

Appendix 5 – Quantitative Capacity Assessment

Herefordshire Town Centre and Retail Assessment 2022
Nexus Planning

Table 1: Population and convenience goods expenditure per capita

Zone	Population						Per capita expenditure (£)							
	2022	2026	2027	2031	2036	2041	Convenience							
							2020 <i>inc SFT</i>	2020	2022	2026	2027	2031	2036	2041
1A	66,056	67,853	68,224	69,729	71,676	73,655	2,572	2,433	2,289	2,275	2,273	2,275	2,287	2,289
1B	45,875	47,238	47,555	48,686	49,881	50,849	2,871	2,716	2,555	2,539	2,537	2,539	2,552	2,555
2	5,192	5,324	5,360	5,451	5,575	5,683	2,895	2,739	2,576	2,561	2,558	2,561	2,574	2,576
3	22,142	22,681	22,815	23,306	23,837	24,267	2,764	2,614	2,459	2,444	2,442	2,444	2,457	2,459
4	7,876	8,039	8,070	8,182	8,287	8,353	2,810	2,658	2,500	2,485	2,483	2,485	2,498	2,500
5	16,029	16,340	16,439	16,742	17,033	17,333	2,837	2,684	2,524	2,509	2,507	2,509	2,522	2,524
6	22,322	22,882	23,014	23,558	24,063	24,501	2,862	2,708	2,547	2,532	2,529	2,532	2,545	2,547
Total	185,492	190,357	191,477	195,654	200,352	204,640								

Notes:

- a. Zones based on the postcode sectors as set out in the main Study
- b. Per capita expenditure derived from Experian MMG3 data (2022 report)
- c. Population derived from Experian MMG3 data (2022 report).
- d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 19
- e. Per capita expenditure projected forward using 'adjusted SFT' forecast growth rates taken from Figure 6 of Experian Retail Planner Briefing Note 19

2020 Prices

Herefordshire Town Centre and Retail Assessment 2022
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Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m)						Growth (£m)				
	2022	2026	Convenience				Convenience				
			2027	2031	2036	2041	2022-2026	2022-2027	2022-2031	2022-2036	2022-2041
1A	151.2	154.4	155.1	158.7	163.9	168.6	3.2	3.9	7.5	12.7	17.4
1B	117.2	119.9	120.6	123.6	127.3	129.9	2.8	3.4	6.4	10.1	12.7
2	13.4	13.6	13.7	14.0	14.3	14.6	0.3	0.3	0.6	1.0	1.3
3	54.4	55.4	55.7	57.0	58.6	59.7	1.0	1.3	2.5	4.1	5.2
4	19.7	20.0	20.0	20.3	20.7	20.9	0.3	0.3	0.6	1.0	1.2
5	40.5	41.0	41.2	42.0	43.0	43.8	0.5	0.7	1.5	2.5	3.3
6	56.9	57.9	58.2	59.6	61.2	62.4	1.1	1.4	2.8	4.4	5.5
Total	453.2	462.3	464.6	475.2	489.0	499.8	9.1	11.4	22.0	35.8	46.6

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

Zone	Expenditure (£m)		
	Main	Top-up	Total
1A	113.4	37.8	151.2
1B	87.9	29.3	117.2
2	10.0	3.3	13.4
3	40.8	13.6	54.4
4	14.8	4.9	19.7
5	30.3	10.1	40.5
6	42.6	14.2	56.9
Total	339.9	113.3	453.2

Notes:

- Zones based on the postcode sectors as set out in the main Study
- Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1
- Ratio of main food shopping to top-up food shopping assumed to be 75:25 in line with Nexus Planning professional judgement

2020 Prices

Herefordshire Town Centre and Retail Assessment 2022
Nexus Planning

Table 3: Convenience Goods Shopping Patterns

Destination	Total		Zone 1A		Zone 1B		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6	
	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)
Zone 1A																
Aldi, Eign Street, Hereford, HR4 0AP	8.9	1.4	15.1	3.3	13.2	0.3	4.5	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0
Asda, Belmont Road, Hereford, HR2 7JE	5.3	2.8	10.5	0.6	3.2	8.8	2.7	0.0	0.0	3.3	7.1	0.0	1.3	0.0	1.8	3.1
B&M, Salmon Retail Park, Hereford, HR4 9SA	0.1	0.1	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bartonsham Stores, Green Street, Hereford, HR1 2QW	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booker, Centurion Way, Hereford, HR1 1HU	0.2	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Stores, Brampton Road, Hereford, HR2 7DF	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op (Petrol Station), Holmer Road, Hereford, HR4 9RX	0.0	0.4	0.0	0.4	0.0	0.6	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0
Co-op, College Road, Hereford, HR1 1EE	0.4	1.0	1.1	2.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Grandstand Road, Hereford, HR4 9LT	1.8	6.8	4.7	14.2	0.2	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Holme Lacy Road, Hereford, HR2 6DF	0.1	1.8	0.3	4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Ledbury Road, Tupsley, Hereford, HR1 1QD	0.0	2.7	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Co-op, Whitecross Road, Hereford, HR4 0DL	0.0	2.0	0.0	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coterell Street Stores, Coterell Street, Hereford, HR4 0HU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmers Market, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Belmont Road, Hereford, HR2 7JR	0.8	0.3	0.0	0.8	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foddars, Church Street, Hereford, HR1 2LR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heggies, Yazor Road, Hereford, HR4 0LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hereford Butter Market, High Town, Hereford, HR1 2AA	0.0	0.5	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Herefordshire Meats, Beech Business Park, Tillington Road, Hereford, HR4 9QJ	0.0	0.4	0.0	0.4	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Holmer Road, Hereford, HR4 9SA	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0
Iceland (Food Warehouse), Salmon Retail Park, Hereford, HR4 9SA	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Eign Gate, Hereford, HR4 0AB	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Brook Retail Park, Commercial Road, Hereford, HR1 2BQ	4.5	2.0	7.9	4.7	5.2	0.6	0.0	0.0	0.0	0.0	3.2	0.0	2.6	0.0	0.0	0.0
Local shops, Hereford City Centre	0.1	0.8	0.1	1.7	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Local shops, Holme Lacy Road, Hereford	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, The Oval, Hereford	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Londis, Folly Lane, Hereford, HR1 1LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, High Town, Hereford, HR1 2AB	1.1	2.8	2.9	6.0	0.2	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
McColls, The Oval, Hereford, HR2 7HG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Station Approach, Hereford, HR1 1DN	6.0	3.8	11.6	7.8	6.5	3.4	0.0	0.0	0.0	0.0	4.7	0.0	0.3	0.4	0.0	0.0
One Stop, Grandstand Road, Hereford, HR4 9NR	0.0	0.5	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier, Belle Bank Avenue, Holmer, Hereford, HR4 9RL	0.1	0.1	0.1	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier, Kilpeck Avenue, Hereford, HR2 7DT	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier, Mayberry Avenue, Hereford, HR2 7QR	0.0	0.6	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier, Old Eign Hill, Hereford, HR1 1UA	0.0	0.3	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barton Yard, Hereford, HR4 0AG	9.8	3.5	17.5	7.3	11.7	2.1	11.5	4.4	1.5	0.0	1.6	0.0	0.8	0.4	0.0	0.0
Stokes Stores, Hoarwithy Road, Hereford, HR2 6HF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express (Esso), Ledbury Road, Hereford, HR1 2TB	0.1	2.0	0.3	3.3	0.0	2.3	0.0	3.6	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0
Tesco Express, Buckingham Inn, White Cross, Hereford, HR4 0LS	0.0	3.0	0.0	4.3	0.0	5.3	0.0	3.6	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0
Tesco Express, Holme Lacy Road, Hereford, HR2 6BY	1.6	1.8	0.0	2.2	7.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Abbotsmead Road, Belmont, Hereford, HR2 7XS	12.6	6.2	17.4	13.3	21.0	4.0	1.8	1.9	3.6	0.0	1.6	0.0	0.0	0.0	5.6	0.0
Tesco Superstore, Bewell Street, Hereford, HR4 0BW	2.6	3.1	5.0	4.5	2.9	5.9	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tupsley Butcher, Winchester Avenue, Hereford, HR1 1QJ	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, The Old Market, Hereford, HR4 9HX	1.6	1.1	2.3	0.8	2.1	3.2	9.0	0.0	0.0	0.0	1.6	0.0	0.6	0.0	0.0	0.8
Zone 1A Sub-Total	58.0	52.6	97.1	99.4	78.1	53.0	34.7	15.4	5.1	3.3	25.4	6.8	5.6	1.1	7.5	5.4
Zone 1B																
Carrot & Wine Store, Wormelow, Hereford, HR2 8JN	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central Stores, Church Street, Hereford, HR3 6NJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleghonger Village Stores, Birch Hill Road, Cleghonger, HR2 9RF	0.0	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Marden Post Office & Store, Hereford, HR1 3EW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costcutter, Portland Street, Weobley, HR4 8SB	0.1	0.5	0.0	0.0	0.4	1.9	0.0	0.0	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Ewyas Harold Village Store, Church House, Hereford, HR2 0EX	0.1	0.1	0.0	0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hopes of Longtown, The Farmers Barn, Longtown, Hereford, HR2 0LT	0.0	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Ewyas Harold Village Centre	0.0	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Peterchurch Village Centre	0.0	0.3	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Weobley Village Centre	0.0	0.6	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Whitney-on-Wye Village Centre	0.0	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Locks Garage, Allensmore, Bromyard Centre, HR2 9AS	0.0	0.9	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Londis (Golden Valley Post Office), Peterchurch, HR2 0RP	0.0	1.4	0.0	0.0	0.0	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Londis, Brampton Road, Madley, HR2 9LS	0.0	0.6	0.0	0.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Londis, West End Stores, Fownhope, HR1 4NN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakchurch Farm Shop, Brecon Road, Staunton on Wye, HR4 7NH	0.1	0.3	0.0	0.0	0.4	0.9	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop, Meadow Drive, Credenhill, HR4 7EF	0.0	2.1	0.0	0.0	0.2	9.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Weonards Post Office & Stores, St. Weonards, Hereford, HR2 8NU	0.0	0.1	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Survival Wholefoods, Whitehill Park Industrial Estate, Weobley, HR4 8QE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington Village Stores & Post Office, Burnt House Ground, Hereford, HR4 8AX	0.0	0.3	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 1B Sub-Total	0.4	7.7	0.0	0.2	1.4	31.7	0.0	7.4	0.2	0.9	0.0	0.0	0.0	0.0	0.0	3.6
Zone 2																
Ascona Lomas Kingston Service Station, Headbrook, Kingston, HR5 3DZ	0.0	0.1	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Crabtree Road, Kingston, HR5 3UD	0															

Herefordshire Authority Area Sub-Total	96.7	96.8	99.9	99.6	94.9	95.7	98.2	96.3	97.5	98.3	88.0	88.2	96.2	95.2	92.1	93.6
Inside Study Area Sub-Total	96.7	96.8	99.9	99.6	94.9	95.7	98.2	96.3	97.5	98.3	88.0	88.2	96.2	95.2	92.1	93.6
Outside Catchment Area																
Aldi, Batchelor Road, Cardiff, CF14 3AX	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Bath Road, Broomhall, Worcester, WR5 3HW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Bristol Road, Quedgeley, GL2 4QL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Clifton Road, Gloucester, GL1 5BJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hucclecote Road, Gloucester, GL3 3TH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Monmouth Road, Abergavenny, NP7 5HF	0.2	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Pheasant Street, Worcester, WR1 2DZ	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0
Aldi, Tybridge Street, Worcester, WR2 5BA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Asda, Bruton Way, Gloucester, GL1 1DS	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.5	0.0
Asda, Link Road, Quedgeley, GL2 2SN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Silver Street Worcester, WR1 2DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Barn Farm Shop, Tenbury Wells, WR15 8BJ	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Castle Greengrocers, Castle Street, Hay-on-Wye, HR3 5DF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Barnard's Green Road, Malvern, WR14 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Bromyard Road, Tenbury Wells, WR15 8BS	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.6	0.0	0.0	0.0	0.0
Co-op, Dockham Road, Cinderford, GL14 2AQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Foldgate Lane, Ludlow, SY8 1LS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, High Street, Drybrook, GL17 9EA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, High Street, Mitcheldean, GL17 0HN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, High Street, Newent, GL18 1AN	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.1
Co-op, Market Place, Lordshill, Coleford, GL16 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Market Square, Newent, GL18 1PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Newport Street, Hay-on-Wye, HR3 5BZ	0.3	0.2	0.0	0.0	1.4	0.6	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Rockfield Road, Monmouth, NP25 5AU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Upper Howsell Road, Malvern Link, WR14 1TP	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Co-op, Valley Road, Cinderford, GL14 2PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Co-op, Worcester Road, Malvern Link, WR14 1AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Bristol Road, Quedgeley, GL2 4NB	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Eastern Avenue, Gloucester, GL4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harry Tuffins, Shrewsbury Road, Craven Arms, SY7 9PX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Thompson Street, Barry, CF63 4JN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Iceland (Food Warehouse), The Peel Centre, Gloucester Quays, GL1 5SF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Agincourt Square, Monmouth, NP25 3DY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Church Street, Malvern, WR14 2AY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Oxbode, Gloucester, GL1 1SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Mercia Road, Gloucester, GL1 2SQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Lidl, Old Station Way, Coleford, GL16 8RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Londis, High Town, Hay-on-Wye, HR3 5AE	0.0	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Food Centre, Bromfield, Ludlow, SY8 2JR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S (Foodhall), Monnow Street, Monmouth, NP25 3EN	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	2.9
M&S (Simply Food), Barnwood Road, Gloucester, GL4 3HA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, High Street, Worcester, WR1 2QN	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.1	0.0	0.0
Market, Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market, Hay-on-Wye	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Park Road, Abergavenny, NP7 5TP	0.0	0.1	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.3	0.8	0.0	0.0	0.0
One Stop, New Road, Mitcheldean, GL17 0BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier, Market Square, Tenbury Wells, WR15 8BL	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Buttercup Walk, Malvern, WR14 1NR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Broad Street, Newent, GL18 1AQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Frogmore Street, Abergavenny, NP7 5AH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Coleford, GL16 8HD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Pickersleigh Road, Great Malvern, WR14 2NR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	2.0	0.0	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.4	0.1	0.0	0.0	0.0	0.0	0.0	2.0	0.0	3.2	1.7	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Texaco Garage, Castle Estate, Hay-on-Wye, HR3 5FB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Salty Dog, High Street, Presteigne, LD8 2BA	0.0	0.1	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Village Store, Bosbury Road, Malvern, WR13 5LT	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.5	0.0	0.0	0.0
Waitrose, London Road, Worcester, WR5 2JG	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP																

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Table 4: Convenience Goods Expenditure

Destination	Total		Zone 1A		Zone 1B		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		
	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	
Zone 1A																	
Aldi, Eign Street, Hereford, HR4 0AP	29.7	1.3	17.1	1.3	11.6	0.1	0.4	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	
Asda, Belmont Road, Hereford, HR2 7JE	17.3	3.7	11.9	0.2	2.8	2.6	0.3	0.0	0.0	0.4	1.0	0.0	0.4	0.0	0.8	0.4	
B&M, Salmon Retail Park, Hereford, HR4 9SA	0.3	0.1	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Bartonsham Stores, Green Street, Hereford, HR1 2QW	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Booker, Centurion Way, Hereford, HR1 1HU	0.7	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Brampton Stores, Brampton Road, Hereford, HR2 7DF	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Co-op (Petrol Station), Holmer Road, Hereford, HR4 9RX	0.0	0.5	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	
Co-op, College Road, Hereford, HR1 1EE	1.3	1.1	1.3	0.9	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Co-op, Grandstand Road, Hereford, HR4 9LT	5.5	6.9	5.3	5.4	0.2	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Co-op, Holme Lacy Road, Hereford, HR2 6DF	0.3	1.7	0.3	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Co-op, Ledbury Road, Tupsley, Hereford, HR1 1QD	0.0	2.6	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Co-op, Whitecross Road, Hereford, HR4 0DL	0.0	1.9	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Cotterell Street Stores, Cotterell Street, Hereford, HR4 0HJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Farmers Market, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Farmfoods, Belmont Road, Hereford, HR2 7JR	2.9	0.3	0.0	0.3	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Fodders, Church Street, Hereford, HR1 2LR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Heggies, Yazor Road, Hereford, HR4 0LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Hereford Butter Market, High Town, Hereford, HR1 2AA	0.0	0.7	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Herefordshire Meats, Beech Business Park, Tillington Road, Hereford, HR4 9QJ	0.0	0.5	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Home Bargains, Holmer Road, Hereford, HR4 9SA	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	
Iceland (Food Warehouse), Salmon Retail Park, Hereford, HR4 9SA	0.2	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Iceland, Eign Gate, Hereford, HR4 0AB	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Lidl, Brook Retail Park, Commercial Road, Hereford, HR1 2BQ	14.8	2.0	9.0	1.8	4.6	0.2	0.0	0.0	0.0	0.5	0.0	0.8	0.0	0.0	0.0	0.0	
Local shops, Hereford City Centre	0.2	0.7	0.2	0.6	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local shops, Holme Lacy Road, Hereford	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local shops, The Oval, Hereford	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Londis, Folly Lane, Hereford, HR1 1LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
M&S, High Town, Hereford, HR1 2AB	3.5	2.9	3.3	2.3	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Market, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
McColls, The Oval, Hereford, HR2 7HG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Morrisons, Station Approach, Hereford, HR1 1DN	19.7	4.0	13.1	2.9	5.7	1.0	0.0	0.0	0.0	0.7	0.0	0.1	0.0	0.0	0.0	0.0	
One Stop, Grandstand Road, Hereford, HR4 9NR	0.0	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Premier, Belle Bank Avenue, Holmer, Hereford, HR4 9RL	0.2	0.2	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Premier, Kilpeck Avenue, Hereford, HR2 7DT	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Premier, Mayberry Avenue, Hereford, HR2 7QR	0.0	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Premier, Old Eign Hill, Hereford, HR1 1UA	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sainsbury's Superstore, Barton Yard, Hereford, HR4 0AG	32.4	3.6	19.9	2.7	10.3	0.6	1.2	0.1	0.6	0.2	0.0	0.3	0.0	0.0	0.0	0.0	
Stokes Stores, Hoarwithy Road, Hereford, HR2 6HF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Tesco Express (Esso), Ledbury Road, Hereford, HR1 2TB	0.3	2.1	0.3	1.3	0.0	0.7	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	
Tesco Express, Buckingham Inn, White Cross, Hereford, HR4 0LS	0.0	3.4	0.0	1.6	0.0	1.5	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	
Tesco Express, Holme Lacy Road, Hereford, HR2 6BY	6.1	2.0	0.0	0.8	6.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Tesco Superstore, Abbotsway Road, Belmont, Hereford, HR2 7XS	42.4	6.3	19.7	5.0	18.4	1.2	0.2	0.1	1.5	0.0	0.2	0.0	0.0	0.0	2.4	0.0	
Tesco Superstore, Bewell Street, Hereford, HR4 0BW	8.7	3.4	5.7	1.7	2.5	1.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Tupsley Butcher, Winchester Avenue, Hereford, HR1 1QJ	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Waitrose, The Old Market, Hereford, HR4 9HX	5.7	1.4	2.6	0.3	1.9	0.9	0.9	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.1	
Zone 1A Sub-Total	192.9	55.3	110.1	37.6	68.6	15.5	3.5	0.5	2.1	0.4	3.8	0.3	1.7	0.1	3.2	0.8	
Zone 1B																	
Carrot & Wine Store, Wormelow, Hereford, HR2 8JN	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Central Stores, Church Street, Hereford, HR3 6NJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Cleghonger Village Stores, Birch Hill Road, Cleghonger, HR2 9RF	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Costcutter, Marden Post Office & Store, Hereford, HR1 3EW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Costcutter, Portland Street, Weobley, HR4 8SB	0.4	0.7	0.0	0.0	0.3	0.5	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	
Ewyas Harold Village Store, Church House, Hereford, HR2 0EX	0.3	0.2	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Hopes of Longtown, The Farmers Barn, Longtown, Hereford, HR2 0LT	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local shops, Ewyas Harold Village Centre	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local shops, Peterchurch Village Centre	0.0	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local shops, Weobley Village Centre	0.0	0.8	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local shops, Whitney-on-Wye Village Centre	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Locks Garage, Allensmore, Bromyard Centre, HR2 9AS	0.0	1.1	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Londis (Golden Valley Post Office), Peterchurch, HR2 0RP	0.0	1.9	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Londis, Brampton Road, Madley, HR2 8LS	0.0	0.8	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Londis, West End Stores, Fownhope, HR1 4NN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Oakchurch Farm Shop, Brecon Road, Staunton on Wye, HR4 7NH	0.3	0.3	0.0	0.0	0.3	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
One Stop, Meadow Drive, Credenhill, HR4 7EF	0.2	2.8	0.0	0.0	0.2	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
St. Weonards Post Office & Stores, St Weonards, Hereford, HR2 8NU	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Survival Wholefoods, Whitehill Park Industrial Estate, Weobley, HR4 8QE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Wellington Village Stores & Post Office, Burnt House Ground, Hereford, HR4 8AX	0.0	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Zone 1B Sub-Total	1.3	10.2	0.0	0.1	1.2	9.3	0.0	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.5	
Zone 2																	
Ascona Lomas Kingston Service Station, Headbrook, Kingston, HR5 3DZ	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Co-op, Crabtree Road, Kingston, HR5 3UD	3.8	1.9	0.0	0.0	0.5	0.5	3.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Kingston Post Office, Bridge Street, Kingston, HR5 3DJ	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local shops, Kingston Town Centre	0.0	0.2	0.0														

Co-op, Dockham Road, Cinderford, GL14 2AQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Foldgate Lane, Ludlow, SY8 1LS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, High Street, Drybrook, GL17 9EA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, High Street, Mitcheldean, GL17 0HN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, High Street, Newent, GL18 1AN	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4
Co-op, Market Place, Lordshill, Coleford, GL16 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Market Square, Newent, GL18 1PS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Newport Street, Hay-on-Wye, HR3 5BZ	1.2	0.2	0.0	0.0	1.2	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Rockfield Road, Monmouth, NP25 5AU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Upper Howsell Road, Malvern Link, WR14 1TP	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Co-op, Valley Road, Cinderford, GL14 2PA	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Co-op, Worcester Road, Malvern Link, WR14 1AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Bristol Road, Quedgeley, GL2 4NB	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Eastern Avenue, Gloucester, GL4 4LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harry Tuffins, Shrewsbury Road, Craven Arms, SY7 9PX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Thompson Street, Barry, CF83 4JN	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Iceland (Food Warehouse), The Peel Centre, Gloucester Quays, GL1 5SF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Agincourt Square, Monmouth, NP25 3DY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Church Street, Malvern, WR14 2AY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Oxboode, Gloucester, GL1 1SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Mercia Road, Gloucester, GL1 2SQ	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Lidl, Old Station Way, Coleford, GL16 8RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Londis, High Town, Hay-on-Wye, HR3 5AE	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Food Centre, Bromfield, Ludlow, SY8 2JR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S (Foodhall), Monnow Street, Monmouth, NP25 3EN	0.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.4
M&S (Simply Food), Barnwood Road, Gloucester, GL4 3HA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, High Street, Worcester, WR1 2ON	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Market, Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market, Hay-on-Wye	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Park Road, Abergavenny, NP7 5TP	0.2	0.1	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0
One Stop, New Road, Mitcheldean, GL17 0BX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier, Market Square, Tenbury Wells, WR15 8BL	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Buttercup Walk, Malvern, WR14 1NR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Broad Street, Newent, GL18 1AQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Frogmore Street, Abergavenny, NP7 5AH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, High Street, Coleford, GL16 8HD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Pickersleigh Road, Great Malvern, WR14 2NR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.8	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.5	0.1	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Texaco Garage, Castle Estate, Hay-on-Wye, HR3 5FB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Salty Dog, High Street, Presteigne, LD8 2BA	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Village Store, Bosbury Road, Malvern, WR13 5LT	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0	0.0
Waitrose, London Road, Worcester, WR5 2JG	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	2.5	0.9	0.0	0.0	1.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.1	0.0
Wigmore's Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area Sub Total	12.2	3.8	0.2	0.1	4.5	1.3	0.2	0.1	1.0	0.2	1.8	0.6	1.2	0.5	3.4	0.9
	339.9	113.3	113.4	37.8	87.9	29.3	10.0	3.3	40.8	13.6	14.8	4.9	30.3	10.1	42.6	14.2

- Notes:
- a. Zones based on post code sectors
 - b. Market shares for 'main' and 'top-up' shopping derived directly from 2022 NEMS Household Survey
 - c. Excludes 'don't know/varies', markets and internet sales

2020 Prices

Herefordshire Town Centre and Retail Assessment 2022
Nexus Planning

Table 5: Survey-derived and benchmark turnover of foodstores

Destination	Gross Floorspace	Net Sales Area	Net Convenience Sales Area (A)	Sales Density (B)	Benchmark Turnover (AxB)	Survey Turnover	Estimated Survey T/O with Inflow	Overtrading
Study Area	(sq m)	(sq m)	(sq m)	(£ per sq m)	(£m)	(£m)	(£m)	(£m)
Zone 1A								
Aldi, Eign Street, Hereford, HR4 0AP	1535	998	870	11017	9.6	31.1	34.5	24.9
Asda, Belmont Road, Hereford, HR2 7JE	8360	5016	3036	14245	43.2	20.9	23.2	-20.0
B&M, Salmon Retail Park, Hereford, HR4 9SA	1873	1405	492	3535	1.7	0.4	0.4	-1.3
Bartonsham Stores, Green Street, Hereford, HR1 2QW	-	-	-	-	0.1	0.1	0.1	0.0
Booker, Centurion Way, Hereford, HR1 1HU	-	-	-	-	0.7	0.7	0.7	0.0
Brampton Stores, Brampton Road, Hereford, HR2 7DF	-	-	-	-	0.1	0.1	0.1	0.0
Co-op (Petrol Station), Holmer Road, Hereford, HR4 9RX	-	-	-	-	0.5	0.5	0.5	0.0
Co-op, College Road, Hereford, HR1 1EE	158	113	100	10988	1.1	2.3	2.3	1.2
Co-op, Grandstand Road, Hereford, HR4 9LT	2072	1243	1102	10988	12.1	12.4	13.8	1.7
Co-op, Holme Lacy Road, Hereford, HR2 6DF	362	244	216	10988	2.4	2.1	2.1	-0.3
Co-op, Ledbury Road, Tupsley, Hereford, HR1 1QD	117	95	84	10988	0.9	2.6	2.6	1.7
Co-op, Whitecross Road, Hereford, HR4 0DL	281	172	153	10988	1.7	1.9	1.9	0.2
Coterell Street Stores, Coterell Street, Hereford, HR4 0HJ	-	-	-	-	0.0	0.0	0.0	0.0
Farmers Market, Hereford	-	-	-	-	0.0	0.0	0.0	0.0
Farmfoods, Belmont Road, Hereford, HR2 7JR	824	494	445	6394	2.8	3.2	3.2	0.4
Fodders, Church Street, Hereford, HR1 2LR	-	-	-	-	0.0	0.0	0.0	0.0
Heggies, Yazor Road, Hereford, HR4 0LY	-	-	-	-	0.0	0.0	0.0	0.0
Hereford Butter Market, High Town, Hereford, HR1 2AA	-	-	-	-	0.7	0.7	0.7	0.0
Herefordshire Meats, Beech Business Park, Tillington Road, Hereford, HR4 9QJ	-	-	-	-	0.5	0.5	0.5	0.0
Home Bargains, Holmer Road, Hereford, HR4 9SA	640	480	168	3500	0.6	0.2	0.2	-0.3
Iceland (Food Warehouse), Salmon Retail Park, Hereford, HR4 9SA	1103	662	626	7446	4.7	0.2	0.2	-4.4
Iceland, Eign Gate, Hereford, HR4 0AB	824	402	381	7446	2.8	0.3	0.3	-2.5
Lidl, Brook Retail Park, Commercial Road, Hereford, HR1 2BQ	1729	1124	883	8739	7.7	16.8	18.6	10.9
Local shops, Hereford City Centre	-	-	-	-	0.9	0.9	0.9	0.0
Local shops, Holme Lacy Road, Hereford	-	-	-	-	0.1	0.1	0.1	0.0
Local shops, The Oval, Hereford	-	-	-	-	0.1	0.1	0.1	0.0
Londis, Folly Lane, Hereford, HR1 1LX	69	49	44	44	0.0	0.0	0.0	0.0
M&S, High Town, Hereford, HR1 2AB	5473	1095	992	11092	11.0	6.4	6.4	-4.6
Market, Hereford	-	-	-	-	0.0	0.0	0.0	0.0
McColls, The Oval, Hereford, HR2 7HG	230	196	176	7647	1.3	0.0	0.0	-1.3
Morrisons, Station Approach, Hereford, HR1 1DN	5481	3288	2419	12940	31.3	23.6	26.3	-5.0
One Stop, Grandstand Road, Hereford, HR4 9NR	204	172	155	8107	1.3	0.5	0.5	-0.8
Premier, Belle Bank Avenue, Holmer, Hereford, HR4 9RL	79	62	56	6722	0.4	0.3	0.3	0.0
Premier, Kilpeck Avenue, Hereford, HR2 7DT	94	70	63	6722	0.4	0.1	0.1	-0.3
Premier, Mayberry Avenue, Hereford, HR2 7QR	124	57	51	6722	0.3	0.6	0.6	0.2
Premier, Old Eign Hill, Hereford, HR1 1UA	101	96	86	6722	0.6	0.3	0.3	-0.3
Sainsbury's Superstore, Barton Yard, Hereford, HR4 0AG	7300	4380	2840	12479	35.4	36.0	40.0	4.5
Stokes Stores, Hoarwithy Road, Hereford, HR2 6HF	-	-	-	-	0.0	0.0	0.0	0.0
Tesco Express (Esso), Ledbury Road, Hereford, HR1 2TB	-	-	-	-	2.5	2.5	2.5	0.0
Tesco Express, Buckingham Inn, White Cross, Hereford, HR4 0LS	365	291	197	14072	2.8	3.4	3.4	0.6
Tesco Express, Holme Lacy Road, Hereford, HR2 6BY	359	305	206	14072	2.9	8.2	8.2	5.3
Tesco Superstore, Abbotsmead Road, Belmont, Hereford, HR2 7XS	5764	3458	2333	14072	32.8	48.7	54.1	21.2
Tesco Superstore, Bewell Street, Hereford, HR4 0BW	6453	3872	2612	14072	12.2	12.2	13.5	-23.3
Tupsley Butcher, Winchester Avenue, Hereford, HR1 1QJ	-	-	-	-	0.1	0.1	0.1	0.0
Waitrose, The Old Market, Hereford, HR4 9HX	2283	1370	1153	14737	17.0	7.1	7.1	-9.9
Zone 1A Sub-Total					272.0	248.2	270.6	-1.4
Zone 1B								
Carrot & Wine Store, Wormelow, Hereford, HR2 8JN	-	-	-	-	0.1	0.1	0.1	0.0
Central Stores, Church Street, Hereford, HR3 6NU	-	-	-	-	0.0	0.0	0.0	0.0
Cleghonger Village Stores, Birch Hill Road, Cleghonger, HR2 9RF	-	-	-	-	0.2	0.2	0.2	0.0
Costcutter, Marden Post Office & Store, Hereford, HR1 3EW	122	84	76	4596	0.3	0.0	0.0	-0.3
Costcutter, Portland Street, Weobley, HR4 8SB	175	122	110	4596	0.5	1.1	1.1	0.6
Ewys Harold Village Store, Church House, Hereford, HR2 0EX	-	-	-	-	0.5	0.5	0.5	0.0
Hopes of Longtown, The Farmers Barn, Longtown, Hereford, HR2 0LT	-	-	-	-	0.2	0.2	0.2	0.0
Local shops, Ewys Harold Village Centre	-	-	-	-	0.2	0.2	0.2	0.0
Local shops, Peterchurch Village Centre	-	-	-	-	0.5	0.5	0.5	0.0
Local shops, Weobley Village Centre	-	-	-	-	0.8	0.8	0.8	0.0
Local shops, Whitney-on-Wye Village Centre	-	-	-	-	0.2	0.2	0.2	0.0
Locks Garage, Allensmore, Bromyard Centre, HR2 9AS	-	-	-	-	1.1	1.1	1.1	0.0
Londis (Golden Valley Post Office), Peterchurch, HR2 0RP	102	85	77	7494	0.6	1.9	1.9	1.3
Londis, Brampton Road, Madley, HR2 9LS	136	90	81	7494	0.6	0.8	0.8	0.2
Londis, West End Stores, Fownhope, HR1 4NN	139	96	86	7494	0.6	0.0	0.0	-0.6
Oakchurch Farm Shop, Brecon Road, Staunton on Wye, HR4 7NH	-	-	-	-	0.7	0.7	0.7	0.0
One Stop, Meadow Drive, Credenhill, HR4 7EF	260	221	199	8107	1.6	2.9	2.9	1.3
St. Weonards Post Office & Stores, St Weonards, Hereford, HR2 8NU	-	-	-	-	0.1	0.1	0.1	0.0
Survival Wholefoods, Whitehill Park Industrial Estate, Weobley, HR4 8QE	-	-	-	-	0.0	0.0	0.0	0.0
Wellington Village Stores & Post Office, Burnt House Ground, Hereford, HR4 8AX	-	-	-	-	0.4	0.4	0.4	0.0
Zone 1B Sub-Total					9.2	11.6	11.6	2.4
Zone 2								
Ascona Lomas Kingston Service Station, Headbrook, Kingston, HR5 3DZ	-	-	-	-	0.1	0.1	0.1	0.0
Co-op, Crabtree Road, Kingston, HR5 3UD	861	517	458	10988	5.0	5.7	6.0	0.9
Kingston Post Office, Bridge Street, Kingston, HR5 3DJ	-	-	-	-	0.2	0.2	0.2	0.0
Local shops, Kingston Town Centre	-	-	-	-	0.2	0.2	0.2	0.0
Nisa, High Street, Kingston, HR5 3BJ	624	421	378	6000	2.3	1.9	2.0	-0.2
Spar, Church Street, Kingston, HR5 3BQ	74	69	62	7825	0.5	0.2	0.2	-0.3
The Grapevine Fishmonger, High Street, Kingston, HR5 3BJ	-	-	-	-	0.0	0.0	0.0	0.0
Zone 2 Sub-Total					8.2	8.2	8.6	0.4
Zone 3								
Aldi, Dishley Street, Leominster, HR6 8NY	1429	929	809	11017	8.9	23.0	25.6	16.7
Central Bakery, West Street, Leominster, HR6 8ES	-	-	-	-	0.0	0.0	0.0	0.0
Co-op, Dishley Street, Leominster, HR6 8PX	1379	828	734	10988	8.1	3.9	4.3	-3.7
Leominster Street Market, Corn Square, Leominster, HR6 8LR	-	-	-	-	0.6	0.6	0.6	0.0
Local shops, Leominster Town Centre	-	-	-	-	0.5	0.5	0.5	0.0
Local shops, Leominster Town Centre	-	-	-	-	0.4	0.4	0.4	0.0
Morrisons, Barons Cross Road, Leominster, HR6 8RH	5461	3277	2410	12940	31.2	38.8	43.1	11.9
Organic & Wholefoods, West Street, Leominster, HR6 8ES	-	-	-	-	0.0	0.0	0.0	0.0
Parry's Fruit & Veg, High Street, Leominster, HR6 8LZ	-	-	-	-	0.2	0.2	0.2	0.0
Quarry Farm Shop, B4361, Leominster, HR6 0AW	-	-	-	-	0.1	0.1	0.1	0.0
Richard Bright Butchers, High Street, Leominster, HR6 8LZ	-	-	-	-	0.0	0.0	0.0	0.0
Spar, Bargates, Leominster, HR6 8EX	236	201	180	7825	1.4	0.0	0.0	-1.4
Ye Olde Steppes, High Street, Pembridge, Leominster, HR6 9DS	-	-	-	-	0.1	0.1	0.1	0.0
Zone 3 Sub-Total					51.6	67.7	75.0	23.4
Zone 4								
Bromyard Post Office, Church Street, Bromyard, HR7 4DP	-	-	-	-	0.2	0.2	0.2	0.0
Co-op, High Street, Bromyard, HR7 4AA	467	246	218	10988	2.4	1.1	1.1	-1.3
Co-op, Tenbury Road, Bromyard, HR7 4LW	1337	802	711	10988	7.8	6.0	6.3	-1.6
Costcutter (Texaco), Bromyard Bypass, Bromyard, HR7 4DJ	-	-	-	-	0.1	0.1	0.1	0.0
Instone Court, Munderfield, Bromyard, HR7 4JS	-	-	-	-	0.2	0.2	0.2	0.0
Legges of Bromyard, Tenbury Road, Bromyard, HR7 4LW	-	-	-	-	0.2	0.2	0.2	0.0
Local shops, Bromyard Town Centre	-	-	-	-	0.7	0.7	0.7	0.0
Morrisons (Daily), Hatton Park, Bromyard, HR7 4EY	248	211	155	12940	2.0	0.7	0.7	-1.3
Zone 4 Sub-Total					13.6	9.1	9.5	-4.1
Zone 5								
Abbey Bakery, Bye Street, Ledbury, HR8 1BT	-	-	-	-	0.2	0.2	0.2	0.0
Aldi, Leaddon Way, Ledbury, HR8 2SS	1715	1115	972	11017	10.7	18.2	20.3	9.6
Co-op, New Street, Ledbury, HR8 2EZ	1666	999	886	10988	9.7	4.9	5.4	-4.3
Farmers Market, Ledbury	-	-	-	-	0.0	0.0	0.0	0.0
Handley Organics, The Homend, Ledbury, HR8 1DS	-	-	-	-	0.0	0.0	0.0	0.0
Jenkins, The Homend, Ledbury, HR8 1BN	-	-	-	-	0.0	0.0	0.0	0.0
Local shops, Ledbury Town Centre	-	-	-	-	1.0	1.0	1.0	0.0
Midway Convenience Store, A4103, Fromes Hill, HR8 1HT	-	-	-	-	0.1	0.1	0.1	0.0
Newtown Cross Garage, Newtown Cross Garage, Ledbury, HR8 2TZ	-	-	-	-	0.2	0.2	0.2	0.0
One Stop, The Homend, Ledbury, HR8 1BT	374	248	223	8107	1.8	0.3	0.3	-1.5
Spar, High Street, Ledbury, HR8 1DS	-	-	-	-	0.4	0.4	0.4	0.0
Tesco Superstore, Orchard Lane, Ledbury, HR8 1DQ	2228	1337	902	14072	12.7	16.1	17.9	5.2
Zone 5 Sub-Total					36.8	41.5	45.9	9.0
Zone 6								
Aldi, Brookend Street, Ross-on-Wye, HR9 7EE	1422	924	806	11017	8.9	15.7	17.5	8.6
Budgens, A40 Southbound, Whitechurch, Ross on Wye, HR9 6DW	-	-	-	-	0.1	0.1	0.1	0.0
Co-op, Overcross Street, Ross-on-Wye, HR9 7AS	348	167	148	10988	1.6	0.9	0.9	-0.7
Food Market, Ross-on-Wye	-	-	-	-	0.0	0.0	0.0	0.0
Gorsley Community Shop, Gorsley Baptist Church, Gorsley, HR9 7SE	-	-	-	-	0.1	0.1	0.1	0.0
Gwalia Store, Broad Street, Ross-on-Wye, HR9 7ED	-	-	-	-	0.2	0.2	0.2	0.0
Local shops, Ross-on-Wye Town Centre	-	-	-	-	1.1	1.1	1.1	0.0
Local shops, Whitechurch Village Centre	-	-	-	-	0.2	0.2	0.2	0.0
Model Farm, Hildersley, Ross-on-Wye, HR9 7NN	-	-	-	-	0.1	0.1	0.1	0.0
Morrisons, Station Street, Ross-on-Wye, HR9 7AG	5367	3220	2369	12940	30.7	21.5	23.9	-8.8
One Stop, Gloucester Road, Ross-on-Wye, HR9 5BS	391	268	241	8107	2.0	0.3	0.3	-1.7
Organic Shop, Broad Street, Ross-on-Wye, HR9 7EA	-	-	-	-	0.0	0.0	0.0	0.0
Pengethley Farm Shop, Pengethley Farm, Peterstow, Ross-on-Wye, HR9 6LN	-	-	-	-	0.2	0.2	0.2	0.0
Peterstow Post Office, A49, Peterstow, HR9 6LB	-	-	-	-	0.0	0.0	0.0	0.0
Post Office								

Table 6a: Estimated capacity for additional convenience goods floorspace in Herefordshire Authority Area

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	448.2	437.3	40.1	29.2
2026	456.7	446.1	40.9	30.3
2027	457.2	448.3	41.1	32.2
2031	457.2	458.5	42.0	43.4
2036	457.2	471.8	43.3	57.9
2041	457.2	482.3	44.2	69.3
Study Area Market Share (%)	96.5			

Notes:

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
b. Assumes constant market share claimed by Herefordshire facilities of 96.5% of Study Area expenditure

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Herefordshire Authority Area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2022	29.2	2,200	3,700
2026	30.3	2,200	3,700
2027	32.2	2,300	3,900
2031	43.4	3,200	5,300
2036	57.9	4,200	7,100
2041	69.3	5,100	8,500

Notes:

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £8,000 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)

Table 6c: Extant convenience goods commitments in Herefordshire Authority Area

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)
Zone 6						
The Barrell Inn, Ross-on-Wye	174513	Proposed change of use from a public house to retail outlet	398	342	8,000	2.7
Total				342	8,000	2.7

Notes:

- a. Gross and net sales areas derived from VOA data where available
b. Where net sales area not confirmed, Nexus Planning professional judgement applied
c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2021 and Mintel Retail Rankings 2018

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Herefordshire Authority Area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	29.2	2.7	26.5	2,000	3,300
2026	30.3	2.8	27.5	2,000	3,400
2027	32.2	2.8	29.4	2,100	3,600
2031	43.4	2.8	40.6	3,000	5,000
2036	57.9	2.8	55.1	4,000	6,800
2041	69.3	2.8	66.6	4,900	8,200

Notes:

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £9,878 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6a: Estimated capacity for additional convenience goods floorspace in Hereford

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	272.0	248.2	22.4	-1.4
2026	277.2	253.2	22.9	-1.2
2027	277.5	254.4	23.0	-0.1
2031	277.5	260.2	23.5	6.2
2036	277.5	267.8	24.2	14.4
2041	277.5	273.7	24.7	20.9
Study Area Market Share (%)		54.8		

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
b. Assumes constant market share claimed by Hereford facilities of 54.8% of Study Area expenditure

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Hereford

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2022	-1.4	-100	-200
2026	-1.2	-100	-100
2027	-0.1	0	0
2031	6.2	500	800
2036	14.4	1,100	1,800
2041	20.9	1,500	2,600

Notes:
a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £8,000 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)

Table 6c: Extant convenience goods commitments in Hereford

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)
Total						

Notes:
a. Gross and net sales areas derived from VOA data where available
b. Where net sales area not confirmed, Nexus Planning professional judgement applied
c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2021 and Mintel Retail Rankings 2018

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Hereford

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	-1.4	0.0	-1.4	-100	-200
2026	-1.2	0.0	-1.2	-100	-100
2027	-0.1	0.0	-0.1	0	0
2031	6.2	0.0	6.2	500	800
2036	14.4	0.0	14.4	1,100	1,800
2041	20.9	0.0	20.9	1,500	2,600

Notes:
a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £9,878 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6a: Estimated capacity for additional convenience goods floorspace in Leominster

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	51.3	67.5	7.3	23.4
2026	52.3	68.8	7.4	24.0
2027	52.3	69.1	7.5	24.3
2031	52.3	70.7	7.7	26.0
2036	52.3	72.8	7.9	28.3
2041	52.3	74.4	8.1	30.1
Study Area Market Share (%)	14.9			

Notes:
a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
b. Assumes constant market share claimed by Leominster facilities of 14.9% of Study Area expenditure

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Leominster

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2022	23.4	1,700	2,900
2026	24.0	1,800	2,900
2027	24.3	1,800	3,000
2031	26.0	1,900	3,200
2036	28.3	2,100	3,500
2041	30.1	2,200	3,700

Notes:
a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £8,000 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)

Table 6c: Extant convenience goods commitments in Leominster

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)
Total						

Notes:
a. Gross and net sales areas derived from VOA data where available
b. Where net sales area not confirmed, Nexus Planning professional judgement applied
c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2021 and Mintel Retail Rankings 2018

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Leominster

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	23.4	0.0	23.4	1,700	2,900
2026	24.0	0.0	24.0	1,800	2,900
2027	24.3	0.0	24.3	1,800	3,000
2031	26.0	0.0	26.0	1,900	3,200
2036	28.3	0.0	28.3	2,100	3,500
2041	30.1	0.0	30.1	2,200	3,700

Notes:
a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £9,878 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6a: Estimated capacity for additional convenience goods floorspace in Ross-on-Wye

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	55.8	50.0	5.3	-0.5
2026	56.8	51.1	5.4	-0.4
2027	56.9	51.3	5.4	-0.2
2031	56.9	52.5	5.5	1.1
2036	56.9	54.0	5.7	2.8
2041	56.9	55.2	5.8	4.1
Study Area Market Share (%)	11.0			

Notes:

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
- b. Assumes constant market share claimed by Ross-on-Wye facilities of 11.0% of Study Area expenditure

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Ross-on-Wye

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2022	-0.5	0	-100
2026	-0.4	0	-100
2027	-0.2	0	0
2031	1.1	100	100
2036	2.8	200	300
2041	4.1	300	500

Notes:

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
- b. Average sales density assumed to be £8,000 per sq.m which is reflective of discount operators
- c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)

Table 6c: Extant convenience goods commitments in Ross-on-Wye

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)
Zone 6						
The Barrell Inn, Ross-on-Wye	174513	Proposed change of use from a public house to retail outlet	398	342	8,000	2.7
Total				342	8,000	2.7

Notes:

- a. Gross and net sales areas derived from VOA data where available
- b. Where net sales area not confirmed, Nexus Planning professional judgement applied
- c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2021 and Mintel Retail Rankings 2018

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Ross-on-Wye

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	-0.5	2.7	-3.2	-200	-400
2026	-0.4	2.8	-3.2	-200	-400
2027	-0.2	2.8	-3.0	-200	-400
2031	1.1	2.8	-1.7	-100	-200
2036	2.8	2.8	0.0	0	0
2041	4.1	2.8	1.3	100	200

Notes:

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
- b. Average sales density assumed to be £9,878 per sq.m which is reflective of discount operators
- c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
- d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6a: Estimated capacity for additional convenience goods floorspace in Ledbury

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	36.8	41.4	4.4	9.0
2026	37.5	42.2	4.4	9.2
2027	37.5	42.5	4.5	9.4
2031	37.5	43.4	4.6	10.5
2036	37.5	44.7	4.7	11.9
2041	37.5	45.7	4.8	13.0
Study Area Market Share (%)	9.1			

Notes:

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
- b. Assumes constant market share claimed by Ledbury facilities of 9.1% of Study Area expenditure

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Ledbury

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2022	9.0	700	1,100
2026	9.2	700	1,100
2027	9.4	700	1,200
2031	10.5	800	1,300
2036	11.9	900	1,500
2041	13.0	900	1,600

Notes:

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
- b. Average sales density assumed to be £8,000 per sq.m which is reflective of discount operators
- c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)

Table 6c: Extant convenience goods commitments in Ledbury

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)
Total						

Notes:

- a. Gross and net sales areas derived from VOA data where available
- b. Where net sales area not confirmed, Nexus Planning professional judgement applied
- c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2021 and Mintel Retail Rankings 2018

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Ledbury

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	9.0	0.0	9.0	700	1,100
2026	9.2	0.0	9.2	700	1,100
2027	9.4	0.0	9.4	700	1,200
2031	10.5	0.0	10.5	800	1,300
2036	11.9	0.0	11.9	900	1,500
2041	13.0	0.0	13.0	900	1,600

Notes:

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
- b. Average sales density assumed to be £9,878 per sq.m which is reflective of discount operators
- c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
- d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6a: Estimated capacity for additional convenience goods floorspace in Kington

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	8.1	8.1	0.4	0.4
2026	8.3	8.2	0.4	0.4
2027	8.3	8.3	0.4	0.4
2031	8.3	8.5	0.4	0.6
2036	8.3	8.7	0.4	0.9
2041	8.3	8.9	0.4	1.1
Study Area Market Share (%)	1.8			

Notes:

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
- b. Assumes constant market share claimed by Kington facilities of 1.8% of Study Area expenditure

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Kington

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2022	0.4	0	0
2026	0.4	0	0
2027	0.4	0	100
2031	0.6	0	100
2036	0.9	100	100
2041	1.1	100	100

Notes:

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
- b. Average sales density assumed to be £8,000 per sq.m which is reflective of discount operators
- c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)

Table 6c: Extant convenience goods commitments in Kington

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)
Total						

Notes:

- a. Gross and net sales areas derived from VOA data where available
- b. Where net sales area not confirmed, Nexus Planning professional judgement applied
- c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2021 and Mintel Retail Rankings 2018

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Kington

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	0.4	0.0	0.4	0	0
2026	0.4	0.0	0.4	0	0
2027	0.4	0.0	0.4	0	100
2031	0.6	0.0	0.6	0	100
2036	0.9	0.0	0.9	100	100
2041	1.1	0.0	1.1	100	100

Notes:

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
- b. Average sales density assumed to be £9,878 per sq.m which is reflective of discount operators
- c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
- d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6a: Estimated capacity for additional convenience goods floorspace in Bromyard

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	13.3	8.9	0.4	-4.1
2026	13.6	9.0	0.4	-4.1
2027	13.6	9.1	0.4	-4.1
2031	13.6	9.3	0.4	-3.9
2036	13.6	9.6	0.4	-3.6
2041	13.6	9.8	0.4	-3.4
Study Area Market Share (%)	2.0			

Notes:

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
- b. Assumes constant market share claimed by Bromyard facilities of 2.0% of Study Area expenditure

Table 6b: Gross quantitative capacity for additional convenience goods floorspace in Bromyard

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2022	-4.1	-300	-500
2026	-4.1	-300	-500
2027	-4.1	-300	-500
2031	-3.9	-300	-500
2036	-3.6	-300	-400
2041	-3.4	-200	-400

Notes:

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
- b. Average sales density assumed to be £8,000 per sq.m which is reflective of discount operators
- c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)

Table 6c: Extant convenience goods commitments in Bromyard

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)
Total						

Notes:

- a. Gross and net sales areas derived from VOA data where available
- b. Where net sales area not confirmed, Nexus Planning professional judgement applied
- c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2021 and Mintel Retail Rankings 2018

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Bromyard

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	-4.1	0.0	-4.1	-300	-500
2026	-4.1	0.0	-4.1	-300	-500
2027	-4.1	0.0	-4.1	-300	-500
2031	-3.9	0.0	-3.9	-300	-500
2036	-3.6	0.0	-3.6	-300	-400
2041	-3.4	0.0	-3.4	-200	-400

Notes:

- a. Average sales density assumed to be £13,434 per sq.m which is average of 'main four' foodstore operators
- b. Average sales density assumed to be £9,878 per sq.m which is reflective of discount operators
- c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19 (January 2022)
- d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

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Table 7a: Population

Zone	Population					
	2022	2026	2027	2031	2036	2041
1A	66,056	67,853	68,224	69,729	71,676	73,655
1B	45,875	47,238	47,555	48,686	49,881	50,849
2	5,192	5,324	5,360	5,451	5,575	5,683
3	22,142	22,681	22,815	23,306	23,837	24,267
4	7,876	8,039	8,070	8,182	8,287	8,353
5	16,029	16,340	16,439	16,742	17,033	17,333
6	22,322	22,882	23,014	23,558	24,063	24,501
Total	185,492	190,357	191,477	195,654	200,352	204,640

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£) 2020 with SFT										Comparison goods expenditure per capita (£) 2020										Comparison goods expenditure per capita (£) 2022									
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total			
	1A	697	245	389	503	585	434	275	352	3,481	519	183	289	374	435	323	205	262	2,590	552	194	308	398	463	344	218	278	2,756		
1B	723	318	414	809	615	578	428	380	4,267	538	237	308	602	458	430	319	283	3,174	573	252	327	641	487	458	339	301	3,378			
2	667	307	361	823	556	576	369	336	3,995	497	228	269	612	414	428	275	250	2,972	528	243	286	651	441	456	292	266	3,163			
3	669	288	367	731	563	499	361	361	3,840	498	215	273	544	419	371	268	269	2,857	530	228	291	579	446	395	286	286	3,041			
4	648	288	356	768	570	506	360	355	3,851	482	215	265	571	424	376	268	264	2,865	513	228	282	608	452	400	285	281	3,049			
5	755	301	410	745	646	515	406	389	4,166	562	224	305	555	480	383	302	289	3,099	598	238	325	590	511	408	321	308	3,299			
6	772	299	445	658	675	540	404	427	4,220	574	222	331	490	502	402	301	318	3,140	611	237	353	521	534	428	320	338	3,342			

Zone	Comparison goods expenditure per capita (£) 2026										Comparison goods expenditure per capita (£) 2027										Comparison goods expenditure per capita (£) 2031									
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total			
	1A	595	209	332	429	499	371	235	300	2,969	607	214	339	438	509	378	240	306	3,031	668	235	372	481	560	416	264	337	3,333		
1B	617	272	353	690	525	493	365	324	3,639	630	277	360	704	536	503	373	331	3,715	693	305	396	775	589	554	410	364	4,085			
2	569	262	308	702	475	491	315	286	3,407	581	267	315	716	485	501	322	292	3,479	639	294	346	788	533	551	354	321	3,825			
3	571	246	313	623	480	426	308	308	3,275	583	251	320	636	490	435	314	315	3,344	641	276	352	700	539	478	345	346	3,677			
4	553	246	303	655	486	431	307	303	3,285	564	251	310	669	497	440	313	310	3,354	621	276	341	735	546	484	344	340	3,687			
5	644	257	350	636	551	439	346	331	3,553	657	262	357	649	562	448	354	338	3,628	723	288	392	714	618	493	389	372	3,989			
6	658	255	380	561	575	461	345	364	3,599	672	260	388	573	587	471	352	372	3,675	739	286	426	630	646	517	387	409	4,041			

Zone	Comparison goods expenditure per capita (£) 2036										Comparison goods expenditure per capita (£) 2041									
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		
	1A	761	268	424	548	638	474	300	383	3,797	869	306	484	626	729	541	343	438	4,338	
1B	789	347	451	882	671	631	467	415	4,654	902	397	515	1,008	767	720	534	474	5,317		
2	728	335	394	897	607	628	403	366	4,358	832	383	450	1,025	693	717	460	418	4,978		
3	730	315	401	797	614	544	393	394	4,188	834	359	458	911	702	622	449	450	4,785		
4	707	314	388	838	622	551	392	388	4,200	808	359	443	957	711	630	448	443	4,799		
5	823	328	447	813	704	561	443	424	4,544	941	375	511	929	804	641	506	484	5,191		
6	842	326	486	718	736	590	441	466	4,603	962	372	555	820	841	674	503	532	5,259		

Notes:

- a. Zones based on the postcode sectors as set out in the main Study
- b. Per capita expenditure derived from Experian MMG3 data (2022 report)
- c. Population derived from Experian MMG3 data (2022 report).
- d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 19

2020 Prices

Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m)									Comparison goods expenditure (£m)								
	2022									2026								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1A	36.5	12.8	20.3	26.3	30.6	22.7	14.4	18.4	182.1	40.4	14.2	22.5	29.1	33.9	25.1	15.9	20.3	201.4
1B	26.3	11.6	15.0	29.4	22.4	21.0	15.6	13.8	155.0	29.1	12.8	16.7	32.6	24.8	23.3	17.3	15.3	171.9
2	2.7	1.3	1.5	3.4	2.3	2.4	1.5	1.4	16.4	3.0	1.4	1.6	3.7	2.5	2.6	1.7	1.5	18.1
3	11.7	5.1	6.4	12.8	9.9	8.8	6.3	6.3	67.3	12.9	5.6	7.1	14.1	10.9	9.7	7.0	7.0	74.3
4	4.0	1.8	2.2	4.8	3.6	3.2	2.2	2.2	24.0	4.4	2.0	2.4	5.3	3.9	3.5	2.5	2.4	26.4
5	9.6	3.8	5.2	9.5	8.2	6.5	5.2	4.9	52.9	10.5	4.2	5.7	10.4	9.0	7.2	5.7	5.4	58.1
6	13.6	5.3	7.9	11.6	11.9	9.6	7.1	7.5	74.6	15.1	5.8	8.7	12.8	13.2	10.5	7.9	8.3	82.4
Total	104.5	41.6	58.6	97.8	88.8	74.1	52.3	54.6	572.3	115.5	46.0	64.8	108.1	98.1	81.9	57.9	60.4	632.6

Zone	Comparison goods expenditure (£m)									Comparison goods expenditure (£m)								
	2027									2031								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1A	41.4	14.6	23.1	29.9	34.8	25.8	16.4	20.9	206.8	46.6	16.4	26.0	33.6	39.1	29.0	18.4	23.5	232.4
1B	30.0	13.2	17.1	33.5	25.5	23.9	17.7	15.7	176.7	33.7	14.8	19.3	37.7	28.7	27.0	20.0	17.7	198.9
2	3.1	1.4	1.7	3.8	2.6	2.7	1.7	1.6	18.6	3.5	1.6	1.9	4.3	2.9	3.0	1.9	1.8	20.9
3	13.3	5.7	7.3	14.5	11.2	9.9	7.2	7.2	76.3	14.9	6.4	8.2	16.3	12.6	11.1	8.0	8.1	85.7
4	4.6	2.0	2.5	5.4	4.0	3.6	2.5	2.5	27.1	5.1	2.3	2.8	6.0	4.5	4.0	2.8	2.8	30.2
5	10.8	4.3	5.9	10.7	9.2	7.4	5.8	5.6	59.6	12.1	4.8	6.6	11.9	10.3	8.3	6.5	6.2	66.8
6	15.5	6.0	8.9	13.2	13.5	10.8	8.1	8.6	84.6	17.4	6.7	10.0	14.8	15.2	12.2	9.1	9.6	95.2
Total	118.6	47.3	66.5	111.0	100.8	84.1	59.4	62.0	649.7	133.3	53.1	74.7	124.7	113.2	94.5	66.8	69.7	730.0

Zone	Comparison goods expenditure (£m)									Comparison goods expenditure (£m)									Changes in Expenditure				
	2036									2041									2022-2026	2022-2027	2022-2031	2022-2036	2022-2041
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total					
1A	54.5	19.2	30.4	39.3	45.7	34.0	21.5	27.5	272.1	64.0	22.5	35.7	46.1	53.7	39.9	25.3	32.3	319.5	19.4	24.7	50.3	90.1	137.4
1B	39.4	17.3	22.5	44.0	33.5	31.5	23.3	20.7	232.1	45.8	20.2	26.2	51.3	39.0	36.6	27.1	24.1	270.3	16.9	21.7	43.9	77.1	115.4
2	4.1	1.9	2.2	5.0	3.4	3.5	2.2	2.0	24.3	4.7	2.2	2.6	5.8	3.9	4.1	2.6	2.4	28.3	1.7	2.2	4.4	7.9	11.9
3	17.4	7.5	9.6	19.0	14.6	13.0	9.4	9.4	99.8	20.2	8.7	11.1	22.1	17.0	15.1	10.9	10.9	116.1	7.0	9.0	18.4	32.5	48.8
4	5.9	2.6	3.2	6.9	5.2	4.6	3.3	3.2	34.8	6.7	3.0	3.7	8.0	5.9	5.3	3.7	3.7	40.1	2.4	3.0	6.2	10.8	16.1
5	14.0	5.6	7.6	13.8	12.0	9.6	7.5	7.2	77.4	16.3	6.5	8.9	16.1	13.9	11.1	8.8	8.4	90.0	5.2	6.8	13.9	24.5	37.1
6	20.3	7.8	11.7	17.3	17.7	14.2	10.6	11.2	110.8	23.6	9.1	13.6	20.1	20.6	16.5	12.3	13.0	128.8	7.8	10.0	20.6	36.2	54.3
Total	155.5	61.9	87.2	145.4	132.1	110.2	77.9	81.2	851.3	181.4	72.2	101.7	169.5	154.1	128.6	90.8	94.8	993.1	60.3	77.4	157.7	279.1	420.9

Herefordshire Town Centre and Retail Assessment 2022
Nexus Planning

Table 9: Clothing & footwear shopping patterns

Destination	Total Clothing (%)	Zone 1A Clothing (%)	Zone 1B Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)
Study Area								
Zone 1A								
(Halo) Hereford Leisure Pool, St Martin's Avenue, Hereford, HR2 7RQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Eign Street, Hereford, HR4 0AP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Annetts Fine Furniture, Three Elms Road, Hereford, HR4 0SQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Belmont Road, Hereford, HR2 7JE	5.0	7.4	4.9	0.0	4.7	2.2	0.0	3.6
B&M, Salmon Retail Park, Hereford, HR4 9SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Holmer Road, Hereford, HR4 9SH	0.3	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Booker, Centurion Way, Hereford, HR1 1HU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brook Retail Park, Commercial Road, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clethorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Grandstand Road, Hereford, HR4 9LT	0.8	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Day Lewis Pharmacy, Grandstand Road, Hereford, HR4 9NR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dulux Decorator Centre, Holmer Road, Hereford, HR4 9BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Evans Farms Supplies, Holmer Road, Hereford, HR4 9UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Belmont Road, Hereford, HR2 7JR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hereford Butter Market, High Town, Hereford	0.4	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Hereford Carpets, Commercial Road, Hereford, HR1 2BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hereford City Centre (includes Old Market Shopping Centre & Maylord Shopping Centre)	40.7	45.0	47.2	52.8	48.1	44.6	19.0	22.4
Hereford Garden Centre, Kings Acre Road, Hereford, HR4 0SE	0.7	0.8	0.7	0.0	2.4	0.0	0.0	0.0
Hereford Industrial Supplies, Three Elms Trading Estate, Hereford, HR4 9PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hereford Retail Park, Newtown Road, Hereford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Hereford Trade Park, Holmer Road, Hereford, HR4 9SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holmer Road, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Holmer Road, Hereford, HR4 9SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Choice Flooring, Rotherwas Industrial Estate, Hereford, HR2 6JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, Holmer Road, Hereford, HR4 9RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JMart Warehouse, Widemarsh Street, Hereford, HR4 9HN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Brook Retail Park, Commercial Road, Hereford, HR1 2BQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, High Town, Hereford, HR1 2AB	12.3	21.1	12.8	7.7	0.0	6.8	0.8	0.9
Morrisons, Station Approach, Hereford, HR1 1DN	0.9	1.7	0.7	0.0	0.0	0.0	0.0	0.0
Ron Smith & Co Ltd, Rockfield Road, Hereford, HR1 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rotherwas Industrial Estate, Netherwood Road, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rowlands Pharmacy, Eastholme Avenue, Belmont, Hereford, HR2 7XT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barton Yard, Hereford, HR4 0AG (includes Argos store)	5.4	9.3	5.7	2.5	1.2	0.0	0.0	0.9
Salmon Retail Park, Holmer Road, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mortimer Road, Hereford, HR4 9SR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spur Retail Park, Holmer Road, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Michael's Hospice, Holmer Road, Hereford, HR4 9UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Michaels Hospice, Whitecross Road, Hereford, HR4 0DQ	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Abbotsmead Road, Belmont, Hereford, HR2 7XS	1.9	0.4	5.8	0.0	0.0	0.0	0.0	4.4
Tesco Superstore, Bewell Street, Hereford, HR4 0BW	0.2	0.0	0.7	0.0	0.0	0.0	0.0	0.0
The Range, Three Elms Road, Hereford, HR4 0SQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Holmer Road, Hereford, HR4 9BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tupley Local Centre, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, The Old Market, Hereford, HR4 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westfaling Pharmacy, Westfaling Street, Hereford, HR4 0JF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Widemarsh Street, Hereford, HR4 9EZ	0.2	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Wye Valley Pharmacy, Holme Lacy Road, Hereford, HR2 6BZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1A	69.0	89.0	80.6	63.0	56.3	53.6	19.9	33.2
Zone 1B								
Ewyas Harold Village Store, Church House, Hereford, HR2 0EX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fownhope Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingstone Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lugwardine Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madley Plants, B4352, Madley, HR2 9NT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakchurch Farm Shop, Brecon Road, Staunton on Wye, HR4 7NH	0.1	0.0	0.0	2.5	0.0	0.0	0.0	0.0
Peterchurch Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Radway Bridge Garden Centre, A4103, Whitestone, Hereford, HR1 3RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington Home & Gardens, A49, Wellington, HR4 8BB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weobley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1B	0.1	0.0	0.0	2.5	0.0	0.0	0.0	0.0
Zone 2								
Co-op, Crabtree Road, Kington, HR5 3UD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
J&P Turner and Arrow Mills Garden Centre, Arrow Mills, Kington, HR5 3DU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JMart Warehouse, Bridge Street, Kington, HR5 3DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kington Building Supplies, Sunset Yard, Kington, HR5 3SF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kington Town Centre	0.3	0.0	0.0	10.2	0.0	0.0	0.0	0.0
Lyonshall Nurseries, Lyonshall, Kington, HR5 3LN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	0.3	0.0	0.0	10.2	0.0	0.0	0.0	0.0
Zone 3								
Aldi, Dishley Street, Leominster, HR6 8NY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Mill Street, Leominster, HR6 8EF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leominster Building Supplies, Dishley Street, Leominster, HR6 8NY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leominster Engineering, Southern Avenue, Leominster, HR6 0QF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leominster Town Centre	2.0	0.0	0.0	2.5	18.6	11.2	0.0	0.0
Morrisons, Barons Cross Road, Leominster, HR6 8RH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pembridge Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Original Factory Shop, Broad Street, Leominster	0.3	0.0	0.0	0.0	3.6	0.0	0.0	0.0
Three Piece Suites, Southern Avenue, Leominster, HR6 0QF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	2.3	0.0	0.0	2.5	22.2	11.2	0.0	0.0
Zone 4								
(Halo) Bromyard Centre, Cruxwell Street, Bromyard, HR7 4EB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bromyard Town Centre	0.1	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Co-op, Tenbury Road, Bromyard, HR7 4LW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halls of Bromyard, Tenbury Road, Bromyard, HR7 4LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, Broadbridge, Bromyard, HR7 4NT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 4	0.1	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Zone 5								
Aldi, Leadon Way, Ledbury, HR8 2SS	0.2	0.0	0.0	0.0	0.0	0.0	1.7	0.0
Appliance Solutions, Lower Road Trading Estate, Ledbury, HR8 2DJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, New Mills Industrial Estate, Ledbury, HR8 2SR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ledbury Town Centre	2.5	0.0	0.0	0.0	1.2	0.0	23.7	0.0
Monkhide Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	3.9	0.0
New Mills Industrial Estate, Leadon Way, Ledbury, HR8 2SR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newent Plant Centre, Hereford Road, Ledbury, HR8 2PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Wharf Industrial Estate, Dymock Road, Ledbury, HR8 2JQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Homend Trading Estate, Ledbury, HR8 1AR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Orchard Lane, Ledbury, HR8 1DQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 5	3.1	0.0	0.0	0.0	1.2	0.0	29.3	0.0
Zone 6								
Aldi, Brookend Street, Ross-on-Wye, HR9 7EE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Baileys DIY, Over Ross Roundabout (near Labels), Ross-on-Wye, HR9 7US	0.5	0.0	0.0	0.0	0.0	0.0	0.0	4.4
Baileys Home Store, Whitecross Farm, A49, Bridstow, HR9 6JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bradfor's Building Supplies, Alton Road, Ross-on-Wye, HR9 5JE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castrees Garden Plants, Bromsash, Ross on Wye, HR9 7PL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chase Industrial Estate, Alton Road, Ross-on-Wye, HR9 5WA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Engine Shed, A40, Ross-on-Wye, HR9 7BW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JMart Warehouse, Ashburton Road, Ross-on-Wye, HR9 7BW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Labels Shopping Centre, Ledbury Road, Ross-on-Wye	1.5	2.4	0.0	0.0	0.0	0.0	0.0	4.7
Morrisons, Station Street, Ross-on-Wye, HR9 7AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pengethley Garden Centre, Peterstow, Ross-on-Wye, HR9 6LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ross Garden Store, Station Approach, Ross-on-Wye, HR9 7BW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ross-on-Wye Town Centre	4.3	0.4	1.5	0.0	0.0	0.0	1.7	31.7
Sainsbury's Superstore, The Maltings, Ross-On-Wye, HR9 7YB (includes Argos store)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Ashburton Industrial Estate, Ross-on-Wye, HR9 7BW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 6	6.3	2.8	1.5	0.0	0.0	0.0	1.7	40.7
Herefordshire Authority Area Sub-Total								
Inside Study Area Sub-Total	81.1	91.8	82.1	78.3	79.7	67.1	50.8	73.9
Outside Catchment Area								
3 Shires Garden Centre, Ledbury Road, Botloe's Green, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abergavenny Town Centre	0.6	0.0	0.7	0.0	0.0	0.0	0.0	3.6
Aberystwyth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Bristol Road, Quedgeley, GL2 4QL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Clifton Road, Gloucester, GL1 5BJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hucclecote Road, Gloucester, GL3 3TH								

Destination	Total Clothing (%)	Zone 1A Clothing (%)	Zone 1B Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)
Study Area								
Aldi, Monmouth Road, Abergavenny, NP7 5HF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Pheasant Street, Worcester, WR1 2DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Bruton Way, Gloucester, GL1 1DS	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Asda, Link Road, Quedgeley, GL2 2SN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Silver Street Worcester, WR1 2DA	0.1	0.0	0.0	0.0	0.0	2.2	0.0	0.0
B&Q, Spring Lane, Malvern, WR14 1AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, St Oswalds Retail Park, Gloucester, GL1 2UE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham Airport, Edmon, Birmingham, B26 3QJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birmingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpole Retail Park, Blackpole Road, Worcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boraston Lane Industrial Estate, Burford, Tenbury Wells, WR15 8LE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bristol City Centre	1.0	0.0	0.0	0.0	5.4	0.0	3.2	1.9
Broadwas Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burford House Garden Store, Tenbury Wells, WR15 8HQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cambridge City Centre	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Cardiff City Centre	0.8	0.0	1.5	0.0	0.0	0.0	3.2	0.9
Central London / West End	0.2	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Cheltenham Town Centre	2.6	0.0	5.5	0.0	0.0	0.0	7.4	5.5
Cheshire Oaks, Kinsey Road, South Wirral, Ellesmere Port, CH65 9JJ	0.4	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Chichester City Centre	0.9	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorlton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Church Stretton Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cinderford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clarks Village Outlet Centre, Farm Road, Street, BA16 0BB	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Coleford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Colwall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craven Arms Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cribbs Causeway (Mall & Retail Park), Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossley Retail Park, Carpet Trades Way, Kidderminster, DY11 6DY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dar Ltd, Worcester Road, Link Top, Malvern, WR14 1EP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby City Centre	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Designer Outlet Swindon, Kemble Drive, Swindon, SN2 2DY	0.2	0.0	0.0	9.6	0.0	0.0	0.0	0.0
Designer Outlet York, St Nicholas Avenue, York, YO19 4TA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Droitwich Garden Centre, Worcester Road, Droitwich Spa, WR9 0DG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Drybrook Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastern Avenue Retail Park, Southbrook, Gloucester, GL4 3BU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elgar Retail Park, Blackpole Road, Worcester	0.1	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Frosts Garden Centre, Sandy Road, Willington, Bedford, MK44 3QP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gallagher Retail Park, Tewkesbury Road, Cheltenham	0.1	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Gloucester City Centre	1.0	0.0	0.0	0.0	0.0	0.0	4.7	4.5
Gloucester Quays Outlet Centre, St Ann Way, Gloucester	1.0	0.0	1.5	9.6	5.4	0.0	0.0	0.0
Great Malvern Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hay-on-Wye Town Centre	0.3	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Homebase, Eastbrook Road, Gloucester, GL4 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Elgar Retail Park, Worcester, WR3 8HP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Eastgate Shopping Centre, Bristol, BS5 6XX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Ferry Road, Cardiff, CF11 0XR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Lewis, The Hayes, Cardiff, CF10 1EG	0.3	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Langlands Garden Centre, York Road, Shiptonthorpe, YO43 3PN	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Laylocks Garden Centre, Bromyard Road, Worcester, WR6 5LP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Old Station Way, Coleford, GL16 8RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.2	0.0	0.0	0.0	2.4	0.0	0.0	0.0
Ludlow Town Centre	0.1	0.0	0.0	0.0	1.2	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.1	0.0	0.0	0.0	0.0	0.0	0.8	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.7	0.0	0.0	0.0	0.0	2.2	5.9	0.0
Malvern Shopping Park, Roman Way, Malvern	3.8	2.5	0.0	0.0	0.0	24.0	14.8	1.9
Malvern Town Centre (includes Malvern Link)	0.2	0.0	0.0	0.0	0.0	0.0	1.7	0.0
Manchester City Centre	0.3	0.0	0.0	0.0	0.0	0.0	3.3	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	0.6	0.0	1.4	2.5	0.0	0.0	0.0	1.9
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newent Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newport City Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.2	0.0	0.0	0.0	0.0	0.0	1.7	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.3	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	0.4	0.0	0.0	0.0	4.7	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.1	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.3	0.0	1.5	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.1	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	1.2	2.0	0.7	0.0	0.0	4.5	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	18.9	8.2	17.9	21.7	20.3	32.9	49.2	26.1
Grand Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Zones based on post code sectors
b. Market shares derived directly from 2022 NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

Destination	Total Clothing (£m)	Zone 1A Clothing (£m)	Zone 1B Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)
Study Area								
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Ludlow Town Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.7	0.0	0.0	0.0	0.0	0.1	0.6	0.0
Malvern Shopping Park, Roman Way, Malvern	3.5	0.9	0.0	0.0	0.0	1.0	1.4	0.3
Malvern Town Centre (includes Malvern Link)	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Manchester City Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	0.7	0.0	0.4	0.1	0.0	0.0	0.0	0.3
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newent Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newport City Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	0.6	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	1.1	0.7	0.2	0.0	0.0	0.2	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	20.3	3.0	4.7	0.6	2.4	1.3	4.7	3.6
Grand Total	104.5	36.5	26.3	2.7	11.7	4.0	9.6	13.6

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from 2022 NEMS Household Survey
- c. Excludes 'don't know/varies', markets and internet sales

2020 Prices

Destination	Total Books etc (%)	Zone 1A Books etc (%)	Zone 1B Books etc (%)	Zone 2 Books etc (%)	Zone 3 Books etc (%)	Zone 4 Books etc (%)	Zone 5 Books etc (%)	Zone 6 Books etc (%)
Study Area								
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Shopping Park, Roman Way, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Town Centre (includes Malvern Link)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.0	5.6
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newent Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newport City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.7	2.1	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.4	0.0	0.0	0.0	5.9	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	1.6	3.9	0.0	0.0	0.0	7.7	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	9.3	8.1	3.4	6.3	5.9	7.7	7.2	26.7
Grand Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from 2022 NEMS Household Survey
- c. Excludes 'don't know/varies', markets and internet sales

Destination	Total Books etc (£m)	Zone 1A Books etc (£m)	Zone 1B Books etc (£m)	Zone 2 Books etc (£m)	Zone 3 Books etc (£m)	Zone 4 Books etc (£m)	Zone 5 Books etc (£m)	Zone 6 Books etc (£m)
Study Area								
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Shopping Park, Roman Way, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Town Centre (includes Malvern Link)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newent Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newport City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	0.6	0.5	0.0	0.0	0.0	0.1	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	3.6	1.0	0.4	0.1	0.3	0.1	0.3	1.4
Grand Total	41.6	12.8	11.6	1.3	5.1	1.8	3.8	5.3

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from 2022 NEMS Household Survey
- c. Excludes 'don't know/varies', markets and internet sales

2020 Prices

Destination	Total Household (%)	Zone 1A Household (%)	Zone 1B Household (%)	Zone 2 Household (%)	Zone 3 Household (%)	Zone 4 Household (%)	Zone 5 Household (%)	Zone 6 Household (%)
Study Area								
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Shopping Park, Roman Way, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Town Centre (includes Malvern Link)	0.1	0.0	0.0	0.0	0.0	2.9	0.0	0.0
Manchester City Centre	0.2	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	5.2
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.1	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Newent Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Newport City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	0.5	0.0	0.0	0.0	4.2	0.0	0.0	0.0
Solihull Town Centre	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.6	1.4	0.0	0.0	0.0	0.0	1.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.1	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	0.8	1.4	0.0	0.0	0.0	5.8	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	10.4	8.9	10.9	12.7	4.2	11.5	19.7	10.8
Grand Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from 2022 NEMS Household Survey
- c. Excludes 'don't know/varies', markets and internet sales

Destination	Total Household (£m)	Zone 1A Household (£m)	Zone 1B Household (£m)	Zone 2 Household (£m)	Zone 3 Household (£m)	Zone 4 Household (£m)	Zone 5 Household (£m)	Zone 6 Household (£m)
Study Area								
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Shopping Park, Roman Way, Malvern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Town Centre (includes Malvern Link)	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Manchester City Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Newent Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Newport City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Solihull Town Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.3	0.3	0.0	0.0	0.0	0.0	0.1	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	0.4	0.3	0.0	0.0	0.0	0.1	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	6.0	1.8	1.6	0.2	0.3	0.3	1.0	0.8
Grand Total	58.6	20.3	15.0	1.5	6.4	2.2	5.2	7.9

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from 2022 NEMS Household Survey
- c. Excludes 'don't know/varies', markets and internet sales

2020 Prices

Destination	Total Toys etc (%)	Zone 1A Toys etc (%)	Zone 1B Toys etc (%)	Zone 2 Toys etc (%)	Zone 3 Toys etc (%)	Zone 4 Toys etc (%)	Zone 5 Toys etc (%)	Zone 6 Toys etc (%)
Study Area								
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Shopping Park, Roman Way, Malvern	0.2	0.0	0.0	0.0	0.0	0.0	3.1	0.0
Malvern Town Centre (includes Malvern Link)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.2	0.0	0.0	0.0	0.0	12.4	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newent Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newport City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.4	0.0	0.0	0.0	0.0	0.0	6.3	0.0
Telford Town Centre	0.9	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.2	0.0	0.0	0.0	0.0	0.0	3.1	0.0
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.4	0.0	0.0	0.0	0.0	25.3	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	0.2	0.0	0.0	0.0	0.0	12.4	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	9.1	6.1	7.0	18.1	0.0	50.2	30.4	12.5
Grand Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from 2022 NEMS Household Survey
- c. Excludes 'don't know/varies', markets and internet sales

Destination	Total Toys (£m)	Zone 1A Toys (£m)	Zone 1B Toys (£m)	Zone 2 Toys (£m)	Zone 3 Toys (£m)	Zone 4 Toys (£m)	Zone 5 Toys (£m)	Zone 6 Toys (£m)
Study Area								
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Shopping Park, Roman Way, Malvern	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Malvern Town Centre (includes Malvern Link)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.6	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newent Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newport City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Telford Town Centre	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Waitrose, Edith Walk, Great Malvern, WR14 4WR	1.2	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	0.6	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	11.0	1.6	2.0	0.6	0.0	2.4	2.9	1.5
Grand Total	97.8	26.3	29.4	3.4	12.8	4.8	9.5	11.6

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from 2022 NEMS Household Survey
- c. Excludes 'don't know/varies', markets and internet sales

2020 Prices

Herefordshire Town Centre and Retail Assessment 2022
Nexus Planning

Table 17: Chemist goods shopping patterns

Destination	Total Chemist (%)	Zone 1A Chemist (%)	Zone 1B Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)
Study Area								
Zone 1A								
(Halo) Hereford Leisure Pool, St Martin's Avenue, Hereford, HR2 7RQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Eign Street, Hereford, HR4 0AP	0.7	0.0	3.4	0.0	0.0	0.0	0.0	0.0
Annetts Fine Furniture, Three Elms Road, Hereford, HR4 0SQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Belmont Road, Hereford, HR2 7JE	3.4	7.0	2.5	1.7	0.0	5.6	0.0	0.0
B&M, Salmon Retail Park, Hereford, HR4 9SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Holmer Road, Hereford, HR4 9SH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booker, Centurion Way, Hereford, HR1 1HU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brook Retail Park, Commercial Road, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clehonger Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Grandstand Road, Hereford, HR4 9LT	1.2	3.4	0.0	0.0	0.0	0.0	0.0	0.0
Day Lewis Pharmacy, Grandstand Road, Hereford, HR4 9NR	0.6	1.0	1.0	0.0	0.0	0.0	0.0	0.0
Dulux Decorator Centre, Holmer Road, Hereford, HR4 9BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Evans Farms Supplies, Holmer Road, Hereford, HR4 9UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Belmont Road, Hereford, HR2 7JR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hereford Butter Market, High Town, Hereford	0.5	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Hereford Carpets, Commercial Road, Hereford, HR1 2BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hereford City Centre (includes Old Market Shopping Centre & Maylord Shopping Centre)	27.9	47.8	39.0	25.7	2.2	4.2	8.6	1.0
Hereford Garden Centre, Kings Acre Road, Hereford, HR4 0SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hereford Industrial Supplies, Three Elms Trading Estate, Hereford, HR4 9PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hereford Retail Park, Newtown Road, Hereford	1.0	1.5	1.9	0.0	0.0	0.0	0.0	0.0
Hereford Trade Park, Holmer Road, Hereford, HR4 9SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holmer Road, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Holmer Road, Hereford, HR4 9SA	0.3	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Home Choice Flooring, Rotherwas Industrial Estate, Hereford, HR2 6JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, Holmer Road, Hereford, HR4 9RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JMart Warehouse, Widemarsh Street, Hereford, HR4 9HN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Brook Retail Park, Commercial Road, Hereford, HR1 2BQ	0.2	0.7	0.0	0.0	0.0	0.0	0.0	0.0
M&S, High Town, Hereford, HR1 2AB	0.2	0.3	0.5	0.0	0.0	0.0	0.0	0.0
Morrisons, Station Approach, Hereford, HR1 1DN	2.3	4.7	2.0	0.0	0.0	2.8	0.0	0.0
Ron Smith & Co Ltd, Rockfield Road, Hereford, HR1 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rotherwas Industrial Estate, Netherwood Road, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rowlands Pharmacy, Eastholme Avenue, Belmont, Hereford, HR2 7XT	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barton Yard, Hereford, HR4 0AG (includes Argos store)	7.1	13.7	8.9	3.3	0.0	1.4	0.0	0.0
Salmon Retail Park, Holmer Road, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mortimer Road, Hereford, HR4 9SR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spur Retail Park, Holmer Road, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Michael's Hospice, Holmer Road, Hereford, HR4 9UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Michaels Hospice, Whitecross Road, Hereford, HR4 0DQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Abbotsmead Road, Belmont, Hereford, HR2 7XS	7.9	8.8	18.5	3.4	0.0	2.8	0.0	3.5
Tesco Superstore, Bewell Street, Hereford, HR4 0BW	2.3	3.0	5.9	0.0	0.0	0.0	0.0	0.0
The Range, Three Elms Road, Hereford, HR4 0SQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Holmer Road, Hereford, HR4 9BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tupsey Local Centre, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, The Old Market, Hereford, HR4 9HX	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0
Westfaling Pharmacy, Westfaling Street, Hereford, HR4 0JF	0.9	2.6	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Widemarsh Street, Hereford, HR4 9EZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wye Valley Pharmacy, Holme Lacy Road, Hereford, HR2 6BZ	0.2	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1A	57.0	96.8	83.7	35.7	2.2	16.8	8.6	6.9
Zone 1B								
Ewyas Harold Village Store, Church House, Hereford, HR2 0EX	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Fownhope Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingstone Village Centre	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Longtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lugwardine Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madley Plants, B4352, Madley, HR2 9NT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakchurch Farm Shop, Brecon Road, Staunton on Wye, HR4 7NH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peterchurch Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Radway Bridge Garden Centre, A4103, Whitestone, Hereford, HR1 3RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington Home & Gardens, A49, Wellington, HR4 8BB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weobley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1B	0.3	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Zone 2								
Co-op, Crabtree Road, Kington, HR5 3UD	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0
J&P Turner and Arrow Mills Garden Centre, Arrow Mills, Kington, HR5 3DU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JMart Warehouse, Bridge Street, Kington, HR5 3DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kington Building Supplies, Sunset Yard, Kington, HR5 3SF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kington Town Centre	1.6	0.0	0.0	59.3	0.0	0.0	0.0	0.0
Lyonshall Nurseries, Lyonshall, Kington, HR5 3LN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	1.7	0.0	0.5	59.3	0.0	0.0	0.0	0.0
Zone 3								
Aldi, Dishley Street, Leominster, HR6 8NY	0.1	0.0	0.0	0.0	0.0	2.8	0.0	0.0
B&Q, Mill Street, Leominster, HR6 8EF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leominster Building Supplies, Dishley Street, Leominster, HR6 8NY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leominster Engineering, Southern Avenue, Leominster, HR6 0QF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leominster Town Centre	10.3	0.0	7.3	0.0	72.3	11.2	0.0	0.0
Morrisons, Barons Cross Road, Leominster, HR6 8RH	3.6	0.0	3.4	0.0	24.4	1.4	0.0	0.0
Pembridge Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Original Factory Shop, Broad Street, Leominster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Three Piece Suites, Southern Avenue, Leominster, HR6 0QF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	14.0	0.0	10.7	0.0	96.7	15.4	0.0	0.0
Zone 4								
(Halo) Bromyard Centre, Cruxwell Street, Bromyard, HR7 4EB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bromyard Town Centre	1.3	0.0	0.5	0.0	0.0	27.5	0.0	0.0
Co-op, Tenbury Road, Bromyard, HR7 4LW	0.4	0.0	0.0	0.0	0.0	9.9	0.0	0.0

Destination	Total Chemist (%)	Zone 1A Chemist (%)	Zone 1B Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)
Study Area								
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Shopping Park, Roman Way, Malvern	1.3	0.0	0.0	0.0	0.0	8.4	10.0	0.0
Malvern Town Centre (includes Malvern Link)	0.5	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	0.4	0.0	0.0	3.4	0.0	0.0	0.0	2.1
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newent Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Newport City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.2	0.0	0.0	0.0	0.0	0.0	2.5	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.1	0.0	0.0	0.0	0.0	2.8	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.1	0.0	0.0	0.0	0.0	2.8	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	0.3	0.0	0.0	0.0	0.0	7.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	4.0	1.9	1.5	5.0	0.6	21.1	14.5	3.1
Grand Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from 2022 NEMS Household Survey
- c. Excludes 'don't know/varies', markets and internet sales

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Nexus Planning

Table 18: Chemist goods expenditure

Destination	Total Chemist (£m)	Zone 1A Chemist (£m)	Zone 1B Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)	Zone 6 Chemist (£m)
Study Area								
Zone 1A								
(Halo) Hereford Leisure Pool, St Martin's Avenue, Hereford, HR2 7RQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Eign Street, Hereford, HR4 0AP	0.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Annetts Fine Furniture, Three Elms Road, Hereford, HR4 0SQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Belmont Road, Hereford, HR2 7JE	3.0	2.2	0.6	0.0	0.0	0.2	0.0	0.0
B&M, Salmon Retail Park, Hereford, HR4 9SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Holmer Road, Hereford, HR4 9SH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booker, Centurion Way, Hereford, HR1 1HU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brook Retail Park, Commercial Road, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clehonger Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Grandstand Road, Hereford, HR4 9LT	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Day Lewis Pharmacy, Grandstand Road, Hereford, HR4 9NR	0.5	0.3	0.2	0.0	0.0	0.0	0.0	0.0
Dulux Decorator Centre, Holmer Road, Hereford, HR4 9BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Evans Farms Supplies, Holmer Road, Hereford, HR4 9UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Belmont Road, Hereford, HR2 7JR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hereford Butter Market, High Town, Hereford	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Hereford Carpets, Commercial Road, Hereford, HR1 2BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hereford City Centre (includes Old Market Shopping Centre & Maylord Shopping Centre)	25.1	14.6	8.7	0.6	0.2	0.2	0.7	0.1
Hereford Garden Centre, Kings Acre Road, Hereford, HR4 0SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hereford Industrial Supplies, Three Elms Trading Estate, Hereford, HR4 9PU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hereford Retail Park, Newtown Road, Hereford	0.9	0.5	0.4	0.0	0.0	0.0	0.0	0.0
Hereford Trade Park, Holmer Road, Hereford, HR4 9SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holmer Road, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Holmer Road, Hereford, HR4 9SA	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Home Choice Flooring, Rotherwas Industrial Estate, Hereford, HR2 6JU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, Holmer Road, Hereford, HR4 9RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JMart Warehouse, Widemarsh Street, Hereford, HR4 9HN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Brook Retail Park, Commercial Road, Hereford, HR1 2BQ	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
M&S, High Town, Hereford, HR1 2AB	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Morrisons, Station Approach, Hereford, HR1 1DN	2.0	1.4	0.5	0.0	0.0	0.1	0.0	0.0
Ron Smith & Co Ltd, Rockfield Road, Hereford, HR1 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rotherwas Industrial Estate, Netherwood Road, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rowlands Pharmacy, Eastholme Avenue, Belmont, Hereford, HR2 7XT	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barton Yard, Hereford, HR4 0AG (includes Argos store)	6.3	4.2	2.0	0.1	0.0	0.0	0.0	0.0
Salmon Retail Park, Holmer Road, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mortimer Road, Hereford, HR4 9SR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spur Retail Park, Holmer Road, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Michael's Hospice, Holmer Road, Hereford, HR4 9UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Michaels Hospice, Whitecross Road, Hereford, HR4 0DQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Abbotsmead Road, Belmont, Hereford, HR2 7XS	7.4	2.7	4.1	0.1	0.0	0.1	0.0	0.4
Tesco Superstore, Bewell Street, Hereford, HR4 0BW	2.2	0.9	1.3	0.0	0.0	0.0	0.0	0.0
The Range, Three Elms Road, Hereford, HR4 0SQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Holmer Road, Hereford, HR4 9BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tupsey Local Centre, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, The Old Market, Hereford, HR4 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westfaling Pharmacy, Westfaling Street, Hereford, HR4 0JF	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Widemarsh Street, Hereford, HR4 9EZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wye Valley Pharmacy, Holme Lacy Road, Hereford, HR2 6BZ	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1A	51.5	29.6	18.7	0.8	0.2	0.6	0.7	0.8
Zone 1B								
Ewyas Harold Village Store, Church House, Hereford, HR2 0EX	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Fownhope Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingstone Village Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Longtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lugwardine Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madley Plants, B4352, Madley, HR2 9NT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakchurch Farm Shop, Brecon Road, Staunton on Wye, HR4 7NH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peterchurch Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Radway Bridge Garden Centre, A4103, Whitestone, Hereford, HR1 3RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wellington Home & Gardens, A49, Wellington, HR4 8BB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weobley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1B	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Zone 2								
Co-op, Crabtree Road, Kington, HR5 3UD	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
J&P Turner and Arrow Mills Garden Centre, Arrow Mills, Kington, HR5 3DU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
JMart Warehouse, Bridge Street, Kington, HR5 3DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kington Building Supplies, Sunset Yard, Kington, HR5 3SF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kington Town Centre	1.4	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Lyonshall Nurseries, Lyonshall, Kington, HR5 3LN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 2	1.5	0.0	0.1	1.4	0.0	0.0	0.0	0.0
Zone 3								
Aldi, Dishley Street, Leominster, HR6 8NY	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
B&Q, Mill Street, Leominster, HR6 8EF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leominster Building Supplies, Dishley Street, Leominster, HR6 8NY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leominster Engineering, Southern Avenue, Leominster, HR6 0QF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leominster Town Centre	9.2	0.0	1.6	0.0	7.1	0.4	0.0	0.0
Morrisons, Barons Cross Road, Leominster, HR6 8RH	3.2	0.0	0.8	0.0	2.4	0.0	0.0	0.0
Pembridge Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Original Factory Shop, Broad Street, Leominster	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Three Piece Suites, Southern Avenue, Leominster, HR6 0QF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	12.5	0.0	2.4	0.0	9.5	0.5	0.0	0.0
Zone 4								
(Halo) Bromyard Centre, Cruxwell Street, Bromyard, HR7 4EB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bromyard Town Centre	1.1	0.0	0.1	0.0	0.0	1.0	0.0	0.0
Co-op, Tenbury Road, Bromyard, HR7 4LW	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0

Destination	Total Chemist (£m)	Zone 1A Chemist (£m)	Zone 1B Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)	Zone 6 Chemist (£m)
Study Area								
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Shopping Park, Roman Way, Malvern	1.1	0.0	0.0	0.0	0.0	0.3	0.8	0.0
Malvern Town Centre (includes Malvern Link)	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.2
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newent Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Newport City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	3.4	0.6	0.3	0.1	0.1	0.7	1.2	0.4
Grand Total	88.8	30.6	22.4	2.3	9.9	3.6	8.2	11.9

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from 2022 NEMS Household Survey
- c. Excludes 'don't know/varies', markets and internet sales

2020 Prices

Destination	Total Electrical (%)	Zone 1A Electrical (%)	Zone 1B Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)
Study Area								
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	0.1	0.0	0.0	2.9	0.0	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Shopping Park, Roman Way, Malvern	0.3	0.0	0.0	0.0	0.0	5.1	0.0	0.0
Malvern Town Centre (includes Malvern Link)	0.1	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newent Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newport City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.2	0.0	0.0	5.9	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.4	0.0	0.0	0.0	0.0	0.0	4.3	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.3	0.0	0.0	0.0	1.0	3.4	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	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	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	7.4	0.0	4.8	8.7	2.1	29.8	17.8	24.5
Grand Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from 2022 NEMS Household Survey
- c. Excludes 'don't know/varies', markets and internet sales

Destination	Total Electrical (£m)	Zone 1A Electrical (£m)	Zone 1B Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)
Study Area								
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Shopping Park, Roman Way, Malvern	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Malvern Town Centre (includes Malvern Link)	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newent Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newport City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.2	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	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	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	5.8	0.0	1.0	0.2	0.2	0.9	1.2	2.3
Grand Total	74.1	22.7	21.0	2.4	8.8	3.2	6.5	9.6

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from 2022 NEMS Household Survey
- c. Excludes 'don't know/varies', markets and internet sales

2020 Prices

Destination	Total DIY (%)	Zone 1A DIY (%)	Zone 1B DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)
Study Area								
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Shopping Park, Roman Way, Malvern	0.1	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Malvern Town Centre (includes Malvern Link)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.4
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	0.1	0.0	0.0	4.9	0.0	0.0	0.0	0.0
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newent Town Centre	0.8	0.0	0.0	0.0	0.0	0.0	5.5	2.6
Newport City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.1	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.1	0.0	0.0	0.0	0.0	1.8	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.2	0.0	0.0	0.0	0.0	5.5	0.0	0.0
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	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	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	5.1	1.6	1.5	9.8	1.4	12.7	17.6	15.8
Grand Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from 2022 NEMS Household Survey
- c. Excludes 'don't know/varies', markets and internet sales

Destination	Total DIY (£m)	Zone 1A DIY (£m)	Zone 1B DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)
Study Area								
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Shopping Park, Roman Way, Malvern	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Malvern Town Centre (includes Malvern Link)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newent Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.3	0.2
Newport City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	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	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	3.0	0.2	0.2	0.1	0.1	0.3	0.9	1.1
Grand Total	52.3	14.4	15.6	1.5	6.3	2.2	5.2	7.1

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from 2022 NEMS Household Survey
- c. Excludes 'don't know/varies', markets and internet sales

2020 Prices

Destination	Total Furniture (%)	Zone 1A Furniture (%)	Zone 1B Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)
Study Area								
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	0.5	0.0	2.1	0.0	0.0	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Shopping Park, Roman Way, Malvern	0.5	0.0	0.0	0.0	0.0	10.3	0.0	0.0
Malvern Town Centre (includes Malvern Link)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	0.9	0.7	0.0	0.0	0.0	0.0	0.0	6.3
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newent Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newport City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.5	0.0	2.1	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	0.6	0.0	0.0	0.0	4.9	0.0	0.0	0.0
Solihull Town Centre	0.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	2.8	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	1.1	2.8	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	0.1	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	13.2	10.7	13.0	0.0	6.1	13.0	22.4	28.1
Grand Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from 2022 NEMS Household Survey
- c. Excludes 'don't know/varies', markets and internet sales

Destination	Total Furniture (£m)	Zone 1A Furniture (£m)	Zone 1B Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)
Study Area								
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ludlow Town Centre	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Malvern Shopping Park, Roman Way, Malvern	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Malvern Town Centre (includes Malvern Link)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.5
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newent Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newport City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Solihull Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Telford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Waitrose, Edith Walk, Great Malvern, WR14 4WR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	7.7	2.0	1.8	0.0	0.4	0.3	1.1	2.1
Grand Total	54.6	18.4	13.8	1.4	6.3	2.2	4.9	7.5

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from 2022 NEMS Household Survey
- c. Excludes 'don't know/varies', markets and internet sales

2020 Prices

Herefordshire Town Centre and Retail Assessment 2022
Nexus Planning

Table 25: Total Comparison Expenditure

Destination	Total	Zone 1A	Zone 1B	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6
Study Area	Comparator	Comparator	Comparator	Comparator	Comparator	Comparator	Comparator	Comparator
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Zone 1A								
(Halo) Hereford Leisure Pool, St Martin's Avenue, Hereford, HR2 7RQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Eign Street, Hereford, HR4 0AP	1.5	0.3	1.2	0.0	0.0	0.0	0.0	0.0
Annetts Fine Furniture, Three Elms Road, Hereford, HR4 0SQ	3.8	2.4	0.4	0.0	0.3	0.2	0.5	0.0
Asda, Belmont Road, Hereford, HR2 7JE	17.3	9.3	6.0	0.0	0.7	0.4	0.2	0.8
B&M, Salmon Retail Park, Hereford, HR4 9SA	5.1	0.5	3.1	0.0	0.8	0.6	0.0	0.1
B&Q, Holmer Road, Hereford, HR4 9SH	17.0	6.6	7.9	0.4	0.7	1.0	0.2	0.2
Booker, Centurion Way, Hereford, HR1 1HU	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brook Retail Park, Commercial Road, Hereford	0.8	0.0	0.1	0.0	0.0	0.7	0.0	0.0
Clehonger Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Grandstand Road, Hereford, HR4 9LT	2.1	2.1	0.0	0.0	0.0	0.0	0.0	0.0
Day Lewis Pharmacy, Grandstand Road, Hereford, HR4 9NR	0.5	0.3	0.2	0.0	0.0	0.0	0.0	0.0
Dulux Decorator Centre, Holmer Road, Hereford, HR4 9BD	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Evans Farms Supplies, Holmer Road, Hereford, HR4 9UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Belmont Road, Hereford, HR2 7JR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hereford Butter Market, High Town, Hereford	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Hereford Carpets, Commercial Road, Hereford, HR1 2BD	4.1	1.3	2.7	0.0	0.1	0.0	0.0	0.0
Hereford City Centre (includes Old Market Shopping Centre & Maylord Shopping Centre)	164.3	63.9	57.0	5.0	16.7	2.8	9.7	9.2
Hereford Garden Centre, Kings Acre Road, Hereford, HR4 0SE	3.3	2.1	0.8	0.0	0.3	0.0	0.0	0.1
Hereford Industrial Supplies, Three Elms Trading Estate, Hereford, HR4 9PU	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Hereford Retail Park, Newtown Road, Hereford	55.4	21.6	16.7	1.9	7.3	2.2	3.0	2.7
Hereford Trade Park, Holmer Road, Hereford, HR4 9SG	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Holmer Road, Hereford	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Home Bargains, Holmer Road, Hereford, HR4 9SA	3.1	0.5	0.7	0.0	0.0	0.0	0.0	1.9
Home Choice Flooring, Rotherwas Industrial Estate, Hereford, HR2 6JU	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Howdens, Holmer Road, Hereford, HR4 9RX	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0
JMart Warehouse, Widemarsh Street, Hereford, HR4 9HN	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Brook Retail Park, Commercial Road, Hereford, HR1 2BQ	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
M&S, High Town, Hereford, HR1 2AB	12.4	8.1	3.6	0.2	0.0	0.3	0.1	0.1
Morrisons, Station Approach, Hereford, HR1 1DN	4.6	3.3	0.9	0.2	0.0	0.1	0.0	0.0
Ron Smith & Co Ltd, Rockfield Road, Hereford, HR1 2UA	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Rotherwas Industrial Estate, Netherwood Road, Hereford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rowlands Pharmacy, Eastholme Avenue, Belmont, Hereford, HR2 7XT	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barton Yard, Hereford, HR4 0AG (includes Argos store)	26.1	17.2	7.3	0.1	0.9	0.3	0.1	0.1
Salmon Retail Park, Holmer Road, Hereford	1.7	0.9	0.6	0.0	0.0	0.0	0.0	0.2
Screwfix, Mortimer Road, Hereford, HR4 9SR	0.5	0.3	0.2	0.0	0.0	0.0	0.0	0.0
Spur Retail Park, Holmer Road, Hereford	26.3	12.2	9.4	0.2	2.6	0.7	0.6	0.4
St Michael's Hospice, Holmer Road, Hereford, HR4 9UJ	1.7	0.3	1.1	0.0	0.3	0.0	0.0	0.0
St Michaels Hospice, Whitecross Road, Hereford, HR4 0DQ	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Abbotsmead Road, Belmont, Hereford, HR2 7XS	17.3	5.9	9.0	0.1	0.0	0.1	0.1	2.1
Tesco Superstore, Bewell Street, Hereford, HR4 0BW	3.9	2.1	1.8	0.0	0.0	0.0	0.0	0.0
The Range, Three Elms Road, Hereford, HR4 0SQ	3.4	2.3	0.6	0.0	0.1	0.3	0.2	0.0
Toolstation, Holmer Road, Hereford, HR4 9BD	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.0
Tupsey Local Centre, Hereford	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, The Old Market, Hereford, HR4 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westfaling Pharmacy, Westfaling Street, Hereford, HR4 0JF	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Widemarsh Street, Hereford, HR4 9EZ	2.0	1.1	0.5	0.1	0.0	0.1	0.0	0.3
Wye Valley Pharmacy, Holme Lacy Road, Hereford, HR2 6BZ	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1A	382.9	167.9	132.5	8.3	31.3	9.7	14.8	18.4
Zone 1B								
Ewyas Harold Village Store, Church House, Hereford, HR2 0EX	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Fownhope Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingstone Village Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Longtown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lugwardine Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madley Plants, B4352, Madley, HR2 9NT	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Oakchurch Farm Shop, Brecon Road, Staunton on Wye, HR4 7NH	0.7	0.1	0.3	0.2	0.0	0.0	0.0	0.0
Peterchurch Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Radway Bridge Garden Centre, A4103, Whitestone, Hereford, HR1 3RX	1.5	0.7	0.5	0.0	0.0	0.2	0.1	0.0
Wellington Home & Gardens, A49, Wellington, HR4 8BB	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Weobley Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 1B	2.8	0.9	1.3	0.2	0.0	0.2	0.1	0.0
Zone 2								
Co-op, Crabtree Road, Kington, HR5 3UD	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
J&P Turner and Arrow Mills Garden Centre, Arrow Mills, Kington, HR5 3DU	0.2	0.0	0.1	0.1	0.0	0.0	0.0	0.0
JMart Warehouse, Bridge Street, Kington, HR5 3DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kington Building Supplies, Sunset Yard, Kington, HR5 3SF	0.9	0.0	0.6	0.3	0.0	0.0	0.0	0.0
Kington Town Centre	4.0	0.0	0.4	3.6	0.0	0.0	0.0	0.0
Lyonshall Nurseries, Lyonshall, Kington, HR5 3LN	0.7	0.1	0.2	0.4	0.0	0.0	0.0	0.0
Sub Total Zone 2	5.9	0.1	1.3	4.5	0.0	0.0	0.0	0.0
Zone 3								
Aldi, Dishley Street, Leominster, HR6 8NY	1.8	0.0	0.0	0.1	1.6	0.1	0.0	0.0
B&Q, Mill Street, Leominster, HR6 8EF	5.9	0.0	0.9	0.1	4.6	0.2	0.0	0.0
Leominster Building Supplies, Dishley Street, Leominster, HR6 8NY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leominster Engineering, Southern Avenue, Leominster, HR6 0QF	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Leominster Town Centre	27.9	0.5	2.6	0.8	21.5	2.4	0.1	0.0
Morrisons, Barons Cross Road, Leominster, HR6 8RH	5.1	0.0	0.9	0.3	3.8	0.0	0.0	0.0
Pembridge Village Centre	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0
The Original Factory Shop, Broad Street, Leominster	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Three Piece Suites, Southern Avenue, Leominster, HR6 0QF	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total Zone 3	42.0	0.7	5.1	1.3	32.1	2.7	0.1	0.0
Zone 4								
(Halo) Bromyard Centre, Cruxwell Street, Bromyard, HR7 4EB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bromyard Town Centre	4.5	0.0	0.6	0.0	0.0	3.9	0.0	0.0
Co-op, Tenbury Road, Bromyard, HR7 4LW	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0

Destination	Total Comparator (£m)	Zone 1A Comparator (£m)	Zone 1B Comparator (£m)	Zone 2 Comparator (£m)	Zone 3 Comparator (£m)	Zone 4 Comparator (£m)	Zone 5 Comparator (£m)	Zone 6 Comparator (£m)
Study Area								
Lidl, Parragate Road, Cinderford, GL14 2LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Redbrook Road, Monmouth, NP25 3LY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Worcester Road, Malvern, WR14 1AG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool City Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Ludlow Town Centre	0.5	0.0	0.3	0.1	0.1	0.0	0.0	0.0
M&S, Eastgate Street, Gloucester, GL1 1PA	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
M&S, Malvern Retail Park, Malvern, WR14 1PZ	0.7	0.0	0.0	0.0	0.0	0.1	0.6	0.0
Malvern Shopping Park, Roman Way, Malvern	5.4	0.9	0.0	0.0	0.0	1.7	2.6	0.3
Malvern Town Centre (includes Malvern Link)	0.7	0.4	0.0	0.0	0.0	0.1	0.2	0.0
Manchester City Centre	0.5	0.1	0.0	0.0	0.0	0.0	0.3	0.0
Mill Farm Country Retail, Mill Farm, Stanford Bridge, WR6 6SP	0.6	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Millbrook Garden Centre, Old Raglan Road, NP25 4BD	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Mitcheldean Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
MKM Building Supplies, Newent Business Park, Newent, GL18 1DZ	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Monmouth Leisure Centre, Old Dixton Road, Monmouth, NP25 3YT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monmouth Town Centre	2.4	0.1	0.4	0.2	0.0	0.0	0.0	1.7
Morrisons, Ashchurch Road, Tewkesbury, GL20 8AB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Free Street, Brecon, LD3 7SE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Roman Way, Malvern, WR14 1PZ	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Newent Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.3	0.4
Newport City Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Old Railway Line Garden Centre, Three Cocks, Brecon, LD3 0SG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Presteigne Town Centre	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Quedgeley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhayader Town Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Roses Country Fayre Garden Centre, B4215, Ledbury Road, Newent, GL18 1DL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rugby Town Centre	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Barnett Way, Barnwood, Gloucester, GL4 3RT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Gallagher Retail Park, Cheltenham, GL51 9RR	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Rocks Green, Ludlow, SY8 2EY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, St Ann Way, Gloucester Quays, GL2 5SA	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Sainsbury's Superstore, Swanpool Walk, Worcester, WR2 4EL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Salisbury City Centre	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Screwfix, Malvern Business Park, Betony Road, Malvern, WR14 1GS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mayhill Industrial Estate, Monmouth, NP25 3LX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Mill Street Industrial Estate, Abergavenny, NP7 5HE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Orleton Road, Ludlow, SY8 1XF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shrewsbury Town Centre	1.1	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Solihull Town Centre	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0
St Oswalds Retail Park, Gloucester	0.6	0.3	0.0	0.0	0.3	0.0	0.1	0.0
Stratford-upon-Avon Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swansea City Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Telford Town Centre	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Tenbury Wells Town Centre	0.3	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Tesco Extra, Bristol Road, Quedgeley, Gloucester, GL2 4PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, St Oswalds Road, Gloucester, GL1 2SG	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Tesco Superstore, St Peters Drive, Worcester, WR5 3SW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Station Drive, Ludlow, SY8 2PQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Teme Street, Tenbury Wells, WR15 8AA	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Tesco Superstore, Waterloo Road, Llandrindod Wells, LD1 6BG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tewkesbury Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
The Fort Shopping Park, Fort Parkway, Birmingham, B24 9FP	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0
The Hop Pocket Shopping Village, Five Bridges, Bishop's Cleeve	0.6	0.0	0.0	0.0	0.0	0.1	0.4	0.1
Waitrose, Edith Walk, Great Malvern, WR14 4WR	1.3	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Waitrose, Honeybourne Way, Cheltenham, GL50 3QW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Merthyr Road, Llanfoist, Abergavenny, NP7 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Monnow Street, Monmouth, NP25 3EQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Westgate Retail Park, Westgate Street, Gloucester, GL1 2RD	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Wigmores Bakery, St Mary Street, Monmouth, NP25 3DB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	3.1	1.5	0.2	0.0	0.1	1.3	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Survey Area Total	60.8	10.2	12.1	1.9	3.7	6.4	13.2	13.2
Grand Total	572.3	182.1	155.0	16.4	67.3	24.0	52.9	74.6

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from 2022 NEMS Household Survey
- c. Excludes 'don't know/varies', markets and internet sales

Table 26a: Estimated capacity for additional comparison goods floorspace in Herefordshire Authority Area

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	564.3	511.5	52.8	0.0
2026	616.2	565.4	58.4	7.5
2027	629.7	580.6	59.9	10.9
2031	695.1	652.4	67.3	24.6
2036	790.3	760.9	78.5	49.1
2041	898.5	887.6	91.6	80.7
Study Area Market Share (%)	89.4			

a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
b. Assumes constant market share claimed by Herefordshire facilities at 89.4% from Study Area

Table 26b: Quantitative capacity for additional comparison goods floorspace in Herefordshire Authority Area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq.m net)	
		Min ¹	Max ²
2022	0.0	0	0
2026	7.5	1,300	2,000
2027	10.9	1,800	2,800
2031	24.6	3,600	5,700
2036	49.1	6,400	10,000
2041	80.7	9,200	14,500

a. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Herefordshire
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Herefordshire
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)

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

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)
Zone 6						
The Barrell Inn, Ross-on-Wye	174513	Proposed change of use from a public house to retail outlet	398	342	4,000	1.4
Total				342		1.4

Notes:

a. Gross and net sales areas derived from planning application where available
b. Where net sales area not confirmed, Nexus Planning professional judgement applied
c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2018 and Mintel Retail Rankings 2018

Table 26d: Quantitative capacity for additional comparison goods floorspace in Herefordshire Authority Area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	0.0	1.4	-1.4	-200	-400
2026	7.5	1.5	6.0	1,000	1,600
2027	10.9	1.5	9.3	1,400	2,200
2031	24.6	1.7	22.9	3,400	5,300
2036	49.1	1.9	47.2	7,000	10,900
2041	80.7	2.2	78.5	11,600	18,200

a. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Herefordshire
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Herefordshire
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)

Table 26a: Estimated capacity for additional comparison goods floorspace in Hereford

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	422.4	382.9	39.5	0.0
2026	461.3	423.2	43.7	5.6
2027	471.4	434.7	44.8	8.1
2031	520.3	488.4	50.4	18.4
2036	591.6	569.6	58.8	36.8
2041	672.6	664.5	68.5	60.4
Study Area Market Share (%)	66.9			

a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
b. Assumes constant market share claimed by Herefordshire facilities at 66.9% from Study Area

Table 26b: Quantitative capacity for additional comparison goods floorspace in Hereford

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq.m net)	
		Min ¹	Max ²
2022	0.0	0	0
2026	5.6	900	1,500
2027	8.1	1,300	2,100
2031	18.4	2,700	4,300
2036	36.8	4,800	7,500
2041	60.4	6,900	10,800

a. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Hereford
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Hereford
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)

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

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)
Total						

Notes:

a. Gross and net sales areas derived from planning application where available
b. Where net sales area not confirmed, Nexus Planning professional judgement applied
c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2018 and Mintel Retail Rankings 2018

Table 26d: Quantitative capacity for additional comparison goods floorspace in Hereford

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	0.0	0.0	0.0	0	0
2026	5.6	0.0	5.6	900	1,500
2027	8.1	0.0	8.1	1,200	1,900
2031	18.4	0.0	18.4	2,700	4,300
2036	36.8	0.0	36.8	5,400	8,500
2041	60.4	0.0	60.4	8,900	14,000

a. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Hereford
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Hereford
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)

Table 26a: Estimated capacity for additional comparison goods floorspace in Leominster

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	45.9	41.6	4.3	0.0
2026	50.2	46.0	4.8	0.6
2027	51.3	47.3	4.9	0.9
2031	56.6	53.1	5.5	2.0
2036	64.3	61.9	6.4	4.0
2041	73.2	72.3	7.5	6.6
Study Area Market Share (%)	7.3			

a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
b. Assumes constant market share claimed by Herefordshire facilities at 7.3% from Study Area

Table 26b: Quantitative capacity for additional comparison goods floorspace in Leominster

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq.m net)	
		Min ¹	Max ²
2022	0.0	0	0
2026	0.6	100	200
2027	0.9	100	200
2031	2.0	300	500
2036	4.0	500	800
2041	6.6	800	1,200

a. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Leominster
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Leominster
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)

Table 26c: Extant comparison goods commitments in Leominster

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)
Total						

Notes:

a. Gross and net sales areas derived from planning application where available
b. Where net sales area not confirmed, Nexus Planning professional judgement applied
c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2018 and Mintel Retail Rankings 2018

Table 26d: Quantitative capacity for additional comparison goods floorspace in Leominster

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	0.0	0.0	0.0	0	0
2026	0.6	0.0	0.6	100	200
2027	0.9	0.0	0.9	100	200
2031	2.0	0.0	2.0	300	500
2036	4.0	0.0	4.0	600	900
2041	6.6	0.0	6.6	1,000	1,500

a. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Leominster
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Leominster
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)

Table 26a: Estimated capacity for additional comparison goods floorspace in Ross-on-Wye

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	48.3	43.8	4.5	0.0
2026	52.7	48.4	5.0	0.6
2027	53.8	49.7	5.1	0.9
2031	59.4	55.8	5.7	2.1
2036	67.6	65.1	6.7	4.2
2041	76.8	75.9	7.8	6.9
Study Area Market Share (%)	7.6			

a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
b. Assumes constant market share claimed by Herefordshire facilities at 7.6% from Study Area

Table 26b: Quantitative capacity for additional comparison goods floorspace in Ross-on-Wye

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq.m net)	
		Min ¹	Max ²
2022	0.0	0	0
2026	0.6	100	200
2027	0.9	200	200
2031	2.1	300	500
2036	4.2	500	900
2041	6.9	800	1,200

a. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Ross-on-Wye
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Ross-on-Wye
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)

Table 26c: Extant comparison goods commitments in Ross-on-Wye

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)
Zone 6						
The Barrell Inn, Ross-on-Wye	174513	Proposed change of use from a public house to retail outlet	398	342	4,000	1.4
Total				342		1.4

Notes:

a. Gross and net sales areas derived from planning application where available
b. Where net sales area not confirmed, Nexus Planning professional judgement applied
c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2018 and Mintel Retail Rankings 2018

Table 26d: Quantitative capacity for additional comparison goods floorspace in Ross-on-Wye

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	0.0	1.4	-1.4	-200	-400
2026	0.6	1.5	-0.8	-100	-200
2027	0.9	1.5	-0.6	-100	-100
2031	2.1	1.7	0.4	100	100
2036	4.2	1.9	2.3	300	500
2041	6.9	2.2	4.7	700	1,100

a. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Ross-on-Wye
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Ross-on-Wye
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)

Table 26a: Estimated capacity for additional comparison goods floorspace in Ledbury

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	29.0	26.3	2.7	0.0
2026	31.7	29.1	3.0	0.4
2027	32.4	29.9	3.1	0.6
2031	35.8	33.6	3.4	1.3
2036	40.7	39.2	4.0	2.5
2041	46.2	45.7	4.7	4.2
Study Area Market Share (%)	4.6			

a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
b. Assumes constant market share claimed by Herefordshire facilities at 4.6% from Study Area

Table 26b: Quantitative capacity for additional comparison goods floorspace in Ledbury

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq.m net)	
		Min ¹	Max ²
2022	0.0	0	0
2026	0.4	100	100
2027	0.6	100	100
2031	1.3	200	300
2036	2.5	300	500
2041	4.2	500	700

a. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Ledbury
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Ledbury
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)

Table 26c: Extant comparison goods commitments in Ledbury

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)
Total						

Notes:

a. Gross and net sales areas derived from planning application where available
b. Where net sales area not confirmed, Nexus Planning professional judgement applied
c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2018 and Mintel Retail Rankings 2018

Table 26d: Quantitative capacity for additional comparison goods floorspace in Ledbury

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	0.0	0.0	0.0	0	0
2026	0.4	0.0	0.4	100	100
2027	0.6	0.0	0.6	100	100
2031	1.3	0.0	1.3	200	300
2036	2.5	0.0	2.5	400	600
2041	4.2	0.0	4.2	600	1,000

a. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Ledbury
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Ledbury
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)

Table 26a: Estimated capacity for additional comparison goods floorspace in Kington

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	5.7	5.2	0.5	0.0
2026	6.2	5.7	0.6	0.1
2027	6.3	5.9	0.6	0.1
2031	7.0	6.6	0.6	0.2
2036	8.0	7.7	0.7	0.5
2041	9.0	9.0	0.9	0.8
Study Area Market Share (%)	0.9			

a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
b. Assumes constant market share claimed by Herefordshire facilities at 0.9% from Study Area

Table 26b: Quantitative capacity for additional comparison goods floorspace in Kington

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq.m net)	
		Min ¹	Max ²
2022	0.0	0	0
2026	0.1	0	0
2027	0.1	0	0
2031	0.2	0	100
2036	0.5	100	100
2041	0.8	100	100

a. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Kington
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Kington
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)

Table 26c: Extant comparison goods commitments in Kington

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)
Total						

Notes:

a. Gross and net sales areas derived from planning application where available
b. Where net sales area not confirmed, Nexus Planning professional judgement applied
c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2018 and Mintel Retail Rankings 2018

Table 26d: Quantitative capacity for additional comparison goods floorspace in Kington

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	0.0	0.0	0.0	0	0
2026	0.1	0.0	0.1	0	0
2027	0.1	0.0	0.1	0	0
2031	0.2	0.0	0.2	0	100
2036	0.5	0.0	0.5	100	100
2041	0.8	0.0	0.8	100	200

a. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Kington
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Kington
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)

Table 26a: Estimated capacity for additional comparison goods floorspace in Bromyard

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2022	5.5	5.0	0.5	0.0
2026	6.0	5.5	0.6	0.1
2027	6.2	5.7	0.6	0.1
2031	6.8	6.4	0.6	0.2
2036	7.7	7.5	0.7	0.5
2041	8.8	8.7	0.9	0.8
Study Area Market Share (%)	0.9			

a. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
b. Assumes constant market share claimed by Herefordshire facilities at 0.9% from Study Area

Table 26b: Quantitative capacity for additional comparison goods floorspace in Bromyard

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq.m net)	
		Min ¹	Max ²
2022	0.0	0	0
2026	0.1	0	0
2027	0.1	0	0
2031	0.2	0	100
2036	0.5	100	100
2041	0.8	100	100

a. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Bromyard
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Bromyard
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)

Table 26c: Extant comparison goods commitments in Bromyard

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)
Total						

Notes:

a. Gross and net sales areas derived from planning application where available
b. Where net sales area not confirmed, Nexus Planning professional judgement applied
c. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2018 and Mintel Retail Rankings 2018

Table 26d: Quantitative capacity for additional comparison goods floorspace in Bromyard

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2022	0.0	0.0	0.0	0	0
2026	0.1	0.0	0.1	0	0
2027	0.1	0.0	0.1	0	0
2031	0.2	0.0	0.2	0	100
2036	0.5	0.0	0.5	100	100
2041	0.8	0.0	0.8	100	200

a. Average sales density assumed to be £5,500 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Bromyard
b. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Bromyard
c. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 19 (January 2022)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)