

## Ryedale District Council

# Ryedale Retail Capacity and Impact Assessment Update

## Volume 2: Appendices



RTP Job No M9518

## APPENDICES

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## **APPENDIX 1**

### Household Survey Questionnaire

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## **APPENDIX 2**

### Retail Capacity Spreadsheets

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## **APPENDIX 3**

### Retail Impact Assessment Spreadsheets

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## **APPENDIX 4**

### Health Check Data







## APPENDICES

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## **APPENDIX 1**

### Household Survey Questionnaire

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Job Number: 020211

**Ryedale Retail Study**

Good afternoon / evening, I am ..... from NEMS market research, and we are conducting a short survey in your area about shopping on behalf of Ryedale District Council. Do you have time to answer some questions ? It will take about five minutes.

**QA Are you the main shopper in your household?**

- 1 Yes GO TO Q01
- 2 No CLOSE

**FIRST WE HAVE A FEW QUESTIONS ABOUT WHERE YOU UNDERTAKE FOOD AND GROCERIES SHOPPING. IN ANSWERING THESE QUESTIONS THE LOCATION MAY BE A SUPERMARKET, A SMALLER STORE OR INDEPENDENT RETAILER, OR A TOWN CENTRE, OR COULD BE THE USE OF FACILITIES SUCH AS THE INTERNET.**

**Q01 Where did your household last undertake a main food and grocery shop?**

DO NOT READ OUT. ONE ANSWER ONLY  
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'MARKET STALL' PROBE FOR LOCATION

**#Food List**

**Other:**

- 068 Internet / delivered
- 069 Market Stalls (PLEASE PROBE FOR LOCATION)
- 070 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 071 (Don't know / varies)
- 072 (Don't do a main food shop) GO TO Q06

**Q02 Can you tell me why you undertook your main food and grocery shop in the location specified in Q01?**

DO NOT READ OUT. CAN BE MULTICODED

- 1 Near / convenient to work
- 2 Near / convenient to home
- 3 Good public transport links
- 4 Parking is easy
- 5 Parking is free / cheap
- 6 Pushchair / wheelchair access is easy
- 7 Other accessibility / transport factor (PLEASE WRITE IN)
- 8 Near to other shops / services
- 9 Facilities (toilets, baby changing, café, etc.)
- A Not too crowded
- B Atmosphere
- C Other environmental factor (PLEASE WRITE IN)
- D Selection / choice of goods
- E Quality of goods
- F Prices are competitive compared to other retailers
- G Preferred operator / centre
- H Ease / effort (internet / delivered)
- I Speed / time taken (internet / delivered)
- J Other (PLEASE WRITE IN)
- K Don't know
- L (Nothing in particular)

**Q03 And where did your household go the time before that for a main food and grocery shop (was it the same, or different, and if so, please specify)?**

DO NOT READ OUT. ONE ANSWER ONLY

**#Food List**

**Other:**

- 068 Internet / delivered
- 069 Market Stalls (PLEASE PROBE FOR LOCATION)
- 070 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 071 (Don't know / varies)

**Q04 Approximately how much money does your household normally spend on a main food and grocery shop?**

DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £

- 1 £.....
- 2 (Don't know / varies)
- 3 (Refused)

**Q05 How often does your household do a main food and grocery shop?**

DO NOT READ OUT. ONE ANSWER ONLY

- 1 More than once a week
- 2 Once a week
- 3 Once a fortnight
- 4 Once a month
- 5 Less often
- 6 (Don't know / varies / no particular pattern)

**Q06 Where did your household last undertake a 'top-up' food and grocery shop?**

DO NOT READ OUT. ONE ANSWER ONLY

**#Food List**

**Other:**

- 068 Internet / delivered
- 069 Market Stalls (PLEASE PROBE FOR LOCATION)
- 070 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 071 (Don't know / varies)
- 072 (Don't do top-up food shopping) GO TO Q14

**Those who do top-up shopping at Q06:**

**Q07 And where did your household shop the time before that for a 'top-up' food and grocery shop (was it the same, or different, and if different, please specify)?**

DO NOT READ OUT. ONE ANSWER ONLY

**#Food List**

**Other:**

- 068 Internet / delivered
- 069 Market Stalls (PLEASE PROBE FOR LOCATION)
- 070 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 071 (Don't know / varies)
- 072 (Don't do top-up food shopping)

**Those who do top-up shopping at Q06/Q07:**

**Q08 Approximately how much money does your household normally spend on a 'top-up' food and grocery shop?**

DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £

- 1 £.....
- 2 (Don't know / varies)
- 3 (Refused)

**Q09 How often does your household normally do its top-up food shopping?**

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Daily
- 2 More than 3 times a week
- 3 Two or three times a week
- 4 Once a week
- 5 Once a fortnight
- 6 Less often
- 7 (Don't know / varies / no particular pattern)

**[IF RESPONDENT GIVES SUPERMARKET LOCATIONS IN EACH OF Q01, Q02, Q06 AND Q07 THEN ASK Q10, IF NOT GO TO Q14]**

**Q10 Does your household also spend money on food and groceries in small shops (i.e. not supermarkets)?**

DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Yes GO TO Q11
- 2 No GO TO Q14

Those who also buy food and groceries in small shops at Q10

**Q11 Where are these small shops located?**

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Beverley Town Centre
- 2 Bridlington Town Centre
- 3 Darlington Town Centre
- 4 Drifffield Town Centre
- 5 Easingwold Town Centre
- 6 Guisborough Town Centre
- 7 Harrogate Town Centre
- 8 Haxby District Centre, York
- 9 Helmsley Town Centre
- A Kingston upon Hull City Centre
- B Kirkbymoorside Town Centre
- C Knaresborough Town Centre
- D Leeds City Centre
- E Malton Town Centre
- F Middlesbrough City Centre
- G Northallerton Town Centre
- H Norton Town Centre
- I Pickering Town Centre
- J Pocklington Town Centre
- K Redcar Town Centre
- L Ripon Town Centre
- M Scarborough Town Centre
- N Selby Town Centre
- O Stockton-on-Tees Town Centre
- P Thirsk Town Centre
- Q Whitby Town Centre
- R York City Centre
- S Other (PLEASE WRITE IN)
- T (Don't know / varies)

**Q12 Approximately how much money does your household spend on food and groceries on a typical trip to these small shops?**

DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £

- 1 £.....
- 2 (Don't know / varies)
- 3 (Refused)

**Q13 How often do you normally visit these other small shops for food and groceries shopping?**

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Daily
- 2 More than 3 times a week
- 3 Two or three times a week
- 4 Once a week
- 5 Once a fortnight
- 6 Less often
- 7 (Don't know / varies / no particular pattern)

**WE NOW HAVE A FEW QUESTIONS ABOUT YOUR NON-FOOD SHOPPING HABITS. IN ANSWERING THESE QUESTIONS THE LOCATION MAY BE A TOWN CENTRE, A RETAIL PARK, OR A FREE STANDING STORE, OR COULD BE FACILITIES SUCH AS THE INTERNET, TV/INTERACTIVE SHOPPING OR USE OF A HOME CATALOGUE.**

**Q14 So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?**

DO NOT PROMPT. ONE ANSWER ONLY.

**#Non Food list**

**Other:**

- 047 Internet / delivered
- 048 Home Catalogue
- 049 TV/Interactive Shopping
- 050 Market Stalls (PLEASE PROBE FOR LOCATION)
- 051 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 052 (Don't know / varies)

GO TO Q16

**Q15 And the time before that, where did you make a purchase of clothes or shoes?**

DO NOT PROMPT. ONE ANSWER ONLY.

**#Non Food list**

**Other:**

- 047 Internet / delivered
- 048 Home Catalogue
- 049 TV/Interactive Shopping
- 050 Market Stalls (PLEASE PROBE FOR LOCATION)
- 051 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 052 (Don't know / varies)
- 053 (Nowhere else / Same as before)

**Q16 Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?**

DO NOT PROMPT. ONE ANSWER ONLY.

**#Non Food list**

**Other:**

- 047 Internet / delivered
- 048 Home Catalogue
- 049 TV/Interactive Shopping
- 050 Market Stalls (PLEASE PROBE FOR LOCATION)
- 051 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 052 (Don't know / varies) GO TO Q18

**Q17 And the time before that, where did your household make a purchase of furniture, carpets, or soft household furnishings?**

DO NOT PROMPT. ONE ANSWER ONLY.

**#Non Food list**

**Other:**

- 047 Internet / delivered
- 048 Home Catalogue
- 049 TV/Interactive Shopping
- 050 Market Stalls (PLEASE PROBE FOR LOCATION)
- 051 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 052 (Don't know / varies)
- 053 (Nowhere else / Same as before)

**Q18 Now can you tell me where your household last made a purchase of DIY and decorating goods?**

DO NOT PROMPT. ONE ANSWER ONLY.

**#Non Food list**

**Other:**

- 047 Internet / delivered
- 048 Home Catalogue
- 049 TV/Interactive Shopping
- 050 Market Stalls (PLEASE PROBE FOR LOCATION)
- 051 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 052 (Don't know / varies) GO TO Q20

**Q19 And the time before that, where did your household make a purchase of DIY and decorating goods?**

DO NOT PROMPT. ONE ANSWER ONLY.

**#Non Food list**

**Other:**

- 047 Internet / delivered
- 048 Home Catalogue
- 049 TV/Interactive Shopping
- 050 Market Stalls (PLEASE PROBE FOR LOCATION)
- 051 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 052 (Don't know / varies)
- 053 (Nowhere else / Same as before)

**Q20 Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?**  
DO NOT PROMPT. ONE ANSWER ONLY.

**#Non Food list**

**Other:**

- 047 Internet / delivered
- 048 Home Catalogue
- 049 TV/Interactive Shopping
- 050 Market Stalls (PLEASE PROBE FOR LOCATION)
- 051 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 052 (Don't know / varies) GO TO Q22

**Q21 And the time before that, where you or your household make a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?**  
DO NOT PROMPT. ONE ANSWER ONLY.

**#Non Food list**

**Other:**

- 047 Internet / delivered
- 048 Home Catalogue
- 049 TV/Interactive Shopping
- 050 Market Stalls (PLEASE PROBE FOR LOCATION)
- 051 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 052 (Don't know / varies)
- 053 (Nowhere else / Same as before)

**Q22 Can you tell me where you or your household last made a purchase of health, beauty or chemist items?**  
DO NOT PROMPT. ONE ANSWER ONLY.

**#Non Food list**

**Other:**

- 047 Internet / delivered
- 048 Home Catalogue
- 049 TV/Interactive Shopping
- 050 Market Stalls (PLEASE PROBE FOR LOCATION)
- 051 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 052 (Don't know / varies) GO TO Q24

**Q23 And the time before that, where did you or your household make a purchase of health, beauty or chemist items?**  
DO NOT PROMPT. ONE ANSWER ONLY.

**#Non Food list**

**Other:**

- 047 Internet / delivered
- 048 Home Catalogue
- 049 TV/Interactive Shopping
- 050 Market Stalls (PLEASE PROBE FOR LOCATION)
- 051 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 052 (Don't know / varies)
- 053 (Nowhere else / Same as before)

**Q24 Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?**  
DO NOT PROMPT. ONE ANSWER ONLY.

**#Non Food list**

**Other:**

- 047 Internet / delivered
- 048 Home Catalogue
- 049 TV/Interactive Shopping
- 050 Market Stalls (PLEASE PROBE FOR LOCATION)
- 051 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 052 (Don't know / varies) GO TO Q26

**Q25** And the time before that, where did you or your household make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?  
DO NOT PROMPT. ONE ANSWER ONLY.

**#Non Food list**

**Other:**

- 047 Internet / delivered
- 048 Home Catalogue
- 049 TV/Interactive Shopping
- 050 Market Stalls (PLEASE PROBE FOR LOCATION)
- 051 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 052 (Don't know / varies)
- 053 (Nowhere else / Same as before)



**Q26 Can you tell me where you or your household last made a purchase of other non-food items such as books, CDs, jewellery or china and glass items?**

DO NOT PROMPT. ONE ANSWER ONLY.

**#Non Food list**

**Other:**

- 047 Internet / delivered
- 048 Home Catalogue
- 049 TV/Interactive Shopping
- 050 Market Stalls (PLEASE PROBE FOR LOCATION)
- 051 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 052 (Don't know / varies) GO TO Q28

**Q27 And the time before that, where did you or your household make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?**

DO NOT PROMPT. ONE ANSWER ONLY.

**#Non Food list**

**Other:**

- 047 Internet / delivered
- 048 Home Catalogue
- 049 TV/Interactive Shopping
- 050 Market Stalls (PLEASE PROBE FOR LOCATION)
- 051 Other (PLEASE WRITE IN STORE NAME AND LOCATION)
- 052 (Don't know / varies)
- 053 (Nowhere else / Same as before)

***NEXT, I AM GOING TO ASK A FEW QUESTIONS ON DESTINATIONS FOR LEISURE AND CULTURAL ACTIVITIES***

**Q28 In which town, village or out-of-town location do you or your household spend most money on the following leisure and cultural activities**

- |                                     |  |
|-------------------------------------|--|
| a) Restaurants/<br>Cafes            | b) Pubs /<br>Bars /<br>Nightclubs  |
| c) Cinema                           | d) Family<br>Entertainment<br>Centre<br>(eg Ten-Pin<br>f) Museum<br>/Art Gallery |
| e) Theatre/<br>Concerts             |  |
| g) Bingo /<br>Casino /<br>Bookmaker | h) Health &<br>Fitness   |

**Specific locations**

- 001 City Screen PictureHouse - York, Coney Street, York
- 002 Hollywood Plaza Cinema, North Marine Road, Scarborough
- 003 Megabowl - York, Clifton Moor Shopping Centre, Stirling Road, York
- 004 Odeon Cinema - Harrogate, East Parade, Harrogate
- 005 Olympia Scarborough (Fantasy Forest and Fast Lane Super Bowl), Foreshore Road, Scarborough
- 006 Palace Cinema - Malton, Saville Street, Malton
- 007 Reel Cinema - York (formerly Odeon Cinema), Blossom Street, York
- 008 Ryedale Indoor Bowls & Leisure Centre, Bowling Lane, Norton
- 009 Scarborough Bowls Centre (previously Alexandra Bowls Centre), Peasholm Road, Scarborough
- 010 Star Bowl, Star Shopping Precinct, East Road, Northallerton
- 011 The Ritz Cinema, Westgate, Thirsk
- 012 Vue Cinema - York, Clifton Moor Shopping Centre, Stirling Road, York

**Retail Parks**

- 013 Clifton Moor Shopping Centre, Rawcliffe, York
- 014 Monks Cross Shopping Park, Monks Cross Drive, Huntington, York
- 015 York/McArthurGlen Designer Outlet, St Nicholas Avenue, Fulford, York

**Towns**

- 016 Beverley Town Centre
- 017 Bridlington Town Centre
- 018 Darlington Town Centre
- 019 Driffield Town Centre
- 020 Guisborough Town Centre
- 021 Harrogate Town Centre
- 022 Haxby District Centre, York
- 023 Helmsley Town Centre
- 024 Kingston upon Hull City Centre
- 025 Kirkbymoorside Town Centre
- 026 Knaresborough Town Centre
- 027 Leeds City Centre
- 028 Malton Town Centre
- 029 Middlesbrough City Centre
- 030 Northallerton Town Centre
- 031 Norton Town Centre
- 032 Pickering Town Centre
- 033 Redcar Town Centre
- 034 Ripon Town Centre
- 035 Scarborough Town Centre
- 036 Stockton-on-Tees Town Centre
- 037 Thirsk Town Centre
- 038 Whitby Town Centre
- 039 York City Centre
- 040 Other (PLEASE WRITE IN)
- 041 (Don't do this activity / don't know / varies)

**FINALLY, I AM GOING TO ASK A FEW QUESTIONS ABOUT YOUR VIEWS ON YOUR NEAREST TOWN CENTRE**

**Q29 Which town centre within Ryedale District is nearest to your home?**

DO NOT PROMPT, ONE ANSWER ONLY

- 1 Helmsley Town Centre
- 2 Kirbymoorside Town Centre
- 3 Malton Town Centre
- 4 Norton Town Centre
- 5 Pickering Town Centre
- 6 Other (PLEASE WRITE IN)
- 7 (Don't know)

**Q30 What are the best features of your nearest town centre (TOWN MENTIONED AT Q29) ?**

DO NOT PROMPT, CAN BE MULTI-CODED

- 001 Near / convenient
- 002 Good public transport links
- 003 Parking is easy
- 004 Parking is cheap
- 005 Lack of congestion on roads
- 006 Pedestrianised streets
- 007 Little traffic-pedestrian conflict
- 008 Good directional signs to the centre
- 009 Convenient drop-off / pick-up stops for buses / good location of the bus station
- 010 Ease of access to all (with pushchairs, wheelchairs etc)
- 011 Well signposted route ways / good local maps
- 012 Other accessibility / transport factor (PLEASE WRITE IN)
- 013 General cleanliness of shopping streets
- 014 Feels safe / absence of threatening individuals / groups
- 015 Presence of police / other security measures
- 016 Nice street furniture / floral displays
- 017 Nice busy feel
- 018 Not too crowded
- 019 Character / atmosphere
- 020 Historic buildings / tourist attractions
- 021 Other environmental factor (PLEASE WRITE IN)
- 022 Selection / choice of independent / specialist shops
- 023 Selection / choice of multiple shops
- 024 Specified shops (PLEASE WRITE IN)
- 025 Quality of shops
- 026 Prices are competitive compared to other town centres
- 027 Play areas for children
- 028 Range of places to eat
- 029 Range of pubs / bars
- 030 Range of services (banks, insurance, hairdressers etc)
- 031 Range of leisure facilities
- 032 Other points on shops/attractions (PLEASE WRITE IN)
- 033 Other (PLEASE WRITE IN)
- 034 I like everything about...Centre
- 035 Don't know
- 036 (Nothing in particular)

**Q31 What are the worst features of your nearest town centre (TOWN MENTIONED AT Q29) ?**

DO NOT PROMPT, CAN BE MULTI-CODED

- 001 Unsafe for pedestrians / traffic conflict
- 002 Not enough pedestrianisation
- 003 Difficulties in parking
- 004 Location of parking
- 005 Parking is expensive
- 006 Poor public transport links
- 007 Road congestion
- 008 Poor directional signs to the centre
- 009 Poor signage / routeways within centre / lack of maps of centre
- 010 Inconvenient location of bus stops / bus station
- 011 Difficulties with pushchairs, wheelchairs etc
- 012 Other accessibility / transport factor (PLEASE WRITE IN)
- 013 Dirty shopping streets
- 014 Feels unsafe / presence of threatening individuals / groups
- 015 Lack of police presence / other security measures
- 016 Lack of street furniture / floral displays
- 017 Not busy enough
- 018 Over-crowded
- 019 Other environmental factor (PLEASE WRITE IN)
- 020 General lack of choice of multiple shops
- 021 General lack of independent / specialist shops
- 022 Quality of shops is inadequate
- 023 Prices are uncompetitive compared to other town centres
- 024 Absence of play areas for children
- 025 Shops too small
- 026 Lack of a large supermarket
- 027 Specified shops absent (PLEASE WRITE IN)
- 028 Inadequate range of places to eat
- 029 Inadequate range of services
- 030 Inadequate range of leisure facilities
- 031 Poor opening times
- 032 Poorly maintained public realm (paving, buildings, etc)
- 033 Other (PLEASE WRITE IN)
- 034 I dislike everything about...Centre
- 035 (Don't know)
- 036 (Nothing in particular)

**Q32 How could your nearest town centre (TOWN MENTIONED AT Q29) best be improved ?**

DO NOT PROMPT, CAN BE MULTI-CODED

- 1 New shops
- 2 New, bigger supermarket
- 3 Better choice of shops in general
- 4 Better quality of shops
- 5 More priority of pedestrians
- 6 More shelter from wind / rain
- 7 Improve appearance / environment of centre
- 8 Remove litter more often
- 9 More parking
- A Cheaper parking
- B More accessible car parking
- C Better bus services to the centre
- D Less traffic/congestion
- E Improved security measures
- F Better signposting within the centre
- G New / relocated bus stops
- H More / better night-life
- I More / better eating places
- J More / better cultural facilities
- K Other (PLEASE WRITE IN)
- L (Don't know)
- M (None mentioned)

**Q33 Are there any types of leisure facilities that you feel your nearest Town Centre (TOWN MENTIONED AT Q29) is lacking in ?**

- |   |            |           |
|---|------------|-----------|
| 1 | Yes        | GO TO Q34 |
| 2 | No         | GO TO Q35 |
| 3 | Don't know | GO TO Q35 |

**Q34 Which types of leisure facilities do you feel your nearest town centre (TOWN MENTIONED AT Q29) is lacking in ?**  
DO NOT PROMPT. PROBE FULLY. CAN BE MULTI-CODED

- 1 Cinema
- 2 Bingo hall
- 3 Leisure centre
- 4 Health and fitness club
- 5 Theatre
- 6 Pubs / bars
- 7 Restaurants / cafes
- 8 Nightclubs
- 9 Other (PLEASE WRITE IN)
- A Nothing
- B (Don't know)

**Q35 How could Malton town centre best be improved ?**  
DO NOT PROMPT. PROBE FULLY. CAN BE MULTI-CODED

- 1 New shops
- 2 New, bigger supermarket
- 3 New, preferred supermarket (PLEASE SPECIFY WHICH ONE)
- 4 Better choice of shops in general
- 5 Better quality of shops
- 6 More priority of pedestrians
- 7 More shelter from wind / rain
- 8 Improve appearance / environment of centre
- 9 Remove litter more often
- A More parking
- B Cheaper parking
- C More accessible car parking
- D Better bus services to the centre
- E Less traffic/congestion
- F Improved security measures
- G Better signposting within the centre
- H New / relocated bus stops
- I More / better night-life
- J More / better eating places
- K More / better cultural facilities
- L Other (PLEASE WRITE IN)
- M (Don't know)
- N (None mentioned)

**GEN Gender of respondent.**  
CODE FROM OBSERVATION

- 1 Male
- 2 Female

**AGE Could I ask, how old are you?**  
ONE ANSWER ONLY. DO NOT READ OUT

- 1 18 to 24
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 +
- 7 (Refused)

**CAR How many cars does your household own or have the use of?**  
ONE ANSWER ONLY. DO NOT READ OUT

- 1 None
- 2 One
- 3 Two
- 4 Three or more
- 5 (Refused)

**WOR Which of the following best describes the chief wage earner of your household's current employment situation?**

READ OUT. ONE ANSWER ONLY

- 1 Working full time
- 2 Working part time
- 3 Unemployed
- 4 Retired
- 5 A housewife/husband
- 6 A student
- 7 Other (PLEASE WRITE IN)
- 8 (Refused)

**OCC What is the occupation of the chief income earner in your household?**

(IF RETIRED, ASK PREVIOUS OCCUPATION)

- 1 Occupation / job description (PLEASE WRITE IN)
- 2 Retired - Basic State Pension
- 3 (Refused)

**Thank & close**

## **APPENDIX 2**

### Retail Capacity Spreadsheets

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### Spreadsheet 1 - Definition of Zones

Zone	Postcode Sectors	Local Authority <sup>(1)</sup>
Zone 1	YO62 4 YO62 5	<b>Ryedale</b> / Hambleton
Zone 2	YO62 6 YO62 7	<b>Ryedale</b>
Zone 3a	YO18 8	<b>Ryedale</b> / Scarborough
Zone 3b	YO18 7	<b>Ryedale</b> / Scarborough
Zone 4a	YO13 9	Ryedale / <b>Scarborough</b>
Zone 4b	YO17 8	<b>Ryedale</b> / East Riding of Yorkshire
Zone 5a	YO60 7	<b>Ryedale</b>
Zone 5b	YO17 9	<b>Ryedale</b> / East Riding of Yorkshire
Zone 6a	YO17 6	<b>Ryedale</b>
Zone 6b	YO17 7	<b>Ryedale</b>

#### NOTES:

(1) The predominant local authority in each zone is highlighted in bold (ie.the local authority in which the majority of the populated area of the zone is located).

**Spreadsheet 2 - Population Projections**

	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3a</b>	<b>Zone 3b</b>	<b>Zone 4a</b>	<b>Zone 4b</b>	<b>Zone 5a</b>	<b>Zone 5b</b>	<b>Zone 6a</b>	<b>Zone 6b</b>	<b>All Zones Total</b>
Population 2008	6,069	6,242	5,797	6,005	4,971	5,605	2,773	7,938	2,836	4,949	53,185
Population 2011	6,149	6,324	5,873	6,084	5,026	5,679	2,809	8,042	2,873	5,014	53,873
Population 2016	6,342	6,523	6,058	6,275	5,141	5,857	2,898	8,295	2,964	5,172	55,526
Population 2021	6,593	6,781	6,297	6,523	5,283	6,089	3,012	8,623	3,081	5,376	57,658
Population 2026	6,855	7,050	6,547	6,782	5,429	6,331	3,132	8,966	3,203	5,590	59,885
<b>Change in population 2011 - 2016</b>											
Numeric change	194	199	185	192	115	179	88	253	90	158	1,652
Percentage change	3.1%	3.1%	3.1%	3.1%	2.3%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%
<b>Change in population 2016 - 2021</b>											
Numeric change	251	258	239	248	142	231	114	328	117	204	2,132
Percentage change	3.9%	3.9%	3.9%	3.9%	2.8%	3.9%	3.9%	3.9%	3.9%	3.9%	3.8%
<b>Change in population 2021 - 2026</b>											
Numeric change	262	269	250	259	147	242	120	343	122	214	2,227
Percentage change	4.0%	4.0%	4.0%	4.0%	2.8%	4.0%	4.0%	4.0%	4.0%	4.0%	3.9%
<b>Change in population 2011 - 2026</b>											
Numeric change	706	726	674	699	403	652	323	923	330	576	6,012
Percentage change	11.5%	11.5%	11.5%	11.5%	8.0%	11.5%	11.5%	11.5%	11.5%	11.5%	11.2%

**NOTES:**

(1) Population data were sourced from Oxford Economics 2010 via MapInfo Anysite 8.8.1 (mid-year 2008). The population in each zone was projected forward to the base year and forecast years using population multipliers derived from ONS 2008-based Subnational Population Projections for Local Authorities (published 27 May 2010).

(2) The population multiplier has been calculated for the predominant local authority in each zone (highlighted in **bold** in Spreadsheet 1) and has been applied to the total population within that zone.

**Spreadsheet 3 - Comparison Goods Expenditure Per Capita (£)**

Year	Zone 1	Zone 2	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 5a	Zone 5b	Zone 6a	Zone 6b	Great Britain Average
	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita
2008	2,549	2,612	2,625	2,654	2,773	2,515	2,700	2,550	2,660	2,595	3,051
2011	2,604	2,668	2,682	2,711	2,833	2,569	2,758	2,605	2,717	2,651	3,117
2016	3,117	3,194	3,209	3,245	3,390	3,075	3,301	3,118	3,252	3,173	3,730
2021	3,666	3,756	3,775	3,817	3,988	3,617	3,883	3,667	3,825	3,732	4,388
2026	4,301	4,408	4,430	4,479	4,679	4,244	4,556	4,303	4,489	4,379	5,149

**NOTES:**

(1) 2008-based per capita comparison expenditure data were sourced from Oxford Economics 2010 via MapInfo AnySite 8.8.1.

(2) The 2008-based per capita comparison expenditure data were projected forward to the base year and forecast years using the midpoint of the forecasts provided by Pitney Bowes Business Insight, as set out in its Retail Expenditure Guide 2010/2011 (Table 3.5, September 2010), and Experian in its Retail Planner Briefing Note 8.1 (Figure 1, August 2010). The forecasts that we have used are as shown in the following table:

**Per Capita Comparison Expenditure Growth Forecasts (2008 - 2026)**

Year	Annual Growth Rates		
	Experian	PBBI	RTP
2008 - 2009	-0.6%	-0.3%	-0.5%
2009 - 2010	0.4%	1.3%	0.9%
2010 - 2011	1.2%	2.3%	1.8%
2011 - 2012	2.4%	3.8%	3.1%
2012 - 2013	2.7%	4.4%	3.6%
2013 - 2014	2.7%	5.3%	4.0%
2014 - 2015	2.7%	5.1%	3.9%
2015 - 2016	2.7%	4.8%	3.8%
2016 - 2017	2.7%	4.0%	3.4%
2017 - 2018	2.9%	3.8%	3.4%
2018 - 2019	2.9%	3.7%	3.3%
2019 - 2026	2.9%	3.6%	3.3%

All monetary values are held constant at 2008 prices.

**Spreadsheet 4 - Total Comparison Goods Expenditure and Expenditure Growth**

	Zone 1	Zone 2	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 5a	Zone 5b	Zone 6a	Zone 6b	All Zones Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
<b>Total expenditure 2011</b>	<b>16.01</b>	<b>16.87</b>	<b>15.75</b>	<b>16.49</b>	<b>14.24</b>	<b>14.59</b>	<b>7.75</b>	<b>20.95</b>	<b>7.81</b>	<b>13.29</b>	<b>143.75</b>
Spending on SFT in 2011 of average of 11.5%	1.86	2.17	1.54	2.17	1.46	1.96	0.93	2.11	0.85	1.53	<b>16.57</b>
Total expenditure excluding SFT 2011	14.15	14.71	14.21	14.33	12.77	12.63	6.82	18.84	6.95	11.76	<b>127.18</b>
<b>Total expenditure 2016</b>	<b>19.77</b>	<b>20.83</b>	<b>19.44</b>	<b>20.36</b>	<b>17.43</b>	<b>18.01</b>	<b>9.57</b>	<b>25.86</b>	<b>9.64</b>	<b>16.41</b>	<b>177.32</b>
Spending on SFT in 2016 of 13.9%	2.75	2.90	2.70	2.83	2.42	2.50	1.33	3.59	1.34	2.28	<b>24.65</b>
Total expenditure excluding SFT 2016	17.02	17.94	16.74	17.53	15.01	15.51	8.24	22.27	8.30	14.13	<b>152.67</b>
<b>Total expenditure 2021</b>	<b>24.17</b>	<b>25.47</b>	<b>23.77</b>	<b>24.90</b>	<b>21.07</b>	<b>22.02</b>	<b>11.70</b>	<b>31.62</b>	<b>11.79</b>	<b>20.06</b>	<b>216.57</b>
Spending on SFT in 2021 of 13.6%	3.29	3.46	3.23	3.39	2.87	3.00	1.59	4.30	1.60	2.73	<b>29.45</b>
Total expenditure excluding SFT 2021	20.88	22.01	20.54	21.51	18.20	19.03	10.11	27.32	10.18	17.33	<b>187.11</b>
<b>Total expenditure 2026</b>	<b>29.49</b>	<b>31.08</b>	<b>29.00</b>	<b>30.38</b>	<b>25.41</b>	<b>26.87</b>	<b>14.27</b>	<b>38.58</b>	<b>14.38</b>	<b>24.48</b>	<b>263.92</b>
Spending on SFT in 2026 of 13.3%	3.92	4.13	3.86	4.04	3.38	3.57	1.90	5.13	1.91	3.26	<b>35.10</b>
Total expenditure excluding SFT 2026	25.56	26.94	25.15	26.34	22.03	23.29	12.37	33.45	12.47	21.22	<b>228.82</b>
Growth in total expenditure 2011 - 2016	3.76	3.96	3.69	3.87	3.19	3.42	1.82	4.91	1.83	3.12	<b>33.57</b>
Growth in total expenditure 2016 - 2021	4.40	4.64	4.33	4.54	3.64	4.01	2.13	5.76	2.15	3.65	<b>39.25</b>
Growth in total expenditure 2021 - 2026	5.32	5.60	5.23	5.48	4.34	4.85	2.57	6.96	2.59	4.41	<b>47.35</b>
Growth in total expenditure 2011 - 2026	13.47	14.20	13.25	13.88	11.17	12.28	6.52	17.63	6.57	11.19	<b>120.17</b>

**NOTES:**

(1) The figures in the above table are the product of multiplying the data presented in Spreadsheet 2 (population) by Spreadsheet 3 (per capita comparison goods expenditure), and are in millions of pounds (£m).

(2) The total expenditure includes a proportion of expenditure on Special Forms of Trading (SFT) (i.e. mail order, TV and Internet shopping and markets). The proportion of expenditure on SFT in 2011 is derived from the telephone survey of households and varies between the different zones, ranging from 9.7% of expenditure in Zone 3a to 13.4% of expenditure in Zone 4b. For each of the forecast years, we have assumed that the proportion of expenditure spent on SFT in each zone will be 13.9% in 2016, 13.6% in 2021 and 13.3% in 2026 (the levels estimated by Experian in Appendix 3 of Retail Planner Briefing Note 8.1, August 2010).

All monetary values are held constant at 2008 prices.



Spreadsheet 6 - Comparison Goods Spending Patterns in 2011 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 5a	Zone 5b	Zone 6a	Zone 6b	Total <sup>(1)</sup>	All Zones Market Share <sup>(2)</sup>
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
<b>INSIDE CATCHMENT AREA</b>												
<b>Zone 1</b>												
Helmsley Town Centre	2.04	0.65	0.22	0.31	0.08	0.06	0.09	0.16	0.09	0.09	3.79	2.6%
Other, Zone 1	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.0%
<b>Total Zone 1</b>	<b>2.06</b>	<b>0.65</b>	<b>0.22</b>	<b>0.31</b>	<b>0.08</b>	<b>0.06</b>	<b>0.09</b>	<b>0.16</b>	<b>0.09</b>	<b>0.09</b>	<b>3.81</b>	<b>0.03</b>
<b>Zone 2</b>												
Kirkbymoorside Town Centre	0.26	2.72	0.13	0.07	0.03	0.01	0.01	0.00	0.10	0.02	3.35	2.3%
Other, Zone 2	0.00	0.05	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.1%
<b>Total Zone 2</b>	<b>0.26</b>	<b>2.77</b>	<b>0.13</b>	<b>0.11</b>	<b>0.03</b>	<b>0.01</b>	<b>0.01</b>	<b>0.00</b>	<b>0.10</b>	<b>0.02</b>	<b>3.44</b>	<b>0.02</b>
<b>Zone 3a</b>												
Other, Zone 3a	0.02	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.0%
<b>Total Zone 3a</b>	<b>0.02</b>	<b>0.00</b>	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>
<b>Zone 3b</b>												
Pickering Town Centre	0.14	0.72	3.24	3.58	0.70	0.17	0.04	0.19	0.23	0.10	9.12	6.3%
Other, Zone 3b	0.00	0.00	0.02	0.17	0.05	0.01	0.00	0.00	0.00	0.00	0.25	0.2%
<b>Total Zone 3b</b>	<b>0.14</b>	<b>0.72</b>	<b>3.26</b>	<b>3.75</b>	<b>0.74</b>	<b>0.18</b>	<b>0.04</b>	<b>0.19</b>	<b>0.23</b>	<b>0.10</b>	<b>9.37</b>	<b>0.07</b>
<b>Zone 4a</b>												
Other, Zone 4a	0.00	0.06	0.00	0.00	0.16	0.05	0.00	0.00	0.00	0.00	0.27	0.2%
<b>Total Zone 4a</b>	<b>0.00</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.16</b>	<b>0.05</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.27</b>	<b>0.00</b>
<b>Zone 4b</b>												
Other, Zone 4b	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.03	0.0%
<b>Total Zone 4b</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>
<b>Zone 5a</b>												
Other, Zone 5a	0.00	0.00	0.02	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.03	0.0%
<b>Total Zone 5a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>
<b>Zone 5b</b>												
Norton Town Centre	0.24	0.17	0.16	0.19	0.06	0.46	0.10	0.77	0.00	0.03	2.17	1.5%
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 5b</b>	<b>0.24</b>	<b>0.17</b>	<b>0.16</b>	<b>0.19</b>	<b>0.06</b>	<b>0.46</b>	<b>0.10</b>	<b>0.77</b>	<b>0.00</b>	<b>0.03</b>	<b>2.17</b>	<b>0.02</b>
<b>Zone 6a</b>												
Other, Zone 6a	0.02	0.00	0.00	0.00	0.00	0.03	0.00	0.07	0.00	0.10	0.22	0.2%
<b>Total Zone 6a</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>	<b>0.07</b>	<b>0.00</b>	<b>0.10</b>	<b>0.22</b>	<b>0.00</b>
<b>Zone 6b</b>												
Malton Town Centre	1.76	1.15	1.14	1.04	0.66	3.42	1.68	6.01	2.93	4.13	23.92	16.6%
Other, Zone 6b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 6b</b>	<b>1.76</b>	<b>1.15</b>	<b>1.14</b>	<b>1.04</b>	<b>0.66</b>	<b>3.42</b>	<b>1.68</b>	<b>6.01</b>	<b>2.93</b>	<b>4.13</b>	<b>23.92</b>	<b>0.17</b>
<b>TOTAL INSIDE CATCHMENT AREA</b>	<b>4.49</b>	<b>5.52</b>	<b>4.94</b>	<b>5.40</b>	<b>1.73</b>	<b>4.24</b>	<b>1.93</b>	<b>7.20</b>	<b>3.35</b>	<b>4.48</b>	<b>43.29</b>	<b>30.1%</b>
<b>OUTSIDE CATCHMENT AREA</b>												
York City Centre	2.92	2.27	1.92	1.87	1.30	2.00	1.52	2.76	1.28	2.90	20.72	14.4%
Scarborough Town Centre	0.63	1.57	2.37	3.25	7.35	2.48	0.06	1.03	0.39	0.57	19.70	13.7%
Monks Cross Shopping Park, Huntington, York	1.51	2.13	1.94	1.45	0.31	1.38	1.32	3.67	1.11	1.81	16.62	11.6%
Clifton Moor Shopping Centre, Rawcliffe, York	2.11	1.84	0.94	0.89	0.26	0.75	0.74	2.38	0.55	1.12	11.58	8.1%
B&Q/Seamer Road Retail Park, Seamer Road, Scarborough	0.00	0.21	0.52	0.48	0.86	0.43	0.02	0.15	0.09	0.14	2.89	2.0%
B&Q, Hull Road, York	0.12	0.07	0.16	0.13	0.01	0.14	0.18	0.44	0.07	0.16	1.47	1.0%
York Designer Outlet, Fulford, York	0.11	0.09	0.20	0.02	0.06	0.14	0.15	0.32	0.07	0.04	1.19	0.8%
Leeds City Centre	0.16	0.03	0.15	0.06	0.00	0.10	0.09	0.24	0.02	0.12	0.95	0.7%
Thirsk Town Centre	0.42	0.20	0.00	0.05	0.00	0.01	0.02	0.05	0.00	0.02	0.76	0.5%
Harrogate Town Centre	0.11	0.07	0.05	0.08	0.03	0.02	0.12	0.11	0.00	0.00	0.59	0.4%
Other, Outside Catchment Area	1.58	0.70	1.02	0.68	0.88	0.94	0.69	0.49	0.03	0.41	7.42	5.2%
Internet / Delivered	1.60	1.85	1.29	1.58	1.22	1.68	0.71	1.57	0.75	1.31	13.55	9.4%
Home Catalogue	0.21	0.31	0.24	0.50	0.24	0.17	0.20	0.53	0.11	0.22	2.73	1.9%
TV / Interactive Shopping	0.04	0.01	0.01	0.09	0.00	0.11	0.02	0.02	0.00	0.00	0.29	0.2%
<b>TOTAL OUTSIDE CATCHMENT AREA</b>	<b>11.52</b>	<b>11.35</b>	<b>10.80</b>	<b>11.10</b>	<b>12.51</b>	<b>10.35</b>	<b>5.82</b>	<b>13.75</b>	<b>4.46</b>	<b>8.81</b>	<b>100.46</b>	<b>69.9%</b>
<b>TOTAL</b>	<b>16.01</b>	<b>16.87</b>	<b>15.75</b>	<b>16.49</b>	<b>14.24</b>	<b>14.59</b>	<b>7.75</b>	<b>20.95</b>	<b>7.81</b>	<b>13.29</b>	<b>143.75</b>	<b>100.0%</b>

NOTES:

(1) The spending patterns are calculated by multiplying the total comparison goods expenditure including SFT in 2011 (Spreadsheet 4) by the market share (Spreadsheet 5). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.

(2) The 'All Zones Market Share' is calculated by dividing the total expenditure retained by each centre by the total expenditure in the catchment area.

All monetary values are held constant at 2008 prices.

Spreadsheet 7 - Total Expenditure on Different Categories of Comparison Goods

Table A - Per Capita Expenditure on Different Categories of Comparison Goods in 2008 and 2011

		Zone 1	Zone 2	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 5a	Zone 5b	Zone 6a	Zone 6b
		£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita
2008	Clothes and Shoes	601	607	609	599	646	603	638	618	638	602
	Furniture, Carpets, Soft Household Furnishings	357	369	370	380	393	347	381	350	371	365
	DIY and Decorating Goods	217	225	226	231	235	218	226	220	225	227
	Electrical Items and Domestic Appliances	383	391	394	400	416	375	403	379	397	388
	Health, Beauty and Chemist Items	341	353	355	365	373	334	362	339	354	353
	Recreational Goods	400	409	411	417	434	393	422	396	414	405
	Other Goods (books, CDs, jewellery, glass and china, etc)	251	258	259	264	273	245	267	248	261	255
	<b>Total Comparison Goods Expenditure</b>	<b>2,549</b>	<b>2,612</b>	<b>2,625</b>	<b>2,654</b>	<b>2,773</b>	<b>2,515</b>	<b>2,700</b>	<b>2,550</b>	<b>2,660</b>	<b>2,595</b>
2011	Clothes and Shoes	614	620	622	611	661	616	652	631	652	615
	Furniture, Carpets, Soft Household Furnishings	365	377	378	388	402	354	389	358	379	373
	DIY and Decorating Goods	222	230	231	236	240	223	231	225	230	232
	Electrical Items and Domestic Appliances	391	399	403	408	425	383	412	387	406	396
	Health, Beauty and Chemist Items	348	361	363	373	381	341	370	346	362	361
	Recreational Goods	408	418	420	426	444	401	431	405	423	414
	Other Goods (books, CDs, jewellery, glass and china, etc)	256	264	265	269	279	250	273	253	267	260
	<b>Total Comparison Goods Expenditure</b>	<b>2,604</b>	<b>2,668</b>	<b>2,682</b>	<b>2,711</b>	<b>2,833</b>	<b>2,569</b>	<b>2,758</b>	<b>2,605</b>	<b>2,717</b>	<b>2,651</b>

Table B - Total Expenditure on Different Categories of Comparison Goods in 2011

		Zone 1	Zone 2	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 5a	Zone 5b	Zone 6a	Zone 6b	Total
		£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
2011	Clothes and Shoes	3.77	3.92	3.66	3.72	3.32	3.50	1.83	5.08	1.87	3.08	<b>33.75</b>
	Furniture, Carpets, Soft Household Furnishings	2.24	2.38	2.22	2.36	2.02	2.01	1.09	2.88	1.09	1.87	<b>20.17</b>
	DIY and Decorating Goods	1.36	1.45	1.36	1.43	1.21	1.26	0.65	1.81	0.66	1.16	<b>12.36</b>
	Electrical Items and Domestic Appliances	2.40	2.53	2.36	2.48	2.14	2.18	1.16	3.11	1.17	1.99	<b>21.52</b>
	Health, Beauty and Chemist Items	2.14	2.28	2.13	2.27	1.92	1.94	1.04	2.79	1.04	1.81	<b>19.34</b>
	Recreational Goods	2.51	2.64	2.47	2.59	2.23	2.28	1.21	3.25	1.22	2.07	<b>22.47</b>
	Other Goods (books, CDs, jewellery, glass and china, etc)	1.58	1.67	1.55	1.64	1.40	1.42	0.77	2.04	0.77	1.31	<b>14.14</b>
	<b>Total Comparison Goods Expenditure</b>	<b>16.01</b>	<b>16.87</b>	<b>15.75</b>	<b>16.49</b>	<b>14.24</b>	<b>14.59</b>	<b>7.75</b>	<b>20.95</b>	<b>7.81</b>	<b>13.29</b>	<b>143.75</b>

NOTES:

(1) Table A sets out 2008-based per capita expenditure sourced from Oxford Economics 2010 via MapInfo Anysite 8.8.1. for seven different categories of comparison goods. The 2008-based per capita expenditure data for the seven comparison goods categories are projected forward to the base year (2011) using the midpoint of the forecasts provided by Pitney Bowes Business Insight, as set out in its Retail Expenditure Guide 2010/2011 (Table 3.5, September 2010), and Experian in its Retail Planner Briefing Note 8.1 (Figure 1, August 2010), as set out in Note (2) of Spreadsheet 3.

(2) The figures in Table B are the products of multiplying the 2011 per capita expenditure data presented in Table A by the 2011 population data set out in Spreadsheet 2, and are in millions of pounds (£m).

All monetary values are held constant at 2008 prices.





Spreadsheet 8b - Clothes and Shoes: Spending Patterns in 2011 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 5a	Zone 5b	Zone 6a	Zone 6b	Total <sup>(1)</sup>	All Zones Market Share <sup>(2)</sup>
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
<b>INSIDE CATCHMENT AREA</b>												
<b>Zone 1</b>												
Helmsley Town Centre	0.50	0.40	0.04	0.15	0.07	0.02	0.02	0.00	0.06	0.02	1.26	3.7%
Other, Zone 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 1</b>	<b>0.50</b>	<b>0.40</b>	<b>0.04</b>	<b>0.15</b>	<b>0.07</b>	<b>0.02</b>	<b>0.02</b>	<b>0.00</b>	<b>0.06</b>	<b>0.02</b>	<b>1.26</b>	<b>0.04</b>
<b>Zone 2</b>												
Kirkbymoorside Town Centre	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.1%
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 2</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>
<b>Zone 3a</b>												
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 3a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 3b</b>												
Pickering Town Centre	0.00	0.03	0.27	0.25	0.14	0.02	0.02	0.00	0.02	0.00	0.75	2.2%
Other, Zone 3b	0.00	0.00	0.00	0.05	0.03	0.00	0.00	0.00	0.00	0.00	0.09	0.3%
<b>Total Zone 3b</b>	<b>0.00</b>	<b>0.03</b>	<b>0.27</b>	<b>0.30</b>	<b>0.17</b>	<b>0.02</b>	<b>0.02</b>	<b>0.00</b>	<b>0.02</b>	<b>0.00</b>	<b>0.84</b>	<b>0.02</b>
<b>Zone 4a</b>												
Other, Zone 4a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 4a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 4b</b>												
Other, Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 4b</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 5a</b>												
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 5a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 5b</b>												
Norton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 5b</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 6a</b>												
Other, Zone 6a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 6a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Zone 6b</b>												
Malton Town Centre	0.32	0.21	0.20	0.27	0.16	0.43	0.24	0.76	0.35	0.55	3.47	10.3%
Other, Zone 6b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 6b</b>	<b>0.32</b>	<b>0.21</b>	<b>0.20</b>	<b>0.27</b>	<b>0.16</b>	<b>0.43</b>	<b>0.24</b>	<b>0.76</b>	<b>0.35</b>	<b>0.55</b>	<b>3.47</b>	<b>0.10</b>
<b>TOTAL INSIDE CATCHMENT AREA</b>	<b>0.82</b>	<b>0.67</b>	<b>0.50</b>	<b>0.72</b>	<b>0.40</b>	<b>0.47</b>	<b>0.28</b>	<b>0.76</b>	<b>0.42</b>	<b>0.57</b>	<b>5.60</b>	<b>16.6%</b>
<b>OUTSIDE CATCHMENT AREA</b>												
York City Centre	1.20	0.89	0.80	0.70	0.66	0.81	0.62	1.23	0.51	1.01	8.43	25.0%
Scarborough Town Centre	0.20	0.52	0.91	1.09	1.66	0.83	0.04	0.46	0.27	0.23	6.21	18.4%
Monks Cross Shopping Park, Huntington, York	0.46	0.76	0.78	0.56	0.16	0.64	0.29	1.32	0.48	0.69	6.13	18.2%
Clifton Moor Shopping Centre, Rawcliffe, York	0.24	0.20	0.08	0.05	0.02	0.06	0.07	0.30	0.00	0.09	1.11	3.3%
York Designer Outlet, Fulford, York	0.07	0.06	0.14	0.02	0.03	0.10	0.10	0.28	0.07	0.04	0.92	2.7%
Leeds City Centre	0.03	0.02	0.07	0.00	0.00	0.05	0.06	0.12	0.00	0.04	0.38	1.1%
Harrogate Town Centre	0.05	0.05	0.03	0.05	0.02	0.00	0.06	0.06	0.00	0.00	0.31	0.9%
Middlesborough Town Centre	0.03	0.06	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.5%
Other, Outside Catchment Area	0.35	0.22	0.10	0.11	0.16	0.21	0.14	0.18	0.03	0.15	1.66	4.9%
Internet / Delivered	0.20	0.31	0.12	0.10	0.14	0.24	0.07	0.14	0.03	0.16	1.53	4.5%
Home Catalogue	0.13	0.18	0.06	0.31	0.09	0.06	0.10	0.22	0.06	0.10	1.30	3.9%
TV / Interactive Shopping	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.02	0.1%
<b>TOTAL OUTSIDE CATCHMENT AREA</b>	<b>2.96</b>	<b>3.25</b>	<b>3.15</b>	<b>3.00</b>	<b>2.92</b>	<b>3.03</b>	<b>1.55</b>	<b>4.32</b>	<b>1.45</b>	<b>2.51</b>	<b>28.15</b>	<b>83.4%</b>
<b>TOTAL</b>	<b>3.77</b>	<b>3.92</b>	<b>3.66</b>	<b>3.72</b>	<b>3.32</b>	<b>3.50</b>	<b>1.83</b>	<b>5.08</b>	<b>1.87</b>	<b>3.08</b>	<b>33.75</b>	<b>100.0%</b>

NOTES:  
(1) The spending patterns are calculated by multiplying the total expenditure on clothes and shoes in 2011 (Spreadsheet 7, Table B) by the market share (Spreadsheet 8a). The figures in the 'Total' column are the sum of the expenditure on clothes and shoes attracted to each centre/store from each zone.  
(2) The 'All zones market share' is calculated through dividing the total expenditure on clothes and shoes retained by each centre/store, by the total expenditure on clothes and shoes in the catchment area.

All monetary values are held constant at 2008 prices.



Spreadsheet 8d - Furniture, Carpets and Soft Household Furnishings: Spending Patterns in 2011 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 5a	Zone 5b	Zone 6a	Zone 6b	Total <sup>(1)</sup>	All Zones Market Share <sup>(2)</sup>
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
<b>INSIDE CATCHMENT AREA</b>												
<b>Zone 1</b>												
Helmsley Town Centre	0.16	0.07	0.13	0.04	0.01	0.00	0.03	0.05	0.00	0.00	0.49	2.4%
Other, Zone 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 1</b>	<b>0.16</b>	<b>0.07</b>	<b>0.13</b>	<b>0.04</b>	<b>0.01</b>	<b>0.00</b>	<b>0.03</b>	<b>0.05</b>	<b>0.00</b>	<b>0.00</b>	<b>0.49</b>	<b>2.4%</b>
<b>Zone 2</b>												
Kirkbymoorside Town Centre	0.00	0.14	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.17	0.8%
Other, Zone 2	0.00	0.05	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.5%
<b>Total Zone 2</b>	<b>0.00</b>	<b>0.19</b>	<b>0.00</b>	<b>0.04</b>	<b>0.03</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.26</b>	<b>1.3%</b>
<b>Zone 3a</b>												
Other, Zone 3a	0.02	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.1%
<b>Total Zone 3a</b>	<b>0.02</b>	<b>0.00</b>	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.1%</b>
<b>Zone 3b</b>												
Pickering Town Centre	0.02	0.05	0.11	0.40	0.10	0.02	0.00	0.02	0.02	0.01	0.75	3.7%
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 3b</b>	<b>0.02</b>	<b>0.05</b>	<b>0.11</b>	<b>0.40</b>	<b>0.10</b>	<b>0.02</b>	<b>0.00</b>	<b>0.02</b>	<b>0.02</b>	<b>0.01</b>	<b>0.75</b>	<b>3.7%</b>
<b>Zone 4a</b>												
Other, Zone 4a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 4a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 4b</b>												
Other, Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 4b</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 5a</b>												
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 5a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 5b</b>												
Norton Town Centre	0.22	0.17	0.16	0.19	0.06	0.10	0.02	0.07	0.00	0.00	0.98	4.9%
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 5b</b>	<b>0.22</b>	<b>0.17</b>	<b>0.16</b>	<b>0.19</b>	<b>0.06</b>	<b>0.10</b>	<b>0.02</b>	<b>0.07</b>	<b>0.00</b>	<b>0.00</b>	<b>0.98</b>	<b>4.9%</b>
<b>Zone 6a</b>												
Other, Zone 6a	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.05	0.2%
<b>Total Zone 6a</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.05</b>	<b>0.2%</b>
<b>Zone 6b</b>												
Malton Town Centre	0.11	0.11	0.20	0.21	0.08	0.40	0.17	0.86	0.40	0.43	2.96	14.7%
Other, Zone 6b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 6b</b>	<b>0.11</b>	<b>0.11</b>	<b>0.20</b>	<b>0.21</b>	<b>0.08</b>	<b>0.40</b>	<b>0.17</b>	<b>0.86</b>	<b>0.40</b>	<b>0.43</b>	<b>2.96</b>	<b>14.7%</b>
<b>TOTAL INSIDE CATCHMENT AREA</b>	<b>0.53</b>	<b>0.59</b>	<b>0.62</b>	<b>0.89</b>	<b>0.27</b>	<b>0.52</b>	<b>0.22</b>	<b>1.00</b>	<b>0.42</b>	<b>0.48</b>	<b>5.53</b>	<b>27.4%</b>
<b>OUTSIDE CATCHMENT AREA</b>												
York City Centre	0.55	0.34	0.30	0.45	0.15	0.39	0.19	0.37	0.25	0.54	3.52	17.5%
Scarborough Town Centre	0.06	0.28	0.21	0.34	1.05	0.36	0.01	0.07	0.03	0.09	2.51	12.4%
Monks Cross Shopping Park, Huntington, York	0.19	0.27	0.25	0.14	0.10	0.11	0.26	0.44	0.12	0.29	2.17	10.8%
Clifton Moor Shopping Centre, Rawcliffe, York	0.23	0.42	0.29	0.20	0.04	0.21	0.15	0.39	0.13	0.19	2.24	11.1%
Leeds City Centre	0.10	0.00	0.08	0.06	0.00	0.05	0.01	0.02	0.02	0.07	0.41	2.0%
Harrogate Town Centre	0.06	0.00	0.02	0.00	0.00	0.02	0.03	0.00	0.00	0.00	0.13	0.7%
Thirsk Town Centre	0.03	0.03	0.00	0.02	0.00	0.01	0.00	0.05	0.00	0.00	0.14	0.7%
B&Q, Hull Road, York	0.08	0.00	0.02	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.13	0.6%
Other, Outside Catchment Area	0.33	0.20	0.31	0.09	0.29	0.14	0.15	0.19	0.00	0.11	1.80	8.9%
Internet / Delivered	0.10	0.17	0.06	0.11	0.10	0.16	0.05	0.22	0.11	0.11	1.19	5.9%
Home Catalogue	0.00	0.08	0.05	0.06	0.03	0.02	0.01	0.11	0.02	0.00	0.38	1.9%
TV / Interactive Shopping	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.01	0.1%
<b>TOTAL OUTSIDE CATCHMENT AREA</b>	<b>1.72</b>	<b>1.79</b>	<b>1.60</b>	<b>1.47</b>	<b>1.75</b>	<b>1.49</b>	<b>0.87</b>	<b>1.88</b>	<b>0.67</b>	<b>1.39</b>	<b>14.63</b>	<b>72.6%</b>
<b>TOTAL</b>	<b>2.24</b>	<b>2.38</b>	<b>2.22</b>	<b>2.36</b>	<b>2.02</b>	<b>2.01</b>	<b>1.09</b>	<b>2.88</b>	<b>1.09</b>	<b>1.87</b>	<b>20.17</b>	<b>100.0%</b>

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on furniture, carpets and soft household furnishings in 2011 (Spreadsheet 7, Table B) by the market share (Spreadsheet 8c). The figures in the 'Total' column are the sum of the expenditure on furniture, carpets and soft household furnishings attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on furniture, carpets and soft household furnishings retained by each centre/store, by the total expenditure on furniture, carpets and soft household furnishings in the catchment area.

All monetary values are held constant at 2008 prices.



Spreadsheet 8f - DIY & Decorating Goods: Spending Patterns in 2011 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 5a	Zone 5b	Zone 6a	Zone 6b	Total <sup>(1)</sup>	All Zones Market Share <sup>(2)</sup>
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
<b>INSIDE CATCHMENT AREA</b>												
<b>Zone 1</b>												
Helmsley Town Centre	0.25	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	2.2%
Other, Zone 1	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.1%
<b>Total Zone 1</b>	<b>0.25</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.28</b>	<b>2.2%</b>
<b>Zone 2</b>												
Kirkbymoorside Town Centre	0.05	0.49	0.02	0.00	0.00	0.00	0.00	0.00	0.01	0.02	0.59	4.8%
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 2</b>	<b>0.05</b>	<b>0.49</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.01</b>	<b>0.02</b>	<b>0.59</b>	<b>4.8%</b>
<b>Zone 3a</b>												
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 3a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 3b</b>												
Pickering Town Centre	0.00	0.02	0.49	0.45	0.06	0.01	0.00	0.00	0.04	0.01	1.08	8.7%
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 3b</b>	<b>0.00</b>	<b>0.02</b>	<b>0.49</b>	<b>0.45</b>	<b>0.06</b>	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>	<b>0.01</b>	<b>1.08</b>	<b>8.7%</b>
<b>Zone 4a</b>												
Other, Zone 4a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 4a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 4b</b>												
Other, Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 4b</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 5a</b>												
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 5a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 5b</b>												
Norton Town Centre	0.00	0.00	0.00	0.00	0.00	0.07	0.01	0.09	0.00	0.00	0.17	1.4%
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 5b</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.07</b>	<b>0.01</b>	<b>0.09</b>	<b>0.00</b>	<b>0.00</b>	<b>0.17</b>	<b>1.4%</b>
<b>Zone 6a</b>												
Showfield Lane Industrial Estate, Mold	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.03	0.00	0.00	0.06	0.5%
Other, Zone 6a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.03	0.2%
<b>Total Zone 6a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>	<b>0.05</b>	<b>0.00</b>	<b>0.00</b>	<b>0.08</b>	<b>0.7%</b>
<b>Zone 6b</b>												
Malton Town Centre	0.31	0.11	0.09	0.07	0.04	0.44	0.18	0.89	0.42	0.49	3.03	24.5%
Other, Zone 6b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 6b</b>	<b>0.31</b>	<b>0.11</b>	<b>0.09</b>	<b>0.07</b>	<b>0.04</b>	<b>0.44</b>	<b>0.18</b>	<b>0.89</b>	<b>0.42</b>	<b>0.49</b>	<b>3.03</b>	<b>24.5%</b>
<b>TOTAL INSIDE CATCHMENT AREA</b>	<b>0.62</b>	<b>0.65</b>	<b>0.59</b>	<b>0.52</b>	<b>0.10</b>	<b>0.56</b>	<b>0.19</b>	<b>1.03</b>	<b>0.46</b>	<b>0.52</b>	<b>5.23</b>	<b>42.3%</b>
<b>OUTSIDE CATCHMENT AREA</b>												
B&Q/Seamer Road Retail Park, Seamer Road, Scarborough	0.00	0.20	0.39	0.36	0.52	0.26	0.02	0.01	0.07	0.09	1.93	15.6%
Clifton Moor Shopping Centre, Rawcliffe, York	0.40	0.33	0.09	0.15	0.00	0.07	0.14	0.20	0.05	0.21	1.63	13.2%
B&Q, Hull Road, York	0.02	0.07	0.13	0.13	0.01	0.13	0.18	0.38	0.07	0.16	1.28	10.4%
Scarborough Town Centre	0.01	0.07	0.05	0.17	0.53	0.10	0.00	0.05	0.00	0.02	1.00	8.1%
York City Centre	0.04	0.07	0.02	0.06	0.01	0.04	0.03	0.06	0.00	0.10	0.44	3.5%
Homebase, Foss Islands Retail Park, Foss Islands Road, York	0.03	0.02	0.00	0.03	0.00	0.01	0.04	0.00	0.00	0.00	0.12	1.0%
Monks Cross Shopping Park, Huntington, York	0.03	0.00	0.01	0.01	0.00	0.01	0.03	0.03	0.00	0.01	0.12	1.0%
Northallerton Town Centre	0.07	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.7%
B&Q, Yafforth Road, Northallerton	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.5%
Other, Outside Catchment Area	0.04	0.02	0.06	0.00	0.04	0.06	0.01	0.04	0.00	0.04	0.31	2.5%
Internet / Delivered	0.04	0.02	0.01	0.00	0.00	0.01	0.02	0.02	0.01	0.02	0.13	1.1%
Home Catalogue	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.1%
TV / Interactive Shopping	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.01	0.1%
<b>TOTAL OUTSIDE CATCHMENT AREA</b>	<b>0.74</b>	<b>0.81</b>	<b>0.77</b>	<b>0.91</b>	<b>1.11</b>	<b>0.70</b>	<b>0.46</b>	<b>0.78</b>	<b>0.20</b>	<b>0.65</b>	<b>7.13</b>	<b>57.7%</b>
<b>TOTAL</b>	<b>1.36</b>	<b>1.45</b>	<b>1.36</b>	<b>1.43</b>	<b>1.21</b>	<b>1.26</b>	<b>0.65</b>	<b>1.81</b>	<b>0.66</b>	<b>1.16</b>	<b>12.36</b>	<b>100.0%</b>

NOTES:  
(1) The spending patterns are calculated by multiplying the total expenditure on DIY and decorating goods in 2011 (Spreadsheet 7, Table B) by the market share (Spreadsheet 8e). The figures in the 'Total' column are the sum of the expenditure on DIY and decorating goods attracted to each centre/store from each zone.  
(2) The 'All zones market share' is calculated through dividing the total expenditure on DIY and decorating goods retained by each centre/store, by the total expenditure on DIY and decorating goods in the catchment area.

All monetary values are held constant at 2008 prices.



Spreadsheet 8h - Electrical Items and Domestic Appliances: Spending Patterns in 2011 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 5a	Zone 5b	Zone 6a	Zone 6b	Total <sup>(1)</sup>	All Zones Market Share <sup>(2)</sup>
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
<b>INSIDE CATCHMENT AREA</b>												
<b>Zone 1</b>												
Helmsley Town Centre	0.16	0.00	0.00	0.00	0.00	0.04	0.02	0.05	0.00	0.00	0.27	1.3%
Other, Zone 1	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.1%
<b>Total Zone 1</b>	<b>0.17</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>	<b>0.02</b>	<b>0.05</b>	<b>0.00</b>	<b>0.00</b>	<b>0.28</b>	<b>1.3%</b>
<b>Zone 2</b>												
Kirkbymoorside Town Centre	0.13	0.72	0.07	0.05	0.00	0.01	0.00	0.00	0.05	0.00	1.03	4.8%
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 2</b>	<b>0.13</b>	<b>0.72</b>	<b>0.07</b>	<b>0.05</b>	<b>0.00</b>	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.05</b>	<b>0.00</b>	<b>1.03</b>	<b>4.8%</b>
<b>Zone 3a</b>												
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 3a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 3b</b>												
Pickering Town Centre	0.00	0.22	0.76	0.74	0.16	0.04	0.01	0.00	0.06	0.06	2.04	9.5%
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 3b</b>	<b>0.00</b>	<b>0.22</b>	<b>0.76</b>	<b>0.74</b>	<b>0.16</b>	<b>0.04</b>	<b>0.01</b>	<b>0.00</b>	<b>0.06</b>	<b>0.06</b>	<b>2.04</b>	<b>9.5%</b>
<b>Zone 4a</b>												
Other, Zone 4a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 4a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 4b</b>												
Other, Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 4b</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 5a</b>												
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 5a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 5b</b>												
Norton Town Centre	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.10	0.00	0.00	0.12	0.5%
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 5b</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.01</b>	<b>0.00</b>	<b>0.10</b>	<b>0.00</b>	<b>0.00</b>	<b>0.12</b>	<b>0.5%</b>
<b>Zone 6a</b>												
Bonus Electrical, York Road Industrial Estate, Seph Way, Malton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.07	0.09	0.4%
Other, Zone 6a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 6a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.02</b>	<b>0.00</b>	<b>0.07</b>	<b>0.09</b>	<b>0.4%</b>
<b>Zone 6b</b>												
Malton Town Centre	0.15	0.30	0.19	0.17	0.13	0.61	0.36	0.98	0.55	0.56	4.00	18.6%
Other, Zone 6b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 6b</b>	<b>0.15</b>	<b>0.30</b>	<b>0.19</b>	<b>0.17</b>	<b>0.13</b>	<b>0.61</b>	<b>0.36</b>	<b>0.98</b>	<b>0.55</b>	<b>0.56</b>	<b>4.00</b>	<b>18.6%</b>
<b>TOTAL INSIDE CATCHMENT AREA</b>	<b>0.45</b>	<b>1.25</b>	<b>1.02</b>	<b>0.96</b>	<b>0.29</b>	<b>0.72</b>	<b>0.39</b>	<b>1.16</b>	<b>0.66</b>	<b>0.68</b>	<b>7.57</b>	<b>35.2%</b>
<b>OUTSIDE CATCHMENT AREA</b>												
Clifton Moor Shopping Centre, Rawcliffe, York	0.71	0.45	0.18	0.12	0.07	0.20	0.22	0.81	0.18	0.42	3.35	15.6%
Scarborough Town Centre	0.03	0.11	0.20	0.53	1.13	0.38	0.00	0.11	0.00	0.03	2.52	11.7%
York City Centre	0.23	0.16	0.16	0.16	0.02	0.20	0.10	0.26	0.11	0.26	1.65	7.7%
Monks Cross Shopping Park, Huntington, York	0.20	0.13	0.21	0.12	0.03	0.04	0.15	0.31	0.06	0.10	1.35	6.3%
B&Q/Seamer Road Retail Park, Seamer Road, Scarborough	0.00	0.01	0.10	0.08	0.22	0.08	0.00	0.03	0.01	0.03	0.57	2.7%
Kingston upon Hull City Centre	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.11	0.5%
Thirsk Town Centre	0.09	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.5%
Middlesbrough City Centre	0.04	0.03	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.5%
Other, Outside Catchment Area	0.09	0.00	0.04	0.04	0.08	0.08	0.09	0.09	0.00	0.06	0.56	2.6%
Internet / Delivered	0.53	0.33	0.37	0.43	0.29	0.34	0.15	0.32	0.15	0.37	3.29	15.3%
Home Catalogue	0.00	0.02	0.06	0.05	0.00	0.04	0.03	0.02	0.00	0.03	0.26	1.2%
TV / Interactive Shopping	0.04	0.00	0.00	0.00	0.00	0.01	0.01	0.00	0.00	0.00	0.06	0.3%
<b>TOTAL OUTSIDE CATCHMENT AREA</b>	<b>1.96</b>	<b>1.28</b>	<b>1.35</b>	<b>1.53</b>	<b>1.85</b>	<b>1.46</b>	<b>0.76</b>	<b>1.96</b>	<b>0.51</b>	<b>1.30</b>	<b>13.95</b>	<b>64.8%</b>
<b>TOTAL</b>	<b>2.40</b>	<b>2.53</b>	<b>2.36</b>	<b>2.48</b>	<b>2.14</b>	<b>2.18</b>	<b>1.16</b>	<b>3.11</b>	<b>1.17</b>	<b>1.99</b>	<b>21.52</b>	<b>100.0%</b>

NOTES:  
(1) The spending patterns are calculated by multiplying the total expenditure on electrical items and domestic appliances in 2011 (Spreadsheet 7, Table B) by the market share (Spreadsheet 8g). The figures in the 'Total' column are the sum of the expenditure on electrical items and domestic appliances attracted to each centre/store from each zone.  
(2) The 'All zones market share' is calculated through dividing the total expenditure on electrical items and domestic appliances retained by each centre/store, by the total expenditure on electrical items and domestic appliances in the catchment area.

All monetary values are held constant at 2008 prices.





Spreadsheet 8j - Health, Beauty and Chemist Items: Spending Patterns in 2011 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 5a	Zone 5b	Zone 6a	Zone 6b	Total <sup>(1)</sup>	All Zones Market Share <sup>(2)</sup>
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
<b>INSIDE CATCHMENT AREA</b>												
<b>Zone 1</b>												
Helmsley Town Centre	0.42	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43	2.2%
Other, Zone 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 1</b>	<b>0.42</b>	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.43</b>	<b>2.2%</b>
<b>Zone 2</b>												
Kirkbymoorside Town Centre	0.04	0.89	0.02	0.00	0.00	0.00	0.01	0.00	0.05	0.00	1.01	5.2%
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 2</b>	<b>0.04</b>	<b>0.89</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.01</b>	<b>0.00</b>	<b>0.05</b>	<b>0.00</b>	<b>1.01</b>	<b>5.2%</b>
<b>Zone 3a</b>												
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 3a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 3b</b>												
Pickering Town Centre	0.01	0.16	1.10	1.19	0.19	0.01	0.00	0.00	0.06	0.00	2.72	14.0%
Thornton-le-Dale	0.00	0.00	0.00	0.11	0.01	0.00	0.00	0.00	0.00	0.00	0.12	0.6%
Other, Zone 3b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 3b</b>	<b>0.01</b>	<b>0.16</b>	<b>1.10</b>	<b>1.30</b>	<b>0.20</b>	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.06</b>	<b>0.00</b>	<b>2.84</b>	<b>14.7%</b>
<b>Zone 4a</b>												
Snainton	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.09	0.4%
Other, Zone 4a	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.06	0.3%
<b>Total Zone 4a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.14</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.14</b>	<b>0.7%</b>
<b>Zone 4b</b>												
Other, Zone 4b	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.03	0.2%
<b>Total Zone 4b</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.2%</b>
<b>Zone 5a</b>												
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 5a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 5b</b>												
Norton Town Centre	0.03	0.00	0.00	0.00	0.00	0.19	0.01	0.43	0.00	0.03	0.69	3.6%
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 5b</b>	<b>0.03</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.19</b>	<b>0.01</b>	<b>0.43</b>	<b>0.00</b>	<b>0.03</b>	<b>0.69</b>	<b>3.6%</b>
<b>Zone 6a</b>												
Other, Zone 6a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 6a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 6b</b>												
Malton Town Centre	0.52	0.27	0.23	0.15	0.11	0.87	0.36	1.39	0.71	1.36	5.97	30.8%
Other, Zone 6b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 6b</b>	<b>0.52</b>	<b>0.27</b>	<b>0.23</b>	<b>0.15</b>	<b>0.11</b>	<b>0.87</b>	<b>0.36</b>	<b>1.39</b>	<b>0.71</b>	<b>1.36</b>	<b>5.97</b>	<b>30.8%</b>
<b>TOTAL INSIDE CATCHMENT AREA</b>	<b>1.01</b>	<b>1.33</b>	<b>1.36</b>	<b>1.45</b>	<b>0.45</b>	<b>1.09</b>	<b>0.38</b>	<b>1.82</b>	<b>0.82</b>	<b>1.40</b>	<b>11.10</b>	<b>57.4%</b>
<b>OUTSIDE CATCHMENT AREA</b>												
Monks Cross Shopping Park, Huntington, York	0.24	0.29	0.15	0.24	0.00	0.15	0.26	0.52	0.17	0.17	2.19	11.3%
Scarborough Town Centre	0.02	0.13	0.24	0.35	1.20	0.25	0.01	0.09	0.00	0.02	2.31	12.0%
York City Centre	0.31	0.20	0.09	0.13	0.07	0.22	0.16	0.12	0.04	0.11	1.45	7.5%
Morrisons, Dunslow Road, Scarborough	0.00	0.01	0.04	0.05	0.10	0.11	0.00	0.00	0.00	0.00	0.31	1.6%
Clifton Moor Shopping Centre, Rawcliffe, York	0.15	0.06	0.00	0.01	0.00	0.00	0.01	0.09	0.00	0.00	0.32	1.7%
Thirsk Town Centre	0.18	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	1.5%
Strensall	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.06	0.3%
Leeds City Centre	0.03	0.00	0.00	0.00	0.00	0.00	0.01	0.07	0.00	0.00	0.10	0.5%
Newcastle City Centre	0.00	0.02	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.05	0.3%
Other, Outside Catchment Area	0.17	0.08	0.10	0.01	0.03	0.10	0.09	0.00	0.00	0.02	0.60	3.1%
Internet / Delivered	0.03	0.04	0.10	0.02	0.04	0.01	0.02	0.07	0.01	0.00	0.35	1.8%
Home Catalogue	0.01	0.00	0.06	0.00	0.03	0.01	0.01	0.00	0.00	0.09	0.21	1.1%
TV / Interactive Shopping	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>TOTAL OUTSIDE CATCHMENT AREA</b>	<b>1.13</b>	<b>0.95</b>	<b>0.78</b>	<b>0.82</b>	<b>1.46</b>	<b>0.85</b>	<b>0.66</b>	<b>0.96</b>	<b>0.22</b>	<b>0.41</b>	<b>8.25</b>	<b>42.6%</b>
<b>TOTAL</b>	<b>2.14</b>	<b>2.28</b>	<b>2.13</b>	<b>2.27</b>	<b>1.92</b>	<b>1.94</b>	<b>1.04</b>	<b>2.79</b>	<b>1.04</b>	<b>1.81</b>	<b>19.34</b>	<b>100.0%</b>

NOTES:  
(1) The spending patterns are calculated by multiplying the total expenditure on health, beauty and chemist items in 2011 (Spreadsheet 7, Table B) by the market share (Spreadsheet 8i). The figures in the 'Total' column are the sum of the expenditure on health, beauty and chemist items attracted to each centre/store from each zone.  
(2) The 'All zones market share' is calculated through dividing the total expenditure on health, beauty and chemist items retained by each centre/store, by the total expenditure on health, beauty and chemist items in the catchment area.

All monetary values are held constant at 2008 prices.



Spreadsheet 8I - Recreational Goods: Spending Patterns in 2011 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 5a	Zone 5b	Zone 6a	Zone 6b	Total <sup>(1)</sup>	All Zones Market Share <sup>(2)</sup>
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
<b>INSIDE CATCHMENT AREA</b>												
<b>Zone 1</b>												
Helmsley Town Centre	0.16	0.02	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.04	0.31	1.4%
Other, Zone 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 1</b>	<b>0.16</b>	<b>0.02</b>	<b>0.00</b>	<b>0.09</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.04</b>	<b>0.31</b>	<b>1.4%</b>
<b>Zone 2</b>												
Kirkbymoorside Town Centre	0.03	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	1.2%
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 2</b>	<b>0.03</b>	<b>0.25</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.28</b>	<b>1.2%</b>
<b>Zone 3a</b>												
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 3a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 3b</b>												
Pickering Town Centre	0.11	0.15	0.33	0.41	0.00	0.07	0.00	0.13	0.00	0.02	1.23	5.5%
Other, Zone 3b	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.1%
<b>Total Zone 3b</b>	<b>0.11</b>	<b>0.15</b>	<b>0.36</b>	<b>0.41</b>	<b>0.00</b>	<b>0.07</b>	<b>0.00</b>	<b>0.13</b>	<b>0.00</b>	<b>0.02</b>	<b>1.25</b>	<b>5.6%</b>
<b>Zone 4a</b>												
Snainton	0.00	0.06	0.00	0.00	0.02	0.05	0.00	0.00	0.00	0.00	0.12	0.6%
Other, Zone 4a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 4a</b>	<b>0.00</b>	<b>0.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.02</b>	<b>0.05</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.12</b>	<b>0.6%</b>
<b>Zone 4b</b>												
Other, Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 4b</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 5a</b>												
Other, Zone 5a	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.1%
<b>Total Zone 5a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.02</b>	<b>0.1%</b>
<b>Zone 5b</b>												
Norton Town Centre	0.00	0.00	0.00	0.00	0.00	0.07	0.06	0.05	0.00	0.00	0.18	0.8%
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 5b</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.07</b>	<b>0.06</b>	<b>0.05</b>	<b>0.00</b>	<b>0.00</b>	<b>0.18</b>	<b>0.8%</b>
<b>Zone 6a</b>												
Other, Zone 6a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 6a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 6b</b>												
Malton Town Centre	0.11	0.02	0.14	0.09	0.13	0.36	0.24	0.66	0.22	0.34	2.33	10.4%
Other, Zone 6b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 6b</b>	<b>0.11</b>	<b>0.02</b>	<b>0.14</b>	<b>0.09</b>	<b>0.13</b>	<b>0.36</b>	<b>0.24</b>	<b>0.66</b>	<b>0.22</b>	<b>0.34</b>	<b>2.33</b>	<b>10.4%</b>
<b>TOTAL INSIDE CATCHMENT AREA</b>	<b>0.41</b>	<b>0.50</b>	<b>0.52</b>	<b>0.58</b>	<b>0.15</b>	<b>0.55</b>	<b>0.30</b>	<b>0.85</b>	<b>0.22</b>	<b>0.41</b>	<b>4.50</b>	<b>20.0%</b>
<b>OUTSIDE CATCHMENT AREA</b>												
York City Centre	0.36	0.41	0.31	0.22	0.31	0.16	0.27	0.43	0.28	0.67	3.41	15.2%
Scarborough Town Centre	0.28	0.34	0.53	0.46	1.07	0.36	0.00	0.15	0.05	0.12	3.36	14.9%
Monks Cross Shopping Park, Huntington, York	0.30	0.46	0.41	0.27	0.02	0.30	0.18	0.64	0.19	0.37	3.13	13.9%
Clifton Moor Shopping Centre, Rawcliffe, York	0.34	0.35	0.29	0.30	0.12	0.21	0.14	0.52	0.19	0.20	2.66	11.8%
B&Q/Seamer Road Retail Park, Seamer Road, Scarborough	0.00	0.00	0.00	0.03	0.07	0.09	0.00	0.10	0.00	0.00	0.30	1.3%
Newcastle City Centre	0.06	0.00	0.00	0.00	0.05	0.00	0.04	0.00	0.00	0.00	0.15	0.7%
London	0.00	0.00	0.02	0.09	0.05	0.00	0.00	0.00	0.00	0.00	0.16	0.7%
York Designer Outlet, Fulford, York	0.00	0.02	0.05	0.00	0.00	0.02	0.02	0.03	0.00	0.00	0.15	0.6%
Whitby Town Centre	0.06	0.00	0.02	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.11	0.5%
Beverley Town Centre	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.02	0.11	0.5%
Other, Outside Catchment Area	0.29	0.08	0.16	0.06	0.07	0.09	0.04	0.03	0.00	0.00	0.83	3.7%
Internet / Delivered	0.38	0.47	0.16	0.39	0.32	0.46	0.18	0.40	0.26	0.28	3.30	14.7%
Home Catalogue	0.03	0.00	0.00	0.03	0.00	0.02	0.02	0.10	0.02	0.00	0.23	1.0%
TV / Interactive Shopping	0.00	0.00	0.00	0.06	0.00	0.02	0.00	0.00	0.00	0.00	0.09	0.4%
<b>TOTAL OUTSIDE CATCHMENT AREA</b>	<b>2.10</b>	<b>2.14</b>	<b>1.95</b>	<b>2.01</b>	<b>2.08</b>	<b>1.73</b>	<b>0.91</b>	<b>2.40</b>	<b>0.99</b>	<b>1.67</b>	<b>17.98</b>	<b>80.0%</b>
<b>TOTAL</b>	<b>2.51</b>	<b>2.64</b>	<b>2.47</b>	<b>2.59</b>	<b>2.23</b>	<b>2.28</b>	<b>1.21</b>	<b>3.25</b>	<b>1.22</b>	<b>2.07</b>	<b>22.47</b>	<b>100.0%</b>

NOTES:  
(1) The spending patterns are calculated by multiplying the total expenditure on recreational goods in 2011 (Spreadsheet 7, Table B) by the market share (Spreadsheet 8k). The figures in the 'Total' column are the sum of the expenditure on recreational goods attracted to each centre/store from each zone.  
(2) The 'All zones market share' is calculated through dividing the total expenditure on recreational goods retained by each centre/store, by the total expenditure on recreational goods in the catchment area.

All monetary values are held constant at 2008 prices.



Spreadsheet 8n - Other Goods: Spending Patterns in 2011 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 5a	Zone 5b	Zone 6a	Zone 6b	Total <sup>(1)</sup>	All Zones Market Share <sup>(2)</sup>
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
<b>INSIDE CATCHMENT AREA</b>												
<b>Zone 1</b>												
Helmsley Town Centre	0.40	0.13	0.05	0.02	0.00	0.00	0.03	0.05	0.04	0.04	0.75	5.3%
Other, Zone 1	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 1</b>	<b>0.40</b>	<b>0.13</b>	<b>0.05</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.05</b>	<b>0.04</b>	<b>0.04</b>	<b>0.75</b>	<b>5.3%</b>
<b>Zone 2</b>												
Kirkbymoorside Town Centre	0.01	0.19	0.02	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.24	1.7%
Other, Zone 2	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 2</b>	<b>0.01</b>	<b>0.19</b>	<b>0.02</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.24</b>	<b>1.7%</b>
<b>Zone 3a</b>												
Other, Zone 3a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 3a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 3b</b>												
Pickering Town Centre	0.00	0.09	0.19	0.17	0.06	0.00	0.01	0.03	0.04	0.01	0.59	4.2%
Other, Zone 3b	0.00	0.00	0.00	0.01	0.00	0.01	0.00	0.00	0.00	0.00	0.02	0.1%
<b>Total Zone 3b</b>	<b>0.00</b>	<b>0.09</b>	<b>0.19</b>	<b>0.18</b>	<b>0.06</b>	<b>0.01</b>	<b>0.01</b>	<b>0.03</b>	<b>0.04</b>	<b>0.01</b>	<b>0.61</b>	<b>4.3%</b>
<b>Zone 4a</b>												
Other, Zone 4a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 4a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 4b</b>												
Other, Zone 4b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 4b</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 5a</b>												
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.01	0.1%
<b>Total Zone 5a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.01</b>	<b>0.1%</b>
<b>Zone 5b</b>												
Norton Town Centre	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.02	0.00	0.00	0.03	0.2%
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 5b</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.02</b>	<b>0.00</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.2%</b>
<b>Zone 6a</b>												
Other, Zone 6a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 6a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Zone 6b</b>												
Malton Town Centre	0.24	0.13	0.10	0.09	0.02	0.30	0.11	0.45	0.26	0.40	2.11	15.0%
Other, Zone 6b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 6b</b>	<b>0.24</b>	<b>0.13</b>	<b>0.10</b>	<b>0.09</b>	<b>0.02</b>	<b>0.30</b>	<b>0.11</b>	<b>0.45</b>	<b>0.26</b>	<b>0.40</b>	<b>2.11</b>	<b>15.0%</b>
<b>TOTAL INSIDE CATCHMENT AREA</b>	<b>0.65</b>	<b>0.54</b>	<b>0.35</b>	<b>0.32</b>	<b>0.08</b>	<b>0.32</b>	<b>0.16</b>	<b>0.55</b>	<b>0.33</b>	<b>0.45</b>	<b>3.75</b>	<b>26.6%</b>
<b>OUTSIDE CATCHMENT AREA</b>												
York City Centre	0.24	0.20	0.23	0.13	0.08	0.18	0.15	0.31	0.11	0.20	1.82	12.9%
Scarborough Town Centre	0.04	0.11	0.23	0.28	0.71	0.21	0.00	0.11	0.05	0.05	1.79	12.6%
Monks Cross Shopping Park, Huntington, York	0.09	0.21	0.13	0.09	0.01	0.14	0.15	0.43	0.09	0.18	1.53	10.8%
Clifton Moor Shopping Centre, Rawcliffe, York	0.05	0.03	0.03	0.06	0.01	0.00	0.00	0.07	0.00	0.02	0.26	1.9%
York Designer Outlet, Fulford, York	0.00	0.01	0.01	0.00	0.02	0.00	0.03	0.02	0.00	0.00	0.08	0.6%
Thirsk Town Centre	0.05	0.00	0.00	0.01	0.00	0.00	0.02	0.00	0.00	0.00	0.08	0.6%
Whitby Town Centre	0.00	0.00	0.04	0.04	0.00	0.00	0.01	0.00	0.00	0.00	0.08	0.6%
Other, Outside Catchment Area	0.08	0.02	0.05	0.13	0.05	0.06	0.01	0.08	0.00	0.05	0.53	3.8%
Internet / Delivered	0.33	0.52	0.47	0.53	0.34	0.46	0.21	0.38	0.18	0.35	3.78	26.7%
Home Catalogue	0.04	0.02	0.01	0.02	0.10	0.02	0.03	0.08	0.01	0.00	0.33	2.3%
TV / Interactive Shopping	0.00	0.01	0.01	0.02	0.00	0.03	0.01	0.02	0.00	0.00	0.10	0.7%
<b>TOTAL OUTSIDE CATCHMENT AREA</b>	<b>0.93</b>	<b>1.12</b>	<b>1.20</b>	<b>1.32</b>	<b>1.33</b>	<b>1.10</b>	<b>0.61</b>	<b>1.48</b>	<b>0.43</b>	<b>0.86</b>	<b>10.38</b>	<b>73.4%</b>
<b>TOTAL</b>	<b>1.58</b>	<b>1.67</b>	<b>1.55</b>	<b>1.64</b>	<b>1.40</b>	<b>1.42</b>	<b>0.77</b>	<b>2.04</b>	<b>0.77</b>	<b>1.31</b>	<b>14.14</b>	<b>100.0%</b>

NOTES:

(1) The spending patterns are calculated by multiplying the total expenditure on 'other goods' (such as books, CDs, jewellery, glass and china items) in 2011 (Spreadsheet 7, Table B) by the market share (Spreadsheet 8m). The figures in the 'Total' column are the sum of the expenditure on 'other goods' attracted to each centre/store from each zone.

(2) The 'All zones market share' is calculated through dividing the total expenditure on 'other goods' retained by each centre/store, by the total expenditure on 'other goods' in the catchment area.

All monetary values are held constant at 2008 prices.

Spreadsheet 9a - Summary of Capacity for Comparison Goods (Constant Retention Rate of 30.1%)

	2011	2016	2021	2026	Cumulative Change			Incremental Change	
					2011-16	2011-21	2011-26	2016-21	2021-26
<b>Catchment area expenditure retention <sup>(1)</sup></b>									
A. Total catchment area expenditure (including SFT) (£m)	143.8	177.3	216.6	263.9	33.6	72.8	120.2	39.2	47.4
B. Current retention level within the catchment area (%)	30.1%	30.1%	30.1%	30.1%					
C. Retained expenditure (£m) (=A*B)	43.3	53.4	65.2	79.5	10.1	21.9	36.2	11.8	14.3
<b>Turnover of stores <sup>(2)</sup></b>									
D. Turnover of catchment area stores derived from catchment area (£m)	43.3	46.4	49.4	52.5	3.1	6.1	9.2	3.0	3.1
<b>Special Forms of Trading <sup>(3)</sup></b>									
E. Growth in spending on SFT (£m)	0.0	8.1	12.9	18.5	8.1	12.9	18.5	4.8	5.6
<b>Commitments <sup>(4)</sup></b>									
Lidl supermarket, Southgate/Vivis Lane, Pickering	0.0	0.3	0.3	0.3					
Supermarket, Welham Road, Norton	0.0	1.2	1.3	1.3					
F. Turnover from commitments (£m)	0.0	1.5	1.6	1.7	1.5	1.6	1.7	0.1	0.1
<b>G. Residual expenditure (£m) <sup>(5)</sup></b>									
	0.0	-2.5	1.4	6.8	-2.5	1.4	6.8	3.9	5.4
<b>Comparison assessment <sup>(6)</sup></b>									
Assumed sales density (£/sq.m)	3,523	3,774	4,017	4,270					
H. Floorspace requirement (net sq.m)	0	-668	355	1,597	-668	355	1,597	1,022	1,243
I. Floorspace requirement (gross sq.m)	0	-954	506	2,282	-954	506	2,282	1,460	1,775

**NOTES:**

(1) Catchment area expenditure retention - this is the product of the current market share of the catchment area centres (the cumulative share of the centres within the catchment area) and the total catchment area expenditure including SFT. The market share remains constant in each of the forecast years.

(2) Turnover of stores - this is the turnover of stores within the catchment area that is derived from catchment area expenditure only. We have forecast this turnover to increase by 1.4% per annum between 2011 and 2016, 1.3% per annum between 2016 and 2021, and 1.2% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year.

(4) Commitments - this is the turnover of commitments for new comparison floorspace in the catchment area that is derived from catchment area expenditure only.

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover, growth in spending on SFT and commitments.

(6) Comparison assessment - the residual expenditure is converted to a comparison floorspace requirement using a sales density estimate of £3,523/sq.m, which is forecast to increase by 1.4% per annum between 2011 and 2016, 1.3% per annum between 2016 and 2021, and 1.2% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2008 prices.

Spreadsheet 9b - Summary of Capacity for Comparison Goods (Rising Retention Rate of 40.0% by 2016)

	2011	2016	2021	2026	Cumulative Change			Incremental Change	
					2011-16	2011-21	2011-26	2016-21	2021-26
<b>Catchment area expenditure retention <sup>(1)</sup></b>									
A. Total catchment area expenditure (including SFT) (£m)	143.8	177.3	216.6	263.9	33.6	72.8	120.2	39.2	47.4
B. Current retention level within the catchment area (%)	30.1%	35.0%	40.0%	40.0%					
C. Retained expenditure (£m) (=A*B)	43.3	62.1	86.6	105.6	18.8	43.3	62.3	24.6	18.9
<b>Turnover of stores <sup>(2)</sup></b>									
D. Turnover of catchment area stores derived from catchment area (£m)	43.3	46.4	49.4	52.5	3.1	6.1	9.2	3.0	3.1
<b>Special Forms of Trading <sup>(3)</sup></b>									
E. Growth in spending on SFT (£m)	0.0	8.1	12.9	18.5	8.1	12.9	18.5	4.8	5.6
<b>Commitments <sup>(4)</sup></b>									
Lidl supermarket, Southgate/Vivis Lane, Pickering	0.0	0.3	0.3	0.3					
Supermarket, Welham Road, Norton	0.0	1.2	1.3	1.3					
F. Turnover from commitments (£m)	0.0	1.5	1.6	1.7	1.5	1.6	1.7	0.1	0.1
<b>G. Residual expenditure (£m) <sup>(5)</sup></b>									
	0.0	6.1	22.8	32.9	6.1	22.8	32.9	16.7	10.1
<b>Comparison assessment <sup>(6)</sup></b>									
Assumed sales density (£/sq.m)	3,523	3,774	4,017	4,270					
H. Floorspace requirement (net sq.m)	0	1,627	5,684	7,706	1,627	5,684	7,706	4,057	2,022
I. Floorspace requirement (gross sq.m)	0	2,325	8,120	11,009	2,325	8,120	11,009	5,796	2,888

**NOTES:**

(1) Catchment area expenditure retention - this is the product of the current market share of the catchment area centres (the cumulative share of the centres within the catchment area) and the total catchment area expenditure including SFT. The market share increases in each of the forecast years.

(2) Turnover of stores - this is the turnover of stores within the catchment area that is derived from catchment area expenditure only. We have forecast this turnover to increase by 1.4% per annum between 2011 and 2016, 1.3% per annum between 2016 and 2021, and 1.2% per annum between 2021 and 2026 to account for sales density growth (which is also included as a separate row).

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year.

(4) Commitments - this is the turnover of commitments for new comparison floorspace in the catchment area that is derived from catchment area expenditure only.

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover, growth in spending on SFT and commitments.

(6) Comparison assessment - the residual expenditure is converted to a comparison floorspace requirement using a sales density estimate of £3,523/sq.m, which is forecast to increase by 1.4% per annum between 2011 and 2016, 1.3% per annum between 2016 and 2021, and 1.2% per annum between 2021 and 2026. 70% net to gross ratio assumed.

All monetary values are held constant at 2008 prices.

**Spreadsheet 10 - Convenience Goods Expenditure Per Capita**

Year	Zone 1	Zone 2	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 5a	Zone 5b	Zone 6a	Zone 6b	Great Britain Average
	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita
2008	1,528	1,575	1,579	1,600	1,641	1,532	1,567	1,544	1,568	1,573	1,807
2011	1,484	1,530	1,534	1,554	1,594	1,488	1,522	1,500	1,523	1,528	1,756
2016	1,539	1,586	1,590	1,611	1,652	1,543	1,578	1,555	1,579	1,584	1,820
2021	1,589	1,638	1,642	1,664	1,707	1,593	1,630	1,606	1,631	1,636	1,880
2026	1,642	1,692	1,696	1,719	1,763	1,646	1,684	1,659	1,685	1,690	1,941

**NOTES:**

(1) 2008-based per capita convenience expenditure data were sourced from Oxford Economics 2010 via MapInfo Anysite 8.8.1.

(2) The 2008-based per capita convenience expenditure data were projected forward to the base year and forecast years using the midpoint of the forecasts provided by Pitney Bowes Business Insight, as set out in its Retail Expenditure Guide 2010/2011 (Table 3.5, September 2010), and Experian in its Retail Planner Briefing Note 8.1 (Figure 1, August 2010). The forecasts that we have used are as shown in the following table:

**Per Capita Convenience Expenditure Growth Forecasts (2008 - 2026)**

Year	Annual Growth Rates		
	Experian	PBBI	RTP
2008 - 2009	-2.9%	-2.7%	-2.8%
2009 - 2010	0.3%	0.1%	0.2%
2010 - 2011	0.0%	-0.5%	-0.3%
2011 - 2012	0.4%	0.1%	0.3%
2012 - 2013	0.8%	0.5%	0.7%
2013 - 2014	0.8%	1.1%	1.0%
2014 - 2015	0.8%	1.0%	0.9%
2015 - 2016	0.8%	0.9%	0.9%
2016 - 2017	0.8%	0.5%	0.7%
2017 - 2018	0.9%	0.4%	0.7%
2018 - 2019	0.9%	0.4%	0.7%
2019 - 2026	0.9%	0.4%	0.7%

All monetary values are held constant at 2008 prices.



**Spreadsheet 11 - Total Convenience Goods Expenditure and Expenditure Growth**

	Zone 1	Zone 2	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 5a	Zone 5b	Zone 6a	Zone 6b	All Zones Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
<b>Total expenditure 2011</b>	<b>9.13</b>	<b>9.68</b>	<b>9.01</b>	<b>9.46</b>	<b>8.01</b>	<b>8.45</b>	<b>4.28</b>	<b>12.06</b>	<b>4.38</b>	<b>7.66</b>	<b>82.11</b>
Spending on SFT in 2011 of average of 4.4%	0.35	0.70	0.40	0.70	0.11	0.36	0.18	0.38	0.12	0.30	<b>3.61</b>
Total expenditure excluding SFT 2011	8.78	8.97	8.61	8.76	7.90	8.10	4.09	11.68	4.25	7.36	<b>78.51</b>
<b>Total expenditure 2016</b>	<b>9.76</b>	<b>10.35</b>	<b>9.63</b>	<b>10.11</b>	<b>8.49</b>	<b>9.04</b>	<b>4.57</b>	<b>12.90</b>	<b>4.68</b>	<b>8.19</b>	<b>87.72</b>
Spending on SFT in 2016 of 4.8%	0.47	0.50	0.46	0.49	0.41	0.43	0.22	0.62	0.22	0.39	<b>4.21</b>
Total expenditure excluding SFT 2016	9.29	9.85	9.17	9.63	8.09	8.60	4.35	12.28	4.45	7.80	<b>83.51</b>
<b>Total expenditure 2021</b>	<b>10.48</b>	<b>11.11</b>	<b>10.34</b>	<b>10.86</b>	<b>9.02</b>	<b>9.70</b>	<b>4.91</b>	<b>13.85</b>	<b>5.02</b>	<b>8.80</b>	<b>94.08</b>
Spending on SFT in 2021 of 5.1%	0.53	0.56	0.52	0.55	0.46	0.49	0.25	0.70	0.25	0.44	<b>4.75</b>
Total expenditure excluding SFT 2021	9.95	10.55	9.82	10.31	8.56	9.21	4.66	13.15	4.77	8.35	<b>89.33</b>
<b>Total expenditure 2026</b>	<b>11.25</b>	<b>11.93</b>	<b>11.11</b>	<b>11.66</b>	<b>9.57</b>	<b>10.42</b>	<b>5.27</b>	<b>14.87</b>	<b>5.40</b>	<b>9.45</b>	<b>100.93</b>
Spending on SFT in 2026 of 5.4%	0.60	0.64	0.59	0.62	0.51	0.56	0.28	0.80	0.29	0.51	<b>5.40</b>
Total expenditure excluding SFT 2026	10.65	11.29	10.51	11.04	9.06	9.86	4.99	14.08	5.11	8.94	<b>95.53</b>
Growth in total expenditure 2011 - 2016	0.63	0.67	0.62	0.65	0.48	0.58	0.30	0.83	0.30	0.53	<b>5.60</b>
Growth in total expenditure 2016 - 2021	0.72	0.76	0.71	0.75	0.52	0.67	0.34	0.95	0.34	0.60	<b>6.36</b>
Growth in total expenditure 2021 - 2026	0.77	0.82	0.76	0.80	0.56	0.72	0.36	1.02	0.37	0.65	<b>6.85</b>
Growth in total expenditure 2011 - 2026	2.13	2.25	2.10	2.20	1.56	1.97	1.00	2.81	1.02	1.78	<b>18.81</b>

**NOTES:**

(1) The figures in the above table are the product of multiplying the data presented in Spreadsheet 2 (population) by Spreadsheet 10 (per capita convenience goods expenditure), and are in millions of pounds (£m).

(2) The total expenditure includes a proportion of expenditure on Special Forms of Trading (SFT) (i.e. Internet shopping and markets). The proportion of expenditure on SFT in 2011 is derived from the telephone survey of households and varies between the different zones, ranging from 1.4% of expenditure in Zone 4a to 7.4% of expenditure in Zone 3b. For each of the forecast years, we have assumed a proportion of expenditure spent on SFT in each zone based on the projections provided by Experian in Appendix 3 of its Retail Planner Briefing Note 8.1 (August 2010), although we have halved Experian's projections, for the reasons set out in Section X of our main report. Therefore, we have assumed that the proportion of expenditure spent on SFT in each zone will be 4.8% in 2016, 5.1% in 2021 and 5.4% in 2026

All monetary values are held constant at 2008 prices.



Spreadsheet 13 - Convenience Goods Spending Patterns in 2011 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3a	Zone 3b	Zone 4a	Zone 4b	Zone 5a	Zone 5b	Zone 6a	Zone 6b	Total <sup>(1)</sup>	All Zones Market Share <sup>(2)</sup>
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	%
<b>INSIDE CATCHMENT AREA</b>												
<b>Zone 1</b>												
The Co-operative Food, Marketplace, Helmsley Town Centre	1.03	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.11	1.3%
Costcutter, Bridge Street, Helmsley Town Centre	0.35	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.5%
Other, Helmsley Town Centre	0.90	0.05	0.01	0.00	0.00	0.00	0.02	0.02	0.00	0.00	1.00	1.2%
Other, Zone 1	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.6%
<b>Total Zone 1</b>	<b>2.77</b>	<b>0.16</b>	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.02</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>2.98</b>	<b>3.6%</b>
<b>Zone 2</b>												
The Co-operative Food, Piercy End, Kirkbymoorside Town Centre	0.04	1.76	0.05	0.00	0.00	0.00	0.00	0.00	0.01	0.00	1.86	2.3%
Other, Kirkbymoorside Town Centre	0.00	1.29	0.01	0.00	0.00	0.00	0.00	0.00	0.01	0.00	1.32	1.6%
Other, Zone 2	0.01	0.07	0.00	0.01	0.01	0.00	0.00	0.00	0.00	0.00	0.10	0.1%
<b>Total Zone 2</b>	<b>0.05</b>	<b>3.12</b>	<b>0.06</b>	<b>0.01</b>	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>	<b>3.28</b>	<b>4.0%</b>
<b>Zone 3a</b>												
Other, Zone 3a	0.00	0.01	0.12	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.2%
<b>Total Zone 3a</b>	<b>0.00</b>	<b>0.01</b>	<b>0.12</b>	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.14</b>	<b>0.2%</b>
<b>Zone 3b</b>												
The Co-operative Food, Champley Mews, Pickering Town Centre	0.00	0.42	1.84	1.48	0.09	0.00	0.01	0.00	0.06	0.00	3.90	4.8%
Costcutter, Eastgate, Pickering Town Centre	0.00	0.00	0.10	0.27	0.04	0.00	0.00	0.00	0.01	0.00	0.42	0.5%
Other, Pickering Town Centre	0.00	0.13	0.83	0.99	0.08	0.06	0.00	0.00	0.05	0.05	2.19	2.7%
Costcutter, Pickering Road, Thornton-le-Dale	0.00	0.00	0.00	0.36	0.08	0.01	0.00	0.00	0.00	0.00	0.46	0.6%
Other, Thornton-le-Dale	0.00	0.00	0.00	0.14	0.03	0.00	0.00	0.00	0.00	0.00	0.17	0.2%
Other, Zone 3b	0.00	0.07	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.10	0.1%
<b>Total Zone 3b</b>	<b>0.00</b>	<b>0.61</b>	<b>2.77</b>	<b>3.25</b>	<b>0.36</b>	<b>0.07</b>	<b>0.01</b>	<b>0.00</b>	<b>0.12</b>	<b>0.05</b>	<b>7.24</b>	<b>8.8%</b>
<b>Zone 4a</b>												
Spar, Main Street, East Ayton	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38	0.5%
Other, Zone 4a	0.00	0.00	0.00	0.01	0.54	0.00	0.02	0.00	0.00	0.00	0.57	0.7%
<b>Total Zone 4a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.01</b>	<b>0.92</b>	<b>0.00</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.95</b>	<b>1.2%</b>
<b>Zone 4b</b>												
Other, Zone 4b	0.00	0.00	0.01	0.00	0.00	0.46	0.02	0.00	0.00	0.00	0.49	0.6%
<b>Total Zone 4b</b>	<b>0.00</b>	<b>0.00</b>	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.46</b>	<b>0.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.49</b>	<b>0.6%</b>
<b>Zone 5a</b>												
Other, Zone 5a	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05	0.1%
<b>Total Zone 5a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.05</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.05</b>	<b>0.1%</b>
<b>Zone 5b</b>												
Lidl, Welham Road, Norton Town Centre	0.10	0.05	0.24	0.04	0.00	0.44	0.09	0.66	0.09	0.31	2.02	2.5%
Costcutter, Commercial Street, Norton Town Centre	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.23	0.01	0.01	0.44	0.5%
Other, Norton Town Centre	0.00	0.01	0.00	0.00	0.00	0.25	0.03	0.59	0.01	0.01	0.90	1.1%
Other, Zone 5b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 5b</b>	<b>0.10</b>	<b>0.06</b>	<b>0.24</b>	<b>0.04</b>	<b>0.00</b>	<b>0.89</b>	<b>0.12</b>	<b>1.47</b>	<b>0.12</b>	<b>0.32</b>	<b>3.37</b>	<b>4.1%</b>
<b>Zone 6a</b>												
Other, Zone 6a	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.03	0.0%
<b>Total Zone 6a</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.03</b>	<b>0.00</b>	<b>0.03</b>	<b>0.0%</b>
<b>Zone 6b</b>												
Morrisons, Castlegate, Malton Town Centre	2.11	2.47	3.04	2.85	0.33	3.49	1.32	6.77	2.91	4.13	29.42	35.8%
Netto, Norton Road, Malton	0.20	0.13	0.14	0.19	0.07	0.30	0.15	0.69	0.19	0.35	2.40	2.9%
Sainsbury's Local, Newbiggin, Malton Town Centre	0.00	0.00	0.01	0.00	0.00	0.10	0.03	0.04	0.20	0.46	0.85	1.0%
Other, Malton Town Centre	0.12	0.01	0.02	0.01	0.07	0.46	0.31	0.89	0.32	0.95	3.16	3.9%
Other, Zone 6b	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.0%
<b>Total Zone 6b</b>	<b>2.43</b>	<b>2.61</b>	<b>3.21</b>	<b>3.05</b>	<b>0.47</b>	<b>4.35</b>	<b>1.81</b>	<b>8.39</b>	<b>3.62</b>	<b>5.89</b>	<b>35.84</b>	<b>43.6%</b>
<b>TOTAL INSIDE CATCHMENT AREA</b>	<b>5.35</b>	<b>6.58</b>	<b>6.42</b>	<b>6.38</b>	<b>1.77</b>	<b>5.77</b>	<b>2.03</b>	<b>9.88</b>	<b>3.91</b>	<b>6.26</b>	<b>54.36</b>	<b>66.2%</b>
<b>OUTSIDE CATCHMENT AREA</b>												
Morrisons, Dunslow Road, Eastfield	0.00	0.37	0.64	0.96	2.37	1.00	0.03	0.12	0.00	0.06	5.55	6.8%
Asda Supercentre, Monks Cross, Huntington, York	0.25	0.50	0.26	0.25	0.11	0.32	0.64	0.78	0.16	0.55	3.83	4.7%
Sainsbury's, Monks Cross, Huntington, York	0.63	0.39	0.33	0.41	0.00	0.36	0.76	0.36	0.16	0.15	3.56	4.3%
Sainsbury's, Falsgrave Road, Scarborough	0.00	0.10	0.34	0.22	1.72	0.07	0.00	0.00	0.00	0.03	2.48	3.0%
Tesco Extra, Clifton Moor Shopping Centre, Rawcliffe, York	0.72	0.29	0.26	0.18	0.00	0.03	0.06	0.12	0.00	0.20	1.87	2.3%
Tesco, Station Road, Thirsk Town Centre	1.20	0.45	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.66	2.0%
Other, Thirsk Town Centre	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.1%
Tesco, Westwood, Scarborough Town Centre	0.04	0.03	0.00	0.07	1.08	0.10	0.00	0.00	0.00	0.00	1.32	1.6%
Other, Scarborough Town Centre	0.00	0.00	0.06	0.06	0.62	0.03	0.00	0.06	0.00	0.00	0.83	1.0%
Waitrose, Foss Islands Road, York	0.05	0.03	0.07	0.04	0.03	0.00	0.04	0.09	0.00	0.01	0.36	0.4%
Other, Foss Islands Road/Foss Bank/Layerthorpe, York	0.07	0.07	0.15	0.04	0.00	0.03	0.07	0.06	0.00	0.00	0.50	0.6%
York City Centre	0.09	0.00	0.00	0.01	0.00	0.00	0.08	0.04	0.00	0.00	0.21	0.3%
Driffield Town Centre	0.00	0.03	0.01	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.27	0.3%
Other, Outside Catchment Area	0.27	0.13	0.07	0.14	0.19	0.15	0.39	0.16	0.01	0.10	1.62	2.0%
Internet / Delivered	0.35	0.70	0.40	0.70	0.11	0.36	0.18	0.38	0.12	0.30	3.61	4.4%
<b>TOTAL OUTSIDE CATCHMENT AREA</b>	<b>3.77</b>	<b>3.10</b>	<b>2.59</b>	<b>3.08</b>	<b>6.25</b>	<b>2.69</b>	<b>2.25</b>	<b>2.18</b>	<b>0.47</b>	<b>1.40</b>	<b>27.76</b>	<b>33.8%</b>
<b>TOTAL</b>	<b>9.13</b>	<b>9.68</b>	<b>9.01</b>	<b>9.46</b>	<b>8.01</b>	<b>8.45</b>	<b>4.28</b>	<b>12.06</b>	<b>4.38</b>	<b>7.66</b>	<b>82.11</b>	<b>100.0%</b>

NOTES:  
(1) The spending patterns are calculated by multiplying the total convenience goods expenditure including SFT in 2011 (Spreadsheet 11) by the market share (Spreadsheet 12). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.  
(2) The 'All Zones Market Share' is calculated by dividing the total expenditure retained by each centre by the total expenditure in the catchment area.

All monetary values are held constant at 2008 prices.

Spreadsheet 14a - Summary of Capacity for Convenience Goods (Constant Retention Rate of 66.2%)

	2011	2016	2021	2026	Cumulative Change			Incremental Change	
					2011-16	2011-21	2011-26	2016-21	2021-26
<b>Catchment area expenditure retention <sup>(1)</sup></b>									
A. Total catchment area expenditure (including SFT) (£m)	82.1	87.7	94.1	100.9	5.6	12.0	18.8	6.4	6.8
B. Current retention level within the catchment area (%)	66.2%	66.2%	66.2%	66.2%					
C. Retained expenditure (£m) (=A*B)	54.4	58.1	62.3	66.8	3.7	7.9	12.5	4.2	4.5
<b>Turnover of stores <sup>(2)</sup></b>									
D. Turnover of catchment area stores derived from catchment area (£m)	54.4	55.3	56.1	56.9	0.9	1.7	2.6	0.8	0.8
<b>Special Forms of Trading <sup>(3)</sup></b>									
E. Growth in spending on SFT (£m)	0.0	0.6	1.1	1.8	0.6	1.1	1.8	0.5	0.6
<b>Commitments <sup>(4)</sup></b>									
Lidl supermarket, Southgate/Vivis Lane, Pickering	0.0	2.2	2.2	2.3					
Supermarket, Welham Road, Norton	0.0	7.2	7.3	7.4					
F. Turnover from commitments (£m)	0.0	9.4	9.6	9.7	9.4	9.6	9.7	0.1	0.1
<b>G. Residual expenditure (£m) <sup>(5)</sup></b>									
	0.0	-7.2	-4.5	-1.6	-7.2	-4.5	-1.6	2.7	2.9
<b>Convenience assessment <sup>(6)</sup></b>									
Assumed sales density (£/sq.m)	10,115	10,284	10,439	10,597					
H. Floorspace requirement (net sq.m)	0	-703	-435	-155	-703	-435	-155	269	279
I. Floorspace requirement (gross sq.m)	0	-1,082	-669	-239	-1,082	-669	-239	413	430

**NOTES:**

(1) Catchment area expenditure retention - this is the product of the current market share of the catchment area centres (the cumulative share of the centres within the catchment area) and the total catchment area expenditure including SFT. The market share remains constant in each of the forecast years.

(2) Turnover of stores - this is the turnover of stores within the catchment area that is derived from catchment area expenditure only. We have forecast this turnover to increase by 0.3% per annum between 2011 and 2026 to account for sales density growth.

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets and Internet shopping) to increase year on year.

(4) Commitments - this is the turnover of commitments for new convenience floorspace in the catchment area that is derived from catchment area expenditure only.

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover, growth in spending on SFT and commitments.

(6) Convenience assessment - the residual expenditure is converted to a convenience floorspace requirement using a sales density estimate of £10,115/sq.m, which is forecast to increase by 0.3% per annum between 2011 and 2026. 65% net to gross ratio assumed.

All monetary values are held constant at 2008 prices.

Spreadsheet 14b - Summary of Capacity for Convenience Goods (Rising Retention Rate of 85.0% by 2021)

	2011	2016	2021	2026	Cumulative Change			Incremental Change	
					2011-16	2011-21	2011-26	2016-21	2021-26
<b>Catchment area expenditure retention <sup>(1)</sup></b>									
A. Total catchment area expenditure (including SFT) (£m)	82.1	87.7	94.1	100.9	5.6	12.0	18.8	6.4	6.8
B. Current retention level within the catchment area (%)	66.2%	75.6%	85.0%	85.0%					
C. Retained expenditure (£m) (=A*B)	54.4	66.3	80.0	85.8	12.0	25.6	31.4	13.7	5.8
<b>Turnover of stores <sup>(2)</sup></b>									
D. Turnover of catchment area stores derived from catchment area (£m)	54.4	55.3	56.1	56.9	0.9	1.7	2.6	0.8	0.8
<b>Special Forms of Trading <sup>(3)</sup></b>									
E. Growth in spending on SFT (£m)	0.0	0.6	1.1	1.8	0.6	1.1	1.8	0.5	0.6
<b>Commitments <sup>(4)</sup></b>									
Lidl supermarket, Southgate/Vivis Lane, Pickering	0.0	2.2	2.2	2.3					
Supermarket, Welham Road, Norton	0.0	7.2	7.3	7.4					
F. Turnover from commitments (£m)	0.0	9.4	9.6	9.7	9.4	9.6	9.7	0.1	0.1
<b>G. Residual expenditure (£m) <sup>(5)</sup></b>									
	0.0	1.0	13.2	17.3	1.0	13.2	17.3	12.1	4.2
<b>Convenience assessment <sup>(6)</sup></b>									
Assumed sales density (£/sq.m)	10,115	10,284	10,439	10,597					
H. Floorspace requirement (net sq.m)	0	99	1,260	1,636	99	1,260	1,636	1,161	376
I. Floorspace requirement (gross sq.m)	0	152	1,938	2,516	152	1,938	2,516	1,787	578

**NOTES:**

(1) Catchment area expenditure retention - this is the product of the current market share of the catchment area centres (the cumulative share of the centres within the catchment area) and the total catchment area expenditure including SFT. The market share increases in each of the forecast years.

(2) Turnover of stores - this is the turnover of stores within the catchment area that is derived from catchment area expenditure only. We have forecast this turnover to increase by 0.3% per annum between 2011 and 2026 to account for sales density growth.

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets and Internet shopping) to increase year on year.

(4) Commitments - this is the turnover of commitments for new convenience floorspace in the catchment area that is derived from catchment area expenditure only.

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover, growth in spending on SFT and commitments.

(6) Convenience assessment - the residual expenditure is converted to a convenience floorspace requirement using a sales density estimate of £10,115/sq.m, which is forecast to increase by 0.3% per annum between 2011 and 2026. 65% net to gross ratio assumed.

All monetary values are held constant at 2008 prices.

Spreadsheet 14c - Summary of Capacity for Convenience Goods (Rising Retention Rate of 85.0% by 2021, Plus an Allowance for Over-trading at Existing Stores)

	2011	2016	2021	2026	Cumulative Change			Incremental Change	
					2011-16	2011-21	2011-26	2016-21	2021-26
<b>Catchment area expenditure retention <sup>(1)</sup></b>									
A. Total catchment area expenditure (including SFT) (£m)	82.1	87.7	94.1	100.9	5.6	12.0	18.8	6.4	6.8
B. Current retention level within the catchment area (%)	66.2%	75.6%	85.0%	85.0%					
C. Retained expenditure (£m) (=A*B)	54.4	66.3	80.0	85.8	12.0	25.6	31.4	13.7	5.8
<b>Turnover of stores <sup>(2)</sup></b>									
D. Turnover of catchment area stores derived from catchment area (£m)	54.4	55.3	56.1	56.9	0.9	1.7	2.6	0.8	0.8
<b>Special Forms of Trading <sup>(3)</sup></b>									
E. Growth in spending on SFT (£m)	0.0	0.6	1.1	1.8	0.6	1.1	1.8	0.5	0.6
<b>Commitments <sup>(4)</sup></b>									
Lidl supermarket, Southgate/Vivis Lane, Pickering	0.0	2.2	2.2	2.3					
Supermarket, Welham Road, Norton	0.0	7.2	7.3	7.4					
F. Turnover from commitments (£m)	0.0	9.4	9.6	9.7	9.4	9.6	9.7	0.1	0.1
<b>G. Allowance for over-trading (£m) <sup>(5)</sup></b>									
	0.0	2.6	2.7	2.7	2.6	2.7	2.7	0.0	0.0
<b>H. Residual expenditure (£m) <sup>(6)</sup></b>									
	0.0	3.6	15.8	20.0	3.6	15.8	20.0	12.2	4.2
<b>Convenience assessment <sup>(6)</sup></b>									
Assumed sales density (£/sq.m)	10,115	10,284	10,439	10,597					
I. Floorspace requirement (net sq.m)	0	353	1,515	1,890	353	1,515	1,890	1,161	376
J. Floorspace requirement (gross sq.m)	0	544	2,330	2,908	544	2,330	2,908	1,787	578

**NOTES:**

(1) Catchment area expenditure retention - this is the product of the current market share of the catchment area centres (the cumulative share of the centres within the catchment area) and the total catchment area expenditure including SFT. The market share increases in each of the forecast years.

(2) Turnover of stores - this is the turnover of stores within the catchment area that is derived from catchment area expenditure only. We have forecast this turnover to increase by 0.3% per annum between 2011 and 2026 to account for sales density growth.

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets and Internet shopping) to increase year on year.

(4) Commitments - this is the turnover of commitments for new convenience floorspace in the catchment area that is derived from catchment area expenditure only.

(5) Over-Trading - we have made an allowance in each of the forecast years for £2.6m of over-trading in the base year at the main foodstores in Ryedale, which we have allowed to increase by 0.3% per annum between 2011 and 2026 to account for sales density growth.

(6) Residual expenditure - the product of the total available expenditure plus allowance for over-trading, minus the deductions for the existing centres turnover, growth in spending on SFT and commitments.

(7) Convenience assessment - the residual expenditure is converted to a convenience floorspace requirement using a sales density estimate of £10,115/sq.m, which is forecast to increase by 0.3% per annum between 2011 and 2026. 65% net to gross ratio assumed.

All monetary values are held constant at 2008 prices.

## **APPENDIX 3**

### Retail Impact Assessment Spreadsheets

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## Spreadsheet 15 - Convenience Turnover of the Two Scenarios

### Scenario A

	Net Convenience Sales Area Floorspace	Convenience Sales Density	Convenience Turnover <sup>(4)</sup>	Convenience Turnover <sup>(5)</sup>	Proportion of Turnover Drawn from Study Area <sup>(6)</sup>	Convenience Turnover Drawn from Study Area
	sq.m	2011 £ per sq.m	2011 £m	2016 £m	%	2016 £m
New food superstore <sup>(1)</sup>	1,425	13,400	19.1	19.4	85%	16.5
<b>Total Convenience</b>	<b>1,425</b>		<b>19.1</b>	<b>19.4</b>		<b>16.5</b>

### Scenario B

	Net Convenience Sales Area Floorspace	Sales Density	Convenience Turnover <sup>(4)</sup>	Convenience Turnover <sup>(5)</sup>	Proportion of Turnover Drawn from Study Area <sup>(6)</sup>	Convenience Turnover Drawn from Study Area
	sq.m	2011 £ per sq.m	2011 £m	2016 £m	%	2016 £m
Food supermarket <sup>(2)</sup>	1,200	13,400	16.1	16.3	85%	13.9
Basket convenience store <sup>(3)</sup>	375	8,000	3.0	3.1	85%	2.6
<b>Total Convenience</b>	<b>1,575</b>		<b>19.1</b>	<b>19.4</b>		<b>16.5</b>

### Notes

(1) Food superstore: We have assumed a sales density of £13,400 per sq.m at 2011 for convenience goods, the average convenience sales densities of the 'Big 4' foodstore operators - namely, Asda, Tesco, Morrisons and Sainsbury's - derived from Verdict's UK Food & Grocery Retailers 2010 report.

(2) Food supermarket: We have assumed a sales density of £13,400 per sq.m at 2011 for convenience goods, the average convenience sales densities of the 'Big 4' foodstore operators - namely, Asda, Tesco, Morrisons and Sainsbury's - derived from Verdict's UK Food & Grocery Retailers 2010 report.

(3) Basket convenience store: We have assumed a convenience sales density of £8,000 per sq.m at 2011, the average convenience sales density of Co-op, M&S, Waitrose, Iceland, Lidl and Aldi derived from Verdict's UK Food & Grocery Retailers 2010 report.

(4) The turnover of the proposed scenarios is calculated by multiplying the sales density by the net sales area floorspace.

(5) We have made an allowance for the convenience turnover of the proposed options to grow at a rate of 0.3% per annum between 2011 and 2016 to account for growth in floorspace efficiency.

(6) We have made an allowance for a proportion of turnover of the proposed options to be drawn from residents outside of the study area (i.e. inflow from tourists, passing trade, and so on)

All monetary values are expressed in 2008 prices.

Spreadsheet 16 - Convenience Retail Commitments

Application Ref	Decision Date	Details of Proposal	Net Sales Area	Net	Convenience Sales Density	Convenience Turnover <sup>(4)</sup>	Convenience Turnover <sup>(5)</sup>	Proportion of Turnover Drawn from Study Area <sup>(6)</sup>	Convenience Turnover Drawn from Study Area <sup>(6)</sup>
			Floorspace	Sales Area Floorspace					
			sq.m	sq.m	£ per sq.m	£m	£m	%	£m
08/00551/MFUL	01/04/2010	Lidl supermarket, Southgate/Vivis Lane, Pickering <sup>(1)</sup>	1,063	850	3,183	2.7	2.8	80.0%	2.2
09/00282/MOUT	-	Supermarket, Welham Road, Norton <sup>(2)</sup>	1,125	865	9,668	8.4	8.5	85.0%	7.2
-	-	Asda Uplift, Norton Road, Malton <sup>(3)</sup>							5.7
		<i>Proposed Asda, Norton Road, Malton</i>	<i>765</i>	<i>612</i>	<i>14,766</i>	<i>9.0</i>	<i>9.2</i>	<i>85.0%</i>	<i>7.8</i>
		<i>Existing Netto, Norton Road, Malton</i>							<i>2.2</i>
<b>Total</b>									<b>15.1</b>

**Notes**

- (1) Lidl, Pickering: We have assumed a sales density of £3,183 per sq.m at 2011 for convenience goods, the company average convenience sales densities of Lidl derived from Verdict's UK Food & Grocery Retailers 2010 report.
- (2) Supermarket, Norton: We have assumed a sales density of £9,668 per sq.m at 2011 for convenience goods, the average convenience sales densities of the main foodstore operators not already present in Malton or Norton - namely, Tesco, Co-op, M&S, Waitrose, Iceland and Aldi - derived from Verdict's UK Food & Grocery Retailers 2010 report.
- (3) Asda Uplift: For the purposes of the impact assessment, we have treated the uplift in the turnover associated with the proposed conversion of the existing Netto store in Malton to an Asda format store as a commitment. Our estimate assumes a convenience sales density for the Asda store of £14,766 per sq.m at 2011, the company average convenience sales density derived from Verdict's UK Food & Grocery Retailers 2010 report, and is based on the uplift in turnover from the existing Netto store under a no development scenario.
- (4) The convenience turnover of the commitments is calculated by multiplying the benchmark sales density for the retail operator by the net convenience sales area floorspace
- (5) We have made an allowance for the convenience turnover of the commitments to grow at a rate of 0.3% per annum between 2011 and 2016 to account for growth in floorspace efficiency
- (6) The proportion of turnover drawn from the study area - we have used our professional judgement to estimate the proportion of turnover that is likely to be drawn from the study area

All monetary values are expressed in 2008 prices.

Spreadsheet 17 - Convenience Turnover Drawn from Study Area with No Development

	Convenience Turnover of Store/Centre <sup>(1)</sup>	Convenience Turnover of Store/Centre with No Development <sup>(2)</sup>
	2011 £m	2016 £m
<b>INSIDE RYEDALE DISTRICT</b>		
<b>Malton and Norton Town Centres</b>		
Morrisons, Castlegate, Malton Town Centre	29.4	31.4
Other, Malton Town Centre	4.0	4.3
Other, Norton Town Centre	1.3	1.4
<b>Malton and Norton Town Centres Total</b>	<b>34.8</b>	<b>37.2</b>
Netto, Norton Road, Malton	2.4	2.6
<i>Asda Uplift, Norton Road, Malton</i>	-	-
<b>Conversion of Netto to Asda, Norton Road, Malton</b>	-	-
Lidl, Welham Road, Norton	2.0	2.2
<i>Supermarket, Welham Road, Norton</i>	-	-
<i>Option A - Food Superstore, Malton</i>	-	-
<i>Option B - Food Supermarket, Malton</i>	-	-
<i>Option B - Basket store, Malton</i>	-	-
<b>Wider Malton and Norton Town Centre Area Total</b>	<b>39.2</b>	<b>41.9</b>
<b>Pickering Town Centre</b>		
Co-op, Market Place, Pickering Town Centre	3.9	4.2
Other, Pickering Town Centre	2.6	2.8
<b>Pickering Town Centre Total</b>	<b>6.5</b>	<b>7.0</b>
<i>Lidl, Southgate/Vivis Lane</i>	-	-
<b>Wider Pickering Town Centre Area Total</b>	<b>6.5</b>	<b>7.0</b>
Other Stores Within Ryedale District Total	7.7	8.2
<b>TOTAL CENTRE/STORES INSIDE RYEDALE DISTRICT</b>	<b>53.4</b>	<b>57.1</b>
<b>OUTSIDE RYEDALE DISTRICT</b>		
Morrisons, Dunslow Road, Eastfield	5.6	5.9
Asda Supercentre, Monks Cross, Huntington, York	3.8	4.1
Sainsbury's, Monks Cross, Huntington, York	3.6	3.8
Sainsbury's, Falsgrave Road, Scarborough	2.5	2.6
Tesco Extra, Clifton Moor Shopping Centre, Rawcliffe, York	1.9	2.0
Tesco, Station Road, Thirsk Town Centre	1.7	1.8
Tesco, Westwood, Scarborough Town Centre	1.3	1.4
Other Stores Outside Ryedale District	3.0	3.3

**Notes**

(1) The convenience turnover of each store/centre drawn from residents of the study area, as set out in Spreadsheet 13.

(2) The convenience turnover of each store/centre drawn from the residents of the catchment area with no development at 2016 calculated by multiplying the total convenience goods expenditure available within the Study Area at 2016 as set out in Spreadsheet 11, by the convenience market share of each store/centre, as identified in Spreadsheet 13.

All monetary values are expressed in 2008 prices.

Spreadsheet 18 - Solus Convenience Trade Impact of Scenario A and B

	Convenience Turnover of Store/Centre with No Development	Option A	Option A	Option A	Option A	Option B	Option B	Option B	Option B	Option B	Option B	Option B
		Convenience Trade Draw of Food Superstore (1)	Convenience Trade Draw of Food Superstore (2)	Convenience Turnover of Store/Centre with Option A (3)	Solus Convenience Trade Impact of Option A (4)	Convenience Trade Draw of Food Supermarket (1)	Convenience Trade Draw of Food Supermarket (2)	Convenience Trade Draw of Basket Store (1)	Convenience Trade Draw of Basket Store (2)	Total Convenience Trade Draw of Option B	Convenience Turnover of Store/Centre with Option B (3)	Solus Convenience Trade Impact of Option B (4)
		%	2016 £m	2016 £m	2016 %	%	2016 £m	%	2016 £m	2016 £m	2016 £m	2016 %
<b>INSIDE RYEDALE DISTRICT</b>												
<b>Malton and Norton Town Centres</b>												
Morrisons, Castlegate, Malton Town Centre	31.4	37.9%	6.3	25.2	-19.9%	38.9%	5.4	52.2%	1.4	6.8	24.7	-21.5%
Other, Malton Town Centre	4.3	3.9%	0.6	3.6	-14.9%	4.0%	0.6	11.9%	0.3	0.9	3.4	-20.1%
Other, Norton Town Centre	1.4	1.2%	0.2	1.2	-13.7%	1.2%	0.2	4.0%	0.1	0.3	1.2	-19.0%
<b>Malton and Norton Town Centres Total</b>	<b>37.2</b>	<b>42.9%</b>	<b>7.1</b>	<b>30.1</b>	<b>-19.1%</b>	<b>44.1%</b>	<b>6.1</b>	<b>68.1%</b>	<b>1.8</b>	<b>7.9</b>	<b>29.3</b>	<b>-21.3%</b>
Netto, Norton Road, Malton	2.6	3.1%	0.5	2.1	-19.9%	3.2%	0.4	7.1%	0.2	0.6	1.9	-24.4%
<i>Asda Uplift, Norton Road, Malton</i>	-	-	-	-	-	-	-	-	-	-	-	-
<i>Conversion of Netto to Asda, Norton Road, Malton</i>	-	-	-	-	-	-	-	-	-	-	-	-
Lidl, Welham Road, Norton	2.2	2.6%	0.4	1.7	-19.9%	2.7%	0.4	0.06	0.2	0.5	1.6	-24.4%
<i>Supermarket, Welham Road, Norton</i>	-	-	-	-	-	-	-	-	-	-	-	-
<i>Option A - Food Superstore, Malton</i>	-	-	-	16.5	-	-	-	-	-	-	-	-
<i>Option B - Food Supermarket, Malton</i>	-	-	-	-	-	-	-	-	-	-	13.9	-
<i>Option B - Basket store, Malton</i>	-	-	-	-	-	-	-	-	-	-	2.6	-
<b>Wider Malton and Norton Town Centre Area Total</b>	<b>41.9</b>	<b>48.6%</b>	<b>8.0</b>	<b>50.4</b>	<b>20.2%</b>	<b>50.0%</b>	<b>6.9</b>	<b>81.2%</b>	<b>2.1</b>	<b>9.1</b>	<b>49.3</b>	<b>17.8%</b>
<b>Pickering Town Centre</b>												
Co-op, Market Place, Pickering Town Centre	4.2	3.5%	0.6	3.6	-13.7%	3.2%	0.4	1.2%	0.0	0.5	3.7	-11.5%
Other, Pickering Town Centre	2.8	1.0%	0.2	2.6	-6.2%	0.9%	0.1	0.4%	0.0	0.1	2.7	-4.7%
<b>Pickering Town Centre Total</b>	<b>7.0</b>	<b>4.5%</b>	<b>0.7</b>	<b>6.2</b>	<b>-10.7%</b>	<b>4.1%</b>	<b>0.6</b>	<b>1.5%</b>	<b>0.0</b>	<b>0.6</b>	<b>6.3</b>	<b>-8.7%</b>
<i>Lidl, Southgate/Vivis Lane</i>	-	-	-	-	-	-	-	-	-	-	-	-
<b>Wider Pickering Town Centre Area Total</b>	<b>7.0</b>	<b>4.5%</b>	<b>0.7</b>	<b>6.2</b>	<b>-10.7%</b>	<b>4.1%</b>	<b>0.6</b>	<b>1.5%</b>	<b>0.0</b>	<b>0.6</b>	<b>6.3</b>	<b>-8.7%</b>
Other Stores Within Ryedale District Total	8.2	1.9%	0.3	7.9	-3.7%	1.9%	0.3	2.3%	0.1	0.3	7.9	-3.9%
<b>OUTSIDE RYEDALE DISTRICT</b>												
Morrisons, Dunslow Road, Eastfield		10.7%	1.8	4.2	-	10.5%	1.5	3.6%	0.1	1.5	4.4	-
Asda Supercentre, Monks Cross, Huntington, York		7.4%	1.2	2.9	-	7.2%	1.0	2.5%	0.1	1.1	3.0	-
Sainsbury's, Monks Cross, Huntington, York		6.9%	1.1	2.7	-	6.7%	0.9	2.3%	0.1	1.0	2.8	-
Sainsbury's, Falsgrave Road, Scarborough		4.8%	0.8	1.9	-	4.7%	0.6	1.6%	0.0	0.7	2.0	-
Tesco Extra, Clifton Moor Shopping Centre, Rawcliffe, York		3.6%	0.6	1.4	-	3.5%	0.5	1.2%	0.0	0.5	1.5	-
Tesco, Station Road, Thirsk Town Centre		3.2%	0.5	1.2	-	3.1%	0.4	1.1%	0.0	0.5	1.3	-
Tesco, Westwood, Scarborough Town Centre		2.6%	0.4	1.0	-	2.5%	0.3	0.9%	0.0	0.4	1.0	-
Other Stores Outside Ryedale District		5.9%	1.0	2.3	-	5.7%	0.8	2.0%	0.1	0.8	2.4	-
<b>TOTAL CENTRES/STORES INSIDE RYEDALE DISTRICT</b>	<b>57.1</b>	<b>55.0%</b>	<b>9.1</b>	<b>64.5</b>	<b>13.0%</b>	<b>56.0%</b>	<b>7.8</b>	<b>85.0%</b>	<b>2.2</b>	<b>10.0</b>	<b>63.6</b>	<b>11.4%</b>
<b>TOTAL CENTRES/STORES OUTSIDE RYEDALE DISTRICT</b>	<b>-</b>	<b>45.0%</b>	<b>7.4</b>	<b>-</b>	<b>-</b>	<b>44.0%</b>	<b>6.1</b>	<b>15.0%</b>	<b>0.4</b>	<b>6.5</b>	<b>-</b>	<b>-</b>
<b>TOTAL</b>	<b>-</b>	<b>100.0%</b>	<b>16.5</b>	<b>-</b>	<b>-</b>	<b>100.0%</b>	<b>13.9</b>	<b>100.0%</b>	<b>2.6</b>	<b>16.5</b>	<b>-</b>	<b>-</b>

**Notes**

(1) Our estimate of the proportion of the convenience turnover of the development option that will be diverted from each store/centre. Our estimates assume that a proportion of the convenience turnover of the development option will be diverted from stores/centres outside of the study area, and were determined with regard to the type of floorspace proposed relative to existing stores, the existing pattern of spend revealed by the household survey, and the location of the development option.

(2) The proportion of the convenience turnover of the development option that will be diverted from each store/centre multiplied by the convenience turnover of the development option.

(3) The convenience turnover of each store/centre with no development, minus the solus trade diversion to the development option

(4) The solus convenience trade diversion to the development option expressed as a percentage of the total convenience turnover of each store/centre with no development

All monetary values are expressed in 2008 prices.

Spreadsheet 19 - Convenience Trade Impact of Commitments

	Convenience Trade Draw of Asda Uplift <sup>(1)</sup>	Convenience Trade Draw of Asda Uplift <sup>(2)</sup>	Convenience Trade Draw of Lidl Pickering <sup>(1)</sup>	Convenience Trade Draw of Lidl Pickering <sup>(2)</sup>	Convenience Trade Draw of Supermarket, Norton <sup>(1)</sup>	Convenience Trade Draw of Supermarket, Norton <sup>(2)</sup>	Total Convenience Trade Draw of Commitments
	%	2016 £m	%	2016 £m	%	2016 £m	2016 £m
<b>INSIDE RYEDALE DISTRICT</b>							
<b>Malton and Norton Town Centres</b>							
Morrisons, Castlegate, Malton Town Centre	35.2%	2.0	15.9%	0.3	34.5%	2.5	4.8
Other, Malton Town Centre	3.6%	0.2	2.2%	0.0	3.5%	0.3	0.5
Other, Norton Town Centre	1.1%	0.1	0.7%	0.0	1.1%	0.1	0.2
<b>Malton and Norton Town Centres Total</b>	<b>39.9%</b>	<b>2.3</b>	<b>18.8%</b>	<b>0.4</b>	<b>39.1%</b>	<b>2.8</b>	<b>5.5</b>
Netto, Norton Road, Malton	0.0%	0.0	1.3%	0.0	3.5%	0.3	0.3
<i>Asda Uplift, Norton Road, Malton</i>	-	-	3.1%	0.1	8.3%	0.6	0.7
<i>Conversion of Netto to Asda, Norton Road, Malton</i>	-	-	4.3%	0.1	11.8%	0.9	0.9
Lidl, Welham Road, Norton	2.4%	0.1	3.6%	0.1	2.4%	0.2	0.4
<i>Supermarket, Welham Road, Norton</i>	10.8%	0.6	10.4%	0.2	-	-	0.8
<i>Option A - Food Superstore, Malton</i>	-	-	-	-	-	-	-
<i>Option B - Food Supermarket, Malton</i>	-	-	-	-	-	-	-
<i>Option B - Basket store, Malton</i>	-	-	-	-	-	-	-
<b>Wider Malton and Norton Town Centre Area Total</b>	<b>53.1%</b>	<b>3.0</b>	<b>37.2%</b>	<b>0.8</b>	<b>53.2%</b>	<b>3.8</b>	<b>7.7</b>
<b>Pickering Town Centre</b>							
Co-op, Market Place, Pickering Town Centre	1.8%	0.1	11.2%	0.2	1.7%	0.1	0.5
Other, Pickering Town Centre	0.4%	0.0	7.5%	0.2	0.4%	0.0	0.2
<b>Pickering Town Centre Total</b>	<b>2.1%</b>	<b>0.1</b>	<b>18.8%</b>	<b>0.4</b>	<b>2.1%</b>	<b>0.2</b>	<b>0.7</b>
<i>Lidl, Southgate/Vivis Lane</i>	0.01	0.1	-	-	1.0%	0.1	0.1
<b>Wider Pickering Town Centre Area Total</b>	<b>3.1%</b>	<b>0.2</b>	<b>18.8%</b>	<b>0.4</b>	<b>3.1%</b>	<b>0.2</b>	<b>0.8</b>
Other Stores Within Ryedale District Total	1.7%	0.1	2.1%	0.0	1.7%	0.1	0.3
<b>OUTSIDE RYEDALE DISTRICT</b>							
Morrisons, Dunslow Road, Eastfield	9.2%	0.5	10.0%	0.2	10.0%	0.7	1.5
Asda Supercentre, Monks Cross, Huntington, York	9.6%	0.5	6.9%	0.2	6.9%	0.5	1.2
Sainsbury's, Monks Cross, Huntington, York	5.9%	0.3	6.4%	0.1	6.4%	0.5	0.9
Sainsbury's, Falsgrave Road, Scarborough	4.1%	0.2	4.5%	0.1	4.5%	0.3	0.7
Tesco Extra, Clifton Moor Shopping Centre, Rawcliffe, York	3.1%	0.2	3.4%	0.1	3.4%	0.2	0.5
Tesco, Station Road, Thirsk Town Centre	2.8%	0.2	3.0%	0.1	3.0%	0.2	0.4
Tesco, Westwood, Scarborough Town Centre	2.2%	0.1	2.4%	0.1	2.4%	0.2	0.3
Other Stores Outside Ryedale District	5.1%	0.3	5.5%	0.1	5.5%	0.4	0.8
<b>TOTAL INSIDE RYEDALE DISTRICT</b>	<b>58.0%</b>	<b>3.3</b>	<b>58.0%</b>	<b>1.3</b>	<b>58.0%</b>	<b>4.2</b>	<b>8.7</b>
<b>TOTAL OUTSIDE RYEDALE DISTRICT</b>	<b>42.0%</b>	<b>2.4</b>	<b>42.0%</b>	<b>0.9</b>	<b>42.0%</b>	<b>3.0</b>	<b>6.3</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>5.7</b>	<b>100.0%</b>	<b>2.2</b>	<b>100.0%</b>	<b>7.2</b>	<b>15.1</b>

**Notes**

(1) Our estimate of the proportion of the convenience turnover of each commitment that will be diverted from each store/centre. Our estimates assume that a proportion of the convenience turnover of each commitment will be diverted from stores/centres outside of the study area, and were determined with regard to the type of floorspace proposed relative to existing stores, the existing pattern of spend revealed by the household survey, and the location of each commitment.

(2) The proportion of the convenience turnover of each of the commitments that will be diverted from each store/centre multiplied by the convenience turnover of each commitment.

All monetary values are expressed in 2008 prices.

Spreadsheet 20 - Cumulative Convenience Trade Impact of Scenario A and B

	Convenience Turnover of Store/Centre with No Development	Option A		Option A			Option B					Option B			
		2016 £m	Incremental Convenience Trade Draw of Food Superstore (1)	Incremental Convenience Trade Draw of Food Superstore (2)	Total Convenience Trade Draw of Option A and Commitments	Convenience Turnover of Store/Centre with Option A and Commitments (3)	Cumulative Convenience Trade Impact of Option A and Commitments (4)	Incremental Convenience Trade Draw of Food Supermarket (1)	Incremental Convenience Trade Draw of Food Supermarket (2)	Incremental Convenience Trade Draw of Basket Store (1)	Incremental Convenience Trade Draw of Basket Store (2)	Total Incremental Convenience Trade Draw of Option B	Total Convenience Trade Draw of Option B and Commitments	Convenience Turnover of Store/Centre with Option B and Commitments (3)	Cumulative Convenience Trade Impact of Option B and Commitments (4)
			%	2016 £m											
<b>INSIDE RYEDALE DISTRICT</b>															
<b>Malton and Norton Town Centres</b>															
Morrisons, Castlegate, Malton Town Centre	31.4	28.1%	4.6	9.5	22.0	-30.1%	25.3%	3.5	30.1%	0.8	4.3	9.1	22.3	-29.0%	
Other, Malton Town Centre	4.3	3.0%	0.5	1.0	3.3	-23.3%	2.7%	0.4	7.1%	0.2	0.6	1.1	3.2	-24.9%	
Other, Norton Town Centre	1.4	0.9%	0.2	0.3	1.1	-21.6%	0.8%	0.1	2.4%	0.1	0.2	0.3	1.1	-23.4%	
<b>Malton and Norton Town Centres Total</b>	<b>37.2</b>	<b>32.1%</b>	<b>5.3</b>	<b>10.8</b>	<b>26.4</b>	<b>-29.0%</b>	<b>28.8%</b>	<b>4.0</b>	<b>39.6%</b>	<b>1.0</b>	<b>5.0</b>	<b>10.5</b>	<b>26.6</b>	<b>-28.3%</b>	
Netto, Norton Road, Malton	2.6	2.4%	0.4	0.7	1.9	-	2.2%	0.3	4.3%	0.1	0.4	0.7	1.9	-	
Asda Uplift, Norton Road, Malton	-	5.3%	0.9	1.5	4.1	-	4.7%	0.7	9.4%	0.2	0.9	1.6	4.1	-	
<b>Conversion of Netto to Asda, Norton Road, Malton</b>	<b>-</b>	<b>7.7%</b>	<b>1.3</b>	<b>2.2</b>	<b>6.0</b>	<b>133.7%</b>	<b>6.9%</b>	<b>1.0</b>	<b>13.7%</b>	<b>0.4</b>	<b>1.3</b>	<b>2.3</b>	<b>6.0</b>	<b>131.8%</b>	
Lidl, Welham Road, Norton	2.2	1.9%	0.3	0.7	1.5	-32.3%	1.7%	0.2	3.3%	0.1	0.3	0.7	1.5	-32.8%	
Supermarket, Welham Road, Norton	-	6.8%	1.1	2.0	5.3	-	6.1%	0.8	12.0%	0.3	1.2	2.0	5.2	-	
Option A - Food Superstore, Malton	-	-	-	-	16.5	-	-	-	-	-	-	-	-	-	
Option B - Food Supermarket, Malton	-	-	-	-	-	-	-	-	-	-	-	-	13.9	-	
Option B - Basket store, Malton	-	-	-	-	-	-	-	-	-	-	-	-	2.6	-	
<b>Wider Malton and Norton Town Centre Area Total</b>	<b>41.9</b>	<b>48.4%</b>	<b>8.0</b>	<b>15.7</b>	<b>55.6</b>	<b>32.8%</b>	<b>43.5%</b>	<b>6.0</b>	<b>68.7%</b>	<b>1.8</b>	<b>7.8</b>	<b>15.5</b>	<b>55.8</b>	<b>33.1%</b>	
<b>Pickering Town Centre</b>															
Co-op, Market Place, Pickering Town Centre	4.2	2.7%	0.4	0.9	3.3	-21.9%	2.2%	0.3	0.7%	0.0	0.3	0.8	3.4	-19.0%	
Other, Pickering Town Centre	2.8	0.9%	0.1	0.4	2.4	-12.7%	0.6%	0.1	0.2%	0.0	0.1	0.3	2.5	-11.0%	
<b>Pickering Town Centre Total</b>	<b>7.0</b>	<b>3.5%</b>	<b>0.6</b>	<b>1.3</b>	<b>5.7</b>	<b>-18.2%</b>	<b>2.8%</b>	<b>0.4</b>	<b>0.9%</b>	<b>0.0</b>	<b>0.4</b>	<b>1.1</b>	<b>5.9</b>	<b>-15.8%</b>	
Lidl, Southgate/Vivis Lane	-	1.5%	0.2	0.4	1.8	-	1.4%	0.2	0.2%	0.0	0.2	0.3	1.9	-	
<b>Wider Pickering Town Centre Area Total</b>	<b>7.0</b>	<b>5.0%</b>	<b>0.8</b>	<b>1.6</b>	<b>7.5</b>	<b>8.0%</b>	<b>4.2%</b>	<b>0.6</b>	<b>1.1%</b>	<b>0.0</b>	<b>0.6</b>	<b>1.4</b>	<b>7.7</b>	<b>11.2%</b>	
Other Stores Within Ryedale District Total	8.2	1.6%	0.3	0.5	7.7	-6.4%	1.4%	0.2	1.5%	0.0	0.2	0.5	7.7	-6.1%	
<b>OUTSIDE RYEDALE DISTRICT</b>															
Morrisons, Dunslow Road, Eastfield	-	10.7%	1.8	3.2	2.7	-	10.5%	1.5	3.6%	0.1	1.5	3.0	2.9	-	
Asda Supercentre, Monks Cross, Huntington, York	-	7.4%	1.2	2.4	1.7	-	7.2%	1.0	2.5%	0.1	1.1	2.3	1.8	-	
Sainsbury's, Monks Cross, Huntington, York	-	6.9%	1.1	2.1	1.7	-	6.7%	0.9	2.3%	0.1	1.0	1.9	1.9	-	
Sainsbury's, Falsgrave Road, Scarborough	-	4.8%	0.8	1.4	1.2	-	4.7%	0.6	1.6%	0.0	0.7	1.3	1.3	-	
Tesco Extra, Clifton Moor Shopping Centre, Rawcliffe, York	-	3.6%	0.6	1.1	0.9	-	3.5%	0.5	1.2%	0.0	0.5	1.0	1.0	-	
Tesco, Station Road, Thirsk Town Centre	-	3.2%	0.5	1.0	0.8	-	3.1%	0.4	1.1%	0.0	0.5	0.9	0.9	-	
Tesco, Westwood, Scarborough Town Centre	-	2.6%	0.4	0.8	0.6	-	2.5%	0.3	0.9%	0.0	0.4	0.7	0.7	-	
Other Stores Outside Ryedale District	-	5.9%	1.0	1.8	1.5	-	5.7%	0.8	2.0%	0.1	0.8	1.7	1.6	-	
<b>TOTAL INSIDE RYEDALE DISTRICT</b>	<b>57.1</b>	<b>55.0%</b>	<b>9.1</b>	<b>17.8</b>	<b>70.8</b>	<b>24.1%</b>	<b>56.0%</b>	<b>6.8</b>	<b>85.0%</b>	<b>1.8</b>	<b>8.7</b>	<b>17.4</b>	<b>71.2</b>	<b>24.8%</b>	
<b>TOTAL OUTSIDE RYEDALE DISTRICT</b>	<b>-</b>	<b>45.0%</b>	<b>7.4</b>	<b>13.8</b>	<b>-</b>	<b>-</b>	<b>44.0%</b>	<b>7.1</b>	<b>15.0%</b>	<b>0.7</b>	<b>7.8</b>	<b>14.2</b>	<b>-</b>	<b>-</b>	
<b>TOTAL</b>	<b>-</b>	<b>100.0%</b>	<b>16.5</b>	<b>31.6</b>	<b>-</b>	<b>-</b>	<b>100.0%</b>	<b>13.9</b>	<b>100.0%</b>	<b>2.6</b>	<b>16.5</b>	<b>31.6</b>	<b>-</b>	<b>-</b>	

Notes

(1) Our estimate of the proportion of the convenience turnover of the development option that will be diverted from each store/centre with the commitments in place. Our estimates assume that a proportion of the convenience turnover of the development option will be diverted from stores/centres outside of the study area, and were determined with regard to the type of floorspace proposed relative to existing stores, the existing pattern of spend revealed by the household survey, and the location of the development option.

(2) The proportion of the convenience turnover of the development option that will be diverted from each store/centre multiplied by the convenience turnover of the development option.

(3) The convenience turnover of each store/centre with the commitments, minus the cumulative trade diversion to the development option.

(4) The cumulative convenience trade diversion to the commitments and the development option expressed as a percentage of the total convenience turnover of each store/centre with no development.

All monetary values are expressed in 2008 prices.

## **APPENDIX 4**

### Health Check Data





Figure 1 Experian Goad Definition of Malton Town Centre



Figure 2 Location of Vacant Units in Malton Town Centre at October 2010




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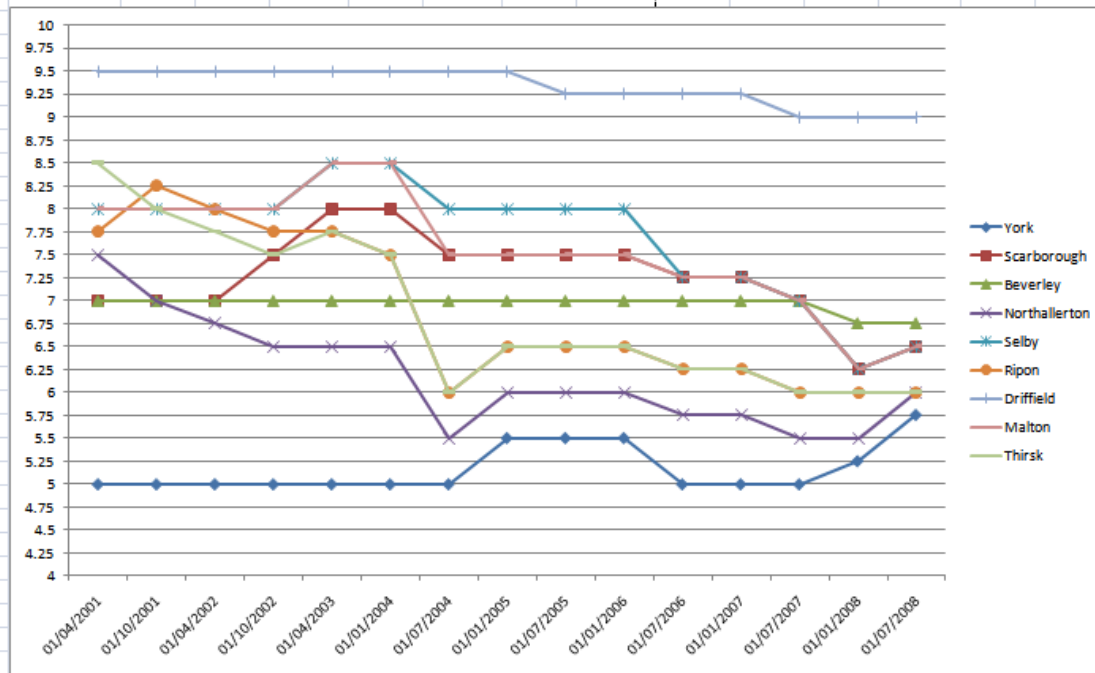
  
 Planners and Development Economists

**Figure 3 Movement in Retail Yields in Malton Town Centre and the Comparator Centres, 2001-08**

**Zone A Retail Yields**

Centre	01/04/2001	01/10/2001	01/04/2002	01/10/2002	01/04/2003	01/01/2004	01/07/2004	01/01/2005	01/07/2005	01/01/2006	01/07/2006	01/01/2007	01/07/2007	01/01/2008	01/07/2008
York	5	5	5	5	5	5	5	5.5	5.5	5.5	5	5	5	5.25	5.75
Scarborough	7	7	7	7.5	8	8	7.5	7.5	7.5	7.5	7.25	7.25	7	6.25	6.5
Beverley	7	7	7	7	7	7	7	7	7	7	7	7	7	6.75	6.75
Northallerton	7.5	7	6.75	6.5	6.5	6.5	5.5	6	6	6	5.75	5.75	5.5	5.5	6
Selby	8	8	8	8	8.5	8.5	8	8	8	8	7.25	7.25	7	6.25	6.5
Ripon	7.75	8.25	8	7.75	7.75	7.5	6	6.5	6.5	6.5	6.25	6.25	6	6	6
Driffield	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.25	9.25	9.25	9.25	9	9
Malton	8	8	8	8	8.5	8.5	7.5	7.5	7.5	7.5	7.25	7.25	7	6.25	6.5
Thirsk	8.5	8	7.75	7.5	7.75	7.5	6	6.5	6.5	6.5	6.25	6.25	6	6	6
Pickering	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Norton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kirkbymoorside	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Source: Property Market Report, Valuation Office (June 2008)





**Table 1 Change in the National Retail Rankings, 2000-2008**

# MHE Retail Rankings

Centre	Management Horizons Europe Centre Rankings 2000-2004				Management Horizons Europe Centre Rankings 2008		
	MHE Location Grade	MHE 'Glam Glum Index' <sup>A</sup>	MHE 2000/01 Rank <sup>B</sup>	MHE 2003/04 Rank <sup>B</sup>	MHE 2008 Location Grade	Fashion Market Position <sup>C</sup>	MHE 2008 Rank
York	Major Regional	Glam	15	21	Major Regional	Middle	23
Scarborough	Sub-Regional	Mister Average	159	143	Sub-Regional	Middle	156
Beverley	Major District	–	292	249	Major District	Lower	237
Northallerton	Major District	–	438	351	District	Lower	381
Selby	Major District	–	398	336	District	Lower	393
Ripon	Minor District	–	572	624	Minor District	Lower	669
Driffield	Minor District	–	775	800	Minor District	Lower	797
Malton	Local	–	880	912	Minor District	Lower	1095
Thirsk	Local	–	–	1008	Local	Upper	1247
Pickering	–	–	–	–	Minor Local	–	2988
Norton	–	–	–	–	Minor Local	–	3120
Kirkbymoorside	–	–	–	–	Minor Local	–	4226

## NOTES

We have analysed shopping indexes produced by Management Horizon Europe (MHE), in order to assess change in retail rankings over time (1995 - 2008). MHE's 2008 Shopping Index ranks the UK's top 6720 centres.

<sup>A</sup> MHE's Glam-Glum index illustrates the relative attractive of a venue in terms of the quality of its fashion offer. Each retailer present in the fashion sector is given one of six ratings, from 'lower' to 'luxury'; the overall Glam-Glum rating of the centre then represents the average market position of that location's fashion offer.

<sup>B</sup> Glasgow (highest ranking Major City) ranked 1; Reading (highest Major Regional) 11; Derby (highest Regional) 39; Kirkcaldy (highest Sub-Regional) 140; Rhyl (highest Major District) 223; Abergavenny (highest District) 360; Beckenham (highest Minor District) 575; Aberdeen, Bridge of Dee (highest Local) 912.

<sup>C</sup> Fashion retailers are assessed across a spectrum running from 'luxury' to 'value'.

**Table 2 Malton Town Centre: Goad Diversity of Uses**

**MALTON - DIVERSITY OF USES**

**EXPERIAN GOAD SURVEY DATE – October 2010**

Goad Code	Operator Type	No. of Units				Floorspace			
		No. of units	% of Total	UK Average %	Index (UK=100)	Floorspace (sq.m)	% of Total	UK Average %	Index (UK=100)
<i>Number (and %) of Convenience Goods Outlets</i>									
G1A	Bakers	4	1.82%	1.98%	92	370	1.00%	1.02%	98
G1B	Butchers	2	0.91%	0.82%	111	250	0.68%	0.44%	154
G1C	Greengrocers & fishmongers	4	1.82%	0.66%	275	2740	7.40%	1.29%	574
G1D	Grocery and frozen foods	7	3.18%	3.01%	106	5490	14.83%	12.51%	119
G1E	Off-licences and home brew	0	0.00%	0.66%	0	0	0.00%	0.42%	0
G1F	Confectioners, tobacconists, newsagents	3	1.36%	2.38%	57	1110	3.00%	1.82%	165
	<b>TOTAL</b>	<b>20</b>	<b>9.09%</b>	<b>9.51%</b>	<b>96</b>	<b>9960</b>	<b>26.91%</b>	<b>17.51%</b>	<b>154</b>
<i>Number (and %) of Comparison Goods Outlets</i>									
G2A	Footwear & repair	7	3.18%	1.97%	162	800	2.16%	1.41%	153
G2B	Men's & boys' wear	1	0.45%	1.04%	44	40	0.11%	0.90%	12
G2C	Women's, girls, children's clothing	9	4.09%	4.89%	84	810	2.19%	4.26%	51
G2D	Mixed and general clothing	3	1.36%	3.41%	40	600	1.62%	5.91%	27
G2E	Furniture, carpets & textiles	14	6.36%	3.78%	168	1570	4.24%	4.27%	99
G2F	Booksellers, arts/crafts, stationers/copy bureaux	7	3.18%	3.91%	81	1360	3.67%	3.07%	120
G2G	Electrical, home entertainment, telephones & video	7	3.18%	4.08%	78	540	1.46%	3.22%	45
G2H	DIY, hardware & household goods	6	2.73%	2.88%	95	2860	7.73%	5.29%	146
G2I	Gifts, china, glass and leather goods	6	2.73%	1.63%	167	280	0.76%	0.89%	85
G2J	Cars, motorcycles & motor accessories	2	0.91%	1.31%	69	730	1.97%	2.04%	97
G2K	Chemists, toiletries & opticians	7	3.18%	3.92%	81	1240	3.35%	3.99%	84
G2L	Variety, department & catalogue showrooms	1	0.45%	0.62%	73	580	1.57%	6.80%	23
G2M	Florists and gardens	4	1.82%	1.01%	180	660	1.78%	0.45%	396
G2N	Sports, toys, cycles and hobbies	10	4.55%	2.19%	208	750	2.03%	2.41%	84
G2O	Jewellers, clocks & repair	7	3.18%	2.12%	150	610	1.65%	0.97%	170
G2P	Charity shops, pets and other comparison	11	5.00%	3.76%	133	1880	5.08%	2.60%	195
	<b>TOTAL</b>	<b>102</b>	<b>46.36%</b>	<b>42.54%</b>	<b>109</b>	<b>15310</b>	<b>41.37%</b>	<b>48.47%</b>	<b>85</b>
<i>Number (and %) of Service Uses</i>									
G3A	Restaurants, cafes, coffee bars, fast food & take-aways	21	9.55%	15.24%	63	2630	7.11%	9.81%	72
G3B	Hairdressers, beauty parlours & health centres	24	10.91%	8.07%	135	1860	5.03%	3.85%	131
G3C	Laundries & drycleaners	2	0.91%	0.99%	92	280	0.76%	0.47%	161
G3D	Travel agents	2	0.91%	1.32%	69	190	0.51%	0.79%	65
G3E	Banks & financial services (incl. accountants)	11	5.00%	4.18%	120	2280	6.16%	4.54%	136
G3F	Building societies	1	0.45%	0.60%	76	140	0.38%	0.50%	76
G3G	Estate agents & auctioneers	11	5.00%	3.85%	130	1080	2.92%	2.14%	136
	<b>TOTAL</b>	<b>72</b>	<b>32.73%</b>	<b>34.25%</b>	<b>96</b>	<b>8460</b>	<b>22.86%</b>	<b>22.09%</b>	<b>103</b>
<i>Number (and %) of Miscellaneous Uses</i>									
G4A	Employment, careers, Post Offices and information	1	0.45%	1.20%	38	100	0.27%	0.98%	28
G4B	Vacant units (all categories)	25	11.36%	12.50%	91	3180	8.59%	10.94%	79
	<b>TOTAL</b>	<b>26</b>	<b>11.82%</b>	<b>13.70%</b>	<b>86</b>	<b>3280</b>	<b>8.86%</b>	<b>11.92%</b>	<b>74</b>
	<b>GRAND TOTAL</b>	<b>220</b>	<b>100.00%</b>	<b>100.00%</b>		<b>37010</b>	<b>100.00%</b>	<b>100.00%</b>	<b>220</b>

**Table 3 Change in the Number of Published Retailer Requirements for Malton and the Comparator Centres, 2000 - 2010**

Retail Requirements		Apr-00	Oct-00	Apr-01	Oct-01	Apr-02	Oct-02	Apr-03	Oct-03	Apr-04	Oct-04	Apr-05	Oct-05	Apr-06	Oct-06	Apr-07	Oct-07	Jun-09	Apr-09	Jan-10	Oct-10
York		104	97	98	108	125	125	119	130	122	120	129	142	132	132	125	124	78	69	69	43
Scarborough		36	34	34	30	39	40	40	42	39	39	42	47	41	44	45	44	27	24	18	3
Beverley		12	15	20	16	25	25	27	38	38	43	46	46	49	54	50	52	37	33	24	10
Northallerton		14	14	19	17	21	22	21	25	25	22	24	24	34	34	35	33	22	19	16	5
Selby		6	7	13	13	15	12	9	8	8	8	7	6	13	11	12	12	11	10	5	1
Ripon		10	11	11	11	18	19	19	23	22	25	26	25	28	31	32	39	17	18	13	2
<b>Malton</b>		<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>9</b>	<b>11</b>	<b>11</b>	<b>9</b>	<b>8</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>1</b>
Thirsk		7	9	9	13	10	8	8	8	10	10	11	10	7	10	8	6	10	5	8	2

Source: Focus (October 2010)

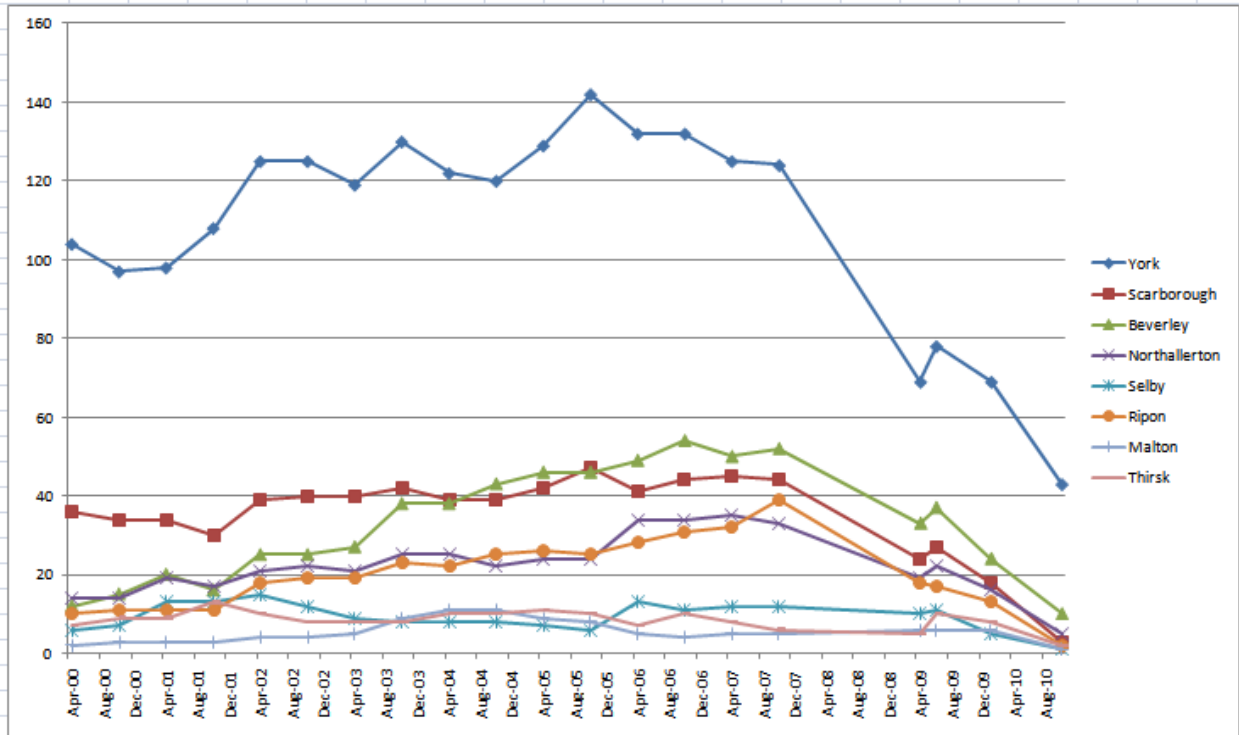


Table 4 Malton Town Centre Footfall 2009 - 2010

2009

<b>Market Place</b>		
<b>Year &amp; Period Number</b>	<b>Month</b>	<b>Visitors</b>
200903	March	15,422
200904	April	61,713
200905	May	60,079
200906	June	77,920
200907	July	63,581
200908	August	66,633
200909	September	78,103
200910	October	62,978
200911	November	55,858
200912	December	63,138
<b>Total</b>		<b>605,425</b>

<b>St Michael Street</b>		
<b>Year &amp; Period Number</b>	<b>Month</b>	<b>Visitors</b>
200903	March	19,932
200904	April	81,526
200905	May	77,412
200906	June	106,679
200907	July	87,290
200908	August	86,478
200909	September	104,211
200910	October	81,404
200911	November	72,874
200912	December	84,288
<b>Total</b>		<b>802,094</b>

<b>Water Lane Entrance</b>		
<b>Year &amp; Period Number</b>	<b>Month</b>	<b>Visitors</b>
200903	March	8,484
200904	April	33,611
200905	May	31,964
200906	June	37,799
200907	July	31,630
200908	August	31,864
200909	September	37,031
200910	October	29,447
200911	November	28,078
200912	December	30,196
<b>Total</b>		<b>300,104</b>

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**Wheelgate North**

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<b>Year &amp; Period Number</b>	<b>Month</b>	<b>Visitors</b>
200903	March	15,349
200904	April	65,664
200905	May	65,107
200906	June	89,942
200907	July	74,305
200908	August	77,497
200909	September	92,120
200910	October	73,117
200911	November	60,477
200912	December	66,388
<b>Total</b>		<b>679,966</b>

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**Wheelgate South**

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<b>Year &amp; Period Number</b>	<b>Month</b>	<b>Visitors</b>
200903	March	19,401
200904	April	76,864
200905	May	75,794
200906	June	99,953
200907	July	83,503
200908	August	84,748
200909	September	98,454
200910	October	74,751
200911	November	71,072
200912	December	86,743
<b>Total</b>		<b>771,283</b>

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2010

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**Market Place**

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<b>Year &amp; Period Number</b>	<b>Month</b>	<b>Visitors</b>
201001	January	42,590
201002	February	51,495
201003	March	74,077
201004	April	61,977
201005	May	61,760
201006	June	79,523
201007	July	63,948
201008	August	59,195
201009	September	67,836
201010	October	2,004
<b>Total</b>		<b>564,405</b>

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**St Michael Street**

<b>Year &amp; Period Number</b>	<b>Month</b>	<b>Visitors</b>
201001	January	57,746
201002	February	67,657
201003	March	95,652
201004	April	82,859
201005	May	84,867
201006	June	108,022
201007	July	93,842
201008	August	99,447
201009	September	115,139
201010	October	3,472
<b>Total</b>		<b>808,703</b>

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**Water Lane Entrance**

<b>Year &amp; Period Number</b>	<b>Month</b>	<b>Visitors</b>
201001	January	17,684
201002	February	21,404
201003	March	30,503
201004	April	27,677
201005	May	28,839
201006	June	35,922
201007	July	29,026
201008	August	28,402
201009	September	30,128
201010	October	870
<b>Total</b>		<b>250,455</b>

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**Wheelgate North**

<b>Year &amp; Period Number</b>	<b>Month</b>	<b>Visitors</b>
201001	January	49,170
201002	February	56,148
201003	March	78,594
201004	April	66,752
201005	May	68,459
201006	June	88,490
201007	July	73,903
201008	August	71,656
201009	September	80,703
201010	October	2,395
<b>Total</b>		<b>636,270</b>

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**Wheelgate South**

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<b>Year &amp; Period Number</b>	<b>Month</b>	<b>Visitors</b>
201001	January	63,092
201002	February	69,521
201003	March	89,583
201004	April	71,911
201005	May	72,486
201006	June	92,552
201007	July	78,039
201008	August	80,809
201009	September	90,749
201010	October	2,880
<b>Total</b>		<b>711,622</b>

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