: STOKE TOWN CENTRE - CONVENIENCE GOODS CAPACITY
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£25.7	£25.9	£26.3	£26.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£25.7	£25.9	£26.3	£26.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£3.4	£3.5	£3.5
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£3.4	-£3.5	-£3.5
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,080	£10,232	£10,387
(ii) Net Floorspace Capacity (sq m):	-	-341	-340	-335
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-487	-486	-479

TABLE 9: TUNSTALL TOWN CENTRE - CONVENIENCE GOODS CAPACITY
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.2	£1.2	£1.2	£1.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£1.2	£1.2	£1.2	£1.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-			
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.0	£0.0	£0.0
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,080	£10,232	£10,387
(ii) Net Floorspace Capacity (sq m):	-	0	-1	-1
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		0	-1	-1

TABLE 10: FENTON DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£3.8	£3.9	£3.9	£4.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£3.8	£3.9	£3.9	£4.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-			
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.0	£0.0	£0.0
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,080	£10,232	£10,387
(ii) Net Floorspace Capacity (sq m):	-	0	0	0
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1	-1	0

TABLE 11: MEIR DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£3.7	£3.7	£3.7	£3.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£3.7	£3.7	£3.7	£3.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	-£0.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-			
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.0	£0.0	-£0.1
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,080	£10,232	£10,387
(ii) Net Floorspace Capacity (sq m):	-	-3	-5	-6
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-4	-7	-9

TABLE 12: LOCAL CENTRES - COMBINED CONVENIENCE GOODS CAPACITY
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£45.9	£46.4	£47.3	£48.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£45.9	£46.3	£47.0	£47.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.3	£0.5
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-			
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.2	£0.3	£0.5
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,080	£10,232	£10,387
(ii) Net Floorspace Capacity (sq m):	-	15	31	53
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		22	44	75

TABLE 13: SMALLER CENTRES, LOCAL SHOPS - COMBINED CONVENIENCE GOODS CAPACITY
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£38.5	£38.8	£39.3	£39.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£38.5	£38.9	£39.4	£40.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.1	-£0.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-			
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.1	-£0.1	-£0.1
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,080	£10,232	£10,387
(ii) Net Floorspace Capacity (sq m):	-	-9	-14	-14
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-13	-20	-20

TABLE 14: OUT OF CENTRE - CONVENIENCE GOODS CAPACITY
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£411.0	£414.0	£420.3	£427.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£411.0	£414.3	£420.6	£426.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.3	-£0.3	£0.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£11.5	£11.6	£11.8
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£11.8	-£11.9	-£11.5
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,080	£10,232	£10,387
(ii) Net Floorspace Capacity (sq m):	-	-1,166	-1,166	-1,107
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1,665	-1,666	-1,582

TABLE 15: SUMMARY TABLE - CONVENIENCE GOODS FLOORSPACE CAPACITY (NET SQ M)
Assume Equilibrium at Base Year and Constant Market Shares

	2030	2035	2040
Hanley Town Centre	11	21	34
Burslem Town Centre	0	0	1
Longton Town Centre	-40	-70	-89
Stoke Town Centre	-341	-340	-335
Tunstall Town Centre	0	-1	-1
Fenton Town Centre	0	0	0
Meir Town Centre	-3	-5	-6
Local Centres	15	31	53
Smaller Centres and Local Shops	-9	-14	-14
Out of Centre	-1,166	-1,166	-1,107
Total Convenience Goods Floorspace Capacity	-1,533	-1,543	-1,464

APPENDIX 8 POPULATION AND EXPENDITURE TABLES

TABLE 1: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)
Excluding SFT & 'Inflow' from outside Study Area

	2024	2030	2035	2040
Hanley Town Centre	£138.6	£158.9	£181.3	£209.0
Burslem Town Centre	£6.9	£7.9	£8.9	£10.3
Longton Town Centre	£90.3	£103.0	£116.9	£134.2
Stoke Town Centre	£37.9	£43.5	£49.7	£57.4
Tunstall Town Centre	£39.1	£44.7	£50.8	£58.4
Fenton District Centre	£6.4	£7.4	£8.4	£9.7
Meir District Centre	£0.9	£1.0	£1.1	£1.3
Local Centres	£10.4	£11.8	£13.5	£15.5
Other Smaller Centres & Local Stores	£26.5	£30.4	£34.7	£39.9
Out of Centre	£474.9	£543.4	£618.7	£712.2
BOROUGH COMPARISON GOODS TURNOVER	£831.9	£952.0	£1,084.0	£1,248.0

Notes: Assume constant market shares over forecast period.

TABLE 2: ALL COMPARISON GOODS - TOTAL TURNOVER
Including 'Inflow' from outside Study Area

	Estimated 'Inflow' from outside Study Area	2024	2030	2035	2040
Hanley Town Centre	15%	£163.0	£187.0	£213.3	£245.9
Burslem Town Centre	5%	£7.2	£8.3	£9.4	£10.8
Longton Town Centre	10%	£100.4	£114.4	£129.9	£149.2
Stoke Town Centre	5%	£39.9	£45.8	£52.3	£60.4
Tunstall Town Centre	5%	£41.1	£47.0	£53.5	£61.5
Fenton District Centre	5%	£6.8	£7.8	£8.8	£10.2
Meir District Centre	5%	£0.9	£1.0	£1.2	£1.3
Local Centres	5%	£10.9	£12.5	£14.2	£16.4
Other Smaller Centres & Local Stores	5%	£27.9	£32.0	£36.5	£42.1
Out of Centre	10%	£527.7	£603.8	£687.5	£791.3
STOKE-ON-TRENT COMPARISON GOODS TURNOVER INCL INFLOW:		£925.9	£1,059.6	£1,206.5	£1,389.0

Notes: Assume constant market shares over forecast period.

TABLE 3: ESTIMATED TURNOVER OF COMMITTED COMPARISON GOODS FLOORSPACE

			Comparison Floorspace (sqm)		Sales Density £/sqm	Turnover £m			
Planning Ref	Description	Location	Gross	Net Sales	2024	2024	2030	2035	2040
12216	Goods Yard Mixed Use Scheme	Goods Yard, Glebe Street, Stoke-on-Trent, ST4 1HG	485	340	£5,500	£1.87	£2.18	£2.50	£2.87
12527	Lidl Foodstore	Land off Weston Coyney Road, Stoke-on-Trent, ST3 6ES		250	£2,452	£0.61	£0.71	£0.82	£0.94
Total				590		£2.48	£2.89	£3.32	£3.81

Notes:

- [1] Assessment focused on committed floorspace < 500sqm of retail floorspace (either for convenience or comparison, and combined)
[2] Goods Yard Development - Mixed use residential-led scheme located in Stoke Town Centre
[3] Lidl Foodstore off Weston Coyney Road is located out of centre.

TABLE 4: STOKE-ON-TRENT BOROUGH AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£925.9	£1,059.6	£1,206.5	£1,389.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£925.9	£1,078.9	£1,238.6	£1,422.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£19.3	£32.1	£33.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£2.9	£3.3	£3.8
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£22.2	£35.4	£36.8
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,409	£7,358	£8,217
(ii) Net Floorspace Capacity (sq m):	-	-3,468	-4,813	-4,480
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-4,954	-6,876	-6,400

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the Borough's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 21 (February 2024) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2030.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on average sales performance of comparison goods retailers.

TABLE 5: HANLEY TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£163.0	£187.0	£213.3	£245.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£163.0	£190.0	£218.1	£250.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£3.0	£4.8	£4.5
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)				
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£3.0	£4.8	£4.5

STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:

(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,409	£7,358	£8,217
(ii) Net Floorspace Capacity (sq m):	-	-467	-657	-547
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-668	-939	-782

TABLE 6: BURSLEM TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£7.2	£8.3	£9.4	£10.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£7.2	£8.4	£9.7	£11.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.3	-£0.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)				
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£0.2	-£0.3	-£0.3
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,409	£7,358	£8,217
(ii) Net Floorspace Capacity (sq m):	-	-25	-37	-35
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-36	-52	-50

TABLE 7: LONGTON TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£100.4	£114.4	£129.9	£149.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£100.4	£117.0	£134.3	£154.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£2.6	-£4.4	-£5.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)				
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£2.6	-£4.4	-£5.0
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,409	£7,358	£8,217
(ii) Net Floorspace Capacity (sq m):	-	-402	-598	-611
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-575	-855	-873

TABLE 8: STOKE TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£39.9	£45.8	£52.3	£60.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£39.9	£46.5	£53.4	£61.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.7	-£1.0	-£0.8
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£2.2	£2.5	£2.9
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£2.8	-£3.5	-£3.7
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,409	£7,358	£8,217
(ii) Net Floorspace Capacity (sq m):	-	-443	-479	-449
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-632	-684	-641

TABLE 9: TUNSTALL TOWN CENTRE - COMPARISON GOODS CAPACITY
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£41.1	£47.0	£53.5	£61.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£41.1	£47.9	£55.0	£63.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.9	-£1.5	-£1.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)				
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.9	-£1.5	-£1.7
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,409	£7,358	£8,217
(ii) Net Floorspace Capacity (sq m):	-	-143	-210	-205
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-204	-300	-293

TABLE 10: FENTON DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£6.8	£7.8	£8.8	£10.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£6.8	£7.9	£9.1	£10.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	-£0.2	-£0.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)				
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.1	-£0.2	-£0.2
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,409	£7,358	£8,217
(ii) Net Floorspace Capacity (sq m):	-	-22	-32	-29
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-32	-45	-41

TABLE 11: MUIR DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£0.9	£1.0	£1.2	£1.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£0.9	£1.1	£1.2	£1.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	-£0.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)				
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£0.0	£0.0	-£0.1
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,409	£7,358	£8,217
(ii) Net Floorspace Capacity (sq m):	-	-4	-7	-7
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-6	-9	-10

TABLE 12: LOCAL CENTRES (COMBINED) - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£10.9	£12.5	£14.2	£16.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£10.9	£12.7	£14.6	£16.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.2	-£0.4	-£0.4
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)				
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.2	-£0.4	-£0.4
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,409	£7,358	£8,217
(ii) Net Floorspace Capacity (sq m):	-	-37	-53	-48
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-53	-76	-69

TABLE 13: SMALLER CENTRES, LOCAL STORES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£27.9	£32.0	£36.5	£42.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£27.9	£32.6	£37.4	£42.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.5	-£0.9	-£0.9
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)				
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.5	-£0.9	-£0.9
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,409	£7,358	£8,217
(ii) Net Floorspace Capacity (sq m):	-	-86	-121	-104
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-122	-173	-149

TABLE 14: OUT OF CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2024	2030	2035	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£527.7	£603.8	£687.5	£791.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£527.7	£614.9	£705.9	£810.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£11.1	-£18.5	-£19.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.71	£0.82	£0.94
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£11.8	-£19.3	-£20.1
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:				
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,409	£7,358	£8,217
(ii) Net Floorspace Capacity (sq m):	-	-1,838	-2,620	-2,446
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,626	-3,743	-3,494

Note: Step 5 discounts turnover generated from committed comparison retail floorspace turnover associated with the two local centres at Wilsey Park and new out of centre retail.

TABLE 15: SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT (NET SQ M)
Assume Equilibrium at 2020 and Constant Market Shares

	2030	2035	2040
Hanley Town Centre	-467	-657	-547
Burslem Town Centre	-25	-37	-35
Longton Town Centre	-402	-598	-611
Stoke Town Centre	-443	-479	-449
Tunstall Town Centre	-143	-210	-205
Fenton District Centre	-22	-32	-29
Meir District Centre	-4	-7	-7
Local Centres	-37	-53	-48
Other Smaller Centres & Local Stores	-86	-121	-104
Out of Centre	-1,838	-2,620	-2,446
Total Comparison Goods Floorspace Capacity:	-3,468	-4,813	-4,480