CENTRAL LANCASHIRE RETAIL STUDY APPENDIX 5 - COMPARISON CAPACITY ASSESSMENT

TABLE 1 - SURVEY AREA POPULATION FORECASTS

SURVEY ZONE			POPULATION F	ROJECTIONS			Γ		POPU	LATION GROW	/TH (%)	
SURVET ZONE	2008	2010	2015	2018	2021	2026		2008 - 2010	2010-2015	2010-2018	2010-2021	2010-2026
ZONE 1 - PRESTON CENTRAL (WEST)	76,392	77,361	79,381	80,533	81,929	83,918		1.3%	2.6%	4.1%	5.9%	8.5%
ZONE 2 - PRESTON CENTRAL (EAST)	64,485	65,152	66,869	67,954	69,216	71,197		1.0%	2.6%	4.3%	6.2%	9.3%
ZONE 3 - PRESTON RURAL EAST	8,875	8,925	9,097	9,197	9,319	9,522		0.6%	1.9%	3.0%	4.4%	6.7%
ZONE 4 - PRESTON RURAL WEST	9,543	9,606	9,831	9,983	10,143	10,443		0.7%	2.3%	3.9%	5.6%	8.7%
ZONE 5 - KIRKHAM	31,874	32,607	34,634	35,766	36,921	38,867		2.3%	6.2%	9.7%	13.2%	19.2%
ZONE 6 - BLACKPOOL / LYTHAM	158,307	160,950	166,266	169,644	173,185	178,924		1.7%	3.3%	5.4%	7.6%	11.2%
ZONE 7 - FLEETWOOD / CLEVELEYS	110,504	111,781	114,984	117,079	118,891	122,477		1.2%	2.9%	4.7%	6.4%	9.6%
ZONE 8 - WYRE BOROUGH	31,201	31,656	32,582	33,148	33,712	34,634		1.5%	2.9%	4.7%	6.5%	9.4%
ZONE 9 - RIBBLE VALLEY	24,145	24,507	25,301	25,798	26,336	27,094		1.5%	3.2%	5.3%	7.5%	10.6%
ZONE 10 - BLACKBURN NORTH	29,924	30,300	31,116	31,654	32,176	32,989		1.3%	2.7%	4.5%	6.2%	8.9%
ZONE 11 - BLACKBURN WITH DARWEN	131,688	133,262	137,661	140,115	142,683	146,310		1.2%	3.3%	5.1%	7.1%	9.8%
ZONE 12 - RURAL EAST (NORTH)	5,462	5,515	5,624	5,732	5,827	5,942		1.0%	2.0%	3.9%	5.7%	7.7%
ZONE 13 - RURAL EAST (SOUTH)	6,909	7,016	7,267	7,393	7,543	7,739		1.5%	3.6%	5.4%	7.5%	10.3%
ZONE 14 - BAMBER BRIDGE	35,602	36,181	37,815	38,673	39,747	41,281		1.6%	4.5%	6.9%	9.9%	14.1%
ZONE 15 - RURAL WEST	27,217	27,487	27,745	28,022	28,367	28,747		1.0%	0.9%	1.9%	3.2%	4.6%
ZONE 16 - CHORLEY	68,798	69,781	72,026	73,640	75,208	77,728		1.4%	3.2%	5.5%	7.8%	11.4%
ZONE 17 - EAST LANCASHIRE	46,478	46,860	47,769	48,249	48,842	49,731		0.8%	1.9%	3.0%	4.2%	6.1%
ZONE 18 - LEYLAND	53,887	54,828	57,192	58,722	60,338	62,764		1.7%	4.3%	7.1%	10.0%	14.5%
TOTAL	921,291	933,775	963,160	981,302	1,000,383	1,030,307						

TABLE 2 - EXPENDITURE BREAKDOWN

Comparison Go	ods by Sector	Clothing / Fashion Goods	Personal Goods	Recreational Goods	Furniture, Floor & H'hold Textiles	DIY & Decorating Supplies	Major Household Appliances	Large Electrical Goods	Total Comparison Spend (£)
ZONE 1 - PRESTON	Expenditure (£)	£689	£513	£305	£350	£178	£346	£345	£2,726
CENTRAL WEST	Weighting	25.3%	18.8%	11.2%	12.8%	6.5%	12.7%	12.7%	12,720
ZONE 2 - PRESTON	Expenditure (£)	£620	£460	£296	£305	£162	£314	£314	£2,471
CENTRAL EAST	Weighting	25.1%	18.6%	12.0%	12.3%	6.6%	12.7%	12.7%	22,471
ZONE 3 - PRESTON	Expenditure (£)	£679	£561	£332	£405	£243	£365	£339	£2,924
RURAL EAST	Weighting	23.2%	19.2%	11.4%	13.9%	8.3%	12.5%	11.6%	22,324
ZONE 4 - PRESTON	Expenditure (£)	£809	£623	£357	£474	£244	£400	£386	C2 202
RURAL WEST	Weighting	24.6%	18.9%	10.8%	14.4%	7.4%	12.1%	11.7%	£3,293
	Expenditure (£)	£711	£559	£323	£399	£211	£372	£369	
ZONE 5 - KIRKHAM	Weighting	24.2%	19.0%	11.0%	13.6%	7.2%	12.6%	12.5%	£2,944
ZONE 6 -	Expenditure (£)	£665	£531	£307	£360	£183	£354	£362	
BLACKPOOL	Weighting	24.1%	19.2%	11.1%	13.0%	6.6%	12.8%	13.1%	£2,762
ZONE 7 -	Expenditure (£)	£673	£530	£313	£373	£188	£361	£358	
FLEETWOOD / CLEVELEYS	Weighting	24.1%	19.0%	11.2%	13.3%	6.7%	12.9%	12.8%	£2,796
	Expenditure (£)	£673	£574	£327	£415	£232	£372	£356	
ZONE 8 - WYRE BOROUGH	Weighting	22.8%	19.5%	11.1%	14.1%	7.9%	12.6%	12.1%	£2,949
ZONE 9 - RIBBLE VALLEY	Expenditure (£)	£679	£533	£325	£378	£211	£360	£337 11.9%	£2,823
ZONE 10 -	Weighting Expenditure (£)	24.1% £728	18.9% £561	11.5% £318	13.4% £417	7.5% £212	12.8% £369	£369	
BLACKBURN	Weighting	24.5%	18.9%	10.7%	14.0%	7.1%	12.4%	12.4%	£2,974
-	Expenditure (£)	£575	£429	£280	£287	£157	£297	£302	
ZONE 11 - BLACKBURN	Weighting	24.7%	18.4%	12.0%	12.3%	6.7%	12.8%	13.0%	£2,327
	Expenditure (£)	£733	£566	£322	£404	£224	£383	£372	
ZONE 12 - RURAL EAST (NORTH)	Weighting	24.4%	18.8%	10.7%	13.4%	7.5%	12.7%	12.4%	£3,004
	Expenditure (£)	£767	£600	£332	£439	£231	£392	£385	
ZONE 13 - RURAL EAST (SOUTH)	Weighting	24.4%	19.1%	10.6%	14.0%	7.3%	12.5%	12.2%	£3,146
ZONE 14 - BAMBER	Expenditure (£)	£681	£496	£319	£344	£182	£351	£333	
BRIDGE	Weighting	25.2%	18.3%	11.8%	12.7%	6.7%	13.0%	12.3%	£2,706
ZONE 15 - RURAL	Expenditure (£)	£734	£593	£338	£430	£236	£389	£376	
WEST	Weighting	23.7%	19.2%	10.9%	13.9%	7.6%	12.6%	12.1%	£3,096
ZONE 16 -	Expenditure (£)	£694	£518	£326	£367	£195	£358	£352	CO. 042
CHORLEY	Weighting	24.7%	18.4%	11.6%	13.1%	6.9%	12.7%	12.5%	£2,810
ZONE 17 - EAST	Expenditure (£)	£630	£490	£304	£341	£182	£335	£339	£2 624
LANCS.	Weighting	24.0%	18.7%	11.6%	13.0%	6.9%	12.8%	12.9%	£2,621
ZONE 18 -	Expenditure (£)	£685	£505	£317	£352	£183	£352	£332	62 706
LEYLAND	Weighting	25.1%	18.5%	11.6%	12.9%	6.7%	12.9%	12.2%	£2,726
TOTAL	Expenditure Average	£690	£536	£319	£380	£203	£359	£351	£2,839

Notes
1. Expenditure Weighting derived from Experian Retail Planner Report (Fine Expenditure)

SURVEY AREA	2008	2008	2010	2010	2015	2015	2018	2018	2021	2021	2026	2026
	(£)	Minus SfT (£)										
ZONE 1 - PRESTON CENTRAL (WEST)	£2,726	£2,522	£2,666	£2,448	£3,106	£2,752	£3,524	£3,119	£4,045	£3,580	£5,089	£4,504
ZONE 2 - PRESTON CENTRAL (EAST)	£2,471	£2,286	£2,417	£2,219	£2,816	£2,495	£3,195	£2,827	£3,666	£3,245	£4,613	£4,083
ZONE 3 - PRESTON RURAL EAST	£2,924	£2,705	£2,860	£2,626	£3,332	£2,952	£3,780	£3,345	£4,339	£3,840	£5,459	£4,831
ZONE 4 - PRESTON RURAL WEST	£3,293	£3,046	£3,221	£2,957	£3,752	£3,324	£4,257	£3,768	£4,886	£4,324	£6,148	£5,441
ZONE 5 - KIRKHAM	£2,944	£2,723	£2,880	£2,643	£3,354	£2,972	£3,806	£3,368	£4,368	£3,866	£5,496	£4,864
ZONE 6 - BLACKPOOL / LYTHAM	£2,762	£2,555	£2,702	£2,480	£3,147	£2,788	£3,571	£3,160	£4,098	£3,627	£5,156	£4,563
ZONE 7 - FLEETWOOD / CLEVELEYS	£2,796	£2,586	£2,735	£2,511	£3,186	£2,823	£3,615	£3,199	£4,149	£3,672	£5,220	£4,619
ZONE 8 - WYRE BOROUGH	£2,949	£2,728	£2,884	£2,648	£3,360	£2,977	£3,813	£3,374	£4,376	£3,873	£5,505	£4,872
ZONE 9 - RIBBLE VALLEY	£2,823	£2,611	£2,761	£2,535	£3,217	£2,850	£3,650	£3,230	£4,189	£3,707	£5,270	£4,664
ZONE 10 - BLACKBURN NORTH	£2,974	£2,751	£2,909	£2,670	£3,389	£3,002	£3,845	£3,403	£4,413	£3,905	£5,552	£4,914
ZONE 11 - BLACKBURN WITH DARWEN	£2,327	£2,152	£2,276	£2,089	£2,651	£2,349	£3,008	£2,662	£3,453	£3,056	£4,344	£3,845
ZONE 12 - RURAL EAST (NORTH)	£3,004	£2,779	£2,938	£2,697	£3,423	£3,033	£3,884	£3,437	£4,457	£3,945	£5,608	£4,963
ZONE 13 - RURAL EAST (SOUTH)	£3,146	£2,910	£3,077	£2,825	£3,585	£3,176	£4,067	£3,599	£4,668	£4,131	£5,873	£5,198
ZONE 14 - BAMBER BRIDGE	£2,706	£2,503	£2,647	£2,430	£3,083	£2,732	£3,498	£3,096	£4,015	£3,553	£5,052	£4,471
ZONE 15 - RURAL WEST	£3,096	£2,864	£3,028	£2,780	£3,528	£3,126	£4,003	£3,542	£4,594	£4,066	£5,780	£5,115
ZONE 16 - CHORLEY	£2,810	£2,599	£2,749	£2,523	£3,202	£2,837	£3,633	£3,215	£4,170	£3,690	£5,246	£4,643
ZONE 17 - EAST LANCASHIRE	£2,621	£2,424	£2,564	£2,353	£2,986	£2,646	£3,388	£2,999	£3,889	£3,442	£4,893	£4,330
ZONE 18 - LEYLAND	£2,726	£2,522	£2,666	£2,448	£3,106	£2,752	£3,524	£3,119	£4,045	£3,580	£5,089	£4,504

Notes

1. Expenditure per Capita Forecasts derived from Experian Retail Planner (Fine Expenditure) Report; All Expenditure Figures given in 2008 Prices

2. Growth in per capita retail expenditure for Comparison Goods: (Source: - Experian Retail Planner Briefing Update / GVA Grimley Research)

	2008-2010	2010-2015	2016-2018	2019-2026
Growth Rate (per annum)	-1.1%	3.1%	4.3%	4.7%

3. Deductions for Special Forms of Trading (SfT) (Source: - Experian Retail Planner Briefing Update / GVA Grimley Research)

	2008	2010	2015	2018	2021	2026
Comparison Goods	7.5%	8.2%	11.4%	11.5%	11.5%	11.5%

TABLE 4 - TOTAL COMPARISON SPEND (2010)

COMPARISON GOODS	ZONE 1 - PRESTON CENT. WEST	ZONE 2 - PRESTON CENT. EAST	ZONE 3 - PRESTON RURAL EAST	ZONE 4 - PRESTON RURAL WEST	ZONE 5 - KIRKHAM	ZONE 6 - BLACKPOOL	ZONE 7 - FLEETWOOD	ZONE 8 - WYRE BOROUGH	ZONE 9 - RIBBLE VALLEY	ZONE 10 - BLACKBURN NORTH	ZONE 11 - BLACKBURN	ZONE 12 - RURAL EAST (NORTH)	ZONE 13 - RURAL EAST (SOUTH)	ZONE 14 - BAMBER BRIDGE	ZONE 15 - RURAL WEST	ZONE 16 - CHORLEY	ZONE 17 - EAST LANCS.	ZONE 18 - LEYLAND
CLOTHING	£47,860,426	£36,270,597	£5,441,433	£6,977,926	£20,816,883	£96,105,422	£67,548,906	£19,129,621	£14,941,534	£19,806,570	£68,803,326	£3,629,817	£4,832,079	£22,123,964	£18,115,848	£43,484,244	£26,508,069	£33,723,158
PERSONAL GOODS	£35,634,831	£26,910,443	£4,495,793	£5,373,607	£16,366,579	£76,739,818	£53,196,018	£16,315,605	£11,728,774	£15,263,030	£51,333,264	£2,802,833	£3,779,353	£16,113,783	£14,635,828	£32,456,539	£20,617,387	£24,861,598
RECREATIONAL GOODS	£21,186,401	£17,316,285	£2,660,612	£3,079,258	£9,456,896	£44,367,466	£31,415,762	£9,294,779	£7,151,692	£8,651,771	£33,504,229	£1,594,545	£2,091,591	£10,363,501	£8,342,175	£20,426,316	£12,791,195	£15,606,191
FURNITURE & FLOORING	£24,312,263	£17,842,794	£3,245,626	£4,088,426	£11,682,048	£52,026,995	£37,437,952	£11,796,126	£8,317,967	£11,345,247	£34,341,834	£2,000,609	£2,765,688	£11,175,688	£10,612,826	£22,995,270	£14,348,018	£17,329,273
DIY GOODS	£12,364,522	£9,477,156	£1,947,376	£2,104,591	£6,177,725	£26,447,056	£18,869,531	£6,594,461	£4,643,098	£5,767,847	£18,786,300	£1,109,248	£1,455,294	£5,912,719	£5,824,714	£12,218,195	£7,657,887	£9,009,252
MAJOR HOUSEHOLD APPS.	£24,034,408	£18,369,302	£2,925,071	£3,450,149	£10,891,534	£51,159,879	£36,233,514	£10,573,877	£7,921,874	£10,039,319	£35,538,414	£1,896,617	£2,469,589	£11,403,100	£9,600,906	£22,431,354	£14,095,561	£17,329,273
LARGE ELECTRICAL GOODS	£23,964,945	£18,369,302	£2,716,709	£3,329,394	£10,803,699	£52,316,034	£35,932,405	£10,119,086	£7,415,754	£10,039,319	£36,136,704	£1,842,145	£2,425,489	£10,818,326	£9,280,053	£22,055,409	£14,263,866	£16,344,655
TOTAL COMPARISON SPEND	£189,357,796	£144,555,880	£23,432,620	£28,403,351	£86,195,365	£399,162,671	£280,634,088	£83,823,555	£62,120,693	£80,913,103	£278,444,071	£14,875,813	£19,819,083	£87,911,081	£76,412,350	£176,067,328	£110,281,984	£134,203,400

TABLE 5 - CLOTHING / FASHION Market Share from Catchment Zones (2010)

DESTINATIONS	Market Share	ZONE 1 - PRESTON CENT. WEST	ZONE 2 - PRESTON CENT. EAST	ZONE 3 - PRESTON RURAL EAST	ZONE 4 - PRESTON RURAL WEST	ZONE 5 - KIRKHAM	ZONE 6 - BLACKPOOL	ZONE 7 - FLEETWOOD	ZONE 8 - WYRE BOROUGH	ZONE 9 - RIBBLE VALLEY	ZONE 10 - BLACKBURN NORTH	ZONE 11 - BLACKBURN	ZONE 12 - RURAL EAST (NORTH)	ZONE 13 - RURAL EAST (SOUTH)	ZONE 14 - BAMBER BRIDGE	ZONE 15 - RURAL WEST	ZONE 16 - CHORLEY	ZONE 17 - EAST LANCS.	ZONE 18 - LEYLAND	Expenditure (£)
PRESTON CITY CENTRE	% £	76.5% £36,613,226	55.1% £19,985,099	53.8% £2,927,491	64.6% £4,507,740	49.2% £10,241,907	15.9% £15,280,762	10.8% £7,295,282	30.0% £5,738,886	12.9% £1,927,458	27.4% £5,427,000	12.0% £8,256,399	57.1% £2,072,626	20.7% £1,000,240	63.6% £14,070,841	38.1% £6,902,138	20.2% £8,783,817	8.1% £2,147,154	56.4% £19,019,861	£172,197,927
QUEENS RETAIL PARK	2 % £	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	£0
DEEPDALE SHOPPING PARK	£ %	9.8%	30.8%	21.5%	16.9%	15.9%	2.9%	3.6%	11.7%	3.2%	17.7%	1.2%	5.7%	0.0%	9.7%	2.3%	1.1%	0.0%	5.1%	£0
DEEPDALE SHOPPING PARK	£	£4,690,322	£11,171,344	£1,169,908	£1,179,270	£3,309,884	£2,787,057	£2,431,761	£2,238,166	£478,129	£3,505,763	£825,640	£206,900	£0	£2,146,025	£416,665	£478,327	£0	£1,719,881	£38,755,039
RIVERSWAY RETAIL PARK	% £	1.0% £478,604	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£478,604
	× %	1.0%	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%	0.0%	0.0%	0.0%	0.0%	2470,004
PRESTON FOODSTORES	£	£478,604	£471,518	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£950,122
PRESTON LOCAL CENTRES	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£ %	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0
NORTH ROAD [PRESTON]	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
RIBBLETON LANE [PRESTON]	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
LEYLAND TOWN CENTRE	% £	0.0% £0	0.0% £0	0.0%	0.0% £0	0.0% £0	0.0%	0.0%	0.0% £0	0.0% £0	0.0% £0	0.6% £412,820	0.0% £0	0.0% £0	2.8% £619,471	1.2% £217,390	0.0%	0.0% £0	10.3% £3,473,485	£4,723,166
	£ %	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	1.7%	2.1%	0.0%	0.0%	1.3%	24,720,100
CAPITOL CENTRE (WALTON-LE-DALE)	£	£478,604	£0	£0	£0	£0	£0	£0	£0	£0	£257,485	£0	£0	£0	£376,107	£380,433	£0	£0	£438,401	£1,931,031
BAMBER BRIDGE DISTRICT CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0
BAMBER BRIDGE [OUT-OF-CENTRE]	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
CHORLEY TOWN CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	17.2%	5.5%	2.3%	35.1%	1.2%	5.1%	
CHORLET TOWN CENTRE	£	£0	£0	£0	£0	£0	£672,738	£0	£0	£0	£0	£0	£105,265	£831,118	£1,216,818	£416,665	£15,262,970	£318,097	£1,719,881	£20,543,550
CLAYTON GREEN CENTRE [ASDA]	% £	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£ %	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 1.1%	£0 0.0%	£0 0.0%	£0
CHORLEY [OUT-OF-CENTRE]	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£478,327	£0	£0	£478,327
BLACKPOOL TC / RETAIL PARKS	%	0.0%	1.3%	1.5%	4.6%	20.6%	58.6%	47.4%	10.0%	3.2%	1.6%	0.0%	2.9%	3.5%	0.0%	2.3%	1.1%	1.2%	1.3%	
	£	£0 2.0%	£471,518	£81,621	£320,985 0.0%	£4,288,278	£56,317,777 4.3%	£32,018,181 2.2%	£1,912,962	£478,129 46.8%	£316,905 40.3%	£0 67.5%	£105,265	£169,123 6.9%	£0 0.0%	£416,665 0.0%	£478,327 2.1%	£318,097 33.8%	£438,401	£98,132,233
BLACKBURN TC / RETAIL PARKS	⁷⁰ £	£957,209	£471,518	£81,621	0.0% £0	£333,070	4.3% £4,132,533	£1,486,076	£325,204	40.8% £6,992,638	40.3% £7,982,048	67.5% £46,442,245	£620,699	£333,413	0.0% £0	0.0% £0	£913,169	53.8% £8,959,727	£438,401	£80,469,571
BOLTON TC / RETAIL PARKS	%	1.0%	0.0%	0.0%	0.0%	1.6%	0.7%	1.4%	0.0%	0.0%	0.0%	6.0%	5.7%	17.2%	0.0%	0.0%	17.1%	3.5%	2.6%	
BOLION IC / RETAIL PARKS	£	£478,604	£0	£0	£0	£333,070	£672,738	£945,685	£0	£0	£0	£4,128,200	£206,900	£831,118	£0	£0	£7,435,806	£927,782	£876,802	£16,836,704
MIDDLEBROOK RETAIL PARK	% £	0.0%	0.0%	0.0%	0.0% £0	0.0% £0	0.0%	0.0%	0.0%	0.0% £0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	£0
	£ %	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 4.3%	£0 0.0%	£0 0.0%	£U
WIGAN TC / RETAIL PARKS	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£1,869,822	£0	£0	£1,869,822
SOUTHPORT TC / RETAIL PARKS	%	1.0%	0.0%	3.1%	0.0%	1.6%	0.7%	0.7%	0.0%	0.0%	1.6%	0.0%	0.0%	6.9%	2.8%	40.7%	6.4%	1.2%	2.6%	
	£	£478,604 0.0%	£0 0.0%	£168,684 1.5%	£0 0.0%	£333,070 0.0%	£672,738 0.0%	£472,842 0.7%	£0 23.3%	£0 0.0%	£316,905 0.0%	£0 0.0%	£0 0.0%	£333,413 3.5%	£619,471 0.0%	£7,373,150 0.0%	£2,782,992 0.0%	£318,097 0.0%	£876,802 0.0%	£14,746,769
LANCASTER CITY CENTRE	£	£0	£0	£81,621	£0	£0	£0	£472,842	£4,457,202	£0	£0	£0	£0	£169,123	£0	£0	£0	£0	£0	£5,180,788
BURNLEY TC / RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	0.0%	
Source: TO TRETAIL FANNO	£	£0	£0	£0	£0	£0	£672,738	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£2,783,347	£0	£3,456,085
MANCHESTER CITY CENTRE	% £	0.0% £0	0.0% £0	1.5% £81,621	3.1% £216,316	0.0% £0	1.4% £1,345,476	0.0% £0	0.0% £0	3.2% £478,129	1.6% £316,905	2.4% £1,651,280	0.0% £0	0.0% £0	1.4% £309,735	2.1% £380,433	1.1% £478,327	4.7% £1,245,879	0.0% £0	£6,504,101
TRAFFORD CENTRE	%	2.0%	2.6%	1.5%	1.5%	1.6%	1.4%	0.0%	5.0%	3.2%	0.0%	1.8%	0.0%	0.0%	0.0%	2.3%	1.1%	4.7%	1.3%	20,004,101
INAFFORD CENTRE	£	£957,209	£943,036	£81,621	£104,669	£333,070	£1,345,476	£0	£956,481	£478,129	£0	£1,238,460	£0	£0	£0	£416,665	£478,327	£1,245,879	£438,401	£9,017,422
OTHER	%	4.7%	7.6%	14.1%	9.3%	7.9%	12.7%	33.2%	18.3%	27.5%	8.5%	8.5%	8.6%	24.1%	12.5%	6.6%	9.3%	31.1%	12.7%	
	£	£2,249,440	£2,756,565	£767,242	£648,947	£1,644,534	£12,205,389	£22,426,237	£3,500,721	£4,108,922	£1,683,558	£5,848,283	£312,164	£1,164,531	£2,765,495	£1,195,646	£4,044,035	£8,244,010	£4,282,841	£79,848,560
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Notes 1. Market Share derived from Household Telephone Survey Result 2. Preston Foodstores comprises Sainsbury's Deepdale and Asda Fulwood Survey Respons

TABLE 6 - PERSONAL GOODS Ma	Market	ZONE 1 -	ZONE 2 -	ZONE 3 -	ZONE 4 -	ZONE 5 -	ZONE 6 -	ZONE 7 -	ZONE 8 - WYRE	ZONE 9 -	ZONE 10 -	ZONE 11 -	ZONE 12 -	ZONE 13 -	ZONE 14 -	ZONE 15 -	ZONE 16 -	ZONE 17 - EAST	ZONE 18 -	
DESTINATIONS	Share	PRESTON CENT. WEST	PRESTON CENT. EAST	PRESTON RURAL EAST	PRESTON RURAL WEST	KIRKHAM	BLACKPOOL	FLEETWOOD	BOROUGH	RIBBLE VALLEY	BLACKBURN NORTH	BLACKBURN	RURAL EAST (NORTH)	RURAL EAST (SOUTH)	BAMBER BRIDGE	RURAL WEST	CHORLEY	LANCS.	LEYLAND	Expenditure (f
PRESTON CITY CENTRE	%	71.3%	59.7%	50.0%	47.3%	48.9%	6.4%	8.7%	34.4%	8.5%	22.8%	6.3%	50.0%	28.6%	69.6%	46.6%	11.8%	5.4%	47.1%	
	£	£25,407,635	£16,065,535	£2,247,897	£2,541,716	£8,003,257	£4,911,348	£4,628,054	£5,612,568	£996,946	£3,479,971	£3,233,996	£1,401,416	£1,080,895	£11,215,193	£6,820,296	£3,829,872	£1,113,339	£11,709,813	£101,476,594
QUEENS RETAIL PARK	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
DEEPDALE SHOPPING PARK	%	11.3%	12.9%	14.8%	12.7%	4.4%	0.0%	0.0%	6.6%	0.0%	8.8%	0.0%	0.0%	0.0%	1.7%	2.8%	0.0%	0.0%	2.9%	
	£	£4,026,736	£3,471,447	£665,377	£682,448	£720,129	£0	£0	£1,076,830	£0	£1,343,147	£0	£0	£0	£273,934	£409,803	£0	£0	£720,986	£12,669,852
RIVERSWAY RETAIL PARK	% £	0.0%	1.5% £403,657	0.0%	1.8% £96,725	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% £0	0.0%	0.0%	0.0%	0.0% £0	0.0%	
	£ %	£0 0.0%	£403,657 8.0%	£0 0.0%	1.8%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£500,382
PRESTON FOODSTORES	% £	£0	£2,152,835	£0	£96,725	0.0%	0.0% £0	0.0%	0.0%	0.0% £0	£0	0.0% £0	0.0% £0	0.0% £0	£0	0.0%	0.0%	0.0% £0	0.0%	£2,249,560
	£ %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22,249,560
PRESTON LOCAL CENTRES	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20
NORTH ROAD [PRESTON]	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
RIBBLETON LANE [PRESTON]	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
	~	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	
LEYLAND TOWN CENTRE	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£1,839,758	£1,839,758
	%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	
CAPITOL CENTRE (WALTON-LE-DALE)	£	£0	£0	£0	£96,725	£0	£0	£0	£0	£0	£0	£0	£0	£0	£273,934	£0	£0	£0	£0	£370,659
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	1.5%	
BAMBER BRIDGE DISTRICT CENTRE	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£273,934	£0	£0	£0	£372,924	£646,858
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	
BAMBER BRIDGE [OUT-OF-CENTRE]	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£100,902	£0	£0	£0	£0	£0	£372,924	£473,826
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	10.7%	28.6%	5.2%	1.6%	48.7%	0.0%	5.9%	
CHORLEY TOWN CENTRE	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£359,333	£299,903	£1,080,895	£837,917	£234,173	£15,806,335	£0	£1,466,834	£20,085,390
	%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	
CLAYTON GREEN CENTRE [ASDA]	£	£0	£430,567	£0	£0	£0	£0	£0	£0	£0	£0	£0	£100,902	£0	£0	£0	£0	£0	£372,924	£904,393
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
CHORLEY [OUT-OF-CENTRE]	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
BLACKPOOL TC / RETAIL PARKS	%	0.0%	0.0%	0.0%	1.8%	15.6%	59.6%	40.0%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
BLACKPOOL IC / RETAIL PARKS	£	£0	£0	£0	£96,725	£2,553,186	£45,736,932	£21,278,407	£1,337,880	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£71,003,130
BLACKBURN TC / RETAIL PARKS	%	0.0%	0.0%	1.9%	0.0%	0.0%	4.6%	0.9%	1.6%	12.8%	36.8%	64.6%	7.1%	4.8%	0.0%	0.0%	0.0%	26.8%	0.0%	
BERGKBONN TO TRETALE FARMS	£	£0	£0	£85,420	£0	£0	£3,530,032	£478,764	£261,050	£1,501,283	£5,616,795	£33,161,289	£199,001	£181,409	£0	£0	£0	£5,525,460	£0	£50,540,502
BOLTON TC / RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.9%	0.0%	0.0%	0.0%	2.1%	0.0%	9.5%	0.0%	0.0%	5.3%	0.0%	0.0%	
BOETON TO TRETALET ANNO	£	£0	£0	£0	£0	£360,065	£0	£478,764	£0	£0	£0	£1,077,999	£0	£359,039	£0	£0	£1,720,197	£0	£0	£3,996,063
MIDDLEBROOK RETAIL PARK	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
WIGAN TC / RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
SOUTHPORT TC / RETAIL PARKS	%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	31.1%	0.0%	0.0%	1.5%	
	£	£0	£0	£85,420	£0	£0	£0	£0	£0	£0	£0	£0	£0	£181,409	£0	£4,551,743	£0	£0	£372,924	£5,191,496
LANCASTER CITY CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	16.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0	£0	£0	£0	£0	£0	£478,764	£2,675,759	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£3,154,523
BURNLEY TC / RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.1%	0.0%	
	£	£0	£0	£0	£0	£0	£690,658	£0	£0	£246,304	£0	£0	£0	£0	£0	£0	£0	£3,319,399	£0	£4,256,362
MANCHESTER CITY CENTRE	%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	2.6%	3.3%	4.3%	1.8%	3.5%	0.0%	0.0%	1.7%	3.1%	5.3%	3.6%	0.0%	
	£	£0	£430,567	£0	£0	£0	£0	£1,383,096	£538,415	£504,337	£274,735	£1,796,664	£0	£0	£273,934	£453,711	£1,720,197	£742,226	£0	£8,117,882
TRAFFORD CENTRE	%	2.5%	3.2%	3.7%	3.6%	0.0%	1.8%	0.9%	3.3%	2.1%	0.0%	1.4%	3.6%	0.0%	1.7%	0.0%	1.3%	0.0%	1.5%	
	£	£890,871	£861,134	£166,344	£193,450	£0	£1,381,317	£478,764	£538,415	£246,304	£0	£718,666	£100,902	£0	£273,934	£0	£421,935	£0	£372,924	£6,644,960
OTHER	%	14.9%	11.5%	27.7%	29.2%	28.9%	26.7%	45.1%	26.2%	70.2%	29.8%	21.4%	21.4%	23.7%	16.7%	14.8%	27.6%	48.1%	29.2%	
	£	£5,309,590	£3,094,701	£1,245,335	£1,569,093	£4,729,941	£20,489,531	£23,991,404	£4,274,689	£8,233,599	£4,548,383	£10,985,319	£599,806	£895,707	£2,691,002	£2,166,103	£8,958,005	£9,916,963	£7,259,587	£120,958,758
CATCHMENT TOTAL	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	+
	£	£35,634,831	£26,910,443	£4,495,793	£5,373,607	£16,366,579	£76,739,818	£53,196,018	£16,315,605	£11,728,774	£15,263,030	£51,333,264	£2,802,833	£3,779,353	£16,113,783	£14,635,828	£32,456,539	£20,617,387	£24,861,598	£428,625,086

TABLE 6 - PERSONAL GOODS Market Share from Catchment Zones (2010)

Notes
1. Market Share derived from Household Telephone Survey Result
2. Preston Foodstores comprises Sainsbury's Deepdale and Asda Fulwood Survey Respons

	Market	ZONE 1 -	ZONE 2 -	ZONE 3 -	ZONE 4 -	ZONE 5 -	ZONE 6 -	ZONE 7 -	ZONE 8 - WYRE	ZONE 9 -	ZONE 10 -	ZONE 11 -	ZONE 12 -	ZONE 13 -	ZONE 14 -	ZONE 15 -	ZONE 16 -	ZONE 17 - EAST	ZONE 18 -	
ESTINATIONS	Share	PRESTON CENT. WEST	PRESTON CENT. EAST	PRESTON RURAL EAST	PRESTON RURAL WEST	KIRKHAM	BLACKPOOL	FLEETWOOD	BOROUGH	RIBBLE VALLEY	BLACKBURN NORTH	BLACKBURN	RURAL EAST (NORTH)	RURAL EAST (SOUTH)	BAMBER BRIDGE	RURAL WEST	CHORLEY	LANCS.	LEYLAND	Expenditur
RESTON CITY CENTRE	% £	48.0% £10,169,472	41.7% £7,220,891	50.0% £1,330,306	37.8% £1,163,959	20.0% £1,891,379	13.5% £5,989,608	3.8% £1,193,799	28.6% £2,658,307	9.4% £672,259	20.7% £1,790,917	4.5% £1,507,690	23.8% £379,502	6.3% £131,770	23.3% £2,414,696	44.3% £3,695,584	3.8% £776,200	11.6% £1,483,779	25.0% £3,901,548	£48,371,0
JEENS RETAIL PARK	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	240,371,
JEENS RETAIL PARK	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
EEPDALE SHOPPING PARK	% £	22.0% £4,661,008	31.3% £5,419,997	23.7% £630.565	37.8%	26.7% £2,524,991	6.8%	9.0% £2,827,419	28.6% £2,658,307	9.4%	17.2%	1.1% £368,547	42.9% £684.060	0.0%	43.6%	9.0%	3.8% £776,200	0.0%	13.9%	£34,330
	£ %	0.0%	4.2%	0.0%	£1,163,959 0.0%	0.0%	£3,016,988 0.0%	0.0%	0.0%	£672,259 0.0%	£1,488,105 0.0%	0.0%	0.0%	£0 12.5%	£4,518,487 0.0%	£750,796 4.3%	0.0%	£0 0.0%	£2,169,261 0.0%	£34,330
VERSWAY RETAIL PARK	£	£0	£727,284	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£261,449	£0	£358,714	£0	£0	£0	£1,347,
RESTON FOODSTORES	% £	0.0% £0	2.1% £363,642	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£363,6
	£ %	£0 0.0%	8.3%	2.6%	£0 0.0%	3.3%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	4.8%	£0 0.0%	3.7%	£0 0.0%	£0 0.0%	£0 0.0%	2.8%	2363,6
RESTON LOCAL CENTRES	£	£0	£1,437,252	£69,176	£0	£312,078	£0	£0	£0	£0	£0	£0	£76,538	£0	£383,450	£0	£0	£0	£436,973	£2,715
ORTH ROAD (PRESTON)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
OKTH ROAD [PRESTON]	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
IBBLETON LANE [PRESTON]	%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0 0.0%	£363,642	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£76,538	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 11.1%	£440,1
EYLAND TOWN CENTRE	% £	0.0% £0	0.0% £0	0.0% £0	0.0%	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0%	0.0% £0	0.0% £0	0.0%	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0% £0	11.1% £1.732.287	£1,732,
	~	2.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	2.8%	21,702,
APITOL CENTRE (WALTON-LE-DALE)	£	£423,728	£0	£0	£0	£312,078	£0	£0	£0	£0	£294,160	£0	£0	£0	£0	£200,212	£0	£0	£436,973	£1,667,
AMBER BRIDGE DISTRICT CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
AMBER BRIDGE [OUT-OF-CENTRE]	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 1.1%	£0 0.0%	£0 25.0%	£0 6.1%	£0 2.4%	£0 55.8%	£0 0.0%	£0 11.1%	£0
HORLEY TOWN CENTRE	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£368,547	£0	£522,898	£632,174	£200,212	£11,397,885	£0	£1,732,287	£14,854
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	
LAYTON GREEN CENTRE [ASDA]	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£436,973	£436,9
HORLEY [OUT-OF-CENTRE]	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	3.1%	0.0%	1.9%	0.0%	0.0%	
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£131,770	£321,269	£0	£388,100	£0	£0	£841,1
LACKPOOL TC / RETAIL PARKS	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	23.3% £2,203,457	60.9% £27,019,787	39.8% £12,503,473	7.1% £659,929	0.0% £0	0.0% £0	0.0% £0	0.0% £0	6.3% £131,770	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£42,518
	%	0.0%	0.0%	0.0%	2.7%	0.0%	2.7%	0.0%	4.8%	25.0%	41.4%	64.0%	9.6%	12.5%	0.0%	2.4%	0.0%	23.2%	0.0%	242,310
LACKBURN TC / RETAIL PARKS	£	£0	£0	£0	£83,140	£0	£1,197,922	£0	£446,149	£1,787,923	£3,581,833	£21,442,706	£153,076	£261,449	£0	£200,212	£0	£2,967,557	£0	£32,121,
OLTON TC / RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	4.8%	6.3%	0.0%	0.0%	3.8%	0.0%	0.0%	
OETOK TO TRETALE PARKS	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£737,093	£76,538	£131,770	£0	£0	£776,200	£0	£0	£1,721,
IIDDLEBROOK RETAIL PARK	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £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%	0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	5.8%	£0 0.0%	2.8%	£U
IGAN TC / RETAIL PARKS	£	£423,728	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£1,184,726	£0	£436,973	£2,045,4
OUTHPORT TC / RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.5%	3.8%	0.0%	0.0%	
oo miroki to kerale rakko	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£1,793,568	£776,200	£0	£0	£2,569,
ANCASTER CITY CENTRE	% £	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	7.1% £659,929	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£659.9
	£ %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.6%	0.0%	2033,3
URNLEY TC / RETAIL PARKS	£	£0	£0	£0	£0	£0	£0	£0	£0	£221,702	£0	£0	£0	£0	£0	£0	£0	£1,483,779	£0	£1,705,
ANCHESTER CITY CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
MNOREOTER GITT GENTRE	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
RAFFORD CENTRE	%	0.0%	2.1%	0.0%	2.7%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	
	£	£0	£363,642	£0	£83,140	£312,078	£0	£0 47.4%	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£436,973	£1,195
THER	% £	26.0% £5,508,464	8.2% £1,419,935	23.7% £630,565	19.0% £585,059	20.1% £1,900,836	16.1% £7,143,162	47.4% £14,891,071	23.8% £2,212,157	53.1% £3,797,548	17.3% £1,496,756	27.1% £9,079,646	9.3% £148,293	24.8% £518,715	20.2% £2,093,427	13.7% £1,142,878	21.3% £4,350,805	53.6% £6,856,081	24.9% £3,885,942	£67.661
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	207,001
ATCHMENT TOTAL	£	£21,186,401	£17,316,285	£2,660,612	£3,079,258	£9,456,896	£44,367,466	£31,415,762	£9,294,779	£7,151,692	£8,651,771	£33,504,229	£1,594,545	£2,091,591	£10,363,501	£8,342,175	£20,426,316		£15,606,191	£259,30

 Notes
 1.
 Market Share derived from Household Telephone Survey Result
 2.
 Preston Foodstores comprises Sainsbury's Deepdale and Asda Fulwood Survey Respons
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DESTINATIONS	Market Share	ZONE 1 - PRESTON CENT. WEST	ZONE 2 - PRESTON CENT. EAST	ZONE 3 - PRESTON RURAL EAST	ZONE 4 - PRESTON RURAL WEST	ZONE 5 - KIRKHAM	ZONE 6 - BLACKPOOL	ZONE 7 - FLEETWOOD	ZONE 8 - WYRE BOROUGH	ZONE 9 - RIBBLE VALLEY	ZONE 10 - BLACKBURN NORTH	ZONE 11 - BLACKBURN	ZONE 12 - RURAL EAST (NORTH)	ZONE 13 - RURAL EAST (SOUTH)	ZONE 14 - BAMBER BRIDGE	ZONE 15 - RURAL WEST	ZONE 16 - CHORLEY	ZONE 17 - EAST LANCS.	ZONE 18 - LEYLAND	Expenditure (£)
PRESTON CITY CENTRE	% £	44.0% £10,697,396	35.5% £6,334,192	44.4% £1,441,058	35.9% £1,467,745	24.0% £2,803,692	3.6% £1,872,972	5.1% £1,909,336	30.2% £3,562,430	0.0% £0	15.4% £1,747,168	6.9% £2,369,587	26.9% £538,164	8.3% £229,552	28.9% £3,229,774	35.8% £3,799,392	10.7% £2,460,494	0.0% £0	14.9% £2,582,062	£47,045,011
QUEENS RETAIL PARK	£ % £	0.0%	1.6% £285.485	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	£3,223,774 0.0% £0	0.0%	0.0%	0.0%	1.5%	£1.013.667
DEEPDALE SHOPPING PARK	%	£0 2.2%	3.2%	£0 6.7%	£0 1.9%	£0 2.0%	£468,243 0.0%	£0 0.9%	£0 3.8%	£0 0.0%	£0 5.8%	£0 0.0%	7.7%	£0 0.0%	1.6%	£0 0.0%	£0 0.0%	£0 0.0%	£259,939 1.5%	
	£	£534,870 4.4%	£570,969 6.4%	£217,457	£77,680 7.5%	£233,641 0.0%	£0 0.9%	£336,942 0.9%	£448,253 0.0%	£0 0.0%	£658,024 0.0%	£0 0.0%	£154,047 0.0%	£0 0.0%	£178,811 3.3%	£0 1.5%	£0 0.0%	£0 1.4%	£259,939 3.0%	£3,670,633
RIVERSWAY RETAIL PARK	£	£1,069,740	£1,141,939	£0	£306,632	£0	£468,243	£336,942	£0	£0	£0	£0	£0	£0	£368,798	£159,192	£0	£200,872	£519,878	£4,572,235
PRESTON FOODSTORES	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0
PRESTON LOCAL CENTRES	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
NORTH ROAD [PRESTON]	£ %	£0 3.3%	£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%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0
	£	£802,305	£0	£0	£77,680	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£879,985
RIBBLETON LANE [PRESTON]	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.6% £178,811	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£178.811
LEYLAND TOWN CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	2.6%	1.3%	0.0%	10.4%	
	£	£0 6.6%	£0 1.6%	£0 6.7%	£0 9.4%	£0 2.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 2.0%	£0 5.8%	£0 1.5%	£0 15.4%	£0 4.2%	£178,811 13.8%	£275,933 1.5%	£298,939 1.3%	£0 0.0%	£1,802,244 11.9%	£2,555,927
CAPITOL CENTRE (WALTON-LE-DALE)	£	£1,604,609	£285,485	£217,457	£384,312	£233,641	£0	£0	£0	£166,359	£658,024	£515,128	£308,094	£116,159	£1,542,245	£159,192	£298,939	£0	£2,062,183	£8,551,827
BAMBER BRIDGE DISTRICT CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	1.6%	2.6%	0.0%	0.0%	1.5%	
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£215,560	£0	£0	£0	£178,811	£275,933	£0	£0	£259,939	£930,243
BAMBER BRIDGE [OUT-OF-CENTRE]	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	11.5% £230,070	0.0% £0	3.6% £402,325	1.5% £159,192	0.0% £0	0.0% £0	0.0% £0	£791,587
CHORLEY TOWN CENTRE	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.9% £215,560	0.0% £0	11.5% £230,070	29.2% £807,581	1.6% £178,811	0.0% £0	41.3% £9,497,047	0.0% £0	3.0% £519,878	£11,448,946
CLAYTON GREEN CENTRE [ASDA]	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	
	£	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£178,811 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£178,811
CHORLEY [OUT-OF-CENTRE]	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
BLACKPOOL TC / RETAIL PARKS	% £	0.0% £0	0.0% £0	0.0% £0	5.7% £233,040	16.0% £1,869,128	60.4% £31,424,305	46.2% £17,296,334	11.3% £1,332,962	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	2.6% £275,933	0.0% £0	0.0% £0	1.5% £259,939	£52,691,642
	~	0.0%	0.0%	0.0%	0.0%	2.0%	4.5%	0.9%	3.8%	32.0%	26.9%	54.7%	7.7%	8.3%	0.0%	1.5%	0.0%	26.0%	1.5%	202,001,012
BLACKBURN TC / RETAIL PARKS	£	£0	£0	£0	£0	£233,641	£2,341,215	£336,942	£448,253	£2,661,750	£3,051,871	£18,784,983	£154,047	£229,552	£0	£159,192	£0	£3,730,485	£259,939	£32,391,870
BOLTON TC / RETAIL PARKS	% £	1.1% £267,435	0.0% £0	0.0% £0	5.7% £233,040	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	2.3% £789,862	3.9% £78,024	4.2% £116,159	0.0% £0	1.5% £159,192	6.6% £1,517,688	0.0% £0	3.0% £519,878	£3,681,278
MIDDLEBROOK RETAIL PARK	%	0.0%	0.0% £0	0.0%	1.9% £77.680	0.0%	0.0%	0.9% £336.942	0.0%	0.0%	0.0%	1.5% £515.128	3.9% £78.024	8.3% £229.552	1.6% £178.811	0.0%	6.7% £1.540.683	0.0%	1.5% £259.939	
	£	£0 0.0%	£0 0.0%	£0 0.0%	£77,680 0.0%	£0 0.0%	£0 0.0%	£336,942 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£515,128 0.0%	£78,024 0.0%	£229,552 0.0%	£178,811 0.0%	£0 0.0%	£1,540,683 0.0%	£0 0.0%	£259,939 0.0%	£3,216,758
WIGAN TC / RETAIL PARKS	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
SOUTHPORT TC / RETAIL PARKS	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0%	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.6% £178.811	20.5% £2.175.629	0.0% £0	0.0% £0	0.0% £0	£2.354.440
LANCASTER CITY CENTRE	%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	
	£	£0	£0	£71,404	£0	£0	£0	£0	£1,332,962	£0	£0	£0	£0	£0	£178,811	£0	£0	£0	£0	£1,583,177
BURNLEY TC / RETAIL PARKS	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	4.0% £332,719	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.4% £200,872	0.0% £0	£533,591
MANCHESTER CITY CENTRE	%	1.1%	0.0%	0.0%	0.0%	2.0%	0.9%	1.7%	1.9%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	
	£	£267,435 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£233,641 0.0%	£468,243 0.9%	£636,445 0.9%	£224,126 3.8%	£166,359 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£620,872 0.0%	£0 0.0%	£0 0.0%	£2,617,122
TRAFFORD CENTRE	£	£0	£0	£0	£0	£0	£468,243	£336,942	£448,253	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£1,253,437
OTHER	% £	37.3%	51.7%	40.0%	30.1%	52.0%	27.9%	42.5%	33.9%	60.0%	42.3%	33.1%	11.5%	37.5%	36.0%	28.4%	29.4%	71.2%	44.8%	£115,523,652
CATCHMENT TOTAL	£ %	£9,068,474 100.0%	£9,224,724 100.0%	£1,298,251 100.0%	£1,230,616 100.0%	£6,074,665 100.0%	£14,515,532 100.0%	£15,911,130 100.0%	£3,998,887 100.0%	£4,990,780 100.0%	£4,799,039 100.0%	£11,367,147 100.0%	£230,070 100.0%	£1,037,133 100.0%	£4,023,248 100.0%	£3,014,043 100.0%	£6,760,609 100.0%	£10,215,789 100.0%	£7,763,514 100.0%	£115,523,652
	£	£24,312,263	£17,842,794	£3,245,626	£4,088,426	£11,682,048	£52,026,995	£37,437,952	£11,796,126	£8,317,967	£11,345,247	£34,341,834	£2,000,609	£2,765,688	£11,175,688	£10,612,826	£22,995,270	£14,348,018	£17,329,273	£297,664,652

TABLE 8 - FURNITURE GOODS Market Share from Catchment Zones (2010)

Notes 1. Market Share derived from Household Telephone Survey Result 2. Preston Foodstores comprises Sainsbury's Deepdale and Asda Fulwood Survey Respons

TABLE 9 - DIT GOODS Market Share in	oni cate	Innent Zones	2010)	-	-		-					-	-							-
DESTINATIONS	Market Share	ZONE 1 - PRESTON CENT. WEST	ZONE 2 - PRESTON CENT. EAST	ZONE 3 - PRESTON RURAL EAST	ZONE 4 - PRESTON RURAL WEST	ZONE 5 - KIRKHAM	ZONE 6 - BLACKPOOL	ZONE 7 - FLEETWOOD	ZONE 8 - WYRE BOROUGH	ZONE 9 - RIBBLE VALLEY	ZONE 10 - BLACKBURN NORTH	ZONE 11 - BLACKBURN	ZONE 12 - RURAL EAST (NORTH)	ZONE 13 - RURAL EAST (SOUTH)	ZONE 14 - BAMBER BRIDGE	ZONE 15 - RURAL WEST	ZONE 16 - CHORLEY	ZONE 17 - EAST LANCS.	ZONE 18 - LEYLAND	Expenditure (£)
PRESTON CITY CENTRE	%	36.5%	29.2%	34.4%	23.3%	3.1%	0.0%	0.0%	25.4%	0.0%	15.4%	0.0%	12.1%	7.1%	16.0%	18.6%	3.5%	1.3%	7.6%	
	£	£4,513,051	£2,767,330	£669,897	£490,370	£191,509	£0	£0	£1,674,993	£0	£888,248	£0	£134,219	£103,326	£946,035	£1,083,397	£427,637	£99,553	£684,703	£14,674,267
QUEENS RETAIL PARK	%	1.0%	2.8%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	
	£	£123,645	£265,360	£0	£0	£98,844	£0	£0	£0	£0	£0	£0	£33,277	£0	£0	£0	£0	£0	£117,120	£638,247
DEEPDALE SHOPPING PARK	% £	1.0% £123,645	0.0% £0	3.3% £64,263	0.0% £0	1.6% £98,844	0.0% £0	0.0% £0	0.0% £0	1.6% £74,290	3.1% £178,803	0.0% £0	0.0% £0	0.0% £0	2.9% £171,469	1.2% £69,897	0.0% £0	0.0% £0	1.3% £117,120	£898,331
	£ %	£123,645 9.4%	£0 4.2%	3.3%	£0 6.7%	1.6%	£0 0.8%	£0 0.0%	£0 3.2%	£74,290 0.0%	0.0%	£0 0.6%	£0 0.0%	£0 0.0%	£171,469 0.0%	4.6%	£0 0.0%	2.6%	£117,120 0.0%	£898,331
RIVERSWAY RETAIL PARK	£	£1,162,265	£398,041	£64,263	£141,008	£98,844	£211,576	£0	£211,023	£0	£0	£112,718	£0	£0	£0	£267,937	£0	£199,105	£0	£2,866,779
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
PRESTON FOODSTORES	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
PRESTON LOCAL CENTRES	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
NORTH ROAD [PRESTON]	%	22.9%	37.5%	13.1%	26.7%	4.7%	0.8%	0.7%	0.0%	0.0%	1.5%	0.0%	3.0%	14.3%	4.6%	2.4%	0.0%	1.3%	1.3%	
	£	£2,831,476	£3,553,934	£255,106	£561,926	£290,353	£211,576	£132,087	£0	£0	£86,518	£0	£33,277	£208,107	£271,985	£139,793	£0	£99,553	£117,120	£8,792,810
RIBBLETON LANE [PRESTON]	%	2.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	
	£	£259,655	£0	£0	£0	£0	£211,576	£0	£0	£0	£0	£0	£0	£0	£0	£69,897	£0	£0	£0	£541,128
LEYLAND TOWN CENTRE	%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	5.8%	0.0%	17.7%	
	£	£0	£132,680	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£198,040	£708,655	£0	£1,594,638	£2,634,013
CAPITOL CENTRE (WALTON-LE-DALE)	%	5.2%	4.2%	0.0%	5.0%	0.0%	0.0%	0.0%	1.6%	1.6%	1.5%	0.0%	9.1%	0.0%	7.2%	7.0%	1.2%	0.0%	12.7%	
	£	£642,955	£398,041	£0	£105,230	£0	£0	£0	£105,511	£74,290	£86,518	£0	£100,942	£0	£425,716	£407,730	£146,618	£0	£1,144,175	£3,637,725
BAMBER BRIDGE DISTRICT CENTRE	%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	1.5%	0.0%	3.0%	0.0%	6.1%	2.2%	1.2%	0.0%	2.5%	
	£	£0	£132,680	£0	£0	£0	£0	£0	£211,023	£0	£86,518	£0	£33,277	£0	£360,676	£128,144	£146,618	£0	£225,231	£1,324,167
BAMBER BRIDGE [OUT-OF-CENTRE]	% £	3.1% £383.300	4.2% £398.041	27.9% £543.318	6.7% £141.008	0.0%	0.0%	0.0%	0.0%	0.0%	10.8% £622.928	0.6% £112,718	60.6% £672,205	7.1% £103.326	36.5% £2,158,142	10.6% £617.420	0.0%	0.0%	17.8% £1.603.647	£7,356,051
	£ %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	42.9%	2.9%	6.0%	70.9%	0.0%	8.9%	£7,356,051
CHORLEY TOWN CENTRE	% £	0.0% £0	0.0%	0.0%	0.0%	£0	£0	£0	0.0% £0	£0	£0	£0	0.0%	42.9% £624,321	£171,469	£349,483	£8,662,701	0.0% £0	£801,823	£10,609,797
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	210,000,101
CLAYTON GREEN CENTRE [ASDA]	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	1.2%	0.0%	3.8%	
CHORLEY [OUT-OF-CENTRE]	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£52,391	£0	£0	£146,618	£0	£342,352	£541,361
	%	0.0%	1.4%	0.0%	11.6%	67.3%	80.4%	70.5%	31.7%	1.6%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	1.3%	0.0%	
BLACKPOOL TC / RETAIL PARKS	£	£0	£132,680	£0	£244,133	£4,157,609	£21,263,433	£13,303,019	£2,090,444	£74,290	£0	£0	£0	£0	£171,469	£0	£0	£99,553	£0	£41,536,629
	%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.7%	3.2%	49.2%	50.6%	82.4%	3.0%	3.6%	1.7%	0.0%	0.0%	43.6%	0.0%	
BLACKBURN TC / RETAIL PARKS	£	£0	£0	£0	£0	£0	£819,859	£132,087	£211,023	£2,284,404	£2,918,531	£15,479,911	£33,277	£52,391	£100,516	£0	£0	£3,338,839	£0	£25,370,837
BOLTON TC / RETAIL PARKS	%	0.0%	0.0%	0.0%	3.4%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	1.2%	3.5%	0.0%	0.0%	
BOLION IC/RETAIL PARKS	£	£0	£0	£0	£71,556	£98,844	£0	£0	£0	£0	£0	£112,718	£0	£0	£0	£69,897	£427,637	£0	£0	£780,651
MIDDLEBROOK RETAIL PARK	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
MIDDLEBROOK RETAIL PARK	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
WIGAN TC / RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
SOUTHPORT TC / RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.9%	0.0%	0.0%	0.0%	
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£1,333,860	£0	£0	£0	£1,333,860
LANCASTER CITY CENTRE	%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0	£0	£0	£35,778	£0	£0	£0	£837,497	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£873,275
BURNLEY TC / RETAIL PARKS	%	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%	0.0%	9.0%	0.0%	
	£	£0	£0	£0	£0	£0	£0	£0	£0	£74,290	£0	£0	£0	£0	£0	£0	£0	£689,210	£0	£763,499
MANCHESTER CITY CENTRE	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0
	£ %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.2%	0.0%	0.0%	
TRAFFORD CENTRE	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£69,897	£146,618	£0	£0	£216,515
	%	18.8%	13.7%	18.0%	14.9%	18.5%	14.1%	28.1%	19.0%	44.4%	15.6%	15.8%	6.2%	21.4%	19.2%	17.5%	11.5%	40.9%	25.1%	
OTHER	£	£2,324,530	£1,298,370	£350,528	£313,584	£1,142,879	£3,729,035	£5,302,338	£1,252,948	£2,061,536	£899,784	£2,968,235	£68,773	£311,433	£1,135,242	£1,019,325	£1,405,092	£3,132,076	£2,261,322	£30,977,031
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
CATCHMENT TOTAL	£	£12,364,522	£9,477,156	£1,947,376	£2,104,591	£6,177,725	£26,447,056	£18,869,531	£6,594,461	£4,643,098	£5,767,847	£18,786,300	£1,109,248	£1,455,294	£5,912,719	£5,824,714	£12,218,195	£7,657,887	£9,009,252	£156,366,972
Notes			-				-					-	-			-				

TABLE 9 - DIY GOODS Market Share from Catchment Zones (2010)

Notes 1. Market Share derived from Household Telephone Survey Results 2. Preston Foodstores comprises Sainsbury's Deepdale and Asda Fulwood Survey Responses

Image shore Image shore <th>TABLE 10 - MAJOR HOUSEHOLD APP</th> <th>PLIANCE</th> <th>S Market Shar</th> <th>re from Catchi</th> <th>ment Zones (2</th> <th>:010)</th> <th></th>	TABLE 10 - MAJOR HOUSEHOLD APP	PLIANCE	S Market Shar	re from Catchi	ment Zones (2	:010)															
<table-container> Part with the state Part with the state Part with the state Part with the state<</table-container>	DESTINATIONS		PRESTON	PRESTON	PRESTON	PRESTON						BLACKBURN		RURAL EAST	RURAL EAST	BAMBER		ZONE 16 - CHORLEY			Expenditure (£)
<table-container> Name Name</table-container>	PRESTON CITY CENTRE																				£23,740,595
<table-container></table-container>	QUEENS RETAIL PARK																				60
<table-container></table-container>	DEEPDALE SHOPPING PARK	%	17.5%	31.4%	29.5%	21.4%	0.0%	1.5%	0.0%	8.6%	0.0%	5.0%	0.0%	0.0%	0.0%	1.4%	6.7%	1.1%	1.2%	6.3%	
<table-container> Name <t< td=""><td>RIVERSWAY RETAIL PARK</td><td>%</td><td>1.0%</td><td>0.0%</td><td>0.0%</td><td>1.8%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>2.9%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td></td></t<></table-container>	RIVERSWAY RETAIL PARK	%	1.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
<table-container> Here I B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B B<td></td><td></td><td></td><td></td><td></td><td>,</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>£357,449</td></table-container>						,															£357,449
<table-container> Part band band band band band band band band</table-container>	PRESTON FOODSTORES																				£257,170
<table-container>11111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111111<</table-container>	PRESTON LOCAL CENTRES																				£124.205
<table-container> Phate <t< td=""><td>NORTH ROAD [PRESTON]</td><td>%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>4.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td></td></t<></table-container>	NORTH ROAD [PRESTON]	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
<table-container> Part Part Part Part Part Part Part Part</table-container>																					£98,784
<table-container> beta <thadded< th=""> beta beta <t< td=""><td>RIBBLETON LANE [PRESTON]</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>£5,604,662</td></t<></thadded<></table-container>	RIBBLETON LANE [PRESTON]																				£5,604,662
<table-container> (i) (i) (i) (i) (i)</table-container>	I FYLAND TOWN CENTRE	%	1.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.1%	
CATCO (MULTICALOR) C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C C						,															£302,447
<table-container> Answer of the sector And One One One One One</table-container>	CAPITOL CENTRE (WALTON-LE-DALE)								0.070											40.076	
ch d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d d																					£20,751,312
Ambalament grant for shares in a star star shares in a star shares in a star shares in a star shares	BAMBER BRIDGE DISTRICT CENTRE																				£330,312
<table-container>Philare processesPhilare processesP</table-container>	BAMBER BRIDGE [OUT-OF-CENTRE]	%	0.0%	0.0%	0.0%	0.0%			0.0%	0.0%	0.0%	0.0%	0.0%			0.0%		0.0%	0.0%	0.0%	
<table-container> char f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f f<td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>£U</td></table-container>																					£U
CLATCH GRADM C 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 <	CHORLEY TOWN CENTRE																				£15,524,040
cl		%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	
checkbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbordcheckbord <td>CLATION GREEN CENTRE [ASDA]</td> <td>£</td> <td>£0</td> <td>£257,170</td> <td>£0</td> <td>£159,643</td> <td>£0</td> <td>£0</td> <td>£0</td> <td>£0</td> <td>£416,814</td>	CLATION GREEN CENTRE [ASDA]	£	£0	£257,170	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£159,643	£0	£0	£0	£0	£416,814
h 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	CHORLEY [OUT-OF-CENTRE]																				£0
bit 0.0% 0.0% 1.8% 0.0% 0.0% 0.0% 1.7% 0.8.7% 0.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% <t< td=""><td>BLACKPOOL TC / RETAIL PARKS</td><td>%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td></td><td>40.7%</td><td>78.5%</td><td>57.7%</td><td>24.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td></td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td></td></t<>	BLACKPOOL TC / RETAIL PARKS	%	0.0%	0.0%	0.0%		40.7%	78.5%	57.7%	24.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
LACKBUN TO RETAL PARKs c 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 60 61342 60 613462 613463 MDLEBROK RETAL PARK 6 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00/% 00																					£68,099,930
bit 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.7% 0.0% 0.0% 0.0% 1.3% 4.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	BLACKBURN TC / RETAIL PARKS																				£35,770,165
Image: bit is and set is a		-	0.0%		0.0%		0.0%	0.0%	0.0%	0.0%				,	4.6%	0.0%		4.4%		0.0%	
MIDLEBROK REAL PARK E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E	BOLTON TC / RETAIL PARKS	£	£0	£0	£0	£0	£0	£0	£0	£0	£134,672	£0	£248,769	£0	£113,601	£0	£124,812	£986,980	£0	£0	£1,608,833
MGAN C / RETALL PARKS % 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% <td>MIDDLEBROOK RETAIL PARK</td> <td></td> <td>£1 408 860</td>	MIDDLEBROOK RETAIL PARK																				£1 408 860
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SOUTHOR TO / RETAIL PARKS ϵ <td></td> <td>£0</td>																					£0
LARAGETER CTY CERTIC % 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% <td>SOUTHPORT TC / RETAIL PARKS</td> <td></td> <td>£2,966,680</td>	SOUTHPORT TC / RETAIL PARKS																				£2,966,680
BURNEY C / RETAIL $\%$ 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% <t< td=""><td>LANCASTER CITY CENTRE</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>	LANCASTER CITY CENTRE																				
BURLEY Cr RETAL PARKS E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E E																					£1,459,195
MANCHESTER CITY CENTRE % 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% <th< td=""><td>BURNLEY TC / RETAIL PARKS</td><td>_</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>£3,058,737</td></th<>	BURNLEY TC / RETAIL PARKS	_																			£3,058,737
RAFFORD CENTRE % 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	MANCHESTER CITY CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
TRAFFORD ENTRE € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € € €		-																			£0
OTHER 0 6 52,329,501 62,902,302 627,676 67,96,944 62,534,743 69,055,239 61,036,903 62,169,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,168,493 62,169,493 62,169,493 62,168,493 62,169,493 62,169,493 62,169,493 62,169,493 62,169,493 62,169,493 62,169,493 62,169,493 62,169,493 62,169,493 62,169,493 62,169,493 62,169	TRAFFORD CENTRE																				£179,756
CATCHMENT TOTAL % 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%	OTHER																				£73,402,167
Call Childen II 101AL E £24,034,408 £18,369,302 £2,925,071 £3,450,149 £10,891,534 £51,159,879 £36,233,514 £10,073,877 £7,921,874 £10,039,319 £35,538,414 £1,896,617 £2,469,589 £11,403,100 £9,600,906 £22,431,554 £14,095,561 £17,329,273 £290,363,739		%		100.0%		-	100.0%	100.0%												100.0%	
		£	£24,034,408	£18,369,302	£2,925,071	£3,450,149	£10,891,534	£51,159,879	£36,233,514	£10,573,877	£7,921,874	£10,039,319	£35,538,414	£1,896,617	£2,469,589	£11,403,100	£9,600,906	£22,431,354	£14,095,561	£17,329,273	£290,363,739

TABLE 10 - MAJOR HOUSEHOLD APPLIANCES Market Share from Catchment Zones (2010)

Notes
1. Market Share derived from Household Telephone Survey Results
2. Preston Foodstores comprises Sainsbury's Deepdale and Asda Fulwood Survey Responses

TABLE 11 - LARGE ELECTRIC GOODS Market Share from Catchment Zones (2010)

TABLE 11 - LARGE ELECTRIC GOO		ZONE 1 -	ZONE 2 -	ZONE 3 -	ZONE 4 -			ZONE 7 -			ZONE 10 -	ZONE 11 -	ZONE 12 -	ZONE 13 -	ZONE 14 -	ZONE 15 -			ZONE 18 -	
DESTINATIONS	Market Share	PRESTON CENT. WEST	PRESTON CENT. EAST	PRESTON RURAL EAST	PRESTON RURAL WEST	ZONE 5 - KIRKHAM	ZONE 6 - BLACKPOOL	FLEETWOOD	ZONE 8 - WYRE BOROUGH	ZONE 9 - RIBBLE VALLEY	BLACKBURN NORTH	ZONE 11 - BLACKBURN	RURAL EAST (NORTH)	RURAL EAST (SOUTH)	BAMBER BRIDGE	ZONE 15 - RURAL WEST	ZONE 16 - CHORLEY	ZONE 17 - EAST LANCS.	LEYLAND	Expenditure (£)
PRESTON CITY CENTRE	%	29.1%	21.1%	32.8%	24.0%	4.2%	0.8%	0.0%	20.7%	2.0%	14.5%	1.4%	15.6%	0.0%	20.3%	18.9%	9.0%	1.5%	15.2%	
	£	£6,973,799	£3,875,923	£891,081	£799,054	£453,755	£418,528	£0	£2,094,651	£148,315	£1,455,701	£505,914	£287,375	£0	£2,196,120	£1,753,930	£1,984,987	£213,958	£2,484,388	£26,537,479
QUEENS RETAIL PARK	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
DEEPDALE SHOPPING PARK	%	30.2%	29.6%	27.9%	18.0%	4.2%	0.0%	0.0%	6.9%	0.0%	10.9%	0.0%	3.1%	0.0%	5.1%	11.2%	1.3%	0.0%	3.0%	1
	£	£7,237,413	£5,437,314	£757,962	£599,291	£453,755	£0	£0	£698,217	£0	£1,094,286	£0	£57,106	£0	£551,735	£1,039,366	£286,720	£0	£490,340	£18,703,505
RIVERSWAY RETAIL PARK	%	1.2%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£287,579	£257,170	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£97,020	£0	£0	£0	£0	£0	£641,769
PRESTON FOODSTORES	%	2.3%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£551,194	£771,511	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£1,322,704
PRESTON LOCAL CENTRES	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
NORTH ROAD [PRESTON]	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
NORTH ROAD [FRESTON]	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
	%	3.5%	8.5%	0.0%	2.0%	2.1%	0.0%	0.0%	1.7%	0.0%	1.8%	0.0%	3.1%	0.0%	3.8%	0.0%	1.3%	0.0%	0.0%	
RIBBLETON LANE [PRESTON]	£	£838,773	£1,561,391	£0	£66,588	£226,878	£0	£0	£172,024	£0	£180,708	£0	£57,106	£0	£411,096	£0	£286,720	£0	£0	£3,801,285
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	1.3%	1.5%	10.6%	
LEYLAND TOWN CENTRE	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£584,190	£0	£286,720	£213,958	£1,732,533	£2,817,401
	%	14.0%	14.1%	8.2%	18.0%	6.2%	0.8%	0.8%	1.7%	2.0%	9.1%	0.0%	56.3%	20.0%	49.0%	25.2%	1.3%	0.0%	42.4%	
CAPITOL CENTRE (WALTON-LE-DALE)	£	£3,355,092	£2,590,072	£222,770	£599,291	£669,829	£418,528	£287,459	£172,024	£148,315	£913,578	£0	£1,037,127	£485,098	£5,300,980	£2.338.573	£286,720	£0	£6,930,134	£25,755,592
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
BAMBER BRIDGE DISTRICT CENTRE	£	£0	£0	£0.0%	£0	£0	£0	£0	£0	£0.0%	£0	£0	£0	£0	£0.0	£0	£0	£0	£0	£0
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0
BAMBER BRIDGE [OUT-OF-CENTRE]	£	£0	£0	0.0%	£0	£0	0.0%	0.0%	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
		£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%		£0 0.0%	£0 0.0%	£0 3.1%	£0 36.0%	1.6%	3.2%	56.4%	£0 0.0%	3.0%	£U
CHORLEY TOWN CENTRE	%									0.0%										
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£57,106	£873,176	£173,093	£296,962	£12,439,251	£0	£490,340	£14,329,928
CLAYTON GREEN CENTRE [ASDA]	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£173,093	£0	£0	£0	£0	£173,093
CHORLEY (OUT-OF-CENTRE)	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	0.0%	0.0%	1.3%	0.0%	0.0%	
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£194,039	£0	£0	£286,720	£0	£0	£480,759
BLACKPOOL TC / RETAIL PARKS	%	0.0%	0.0%	0.0%	2.0%	43.8%	75.6%	52.1%	27.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	£	£0	£0	£0	£66,588	£4,732,020	£39,550,922	£18,720,783	£2,792,868	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£65,863,181
BLACKBURN TC / RETAIL PARKS	%	0.0%	0.0%	0.0%	2.0%	0.0%	0.8%	0.0%	1.7%	44.8%	49.1%	78.2%	6.3%	0.0%	0.0%	1.6%	0.0%	43.4%	0.0%	
	£	£0	£0	£0	£66,588	£0	£418,528	£0	£172,024	£3,322,258	£4,929,306	£28,258,902	£116,055	£0	£0	£148,481	£0	£6,190,518	£0	£43,622,660
BOLTON TC / RETAIL PARKS	%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	
	£	£0	£257,170	£0	£0	£0	£0	£0	£0	£0	£0	£252,957	£0	£0	£0	£0	£1,698,266	£0	£0	£2,208,394
MIDDLEBROOK RETAIL PARK	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	0.0%	0.0%	2.6%	0.0%	1.5%	
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£194,039	£0	£0	£573,441	£0	£245,170	£1,012,650
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
WIGAN TC / RETAIL PARKS	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.6%	0.0%	0.0%	0.0%	
SOUTHPORT TC / RETAIL PARKS	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£2,375,694	£0	£0	£0	£2,375,694
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
LANCASTER CITY CENTRE	£	£0	£0	£0	£0	£0	£0	£0	£1,740,483	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£1,740,483
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	16.0%	0.0%	
BURNLEY TC / RETAIL PARKS	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£286,720	£2,282,219	£0	£2,568,939
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
MANCHESTER CITY CENTRE	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
	£ %	1.2%	0.0%	0.0%	2.0%	0.0%	0.0%	0.8%	1.7%	0.0%	£0 0.0%	£0 0.7%	3.1%	0.0%	£0 0.0%	0.0%	0.0%	1.5%	3.0%	
TRAFFORD CENTRE	76 £	£287.579	0.0%	0.0%	£66.588	0.0% £0	0.0%	£287.459	£172.024	0.0%	0.0%	£252.957	£57.106	0.0%	0.0% £0	0.0%	0.0%	£213.958	£490.340	£1.828.012
	-				,		~*					,	,					,		£1,828,012
	%	18.5%	19.7%	31.1%	32.0%	39.5%	22.0%	46.3%	20.8%	51.2%	14.6%	19.0%	9.4%	24.0% £582,117	13.2% £1,428,019	14.3% £1,327,048	16.5% £3,639,142	36.1% £5,149,256	21.3%	
OTHER	~																		£3,481,411	£72,389,767
OTHER	£	£4,433,515	£3,618,753	£844,897	£1,065,406	£4,267,461	£11,509,528	£16,636,703	£2,104,770	£3,796,866	£1,465,741	£6,865,974	£173,162	-						-
OTHER CATCHMENT TOTAL	£ % £	£4,433,515 100.0% £23,964,945	£3,618,753 100.0% £18,369,302	£844,897 100.0% £2,716,709	£1,065,406 100.0% £3,329,394	£4,267,461 100.0% £10,803,699	£11,509,528 100.0% £52,316,034	£16,636,703 100.0% £35,932,405	£2,104,770 100.0% £10,119,086	£3,796,866 100.0% £7,415,754	£1,465,741 100.0% £10,039,319	£6,865,974 100.0% £36,136,704	£173,162 100.0% £1,842,145	£362,117 100.0% £2,425,489	£1,428,019 100.0% £10,818,326	£1,327,048 100.0% £9,280,053	100.0% £22,055,409	£3,149,256 100.0% £14,263,866	100.0% £16,344,655	£288,173,294

Notes
1. Market Share derived from Household Telephone Survey Results
2. Preston Foodstores comprises Sainsbury's Deepdale and Asda Fulwood Survey Responses

TABLE 12 - OVERALL COMPARISO	ON GOOD	S Market Sha	re from Catch	ment Zones (2	2010)		-							-		-			_
DESTINATIONS	Market Share	ZONE 1 - PRESTON CENT. WEST	ZONE 2 - PRESTON CENT. EAST	ZONE 3 - PRESTON RURAL EAST	ZONE 4 - PRESTON RURAL WEST	ZONE 5 - KIRKHAM	ZONE 6 - BLACKPOOL	ZONE 7 - FLEETWOOD	ZONE 8 - WYRE BOROUGH	ZONE 9 - RIBBLE VALLEY	ZONE 10 - BLACKBURN NORTH	ZONE 11 - BLACKBURN	ZONE 12 - RURAL EAST (NORTH)	ZONE 13 - RURAL EAST (SOUTH)	ZONE 14 - BAMBER BRIDGE	ZONE 15 - RURAL WEST	ZONE 16 - CHORLEY	ZONE 17 - EAST LANCS.	
PRESTON CITY CENTRE	%	53.8%	41.6%	44.1%	41.4%	27.8%	7.1%	5.4%	28.7%	6.0%	20.5%	5.7%	33.8%	13.3%	40.8%	34.1%	11.3%	4.6%	
	£	£101,801,210	£60,179,999	£10,323,824	£11,771,020	£23,955,812	£28,473,218	£15,026,470	£24,080,469	£3,744,978	£16,626,201	£15,873,586	£5,029,515	£2,644,567	£35,885,752	£26,042,124	£19,967,789	£5,057,782	_
QUEENS RETAIL PARK	%	0.1%	0.4%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	-
	£	£123,645	£550,845 22.0%	£0	£0	£98,844 8.5%	£468,243	£0 2.0%	£0 9.6%	£0	£0 10.8%	£0	£33,277	£0 0.0%	£0 9.1%	£0 4.4%	£0	£0	+
DEEPDALE SHOPPING PARK	% £	13.5% £25,480,016	£31,839,032	18.6% £4,368,429	15.6% £4,440,980	8.5% £7,341,245	1.6% £6,571,443	£5,596,121	9.6% £8,029,125	2.0% £1,224,678	10.8% £8,770,093	0.4% £1,194,186	7.4% £1,102,113	0.0% £0	9.1% £8,000,103	4.4% £3,329,787	1.0% £1,787,992	0.2% £169,147	+
	£ %	1.7%	2.0%	£4,368,429 0.3%	2.1%	£7,341,245 0.1%	0.2%	0.1%	0.3%	0.0%	0.0%	£1,194,186 0.0%	£1,102,113 0.4%	1.8%	0.4%	1.0%	0.0%	£169,147 0.4%	⊢
RIVERSWAY RETAIL PARK	£	£3,238,532	£2,928,090	£64,263	£606,467	£98,844	£679,819	£336,942	£211,023	£0	£0	£112,718	£55,002	£358,468	£368,798	£785,843	£0	£399,977	⊢
	%	0.5%	2.8%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	┢
PRESTON FOODSTORES	£	£1,029,798	£4,016,676	£0	£96,725	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	t
	%	0.0%	1.0%	0.3%	0.4%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.4%	0.0%	0.0%	0.0%	F
PRESTON LOCAL CENTRES	£	£0	£1,437,252	£69,176	£124,205	£312,078	£0	£0	£0	£0	£0	£0	£76,538	£0	£383,450	£0	£0	£0	t
	%	1.9%	2.5%	1.1%	2.3%	0.3%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	1.5%	0.3%	0.2%	0.0%	0.1%	
NORTH ROAD [PRESTON]	£	£3,633,780	£3,553,934	£255,106	£639,606	£290,353	£211,576	£132,087	£0	£0	£86,518	£0	£33,277	£306,891	£271,985	£139,793	£0	£99,553	t
	%	1.5%	3.3%	0.8%	0.9%	0.5%	0.1%	0.0%	0.4%	0.0%	0.2%	0.0%	1.3%	0.0%	0.9%	0.1%	0.2%	0.0%	T
RIBBLETON LANE [PRESTON]	£	£2,828,905	£4,809,013	£190,130	£252,896	£412,034	£211,576	£0	£351,780	£0	£180,708	£0	£188,647	£0	£783,760	£69,897	£286,720	£0	t
	%	0.1%	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	1.6%	0.9%	0.7%	0.2%	f
LEYLAND TOWN CENTRE	£	£240,344	£132,680	£0	£62,103	£0	£0	£0	£0	£0	£0	£412,820	£0	£0	£1,382,472	£691,364	£1,294,314	£213,958	
CAPITOL CENTRE (WALTON-LE-DALE)	%	6.0%	3.9%	3.5%	6.1%	2.1%	0.3%	0.2%	0.5%	0.6%	3.8%	0.3%	17.4%	4.5%	15.8%	6.8%	0.7%	0.0%	
CAPITOL CENTRE (WALTON-LE-DALE)	£	£11,456,077	£5,643,237	£823,411	£1,741,031	£1,771,016	£1,185,926	£577,327	£457,292	£388,964	£3,043,029	£763,896	£2,584,133	£897,607	£13,928,416	£5,166,299	£1,225,767	£0	
BAMBER BRIDGE DISTRICT CENTRE	%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.6%	0.0%	0.2%	0.0%	1.1%	0.5%	0.1%	0.0%	Г
	£	£0	£132,680	£0	£0	£0	£0	£0	£211,023	£0	£472,746	£0	£33,277	£0	£973,065	£404,077	£146,618	£0	
SAMBER BRIDGE [OUT-OF-CENTRE]	%	0.2%	0.3%	2.3%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	6.7%	0.5%	2.9%	1.0%	0.0%	0.0%	
	£	£383,300	£398,041	£543,318	£141,008	£0	£0	£0	£0	£0	£622,928	£112,718	£1,003,176	£103,326	£2,560,467	£776,612	£0	£0	
CHORLEY TOWN CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.3%	0.3%	4.7%	27.9%	4.0%	2.6%	49.4%	0.3%	
	£	£0	£0	£0	£0	£0	£672,738	£0	£0	£0	£215,560	£727,879	£692,344	£5,530,257	£3,518,165	£2,015,943	£86,973,626	£318,097	
LAYTON GREEN CENTRE [ASDA]	%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.6%	0.0%	0.0%	0.0%	
	£	£0	£687,737	£0	£0	£0	£0	£0	£0	£0	£0	£0	£100,902	£0	£511,548	£0	£0	£0	
CHORLEY [OUT-OF-CENTRE]	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.4%	0.0%	0.7%	0.0%	L
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£378,200	£321,269	£0	£1,299,765	£0	
BLACKPOOL TC / RETAIL PARKS	%	0.0%	0.4%	0.3%	3.6%	28.1%	65.5%	48.5%	15.1%	0.9%	0.4%	0.0%	0.7%	1.5%	0.2%	0.9%	0.3%	0.4%	-
	£	£0	£604,198	£81,621	£1,023,573	£24,236,532	£261,473,661	£136,026,935	£12,664,776	£552,419	£316,905	£0	£105,265	£300,893	£171,469	£692,598	£478,327	£417,649	┢
BLACKBURN TC / RETAIL PARKS	%	0.5%	0.3%	0.7%	0.7%	0.7%	3.2%	0.9%	2.4%	34.5%	40.3%	68.6%	9.7%	5.3%	0.1%	0.8%	0.5%	33.4%	⊢
	£	£957,209	£471,518	£167,042 0.0%	£211,831 1.1%	£566,711 0.9%	£12,849,367 0.2%	£2,433,868 0.5%	£2,043,459 0.0%	£21,417,974 0.2%	£32,608,117 0.0%	£191,005,692 2.6%	£1,439,265	£1,058,214 7.8%	£100,516 0.0%	£632,697 0.5%	£913,169 8.3%	£36,830,059	┢
BOLTON TC / RETAIL PARKS	% £	0.4% £746,039	0.2% £257,170	0.0% £0	1.1% £304,596	0.9% £791,978	0.2% £672,738	0.5% £1,424,449	0.0% £0	0.2% £134,672	0.0% £0	2.6% £7,347,597	2.4% £361,461	7.8% £1,551,686	0.0% £0	0.5% £353,901	8.3% £14,562,773	0.8% £927,782	⊢
	£ %	0.0%	0.0%	£0 0.0%	0.3%	0.0%	0.0%	£1,424,449 0.1%	£0 0.0%	£134,672 0.0%	£0 0.0%	0.2%	0.5%	3.1%	£0 0.2%	0.0%	1.9%	0.0%	⊢
MIDDLEBROOK RETAIL PARK	£	£0	£0	£0	£77,680	£0	£0	£336,942	£0	£0	£0	£515,128	£78.024	£621.158	£178,811	£0	£3.325.417	£0	⊢
	~	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	┢
WIGAN TC / RETAIL PARKS	£	£423.728	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£3.054.549	£0	┢
	%	0.3%	0.0%	1.1%	0.0%	0.4%	0.2%	0.2%	0.0%	0.0%	0.4%	0.0%	0.0%	2.6%	0.9%	29.5%	2.0%	0.3%	t
SOUTHPORT TC / RETAIL PARKS	£	£478,604	£0	£254,104	£0	£333,070	£672,738	£472,842	£0	£0	£316,905	£0	£0	£514,822	£798,282	£22,570,323	£3,559,192	£318,097	t
	%	0.0%	0.0%	0.7%	0.1%	0.0%	0.0%	0.3%	15.7%	0.0%	0.0%	0.0%	0.0%	0.9%	0.2%	0.0%	0.0%	0.0%	F
ANCASTER CITY CENTRE	£	£0	£0	£153,025	£35,778	£0	£0	£951,607	£13,163,027	£0	£0	£0	£0	£169,123	£178,811	£0	£0	£0	Г
	%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	12.5%	T
URNLEY TC / RETAIL PARKS	£	£0	£0	£0	£0	£0	£1,363,396	£0	£0	£875,015	£0	£0	£0	£0	£0	£0	£286,720	£13,817,563	
IANCHESTER CITY CENTRE	%	0.1%	0.3%	0.3%	0.8%	0.3%	0.5%	0.7%	0.9%	1.8%	0.7%	1.2%	0.0%	0.0%	0.7%	1.1%	1.6%	1.8%	Γ
	£	£267,435	£430,567	£81,621	£216,316	£233,641	£1,813,719	£2,019,542	£762,541	£1,148,826	£591,640	£3,447,944	£0	£0	£583,670	£834,143	£2,819,396	£1,988,105	
RAFFORD CENTRE	%	1.1%	1.5%	1.1%	1.6%	0.7%	0.8%	0.4%	2.7%	1.2%	0.0%	0.8%	1.1%	0.0%	0.3%	0.6%	0.6%	1.3%	Γ
	£	£2,135,659	£2,167,812	£247,966	£447,847	£645,148	£3,195,036	£1,103,165	£2,294,929	£724,433	£0	£2,210,083	£158,008	£0	£273,934	£486,561	£1,046,880	£1,459,837	L
OTHER	%	18.0%	16.8%	24.8%	21.9%	29.1%	19.7%	40.7%	23.3%	51.4%	21.1%	19.7%	12.1%	27.2%	19.0%	14.9%	18.8%	43.8%	
	£	£34,133,514	£24,315,399	£5,809,583	£6,209,690	£25,108,060	£78,647,475	£114,195,792	£19,554,111	£31,908,735	£17,061,755	£54,719,824	£1,801,588	£5,383,870	£16,736,340	£11,420,389	£33,038,314	£48,264,378	L

100.0%

£280,634,08

100.0%

£83,823,55

100.09

£62,120,69

100.0%

£80,913,10

100.0%

£278,444,07

100.0%

£14,875,813

100.0%

£19,819,08

100.0

£87,911,08

100.09

£76,412,

100.0%

£176,067,32

100.0%

£110,281,984

ZONE 18 -LEYLAND

31.5% £42,271,265

0.3% £377,059

4.9% £6,569,271

0.4% £519,878

> 0.0% £0

0.3% £436,973

0.1%

£117,120 0.0%

£0 10.9% £14,618,374

13.4% £18,047,551

0.6% £858,094

1.5% £1,976,571

6.0% £8,082,727

0.6% £809,897

0.3% £342,352

0.5% £698,340

0.5%

£698,340 1.0%

£1,396,680 0.4% £505,109

0.3% £436,973

0.9%

£1,249,726 0.0% £0

> 0.0% £0

0.0% £0

1.3% £1,738,638

24.2%

£32,452,460

100.0%

£134,203,400

Expenditure (£)

£448,755,581

£1,651,914

£125,813,761

£10,764,665

£5,143,199

£2,839,672

£9,771,579

£10,566,066

£19,048,428

£69,700,982

£3,231,581

£8,621,464

£108,747,337

£2,110,084

£2,341,585

£439.845.161

£306,405,047

£30,833,524

£5,638,268

£3,915,250

£31,538,706

£14,651,370

£16,342,694

£17,239,106

£20.335.935

£560,761,275

£2,276,614,233

TABLE 12 - OVERALL COMPARISON GOODS Market Share from Catchment Zones (2010)

1. Market Share derived from Household Telephone Survey Results

CATCHMENT TOTAL

2. Preston Foodstores comprises Sainsbury's Deepdale and Asda Fulwood Survey Responses

100.0

£189.357.7

100.0

£144.555.8

100.0

£23,432,620

100.0%

£28,403,35

100.09

£86,195,365

100.0

£399,162,67

Table 13a - CHORLEY COMPARISON FLOORSPACE

DESTINATIONS	Floorspace (Gross) (m ²)	Floorspace (Net) (m ²)	Net Comparison Ratio (%)	Net Comparison Floorspace	Comparison Floorspace
CHORLEY TOWN CENTRE SHOPS	21,770	14,151	100.0%	14,151	14,151
MORRISON'S [BROOKE STREET]	6,655	2,937	25.0%	734	734
CHORLEY TOWN CENTRE TOTAL	28,425	17,088		14,885	14,885

Notes

1. Chorley Town Centre Gross to Net (65%)

TABLE 13b - CHORLEY COMPARISON RETAIL COMMITMENTS

Proposal	Floorspace (Gross) (m²)	Floorspace (Net) (m ²)	Net Comparison Ratio (%)	Comparison Floorspace (sq. m)	Benchmark' Sales Density (£ / sq. m)	'Benchmark' Store Turnover (£)	Turnover (%) derived from Chorley Zone	Turnover (£) derived from Chorley Zone
APP 09/00933/FUL - TESCO BUCKSHAW VILLAGE	3,249	2,292	25.0%	573	£10,582	£6,063,486	40.0%	£2,425,394
APP 09/00933/FUL - BUCKSHAW VILLAGE RETAIL UNITS	586	411	100.0%	411	£3,500	£1,438,500	90.0%	£1,294,650
TOTAL	3,835	2,703		984		£7,501,986		£3,720,044

Notes

1. Gross, Net and Convenience Trading Floorspace derived from Planning Permission Decision Notice

2. Turnover (%) derived from Zone based on GVA Professional Judgement on Store Trade Draw

3. Tesco Comparison Sales Density based on Mintel / Verdict data and GVA Research

4. Buckshaw Village Non-Food Retail Units derived from Applicant's Planning Statement

Table 14a - CHORLEY TOWN CENTRE BASELINE CAPACITY

COMPARISON GOODS												
	2010	2015	2018	2021	2026							
TOWN CENTRE - Survey Derived Catchment Expenditure (£)	£108,747,337	£126,681,138	£143,735,777	£164,969,982	£207,557,454							
TOWN CENTRE Existing (NET) Comparison Floorspace (m ²)	14,885	14,885	14,885	14,885	14,885							
Sales per m ² net (£)	£4,500	£4,848	£5,069	£5,301	£5,710							
Sales from Existing Floorspace (£)	£66,981,375	£72,157,964	£75,454,022	£78,900,640	£84,998,397							
RESIDUAL CAPACITY TO SUPPORT NEW COMPARISON FLOORSPACE (£)	£41,765,962	£54,523,174	£68,281,755	£86,069,342	£122,559,057							
Sales per m ² net in new shops (£)	£4,500	£4,848	£5,069	£5,301	£5,710							
Capacity for new floorspace (m ² net)	9,281	11,247	13,470	16,237	21,462							
Capacity for new floorspace (m ² gross)	13,259	16,067	19,243	23,196	30,660							

Notes

1. Expenditure Growth for Comparison Goods; 3.1% p.a. (2010-2015), 4.3% p.a. (2016-2018); and 4.7% p.a. (2019-2026)

2. Growth in Sales (Floorspace Efficiency £ / m²); 1.5% p.a. (2010-2026)

3. Gross to Net ratio for new floorspace capacity is 70%

4. New Shop Sales Density based on GVA experience

Table 14b - CHORLEY TOWN CENTRE BASELINE COMPARISON CAPACITY WITH COMMITMENTS

COMPARIS	COMPARISON GOODS													
	2010	2015	2018	2021	2026									
TOWN CENTRE - Survey Derived Catchment Expenditure (£)	£108,747,337	£126,681,138	£143,735,777	£164,969,982	£207,557,454									
TOWN CENTRE Existing (NET) Comparison Floorspace (m ²)	14,885	14,885	14,885	14,885	14,885									
Sales per m² net (£)	£4,500	£4,848	£5,069	£5,301	£5,710									
Sales from Existing Floorspace (£)	£66,981,375	£72,157,964	£75,454,022	£78,900,640	£84,998,397									
RESIDUAL CAPACITY (£)	£41,765,962	£54,523,174	£68,281,755	£86,069,342	£122,559,057									
RETAIL PLANNING COMMITMENTS	£3,720,044	£4,007,544	£4,190,602	£4,382,022	£4,720,683									
RESIDUAL CAPACITY TO SUPPORT NEW COMPARISON FLOORSPACE (£)	£38,045,917	£50,515,630	£64,091,152	£81,687,320	£117,838,374									
Sales per sq m net in new shops (£)	£4,500	£4,848	£5,069	£5,301	£5,710									
Capacity for new floorspace (m ² net)	8,455	10,420	12,643	15,410	20,636									
Capacity for new floorspace (m ² gross)	12,078	14,886	18,062	22,015	29,479									

TABLE 16a - SOUTH RIBBLE COMPARISON FLOORSPACE

Existing Stores	Floorspace (Gross) (m ²)	Floorspace (Net) (m ²)	Net Comparison Ratio (%)	Net Comparison Floorspace	Comparison Floorspace
LEYLAND TOWN CENTRE					
LIDL [CHURCHILL WAY]	1,330	1,064	20.0%	213	213
TESCO EXTRA [TOWNGATE]	8,620	6,034	35.0%	2,112	2,112
NETTO [TOWNGATE]	1,160	928	10.0%	93	93
LOCAL SHOPS [LEYLAND TOWN CENTRE]	7,100	4,615	100.0%	4,615	4,615
LEYLAND TOWN CENTRE TOTAL	18,210	12,641		7,033	7,033

Notes

1. Gross to Net Floorspace is 70% for Main Foodstores (Tesco, Sainsbury's, Morrison's, Asda); 80% for Medium Order Foodstores (Co-Op, Lidl, Iceland); and 90% for Local Convenience Stores

2. Other Local Shops Floorspace derived from GOAD Centre Report / GVA Grimley Fieldwork

3. Floorspace Mix (Convenience / Comparison) on basis of Verdict / Mintel Data and on-site GVA Grimley Fieldwork

4. Leyland Town Centre Gross to Net (65%)

Table 17a - LEYLAND TOWN CENTRE BASELINE CAPACITY

COMPARISON GOODS												
	2010	2015	2018	2021	2026							
TOWN CENTRE Survey Derived Catchment Expenditure (£)	£19,048,428	£22,189,753	£25,177,082	£28,896,513	£36,356,231							
TOWN CENTRE Existing (NET) Comparison Floorspace (m ²)	7,033	7,033	7,033	7,033	7,033							
Sales per m² net (£)	£2,709	£2,918	£3,051	£3,191	£3,437							
Sales from Existing Floorspace (£)	£19,048,428	£20,520,567	£21,457,913	£22,438,076	£24,172,180							
RESIDUAL CAPACITY TO SUPPORT NEW COMPARISON FLOORSPACE (£)	£0	£1,669,186	£3,719,169	£6,458,437	£12,184,051							
Sales per m ² net in new shops (£)	£2,750	£2,963	£3,098	£3,239	£3,490							
Capacity for new floorspace (m ² net)	0	563	1,201	1,994	3,491							
Capacity for new floorspace (m ² gross)	0	805	1,715	2,848	4,988							

Notes

1. Expenditure Growth for Comparison Goods; 3.1% p.a. (2010-2015), 4.3% p.a. (2016-2018); and 4.7% p.a. (2019-2026)

2. Growth in Sales (Floorspace Efficiency £ / m²); 1.5% p.a. (2010-2026)

3. Gross to Net ratio for new floorspace capacity is 70%

4. New Shop Sales Density based on GVA experience

TABLE 19a - PRESTON CITY COMPARISON FLOORSPACE

Existing Stores	Floorspace (Gross) (m²)	Floorspace (Net) (m ²)	Net Comparison Ratio (%)	Net Comparison Floorspace	Comparison Floorspace
PRESTON CITY CENTRE					
CITY CENTRE SHOPS	87,552	56,909	100.0%	56,909	56,909
ALDI [CORPORATION STREET]	1,290	1,032	25.0%	258	258
PRESTON CITY CENTRE TOTAL	88,842	57,941		57,167	57,167

Notes

1. Gross to Net Floorspace is 70% for Main Foodstores (Tesco, Sainsbury's, Morrison's, Asda); 80% for Medium Order Foodstores (Co-Op, Lidl, Iceland); and 90% for Local Convenience Stores

2. Other Local Shops Floorspace derived from GOAD Centre Report / GVA Grimley Fieldwork

3. Floorspace Mix (Convenience / Comparison) on basis of Verdict / Mintel Data and on-site GVA Grimley Fieldwork

4. Preston City Centre Gross to Net (65%)

TABLE 19b - Comparison Retail Commitments

Proposal PRESTON CITY CENTRE	Floorspace (Gross) (m ²)	Floorspace (Net) (m ²)	Net Comparison Ratio (%)	Comparison Floorspace (sq. m)	Benchmark' Sales Density (£ / sq. m)	'Benchmark' Turnover (£)	Turnover (%) derived from Preston PCA	Turnover (£) derived from Preston PCA
APP 06/2003/0881 - QUEENS RETAIL PARK FOODSTORE	6,735	4,041	30.0%	1,212	£5,000	£6,061,500	70.0%	£4,243,050
APP 06/2006/1131 - FISHERGATE EXTENSION	13,815	9,671	100.0%	9,671	£6,000	£58,026,000	45.0%	£26,111,700
PRESTON CITY CENTRE TOTAL	20,550	13,712		10,883		£64,087,500		£30,354,750

Notes

1. Gross, Net and Convenience Trading Floorspace derived from Planning Permission Decision Notice

2. Turnover (%) derived from Preston City Zones (1+2) based on proportion of turnover derived from PCA relative to overall turnover performance

3. Fishergate Extension Sales Density based on GVA professional judgement and with reference to overall turnover performance

Table 20a - PRESTON CITY CENTRE BASELINE CAPACITY

COMPARISON GOODS													
	2010	2015	2018	2021	2026								
CITY CENTRE Survey Derived Catchment Expenditure (£)	£448,755,581	£522,761,011	£593,138,500	£680,763,339	£856,504,340								
INFLOW to Preston City Centre from beyond study area (5%)	£22,437,779	£26,138,051	£29,656,925	£34,038,167	£42,825,217								
CITY CENTRE Existing (NET) Comparison Floorspace (m ²)	57,167	57,167	57,167	57,167	57,167								
Sales per m² net (£)	£5,000	£5,386	£5,632	£5,890	£6,345								
Sales from Existing Floorspace (£)	£285,834,000	£307,924,396	£321,989,882	£336,697,857	£362,719,215								
RESIDUAL CAPACITY TO SUPPORT NEW COMPARISON FLOORSPACE (£)	£185,359,360	£240,974,666	£300,805,543	£378,103,649	£536,610,342								
Sales per m ² net in new shops (£)	£5,000	£5,386	£5,632	£5,890	£6,345								
Capacity for new floorspace (m ² net)	37,072	44,737	53,406	64,197	84,573								
Capacity for new floorspace (m ² gross)	52,960	63,911	76,294	91,710	120,819								

Notes

1. Expenditure Growth for Comparison Goods; 3.1% p.a. (2010-2015), 4.3% p.a. (2016-2018) and 4.7% p.a. (2019-2026)

2. Growth in Sales (Floorspace Efficiency £ / sq. m) 1.5% p.a. (2010-2026)

3. Gross to Net ratio for new floorspace capacity is 70%

4. New Shop Sales Density based on GVA experience

Table 20b - PRESTON CITY CENTRE BASELINE COMPARISON CAPACITYWITH COMMITMENTS

COMPARISON GOODS					
	2010	2015	2018	2021	2026
CITY CENTRE Survey Derived Catchment Expenditure (£)	£448,755,581	£522,761,011	£593,138,500	£680,763,339	£856,504,340
INFLOW to Preston City Centre from beyond study area (5%)	£22,437,779	£26,138,051	£29,656,925	£34,038,167	£42,825,217
CITY CENTRE Existing (NET) Comparison Floorspace (m ²)	57,167	57,167	57,167	57,167	57,167
Sales per m ² net (£)	£5,000	£5,386	£5,632	£5,890	£6,345
Sales from Existing Floorspace (£)	£285,834,000	£307,924,396	£321,989,882	£336,697,857	£362,719,215
RESIDUAL CAPACITY (£)	£185,359,360	£240,974,666	£300,805,543	£378,103,649	£536,610,342
CITY CENTRE COMMITMENTS	£30,354,750	£32,700,687	£34,194,401	£36,109,492	£38,900,179
RESIDUAL CAPACITY TO SUPPORT NEW COMPARISON FLOORSPACE (\pounds)	£155,004,610	£208,273,979	£266,611,142	£341,994,157	£497,710,163
Sales per sq m net in new shops (£)	£5,000	£5,386	£5,632	£5,948	£6,408
Capacity for new floorspace (m ² net)	31,001	38,666	47,335	57,498	77,675
Capacity for new floorspace (m ² gross)	44,287	55,238	67,621	82,140	110,964