## CENTRAL LANCASHIRE RETAIL STUDY

APPENDIX 5 - COMPARISON CAPACITY ASSESSMENT
TABLE 1 - SURVEY AREA POPULATION FORECASTS

| SURVEY ZONE | POPULATION PROJECTIONS |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2008 | 2010 | 2015 | 2018 | 2021 | 2026 |
| ZONE 1 - PRESTON CENTRAL (WEST) | 76,392 | 77,361 | 79,381 | 80,533 | 81,929 | 83,918 |
| ZONE 2 - PRESTON CENTRAL (EAST) | 64,485 | 65,152 | 66,869 | 67,954 | 69,216 | 71,197 |
| ZONE 3 - PRESTON RURAL EAST | 8,875 | 8,925 | 9,097 | 9,197 | 9,319 | 9,522 |
| ZONE 4 - PRESTON RURAL WEST | 9,543 | 9,606 | 9,831 | 9,983 | 10,143 | 10,443 |
| ZONE 5 - KIRKHAM | 31,874 | 32,607 | 34,634 | 35,766 | 36,921 | 38,867 |
| ZONE 6 - BLACKPOOL / LYTHAM | 158,307 | 160,950 | 166,266 | 169,644 | 173,185 | 178,924 |
| ZONE 7 - FLEETWOOD / CLEVELEYS | 110,504 | 111,781 | 114,984 | 117,079 | 118,891 | 122,477 |
| ZONE 8 - WYRE BOROUGH | 31,201 | 31,656 | 32,582 | 33,148 | 33,712 | 34,634 |
| ZONE 9 - RIbBLE VALLEY | 24,145 | 24,507 | 25,301 | 25,798 | 26,336 | 27,094 |
| ZONE 10 - BLACKBURN NORTH | 29,924 | 30,300 | 31,116 | 31,654 | 32,176 | 32,989 |
| ZONE 11 - BLACKBURN WITH DARWEN | 131,688 | 133,262 | 137,661 | 140,115 | 142,683 | 146,310 |
| ZONE 12 - RURAL EAST (NORTH) | 5,462 | 5,515 | 5,624 | 5,732 | 5,827 | 5,942 |
| ZONE 13 - RURAL EAST (SOUTH) | 6,909 | 7,016 | 7,267 | 7,393 | 7,543 | 7,739 |
| ZONE 14 - BAMBER BRIDGE | 35,602 | 36,181 | 37,815 | 38,673 | 39,747 | 41,281 |
| ZONE 15 - RURAL WEST | 27,217 | 27,487 | 27,745 | 28,022 | 28,367 | 28,747 |
| ZONE 16 - CHORLEY | 68,798 | 69,781 | 72,026 | 73,640 | 75,208 | 77,728 |
| ZONE 17 - EAST LANCASHIRE | 46,478 | 46,860 | 47,769 | 48,249 | 48,842 | 49,731 |
| ZONE 18 - LEYLAND | 53,887 | 54,828 | 57,192 | 58,722 | 60,338 | 62,764 |
| total | 921,291 | 933,775 | 963,160 | 981,302 | 1,000,383 | 1,030,307 |


| POPULATION GROWTH (\%) |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| $2008-2010$ | $2010-2015$ | $2010-2018$ | $2010-2021$ | $2010-2026$ |
| $1.3 \%$ | $2.6 \%$ | $4.1 \%$ | $5.9 \%$ | $8.5 \%$ |
| $1.0 \%$ | $2.6 \%$ | $4.3 \%$ | $6.2 \%$ | $9.3 \%$ |
| $0.6 \%$ | $1.9 \%$ | $3.0 \%$ | $4.4 \%$ | $6.7 \%$ |
| $0.7 \%$ | $2.3 \%$ | $3.9 \%$ | $5.6 \%$ | $8.7 \%$ |
| $2.3 \%$ | $6.2 \%$ | $9.7 \%$ | $13.2 \%$ | $19.2 \%$ |
| $1.7 \%$ | $3.3 \%$ | $5.4 \%$ | $7.6 \%$ | $11.2 \%$ |
| $1.2 \%$ | $2.9 \%$ | $4.7 \%$ | $6.4 \%$ | $9.6 \%$ |
| $1.5 \%$ | $2.9 \%$ | $4.7 \%$ | $6.5 \%$ | $9.4 \%$ |
| $1.5 \%$ | $3.2 \%$ | $5.3 \%$ | $7.5 \%$ | $10.6 \%$ |
| $1.3 \%$ | $2.7 \%$ | $4.5 \%$ | $6.2 \%$ | $8.9 \%$ |
| $1.2 \%$ | $3.3 \%$ | $5.1 \%$ | $7.1 \%$ | $9.8 \%$ |
| $1.0 \%$ | $2.0 \%$ | $3.9 \%$ | $5.7 \%$ | $7.7 \%$ |
| $1.5 \%$ | $3.6 \%$ | $5.4 \%$ | $7.5 \%$ | $10.3 \%$ |
| $1.6 \%$ | $4.5 \%$ | $6.9 \%$ | $9.9 \%$ | $14.1 \%$ |
| $1.0 \%$ | $0.9 \%$ | $1.9 \%$ | $3.2 \%$ | $4.6 \%$ |
| $1.4 \%$ | $3.2 \%$ | $5.5 \%$ | $7.8 \%$ | $11.4 \%$ |
| $0.8 \%$ | $1.9 \%$ | $3.0 \%$ | $4.2 \%$ | $6.1 \%$ |
| $1.7 \%$ | $4.3 \%$ | $7.1 \%$ | $10.0 \%$ | $14.5 \%$ |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## TABLE 2 -EXPENDITURE BREAKDOWN

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

Expenditure Weighting derived from Experian Retail Planner Report (Fine Expenditure)

TABLE 3 - COMPARISON EXPENDITURE FORECASTS, 2008-2026

| SURVEY AREA | 2008 <br> (£) | $2008$ <br> Minus SfT (£) | $2010$ <br> (£) | $2010$ <br> Minus SfT (£) | $2015$ <br> (£) | $2015$ <br> Minus SfT (£) | $2018$ <br> (£) | $2018$ <br> Minus SfT (£) | $2021$ <br> (£) | $2021$ <br> Minus SfT (£) | $2026$ <br> (£) | $2026$ <br> 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)

|  $2008-2010$ $2010-2015$ $2016-2018$ $2019-2026$ <br> Growth Rate (per annum) $-1.1 \%$ $3.1 \%$ $4.3 \%$ $4.7 \%$ |
| :--- |
| \begin{tabular}{\|c|c|c|c|c|c|c|}
\hline
\end{tabular} |
| 3. Deductions for Special Forms of Trading (SfT) (Source: - Experian Retail Planner Briefing Update / GVA Grimley Research) |
| Comparison Goods |

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 | $\begin{gathered} \text { ZONE } 10- \\ \text { BLACKBURN } \\ \text { NORTH } \end{gathered}$ | ZONE 11. | 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 | £1,59,545 | £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 | £2,00,609 | £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 | £6,59,461 | £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 | £9,60,906 | £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 |


| destinations | Market Share | $\begin{gathered} \text { ZONE 1- } \\ \text { PRESTON } \\ \text { CENT. WEST } \end{gathered}$ | $\begin{gathered} \text { ZONE } 2 \text { - } \\ \text { PRESTON } \\ \text { CENT. EAST } \end{gathered}$ | $\begin{array}{\|c\|} \hline \text { ZONE 3- } \\ \text { PRESTON } \\ \text { RURAL EAST } \end{array}$ | $\begin{array}{\|c\|} \text { ZONE 4-} \\ \text { PRESTON } \\ \text { RURAL WEST } \end{array}$ | ZONE 5 KIRKHAM | $\begin{aligned} & \text { ZONE } 6 \text { - } \\ & \text { BLACKPOOL } \end{aligned}$ | $\begin{aligned} & \text { ZONE } 7- \\ & \text { FLEETWOOD } \end{aligned}$ | ZONE 8 - WYRE BOROUGH | ZONE 9 - RIBBLE VALLEY | $\begin{gathered} \text { ZONE } 10 \text { - } \\ \text { BLACKBURN } \\ \text { NORTH } \end{gathered}$ | $\begin{aligned} & \text { ZONE } 11 \text { - } \\ & \text { BLACKBURN } \end{aligned}$ | ZONE 12 - RURAL EAST <br> (NORTH) | $\begin{array}{c\|} \hline \text { ZONE 13- } \\ \text { RURAL EAST } \\ \text { (SOUTH) } \end{array}$ | ZONE 14. BAMBR BRIDGE | $\begin{aligned} & \text { ZONE } 15 \text { - } \\ & \text { RURAL WEST } \end{aligned}$ | ZONE 16 CHORLEY | $\begin{aligned} & \text { ZONE } 17 \text {-EAST } \\ & \text { LANCS. } \end{aligned}$ | ZONE 18 LEYLAND | Expenditure (₹) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| PRESTON CITY CENTRE | \% | 76.5\% | 55.1\% | 53.8\% | 64.6\% | 49.2\% | 15.9\% | 10.8\% | 30.0\% | 12.9\% | 27.4\% | 12.0\% | 57.1\% | 20.7\% | 63.6\% | 38.1\% | 20.2\% | 8.1\% | 56.4\% |  |
|  | $\varepsilon$ | £36,613,226 | £1,985,099 | £2,927,491 | £4,507,740 | £10,241,907 | £15,280,762 | E7,295,282 | £5,73,886 | $\mathrm{Ex}^{1,927,458}$ | E5,427,000 | ع8,256,399 | £2,072,626 | E1,000,240 | £14,070,841 | ¢6,902,138 | ¢8,783,817 | £2,147,154 | £19,019,861 | £172,197,927 |
| queens retall 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 |
| deepdale shoping 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\% |  |
|  | $\varepsilon$ | £4,690,322 | £11,171,344 | £1,169,908 | £1,179,270 | £3,309,884 | £2,787,057 | £2,431,761 | $\varepsilon_{\text {£2,238,166 }}$ | £478,129 | ${ }_{\text {E3,50,763 }}$ | £825,640 | £206,900 | £0 | £2,146,025 | £416,665 | £478,327 | £0 | £1,71, 881 | ¢38,755,039 |
| RIVERSWAY RETAIL PARK | \% | 1.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £478,604 | ${ }^{\text {¢ }}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | ${ }^{\text {¢ }}$ | £0 | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\mathrm{\varepsilon}^{0}$ | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £478,604 |
| PRESTON FOODSTORES | \% | 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\% |  |
|  | $\varepsilon$ | £478,604 | £471,518 | $\varepsilon_{0}$ | £ | £0 | £ | $\varepsilon_{0}$ | £ 0 | £ 0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £ | $\varepsilon_{0}$ | £ 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\% |  |
|  | $\varepsilon$ | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | ${ }^{\text {¢ }}$ | £0 | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | ${ }^{\text {¢ }}$ | ${ }^{\text {¢ }}$ | ${ }^{\text {¢ }}$ |
| 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | ${ }^{\text {¢ }}$ |
| RibsLeton 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\% |  |
|  | $\varepsilon$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | $\varepsilon_{0}$ |
| Leyland town centre | \% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.6\% | 0.0\% | 0.0\% | 2.8\% | 1.2\% | 0.0\% | 0.0\% | 10.3\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £412,820 | £0 | £0 | £619,471 | £217,390 | £0 | £0 | £3,47, 485 | £4,72, , 166 |
| CAPITOL CENTRE (WaLTON-LE-DALE) | \% | 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\% |  |
|  | $\varepsilon$ | £478,604 | $\varepsilon_{0}$ | ${ }^{\text {¢ }}$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £257,485 | £0 | $\varepsilon_{0}$ | £0 | £376,107 | £380,433 | £0 | £0 | £438,401 | £1,93,031 |
| bamber brioge 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 |
| BAMBER BRIICE [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\% |  |
|  | $\varepsilon$ | £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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £672,738 | £0 | £0 | £0 | £0 | £0 | £105,265 | £831,118 | $\underbrace{}_{1,216,818}$ | £416,665 | £15,262,970 | £318,097 | £1,71, 8 ,81 | £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\% |  |
|  | $\varepsilon$ | £0 | £0 | $\varepsilon_{0}$ | £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\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.1\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | ${ }^{\text {¢ }}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £478,327 | £0 | £0 | £478,327 |
| BLackpool te /retal 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\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | £471,518 | £81,621 | £320,985 | £4,288,278 | ¢56,317,777 | £32,018,181 | £1,912,962 | £478,129 | £316,905 | £0 | £105,265 | £169,123 | £0 | £416,665 | £478,327 | £318,097 | £438,401 | ¢98,132,233 |
| BLackburn te /retall parks | \% | 2.0\% | 1.3\% | 1.5\% | 0.0\% | 1.6\% | 4.3\% | 2.2\% | 1.7\% | 46.8\% | 40.3\% | 67.5\% | 17.1\% | 6.9\% | 0.0\% | 0.0\% | 2.1\% | 33.8\% | 1.3\% |  |
|  | $\varepsilon$ | £957,209 | £471,518 | E81,621 | £0 | £33,070 | £4,13, 533 | £1,48,076 | ${ }^{\text {E 325,204 }}$ | ع6,92,638 | £7,982,048 | £44,442,245 | £620,699 | £33,413 | £0 | £0 | £913,169 | ع8,95,727 | £438,401 | ع88,469,571 |
| bolton te /retall 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\% |  |
|  | $\varepsilon$ | £478,604 | £0 | £0 | £0 | £33,070 | £672,738 | £945,685 | £0 | £0 | £0 | £4,128,200 | £206,900 | £831,118 | ${ }^{0}$ | £0 | E7,43, 806 | £927,782 | £876,802 | £16,836,704 |
| midolebrook retall 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ |
| WIGAN TC / 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\% | 4.3\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | $\mathrm{E}_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\mathrm{E}_{0}$ | $\mathrm{E}_{0}$ | $\varepsilon_{0}$ | £1,86, 822 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £1,86, 8,22 |
| SOUTHPort te / Retall 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\% |  |
|  | $\varepsilon$ | £478,604 | £0 | £168,684 | £0 | £33,070 | £672,738 | £472,842 | £0 | £0 | £316,905 | £0 | £0 | £33,413 | £619,471 | £7,37, 150 | £2,782,992 | £318,097 | £876,802 | ع14,746,769 |
| Lancaster city centre | \% | 0.0\% | 0.0\% | 1.5\% | 0.0\% | 0.0\% | 0.0\% | 0.7\% | 23.3\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 3.5\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  |  | £0 | £0 | ${ }^{\text {E81,621 }}$ | £0 | £0 | £0 | $\underbrace{4472,842}$ | £4,457,202 | £0 | £0 | £0 | £0 | £169,123 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | ${ }^{\text {E5,180,788 }}$ |
| BURNLEY TC / Retall 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £672,738 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £2,78,347 | £0 | $\underbrace{\text { E3,45,085 }}$ |
| manchester city centre | \% | 0.0\% | 0.0\% | 1.5\% | 3.1\% | 0.0\% | 1.4\% | 0.0\% | 0.0\% | 3.2\% | 1.6\% | 2.4\% | 0.0\% | 0.0\% | 1.4\% | 2.1\% | 1.1\% | 4.7\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | £0 | E81,621 | £216,316 | £0 | ع1,345,476 | £0 | £0 | £478,129 | £36,905 | E1,651,280 | £0 | £0 | £399,735 | £380,433 | £478,327 | £1,24,879 | £0 | £6,54, 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\% |  |
|  | $\varepsilon$ | £957,209 | £943,036 | E81,621 | £104,669 | £33,070 | £1,345,776 | £0 | £956,481 | £478,129 | £0 | £1,23,4600 | £0 | £0 | £0 | £416,665 | £478,327 | $\underbrace{\text { £1,24, } 2,79}$ | £438,401 | ع9,017,422 |
| 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\% |  |
|  | $\varepsilon$ | £2,29,440 | £2,76,565 | £767,242 | £648,947 | £1,644,534 | £12,205,389 | ${ }_{\text {£22,426,237 }}$ | $\underbrace{}_{\text {£3,50,721 }}$ | £4,108,922 | £1,683,558 | ${ }_{\text {¢5, } 848,283}$ | £312,164 | $\underbrace{}_{1,164,531}$ | £2,765,495 | £1,199,646 | £4,044,035 | £8,244,010 | £4,282,841 | ¢79,848,560 |
| 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\% |  |
|  | $\varepsilon$ | £47,860,426 | £36,27,597 | £5,441,433 | £6,97,926 | £20,816,883 | £96,105,422 | £67,54,906 | £19,129,621 | E14,941,534 | £19,806,570 | ع68,803,326 | £3,62,8,817 | £4,832,079 | £22,123,964 | £18,11, 8 ,48 | £43,484,244 | £26,508,069 | £33,723,158 | £556,19,825 |

Notes

1. Market Share derived from Housenold Telephone Survey Resull
2. Preston Fooostroes comprises Sainsurys Deepodale and Asda Fuwood Survey Respons

| destinations | $\begin{aligned} & \text { Market } \\ & \text { Share } \end{aligned}$ | $\begin{array}{\|c} \text { ZONE 1- } \\ \text { PRESTON } \\ \text { CENT. WEST } \end{array}$ | $\begin{gathered} \text { ZONE 2- } \\ \text { PRESTON } \\ \text { CENT. EAST } \end{gathered}$ | $\begin{aligned} & \text { ZONE 3- } \\ & \text { PRESTON } \\ & \text { RURAL EAST } \end{aligned}$ | $\begin{array}{c\|} \hline \text { ZONE 4- } \\ \text { PRESTON } \\ \text { RURAL WEST } \end{array}$ | ZONE 5 KIRKHAM | $\begin{aligned} & \text { ZONE } 6 \text { - } \\ & \text { BLACKPOOL } \end{aligned}$ | $\begin{aligned} & \text { ZONE } 7 \text { - } \\ & \text { FLEETWOOD } \end{aligned}$ | $\left\|\begin{array}{c} \text { ZONE 8-WYRE } \\ \text { BOROUGH } \end{array}\right\|$ | RIBLENE VALLEY | ZONE 10 - BLACKBURN NORTH | ZONE 11 BLACKBURN | ZONE 12 - RURAL EAST (NORTH) | ZONE $13-$ RURAL EAST (SOUTH) (SOUTH) | ZONE 14 bRIDGE | ZONE 15 . RURAL WEST | ZONE 16 CHORLEY | $\begin{array}{\|c\|} \hline \text { ZONE } 17 \text { - EASTSTS. } \\ \text { LANCS. } \end{array}$ | ZONE 18 LEYLAND | Expenditure (5) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| PRESTON GITY 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.\% | 11.8\% | 5.4\% | 47.1\% |  |
|  | \% | £25,407,635 | £16,065,535 | £2,24, 897 | £2,54,716 | £8,003,257 | £4,911,348 | £4,68,0,54 | E5,61,568 | £996,946 | £3,479,971 | £3,23,996 | £1,40,416 | £1,08,895 | £11,215,193 | ¢6,82,296 | £3,829,872 | £1,11,339 | £11,709,813 | £101,476,594 |
| quens retall 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | ${ }^{\text {¢ }}$ | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £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\% |  |
|  | $\varepsilon$ | E4,026,736 | $\underbrace{\text { £ , 471,447 }}$ | £665,377 | £682,448 | £720,129 | £0 | ${ }^{\text {¢ }}$ | $\mathrm{E}_{1,076,830}$ | £0 | $\varepsilon_{11,34,147}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £273,934 | £409,803 | £0 | $\varepsilon_{0}$ | £720,986 | £12,669,852 |
| RIVERSWAY retall park | \% | 0.0\% | 1.5\% | 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\% |  |
|  | $\varepsilon$ | £0 | £403,657 | £0 | £96,725 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £500,382 |
| PRESTON Foodstores | \% | 0.0\% | 8.0\% | 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\% |  |
|  | $\varepsilon$ | £0 | $\underbrace{£ 2,152,835}$ | £0 | ${ }_{\text {¢96,725 }}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £2,24, 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 |
| 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | ${ }^{\text {¢ }}$ |
| 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\mathrm{\varepsilon}_{0}$ | $\mathrm{\varepsilon}_{0}$ | $\varepsilon_{0}$ | $\mathrm{\varepsilon}_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | $\mathrm{\varepsilon}_{0}$ | £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\% | 0.0\% | 0.0\% | 0.0\% | 7.4\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | ${ }^{\text {¢ }}$ | £0 | $\varepsilon_{0}$ | ${ }^{\text {¢ }}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | $\varepsilon_{0}$ | $\mathrm{E}_{1,83,758}$ | £1,83,758 |
| CAPITOL CENTRE (WaLTON-LE-DALE) | \% | 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £96,725 | ${ }^{\text {¢ }}$ | £0 | £0 | £0 | ${ }^{\text {¢ }}$ | £0 | £0 | £0 | £0 | £273,934 | £0 | £0 | ${ }^{\text {¢ }}$ | £0 | £370,659 |
| 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\% | 1.7\% | 0.0\% | 0.0\% | 0.0\% | 1.5\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | ¢0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £273,934 | £0 | £0 | £0 | £372,924 | £646,858 |
| 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\% | 3.6\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.5\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £100,902 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £372,924 | £473,826 |
| CHORLEY TOWN CENTRE | \% | 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\% |  |
|  | $\varepsilon$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | $\mathrm{\varepsilon}_{0}$ | £0 | ${ }^{\text {¢ }}$ | £0 | £359,333 | £299,003 | £1,080,895 | £837,917 | £234,173 | £15,806,335 | £0 | £1,46,834 | £20,085,390 |
| CLAYTon green centre [asda] | \% | 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\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | £430,567 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £100,902 | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £372,924 | £904,393 |
| 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\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon 0$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 |
| BLACKPOOL TC / Retall 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £96,725 | $\underbrace{\text { E2, 553,186 }}$ | £44,736,932 | £21,27,407 | $\mathrm{E}_{1,33,8880}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | E71,003,130 |
| BLACKBurn te / Retall 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\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | £0 | E85,420 | £0 | $\mathrm{\varepsilon}_{0}$ | £3,53,032 | £478,764 | £261,050 | $\underbrace{\text { £1,50, } 283}$ | E5,616,995 | £33,161,289 | £199,001 | £181,409 | £0 | $\varepsilon_{0}$ | £0 | ${ }_{\text {E5,52,460 }}$ | £0 | ¢50,540,502 |
| BOLTON TC / Retall 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\% |  |
|  | $\varepsilon$ | £0 | £0 | $\varepsilon_{0}$ | £0 | £360,065 | £0 | £478,764 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | E1,077,999 | $\varepsilon_{0}$ | £359,039 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £1,720,197 | $\varepsilon_{0}$ | £ | £3,99,063 |
| MIDDLEBROook retall 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\% |  |
|  | $\varepsilon$ | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | ${ }^{\text {¢ }}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 |
| wigan tc / 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\% |  |
|  | $\pm$ | ${ }^{\text {¢ }}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | ${ }^{\text {¢ }}$ | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £0 |
| SOUTHPORT TC / Retall 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\% |  |
|  | $\varepsilon$ | £0 | £0 | ¢85,420 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £181,409 | £0 | £4,51,743 | £0 | $\varepsilon_{0}$ | £372,924 | E5,191,496 |
| 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £478,764 | £2,675,759 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £3,144,523 |
| Burnley tc i retall 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 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | ع690,658 | £0 | £0 | £246,304 | $\varepsilon_{0}$ | $\varepsilon 0$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon_{0}$ | £3,39,399 | £0 | £4,25,362 |
| 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\% |  |
|  | $\varepsilon$ | £0 | £430,567 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | $\underbrace{\text { E1,38,096 }}$ | £538,415 | E504,337 | £274,735 | £1,796,664 | $\varepsilon_{0}$ | £0 | £27,934 | £453,711 | £1,720,197 | £742,226 | $\varepsilon_{0}$ | £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\% |  |
|  | $\varepsilon$ | £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 | ع6,64,960 |
| 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\% |  |
|  | $\varepsilon$ | E5,30,590 | £3,094,701 | £1,24, 335 | \&1,56,093 | £4,729,941 | £20,48, 531 | £23,99,404 | £4,274,689 | ع8,23, 5 ,59 | £4,54, 383 | £10,98, 319 | £59,806 | £895,707 | £2,691,002 | £2,16, 103 | £8,958,005 | ع9,96,963 | E7,25,587 | $\underbrace{\text { ¢120,958,758 }}$ |
| 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\% |  |
|  | $\varepsilon$ | £35,634,831 | £26,910,443 | £4,49,793 | £5,37,607 | £16,366,579 | £76,739,818 | £53,196,018 | £11,315,605 | £11,728,774 | £15,263,030 | £51,33,264 | ${ }_{\text {£2,802,833 }}$ | £3,79,353 | £16,113,783 | £14,63, 8,28 | E32,46,539 | £20,617,387 | £24,861,598 | £428,625,086 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |


| destinations | $\begin{aligned} & \text { Market } \\ & \text { Share } \end{aligned}$ | $\begin{gathered} \text { ZONE 1- } \\ \text { PRESTON } \\ \text { CENT. WEST } \end{gathered}$ | $\begin{gathered} \text { ZONE 2- } \\ \text { PRESTON } \\ \text { CENT. EAST } \end{gathered}$ | ZONE 3- PRESTON RURAL EAST | $\begin{array}{\|c\|} \hline \text { ZONE 4- } \\ \text { PRESTON } \\ \text { RURAL WEST } \end{array}$ | ZONE 5 KIRKHAM | $\begin{gathered} \text { ZONE } 6 \text { - } \\ \text { BLACKPOOL } \end{gathered}$ | $\begin{aligned} & \text { ZONE 7. } \\ & \text { FLEETWOOD } \end{aligned}$ | $\begin{array}{\|c} \text { ZONE 8-WYRE } \\ \text { BOROUGH } \end{array}$ | $=\begin{gathered} \text { ZONE 9.-. } \\ \text { RIBBLE VALLE } \end{gathered}$ | ZONE 10 - BLACKBURN NORTH | $\begin{aligned} & \text { ZONE } 11 \text { - } \\ & \text { BLACKBURN } \end{aligned}$ | ZONE 12- RURAL EAST (NORTH) (NORTH) | $\begin{aligned} & \text { ZONE 13. } \\ & \text { RUREL EAST } \\ & \text { (SOUTH) } \end{aligned}$ | ZONE 14 BAMBER BRIDGE | ZONE $15-$ RURAL WEST | ZONE 16 CHORLEY | ZONE 17 - EAST LANCS. | ZONE 18 LEYLAND | Expenditure (\%) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| PRESTON CITY CENTRE | \% | 48.0\% | 41.7\% | 50.0\% | 37.8\% | 20.0\% | 13.5\% | 3.8\% | 28.9\% | 9.4\% | 20.7\% | 4.5\% | 23.8\% | 6.3\% | 23.3\% | 44.3\% | 3.8\% | 11.6\% | 25.0\% |  |
|  | $\varepsilon$ | £10,16,472 | ¢7,220,891 | £1,33,306 | £1,16,9559 | £1,81,379 | £5,98,608 | £1,19,799 | £2,65,307 | £672,259 | £1,790,917 | £1,507,990 | £ 379,502 | £131,770 | £2,414,696 | £3,69,584 | £776,200 | £1,483,779 | $\underbrace{\text { E,900, } 548}$ | E48,371,665 |
| queens retall 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\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | £0 | ${ }_{50}$ | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ |
| DEEPDALE SHOPPING PARK | \% | 22.0\% | 31.3\% | 23.7\% | 37.8\% | 26.7\% | 6.8\% | 9.0\% | 28.6\% | 9.4\% | 17.2\% | 1.1\% | 42.9\% | 0.0\% | 43.6\% | 9.0\% | 3.8\% | 0.0\% | 13.9\% |  |
|  | $\varepsilon$ | £4,661,008 | E5,419,997 | £630,565 | £1,16,9,95 | £2,52,991 | £3,016,988 | £2,87,419 | £2,65,307 | ع672,259 | £1,488,105 | £36,547 | £684,060 | ${ }^{\text {¢ }}$ | £4,518,487 | £750,796 | £776,200 | £0 | £2,169,261 | E34,330,947 |
| Riversway retall park | \% | 0.0\% | 4.2\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 12.5\% | 0.0\% | 4.3\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | ${ }_{\text {¢727,284 }}$ | £0 | £0 | $\varepsilon_{0}$ | $\mathrm{\varepsilon}_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £261,449 | £0 | £358,714 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £1,347,466 |
| PRESTON FOODSTORES | \% | 0.0\% | 2.1\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | £36,642 | $\varepsilon_{0}$ | £0 | ${ }^{\text {¢ }}$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £363,642 |
| Preston local centres | \% | 0.0\% | 8.3\% | 2.6\% | 0.0\% | 3.3\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 4.8\% | 0.0\% | 3.7\% | 0.0\% | 0.0\% | 0.0\% | 2.8\% |  |
|  | $\varepsilon$ | £0 | £1,437,252 | ع69,176 | £0 | ${ }^{\text {E312,078 }}$ | £0 | £0 | £0 | £0 | £0 | £0 | ¢76,538 | £0 | £ ${ }^{383,450}$ | £0 | £0 | £0 | £436,973 | £2,71,466 |
| 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\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 |
| RIBBLETON 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\% |  |
|  | $\varepsilon$ | £0 | ${ }_{\text {E } 363,642}$ | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £76,538 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon^{8440,180}$ |
| 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\% | 0.0\% | 0.0\% | 0.0\% | 11.1\% |  |
|  | $\varepsilon$ | $\varepsilon 0$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | $\underbrace{}_{1,732,287}$ | $\underbrace{\text { ¢1,732, } 287}$ |
| CAPITOL CENTRE (WaLTon-Le-daLe) | \% | 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\% |  |
|  | $\varepsilon$ | £423,728 | £0 | £0 | £0 | ${ }^{\text {E312,078 }}$ | £0 | £0 | £0 | £0 | £294,160 | £0 | £0 | £0 | £0 | £200,212 | £0 | $\varepsilon_{0}$ | £436,973 | \&1,667,151 |
| 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\% |  |
|  | $\varepsilon$ | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £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\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ |
| CHORLEY TOWN CENTRE | \% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.1\% | 0.0\% | 25.0\% | 6.1\% | 2.4\% | 55.8\% | 0.0\% | 11.1\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £36,547 | £0 | £52, 898 | ع632,174 | £200,212 | £11,397,885 | £0 | $\underbrace{£ 1,732,287}$ | £14,854,002 |
| 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\% | 2.8\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £436,973 | £436,973 |
| 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\% | 6.3\% | 3.1\% | 0.0\% | 1.9\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | $\varepsilon_{0}$ | $\mathrm{\varepsilon}_{0}$ | $\varepsilon_{0}$ | ${ }^{\text {¢ }}$ | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £131,770 | ${ }_{\text {E 321,269 }}$ | $\varepsilon_{0}$ | £38,100 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £841,139 |
| BLACKPOOL TC / Retall parks | \% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 23.3\% | 60.9\% | 39.8\% | 7.1\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 6.3\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | ${ }^{\circ}$ | $\varepsilon_{0}$ | £0 | £0 | ${ }_{\text {¢ } 2,203,457}$ | £27,09,787 | £12,503,473 | £659,929 | $\varepsilon_{0}$ | £0 | £0 | £0 | £131,770 | ${ }^{\text {¢ }}$ | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £42,518,416 |
| BLACKBurn te / Retall parks | \% | 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | ع83,140 | ${ }^{\text {¢ }}$ | £1,197,922 | £0 | £446,149 | $\underbrace{\text { E1,787,923 }}$ | ${ }_{\text {¢ }}$,581,833 | £21,442,706 | £153,076 | £261,449 | £0 | £200,212 | £0 | £2,96, 5 57 | £0 | £32,121,968 |
| Bolton te / Retall 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £737,093 | £76,538 | £131,770 | £0 | £0 | £776,200 | £0 | £0 | £1,721,601 |
| midolebrook retall 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\% |  |
|  | $\varepsilon$ | $\mathrm{s}_{0}$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | ${ }^{\text {¢ }}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 |
| wigan te / retall parks | \% | 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\% | 5.8\% | 0.0\% | 2.8\% |  |
|  | $\varepsilon$ | £423,728 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | ${ }^{\text {¢ }}$ | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £1,184,726 | £0 | £436,973 | £2,04, 428 |
| SOUTHPORT TC / 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\% | 21.5\% | 3.8\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £1,73, 5158 | £776,200 | £0 | £0 | £2,56,768 |
| Lancaster city centre | \% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 7.1\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £659,929 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £659,929 |
| Burnley tc / Retall Parks | \% | 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £221,702 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | $\underbrace{}_{11,483,779}$ | £0 | $\mathrm{E}_{1}, 705,481$ |
| 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | ${ }^{\text {¢ }}$ | ${ }^{\text {¢ }}$ | £0 | $\mathrm{\varepsilon}_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 |
| trafford 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\% |  |
|  | $\varepsilon$ | £0 | £36, 642 | £0 | ع83,140 | ${ }^{\text {E312,078 }}$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £ 0 | £0 | £0 | £0 | £ | £0 | £0 | £436,973 | £1,19,833 |
| OTHER | \% | 26.0\% | 8.2\% | 23.7\% | 19.0\% | 20.1\% | 16.1\% | 47.4\% | 23.8\% | 53.1\% | 17.3\% | 27.1\% | 9.3\% | 24.8\% | 20.2\% | 13.7\% | 21.3\% | 53.6\% | 24.9\% |  |
|  | $\varepsilon$ | £5,50,464 | £1,491,935 | £630,565 | £585,059 | £1,900,836 | E7,143,162 | £14,891,071 | £2,212,157 | £3,79, 548 | £1,496,756 | £9,079,646 | £148,293 | £518,715 | £2,093,427 | £1,142,878 | E4,350,805 | £6,856,081 | £3,885,942 | £67,661,341 |
| 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\% |  |
|  | $\varepsilon$ | £22,186,401 | £17,316,285 | £2,60,612 | £3,079, 258 | £9,456,896 | £44,367,466 | £31,415,762 | £9,294,79 | £7,151,692 | £8,651,771 | £33,504,229 | $\underbrace{}_{11,54,545}$ | £2,091,591 | £10,363,501 | £8,32, 175 | £20,426,316 | £12,791,195 | £15,606,191 | £259,300,664 |

[^0]| destinations | $\begin{aligned} & \text { Market } \\ & \text { Share } \end{aligned}$ | $\begin{gathered} \text { ZONE 1- } \\ \text { PRESTON } \\ \text { CENT. WEST } \end{gathered}$ | $\begin{gathered} \text { ZONE 2- } \\ \text { PRESTON } \\ \text { CENT. EAST } \end{gathered}$ | ZONE 3. PRESTON RURALEAST | $\begin{array}{\|c\|} \hline \text { ZONE 4- } \\ \text { PRESTON } \\ \text { RURAL WEST } \\ \hline \end{array}$ | ZONE 5 . KIRKHAM | ZONE 6. BLACKPOOL | $\begin{aligned} & \text { ZONE } 7- \\ & \text { FLEETWOOD } \end{aligned}$ | ZONE 8 -WYRE BOROUGH | $\begin{gathered} \text { ZoNE 9.- } \\ \text { RIBELE VALLE } \end{gathered}$ | ZONE 10 - BLACKBURN NORTH | ZONE 11 - BLACKBURN | ZONE 12. RURAL EAST (NORTH) | ZONE 13- RURAL EAST (SOUTH) (SOUTH) | ZONE 14- BAMBER BRIDGE | ZONE 15 RURAL WEST | ZONE 16 CHORLEY | $\begin{gathered} \text { ZONE 17-EAST } \\ \text { LANCS. } \end{gathered}$ | ZONE 18 LEYLAND | Expenditure ( ) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| PRESTON CITY CENTRE | \% | 44.0\% | 35.5\% | 44.4\% | 35.9\% | 24.0\% | 3.6\% | 5.1\% | 30.2\% | 0.0\% | 15.4\% | 6.9\% | 26.9\% | 8.3\% | 28.9\% | 35.8\% | 10.7\% | 0.0\% | 14.9\% |  |
|  | $\varepsilon$ | £10,697,396 | £6,334,192 | £1,441,058 | $\underbrace{\text { E1,467,745 }}$ | £2,803,692 | $\mathrm{E}_{1,872,972}$ | ${ }_{\text {¢1,00, } 3 \text {,36 }}$ | ${ }^{\text {E 3,562,430 }}$ | £0 | $\mathrm{E}_{1,747,168}$ | £2,36,587 | £538,164 | £229,552 | £3,22,774 | £3,79, 392 | £2,46,494 | £0 | £2,582,062 | £47,045,011 |
| Queens retall park | \% | 0.0\% | 1.6\% | 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\% | 0.0\% | 1.5\% |  |
|  | $\varepsilon$ | £0 | £285,485 | £0 | £0 | £0 | £468,243 | ¢0 | ¢0 | £0 | £0 | £0 | £0 | £0 | £0 | ¢0 | £0 | £0 | £259,939 | $\underbrace{〔 1,013,667}$ |
| DeEpdaLe Shopping Park | \% | 2.2\% | 3.2\% | 6.7\% | 1.9\% | 2.0\% | 0.0\% | 0.9\% | 3.8\% | 0.0\% | 5.8\% | 0.0\% | 7.7\% | 0.0\% | 1.6\% | 0.0\% | 0.0\% | 0.0\% | 1.5\% |  |
|  | $\varepsilon$ | ع534,870 | ¢570,969 | £217,457 | ¢77,680 | £23,641 | £0 | £336,942 | ${ }_{\text {¢ 448,253 }}$ | £0 | £65,024 | £0 | ${ }^{\text {¢ 154,047 }}$ | £0 | ${ }_{\text {\& }}$ | £0 | £0 | $\varepsilon_{0}$ | £259,939 | ${ }_{\text {E3,670,633 }}$ |
| RIversway retall park | \% | 4.4\% | 6.4\% | 0.0\% | 7.5\% | 0.0\% | 0.9\% | 0.9\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 3.3\% | 1.5\% | 0.0\% | 1.4\% | 3.0\% |  |
|  | $\varepsilon$ | $\mathrm{E}_{1,069,740}$ | £1,141,939 | ${ }^{\text {¢ }}$ | £306,632 | ${ }^{\text {¢ }}$ | £468,243 | £336,942 | ${ }^{\text {¢ }} 0$ | £0 | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £368,798 | £159,192 | £0 | £200,872 | ع519,878 | £4,572,235 |
| Preston foolstores | \% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £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\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | ${ }^{\text {¢ }}$ |
| NORTH ROAD [PRESTON] | \% | 3.3\% | 0.0\% | 0.0\% | 1.9\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £802,305 | £0 | $\varepsilon_{0}$ | E77,680 | £0 | £0 | $\mathrm{\varepsilon}_{0}$ | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\mathrm{\varepsilon}_{0}$ | £0 | £0 | £0 | £0 | £0 | ع879,985 |
| 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\% | 1.6\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | $\varepsilon 0$ | £0 | $\mathrm{E}_{0}$ | $\mathrm{E}_{0}$ | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon 0$ | £0 | £0 | £178,811 | £0 | $\mathrm{\varepsilon}^{0}$ | £0 | $\varepsilon 0$ | £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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £178,811 | £275,933 | £298,939 | £0 | £1,802,244 | £2,55,927 |
| CAPITOL Centre (WALTON-LE-DALE) | \% | 6.6\% | 1.6\% | 6.7\% | 9.4\% | 2.0\% | 0.0\% | 0.0\% | 0.0\% | 2.0\% | 5.8\% | 1.5\% | 15.4\% | 4.2\% | 13.8\% | 1.5\% | 1.3\% | 0.0\% | 11.9\% |  |
|  | $\varepsilon$ | £1,604,609 | £285,485 | £217,457 | £384,312 | £233,641 | £0 | £0 | £0 | £166,359 | £658,024 | £515,128 | £388,094 | £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\% |  |
|  | $\varepsilon$ | £0 | ¢0 | ${ }^{\text {¢ }}$ | ${ }^{\text {¢ }}$ | ${ }^{\text {¢ }}$ | £0 | £0 | £0 | £0 | £215,560 | £0 | £0 | £0 | ${ }_{\text {£178,811 }}$ | £275,933 | £0 | £0 | ${ }_{\text {¢259,939 }}$ | £930,243 |
| BAMBER BRIIGE [ IOUT-OF-CENTRE] | \% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 11.5\% | 0.0\% | 3.6\% | 1.5\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | $\varepsilon 0$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | $\varepsilon 0$ | £230,070 | £0 | £402,325 | £159,192 | £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\% | 1.9\% | 0.0\% | 11.5\% | 29.2\% | 1.6\% | 0.0\% | 41.3\% | 0.0\% | 3.0\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £215,560 | £0 | £230,070 | ع807,581 | \&178,811 | £0 | £9,49, 047 | £0 | ع59, 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\% |  |
|  | $\varepsilon$ | £0 | $\varepsilon 0$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon 0$ | £0 | £0 | £0 | \&178,811 | £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\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\mathrm{\varepsilon}_{0}$ | $\mathrm{\varepsilon}_{0}$ | £0 | £0 | $\mathrm{\varepsilon}_{0}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\mathrm{\varepsilon}_{0}$ | $\mathrm{\varepsilon}_{0}$ | $\mathrm{\varepsilon}_{0}$ | $\mathrm{\varepsilon}_{0}$ | $\mathrm{\varepsilon}_{0}$ | £0 | $\mathrm{\varepsilon}_{0}$ |
| BLACKPOOL TC / Retall parks | \% | 0.0\% | 0.0\% | 0.0\% | 5.7\% | 16.0\% | 60.4\% | 46.2\% | 11.3\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 2.6\% | 0.0\% | 0.0\% | 1.5\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £233,040 | £1,869,128 | £ $\mathrm{E}_{1,424,3,35}$ | £17,29,334 | $\varepsilon_{11,32,962}$ | £0 | £0 | £0 | £0 | £0 | £0 | £275,933 | £0 | £0 | £25,939 | ¢52,691,642 |
| BLackburn tc/retall parks | \% | 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £233,641 | $\varepsilon_{\text {¢2,341,215 }}$ | £336,942 | £448,253 | £2,661,750 | £3,051,871 | ¢18,784,983 | £154,047 | £229,552 | £0 | £159,192 | £0 | $\underbrace{\text { ¢ , 730,485 }}$ | £259,939 | ¢32,391,870 |
| Bolton te / retall parks | \% | 1.1\% | 0.0\% | 0.0\% | 5.7\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 2.3\% | 3.9\% | 4.2\% | 0.0\% | 1.5\% | 6.6\% | 0.0\% | 3.0\% |  |
|  | $\varepsilon$ | £267,435 | £0 | £0 | £233,040 | £0 | $\mathrm{q}_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £0 | E789,862 | E78,024 | £116,159 | $\mathrm{m}_{0}$ | £159,192 | £1,517,688 | $\varepsilon_{0}$ | E519,878 | $\underbrace{\text { E3,681,278 }}$ |
| midilebrook retall park | \% | 0.0\% | 0.0\% | 0.0\% | 1.9\% | 0.0\% | 0.0\% | 0.9\% | 0.0\% | 0.0\% | 0.0\% | 1.5\% | 3.9\% | 8.3\% | 1.6\% | 0.0\% | 6.7\% | 0.0\% | 1.5\% |  |
|  | $\varepsilon$ | £0 | £0 | $\varepsilon_{0}$ | £77,680 | $\mathrm{E}_{0}$ | $\varepsilon_{0}$ | £336,942 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £515,128 | ¢78,024 | £229,552 | £178,811 | £0 | $\underbrace{}_{1,540,683}$ | $\varepsilon_{0}$ | £259,939 | £3,216,758 |
| wigan tc / 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\% |  |
|  | $\varepsilon$ | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | $\mathrm{\varepsilon}_{0}$ | $\varepsilon_{0}$ | $\mathrm{\varepsilon}_{0}$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | $\mathrm{\varepsilon}^{0}$ |
| SOUTHPORT TC / 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\% | 1.6\% | 20.5\% | 0.0\% | 0.0\% | 0.0\% |  |
|  |  | ¢0 | ¢0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £0 | £178,811 | ${ }_{\text {£2,175,629 }}$ | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{2,354,440}$ |
| 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\% |  |
|  | $\varepsilon$ | £0 | $\varepsilon 0$ | E71,404 | $\varepsilon 0$ | $\varepsilon_{0}$ | £0 | £0 | £1,33,962 | £0 | £0 | £0 | £0 | £0 | £178,811 | £0 | £0 | £0 | £0 | $\varepsilon_{1,583,177}$ |
| burnley tc / retall parks | \% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 4.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.4\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | $\varepsilon 0$ | $\varepsilon 0$ | £0 | $\mathrm{E}_{0}$ | £0 | £0 | £0 | £332,719 | $\varepsilon_{0}$ | $\varepsilon 0$ | $\varepsilon 0$ | £0 | $\varepsilon 0$ | £0 | £0 | £200,872 | $\varepsilon_{0}$ | ¢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\% |  |
|  | $\varepsilon$ | £267,435 | £0 | £0 | £0 | £233,641 | £468,243 | £636,445 | £224,126 | £166,359 | £0 | £0 | £0 | £0 | £0 | £0 | £620,872 | £0 | £0 | £2,617,122 |
| trafford centre | \% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.9\% | 0.9\% | 3.8\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | $\varepsilon 0$ | $\varepsilon 0$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\mathrm{E}_{0}$ | £468,243 |  | £448,253 | £0 | $\varepsilon 0$ | $\varepsilon 0$ | £0 | $\varepsilon 0$ | $\varepsilon 0$ | £0 | £0 | £0 | £0 | $\varepsilon_{1,253,437}$ |
| 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\% |  |
|  | $\varepsilon$ | £9,068,474 | £9,24,724 | $\varepsilon_{1,298,251}$ | £1,23,616 | ع6,074,665 | £14,51,532 | £15,91, 130 | £3,99,887 | £4,99,780 | £4,79, 039 | £11,367,147 | £230,070 | £1,037,133 | £4,02, 248 | ¢3,014,043 | ع6,76,609 | £10,215,789 | \&7,76, 514 | £115,523,652 |
| Саtchment 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\% |  |
|  | $\varepsilon$ | £24,312,263 | £17,82,794 | £3,245,226 | £4,08,426 | £11,682,048 | £52,02,995 | £37,437,952 | £11,796,126 | ع8,37,967 | $\varepsilon_{11,345,247}$ | £34,34, 3 , 34 | £2,00,609 | £2,765,888 | £11,175,688 | £10,61,826 | £22,995,270 | £14,348,018 | £17,329,273 | £297,664,652 |



| destinations | $\begin{aligned} & \text { Market } \\ & \text { Share } \end{aligned}$ | $\begin{gathered} \text { ZONE 1- } \\ \text { PRESTON } \\ \text { CENT. WEST } \end{gathered}$ | $\begin{gathered} \text { ZONE 2- } \\ \text { PRESTON } \\ \text { CENT. EAST } \end{gathered}$ | ZONE 3. PRESTON RURALEAST | ZONE 4- <br> PRESTON <br> RURAL WEST | ZONE 5 KIRKHAM | ZONE 6. BLACKPOOL | $\begin{aligned} & \text { ZONE } 7 \text { - } \\ & \text { FLEETWOOD } \end{aligned}$ | $\left\|\begin{array}{c} \text { ZONE 8-WYRE } \\ \text { BOROUGH } \end{array}\right\|$ | $$ | ZONE $10-$ BLACKBURN NORTH | $\begin{aligned} & \text { ZONE 11. } \\ & \text { BLACKBURN } \end{aligned}$ | ZONE 12- RURALEAST (NORTH) | $\begin{gathered} \text { ZONE 13- } \\ \text { RURAL EAST } \\ \text { (SOUTH) } \end{gathered}$ | ZONE 14 BAMBER BRIDGE | ZONE 15:- RURAL WEST | ZONE 16 CHORLEY | $\begin{array}{\|c\|} \hline \text { ZONE 17. EAST } \\ \text { LANCS. } \end{array}$ | ZONE 18 LEYLAND | Expenditure (s) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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\% |  |
|  | $\varepsilon$ | £4,51,051 | $\underbrace{\text { £2,767,330 }}$ | £669,897 | £490,370 | £191,509 | £0 | £0 | ${ }^{\text {E1,67,993 }}$ | £0 | ع88,248 | £0 | £134,219 | £103,326 | £946,035 | ${ }_{\text {¢1,08, }, 397}$ | £427,637 | ¢99,553 | £684,703 | \&14,674,267 |
| Queens retall 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\% |  |
|  | $\varepsilon$ | $\underbrace{}_{123,645}$ | £26,360 | £0 | £0 | ${ }_{\text {¢98,844 }}$ | £0 | £0 | £0 | £0 | £0 | £0 | E33,277 | £0 | £0 | £0 | £0 | £0 | £117,120 | £638,247 |
| DEEPDALE SHOPPING PARK | \% | 1.0\% | 0.0\% | 3.3\% | 0.0\% | 1.6\% | 0.0\% | 0.0\% | 0.0\% | 1.6\% | 3.1\% | 0.0\% | 0.0\% | 0.0\% | 2.9\% | 1.2\% | 0.0\% | 0.0\% | 1.3\% |  |
|  | $\varepsilon$ | £123,645 | £0 | ¢64,263 | £0 | ¢98,844 | ${ }^{\text {¢ }}$ | ${ }^{\text {¢ }}$ | £0 | ¢74,290 | £178,803 | ${ }^{\text {¢ }}$ | £0 | £0 | £171,469 | £69,897 | ${ }^{\text {¢ }}$ | £0 | £117,120 | £898,331 |
| RIVERSWAY retall park | \% | 9.4\% | 4.2\% | 3.3\% | 6.7\% | 1.6\% | 0.8\% | 0.0\% | 3.2\% | 0.0\% | 0.0\% | 0.6\% | 0.0\% | 0.0\% | 0.0\% | 4.6\% | 0.0\% | 2.6\% | 0.0\% |  |
|  | $\varepsilon$ | $\mathrm{E}_{1,162,265}$ | £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 | ${ }_{\text {£2,86,779 }}$ |
| 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | $\mathrm{\varepsilon}_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | ${ }^{\text {¢ }}$ |
| 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\% |  |
|  | $\varepsilon$ | £0 | $\varepsilon_{0}$ | ¢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\% |  |
|  | $\varepsilon$ | £2,83,476 | £3,553,934 | £255,106 | ¢561,926 | £290,353 | £211,576 | £132,087 | ${ }^{\text {¢ }}$ | $\varepsilon_{0}$ | £86,518 | $\varepsilon_{0}$ | £33,277 | £208,107 | £271,985 | £139,793 | £0 | £99,553 | £117,120 | ع8,72,810 |
| 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\% |  |
|  | $\varepsilon$ | £259,655 | £0 | £0 | £0 | £0 | £211,576 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon 0$ | £0 | £69,897 | £0 | £0 | £0 | ${ }_{\text {E541,128 }}$ |
| 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\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | £132,680 | £0 | £0 | $\mathrm{E}_{0}$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £198,040 | £708,655 | £0 | £1,594,638 | £2,63,0,013 |
| 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\% |  |
|  | $\varepsilon$ | £642,955 | £398,041 | £0 | £105,230 | £0 | £0 | £0 | £105,511 | ¢74,290 | £86,518 | £0 | £100,942 | £0 | £425,716 | £407,730 | $\underbrace{}_{146,618}$ | £0 |  | £3,63,725 |
| 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\% |  |
|  | $\varepsilon$ | £0 | £132,680 | £0 | £0 | ${ }^{\text {¢ }}$ | ${ }^{\text {¢ }}$ | ${ }^{\text {¢ }}$ | £211,023 | ${ }^{\text {¢ }}$ | £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\% | 4.2\% | 27.9\% | 6.7\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 10.8\% | 0.6\% | 60.6\% | 7.1\% | 36.5\% | 10.6\% | 0.0\% | 0.0\% | 17.8\% |  |
|  | $\varepsilon$ | £383,300 | £398,041 | £543,318 | £141,008 | $\varepsilon_{0}$ | £0 | $\varepsilon 0$ | £0 | £0 | £622,928 | £112,718 | ع672,205 | £103,326 | £2,158,142 | £617,420 | £0 | £0 | £1,60, 647 | 87,35,051 |
| 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\% | 42.9\% | 2.9\% | 6.0\% | 70.9\% | 0.0\% | 8.9\% |  |
|  | $\varepsilon$ | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon 0$ | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | ع624,321 | £171,469 | £399,483 | ع8,662,701 | £0 | £801,823 | £10,609,797 |
| 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\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | $\mathrm{\varepsilon}_{0}$ | £0 | £0 | £0 | ${ }^{\text {¢ }}$ |
| 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\% | 3.6\% | 0.0\% | 0.0\% | 1.2\% | 0.0\% | 3.8\% |  |
|  | $\varepsilon$ | £0 | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon 0$ | £0 | £0 | $\varepsilon 0$ | £0 | $\varepsilon 0$ | $\varepsilon 0$ | £0 | ¢52,391 | $\varepsilon_{0}$ | £0 | £146,618 | $\varepsilon_{0}$ | ${ }^{\text {¢ 342,352 }}$ | E541,361 |
| BLACKPOOL te/retall parks | \% | 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\% |  |
|  | $\varepsilon$ | £0 | £132,680 | £0 | £244,133 | £4,157,009 | £21,26, 433 | £13,30,0,19 | £2,090,444 | ¢74,290 | £0 | ${ }^{\circ} 0$ | £0 | £0 | £171,469 | $\varepsilon_{0}$ | ${ }^{\text {¢ }}$ | £99,553 | ¢0 | £41,53,629 |
| BLACKBuRn te / Retall parks | \% | 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | $\mathrm{E}_{0}$ | £819,859 | £132,087 | £211,023 | £2,28,404 | £2,98,531 | ع15,479,911 | £33,277 | E52,391 | £100,516 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £3,38,839 | £0 | £25,37, ${ }^{\text {e37 }}$ |
| BOLTON TC / Retall 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | ¢71,556 | ¢98,844 | £0 | £0 | £0 | $\mathrm{\varepsilon}^{0}$ | £0 | £112,718 | £0 | £0 | £0 | £69,897 | £427,637 | £0 | £0 | ¢780,651 |
| midolebrook retall 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | $\mathrm{\varepsilon}_{0}$ | £0 | £0 | $\mathrm{\varepsilon}_{0}$ | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | ${ }^{\text {¢ }}$ |
| wisan tc / 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 |
| SOUTHPort te / 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\% | 22.9\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon_{0}$ | ${ }_{\text {£1,33, }, 660}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | $\underbrace{}_{1,33,860}$ |
| 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £35,778 | £0 | £0 | £0 | £837,497 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £873,275 |
| Burnley tc / retall 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | ¢74,290 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | ع689,210 | £0 | £76,499 |
| 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | $\mathrm{\varepsilon}_{0}$ | £0 | $\varepsilon_{0}$ | $\mathrm{\varepsilon}_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ |
| TRAFFord centre | \% | 0.0\% | 0.0\% | 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | ¢69,897 | £146,618 | £0 | £0 | £216,515 |
| оther | \% | 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\% |  |
|  | $\varepsilon$ | £2,32, 530 | £1,298,370 | £350,528 | £313,584 | $\varepsilon^{\text {£1,142,879 }}$ | ¢3,729,035 | ¢5,30, 338 | $\varepsilon_{1,25,948}$ | £2,061,536 | ع89,784 | £2,96,235 | ¢68,773 | £311,433 | £1,135,242 | £1,019,325 | £1,405,092 | £3,132,076 | £2,261,322 | ¢30,977,031 |
| 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\% |  |
|  | $\varepsilon$ | £12,364,522 | £9,477,156 | $\varepsilon_{1,947,376}$ | £2,104,591 | £6,17,725 | £26,447,056 | £18,66,531 | £6,54,461 | £4,643,988 | £5,767,847 | £18,786,300 | $\varepsilon_{1,109,248}$ | £1,455,294 | ¢5,912,719 | £5,824,714 | £12,218,195 | £7,65,887 | £9,009,252 | £156,366,972 |

[^1]| destinations | $\begin{array}{\|l\|} \hline \begin{array}{l} \text { Market } \\ \text { Share } \end{array} \end{array}$ | $\begin{aligned} & \text { ZONE 1- } \\ & \text { PRESTON } \\ & \text { CENT. WEST } \end{aligned}$ | $\begin{gathered} \text { ZONE 2- } \\ \text { PRESTON } \\ \text { CENT. EAST } \end{gathered}$ | $\begin{gathered} \text { ZONE 3- } \\ \text { PRESTON } \\ \text { RURAL EAST } \end{gathered}$ | $\begin{array}{\|c\|} \hline \text { ZONE 4- } \\ \text { PRESTON } \\ \text { RURAL WEST } \end{array}$ | ZONE 5 . KIRKHAN | ZONE 6 BLACKPOOL | $\begin{aligned} & \text { ZONE } 7 \text { - } \\ & \text { FLEETWOOD } \end{aligned}$ | ZONE 8 - WYRE BOROUGH | ZONE 9 - RIBBLE VALLEY | ZONE $10-$ BLACKBURN NORTH | ZONE 11 BLACKBURN | $\begin{gathered} \text { ZONE } 12 \text { - } \\ \text { RURAL EAST } \\ \text { (NORTH) } \end{gathered}$ | $\begin{gathered} \text { ZONE 13- } \\ \text { RURAL EAST } \\ \text { (SOUTH) } \end{gathered}$ | ZONE 14- BAMBER BRIDGE | ZONE 15 RURAL WEST | ZONE 16 CHORLEY | $\begin{gathered} \text { ZONE } 17 \text { - EAST } \\ \text { LANCS. } \end{gathered}$ | ZONE 18 LEYLAND | Expenditure ( $($ ) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| PRESTON CITY CENTRE | \% | 30.9\% | 21.4\% | 27.9\% | 23.2\% | 3.4\% | 0.0\% | 0.0\% | 25.9\% | 0.0\% | 18.3\% | 0.0\% | 11.4\% | 4.0\% | 15.9\% | 20.7\% | 7.6\% | 0.0\% | 10.9\% |  |
|  | $\varepsilon$ | E7,42,632 | £3,931,031 | £816,095 | £800,435 | £370,312 | £0 | £0 | $\mathrm{E}_{\text {2,733,634 }}$ | £0 | £1,837,195 | £0 | £216,214 | ¢98,784 | £1,83,093 | $\underbrace{}_{1,987,387}$ | £1,704,783 | £0 | £1,88,8991 | £23,740,595 |
| queens retall 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 |
| 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\% |  |
|  | $\varepsilon$ | £4,206,021 | ¢5,76,961 | ع862,896 | ¢738,332 | £0 | £767,398 | £0 | £909,353 | ${ }^{\text {¢ }}$ | ¢501,966 | £0 | £0 | ${ }^{\text {¢ }}$ | £159,643 | £643,261 | £246,745 | £169,147 | £1,091,744 | £14,803,577 |
| RIVERSWAY retall 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\% |  |
|  | $\varepsilon$ | £240,344 | £0 | £0 | E62,103 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | E55,002 | £0 | £0 | £0 | £0 | £0 | £0 | £357,49 |
| PRESTON FOODSTORES | \% | 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\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | £257,170 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | ${ }^{\text {¢ }}$ | £0 | £0 | £0 | £0 | £0 | £257,170 |
| preston local centres | \% | 0.0\% | 0.0\% | 0.0\% | 3.6\% | 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £124,205 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £124,205 |
| 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\% |  |
|  | $\varepsilon$ | ${ }^{\text {¢ }}$ | ${ }_{50}$ | ${ }^{\text {¢ }}$ | ${ }^{\text {¢ }}$ | £0 | £0 | ${ }^{\text {¢ }}$ | $\varepsilon_{0}$ | ${ }^{\text {¢ }}$ | £0 | £0 | ${ }^{\text {¢ }}$ | £98,784 | ${ }^{\text {¢ }}$ | ${ }^{\text {¢ }}$ | ${ }^{\text {¢ }}$ | £0 | £0 | £98,784 |
| RIBbLeton Lane [PRESTON] | \% | 7.2\% | 15.7\% | 6.5\% | 5.4\% | 1.7\% | 0.0\% | 0.0\% | 1.7\% | 0.0\% | 0.0\% | 0.0\% | 2.9\% | 0.0\% | 1.7\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £1,730,477 | £2,883,980 | £190,130 | £186,308 | £185,156 | $\varepsilon_{0}$ | £0 | £179,756 | £0 | ${ }^{\text {¢ }}$ | ${ }^{\text {¢ }}$ | E55,002 | £0 | £193,853 | £0 | £0 | £0 | £0 | E5,604,662 |
| Leyland 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\% |  |
|  | $\varepsilon$ | £240,344 | £0 | £0 | ¢62,103 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\mathrm{\varepsilon}^{0}$ | £0 | £0 | £2,44, 427 | £322,447 |
| CAPITOL CENTRE (WaLton-Le-DALE) | \% | 20.6\% | 12.9\% | 13.1\% | 16.1\% | 5.1\% | 1.5\% | 0.8\% | 1.7\% | 0.0\% | 8.3\% | 0.7\% | 60.0\% | 12.0\% | 52.7\% | 17.5\% | 2.2\% | 0.0\% | 40.6\% |  |
|  | $\varepsilon$ | £4,951,088 | £2,369,640 | £383,184 | ¢555,474 | £555,468 | £767,398 | £289,668 | £179,756 | £0 | £83,263 | £248,769 | £1,13,970 | £296,351 | ¢6,00, 434 | £1,680,159 | £493,490 | $\varepsilon_{0}$ | E7,035,685 | £20,751,312 |
| bamber bride district centre | \% | 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\% | 1.4\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | ¢0 | £0 | £0 | £170,668 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £159,643 | £0 | £0 | £0 | £0 | £330,312 |
| 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 | $\varepsilon 0$ | £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\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 32.0\% | 2.7\% | 5.4\% | 62.0\% | 0.0\% | 7.8\% |  |
|  | $\varepsilon$ | £0 | ${ }^{\text {¢ }}$ | £0 | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | \&790,269 | ${ }^{\text {¢ 307, } 884}$ | E518,449 | ¢13,907,439 | £0 | $\underbrace{\text { E1,351,683 }}$ | £15,524,040 |
| clayton Green centre [asda] | \% | 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\% |  |
|  | $\varepsilon$ | £0 | £257,170 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | \&159,643 | £0 | £0 | £0 | £0 | £416,814 |
| 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\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ |
| BLACKPOOL TC / Retall parks | \% | 0.0\% | 0.0\% | 0.0\% | 1.8\% | 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\% | 0.0\% |  |
|  | $\varepsilon$ | $\mathrm{\varepsilon}^{0}$ | ${ }^{\text {¢ }}$ | ${ }^{\text {¢ }}$ | ¢62,103 | £4,43, 8,54 | £40,16, 505 | £20,906,738 | $\underbrace{}_{\text {£2,53, } 730}$ | £0 | $\varepsilon_{0}$ | $\mathrm{\varepsilon}^{0}$ | ${ }^{\text {¢ }}$ | £0 | £0 | £0 | £0 | £0 | £0 | £68,099,930 |
| BLACkburn te /retall parks | \% | 0.0\% | 0.0\% | 0.0\% | 1.8\% | 0.0\% | 0.8\% | 0.0\% | 1.7\% | 36.2\% | 45.1\% | 77.2\% | 8.6\% | 0.0\% | 0.0\% | 1.3\% | 0.0\% | 43.4\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | ¢0 | $\varepsilon_{0}$ | ¢62,103 | $\varepsilon_{0}$ | £409,279 | £0 | £179,756 | ${ }_{\text {E2,867,718 }}$ | £4,527,733 | £27,43,655 | £163,109 | £0 | £0 | $\underbrace{}_{\text {¢124,812 }}$ | £0 | ع6,117,473 | $\varepsilon_{0}$ | £35,770,165 |
| Bolton te / retall parks | \% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.7\% | 0.0\% | 0.7\% | 0.0\% | 4.6\% | 0.0\% | 1.3\% | 4.4\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £134,672 | £0 | £248,769 | £0 | £113,601 | £0 | £124,812 | £986,980 | £0 | £0 | $\underbrace{\text { ¢1,60, }, 333}$ |
| midlebrook retall 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\% | 5.4\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | $\mathrm{\varepsilon}_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | $\underbrace{\text { 197,567 }}$ | £0 | £0 | $\underbrace{\text { £1,21,293 }}$ | $\varepsilon_{0}$ | £0 | $\underbrace{}_{1,408,860}$ |
| WIIGAN TC / retal 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\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 |
| SOUTHPORT TC / RETALI 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\% | 30.9\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £2,966,880 | £0 | £0 | £0 | £2,966,880 |
| Lancaster city centre | \% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 13.8\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  |  | £0 | ¢0 | $\mathrm{\varepsilon}_{0}$ | £0 | £0 | $\varepsilon_{0}$ | £0 | $\underbrace{\text { £1,459,195 }}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | ${ }^{\text {£1,45, } 195}$ |
| Surnley tc / 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\% | 21.7\% | 0.0\% |  |
|  |  | £0 | ${ }^{\text {¢ }}$ | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | ${ }_{\text {¢3,05,737 }}$ | £0 | $\underbrace{\text { ¢3,05,737 }}$ |
| 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 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 |
| trafford centre | \% | 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\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | \&179,756 | £0 | £0 | £0 | £0 | ${ }^{\text {¢ }}$ | £0 | £0 | £0 | £0 | £0 | £179,756 |
| OTHER | \% | 21.8\% | 15.8\% | 23.0\% | 23.1\% | 49.1\% | 17.7\% | 41.5\% | 20.9\% | 62.1\% | 21.6\% | 21.4\% | 14.2\% | 35.4\% | 22.8\% | 16.2\% | 17.3\% | 33.7\% | 20.3\% |  |
|  | $\varepsilon$ | ¢5,23,501 | $\underbrace{}_{\text {¢2,902,350 }}$ | £672,766 | \&796,984 | E5,347,743 | £9,055,299 | £15,036,908 | £2,20,9940 | £4,99,484 | £2,168,993 | ع7,60, 221 | £269,320 | ع874,235 | £2,59,907 | $\varepsilon_{1,556,347}$ | £3,88,624 | £4,75, 204 | ¢3,517,842 | ¢73,402,167 |
| 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\% |  |
|  | $\varepsilon$ | £24,034,408 | £18,369,302 | £2,92,071 | £3,450,149 | £10,891,534 | ¢51,159,879 |  | £10,573,877 | \&7,921,874 | £10,03, ${ }^{\text {¢ }}$, 19 | £35,53,414 | \&1,89,617 | £2,46,589 | £11,403,100 | £9,60,906 | £22,431,354 | £14,095,561 | £17,329,273 | £290,363,739 |

1. Market Share derived fom Housenold Telephone Survey Results
2. Preston Foodstores comporises Sainsbur's Deepdale and Asda Fulwod Survey Responses

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

| destinations | $\begin{gathered} \text { Market } \\ \text { Share } \end{gathered}$ | $\begin{gathered} \text { ZONE } 1 \text { - } \\ \text { PRESTON } \\ \text { CENT. WEST } \end{gathered}$ | $\begin{gathered} \text { ZONE } 2 \text { - } \\ \text { PRESTON } \\ \text { CENT. EAST } \end{gathered}$ | $\begin{gathered} \text { ZONE } 3 \text { - } \\ \text { PRESTON } \\ \text { RURAL EAST } \end{gathered}$ | ZONE 4 - PRESTON RURAL WEST | ZONE 5 KIRKHAM | ZONE 6 - <br> BLACKPOOL | $\begin{aligned} & \text { ZONE } 7 \text { - } \\ & \text { FLEETWOOD } \end{aligned}$ | ZONE 8 - WYRE BOROUGH | ZONE 9 - | ZONE 10 - BLACKBURN NORTH | $\begin{aligned} & \text { ZONE } 11 \text { - } \\ & \text { BLACKBURN } \end{aligned}$ | $\begin{gathered} \text { ZONE 12- } \\ \text { RURAL EAST } \\ \text { (NORTH) } \end{gathered}$ | $\begin{gathered} \text { ZONE } 13 \text { - } \\ \text { RURAL EAST } \\ \text { (SOUTH) } \end{gathered}$ | ZONE 14 - BAMBER BRIDGE BRIDGE | ZONE 15 RURAL WEST | ZONE 16 CHORLEY | $\begin{gathered} \text { ZONE } 17 \text { - EAST } \\ \text { LANCS. } \end{gathered}$ | ZONE 18 LEYLAND | Expenditure (z) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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\% |  |
|  | $\varepsilon$ | £6,97,799 | £3,87,923 | ع891,081 | £799,054 | £453,755 | £418,528 | £0 | £2,04,651 | £148,315 | £1,45,701 | E505,914 | £287,375 | £0 | £2,196,120 | £1,75,930 | £1,984,987 | £213,958 | £2,484,388 | £26,537,479 |
| quenns retall 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\% |  |
|  | $\varepsilon$ | ${ }^{\text {¢ }}$ | $\varepsilon_{0}$ | £0 | ${ }^{0}$ | £ | £0 | ${ }^{\text {¢ }}$ | £0 | ${ }^{\text {¢ }}$ | £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\% |  |
|  | $\varepsilon$ | E7,23,413 | £5,43, ,314 | £757,962 | £599,291 | £453,755 | £0 | £0 | £698,217 | £0 | £1,04, 286 | £0 | £57,106 | \&0 | ${ }^{\text {¢551,735 }}$ | £1,03,366 | £286,720 | £0 | £490,340 | £18,703,505 |
| RIVERSWAY retall 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\% |  |
|  | $\varepsilon$ | £287,579 | £257,170 | £0 | ${ }^{0}$ | £0 | £0 | £ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £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\% |  |
|  | $\varepsilon$ | ع551,194 | £771,511 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £1,32,704 |
| 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\% |  |
|  | $\varepsilon$ | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | ${ }^{\text {¢ }}$ | £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\% |  |
|  | $\varepsilon$ | ${ }^{\text {¢ }}$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | ${ }^{\text {¢ }}$ | £0 | £0 | £0 | £0 | £0 | £0 | ${ }^{\text {¢ }}$ |
| RibBleton Lane [PRESTON] | \% | 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\% |  |
|  | $\varepsilon$ | £838,773 | £1,561,391 | $\varepsilon_{0}$ | £66,588 | £226,878 | £ 0 | $\varepsilon_{0}$ | £172,024 | £0 | £180,708 | £0 | E57,106 | £0 | £411,096 | £0 | £286,720 | £0 | £0 | ${ }^{\text {E 3,801,285 }}$ |
| 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\% | 5.4\% | 0.0\% | 1.3\% | 1.5\% | 10.6\% |  |
|  | $\varepsilon$ | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £584,190 | £0 | £286,720 | £213,958 | £1,732,533 | £2,817,401 |
| CAPITOL Centre (Walton-le-daLe) | \% | 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\% |  |
|  | $\varepsilon$ | £3,35,092 | £2,590,072 | £222,770 | £59,291 | £66,829 | £418,528 | £287,459 | £172,024 | £148,315 | £913,578 | £0 | £1,037,127 | £485,098 | E5,30,980 | £2,38,573 | £286,720 | £0 | £6,930,134 | £22,755,592 |
| 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\% |  |
|  | $\varepsilon$ | ${ }^{\text {¢ }}$ | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £0 | $\mathrm{\varepsilon}^{0}$ | ${ }^{\text {¢ }}$ | $\varepsilon_{0}$ | £0 | ${ }^{\text {¢ }}$ | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £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\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | ${ }^{\text {¢ }}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon_{0}$ |
| 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\% | 3.1\% | 36.0\% | 1.6\% | 3.2\% | 56.4\% | 0.0\% | 3.0\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | ${ }^{\text {¢ }}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | E57,106 | £873,176 | £173,093 | £296,962 | £12,439,251 | £0 | £490,340 | £14,329,928 |
| cLayton gren 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £173,093 | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £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\% |  |
|  | $\varepsilon$ | $\mathrm{\varepsilon}_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £194,039 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £286,720 | $\varepsilon_{0}$ | £0 | £480,759 |
| BLACKPOOL TC / Retall 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £66,588 | £4,732,020 | £39,550,922 | £18,720,783 | £2,79, 868 | £0 | £0 | £0 | $\mathrm{\varepsilon}_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | E65,863,181 |
| BLACKBurn te / Retall 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\% |  |
|  | $\varepsilon$ | £0 | £0 | $\varepsilon_{0}$ | ع66,588 | £0 | £418,528 | £0 | £172,024 | ${ }_{\text {£3,32, } 2588}$ | £4,92, 3, 36 | £28,258,902 | £116,055 | $\varepsilon_{0}$ | £0 | £148,481 | £0 | ع6,10,518 | £0 | £43,622,660 |
| BoLton tc / retall 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\% |  |
|  | $\varepsilon$ | £0 | £257,170 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\mathrm{\varepsilon}^{0}$ | £252,957 | $\varepsilon_{0}$ | £0 | £0 | £0 | $\underbrace{}_{1,698,266}$ | £0 | £0 | £2,20,394 |
| MIDDLEBROOK RETAAL 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £194,039 | £0 | $\varepsilon_{0}$ | £573,441 | $\varepsilon_{0}$ | £245,170 | ${ }^{\text {81,012,650 }}$ |
| WIGAN TC / 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\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | £0 | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ |
| SOUTHPORT TC / 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\% | 25.6\% | 0.0\% | 0.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £2,37,694 | $\varepsilon_{0}$ | £0 | £0 | £2,37,694 |
| Lancaster city centre | \% | 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\% |  |
|  | $\varepsilon$ | ${ }^{\text {¢ }}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon_{0}$ | E1,740,483 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | £0 | £0 | £1,70,483 |
| SURNLEY TC / 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\% | 1.3\% | 16.0\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | $\varepsilon_{0}$ | £ | $\varepsilon_{0}$ | £0 | £0 | £ 0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £0 | $\varepsilon_{0}$ | £0 | £286,720 | £2,282,219 | £0 | £2,568,939 |
| 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\% |  |
|  | $\varepsilon$ | £0 | £0 | £0 | $\mathrm{q}_{0}$ | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 | £0 |
| trafford centre | \% | 1.2\% | 0.0\% | 0.0\% | 2.0\% | 0.0\% | 0.0\% | 0.8\% | 1.7\% | 0.0\% | 0.0\% | 0.7\% | 3.1\% | 0.0\% | 0.0\% | 0.0\% | 0.0\% | 1.5\% | 3.0\% |  |
|  | $\varepsilon$ | £287,579 | £0 | £0 | £66,588 | £0 | £0 | £287,459 | £172,024 | £0 | £0 | £252,957 | E57,106 | £0 | £0 | £0 | £0 | £213,958 | £40,340 | £1,828,012 |
| OTHER | \% | 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\% | 13.2\% | 14.3\% | 16.5\% | 36.1\% | 21.3\% |  |
|  | $\varepsilon$ | £4,43,515 | £3,618,753 | £84,897 | £1,065,406 | £4,267,461 | £11,509,528 | £16,636,703 | £2,104,770 | £3,79,866 | £1,465,741 | £6,86,974 | £173,162 | £582,177 | £1,428,019 | £1,327,048 | £3,639,142 | ¢5,49, 256 | £3,481,411 | £72,389,767 |
| 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\% |  |
|  | $\varepsilon$ | £23,96,945 | £18,36,302 | £2,716,709 | £3,32, 394 | £10,80,699 | £52,316,034 | £ $35,93,405$ | £10,119,086 | E7,415,754 | £10,039,319 | £36,136,704 | £1,842,145 | £2,425,489 | £10,818,326 | £9,280,053 | £22,055,409 | £14,263,866 | £16,34, ${ }^{\text {a }}$ | £288,173,294 |

[^2]TABLE 12-OVERALL COMPARISON GOODS Market Share from Catchment Zones (2010)

| destinations | Market Share | $\begin{gathered} \text { ZONE 1-} \\ \text { PRESTON } \\ \text { CENT. WEST } \end{gathered}$ | $\begin{aligned} & \text { ZONE } 2 \text { - } \\ & \text { PRESTON } \\ & \text { CENT. EAST } \end{aligned}$ | $\begin{array}{c\|} \hline \text { ZONE 3- } \\ \text { PRESTON } \\ \text { RURAL EAST } \end{array}$ | $\begin{array}{\|c\|} \hline \text { ZONE 4- } \\ \text { PRESTON } \\ \text { RURAL WESTT } \\ \hline \end{array}$ | ZONE 5 - <br> KIRKHAM | ZONE 6 BLACKPOOL | $\begin{aligned} & \text { ZONE } 7 \text { - } \\ & \text { FLEETWOOD } \end{aligned}$ | ZONE 8 - WYRE BOROUGH | ZONE 9 - RIBBLE VALLEY | $\begin{array}{c\|} \hline \text { ZONE } 10- \\ \text { BLACKBURN } \\ \text { NORTH } \end{array}$ | ZONE 11 BLACKBURN | $\begin{array}{c\|} \hline \text { ZONE } 12 \text { - } \\ \text { RURAL EAST } \\ \text { (NORTH) } \end{array}$ | ZONE $13-$ <br> RURALEAST <br> I (SOUTH) | ZONE 14- BAMBER bridge | ZONE 15 RURAL WEST | ZONE 16 CHORLEY | ZONE 17 - EAST LANCS. | ZONE 18 LEYLAND | Expenditure (E) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 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\% | 31.5\% |  |
|  | $\varepsilon$ | £101,801,210 | E60,179,999 | £10,32, 824 | E11,771,020 | £23,955,812 | £28,47, 218 | £15,02,470 | £24,080,469 | £3,74,978 | E16,626,201 | £15,87,586 | E5,02, 515 | £2,64,567 | ¢35,885,752 | £26,04, 124 | ${ }^{\text {¢19,967,789 }}$ | ${ }_{\text {E5,05,782 }}$ | £42,271,265 | $\underbrace{}_{\text {¢48,755,581 }}$ |
| quenns retall 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\% | 0.3\% |  |
|  | $\varepsilon$ | £123,645 | £550,845 | £0 | £0 | ${ }_{\text {¢98,844 }}$ | £468,243 | ${ }^{\text {¢ }}$ | £0 | £0 | £0 | ¢0 | ¢33,277 | £0 | £0 | \&0 | ¢0 | ¢0 | £377,059 | $\underbrace{}_{1,1,65,914}$ |
| DEEPDALE SHOPPING PARK | \% | 13.5\% | 22.0\% | 18.9\% | 15.6\% | 8.5\% | 1.6\% | 2.0\% | 9.6\% | 2.0\% | 10.8\% | 0.4\% | 7.4\% | 0.0\% | 9.1\% | 4.4\% | 1.0\% | 0.2\% | 4.9\% |  |
|  | $\varepsilon$ | £25,48,016 | £31,839,032 | £4,36,429 | £4,40,980 | £7,341,245 | ¢6,571,433 | ¢5,596,121 | ¢8,029,125 | $\underbrace{}_{1,24,6,78}$ | £8,77,093 | £1,194,186 | £1,102,113 | $\varepsilon_{0}$ | E8,000,103 | £3,329,787 | $\underbrace{}_{\text {£1,787,992 }}$ | £169,147 | £6,56, 271 | £125,813,761 |
| Riversway retall park | \% | 1.7\% | 2.0\% | 0.3\% | 2.1\% | 0.1\% | 0.2\% | 0.1\% | 0.3\% | 0.0\% | 0.0\% | 0.0\% | 0.4\% | 1.8\% | 0.4\% | 1.0\% | 0.0\% | 0.4\% | 0.4\% |  |
|  | $\varepsilon$ | $\underbrace{}_{\text {¢3,23, } 532}$ | $\varepsilon_{\varepsilon 2,928,090}$ | ¢64,263 | £606,467 | ¢98,844 | ¢679,819 | £336,942 | ${ }_{\text {£211,023 }}$ | $\varepsilon_{0}$ | £0 | \&112,718 | E55,002 | £358,468 | £368,798 | ¢785,843 | £0 | £399,977 | ¢519,878 | £10,764,665 |
| Preston foolstores | \% | 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\% | 0.0\% |  |
|  | $\varepsilon$ | $\underbrace{}_{1,029,98}$ | £4,016,676 | £0 | ¢96,725 | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | ¢0 | £0 | $\varepsilon_{0}$ | ¢0 | ¢0 | $\varepsilon_{0}$ | £0 | ¢0 | ¢0 | £0 | £0 | ¢5,143,199 |
| Preston local centres | \% | 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\% | 0.3\% |  |
|  | $\varepsilon$ | £0 | £1,437,252 | £69,176 | £124,205 | £312,078 | £0 | £0 | £0 | £0 | £0 | £0 | ¢76,538 | £0 | £383,450 | £0 | $\mathrm{E}_{0}$ | £0 | £436,973 | £2,83, 6,72 |
| NORTH ROAD [PRESTON] | \% | 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\% | 0.1\% |  |
|  | $\varepsilon$ | £3,63, 780 | £3,55, 934 | £255,106 | £639,606 | £290,353 | £211,576 | £132,087 | £0 | £0 | £86,518 | £0 | £33,277 | £306,891 | £271,985 | £139,793 | $\mathrm{E}_{0}$ | ¢99,553 | £117,120 | £9,771,579 |
| Ribeleton Lane [PRESTON] | \% | 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\% | 0.0\% |  |
|  | $\varepsilon$ | £2,82,905 | E4,809,013 | £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 | £0 | £10,566,066 |
| LeYLand town centre | \% | 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\% | 10.9\% |  |
|  | $\varepsilon$ | £240,344 | £132,680 | £0 | ¢62,103 | $\varepsilon_{0}$ | ${ }^{\text {¢ }}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £0 | £412,820 | £0 | £0 | $¢_{1,382,472}$ | £691,364 | ${ }_{\text {¢1,294,314 }}$ | £213,958 | £14,618,374 | £19,048,428 |
| CAPTIOL 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\% | 13.4\% |  |
|  | $\varepsilon$ | £11,466,077 | E5,643,237 | £823,411 | £1,74,031 | £1,771,016 | £1,185,926 | ${ }^{\text {E577,327 }}$ | ${ }_{\text {¢457,292 }}$ | £38,964 | £3,04, 029 | \&763,896 | £2,584,133 | ع897,607 | £13,928,416 | ¢5,166,299 | £1,225,767 | £0 | £18,047,551 | £69,700,982 |
| 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\% | 0.6\% |  |
|  | $\varepsilon$ | £0 | £132,680 | £0 | £0 | £0 | £0 | £0 | £211,023 | £0 | £472,746 | £0 | £33,277 | £0 | £973,065 | £404,077 | $\underbrace{}_{\text {£146,618 }}$ | £0 | ع858,094 | £3,231,581 |
| BAMBER BRIIGE [ [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\% | 1.5\% |  |
|  | $\varepsilon$ | £383,300 | £398,041 | £543,318 | £141,008 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | £622,928 | $\varepsilon 112,718$ | £1,003,176 | £103,326 | £2, 560,467 | £776,612 | $\varepsilon_{0}$ | £0 | $\varepsilon_{1,976,571}$ | £8,621,464 |
| 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\% | 6.0\% |  |
|  | $\varepsilon$ | £0 | ${ }^{\circ} 0$ | £0 | £0 | £0 | £672,738 | £0 | £0 | £0 | £215,560 | ¢727,879 | £692,344 | ${ }^{\text {E5,530,257 }}$ | ${ }_{\text {E }} \times 1518,165$ | £2,015,943 | £86,973,626 | £318,097 | $\underbrace{\text { E,08, } 2,727}$ | £108,747,337 |
| CLAATon 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\% | 0.6\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | £687,737 | $\varepsilon_{0}$ | $\mathrm{E}_{0}$ | $\varepsilon_{0}$ | $\mathrm{E}_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | $\varepsilon_{0}$ | £100,902 | £0 | ع511,548 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £809,897 | £2,110,084 |
| 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\% | 0.3\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | $\varepsilon 0$ | £0 | $\varepsilon_{0}$ | $\varepsilon 0$ | £0 | £0 | £0 | £0 | $\varepsilon 0$ | £0 | £0 | £378,200 | ع321,269 | £0 | 81,299,765 | $\varepsilon_{0}$ | ${ }^{\text {E 342,352 }}$ | £2,34, 585 |
| BLACKPOOL TC / Retall 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\% | 0.5\% |  |
|  | $\varepsilon$ | £0 | £604,198 | £81,621 | $\varepsilon_{1,023,573}$ | £24,236,532 | £261,473,661 | £136,026,935 | £12,664,776 | ¢552,49 | £316,905 | £0 | £105,265 | £300,893 | £171,469 | £692,598 | ${ }_{\text {E478,327 }}$ | £477,649 | ع698,340 | £439,845,161 |
| BLACKBurn te / Retall parks | \% | 0.5\% | 0.3\% | 0.7\% | 0.7\% | 0.7\% | 3.2\% | 0.9\% | 2.4\% | 34.5\% | 40.3\% | 68.\% | 9.7\% | 5.3\% | 0.1\% | 0.8\% | 0.5\% | 33.4\% | 0.5\% |  |
|  | $\varepsilon$ | £957,209 | £471,518 | £167,042 | £211,831 | £566,711 | £12,849,367 | £2,43, 8 ,68 | £2,043,459 | £21,417,974 | £32,608,117 | £19,005,692 | £1,439,265 | $\underbrace{}_{1,058,214}$ | £100,516 | £632,697 | £913,169 | £36,830,059 | £698,340 | £306,405,047 |
| Bolton tc / retall parks | \% | 0.4\% | 0.2\% | 0.0\% | 1.1\% | 0.9\% | 0.2\% | 0.5\% | 0.0\% | 0.2\% | 0.0\% | 2.6\% | 2.4\% | 7.8\% | 0.0\% | 0.5\% | 8.3\% | 0.8\% | 1.0\% |  |
|  | $\varepsilon$ | \&746,039 | £257,170 | £0 | £ 304,596 | £791,978 | ع672,738 | £1,424,499 | $\varepsilon_{0}$ | £134,672 | $\varepsilon_{0}$ | E7,347,597 | £361,461 | ${ }_{\text {£1,551,886 }}$ | $\varepsilon_{0}$ | £353,901 | ¢14,562,773 | £927,782 | ${ }_{\text {£1,396,680 }}$ | £30,83, 524 |
| midolebrook retal park | \% | 0.0\% | 0.0\% | 0.0\% | 0.3\% | 0.0\% | 0.0\% | 0.1\% | 0.0\% | 0.0\% | 0.0\% | 0.2\% | 0.5\% | 3.1\% | 0.2\% | 0.0\% | 1.9\% | 0.0\% | 0.4\% |  |
|  | $\varepsilon$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £77,680 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £336,942 | £0 | ${ }^{\text {¢ }}$ | £0 | ع515,128 | £78,024 | £621,158 | £178,811 | £0 | $\underbrace{}_{\text {¢ } 3,325,417}$ | £0 | £505,109 | £5,638,268 |
| Wigan te / retall parks | \% | 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\% | 0.3\% |  |
|  | $\varepsilon$ | £423,728 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\mathrm{E}_{0}$ | $\varepsilon_{0}$ | $\mathrm{E}_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £0 | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £3,054,549 | ${ }^{\text {¢ }}$ | £436,973 | £3,915,250 |
| SOUthPort te / Retall Parks | \% | 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\% | 0.9\% |  |
|  | $\varepsilon$ | £478,604 | $\varepsilon_{0}$ | £254,104 | $\varepsilon_{0}$ | £333,070 | ع672,738 | £472,842 | £0 | $\varepsilon_{0}$ | £316,905 | £0 | $\varepsilon_{0}$ | £514,822 | £798,282 | £22,57, 323 | ¢3,559,192 | £318,097 | $\underbrace{}_{1,24,7,726}$ | E31,538,706 |
| LANCASTER CITY CENTRE | \% | 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\% | 0.0\% |  |
|  | $\varepsilon$ | £0 | £0 | £153,025 | £35,778 | £0 | £0 | £951,607 | £13,163,027 | £0 | £0 | £0 | £0 | £169,123 | £178,811 | £0 | £0 | £0 | £0 | £14,651,370 |
| Burnley tc / Retall Parks | \% | 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\% | 0.0\% |  |
|  | $\varepsilon$ | $\varepsilon 0$ | $\varepsilon 0$ | £0 | $\varepsilon_{0}$ | $\varepsilon_{0}$ | £1,36, 396 | $\varepsilon 0$ | £0 | £875,015 | £0 | £0 | $\varepsilon 0$ | £0 | $\varepsilon 0$ | £0 | £286,720 | £13,817,563 | £0 | E16,342,694 |
| MAnchester 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\% | 0.0\% |  |
|  | $\varepsilon$ | £267,435 | £430,567 | £81,621 | £216,316 | £233,641 | £1,81,7719 | £2,019,542 | £762,541 | £1,14, 2,26 | £591,640 | £3,447,944 | £0 | £0 | ع583,670 | £834,143 | £2, 819,396 | £1,988,105 | £0 | £17,239,106 |
| TRafford 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\% | 1.3\% |  |
|  | $\varepsilon$ | £2,135,659 | £2,167,812 | £247,966 | £447,847 | £645,148 | ¢3,195,036 | £1,103,165 | £2,294,229 | £724,433 | £0 | $\varepsilon_{\text {£2,210,083 }}$ | £158,008 | £0 | £273,934 | £486,561 | £1,046,880 | $\varepsilon_{1,459,837}$ | £1,738,638 | £20,335,935 |
| 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\% | 24.2\% |  |
|  | $\varepsilon$ | £34,13, 514 | £24,315,399 | ${ }^{\text {E5,80, } 883}$ | £6,20,690 | £25,108,060 | ¢78,647,475 | £114,195,792 | £19,554,111 | E31,908,735 | ع17,061,755 | £54,71, 824 | $\varepsilon_{1,801,588}$ | ¢5,38, 8780 | £16,736,340 | £11,42,389 | £33,038,314 | E48,264,378 | E32,452,460 | E560,761,275 |
| 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\% |  |
|  | $\varepsilon$ | £180,357,796 | £144,555,880 | £23,43,620 | £28,403,351 | 886,195,365 | £399,162,671 | £280,634,088 | ¢83,823,555 | ¢62,120,693 | ¢80,913,103 | £278,444,071 | E14,87, ${ }^{\text {c/3 }}$ | £19,819,083 | £87,911,081 | ¢76,412,350 | £176,067,328 | £110,281,984 | £134,203,400 | £2,276,614,233 |

[^3]Table 13a - CHORLEY COMPARISON FLOORSPACE

| DESTINATIONS | Floorspace <br> $($ Gross $)\left(m^{2}\right)$ | Floorspace (Net) <br> $\left(\mathrm{m}^{2}\right)$ | Net Comparison <br> Ratio $(\%)$ | Net Comparison <br> Floorspace | Comparison <br> 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) ( $\mathrm{m}^{2}$ ) | Floorspace (Net) ( $\mathrm{m}^{2}$ ) | Net Comparison Ratio (\%) | Comparison Floorspace (sq. m) | Benchmark' Sales Density (£ sq. m$)$ | 'Benchmark' Store Turnover <br> (£) | 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 |

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 ( $\mathrm{m}^{2}$ ) | 14,885 | 14,885 | 14,885 | 14,885 | 14,885 |
| Sales per $\mathrm{m}^{2}$ 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 $\mathrm{m}^{2}$ net in new shops ( $£$ ) | £4,500 | £4,848 | £5,069 | £5,301 | £5,710 |
| Capacity for new floorspace ( $\mathrm{m}^{2}$ net) | 9,281 | 11,247 | 13,470 | 16,237 | 21,462 |
| Capacity for new floorspace ( $\mathrm{m}^{2}$ 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 $£ / \mathrm{m}^{2}$ ); $1.5 \%$ 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

| 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 ( $\mathrm{m}^{2}$ ) | 14,885 | 14,885 | 14,885 | 14,885 | 14,885 |
| Sales per $\mathrm{m}^{2}$ 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 (£) | £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 ( $\mathfrak{£}$ ) | £4,500 | £4,848 | £5,069 | £5,301 | £5,710 |
| Capacity for new floorspace ( $\mathrm{m}^{2}$ net) | 8,455 | 10,420 | 12,643 | 15,410 | 20,636 |
| Capacity for new floorspace ( $\mathrm{m}^{2}$ gross) | 12,078 | 14,886 | 18,062 | 22,015 | 29,479 |

tAbLE 16a - SOUTH RIBBLE COMPARISON FLOORSPACE

| Existing Stores | Floorspace <br> $($ Gross $)\left(\mathrm{m}^{2}\right)$ | Floorspace (Net) <br> $\left(\mathrm{m}^{2}\right)$ | Net Comparison <br> Ratio (\%) | Net Comparison <br> Floorspace | Comparison <br> Floorspace |
| :--- | :---: | :---: | :---: | :---: | :---: |
| LEYLAND TOWN CENTRE | 1,330 | 1,064 | $20.0 \%$ | 213 | 213 |
| LIDL [CHURCHILL WAY] | 8,620 | 6,034 | $35.0 \%$ | 2,112 | 2,112 |
| TESCO EXTRA [TOWNGATE] | 1,160 | 928 | $10.0 \%$ | 93 | 93 |
| NETTO [TOWNGATE] | 7,100 | 4,615 | $100.0 \%$ | 4,615 | 4,615 |
| LOCAL SHOPS [LEYLAND TOWN CENTRE] | 18,210 | 12,641 |  | 7,033 | 7,033 |
| LEYLAND TOWN CENTRE TOTAL |  |  |  |  |  |

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 ( $\mathrm{m}^{2}$ ) | 7,033 | 7,033 | 7,033 | 7,033 | 7,033 |
| Sales per m ${ }^{2}$ 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 $\mathrm{m}^{2}$ net in new shops (£) | £2,750 | £2,963 | £3,098 | £3,239 | £3,490 |
| Capacity for new floorspace (m² net) | 0 | 563 | 1,201 | 1,994 | 3,491 |
| Capacity for new floorspace ( $\mathrm{m}^{2}$ gross) | 0 | 805 | 1,715 | 2,848 | 4,988 |

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 $£ / \mathrm{m}^{2}$ ); $1.5 \%$ 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) ( $\mathrm{m}^{2}$ ) | Floorspace (Net) ( $\mathrm{m}^{2}$ ) | 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 | Floorspace (Gross) ( $\mathrm{m}^{2}$ ) | Floorspace (Net) ( $\mathrm{m}^{2}$ ) | Net Comparison Ratio (\%) | Comparison Floorspace (sq. m) | $\begin{array}{\|c\|} \hline \text { Benchmark' } \\ \text { Sales Density (£/ } \\ \text { sq. } \mathrm{m}) \end{array}$ | 'Benchmark' Turnover (£) | Turnover (\%) derived from Preston PCA | Turnover (£) derived from Preston PCA |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| PRESTON CITY CENTRE |  |  |  |  |  |  |  |  |
| 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 ( $\mathfrak{f}$ ) | £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 ( $\mathrm{m}^{2}$ ) | 57,167 | 57,167 | 57,167 | 57,167 | 57,167 |
| Sales per $\mathrm{m}^{2}$ net (£) | £5,000 | £5,386 | £5,632 | £5,890 | £6,345 |
| Sales from Existing Floorspace ( $\mathfrak{(})$ | £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 $\mathrm{m}^{2}$ net in new shops (£) | £5,000 | £5,386 | £5,632 | £5,890 | £6,345 |
| Capacity for new floorspace ( $\mathrm{m}^{2}$ net) | 37,072 | 44,737 | 53,406 | 64,197 | 84,573 |
| Capacity for new floorspace ( $\mathrm{m}^{2}$ 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 ( $\mathrm{m}^{2}$ ) | 57,167 | 57,167 | 57,167 | 57,167 | 57,167 |
| Sales per $\mathrm{m}^{2}$ net (£) | £5,000 | £5,386 | £5,632 | £5,890 | £6,345 |
| Sales from Existing Floorspace ( $\mathcal{E}$ ) | £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 (£) | £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 ( $\mathrm{m}^{2}$ net) | 31,001 | 38,666 | 47,335 | 57,498 | 77,675 |
| Capacity for new floorspace ( $\mathrm{m}^{2}$ gross) | 44,287 | 55,238 | 67,621 | 82,140 | 110,964 |


[^0]:    Market Share derived foom Houssenold Telephone Survey Resulf

[^1]:    1. Market Share derived from Household Telephone Surey Results
    2. Preston Foodstores compisises Sainsburr's Deepdale and Asda Fulwood Survey Responses
[^2]:    1. Market Share derived trom Housenold Telephone Surve Results
    2. Preston Foodstores comprises Sainsbur's Deepdale and Adsa
[^3]:    1. Market Share derived from Household Telephone Survey Results
