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Job title:

Selby Retail, Commercial and Leisure Study 2009
Appendix 4: Convenience Analysis

Client:

Selby District Council

DJ ref file:

15725500/1

Date:

09/10/2009

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Convenience Goods Analysis



Convenience Table 1: Study Area Population Projections

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Zone 1 - Selby	47,501	47,914	48,386	48,799	49,271	49,802	50,274	50,805	51,336	51,868	52,399	52,989	53,520	54,110	54,700	55,290	55,821	56,352	56,883	57,414
Zone 2 - Sherburn-in-Elmet	15,469	15,604	15,757	15,892	16,045	16,218	16,372	16,545	16,718	16,891	17,064	17,256	17,429	17,621	17,813	18,006	18,178	18,351	18,524	18,697
Zone 3 - Tadcaster	12,424	12,532	12,656	12,764	12,887	13,026	13,149	13,288	13,427	13,566	13,705	13,859	13,998	14,153	14,307	14,461	14,600	14,739	14,878	15,017
Zone 4 - Eggborough / South Selby	17,719	17,873	18,049	18,203	18,379	18,577	18,754	18,952	19,150	19,348	19,546	19,766	19,964	20,184	20,404	20,624	20,823	21,021	21,219	21,417
Total PCA	93,113	93,923	94,848	95,658	96,583	97,624	98,549	99,590	100,631	101,672	102,713	103,870	104,911	106,068	107,225	108,381	109,422	110,463	111,504	112,545
Zone 5 - Northern Fringe	11,072	11,168	11,278	11,375	11,485	11,608	11,718	11,842	11,966	12,090	12,214	12,351	12,475	12,612	12,750	12,888	13,011	13,135	13,259	13,383
Zone 6 - North-eastern Fringe	3,949	3,983	4,023	4,057	4,096	4,140	4,180	4,224	4,268	4,312	4,356	4,405	4,449	4,498	4,547	4,597	4,641	4,685	4,729	4,773
Zone 7 - South Eastern Fringe	12,018	12,123	12,242	12,346	12,466	12,600	12,720	12,854	12,988	13,123	13,257	13,406	13,541	13,690	13,839	13,989	14,123	14,257	14,392	14,526
Zone 8 - Southern Fringe	6,154	6,208	6,269	6,322	6,383	6,452	6,513	6,582	6,651	6,720	6,789	6,865	6,934	7,010	7,087	7,163	7,232	7,301	7,370	7,438
Zone 9 - South Western Fringe	18,111	18,268	18,448	18,606	18,786	18,988	19,168	19,371	19,573	19,776	19,978	20,203	20,406	20,631	20,856	21,081	21,283	21,486	21,688	21,891
Zone 10 - Western Fringe	12,175	12,281	12,402	12,508	12,629	12,765	12,886	13,022	13,158	13,294	13,430	13,582	13,718	13,869	14,020	14,171	14,308	14,444	14,580	14,716
Sub-total	63,479	64,031	64,662	65,214	65,845	66,554	67,185	67,895	68,605	69,314	70,024	70,813	71,522	72,311	73,099	73,888	74,598	75,307	76,017	76,727
Total Study Area	156,592	157,954	159,510	160,872	162,428	164,178	165,735	167,485	169,236	170,987	172,738	174,683	176,433	178,379	180,324	182,269	184,020	185,771	187,521	189,272

Notes

(1) 2007 Base figure from Experian Micromarketer, July 2009

(2) Population Change for PCA taken from 2006 based sub-national population projections for local authorities (2008)

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Convenience Goods Analysis



Convenience Table 2a: Expenditure Per Head

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Zone 1 - Selby	£1,742	£1,751	£1,759	£1,768	£1,777	£1,786	£1,795	£1,804	£1,813	£1,822	£1,831	£1,840	£1,849	£1,859	£1,868	£1,877	£1,887	£1,896	£1,906	£1,915
Zone 2 - Sherburn In Elmet	£1,774	£1,783	£1,792	£1,801	£1,810	£1,819	£1,828	£1,837	£1,846	£1,855	£1,865	£1,874	£1,883	£1,893	£1,902	£1,912	£1,921	£1,931	£1,941	£1,950
Zone 3 - Tadcaster	£1,823	£1,832	£1,841	£1,850	£1,860	£1,869	£1,878	£1,888	£1,897	£1,907	£1,916	£1,926	£1,935	£1,945	£1,955	£1,965	£1,974	£1,984	£1,994	£2,004
Zone 4 - Eggborough / South Selby	£1,803	£1,812	£1,821	£1,830	£1,839	£1,849	£1,858	£1,867	£1,876	£1,886	£1,895	£1,905	£1,914	£1,924	£1,933	£1,943	£1,953	£1,963	£1,972	£1,982
Average PCA	£1,786	£1,794	£1,803	£1,812	£1,821	£1,831	£1,840	£1,849	£1,858	£1,867	£1,877	£1,886	£1,896	£1,905	£1,915	£1,924	£1,934	£1,943	£1,953	£1,963
Zone 5 - Northern Fringe	£1,903	£1,913	£1,922	£1,932	£1,941	£1,951	£1,961	£1,971	£1,980	£1,990	£2,000	£2,010	£2,020	£2,030	£2,041	£2,051	£2,061	£2,071	£2,082	£2,092
Zone 6 - North-eastern Fringe	£1,848	£1,857	£1,867	£1,876	£1,885	£1,895	£1,904	£1,914	£1,923	£1,933	£1,943	£1,952	£1,962	£1,972	£1,982	£1,992	£2,002	£2,012	£2,022	£2,032
Zone 7 - South-eastern Fringe	£1,796	£1,805	£1,814	£1,823	£1,832	£1,841	£1,851	£1,860	£1,869	£1,878	£1,888	£1,897	£1,907	£1,916	£1,926	£1,936	£1,945	£1,955	£1,965	£1,975
Zone 8 - Southern Fringe	£1,560	£1,568	£1,576	£1,584	£1,591	£1,599	£1,607	£1,615	£1,624	£1,632	£1,640	£1,648	£1,656	£1,664	£1,673	£1,681	£1,690	£1,698	£1,707	£1,715
Zone 9 - South-western Fringe	£1,760	£1,769	£1,778	£1,787	£1,795	£1,804	£1,813	£1,823	£1,832	£1,841	£1,850	£1,859	£1,869	£1,878	£1,887	£1,897	£1,906	£1,916	£1,925	£1,935
Zone 10 - Western Fringe	£1,852	£1,861	£1,871	£1,880	£1,889	£1,899	£1,908	£1,918	£1,927	£1,937	£1,947	£1,956	£1,966	£1,976	£1,986	£1,996	£2,006	£2,016	£2,026	£2,036
Average Inside Study Area but Out	£1,787	£1,795	£1,804	£1,813	£1,822	£1,832	£1,841	£1,850	£1,859	£1,869	£1,878	£1,887	£1,897	£1,906	£1,916	£1,925	£1,935	£1,945	£1,954	£1,964
Average Study Area	£1,786	£1,795	£1,804	£1,813	£1,822	£1,831	£1,840	£1,849	£1,859	£1,868	£1,877	£1,887	£1,896	£1,906	£1,915	£1,925	£1,934	£1,944	£1,954	£1,964

Convenience Table 2b: Expenditure Per Head (With NSRT Adjustment)

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Zone 1 - Selby	£1,688	£1,689	£1,691	£1,696	£1,699	£1,704	£1,709	£1,714	£1,719	£1,725	£1,732	£1,741	£1,750	£1,756	£1,763	£1,772	£1,779	£1,786	£1,793	£1,802
Zone 2 - Sherburn In Elmet	£1,719	£1,720	£1,722	£1,727	£1,730	£1,735	£1,740	£1,745	£1,750	£1,757	£1,764	£1,773	£1,782	£1,789	£1,796	£1,805	£1,812	£1,819	£1,826	£1,835
Zone 3 - Tadcaster	£1,766	£1,768	£1,769	£1,775	£1,778	£1,783	£1,788	£1,793	£1,799	£1,806	£1,813	£1,822	£1,831	£1,838	£1,845	£1,855	£1,862	£1,869	£1,877	£1,886
Zone 4 - Eggborough / South Selby	£1,747	£1,749	£1,750	£1,755	£1,758	£1,763	£1,769	£1,774	£1,779	£1,786	£1,793	£1,802	£1,811	£1,818	£1,825	£1,834	£1,841	£1,849	£1,856	£1,865
Average PCA	£1,730	£1,732	£1,733	£1,738	£1,741	£1,746	£1,751	£1,756	£1,762	£1,768	£1,775	£1,784	£1,793	£1,800	£1,807	£1,816	£1,824	£1,831	£1,838	£1,847
Zone 5 - Northern Fringe	£1,844	£1,846	£1,847	£1,852	£1,856	£1,861	£1,867	£1,872	£1,877	£1,885	£1,892	£1,902	£1,911	£1,919	£1,926	£1,936	£1,944	£1,951	£1,959	£1,969
Zone 6 - North-eastern Fringe	£1,791	£1,792	£1,794	£1,799	£1,802	£1,808	£1,813	£1,818	£1,823	£1,830	£1,838	£1,847	£1,856	£1,863	£1,871	£1,880	£1,887	£1,895	£1,902	£1,912
Zone 7 - South-eastern Fringe	£1,740	£1,742	£1,743	£1,748	£1,752	£1,757	£1,762	£1,767	£1,772	£1,779	£1,786	£1,795	£1,804	£1,811	£1,818	£1,827	£1,834	£1,842	£1,849	£1,858
Zone 8 - Southern Fringe	£1,512	£1,513	£1,514	£1,519	£1,521	£1,526	£1,530	£1,535	£1,539	£1,545	£1,551	£1,559	£1,567	£1,573	£1,579	£1,587	£1,593	£1,600	£1,606	£1,614
Zone 9 - South-western Fringe	£1,705	£1,707	£1,708	£1,713	£1,716	£1,721	£1,726	£1,731	£1,736	£1,743	£1,750	£1,759	£1,768	£1,775	£1,782	£1,791	£1,798	£1,805	£1,812	£1,821
Zone 10 - Western Fringe	£1,795	£1,796	£1,798	£1,803	£1,806	£1,811	£1,817	£1,822	£1,827	£1,834	£1,842	£1,851	£1,860	£1,867	£1,875	£1,884	£1,892	£1,899	£1,906	£1,916
Average Inside Study Area but Out	£1,731	£1,733	£1,734	£1,739	£1,742	£1,747	£1,752	£1,757	£1,763	£1,769	£1,776	£1,785	£1,794	£1,801	£1,808	£1,817	£1,825	£1,832	£1,839	£1,848
Average Study Area	£1,731	£1,732	£1,734	£1,739	£1,742	£1,747	£1,752	£1,757	£1,762	£1,769	£1,776	£1,785	£1,794	£1,801	£1,808	£1,817	£1,824	£1,831	£1,838	£1,848

Notes

- (1) 2007 Prices
- (2) 2007 Base figure from Experian Micromarketer, July 2009
- (3) Expenditure per Head projected forward utilising Experian's Ultra Long-Term Trend Growth Rate of 0.5% p.a for Convenience Goods (Figure 1, Page 7, Experian Retail Planner Briefing Note 7.1, August 2009)
- (4) Non-Store Retail Trade Adjustment Taken from Appendix 3, Page 17, Experian Retail Planner Briefing Note 7.1, August 2009)

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Convenience Goods Analysis



Convenience Table 3a: Total Available Expenditure

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Zone 1 - Selby	£80.18	£80.95	£81.81	£82.75	£83.71	£84.85	£85.91	£87.07	£88.23	£89.49	£90.77	£92.25	£93.64	£95.04	£96.46	£97.98	£99.31	£100.65	£102.00	£103.47
Zone 2 - Sherburn In Elmet	£26.59	£26.85	£27.13	£27.44	£27.76	£28.14	£28.49	£28.87	£29.26	£29.68	£30.10	£30.59	£31.05	£31.52	£31.99	£32.50	£32.94	£33.38	£33.83	£34.31
Zone 3 - Tadcaster	£21.95	£22.16	£22.39	£22.65	£22.91	£23.23	£23.51	£23.83	£24.15	£24.50	£24.84	£25.25	£25.63	£26.01	£26.40	£26.82	£27.18	£27.55	£27.92	£28.32
Zone 4 - Eggborough / South Selby	£30.96	£31.25	£31.59	£31.95	£32.32	£32.76	£33.17	£33.61	£34.06	£34.55	£35.04	£35.62	£36.15	£36.69	£37.24	£37.83	£38.34	£38.86	£39.38	£39.95
Total PCA	£159.68	£161.20	£162.93	£164.80	£166.70	£168.98	£171.08	£173.38	£175.70	£178.22	£180.75	£183.70	£186.47	£189.27	£192.09	£195.13	£197.78	£200.45	£203.13	£206.05
Zone 5 - Northern Fringe	£20.42	£20.61	£20.83	£21.07	£21.31	£21.61	£21.87	£22.17	£22.47	£22.79	£23.11	£23.49	£23.84	£24.20	£24.56	£24.95	£25.29	£25.63	£25.97	£26.35
Zone 6 - North-eastern Fringe	£7.07	£7.14	£7.22	£7.30	£7.38	£7.48	£7.58	£7.68	£7.78	£7.89	£8.00	£8.14	£8.26	£8.38	£8.51	£8.64	£8.76	£8.88	£9.00	£9.13
Zone 7 - South Eastern Fringe	£20.92	£21.12	£21.34	£21.59	£21.83	£22.13	£22.41	£22.71	£23.01	£23.34	£23.68	£24.06	£24.42	£24.79	£25.16	£25.56	£25.91	£26.26	£26.61	£26.99
Zone 8 - Southern Fringe	£9.30	£9.39	£9.49	£9.60	£9.71	£9.84	£9.97	£10.10	£10.24	£10.38	£10.53	£10.70	£10.86	£11.03	£11.19	£11.37	£11.52	£11.68	£11.83	£12.00
Zone 9 - South Western Fringe	£30.89	£31.18	£31.52	£31.88	£32.25	£32.69	£33.09	£33.54	£33.99	£34.47	£34.96	£35.53	£36.07	£36.61	£37.16	£37.75	£38.26	£38.77	£39.29	£39.86
Zone 10 - Western Fringe	£21.85	£22.06	£22.29	£22.55	£22.81	£23.12	£23.41	£23.72	£24.04	£24.39	£24.73	£25.14	£25.52	£25.90	£26.28	£26.70	£27.06	£27.43	£27.80	£28.19
Sub Total	£110.44	£111.50	£112.69	£113.98	£115.30	£116.88	£118.33	£119.92	£121.53	£123.27	£125.02	£127.06	£128.98	£130.91	£132.86	£134.96	£136.80	£138.64	£140.50	£142.52
Total Study Area	£270.12	£272.70	£275.62	£278.78	£282.00	£285.86	£289.41	£293.31	£297.23	£301.49	£305.77	£310.76	£315.45	£320.18	£324.95	£330.09	£334.58	£339.09	£343.63	£348.57

Notes

- (1) 2007 Prices
- (2) Figures calculated by multiplying Convenience Tables 1 and 2b
- (3) Figures not exact due to rounding

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Convenience Goods Analysis



Convenience Table 3b: Total Available Expenditure - Main Food Shopping

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Zone 1 - Selby	£52.72	£53.23	£53.80	£54.41	£55.04	£55.80	£56.49	£57.25	£58.02	£58.85	£59.68	£60.66	£61.57	£62.50	£63.43	£64.43	£65.31	£66.19	£67.07	£68.04
Zone 2 - Sherburn In Elmet	£17.49	£17.65	£17.84	£18.05	£18.25	£18.50	£18.73	£18.99	£19.24	£19.52	£19.79	£20.12	£20.42	£20.73	£21.03	£21.37	£21.66	£21.95	£22.24	£22.56
Zone 3 - Tadcaster	£14.43	£14.57	£14.73	£14.89	£15.07	£15.27	£15.46	£15.67	£15.88	£16.11	£16.34	£16.60	£16.85	£17.11	£17.36	£17.64	£17.88	£18.12	£18.36	£18.62
Zone 4 - Eggborough / South Selby	£20.36	£20.55	£20.77	£21.01	£21.25	£21.54	£21.81	£22.10	£22.40	£22.72	£23.04	£23.42	£23.77	£24.13	£24.49	£24.88	£25.21	£25.55	£25.90	£26.27
Total PCA	£105.00	£106.00	£107.13	£108.36	£109.61	£111.12	£112.49	£114.01	£115.53	£117.19	£118.86	£120.80	£122.62	£124.46	£126.31	£128.31	£130.05	£131.81	£133.57	£135.49
Zone 5 - Northern Fringe	£13.43	£13.55	£13.70	£13.86	£14.02	£14.21	£14.38	£14.58	£14.77	£14.98	£15.20	£15.45	£15.68	£15.91	£16.15	£16.41	£16.63	£16.85	£17.08	£17.32
Zone 6 - North-eastern Fringe	£4.65	£4.69	£4.74	£4.80	£4.85	£4.92	£4.98	£5.05	£5.12	£5.19	£5.26	£5.35	£5.43	£5.51	£5.59	£5.68	£5.76	£5.84	£5.92	£6.00
Zone 7 - South Eastern Fringe	£13.75	£13.88	£14.03	£14.19	£14.36	£14.55	£14.74	£14.93	£15.13	£15.35	£15.57	£15.82	£16.06	£16.30	£16.54	£16.81	£17.03	£17.26	£17.50	£17.75
Zone 8 - Southern Fringe	£6.12	£6.18	£6.24	£6.31	£6.39	£6.47	£6.55	£6.64	£6.73	£6.83	£6.92	£7.04	£7.14	£7.25	£7.36	£7.48	£7.58	£7.68	£7.78	£7.89
Zone 9 - South Western Fringe	£20.31	£20.50	£20.72	£20.96	£21.20	£21.49	£21.76	£22.05	£22.35	£22.67	£22.99	£23.37	£23.72	£24.07	£24.43	£24.82	£25.16	£25.50	£25.84	£26.21
Zone 10 - Western Fringe	£14.37	£14.50	£14.66	£14.83	£15.00	£15.20	£15.39	£15.60	£15.81	£16.04	£16.26	£16.53	£16.78	£17.03	£17.28	£17.56	£17.80	£18.04	£18.28	£18.54
Sub Total	£72.62	£73.32	£74.10	£74.95	£75.82	£76.86	£77.81	£78.86	£79.91	£81.06	£82.21	£83.55	£84.81	£86.08	£87.36	£88.75	£89.95	£91.17	£92.39	£93.72
Total Study Area	£177.62	£179.32	£181.23	£183.31	£185.43	£187.97	£190.30	£192.87	£195.45	£198.25	£201.06	£204.35	£207.43	£210.54	£213.67	£217.06	£220.00	£222.97	£225.96	£229.21

Notes

- (1) 2007 Prices
- (2) Figures calculated by multiplying Convenience Table 3a by proportion of convenience expenditure spent on main food shopping
- (3) Proportion of residents' expenditure spent on main food shopping (65.76%) derived from household survey conducted by NEMS Market Research, July 2009
- (4) Figures not exact due to rounding

Selby District Council - Selby Retail, Commercial and Leisure Study 2009
Convenience Goods Analysis



Convenience Table 3c: Total Available Expenditure - Top-up Shopping

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Zone 1 - Selby	£27.46	£27.72	£28.02	£28.34	£28.66	£29.06	£29.42	£29.81	£30.21	£30.65	£31.08	£31.59	£32.06	£32.55	£33.03	£33.55	£34.01	£34.47	£34.93	£35.43
Zone 2 - Sherburn In Elmet	£9.11	£9.19	£9.29	£9.40	£9.51	£9.64	£9.76	£9.89	£10.02	£10.16	£10.31	£10.48	£10.63	£10.79	£10.95	£11.13	£11.28	£11.43	£11.58	£11.75
Zone 3 - Tadcaster	£7.52	£7.59	£7.67	£7.76	£7.85	£7.95	£8.05	£8.16	£8.27	£8.39	£8.51	£8.65	£8.78	£8.91	£9.04	£9.18	£9.31	£9.43	£9.56	£9.70
Zone 4 - Eggborough / South Selby	£10.60	£10.70	£10.82	£10.94	£11.07	£11.22	£11.36	£11.51	£11.66	£11.83	£12.00	£12.20	£12.38	£12.57	£12.75	£12.95	£13.13	£13.31	£13.49	£13.68
Total PCA	£54.68	£55.20	£55.79	£56.43	£57.08	£57.87	£58.58	£59.37	£60.17	£61.03	£61.90	£62.91	£63.86	£64.81	£65.78	£66.82	£67.73	£68.64	£69.56	£70.56
Zone 5 - Northern Fringe	£6.99	£7.06	£7.13	£7.22	£7.30	£7.40	£7.49	£7.59	£7.69	£7.80	£7.91	£8.04	£8.16	£8.29	£8.41	£8.54	£8.66	£8.78	£8.89	£9.02
Zone 6 - North-eastern Fringe	£2.42	£2.44	£2.47	£2.50	£2.53	£2.56	£2.59	£2.63	£2.66	£2.70	£2.74	£2.79	£2.83	£2.87	£2.91	£2.96	£3.00	£3.04	£3.08	£3.12
Zone 7 - South Eastern Fringe	£7.16	£7.23	£7.31	£7.39	£7.48	£7.58	£7.67	£7.78	£7.88	£7.99	£8.11	£8.24	£8.36	£8.49	£8.62	£8.75	£8.87	£8.99	£9.11	£9.24
Zone 8 - Southern Fringe	£3.19	£3.22	£3.25	£3.29	£3.33	£3.37	£3.41	£3.46	£3.51	£3.56	£3.61	£3.66	£3.72	£3.78	£3.83	£3.89	£3.95	£4.00	£4.05	£4.11
Zone 9 - South Western Fringe	£10.58	£10.68	£10.79	£10.92	£11.04	£11.19	£11.33	£11.49	£11.64	£11.81	£11.97	£12.17	£12.35	£12.54	£12.72	£12.93	£13.10	£13.28	£13.46	£13.65
Zone 10 - Western Fringe	£7.48	£7.55	£7.63	£7.72	£7.81	£7.92	£8.02	£8.12	£8.23	£8.35	£8.47	£8.61	£8.74	£8.87	£9.00	£9.14	£9.27	£9.39	£9.52	£9.66
Sub Total	£37.82	£38.18	£38.59	£39.03	£39.48	£40.02	£40.52	£41.07	£41.62	£42.21	£42.81	£43.51	£44.17	£44.83	£45.50	£46.22	£46.84	£47.48	£48.11	£48.80
Total Study Area	£92.50	£93.38	£94.38	£95.46	£96.57	£97.89	£99.10	£100.44	£101.78	£103.24	£104.71	£106.42	£108.02	£109.64	£111.27	£113.04	£114.57	£116.12	£117.67	£119.37

Notes

- (1) 2007 Prices
- (2) Figures calculated by multiplying Convenience Table 3a by proportion of convenience expenditure spent on top-up shopping
- (3) Proportion of residents' expenditure spent on top-up shopping (34.24%) derived from household survey conducted by NEMS Market Research, July 2009
- (4) Figures not exact due to rounding

Convenience Table 4a: Trade Draw - Main Food Shop

		Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area	
Zone 1 - Selby	Morrisons, Market Cross, Selby	33.52%	11.11%	5.38%	14.89%	20.36%	0.00%	0.00%	5.33%	0.00%	1.45%	3.85%	2.62%	12.99%	
	Tesco, Portholme Road, Selby	35.80%	5.56%	0.00%	10.64%	18.56%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%	0.37%	11.03%	
	Sainsburys, Abbey Walk, Selby	6.82%	0.00%	0.00%	0.00%	3.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.81%	
	Aldi, Bawtry Road, Selby	0.00%	4.17%	1.08%	4.26%	1.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.91%	
	Tesco Express, Brayton	0.57%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	
	Selby Town Centre - Local Shops	0.57%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	
Total Zone 1		77.27%	20.83%	6.45%	29.79%	44.07%	0.00%	0.00%	6.67%	0.00%	1.45%	3.85%	3.00%	27.04%	
Zone 2 - Sherburn In Elmet	The Cooperative Food, Finkle Hill, Sherburn In Elmet	0.00%	4.17%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.37%	0.60%	
	Sherburn In Elmet - Local Shops	0.00%	4.17%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.45%	
	Tesco Express, Sherburn In Elmet	0.00%	4.17%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.45%	
Total Zone 2		0.00%	12.50%	0.00%	0.00%	2.32%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.37%	1.51%	
Zone 3 - Tadcaster	Sainsburys, Millgate, Tadcaster	0.00%	0.00%	35.48%	0.00%	8.51%	2.86%	0.00%	0.00%	0.00%	0.00%	7.69%	1.87%	5.74%	
	Costcutter, Tadcaster	0.00%	0.00%	1.08%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	
	Total Zone 3		0.00%	36.56%	0.00%	8.76%	2.86%	0.00%	0.00%	0.00%	0.00%	7.69%	1.87%	5.89%	
Total PCA		77.27%	33.33%	43.01%	29.79%	55.15%	2.86%	0.00%	6.67%	0.00%	2.90%	11.54%	5.24%	34.44%	
Zone 5 - Northern Fringe	The Cooperative Food, Bishopthorpe, York	0.00%	0.00%	0.00%	0.00%	0.00%	8.57%	0.00%	0.00%	0.00%	0.00%	0.00%	1.12%	0.45%	
	Total Zone 5		0.00%	0.00%	0.00%	0.00%	8.57%	0.00%	0.00%	0.00%	0.00%	0.00%	1.12%	0.45%	
Zone 7 - South-eastern Fringe	Howden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.67%	0.00%	0.00%	0.00%	0.75%	0.30%	
	Co-Op, Howden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.67%	0.00%	0.00%	0.00%	0.75%	0.30%	
	Total Zone 7		0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.33%	0.00%	0.00%	0.00%	1.50%	0.60%	
Zone 8 - Southern Fringe	Co-Op, Askern	0.00%	0.00%	0.00%	4.26%	0.52%	0.00%	0.00%	0.00%	5.26%	0.00%	0.00%	0.37%	0.45%	
	Total Zone 8		0.00%	0.00%	4.26%	0.52%	0.00%	0.00%	0.00%	5.26%	0.00%	0.00%	0.37%	0.45%	
Zone 9 - South-western Fringe	Morrisons, Knottingley	1.14%	23.61%	1.08%	23.40%	7.99%	0.00%	0.00%	1.33%	0.00%	49.28%	0.00%	13.11%	9.97%	
	Total Zone 9	1.14%	23.61%	1.08%	23.40%	7.99%	0.00%	0.00%	1.33%	0.00%	49.28%	0.00%	13.11%	9.97%	
Total Inside Study Area, Outside PCA		1.14%	23.61%	1.08%	27.66%	8.51%	8.57%	0.00%	6.67%	5.26%	49.28%	0.00%	16.10%	11.48%	
Total Study Area		78.41%	56.94%	44.09%	57.45%	63.66%	11.43%	0.00%	13.33%	5.26%	52.17%	11.54%	21.35%	45.92%	
Outside Study Area	Tesco, Boothferry Road, Goole	2.84%	0.00%	0.00%	25.53%	4.38%	0.00%	11.76%	66.67%	0.00%	0.00%	0.00%	19.48%	10.42%	
	Tesco Extra, Tadcaster Road, York	6.25%	1.39%	19.35%	0.00%	7.73%	57.14%	0.00%	0.00%	0.00%	0.00%	1.92%	7.87%	7.70%	
	Morrisons, Wetherby	0.00%	1.39%	18.28%	0.00%	4.64%	0.00%	0.00%	0.00%	0.00%	0.00%	55.77%	10.86%	7.10%	
	Asda, Glasshoughton	0.57%	9.72%	0.00%	2.13%	2.32%	0.00%	0.00%	0.00%	0.00%	8.70%	3.85%	3.00%	2.57%	
	Asda, Monks Cross, York	3.41%	0.00%	1.08%	0.00%	1.80%	8.57%	17.65%	1.33%	0.00%	1.45%	1.92%	3.37%	2.42%	
	Tesco, Pontefract	0.00%	2.78%	0.00%	0.00%	0.52%	0.00%	0.00%	0.00%	0.00%	17.39%	0.00%	4.49%	2.11%	
	Tesco, Garforth	0.00%	4.17%	5.38%	0.00%	2.06%	0.00%	0.00%	0.00%	0.00%	0.00%	11.54%	2.25%	2.11%	
	Sainsburys, Monks Cross, York	5.11%	0.00%	0.00%	0.00%	2.32%	2.86%	5.88%	0.00%	0.00%	0.00%	0.00%	0.75%	1.66%	
	Asda, Carcroft, Doncaster	0.00%	0.00%	0.00%	4.26%	0.52%	0.00%	0.00%	0.00%	36.84%	1.45%	0.00%	3.00%	1.51%	
	Morrisons, Pontefract	0.00%	1.39%	1.08%	0.00%	0.52%	0.00%	0.00%	0.00%	0.00%	10.14%	0.00%	2.62%	1.36%	
	Sainsburys, Pocklington, York	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	41.18%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%	
	Asda, Killingbeck, Leeds	0.00%	8.33%	1.08%	0.00%	1.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.06%	
	Asda, High Street, Doncaster	0.00%	0.00%	0.00%	2.13%	0.26%	0.00%	0.00%	1.33%	21.05%	1.45%	0.00%	2.25%	1.06%	
	Morrisons, Foss Island, York	0.57%	0.00%	2.15%	0.00%	0.77%	2.86%	11.76%	0.00%	0.00%	0.00%	0.00%	1.12%	0.91%	
	Tesco Extra, Stirling Road, York	0.00%	1.39%	2.15%	0.00%	0.77%	2.86%	0.00%	0.00%	0.00%	0.00%	3.85%	1.12%	0.91%	
	Tesco, Edenthorpe, Doncaster	0.00%	0.00%	0.00%	2.13%	0.26%	2.86%	0.00%	0.00%	15.79%	0.00%	0.00%	0.00%	1.50%	0.76%
	Sainsburys, Colton RP, Leeds	0.00%	5.56%	1.08%	0.00%	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%	
	Morrisons Doncaster	0.00%	0.00%	0.00%	2.13%	0.26%	0.00%	0.00%	1.33%	10.53%	0.00%	0.00%	0.00%	1.12%	0.60%
	Aldi, South Baileygate, Pontefract	0.00%	1.39%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	2.90%	0.00%	0.75%	0.45%	
	Sainsburys, Wetherby Road, Harrogate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.77%	1.12%	0.45%	
	Netto Castleford	0.00%	2.78%	0.00%	0.00%	0.52%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.37%	0.45%	
	Aldi, Fulford Road, York	0.00%	0.00%	0.00%	0.00%	0.00%	8.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.12%	0.45%
	Sainsburys, Foss Bank, York	1.14%	0.00%	0.00%	0.00%	0.52%	2.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.37%	0.45%
Asda, Hessle, Hull	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.67%	0.00%	0.00%	0.00%	0.00%	0.75%	0.30%	
Tesco, Market Weighton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.67%	0.00%	0.00%	0.00%	0.00%	0.75%	0.30%	
Tesco Extra, Seacroft, Leeds	0.00%	1.39%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	1.92%	0.37%	0.30%		
Lidl, Goole	0.57%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%	0.00%	0.37%	0.30%	

Convenience Table 4a: Trade Draw - Main Food Shop

		Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Outside Study Area	Asda, Dome Leisure, Doncaster	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.26%	0.00%	0.00%	0.37%	0.15%
	Castleford Retail Park York	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.37%	0.15%
	Morrisons, Acomb, York	0.57%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%
	Morrisons, Beverley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%	0.37%	0.15%
	Doncaster	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.26%	0.00%	0.00%	0.37%	0.15%
	Somerfield, Pocklington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.88%	0.00%	0.00%	0.00%	0.00%	0.37%	0.15%
	M&S Simply Food, Wetherby	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.92%	0.37%	0.15%
	Pontefract	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.88%	0.00%	0.00%	0.00%	0.00%	0.37%	0.15%
	Sainsbury, Hessle, Hull	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%	0.37%	0.15%
	Sainsburys, Thorne Road, Doncaster	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.37%	0.15%
	Morrisons Wakefield	0.00%	0.00%	1.08%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%
	Sainsburys, White Rose, Leeds	0.00%	1.39%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%
	Tesco Extra, Scunthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%	0.37%	0.15%
	Tesco, Brighouse	0.00%	0.00%	1.08%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%
	Marks and Spencer Hull	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%	0.37%	0.15%
	Marks and Spencer York	0.00%	0.00%	1.08%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%
Waitrose, Harrogate	0.57%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	
Waitrose, Otley	0.00%	0.00%	1.08%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	
Netto, Goole	0.00%	0.00%	0.00%	4.26%	0.52%	0.00%	0.00%	4.00%	0.00%	0.00%	0.00%	1.12%	0.76%	
Total Outside Study Area		21.59%	43.06%	55.91%	42.55%	36.34%	88.57%	100.00%	86.67%	94.74%	47.83%	88.46%	78.65%	53.02%

Notes

(1) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009

(2) Data re-based from survey Percentages to exclude Internet / NSRT, 'other' and 'don't know' categories

Convenience Table 4b: Trade Draw - Top-up Shopping

		Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area	
Zone 1 - Selby	Aldi, Bawtry Road, Selby	4.48%	0.00%	0.00%	0.00%	1.99%	0.00%	0.00%	1.89%	0.00%	0.00%	0.00%	0.55%	1.45%	
	Brayton	0.75%	0.00%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	
	Bubwith	1.49%	0.00%	0.00%	0.00%	0.66%	0.00%	7.69%	0.00%	0.00%	0.00%	0.00%	0.55%	0.62%	
	Camblesforth	0.75%	0.00%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	
	Cawood	2.99%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	
	Escrick	2.24%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	
	Farmfoods, Mickelgate, Selby	1.49%	0.00%	0.00%	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%	
	Hambleton	0.75%	0.00%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	
	Hemmingbrough	2.24%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	
	Morrisons, Market Cross, Selby	16.42%	1.67%	2.99%	7.32%	9.27%	3.13%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	1.10%	6.21%
	North Duffield	1.49%	0.00%	0.00%	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%	
	Riccall	2.24%	0.00%	0.00%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	
	Sainsburys, Abbey Walk, Selby	8.21%	0.00%	0.00%	2.44%	3.97%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.48%	
	Selby Town Centre - Local Shops	11.19%	1.67%	0.00%	2.44%	5.63%	0.00%	7.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.55%	3.73%
	Tesco Express, Brayton	7.46%	0.00%	0.00%	0.00%	3.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.07%	
	Tesco, Portholme Road, Selby	13.43%	0.00%	1.49%	0.00%	6.29%	0.00%	0.00%	0.00%	0.00%	4.65%	0.00%	0.00%	1.10%	4.35%
	Thorpe Willoughby	3.73%	0.00%	0.00%	0.00%	1.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.04%	
Wheldrake	1.49%	0.00%	0.00%	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%		
Total Zone 1		82.84%	3.33%	4.48%	12.20%	40.07%	3.13%	15.38%	1.89%	0.00%	6.98%	0.00%	3.87%	26.50%	
Zone 2 - Sherburn In Elmet	Monks Fryston	0.00%	3.33%	0.00%	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%	
	Sherburn In Elmet - Local Shops	0.00%	35.00%	7.46%	0.00%	8.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.38%	
	South Milford	0.00%	1.67%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	
	Tesco Express, Sherburn In Elmet	0.00%	13.33%	0.00%	0.00%	2.65%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.66%	
	The Cooperative Food, Finkle Hill, Sherburn In Elmet	0.00%	15.00%	0.00%	0.00%	2.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.86%	
Total Zone 2		0.00%	68.33%	7.46%	0.00%	15.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.52%	
Zone 3 - Tadcaster	Church Fenton	0.00%	0.00%	2.99%	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%	
	Costcutter, Tadcaster	1.49%	0.00%	7.46%	0.00%	2.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	
	Sainsburys, Millgate, Tadcaster	0.00%	0.00%	58.21%	0.00%	12.91%	3.13%	0.00%	0.00%	0.00%	0.00%	3.23%	1.10%	8.49%	
	Tadcaster - Local Shops	0.00%	0.00%	5.97%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	3.23%	0.55%	1.04%	
Total Zone 3		1.49%	0.00%	74.63%	0.00%	17.22%	3.13%	0.00%	0.00%	0.00%	0.00%	6.45%	1.66%	11.39%	
Zone 4 - Eggborough / South Selby	Eggborough	0.75%	0.00%	0.00%	7.32%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	
	Hensall	0.00%	0.00%	0.00%	2.44%	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%	
	Snaith	0.75%	0.00%	0.00%	7.32%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%	
	The Cooperative Food, Snaith, Goole	0.00%	0.00%	0.00%	43.90%	5.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.73%	
Total Zone 4		1.49%	0.00%	0.00%	60.98%	8.94%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.59%	
Total PCA		85.82%	71.67%	86.57%	73.17%	81.46%	6.25%	15.38%	1.89%	0.00%	6.98%	6.45%	5.52%	53.00%	
Zone 5 - Northern Fringe	The Cooperative Food, Bishopthorpe, York	0.00%	1.67%	0.00%	0.00%	0.33%	15.63%	0.00%	0.00%	0.00%	0.00%	0.00%	2.76%	1.24%	
	The Cooperative Food, Copmanthorpe, York	0.75%	0.00%	0.00%	0.00%	0.33%	40.63%	0.00%	0.00%	0.00%	0.00%	0.00%	7.18%	2.90%	
	Total Zone 5	0.75%	1.67%	0.00%	0.00%	0.66%	56.25%	0.00%	0.00%	0.00%	0.00%	0.00%	9.94%	4.14%	
Zone 6 - North-eastern Fringe	Bishopthorpe	0.00%	0.00%	0.00%	0.00%	0.00%	3.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.55%	0.21%	
	Melbourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.38%	0.00%	0.00%	0.00%	0.00%	1.10%	0.41%	
	Total Zone 6	0.00%	0.00%	0.00%	0.00%	0.00%	3.13%	15.38%	0.00%	0.00%	0.00%	0.00%	1.66%	0.62%	
Zone 7 - South Eastern Fringe	Co-Op, Howden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	41.51%	0.00%	0.00%	0.00%	12.15%	4.55%	
	Howden	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	13.21%	0.00%	0.00%	0.00%	3.87%	1.45%	
	Swinefleet	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.77%	0.00%	0.00%	0.00%	1.10%	0.41%	
Total Zone 7	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	58.49%	0.00%	0.00%	0.00%	17.13%	6.42%		
Zone 8 - Southern Fringe	Askern	0.00%	0.00%	0.00%	2.44%	0.33%	0.00%	0.00%	0.00%	55.56%	0.00%	0.00%	2.76%	1.24%	
	Co-Op, Askern	0.00%	0.00%	0.00%	7.32%	0.99%	0.00%	0.00%	0.00%	22.22%	2.33%	0.00%	1.66%	1.24%	
	Total Zone 8	0.00%	0.00%	0.00%	9.76%	1.32%	0.00%	0.00%	0.00%	77.78%	2.33%	0.00%	4.42%	2.48%	
Zone 9 - South Western Fringe	Darrington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.55%	0.21%	
	Ferrybridge	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.55%	0.21%	
	Knottingley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.30%	0.00%	2.21%	0.83%	
	Morrisons, Knottingley	0.00%	15.00%	0.00%	7.32%	3.97%	0.00%	0.00%	0.00%	0.00%	39.53%	0.00%	9.39%	6.00%	
	Sainsburys Local, Racca Green, Knottingley	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.55%	0.21%	
Total Zone 9	0.00%	15.00%	0.00%	7.32%	3.97%	0.00%	0.00%	0.00%	0.00%	55.81%	0.00%	13.26%	7.45%		
Zone 10 - Western Fringe	Aberford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.23%	0.55%	0.21%	
	Boston Spa	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	48.39%	8.29%	3.11%	
	Total Zone 10	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	51.61%	8.84%	3.31%	
Total Inside Study Area, Outside PCA		0.75%	16.67%	0.00%	17.07%	5.96%	59.38%	15.38%	58.49%	77.78%	58.14%	51.61%	55.25%	24.43%	
Total Study Area		86.57%	88.33%	86.57%	90.24%	87.42%	65.63%	30.77%	60.38%	77.78%	65.12%	58.06%	60.77%	77.43%	

Convenience Table 4b: Trade Draw - Top-up Shopping

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Aldi, Fulford Road, York	0.00%	0.00%	0.00%	0.00%	0.00%	6.25%	0.00%	0.00%	0.00%	0.00%	0.00%	1.10%	0.41%
Aldi, Priory Way, Hull	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.89%	0.00%	0.00%	0.00%	0.55%	0.21%
Aldi, South Baileygate, Pontefract	0.00%	1.67%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%	0.00%	6.98%	0.00%	1.66%	0.83%
Asda, Glasshoughton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.55%	0.21%
Asda, Killingbeck, Leeds	0.00%	0.00%	1.49%	0.00%	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%
Asda, Monks Cross, York	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.55%	0.21%
Balby	2.99%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.83%
Carlton	0.00%	0.00%	0.00%	7.32%	0.99%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.55%	0.83%
Castleford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.65%	0.00%	1.10%	0.41%
Co-Op, High Street, Kippax	0.00%	1.67%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%
Co-Op, Old Goole	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.89%	0.00%	0.00%	0.00%	0.55%	0.21%
Doncaster	0.75%	0.00%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%	22.22%	0.00%	0.00%	1.10%	0.62%
Gilberdyke	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.89%	0.00%	0.00%	0.00%	0.55%	0.21%
Goole	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.55%	0.00%	0.00%	0.00%	2.21%	0.83%
Holme Upon Spalding Moor	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.89%	0.00%	0.00%	0.00%	0.55%	0.21%
Ledston	0.00%	1.67%	0.00%	0.00%	0.33%	1.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%
Leeds	0.75%	0.00%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%
Lidl, Goole	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.89%	0.00%	0.00%	0.00%	0.55%	0.21%
M&S Simply Food, Monks Cross, York	1.49%	0.00%	0.00%	0.00%	0.66%	0.00%	0.00%	1.89%	0.00%	0.00%	0.00%	0.55%	0.62%
M&S Simply Food, Wetherby	0.00%	1.67%	2.99%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	3.23%	0.55%	0.83%
Marks and Spencer, York	0.75%	1.67%	0.00%	0.00%	0.66%	3.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.55%	0.62%
Morrisons, Acomb, York	0.00%	0.00%	0.00%	0.00%	0.00%	3.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.55%	0.21%
Morrisons, Foss Island, York	0.75%	0.00%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%
Morrisons, Pontefract	0.00%	1.67%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%	0.00%	4.65%	0.00%	1.10%	0.62%
Morrisons, Wetherby	0.00%	0.00%	2.99%	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	25.81%	4.42%	2.07%
Netto, Castleford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.33%	3.23%	1.10%	0.41%
Netto, Goole	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.89%	0.00%	0.00%	0.00%	0.55%	0.21%
Netto, Layerthorpe, York	0.00%	0.00%	1.49%	0.00%	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%
Pocklington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	23.08%	0.00%	0.00%	0.00%	0.00%	1.66%	0.62%
Pontefract	0.00%	1.67%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%	0.00%	2.33%	0.00%	0.55%	0.41%
Sainsburys Local, Bishopthorpe Road, York	0.00%	0.00%	0.00%	0.00%	0.00%	3.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.55%	0.21%
Sainsburys, Colton RP, Leeds	0.00%	0.00%	2.99%	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%
Sainsburys, Foss Bank, York	0.75%	0.00%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%
Sainsburys, Monks Cross, York	0.75%	0.00%	0.00%	0.00%	0.33%	0.00%	7.69%	0.00%	0.00%	0.00%	0.00%	0.55%	0.41%
Sainsburys, Pocklington, York	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.38%	0.00%	0.00%	0.00%	0.00%	1.10%	0.41%
Sainsburys, Wetherby Road, Harrogate	0.75%	0.00%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%
Somerfield, Pocklington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	15.38%	0.00%	0.00%	0.00%	0.00%	1.10%	0.41%
Tesco Extra, Tadcaster Road, York	1.49%	0.00%	0.00%	0.00%	0.66%	18.75%	7.69%	0.00%	0.00%	0.00%	6.45%	4.97%	2.28%
Tesco, Boothferry Road, Goole	0.00%	0.00%	0.00%	2.44%	0.33%	0.00%	0.00%	16.98%	0.00%	0.00%	0.00%	4.97%	2.07%
Tesco, Pontefract	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.98%	0.00%	1.66%	0.62%
Waitrose, Willerby	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.89%	0.00%	0.00%	0.00%	0.55%	0.21%
Wakefield	0.75%	0.00%	0.00%	0.00%	0.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.21%
Wetherby	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.23%	0.55%	0.21%
York	1.49%	0.00%	1.49%	0.00%	0.99%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%
Total Outside Study Area	13.43%	11.67%	13.43%	9.76%	12.58%	34.38%	69.23%	39.62%	22.22%	34.88%	41.94%	39.23%	22.57%

Notes

(1) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009

(2) Data re-based from survey Percentages to exclude Internet / NSRT, 'other' and 'don't know' categories

Convenience Table 5a: Flows of Expenditure - Main Food Shop

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area	
Total Available Expenditure - Main Food Shop 2009	£53.80	£17.84	£14.73	£20.77	£107.13	£13.70	£4.74	£14.03	£6.24	£20.72	£14.66	£74.10	£181.23	
Zone 1 - Selby	Morrisons, Market Cross, Selby	£18.03	£1.98	£0.79	£3.09	£0.00	£0.00	£0.75	£0.00	£0.30	£0.56	£1.61	£25.51	
	Tesco, Portholme Road, Selby	£19.26	£0.99	£0.00	£2.21	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.19	£22.64	
	Sainsburys, Abbey Walk, Selby	£3.67	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.67	
	Aldi, Bawtry Road, Selby	£0.00	£0.74	£0.16	£0.88	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.79	
	Tesco Express, Brayton	£0.31	£0.00	£0.00	£0.00	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31	
	Selby Town Centre - Local Shops	£0.31	£0.00	£0.00	£0.00	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31	
Total Zone 1	£41.57	£3.72	£0.95	£6.19	£52.42	£0.00	£0.00	£0.94	£0.00	£0.30	£0.56	£1.80	£54.22	
Zone 2 - Sherburn In Elmet	The Cooperative Food, Finkle Hill, Sherburn In Elmet	£0.00	£0.74	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.30	£1.04	
	Sherburn In Elmet - Local Shops	£0.00	£0.74	£0.00	£0.00	£0.74	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.74	
	Tesco Express, Sherburn In Elmet	£0.00	£0.74	£0.00	£0.00	£0.74	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.74	
	Total Zone 2	£0.00	£2.23	£0.00	£0.00	£2.23	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£2.53	
Zone 3 - Tadcaster	Sainsburys, Millgate, Tadcaster	£0.00	£0.00	£5.23	£0.00	£5.23	£0.39	£0.00	£0.00	£0.00	£1.13	£1.52	£6.74	
	Costcutter, Tadcaster	£0.00	£0.00	£0.16	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	
	Total Zone 3	£0.00	£0.00	£5.38	£0.00	£5.38	£0.39	£0.00	£0.00	£0.00	£1.13	£1.52	£6.90	
Total PCA	£41.57	£5.95	£6.33	£6.19	£60.04	£0.39	£0.00	£0.94	£0.00	£0.60	£1.69	£3.62	£63.66	
Zone 5 - Northern Fringe	The Cooperative Food, Bishopthorpe, York	£0.00	£0.00	£0.00	£0.00	£0.00	£1.17	£0.00	£0.00	£0.00	£0.00	£1.17	£1.17	
	Total Zone 5	£0.00	£0.00	£0.00	£0.00	£0.00	£1.17	£0.00	£0.00	£0.00	£0.00	£1.17	£1.17	
Zone 7 - South-eastern Fringe	Howden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£0.00	£0.00	£0.00	£0.37	£0.37	
	Co-Op, Howden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£0.00	£0.00	£0.00	£0.37	£0.37	
	Total Zone 7	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75	£0.00	£0.00	£0.00	£0.75	£0.75	
Zone 8 - Southern Fringe	Co-Op, Askern	£0.00	£0.00	£0.00	£0.88	£0.88	£0.00	£0.00	£0.33	£0.00	£0.00	£0.33	£1.21	
	Total Zone 8	£0.00	£0.00	£0.00	£0.88	£0.88	£0.00	£0.00	£0.33	£0.00	£0.00	£0.33	£1.21	
Zone 9 - South-western Fringe	Morrisons, Knottingley	£0.61	£4.21	£0.16	£4.86	£9.84	£0.00	£0.19	£0.00	£10.21	£0.00	£10.40	£20.24	
	Total Zone 9	£0.61	£4.21	£0.16	£4.86	£9.84	£0.00	£0.19	£0.00	£10.21	£0.00	£10.40	£20.24	
Total Inside Study Area, Outside PCA	£0.61	£4.21	£0.16	£5.74	£10.73	£1.17	£0.00	£0.94	£0.33	£10.21	£0.00	£12.65	£23.38	
Total Study Area	£42.18	£10.16	£6.49	£11.93	£70.77	£1.57	£0.00	£1.87	£0.33	£10.81	£1.69	£16.27	£87.03	
Outside Study Area	Tesco, Boothferry Road, Goole	£1.53	£0.00	£0.00	£5.30	£6.83	£0.00	£0.56	£9.36	£0.00	£0.00	£9.91	£16.74	
	Tesco Extra, Tadcaster Road, York	£3.36	£0.25	£2.85	£0.00	£6.46	£7.83	£0.00	£0.00	£0.00	£0.28	£8.11	£14.57	
	Morrisons, Wetherby	£0.00	£0.25	£2.69	£0.00	£2.94	£0.00	£0.00	£0.00	£0.00	£8.18	£8.18	£11.11	
	Asda, Glasshoughton	£0.31	£1.73	£0.00	£0.44	£2.48	£0.00	£0.00	£0.00	£1.80	£0.56	£2.37	£4.85	
	Asda, Monks Cross, York	£1.83	£0.00	£0.16	£0.00	£1.99	£1.17	£0.84	£0.19	£0.00	£0.30	£0.28	£2.78	£4.77
	Tesco, Pontefract	£0.00	£0.50	£0.00	£0.00	£0.50	£0.00	£0.00	£0.00	£3.60	£0.00	£3.60	£4.10	
	Tesco, Garforth	£0.00	£0.74	£0.79	£0.00	£1.54	£0.00	£0.00	£0.00	£0.00	£1.69	£1.69	£3.23	
	Sainsburys, Monks Cross, York	£2.75	£0.00	£0.00	£0.00	£2.75	£0.39	£0.28	£0.00	£0.00	£0.00	£0.67	£3.42	
	Asda, Carcroft, Doncaster	£0.00	£0.00	£0.00	£0.88	£0.88	£0.00	£0.00	£2.30	£0.30	£0.00	£2.60	£3.48	
	Morrisons, Pontefract	£0.00	£0.25	£0.16	£0.00	£0.41	£0.00	£0.00	£0.00	£2.10	£0.00	£2.10	£2.51	
	Sainsburys, Pocklington, York	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.95	£0.00	£0.00	£0.00	£1.95	£1.95	
	Asda, Killingbeck, Leeds	£0.00	£1.49	£0.16	£0.00	£1.65	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.65	
	Asda, High Street, Doncaster	£0.00	£0.00	£0.00	£0.44	£0.44	£0.00	£0.19	£1.31	£0.30	£0.00	£1.80	£2.24	
	Morrisons, Foss Island, York	£0.31	£0.00	£0.32	£0.00	£0.62	£0.39	£0.56	£0.00	£0.00	£0.00	£0.95	£1.57	
	Tesco Extra, Stirling Road, York	£0.00	£0.25	£0.32	£0.00	£0.56	£0.39	£0.00	£0.00	£0.00	£0.56	£0.96	£1.52	
	Tesco, Edenthorpe, Doncaster	£0.00	£0.00	£0.00	£0.44	£0.44	£0.39	£0.00	£0.00	£0.99	£0.00	£1.38	£1.82	
	Sainsburys, Colton RP, Leeds	£0.00	£0.99	£0.16	£0.00	£1.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.15	
	Morrisons Doncaster	£0.00	£0.00	£0.00	£0.44	£0.44	£0.00	£0.00	£0.19	£0.66	£0.00	£0.84	£1.29	
	Aldi, South Baileygate, Pontefract	£0.00	£0.25	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.60	£0.60	£0.85	
	Sainsburys, Wetherby Road, Harrogate	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£0.85	£0.85	
	Netto Castleford	£0.00	£0.50	£0.00	£0.00	£0.50	£0.00	£0.00	£0.00	£0.00	£0.30	£0.30	£0.80	
	Aldi, Fulford Road, York	£0.00	£0.00	£0.00	£0.00	£0.00	£1.17	£0.00	£0.00	£0.00	£0.00	£1.17	£1.17	
	Sainsburys, Foss Bank, York	£0.61	£0.00	£0.00	£0.00	£0.61	£0.39	£0.00	£0.00	£0.00	£0.00	£0.39	£1.00	
	Asda, Hessle, Hull	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£0.00	£0.00	£0.37	£0.37	
	Tesco, Market Weighton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£0.00	£0.00	£0.37	£0.37	
	Tesco Extra, Seacroft, Leeds	£0.00	£0.25	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.28	£0.28	£0.53	
	Lidl, Goole	£0.31	£0.00	£0.00	£0.00	£0.31	£0.00	£0.00	£0.19	£0.00	£0.00	£0.19	£0.49	
	Asda, Dome Leisure, Doncaster	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.00	£0.33	£0.33	
	Castleford Retail Park York	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.30	£0.30	
	Morrisons, Acomb, York	£0.31	£0.00	£0.00	£0.00	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31	
	Morrisons, Beverley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.19	£0.19	
	Doncaster	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.00	£0.33	£0.33	
	Somerfield, Pocklington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£0.00	£0.28	£0.28	
	M&S Simply Food, Wetherby	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.28	£0.28	
	Pontefract	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£0.00	£0.28	£0.28	
	Sainsbury, Hessle, Hull	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.19	£0.19	
	Sainsburys, Thorne Road, Doncaster	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.30	£0.30	

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Convenience Table 5a: Flows of Expenditure - Main Food Shop

		Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Outside Study Area	Morrisons Wakefield	£0.00	£0.00	£0.16	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
	Sainsburys, White Rose, Leeds	£0.00	£0.25	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25
	Tesco Extra, Scunthorpe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.19	£0.19
	Tesco, Brighouse	£0.00	£0.00	£0.16	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
	Marks and Spencer Hull	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.19	£0.19
	Marks and Spencer York	£0.00	£0.00	£0.16	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
	Waitrose, Harrogate	£0.31	£0.00	£0.00	£0.00	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31
	Waitrose, Otley	£0.00	£0.00	£0.16	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
Netto, Goole	£0.00	£0.00	£0.00	£0.88	£0.88	£0.00	£0.00	£0.56	£0.00	£0.00	£0.00	£0.00	£0.56	£1.45
Total Outside Study Area		£11.62	£7.68	£8.23	£8.84	£36.37	£12.13	£4.74	£12.16	£5.91	£9.91	£12.97	£57.83	£94.20

Notes

- (1) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
- (2) Data re-based from survey Percentages to exclude Internet / NSRT, 'other' and 'don't know' categories
- (3) Total Available Expenditure from Table 3b
- (4) Figures may not appear exact due to rounding
- (5) 2007 prices

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Convenience Goods Analysis



Convenience Table 5b: Flows of Expenditure - Top-up Shopping

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
Total Available Expenditure - Top-up Shopping 2009	£28.02	£9.29	£7.67	£10.82	£55.79	£7.13	£2.47	£7.31	£3.25	£10.79	£7.63	£38.59	£94.38
Zone 1 - Selby													
Aldi, Bawtry Road, Selby	£1.25	£0.00	£0.00	£0.00	£1.25	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.14	£1.39
Brayton	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21
Bubwith	£0.42	£0.00	£0.00	£0.00	£0.42	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.19	£0.61
Camblesforth	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21
Cawood	£0.84	£0.00	£0.00	£0.00	£0.84	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.84
Escrick	£0.63	£0.00	£0.00	£0.00	£0.63	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63
Farmfoods, Mickelgate, Selby	£0.42	£0.00	£0.00	£0.00	£0.42	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.42
Hambleton	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21
Hemmingbrough	£0.63	£0.00	£0.00	£0.00	£0.63	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63
Morrisons, Market Cross, Selby	£4.60	£0.15	£0.23	£0.79	£5.77	£0.22	£0.00	£0.00	£0.00	£0.25	£0.00	£0.47	£6.25
North Duffield	£0.42	£0.00	£0.00	£0.00	£0.42	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.42
Riccall	£0.63	£0.00	£0.00	£0.00	£0.63	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63
Sainsburys, Abbey Walk, Selby	£2.30	£0.00	£0.00	£0.26	£2.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.56
Selby Town Centre - Local Shops	£3.14	£0.15	£0.00	£0.26	£3.55	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.19	£3.74
Tesco Express, Brayton	£2.09	£0.00	£0.00	£0.00	£2.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.09
Tesco, Portholme Road, Selby	£3.76	£0.00	£0.11	£0.00	£3.88	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.50	£4.38
Thorpe Willoughby	£1.05	£0.00	£0.00	£0.00	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.05
Wheldrake	£0.42	£0.00	£0.00	£0.00	£0.42	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.42
Total Zone 1	£23.21	£0.31	£0.34	£1.32	£25.18	£0.22	£0.38	£0.14	£0.00	£0.75	£0.00	£1.49	£26.67
Zone 2 - Sherburn In Elmet													
Monks Fryston	£0.00	£0.31	£0.00	£0.00	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31
Sherburn In Elmet - Local Shops	£0.00	£3.25	£0.57	£0.00	£3.82	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.82
South Millford	£0.00	£0.15	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15
Tesco Express, Sherburn In Elmet	£0.00	£1.24	£0.00	£0.00	£1.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.24
The Cooperative Food, Finkle Hill, Sherburn In Elmet	£0.00	£1.39	£0.00	£0.00	£1.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.39
Total Zone 2	£0.00	£6.35	£0.57	£0.00	£6.92	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.92
Zone 3 - Tadcaster													
Church Fenton	£0.00	£0.00	£0.23	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23
Costcutter, Tadcaster	£0.42	£0.00	£0.57	£0.00	£0.99	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.99
Sainsburys, Millgate, Tadcaster	£0.00	£0.00	£4.46	£0.00	£4.46	£0.22	£0.00	£0.00	£0.00	£0.00	£0.25	£0.47	£4.93
Tadcaster - Local Shops	£0.00	£0.00	£0.46	£0.00	£0.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.25	£0.70
Total Zone 3	£0.42	£0.00	£5.72	£0.00	£6.14	£0.22	£0.00	£0.00	£0.00	£0.00	£0.49	£0.72	£6.86
Zone 4 - Eggborough / South Selby													
Eggborough	£0.21	£0.00	£0.00	£0.79	£1.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00
Hensall	£0.00	£0.00	£0.00	£0.26	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26
Snaith	£0.21	£0.00	£0.00	£0.79	£1.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00
The Cooperative Food, Snaith, Goole	£0.00	£0.00	£0.00	£4.75	£4.75	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.75
Total Zone 4	£0.42	£0.00	£0.00	£6.60	£7.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.01
Total PCA	£24.04	£6.66	£6.64	£7.91	£45.26	£0.45	£0.38	£0.14	£0.00	£0.75	£0.49	£2.21	£47.46
Zone 5 - Northern Fringe													
The Cooperative Food, Bishopthorpe, York	£0.00	£0.15	£0.00	£0.00	£0.15	£1.11	£0.00	£0.00	£0.00	£0.00	£0.00	£1.11	£1.27
The Cooperative Food, Copmanthorpe, York	£0.21	£0.00	£0.00	£0.00	£0.21	£2.90	£0.00	£0.00	£0.00	£0.00	£0.00	£2.90	£3.11
Total Zone 5	£0.21	£0.15	£0.00	£0.00	£0.36	£4.01	£0.00	£0.00	£0.00	£0.00	£0.00	£4.01	£4.38
Zone 6 - North-eastern Fringe													
Bishopthorpe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.22
Melbourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.38	£0.38
Total Zone 6	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.38	£0.00	£0.00	£0.00	£0.00	£0.60	£0.60
Zone 7 - South Eastern Fringe													
Co-Op, Howden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.03	£0.00	£0.00	£0.00	£3.03	£3.03
Howden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.97	£0.00	£0.00	£0.00	£0.97	£0.97
Swinefleet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£0.00	£0.28	£0.28
Total Zone 7	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.27	£0.00	£0.00	£0.00	£4.27	£4.27
Zone 8 - Southern Fringe													
Askern	£0.00	£0.00	£0.00	£0.26	£0.26	£0.00	£0.00	£0.00	£1.81	£0.00	£0.00	£1.81	£2.07
Co-Op, Askern	£0.00	£0.00	£0.00	£0.79	£0.79	£0.00	£0.00	£0.00	£0.72	£0.25	£0.00	£0.97	£1.76
Total Zone 8	£0.00	£0.00	£0.00	£1.06	£1.06	£0.00	£0.00	£0.00	£2.53	£0.25	£0.00	£2.78	£3.83
Zone 9 - South Western Fringe													
Darrington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.25	£0.25
Ferrybridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.25	£0.25
Knottingley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00	£0.00	£1.00	£1.00
Morrisons, Knottingley	£0.00	£1.39	£0.00	£0.79	£2.19	£0.00	£0.00	£0.00	£0.00	£4.27	£0.00	£4.27	£6.45
Sainsburys Local, Racca Green, Knottingley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.25	£0.25
Total Zone 9	£0.00	£1.39	£0.00	£0.79	£2.19	£0.00	£0.00	£0.00	£0.00	£6.02	£0.00	£6.02	£8.21
Zone 10 - Western Fringe													
Aberford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.25	£0.25
Boston Spa	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.69	£3.69	£3.69
Total Zone 10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.94	£3.94	£3.94
Total Inside Study Area, Outside PCA	£0.21	£1.55	£0.00	£1.85	£3.60	£4.24	£0.38	£4.27	£2.53	£6.27	£3.94	£21.63	£25.24
Total Study Area	£24.25	£8.21	£6.64	£9.76	£48.86	£4.68	£0.76	£4.41	£2.53	£7.03	£4.43	£23.84	£72.70

Convenience Table 5b: Flows of Expenditure - Top-up Shopping

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area	
Outside Study Area	Aldi, Fulford Road, York	£0.00	£0.00	£0.00	£0.00	£0.45	£0.00	£0.00	£0.00	£0.00	£0.00	£0.45	£0.45	
	Aldi, Priory Way, Hull	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.14	£0.14	
	Aldi, South Baileygate, Pontefract	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75	£0.00	£0.75	£0.91	
	Asda, Glasshoughton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.25	£0.25	
	Asda, Killingbeck, Leeds	£0.00	£0.00	£0.11	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.11
	Asda, Monks Cross, York	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.25	£0.25
	Balby	£0.84	£0.00	£0.00	£0.00	£0.84	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.84	£0.84
	Carlton	£0.00	£0.00	£0.00	£0.79	£0.79	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.25	£1.04
	Castleford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.50	£0.50
	Co-Op, High Street, Kippax	£0.00	£0.15	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.15
	Co-Op, Old Goole	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.14	£0.14
	Doncaster	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.72	£0.00	£0.00	£0.72	£0.93
	Gilberdyke	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.14	£0.14
	Goole	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.00	£0.00	£0.00	£0.55	£0.55
	Holme Upon Spalding Moor	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.14	£0.14
	Ledston	£0.00	£0.15	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.15
	Leeds	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£0.21
	Lidl, Goole	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.14	£0.14
	M&S Simply Food, Monks Cross, York	£0.42	£0.00	£0.00	£0.00	£0.42	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.42	£0.56
	M&S Simply Food, Wetherby	£0.00	£0.15	£0.23	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.25	£0.63
	Marks and Spencer, York	£0.21	£0.15	£0.00	£0.00	£0.36	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.59
	Morrisons, Acomb, York	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.22
	Morrisons, Foss Island, York	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£0.21
	Morrisons, Pontefract	£0.00	£0.15	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.50	£0.66
	Morrisons, Wetherby	£0.00	£0.00	£0.23	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£1.97	£1.97	£2.20
	Netto, Castleford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.25	£0.50	£0.50
	Netto, Goole	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.14	£0.14
	Netto, Layerthorpe, York	£0.00	£0.00	£0.11	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.11
	Pocklington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.57	£0.00	£0.00	£0.00	£0.00	£0.57	£0.57
	Pontefract	£0.00	£0.15	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.25	£0.41
	Sainsburys Local, Bishopthorpe Road, York	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.22
	Sainsburys, Colton RP, Leeds	£0.00	£0.00	£0.23	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£0.23
	Sainsburys, Foss Bank, York	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£0.21
	Sainsburys, Monks Cross, York	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.19	£0.40
	Sainsburys, Pocklington, York	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.38	£0.38
	Sainsburys, Wetherby Road, Harrogate	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£0.21
	Somerfield, Pocklington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.38	£0.38
	Tesco Extra, Tadcaster Road, York	£0.42	£0.00	£0.00	£0.00	£0.42	£1.34	£0.19	£0.00	£0.00	£0.00	£0.49	£2.02	£2.44
	Tesco, Boothferry Road, Goole	£0.00	£0.00	£0.00	£0.26	£0.26	£0.00	£0.00	£1.24	£0.00	£0.00	£0.00	£1.24	£1.50
	Tesco, Pontefract	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75	£0.00	£0.75	£0.75
	Waitrose, Willerby	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.14	£0.14
	Wakefield	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£0.21
	Wetherby	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.25	£0.25
York	£0.42	£0.00	£0.11	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.53	
Total Outside Study Area	£3.76	£1.08	£1.03	£1.06	£6.93	£2.45	£1.71	£2.90	£0.72	£3.76	£3.20	£14.75	£21.68	

Notes

- (1) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
- (2) Data re-based from survey Percentages to exclude Internet / NSRT, 'other' and 'don't know' categories
- (3) Total Available Expenditure from Table 3c
- (4) Figures may not appear exact due to rounding
- (5) 2007 prices

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Convenience Goods Analysis



Convenience Table 5c: Flows of Expenditure - Total Convenience Goods

	Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area	
Total Available Expenditure - Total Convenience Goods 2009	£81.81	£27.13	£22.39	£31.59	£162.93	£20.83	£7.22	£21.34	£9.49	£31.52	£22.29	£112.69	£275.62	
Zone 1 - Selby	Aldi, Bawtry Road, Selby	£1.25	£0.74	£0.16	£0.88	£3.04	£0.00	£0.00	£0.14	£0.00	£0.00	£0.14	£3.18	
	Brayton	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	
	Bubwith	£0.42	£0.00	£0.00	£0.00	£0.42	£0.00	£0.19	£0.00	£0.00	£0.00	£0.19	£0.61	
	Camblesforth	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	
	Cawood	£0.84	£0.00	£0.00	£0.00	£0.84	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.84	
	Escrik	£0.63	£0.00	£0.00	£0.00	£0.63	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63	
	Farmfoods, Mickelgate, Selby	£0.42	£0.00	£0.00	£0.00	£0.42	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.42	
	Hambleton	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	
	Hemmingbrough	£0.63	£0.00	£0.00	£0.00	£0.63	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63	
	Morrisons, Market Cross, Selby	£22.63	£2.14	£1.02	£3.88	£29.68	£0.22	£0.00	£0.75	£0.00	£0.55	£0.56	£2.09	£31.76
	North Duffield	£0.42	£0.00	£0.00	£0.00	£0.42	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.42	
	Riccall	£0.63	£0.00	£0.00	£0.00	£0.63	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63	
	Sainsburys, Abbey Walk, Selby	£5.97	£0.00	£0.00	£0.26	£6.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.23	
	Selby Town Centre - Local Shops	£3.44	£0.15	£0.00	£0.26	£3.86	£0.00	£0.19	£0.00	£0.00	£0.00	£0.19	£4.05	
	Tesco Express, Brayton	£2.40	£0.00	£0.00	£0.00	£2.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.40	
	Tesco, Portholme Road, Selby	£23.02	£0.99	£0.11	£2.21	£26.34	£0.00	£0.00	£0.19	£0.00	£0.50	£0.00	£0.69	£27.02
	Thorpe Willoughby	£1.05	£0.00	£0.00	£0.00	£1.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.05	
Wheldrake	£0.42	£0.00	£0.00	£0.00	£0.42	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.42		
Total Zone 1	£64.78	£4.03	£1.29	£7.51	£77.60	£0.22	£0.38	£1.07	£0.00	£1.05	£0.56	£3.29	£80.90	
Zone 2 - Sherburn In Elmet	Monks Fryston	£0.00	£0.31	£0.00	£0.00	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31	
	Sherburn in Elmet - Local Shops	£0.00	£4.00	£0.57	£0.00	£4.57	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.57	
	South Milford	£0.00	£0.15	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	
	Tesco Express, Sherburn In Elmet	£0.00	£1.98	£0.00	£0.00	£1.98	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.98	
	The Cooperative Food, Finkle Hill, Sherburn In Elmet	£0.00	£2.14	£0.00	£0.00	£2.14	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.30	£2.44
Total Zone 2	£0.00	£8.58	£0.57	£0.00	£9.15	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.30	£9.45	
Zone 3 - Tadcaster	Church Fenton	£0.00	£0.00	£0.23	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	
	Costcutter, Tadcaster	£0.42	£0.00	£0.73	£0.00	£1.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.15	
	Sainsburys, Millgate, Tadcaster	£0.00	£0.00	£9.69	£0.00	£9.69	£0.61	£0.00	£0.00	£0.00	£1.37	£1.99	£11.68	
	Tadcaster - Local Shops	£0.00	£0.00	£0.46	£0.00	£0.46	£0.00	£0.00	£0.00	£0.00	£0.25	£0.25	£0.70	
Total Zone 3	£0.42	£0.00	£11.11	£0.00	£11.52	£0.61	£0.00	£0.00	£0.00	£0.00	£1.62	£2.23	£13.76	
Zone 4 - Eggborough / South Selby	Eggborough	£0.21	£0.00	£0.00	£0.79	£1.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00	
	Hensall	£0.00	£0.00	£0.00	£0.26	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	
	Snaith	£0.21	£0.00	£0.00	£0.79	£1.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00	
	The Cooperative Food, Snaith, Goole	£0.00	£0.00	£0.00	£4.75	£4.75	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£4.75	
Total Zone 4	£0.42	£0.00	£0.00	£6.60	£7.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7.01	
Total PCA	£65.61	£12.61	£12.97	£14.10	£105.29	£0.84	£0.38	£1.07	£0.00	£1.35	£2.18	£5.83	£111.12	
Zone 5 - Northern Fringe	The Cooperative Food, Bishopthorpe, York	£0.00	£0.15	£0.00	£0.00	£0.15	£2.29	£0.00	£0.00	£0.00	£0.00	£2.29	£2.44	
	The Cooperative Food, Copmanthorpe, York	£0.21	£0.00	£0.00	£0.00	£0.21	£2.90	£0.00	£0.00	£0.00	£0.00	£2.90	£3.11	
Total Zone 5	£0.21	£0.15	£0.00	£0.00	£0.36	£5.19	£0.00	£0.00	£0.00	£0.00	£0.00	£5.19	£5.55	
Zone 6 - North-eastern Fringe	Bishopthorpe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.22	£0.22	
	Melbourne	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.38	£0.38	
Total Zone 6	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.38	£0.00	£0.00	£0.00	£0.00	£0.60	£0.60	
Zone 7 - South Eastern Fringe	Co-Op, Howden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.41	£0.00	£0.00	£0.00	£3.41	£3.41	
	Howden	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.34	£0.00	£0.00	£0.00	£1.34	£1.34	
	Swinefleet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£0.00	£0.28	£0.28	
Total Zone 7	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£5.02	£0.00	£0.00	£0.00	£5.02		
Zone 8 - Southern Fringe	Askern	£0.00	£0.00	£0.00	£0.26	£0.26	£0.00	£0.00	£1.81	£0.00	£0.00	£1.81	£2.07	
	Co-Op, Askern	£0.00	£0.00	£0.00	£1.68	£1.68	£0.00	£0.00	£1.05	£0.25	£0.00	£1.30	£2.98	
	Total Zone 8	£0.00	£0.00	£0.00	£1.94	£1.94	£0.00	£0.00	£2.86	£0.25	£0.00	£3.11	£5.05	
Zone 9 - South Western Fringe	Darrington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.25	£0.25	
	Ferrybridge	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.25	£0.25	
	Knottingley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.00	£0.00	£1.00	£0.00	£1.00	£1.00	
	Morrisons, Knottingley	£0.61	£5.61	£0.16	£5.65	£12.03	£0.00	£0.00	£0.19	£0.00	£14.48	£0.00	£14.67	
	Sainsburys Local, Racca Green, Knottingley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.25	£0.25	
Total Zone 9	£0.61	£5.61	£0.16	£5.65	£12.03	£0.00	£0.00	£0.19	£0.00	£16.24	£0.00	£16.42		
Zone 10 - Western Fringe	Aberford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.25	£0.25	
	Boston Spa	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.69	£3.69	£3.69	
	Total Zone 10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.94	£3.94	£3.94	
Total Inside Study Area, Outside PCA	£0.82	£5.76	£0.16	£7.59	£14.33	£5.41	£0.38	£5.21	£2.86	£16.49	£3.94	£34.28	£48.61	
Total Study Area	£66.43	£18.37	£13.13	£21.69	£119.62	£6.25	£0.76	£6.28	£2.86	£17.84	£6.12	£40.11	£159.74	
Outside Study Area	Aldi, Fulford Road, York	£0.00	£0.00	£0.00	£0.00	£0.00	£1.62	£0.00	£0.00	£0.00	£0.00	£1.62	£1.62	
	Aldi, Priory Way, Hull	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.14	£0.14	
	Aldi, South Baileygate, Pontefract	£0.00	£0.40	£0.00	£0.00	£0.40	£0.00	£0.00	£0.00	£1.35	£0.00	£1.35	£1.76	
	Asda, Carcroft, Doncaster	£0.00	£0.00	£0.00	£0.88	£0.88	£0.00	£0.00	£0.00	£2.30	£0.00	£2.60	£3.48	
	Asda, Dome Leisure, Doncaster	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.33	£0.33	
	Asda, Glasshoughton	£0.31	£1.73	£0.00	£0.44	£2.48	£0.00	£0.00	£0.00	£0.00	£2.05	£0.56	£5.10	
	Asda, Hessle, Hull	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£0.00	£0.00	£0.00	£0.37	£0.37	
	Asda, High Street, Doncaster	£0.00	£0.00	£0.00	£0.44	£0.44	£0.00	£0.00	£0.19	£1.31	£0.30	£0.00	£1.80	
	Asda, Killingbeck, Leeds	£0.00	£1.49	£0.27	£0.00	£1.76	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.76	
	Asda, Monks Cross, York	£1.83	£0.00	£0.16	£0.00	£1.99	£1.17	£0.84	£0.19	£0.00	£0.55	£0.28	£3.03	£5.02

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Convenience Goods Analysis



Convenience Table 5c: Flows of Expenditure - Total Convenience Goods

		Zone 1 - Selby	Zone 2 - Sherburn In Elmet	Zone 3 - Tadcaster	Zone 4 - Eggborough / South Selby	Total PCA	Zone 5 - Northern Fringe	Zone 6 - North Eastern Fringe	Zone 7 - South Eastern Fringe	Zone 8 - Southern Fringe	Zone 9 - South Western Fringe	Zone 10 - Western Fringe	Sub-total (Inside Study Area, outside PCA)	Total Study Area
	Balby	£0.84	£0.00	£0.00	£0.00	£0.84	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.84
	Carlton	£0.00	£0.00	£0.00	£0.79	£0.79	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.25	£1.04
	Castleford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.50	£0.00	£0.50	£0.50
	Castleford Retail Park York	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.30	£0.30
	Co-Op, High Street, Kippax	£0.00	£0.15	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15
	Co-Op, Old Goole	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.14	£0.14
	Doncaster	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£1.05	£0.00	£0.00	£1.05	£1.26
	Gilberdyke	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.14	£0.14
	Goole	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.55	£0.00	£0.00	£0.00	£0.55	£0.55
	Holme Upon Spalding Moor	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.14	£0.14
	Ledston	£0.00	£0.15	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15
	Leeds	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21
	Lidl, Goole	£0.31	£0.00	£0.00	£0.00	£0.31	£0.00	£0.00	£0.32	£0.00	£0.00	£0.00	£0.32	£0.63
	M&S Simply Food, Monks Cross, York	£0.42	£0.00	£0.00	£0.00	£0.42	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.14	£0.56
	M&S Simply Food, Wetherby	£0.00	£0.15	£0.23	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.53	£0.91
	Marks and Spencer Hull	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.19	£0.19
	Marks and Spencer York	£0.00	£0.00	£0.16	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
	Morrisons Doncaster	£0.00	£0.00	£0.00	£0.44	£0.44	£0.00	£0.00	£0.19	£0.66	£0.00	£0.00	£0.84	£1.29
	Morrisons Wakefield	£0.00	£0.00	£0.16	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
	Morrisons, Acomb, York	£0.31	£0.00	£0.00	£0.00	£0.31	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.53
	Morrisons, Beverley	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.19	£0.19
	Morrisons, Foss Island, York	£0.51	£0.00	£0.32	£0.00	£0.83	£0.39	£0.56	£0.00	£0.00	£0.00	£0.00	£0.95	£1.78
	Morrisons, Pontefract	£0.00	£0.40	£0.16	£0.00	£0.56	£0.00	£0.00	£0.00	£0.00	£2.60	£0.00	£2.60	£3.17
	Morrisons, Wetherby	£0.00	£0.25	£2.92	£0.00	£3.17	£0.00	£0.00	£0.00	£0.00	£0.00	£10.15	£10.15	£13.31
	Netto, Castleford	£0.00	£0.50	£0.00	£0.00	£0.50	£0.00	£0.00	£0.00	£0.00	£0.55	£0.25	£0.80	£1.29
	Netto, Goole	£0.00	£0.00	£0.00	£0.88	£0.88	£0.00	£0.00	£0.70	£0.00	£0.00	£0.00	£0.70	£1.58
	Netto, Layerthorpe, York	£0.00	£0.00	£0.11	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11
	Pocklington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.57	£0.00	£0.00	£0.00	£0.00	£0.57	£0.57
	Pontefract	£0.00	£0.15	£0.00	£0.00	£0.15	£0.00	£0.28	£0.00	£0.00	£0.25	£0.00	£0.53	£0.68
	Sainsbury, Hessle, Hull	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.19	£0.19
	Sainsburys Local, Bishopthorpe Road, York	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.22	£0.22
	Sainsburys, Colton RP, Leeds	£0.00	£0.99	£0.39	£0.00	£1.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.38
	Sainsburys, Foss Bank, York	£0.82	£0.00	£0.00	£0.00	£0.82	£0.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.39	£1.21
	Sainsburys, Monks Cross, York	£2.96	£0.00	£0.00	£0.00	£2.96	£0.39	£0.47	£0.00	£0.00	£0.00	£0.00	£0.86	£3.82
	Sainsburys, Pocklington, York	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.33	£0.00	£0.00	£0.00	£0.00	£2.33	£2.33
	Sainsburys, Thorne Road, Doncaster	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.30	£0.30
	Sainsburys, Wetherby Road, Harrogate	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£0.85	£1.05
	Sainsburys, White Rose, Leeds	£0.00	£0.25	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25
	Somerfield, Pocklington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.66	£0.00	£0.00	£0.00	£0.00	£0.66	£0.66
	Tesco Extra, Scunthorpe	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.19	£0.19
	Tesco Extra, Seacroft, Leeds	£0.00	£0.25	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.28	£0.53
	Tesco Extra, Stirling Road, York	£0.00	£0.25	£0.32	£0.00	£0.56	£0.39	£0.00	£0.00	£0.00	£0.00	£0.56	£0.96	£1.52
	Tesco Extra, Tadcaster Road, York	£3.78	£0.25	£2.85	£0.00	£6.88	£9.17	£0.19	£0.00	£0.00	£0.00	£0.77	£10.13	£17.01
	Tesco, Boothferry Road, Goole	£1.53	£0.00	£0.00	£5.57	£7.10	£0.00	£0.56	£10.60	£0.00	£0.00	£0.00	£11.15	£18.25
	Tesco, Brighouse	£0.00	£0.00	£0.16	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
	Tesco, Edenthorpe, Doncaster	£0.00	£0.00	£0.00	£0.44	£0.44	£0.39	£0.00	£0.00	£0.99	£0.00	£0.00	£1.38	£1.82
	Tesco, Garforth	£0.00	£0.74	£0.79	£0.00	£1.54	£0.00	£0.00	£0.00	£0.00	£0.00	£1.69	£1.69	£3.23
	Tesco, Market Weighton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37	£0.00	£0.00	£0.00	£0.37	£0.37
	Tesco, Pontefract	£0.00	£0.50	£0.00	£0.00	£0.50	£0.00	£0.00	£0.00	£0.00	£4.36	£0.00	£4.36	£4.85
	Waitrose, Harrogate	£0.31	£0.00	£0.00	£0.00	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.31
	Waitrose, Otley	£0.00	£0.00	£0.16	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16
	Waitrose, Willerby	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.00	£0.14	£0.14
	Wakefield	£0.21	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21
	Wetherby	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.25	£0.25
	York	£0.42	£0.00	£0.11	£0.00	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53
	Total Outside Study Area	£15.17	£8.61	£9.26	£9.89	£42.94	£14.36	£6.46	£15.06	£6.64	£13.68	£16.17	£72.36	£115.29

- Notes**
- (1) Percentage market shares based on survey results of Household Telephone Survey undertaken by NEMS Market Research, July 2009
 - (2) Data re-based from survey Percentages to exclude Internet / NSRT, 'other' and 'don't know' categories
 - (3) Total Available Expenditure from Table 3a
 - (4) Figures may not appear exact due to rounding
 - (5) Figures calculated by adding tables 5a and 5b
 - (6) 2007 prices

Convenience Table 6a: Market Share of PCA in 2009

	Zone 1	Zone 2	Zone 3	Zone 4	PCA Total
Total Available Expenditure in Zone (Excluding NSRT)	£81.81	£27.13	£22.39	£31.59	£162.93
Survey Derived Expenditure of Residents within the Zone at Facilities within the Zone (£m)	£64.78	£8.58	£11.11	£6.60	£105.29
PCA Market Share of PCA Residents Spend	79.2%	31.6%	49.6%	20.9%	64.6%

Convenience Table 6b: Market Share of Study Area in 2009

	2009
Total Available Expenditure in Study Area (Excluding NSRT)	£275.62
Survey Derived Expenditure of Study Area Residents at Facilities in PCA (£m)	£159.74
PCA Market Share of Fringe Zone Residents' Spend	58.0%

Convenience Table 6c: Inflow from Fringe Zones in 2009

	2009
Total Available Expenditure in Study Area Outside PCA (Excluding NSRT)	£112.69
Survey Derived Expenditure of Fringe Zone Residents at Facilities in PCA (£m)	£5.83
PCA Market Share of Fringe Zone Residents' Spend	5.2%

Notes

- (1) 2007 Prices
- (2) Total available expenditure and survey derived expenditures taken from Table 3a
- (3) Survey Derived Expenditure taken from Table 5c

Convenience Table 7: Estimated Turnover of Foodstores within the Study Area (2009)

		Gross Floorspace (sq m)	Net Floorspace (sq m)	% Convenience Goods Floorspace	Net Convenience Floorspace (sq m)	Convenience Turnover (£/ sq m) 2007	Convenience Turnover (£m) 2007
Zone 1 - Selby	Aldi, Bawtry Road, Selby	1,208.0	785	71.00%	557	£5,325	£2.97
	Farmfoods, Micklegate, Selby	750.0	525	92.10%	484	£6,187	£2.99
	Morrisons, Market Cross, Selby	4,278.0	2,478	76.90%	1,905	£11,375	£21.67
	Sainsburys, Abbey Walk, Selby	2,921.7	1,900	71.80%	1,364	£10,076	£13.75
	Tesco Express, Brayton	613.0	429	63.90%	274	£12,748	£3.50
	Tesco, Portholme Road, Selby	3,266.6	1,741	63.90%	1,112	£12,748	£14.18
	Other Stores Zone 1	0.0	1,174	90.00%	1,057	£2,500	£2.64
Total Zone 1			9,032		6,754		£61.69
Zone 2 - Sherburn In Elmet	Tesco Express, Sherburn In Elmet	0.0	145	63.90%	93	£12,748	£1.18
	The Cooperative Food, Finkle Hill, Sherburn In Elmet	744.0	698	79.00%	551	£6,702	£3.69
	Other Stores Zone 2	0.0	950	90.00%	855	£2,500	£2.14
Total Zone 2			1,793		1,499		£7.01
Zone 3 - Tadcaster	Costcutter, Tadcaster	101.0	71	90.00%	64	£3,500	£0.22
	Sainsburys, Millgate, Tadcaster	1,395.0	907	71.80%	651	£10,076	£6.56
	Other Stores Zone 3	0.0	74	90.00%	66	£2,500	£0.17
Total Zone 3			1,051		781		£6.95
Zone 4 - Eggborough / South Selby	The Cooperative Food, Snaith, Goole	0.0	241	79.00%	190	£6,702	£1.28
	Other Stores Zone 4	0.0	113	90.00%	102	£2,500	£0.26
Total Zone 4			354		292		£1.53
Total PCA							£77.19
Zone 5 - Northern Fringe	The Cooperative Food, Bishopthorpe, York	176.7	121	79.00%	96	£6,702	£0.64
	The Cooperative Food, Copmanthorpe, York	232.5	132	79.00%	104	£6,702	£0.70
Zone 6 - North Eastern Fringe	Other Stores Zone 6	0.0	28	90.00%	25	£2,500	£0.06
Zone 7 - South-eastern Fringe	Co-Op, Howden	0.0	328	79.00%	259	£6,702	£1.74
	Other Stores Zone 7	0.0	154	90.00%	139	£2,500	£0.35
Zone 8 - Southern Fringe	Co-Op, Askern	1,116.0	530	79.00%	418	£6,702	£2.80
	Other Stores Zone 8	0.0	368	90.00%	331	£2,500	£0.83
Zone 9 - South-western Fringe	Morrisons, Knottingley	6,510.0	3,382	76.90%	2,600	£11,375	£29.58
	Sainsburys Local, Racca Green, Knottingley	246.4	149	71.80%	107	£10,076	£1.08
	Other Stores Zone 9	0.0	575	90.00%	517	£2,500	£1.29
Zone 10 - Western Fringe	Other Stores Zone 10	0.0	1,751	90.00%	1,576	£2,500	£3.94
Total Study Area							£120.20

Notes

- (1) 2007 Prices
- (2) Data from IGD Food Stores Database (2008), ProMap and Experian GOAD
- (3) 'Other Stores' floorspace based on the proportion of residents within a Study Zone who shop at this 'other' floorspace from the Household Survey
- (4) Gross to Net Ratio for named foodstores derived from IGD Foodstores Database (2008) or DJ estimates
- (5) Convenience / comparison split for foodstores derived from Retail Rankings (2009) and Verdict on Grocers (2009)
- (6) Sales densities / turnovers per outlet of named retailers derived from Retail Rankings (2009)
- (7) Figures not exact due to rounding

Convenience Table 8: Commitments

Commitment	Location	Application Number	Application Type	Application Status	Decision Date	Expiry Date	Description	Gross Floorspace (sq.m)	Class A1 Floorspace (sq m)	Net Convenience Floorspace (sq m)	Convenience Turnover per sq m 2009	Total Convenience Turnover (£m) 2009
Pro-Am Karting, Bawtry Road, Selby YO8 8NA	Out of Centre	2004/1206/FUL	Reserved Matters	Approved	06/01/2005	06/01/2010	Approval of reserved matters (8/19/46AE/PA) for erection of class D2 (assembly & leisure) unit and class A1 (non food) retail unit to include parking, landscaping and vehicular circulation	1,036	518			£0.00
Selby Livestock Auction Mart Ltd, Bawtry Road, Selby YO8 8NB	Out of Centre	2004/1610/FUL	Full	Approved	02/03/2005	02/03/2010	Erection of a single storey extension to provide additional store and a self-contained shop with office, kitchenette and WC	120	120			£0.00
Unit 10b, Abbey Walk, Selby YO8 4	Town Centre	2005/0107/FUL	Full	Approved	13/04/2005	13/04/2010	Proposed Erection of a single storey retail unit with secured service zone to the rear	91	91			£0.00
BOCM Olympia Mills, Barby Road, YO8 5AB	Out of Centre	2005/0507/FUL	Full	Approved	05/12/2006	05/12/2009	Variation of Condition 1, attached to planning approval No. 8/19/97P/PA (2002/0324)-extension of time to submit reserved matters	-	-			£0.00
Wm Morrisons Supermarkets Plc, Portholme Crescent, Selby	Town Centre	2005/1328/FUL	Full	Approved	14/11/2006	14/11/2009	Resubmission of previously refused application 8/19/1571/PA for extension to existing supermarket, erection of three retail units and associated works, using the existing supermarket access (following demolition of Selby Abbey Primary School and The Abbey	4,663	4,663	1,100	£11,375	£12.51
21 Scott Road, Selby YO8 4BL	Town Centre	2006/1178/FUL	Full	Approved	19/12/2006	19/12/2009	Erection of a first floor extension to the rear, increase in roof height, installation of new shop front, subdivision of ground floor to two retail units and change of use	52	52			£0.00
24 - 28 Gowthorpe, Selby YO8 4ET	Town Centre	2007/0101/FUL	Full	Approved	11/06/2007	11/06/2010	Conversion of and extensions to former grocery store and outbuildings to create two retail units and nine residential units to the first and second floors of 24-28 Gowthorpe, Selby	378	378			£0.00
Aldi Supermarket, Unit A Three Lakes Retail Park, Selby YO8 8NB	Out of Centre	2008/0259/FUL	Full	Under Construction	07/05/2008	07/05/2011	Extension to existing retail food store.	78	78	36	£5,325	£0.19
Bishops Meadow Farm, Hull Road, Hemingbrough, Selby YO8 6EH	Out of Centre	2008/0909/FUL	Full	Approved	01/11/2008	01/11/2011	Erection of a farm shop with associated parking and access	56	56	45	£2,500	£0.11
Staynor Hall, Abbots Road, Selby	Out of Centre	CO/2002/1185	Outline	Approved	06/06/2005	06/06/2010	Outline application for the erection of 1200 dwellings (4 existing to be demolished), employment, public open space, shopping and community facilities (including up to 2,000 sq.m. of shops), together with associated footpaths, cycleways, roads, engineering works	2,000	2,000	960	£2,500	£2.40
Tesco Stores, Portholme Road, Selby, YO8 4QQ	Out of Centre	2008/1305/FUL	FULL	Approved	23/04/2009	23/04/2012	Demolition of storage depot and extension to supermarket, car parking and access road.	2497	2497	1,037	£12,748	£13.22
BOCM Olympia Mills, Barby Road, YO8 5AB	Out of Centre	CO/2004/0011	Full	Not Yet Implemented	05/12/2006	05/12/2009	Proposed erection of a deep discount convenience store food retail unit	2492	2,492	1,292	£2,500	£3.23
Post Office, 19 Westgate, Tadcaster LS24 9JA	Town Centre	2005/0002/FUL	Full	Approved	28/04/2005	28/04/2010	Proposed conversion of existing sorting office to 3 retail units	478	478			£0.00
Healough Manor Farm, Wighill Lane, Tadcaster LS24 8HG	Out of Centre	2007/0758/COU	Change of Use	Approved	06/08/2007	06/08/2010	Change of use application for the conversion of Parklands barn and Long Shed to Butchery	307	307	246	£2,500	£0.61
12 Kirkgate, Tadcaster LS24 9AD	Town Centre	2008/0501/FUL	Full	Approved	01/09/2008	01/09/2011	Proposed erection of a two storey building, forming a retail shop with storage above, following demolition of an existing building	220	220			£0.00
Hut Green Garage, Weeland Road, Eggborough DN14 0PP	Out of Centre	2005/0270/FUL	Full	Approved	27/05/2005	27/05/2010	Proposed erection of 1 No. block of three shops with 3 No. flats over and 1 No. block of three dwellings with integral garages, following removal of existing pumps, tanks and buildings	370	370			£0.00
Fulham House Farm, Fulham Lane, Womersley, Doncaster	Out of Centre	2006/0713/COU	Change of Use	Approved	31/07/2006	31/07/2011	Retrospective consent for change of use of existing barn and adjoining garage to farm shop and coffee shop	89	89	36	£2,500	£0.09
TOTAL								25,709	20,867	4,751		£32.37

Notes

(1) Data from Selby District Council August 2009

(2) Convenience / comparison floorspace split and sales densities per outlet of named retailers derived from Retail Rankings (2009)

(3) Convenience / comparison floorspace split and sales densities of unnamed proposals is Drivers Jonas estimate or derived from planning application submission

Convenience Table 9: Survey Derived Compared to Company Average Turnovers in 2009

		Total Flow of Expenditure From Study Area From Survey Data (£m)	Convenience Turnover of Store Using Company Average (£m)	Difference (£m)
Zone 1 - Selby	Aldi, Bawtry Road, Selby	£3.18	£2.97	£0.21
	Farmfoods, Mickelgate, Selby	£0.42	£2.99	-£2.57
	Morrisons, Market Cross, Selby	£31.76	£21.67	£10.09
	Sainsburys, Abbey Walk, Selby	£2.56	£13.75	-£11.18
	Tesco Express, Brayton	£2.40	£3.50	-£1.10
	Tesco, Portholme Road, Selby	£27.02	£14.18	£12.85
	Other Stores Zone 1	£9.89	£2.64	£7.24
Zone 2 - Sherburn In Elmet	Tesco Express, Sherburn In Elmet	£1.98	£1.18	£0.80
	The Cooperative Food, Finkle Hill, Sherburn In Elmet	£2.44	£3.69	-£1.26
	Other Stores Zone 2	£5.03	£2.14	£2.89
Zone 3 - Tadcaster	Costcutter, Tadcaster	£1.15	£0.22	£0.93
	Sainsburys, Millgate, Tadcaster	£11.68	£6.56	£5.12
	Other Stores Zone 3	£0.93	£0.17	£0.77
Zone 4 - Eggborough / South Selby	The Cooperative Food, Snaith, Goole	£4.75	£1.28	£3.47
	Other Stores Zone 4	£2.26	£0.26	£2.01
Total PCA		£107.45	£77.19	£30.27
Zone 5 - Northern Fringe	The Cooperative Food, Bishopthorpe, York	£2.44	£0.64	£1.80
	The Cooperative Food, Copmanthorpe, York	£3.11	£0.70	£2.41
Zone 6 - North Eastern Fringe	Other Stores Zone 6	£0.60	£0.06	£0.54
Zone 7 - South-eastern Fringe	Co-Op, Howden	£3.41	£1.74	£1.67
	Other Stores Zone 7	£1.62	£0.35	£1.27
Zone 8 - Southern Fringe	Co-Op, Askern	£2.98	£2.80	£0.17
	Other Stores Zone 8	£2.07	£0.83	£1.24
Zone 9 - South-western Fringe	Morrisons, Knottingley	£26.69	£29.58	-£2.89
	Sainsburys Local, Racca Green, Knottingley	£0.25	£1.08	-£0.82
	Other Stores Zone 9	£1.51	£1.29	£0.21
Zone 10 - Western Fringe	Other Stores Zone 10	£3.94	£3.94	£0.00
Total 'Fringe' Zones		£48.61	£43.01	£5.60
Total Study Area		£156.07	£120.20	£35.87

Notes

- (1) 2007 Prices
- (2) Survey derived turnover from Table 5c
- (3) Company average turnover from Table 7
- (4) A negative value in the 'Difference' column indicates under-trading

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Convenience Table 10a: Convenience Goods Capacity Within PCA

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£159.68	£161.20	£162.93	£164.80	£166.70	£168.98	£171.08	£173.38	£175.70	£178.22	£180.75	£183.70	£186.47	£189.27	£192.09	£195.13	£197.78	£200.45	£203.13	£206.05
PCA Market Share	64.6%	64.6%	64.6%	64.6%	64.6%	64.6%	64.6%	64.6%	64.6%	64.6%	64.6%	64.6%	64.6%	64.6%	64.6%	64.6%	64.6%	64.6%	64.6%	64.6%
Market Share Expenditure (£m)	£103.19	£104.18	£105.29	£106.50	£107.73	£109.21	£110.56	£112.05	£113.55	£115.18	£116.81	£118.72	£120.51	£122.32	£124.14	£126.11	£127.82	£129.54	£131.28	£133.16
Turnover of Existing Provision (£m)	£77.19	£77.57	£77.96	£78.35	£78.74	£79.14	£79.53	£79.93	£80.33	£80.73	£81.13	£81.54	£81.95	£82.36	£82.77	£83.18	£83.60	£84.02	£84.44	£84.86
Turnover of Commitments (£m)			£32.37	£32.53	£32.69	£32.85	£33.02	£33.18	£33.35	£33.52	£33.68	£33.85	£34.02	£34.19	£34.36	£34.53	£34.71	£34.88	£35.06	£35.23
Total Facilities Turnover	£77.19	£77.57	£110.33	£110.88	£111.43	£111.99	£112.55	£113.11	£113.68	£114.25	£114.82	£115.39	£115.97	£116.55	£117.13	£117.72	£118.31	£118.90	£119.49	£120.09
Inflow from Buffer Zones to PCA at Constant Market Share	£5.83	£5.86	£5.89	£5.92	£5.95	£5.98	£6.01	£6.04	£6.07	£6.10	£6.13	£6.16	£6.19	£6.22	£6.25	£6.28	£6.31	£6.34	£6.38	£6.41
Surplus Expenditure	£31.83	£32.46	£0.85	£1.54	£2.24	£3.19	£4.02	£4.97	£5.94	£7.03	£8.12	£9.48	£10.73	£11.99	£13.26	£14.67	£15.82	£16.99	£18.16	£19.48

Convenience Table 10b: Convenience Goods Capacity Within PCA - Increase in Market Share by 2.5%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£159.68	£161.20	£162.93	£164.80	£166.70	£168.98	£171.08	£173.38	£175.70	£178.22	£180.75	£183.70	£186.47	£189.27	£192.09	£195.13	£197.78	£200.45	£203.13	£206.05
PCA Market Share	67.1%	67.1%	67.1%	67.1%	67.1%	67.1%	67.1%	67.1%	67.1%	67.1%	67.1%	67.1%	67.1%	67.1%	67.1%	67.1%	67.1%	67.1%	67.1%	67.1%
Market Share Expenditure (£m)	£107.19	£108.21	£109.37	£110.62	£111.90	£113.43	£114.84	£116.39	£117.94	£119.63	£121.33	£123.31	£125.17	£127.05	£128.94	£130.98	£132.76	£134.55	£136.35	£138.32
Turnover of Existing Provision (£m)	£77.19	£77.57	£77.96	£78.35	£78.74	£79.14	£79.53	£79.93	£80.33	£80.73	£81.13	£81.54	£81.95	£82.36	£82.77	£83.18	£83.60	£84.02	£84.44	£84.86
Turnover of Commitments (£m)			£32.37	£32.53	£32.69	£32.85	£33.02	£33.18	£33.35	£33.52	£33.68	£33.85	£34.02	£34.19	£34.36	£34.53	£34.71	£34.88	£35.06	£35.23
Total Facilities Turnover	£77.19	£77.57	£110.33	£110.88	£111.43	£111.99	£112.55	£113.11	£113.68	£114.25	£114.82	£115.39	£115.97	£116.55	£117.13	£117.72	£118.31	£118.90	£119.49	£120.09
Inflow from Buffer Zones to PCA (Increased by 2.5%)	£5.97	£6.00	£6.03	£6.06	£6.09	£6.13	£6.16	£6.19	£6.22	£6.25	£6.28	£6.31	£6.34	£6.37	£6.41	£6.44	£6.47	£6.50	£6.54	£6.57
Surplus Expenditure	£35.97	£36.64	£5.07	£5.81	£6.56	£7.57	£8.44	£9.46	£10.48	£11.63	£12.79	£14.23	£15.54	£16.87	£18.22	£19.70	£20.93	£22.16	£23.40	£24.79

Convenience Table 10c: Convenience Goods Capacity Within PCA - Increase in Market Share by 5%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£159.68	£161.20	£162.93	£164.80	£166.70	£168.98	£171.08	£173.38	£175.70	£178.22	£180.75	£183.70	£186.47	£189.27	£192.09	£195.13	£197.78	£200.45	£203.13	£206.05
PCA Market Share	69.6%	69.6%	69.6%	69.6%	69.6%	69.6%	69.6%	69.6%	69.6%	69.6%	69.6%	69.6%	69.6%	69.6%	69.6%	69.6%	69.6%	69.6%	69.6%	69.6%
Market Share Expenditure (£m)	£111.18	£112.24	£113.44	£114.74	£116.07	£117.66	£119.12	£120.72	£122.34	£124.09	£125.85	£127.91	£129.83	£131.78	£133.74	£135.86	£137.71	£139.56	£141.43	£143.47
Turnover of Existing Provision (£m)	£77.19	£77.57	£77.96	£78.35	£78.74	£79.14	£79.53	£79.93	£80.33	£80.73	£81.13	£81.54	£81.95	£82.36	£82.77	£83.18	£83.60	£84.02	£84.44	£84.86
Turnover of Commitments (£m)			£32.37	£32.53	£32.69	£32.85	£33.02	£33.18	£33.35	£33.52	£33.68	£33.85	£34.02	£34.19	£34.36	£34.53	£34.71	£34.88	£35.06	£35.23
Total Facilities Turnover	£77.19	£77.57	£110.33	£110.88	£111.43	£111.99	£112.55	£113.11	£113.68	£114.25	£114.82	£115.39	£115.97	£116.55	£117.13	£117.72	£118.31	£118.90	£119.49	£120.09
Inflow from Buffer Zones to PCA (Increased by 5%)	£6.12	£6.15	£6.18	£6.21	£6.24	£6.27	£6.31	£6.34	£6.37	£6.40	£6.43	£6.46	£6.50	£6.53	£6.56	£6.60	£6.63	£6.66	£6.69	£6.73
Surplus Expenditure	£40.11	£40.82	£9.29	£10.07	£10.88	£11.94	£12.87	£13.95	£15.03	£16.24	£17.47	£18.98	£20.36	£21.76	£23.17	£24.74	£26.03	£27.33	£28.64	£30.11

Notes

- (1) 2007 prices
- (2) Total available expenditure from Comparison Table 3a
- (3) Catchment Area Market Share from Convenience Table 6a
- (4) Floorspace data from Comparison Tables 7 and 8
- (5) Floorspace efficiency assumed to be 0.5% per annum for all centres / locations (Page 12, Experian Retail Planner Briefing Note 7.1, August 2009)
- (6) Inflow from table 5c
- (7) No inflow assumed from outside Study Area
- (8) Surplus expenditure is calculated by adding 'market share expenditure' to inflow expenditure, then deducting the existing turnover of facilities
- (9) Figures not exact due to rounding
- (10) Inflow increased by 0.5% p.a for Convenience Goods (Figure 1, Page 7, Experian Retail Planner Briefing Note 7.1, August 2009)

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Convenience Table 10d: Capacity for New Convenience Goods Floorspace in PCA - Constant Market Share

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Surplus Expenditure	£31.83	£32.46	£0.85	£1.54	£2.24	£3.19	£4.02	£4.97	£5.94	£7.03	£8.12	£9.48	£10.73	£11.99	£13.26	£14.67	£15.82	£16.99	£18.16	£19.48
Average 'Top Four' Grocers Turnover per sq m	£11,656	£11,714	£11,773	£11,832	£11,891	£11,950	£12,010	£12,070	£12,130	£12,191	£12,252	£12,313	£12,375	£12,437	£12,499	£12,561	£12,624	£12,687	£12,751	£12,815
Top Four' Grocers Foodstore Illustration Net Floorspace equivalent (sq m)	2,731	2,771	72	130	189	267	334	412	489	576	663	770	867	964	1,061	1,168	1,253	1,339	1,424	1,520
Top Four' Grocers Gross Floorspace equivalent (sq m) 60% net:gross ratio	4,552	4,619	121	217	314	445	557	687	816	960	1,105	1,284	1,445	1,606	1,768	1,946	2,089	2,232	2,374	2,534
Average 'Discounter' Grocers Turnover per sq m	£5,715	£5,744	£5,772	£5,801	£5,830	£5,859	£5,889	£5,918	£5,948	£5,977	£6,007	£6,037	£6,067	£6,098	£6,128	£6,159	£6,190	£6,221	£6,252	£6,283
Discounter Foodstore Illustration Net Floorspace equivalent (sq m)	5,570	5,652	148	265	385	545	682	841	998	1,175	1,352	1,571	1,768	1,966	2,163	2,382	2,556	2,731	2,905	3,101
Discounter Foodstore Illustration Gross Floorspace equivalent (sq m) 60% net:gross ratio	9,284	9,420	246	442	641	908	1,137	1,401	1,664	1,959	2,253	2,618	2,947	3,276	3,605	3,969	4,261	4,551	4,841	5,168

Convenience Table 10e: Capacity for New Convenience Goods Floorspace in PCA - Increase in Market Share of 2.5%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Surplus Expenditure	£35.97	£36.64	£5.07	£5.81	£6.56	£7.57	£8.44	£9.46	£10.48	£11.63	£12.79	£14.23	£15.54	£16.87	£18.22	£19.70	£20.93	£22.16	£23.40	£24.79
Average 'Top Four' Grocers Turnover per sq m	£11,656	£11,714	£11,773	£11,832	£11,891	£11,950	£12,010	£12,070	£12,130	£12,191	£12,252	£12,313	£12,375	£12,437	£12,499	£12,561	£12,624	£12,687	£12,751	£12,815
Top Four' Grocers Foodstore Illustration Net Floorspace equivalent (sq m)	3,086	3,128	431	491	552	633	703	784	864	954	1,044	1,156	1,256	1,357	1,457	1,569	1,658	1,746	1,835	1,935
Top Four' Grocers Gross Floorspace equivalent (sq m) 60% net:gross ratio	5,144	5,213	718	818	919	1,055	1,172	1,306	1,440	1,590	1,740	1,926	2,094	2,261	2,429	2,614	2,763	2,911	3,058	3,225
Average 'Discounter' Grocers Turnover per sq m	£5,715	£5,744	£5,772	£5,801	£5,830	£5,859	£5,889	£5,918	£5,948	£5,977	£6,007	£6,037	£6,067	£6,098	£6,128	£6,159	£6,190	£6,221	£6,252	£6,283
Discounter Foodstore Illustration Net Floorspace equivalent (sq m)	6,294	6,379	879	1,001	1,125	1,291	1,434	1,598	1,762	1,946	2,130	2,357	2,562	2,767	2,972	3,199	3,381	3,562	3,743	3,946
Discounter Foodstore Illustration Gross Floorspace equivalent (sq m) 60% net:gross ratio	10,491	10,632	1,465	1,668	1,875	2,152	2,390	2,664	2,937	3,244	3,550	3,929	4,270	4,612	4,954	5,332	5,635	5,936	6,238	6,577

Convenience Table 10f: Capacity for New Convenience Goods Floorspace in PCA - Increase in Market Share of 5%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Surplus Expenditure	£40.11	£40.82	£9.29	£10.07	£10.88	£11.94	£12.87	£13.95	£15.03	£16.24	£17.47	£18.98	£20.36	£21.76	£23.17	£24.74	£26.03	£27.33	£28.64	£30.11
Average 'Top Four' Grocers Turnover per sq m	£11,656	£11,714	£11,773	£11,832	£11,891	£11,950	£12,010	£12,070	£12,130	£12,191	£12,252	£12,313	£12,375	£12,437	£12,499	£12,561	£12,624	£12,687	£12,751	£12,815
Top Four' Grocers Foodstore Illustration Net Floorspace equivalent (sq m)	3,441	3,484	789	851	915	999	1,072	1,155	1,239	1,332	1,426	1,541	1,645	1,750	1,854	1,969	2,062	2,154	2,246	2,349
Top Four' Grocers Gross Floorspace equivalent (sq m) 60% net:gross ratio	5,735	5,807	1,316	1,419	1,524	1,665	1,786	1,926	2,064	2,220	2,376	2,569	2,742	2,916	3,090	3,282	3,436	3,590	3,743	3,916
Average 'Discounter' Grocers Turnover per sq m	£5,715	£5,744	£5,772	£5,801	£5,830	£5,859	£5,889	£5,918	£5,948	£5,977	£6,007	£6,037	£6,067	£6,098	£6,128	£6,159	£6,190	£6,221	£6,252	£6,283
Discounter Foodstore Illustration Net Floorspace equivalent (sq m)	7,018	7,107	1,610	1,737	1,865	2,038	2,186	2,356	2,526	2,717	2,908	3,143	3,356	3,569	3,781	4,017	4,205	4,393	4,580	4,792
Discounter Foodstore Illustration Gross Floorspace equivalent (sq m) 60% net:gross ratio	11,697	11,844	2,683	2,894	3,109	3,396	3,643	3,927	4,210	4,529	4,846	5,239	5,593	5,948	6,302	6,695	7,008	7,322	7,634	7,986

Notes

- (1) £11,656 per sq m floorspace equivalent from average of largest food retailers (Tesco, Sainsburys, ASDA and Morrisons) taken from Retail Rankings 2009
- (2) £5,715 per sq m floorspace equivalent from average discounter food retailer (Netto, Aldi, Lidl and Iceland) taken from Retail Rankings 2009
- (3) Figures from Convenience Tables 10a-c
- (4) Values expressed in £m
- (5) 2007 prices
- (6) Floorspace efficiency assumed to be 0.5% per annum for all centres / locations (Page 12, Experian Retail Planner Briefing Note 7.1, August 2009)

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Convenience Table 11a: Convenience Goods Capacity Within Zone 1 - Selby - Constant Market Share

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£80.18	£80.95	£81.81	£82.75	£83.71	£84.85	£85.91	£87.07	£88.23	£89.49	£90.77	£92.25	£93.64	£95.04	£96.46	£97.98	£99.31	£100.65	£102.00	£103.47
Zone 1 Market Share	79.2%	79.2%	79.2%	79.2%	79.2%	79.2%	79.2%	79.2%	79.2%	79.2%	79.2%	79.2%	79.2%	79.2%	79.2%	79.2%	79.2%	79.2%	79.2%	79.2%
Market Share Expenditure (£m)	£63.49	£64.09	£64.78	£65.52	£66.28	£67.19	£68.02	£68.94	£69.86	£70.86	£71.87	£73.04	£74.14	£75.25	£76.37	£77.58	£78.64	£79.70	£80.76	£81.92
Turnover of Existing Provision (£m)	£61.69	£62.00	£62.31	£62.62	£62.94	£63.25	£63.57	£63.89	£64.21	£64.53	£64.85	£65.17	£65.50	£65.83	£66.16	£66.49	£66.82	£67.15	£67.49	£67.83
Turnover of Commitments (£m)			£31.66	£31.82	£31.98	£32.14	£32.30	£32.46	£32.63	£32.79	£32.95	£33.12	£33.28	£33.45	£33.62	£33.78	£33.95	£34.12	£34.29	£34.47
Total Facilities Turnover	£61.69	£62.00	£93.98	£94.45	£94.92	£95.39	£95.87	£96.35	£96.83	£97.32	£97.80	£98.29	£98.78	£99.28	£99.77	£100.27	£100.77	£101.28	£101.78	£102.29
Inflow from Other Zones at Constant Market Share	£16.12	£16.20	£16.28	£16.36	£16.44	£16.53	£16.61	£16.69	£16.78	£16.86	£16.94	£17.03	£17.11	£17.20	£17.29	£17.37	£17.46	£17.55	£17.63	£17.72
Surplus Expenditure	£17.91	£18.29	-£12.92	-£12.56	-£12.20	-£11.68	-£11.24	-£10.72	-£10.20	-£9.60	-£8.99	-£8.22	-£7.53	-£6.82	-£6.12	-£5.32	-£4.68	-£4.04	-£3.39	-£2.65

Convenience Table 11b: Convenience Goods Capacity Within Zone 1 - Selby - Market Share increase of 2.5%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£80.18	£80.95	£81.81	£82.75	£83.71	£84.85	£85.91	£87.07	£88.23	£89.49	£90.77	£92.25	£93.64	£95.04	£96.46	£97.98	£99.31	£100.65	£102.00	£103.47
Zone 1 Market Share	81.7%	81.7%	81.7%	81.7%	81.7%	81.7%	81.7%	81.7%	81.7%	81.7%	81.7%	81.7%	81.7%	81.7%	81.7%	81.7%	81.7%	81.7%	81.7%	81.7%
Market Share Expenditure (£m)	£65.49	£66.12	£66.82	£67.59	£68.37	£69.31	£70.17	£71.11	£72.06	£73.10	£74.14	£75.34	£76.48	£77.63	£78.78	£80.03	£81.12	£82.21	£83.31	£84.51
Turnover of Existing Provision (£m)	£61.69	£62.00	£62.31	£62.62	£62.94	£63.25	£63.57	£63.89	£64.21	£64.53	£64.85	£65.17	£65.50	£65.83	£66.16	£66.49	£66.82	£67.15	£67.49	£67.83
Turnover of Commitments (£m)			£31.66	£31.82	£31.98	£32.14	£32.30	£32.46	£32.63	£32.79	£32.95	£33.12	£33.28	£33.45	£33.62	£33.78	£33.95	£34.12	£34.29	£34.47
Total Facilities Turnover	£61.69	£62.00	£93.98	£94.45	£94.92	£95.39	£95.87	£96.35	£96.83	£97.32	£97.80	£98.29	£98.78	£99.28	£99.77	£100.27	£100.77	£101.28	£101.78	£102.29
Inflow from Other Zones (increased by 2.5%)	£16.52	£16.61	£16.69	£16.77	£16.86	£16.94	£17.02	£17.11	£17.20	£17.28	£17.37	£17.45	£17.54	£17.63	£17.72	£17.81	£17.90	£17.98	£18.07	£18.16
Surplus Expenditure	£20.32	£20.72	-£10.46	-£10.08	-£9.69	-£9.15	-£8.68	-£8.13	-£7.57	-£6.94	-£6.30	-£5.49	-£4.76	-£4.02	-£3.27	-£2.43	-£1.76	-£1.08	-£0.40	£0.38

Convenience Table 11c: Convenience Goods Capacity Within Zone 1 - Selby - Market Share increase of 5%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£80.18	£80.95	£81.81	£82.75	£83.71	£84.85	£85.91	£87.07	£88.23	£89.49	£90.77	£92.25	£93.64	£95.04	£96.46	£97.98	£99.31	£100.65	£102.00	£103.47
Zone 1 Market Share	84.2%	84.2%	84.2%	84.2%	84.2%	84.2%	84.2%	84.2%	84.2%	84.2%	84.2%	84.2%	84.2%	84.2%	84.2%	84.2%	84.2%	84.2%	84.2%	84.2%
Market Share Expenditure (£m)	£67.50	£68.14	£68.87	£69.66	£70.46	£71.43	£72.31	£73.29	£74.27	£75.33	£76.40	£77.65	£78.82	£80.00	£81.19	£82.48	£83.60	£84.73	£85.86	£87.10
Turnover of Existing Provision (£m)	£61.69	£62.00	£62.31	£62.62	£62.94	£63.25	£63.57	£63.89	£64.21	£64.53	£64.85	£65.17	£65.50	£65.83	£66.16	£66.49	£66.82	£67.15	£67.49	£67.83
Turnover of Commitments (£m)			£31.66	£31.82	£31.98	£32.14	£32.30	£32.46	£32.63	£32.79	£32.95	£33.12	£33.28	£33.45	£33.62	£33.78	£33.95	£34.12	£34.29	£34.47
Total Facilities Turnover	£61.69	£62.00	£93.98	£94.45	£94.92	£95.39	£95.87	£96.35	£96.83	£97.32	£97.80	£98.29	£98.78	£99.28	£99.77	£100.27	£100.77	£101.28	£101.78	£102.29
Inflow from Other Zones (increased by 5%)	£16.93	£17.01	£17.10	£17.18	£17.27	£17.35	£17.44	£17.53	£17.61	£17.70	£17.79	£17.88	£17.97	£18.06	£18.15	£18.24	£18.33	£18.42	£18.52	£18.61
Surplus Expenditure	£22.73	£23.15	-£8.01	-£7.61	-£7.19	-£6.61	-£6.12	-£5.53	-£4.95	-£4.28	-£3.61	-£2.76	-£1.99	-£1.21	-£0.43	£0.45	£1.16	£1.87	£2.60	£3.41

- Notes**
- (1) 2007 prices
 - (2) Total available expenditure from Comparison Table 3a
 - (3) Catchment Area Market Share from Convenience Table 6a
 - (4) Floorspace data from Comparison Tables 7 and 8
 - (5) Floorspace efficiency assumed to be 0.5% per annum for all centres / locations (Page 12, Experian Retail Planner Briefing Note 7.1, August 2009)
 - (6) Inflow from table 5c
 - (7) No inflow assumed from outside Study Area
 - (8) Surplus expenditure is calculated by adding 'market share expenditure' to inflow expenditure, then deducting the existing turnover of facilities
 - (9) Figures not exact due to rounding
 - (10) Inflow increased by 0.5% p.a for Convenience Goods (Figure 1, Page 7, Experian Retail Planner Briefing Note 7.1, August 2009)

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Convenience Table 12a: Convenience Goods Capacity Within Zone 2 - Sherburn In Elmet - Constant Market Share

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£26.59	£26.85	£27.13	£27.44	£27.76	£28.14	£28.49	£28.87	£29.26	£29.68	£30.10	£30.59	£31.05	£31.52	£31.99	£32.50	£32.94	£33.38	£33.83	£34.31
Zone 2 Market Share	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%	31.6%
Market Share Expenditure (£m)	£8.41	£8.49	£8.58	£8.68	£8.78	£8.90	£9.01	£9.13	£9.25	£9.38	£9.52	£9.67	£9.82	£9.97	£10.11	£10.27	£10.41	£10.55	£10.70	£10.85
Turnover of Existing Provision (£m)	£7.01	£7.05	£7.08	£7.12	£7.15	£7.19	£7.23	£7.26	£7.30	£7.34	£7.37	£7.41	£7.45	£7.48	£7.52	£7.56	£7.60	£7.63	£7.67	£7.71
Turnover of Commitments (£m)			£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total Facilities Turnover	£7.01	£7.05	£7.08	£7.12	£7.15	£7.19	£7.23	£7.26	£7.30	£7.34	£7.37	£7.41	£7.45	£7.48	£7.52	£7.56	£7.60	£7.63	£7.67	£7.71
Inflow from Other Zones at Constant Market Share	£0.87	£0.88	£0.88	£0.89	£0.89	£0.89	£0.90	£0.90	£0.91	£0.91	£0.92	£0.92	£0.93	£0.93	£0.94	£0.94	£0.95	£0.95	£0.95	£0.96
Surplus Expenditure	£2.27	£2.32	£2.38	£2.44	£2.51	£2.60	£2.68	£2.77	£2.86	£2.96	£3.06	£3.19	£3.30	£3.41	£3.53	£3.66	£3.76	£3.87	£3.98	£4.10

Convenience Table 12b: Convenience Goods Capacity Within Zone 2 - Sherburn In Elmet - Increase in Market Share of 2.5%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£26.59	£26.85	£27.13	£27.44	£27.76	£28.14	£28.49	£28.87	£29.26	£29.68	£30.10	£30.59	£31.05	£31.52	£31.99	£32.50	£32.94	£33.38	£33.83	£34.31
Zone 2 Market Share	34.1%	34.1%	34.1%	34.1%	34.1%	34.1%	34.1%	34.1%	34.1%	34.1%	34.1%	34.1%	34.1%	34.1%	34.1%	34.1%	34.1%	34.1%	34.1%	34.1%
Market Share Expenditure (£m)	£9.07	£9.16	£9.26	£9.36	£9.47	£9.60	£9.72	£9.85	£9.98	£10.13	£10.27	£10.44	£10.60	£10.75	£10.91	£11.09	£11.24	£11.39	£11.54	£11.71
Turnover of Existing Provision (£m)	£7.01	£7.05	£7.08	£7.12	£7.15	£7.19	£7.23	£7.26	£7.30	£7.34	£7.37	£7.41	£7.45	£7.48	£7.52	£7.56	£7.60	£7.63	£7.67	£7.71
Turnover of Commitments (£m)			£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total Facilities Turnover	£7.01	£7.05	£7.08	£7.12	£7.15	£7.19	£7.23	£7.26	£7.30	£7.34	£7.37	£7.41	£7.45	£7.48	£7.52	£7.56	£7.60	£7.63	£7.67	£7.71
Inflow from Other Zones (Increased by 2.5%)	£0.89	£0.90	£0.90	£0.91	£0.91	£0.92	£0.92	£0.93	£0.93	£0.94	£0.94	£0.94	£0.95	£0.95	£0.96	£0.96	£0.97	£0.97	£0.98	£0.98
Surplus Expenditure	£2.95	£3.01	£3.08	£3.15	£3.23	£3.33	£3.42	£3.52	£3.62	£3.73	£3.84	£3.97	£4.10	£4.23	£4.35	£4.49	£4.61	£4.73	£4.85	£4.98

Convenience Table 12c: Convenience Goods Capacity Within Zone 2 - Sherburn In Elmet - Increase in Market Share of 5%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£26.59	£26.85	£27.13	£27.44	£27.76	£28.14	£28.49	£28.87	£29.26	£29.68	£30.10	£30.59	£31.05	£31.52	£31.99	£32.50	£32.94	£33.38	£33.83	£34.31
Zone 2 Market Share	36.6%	36.6%	36.6%	36.6%	36.6%	36.6%	36.6%	36.6%	36.6%	36.6%	36.6%	36.6%	36.6%	36.6%	36.6%	36.6%	36.6%	36.6%	36.6%	36.6%
Market Share Expenditure (£m)	£9.74	£9.83	£9.94	£10.05	£10.17	£10.31	£10.43	£10.57	£10.71	£10.87	£11.02	£11.20	£11.37	£11.54	£11.71	£11.90	£12.06	£12.22	£12.39	£12.57
Turnover of Existing Provision (£m)	£7.01	£7.05	£7.08	£7.12	£7.15	£7.19	£7.23	£7.26	£7.30	£7.34	£7.37	£7.41	£7.45	£7.48	£7.52	£7.56	£7.60	£7.63	£7.67	£7.71
Turnover of Commitments (£m)			£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Total Facilities Turnover	£7.01	£7.05	£7.08	£7.12	£7.15	£7.19	£7.23	£7.26	£7.30	£7.34	£7.37	£7.41	£7.45	£7.48	£7.52	£7.56	£7.60	£7.63	£7.67	£7.71
Inflow from Other Zones (Increased by 5%)	£0.92	£0.92	£0.93	£0.93	£0.93	£0.94	£0.94	£0.95	£0.95	£0.96	£0.96	£0.97	£0.97	£0.98	£0.98	£0.99	£0.99	£1.00	£1.00	£1.01
Surplus Expenditure	£3.64	£3.70	£3.78	£3.86	£3.95	£4.05	£4.15	£4.26	£4.37	£4.49	£4.61	£4.76	£4.90	£5.04	£5.18	£5.33	£5.46	£5.59	£5.72	£5.86

Notes

- (1) 2007 prices
- (2) Total available expenditure from Comparison Table 3a
- (3) Catchment Area Market Share from Convenience Table 6a
- (4) Floorspace data from Comparison Tables 7 and 8
- (5) Floorspace efficiency assumed to be 0.5% per annum for all centres / locations (Page 12, Experian Retail Planner Briefing Note 7.1, August 2009)
- (6) Inflow from table 5c
- (7) No inflow assumed from outside Study Area
- (8) Surplus expenditure is calculated by adding 'market share expenditure' to inflow expenditure, then deducting the existing turnover of facilities
- (9) Figures not exact due to rounding
- (10) Inflow increased by 0.5% p.a for Convenience Goods (Figure 1, Page 7, Experian Retail Planner Briefing Note 7.1, August 2009)

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Convenience Table 13a: Convenience Goods Capacity Within Zone 3 - Tadcaster - Constant Market Share

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£21.95	£22.16	£22.39	£22.65	£22.91	£23.23	£23.51	£23.83	£24.15	£24.50	£24.84	£25.25	£25.63	£26.01	£26.40	£26.82	£27.18	£27.55	£27.92	£28.32
Zone 3 Market Share	49.6%	49.6%	49.6%	49.6%	49.6%	49.6%	49.6%	49.6%	49.6%	49.6%	49.6%	49.6%	49.6%	49.6%	49.6%	49.6%	49.6%	49.6%	49.6%	49.6%
Market Share Expenditure (£m)	£10.88	£10.99	£11.11	£11.23	£11.36	£11.52	£11.66	£11.82	£11.98	£12.15	£12.32	£12.52	£12.71	£12.90	£13.09	£13.30	£13.48	£13.66	£13.85	£14.05
Turnover of Existing Provision (£m)	£6.95	£6.98	£7.02	£7.05	£7.09	£7.12	£7.16	£7.20	£7.23	£7.27	£7.30	£7.34	£7.38	£7.41	£7.45	£7.49	£7.53	£7.56	£7.60	£7.64
Turnover of Commitments (£m)			£0.61	£0.62	£0.62	£0.62	£0.63	£0.63	£0.63	£0.64	£0.64	£0.64	£0.65	£0.65	£0.65	£0.66	£0.66	£0.66	£0.67	£0.67
Total Facilities Turnover	£6.95	£6.98	£7.63	£7.67	£7.71	£7.75	£7.79	£7.82	£7.86	£7.90	£7.94	£7.98	£8.02	£8.06	£8.10	£8.14	£8.18	£8.22	£8.27	£8.31
Inflow from Other Zones at Constant Market Share	£2.65	£2.67	£2.68	£2.69	£2.71	£2.72	£2.73	£2.75	£2.76	£2.77	£2.79	£2.80	£2.82	£2.83	£2.84	£2.86	£2.87	£2.89	£2.90	£2.92
Surplus Expenditure	£6.59	£6.67	£6.15	£6.26	£6.36	£6.49	£6.61	£6.74	£6.87	£7.02	£7.17	£7.34	£7.51	£7.67	£7.84	£8.02	£8.17	£8.33	£8.48	£8.66

Convenience Table 13b: Convenience Goods Capacity Within Zone 3 - Tadcaster - Increase in Market Share of 2.5%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£21.95	£22.16	£22.39	£22.65	£22.91	£23.23	£23.51	£23.83	£24.15	£24.50	£24.84	£25.25	£25.63	£26.01	£26.40	£26.82	£27.18	£27.55	£27.92	£28.32
Zone 3 Market Share	52.1%	52.1%	52.1%	52.1%	52.1%	52.1%	52.1%	52.1%	52.1%	52.1%	52.1%	52.1%	52.1%	52.1%	52.1%	52.1%	52.1%	52.1%	52.1%	52.1%
Market Share Expenditure (£m)	£11.43	£11.54	£11.67	£11.80	£11.94	£12.10	£12.25	£12.41	£12.58	£12.76	£12.94	£13.15	£13.35	£13.55	£13.75	£13.97	£14.16	£14.35	£14.54	£14.75
Turnover of Existing Provision (£m)	£6.95	£6.98	£7.02	£7.05	£7.09	£7.12	£7.16	£7.20	£7.23	£7.27	£7.30	£7.34	£7.38	£7.41	£7.45	£7.49	£7.53	£7.56	£7.60	£7.64
Turnover of Commitments (£m)			£0.61	£0.62	£0.62	£0.62	£0.63	£0.63	£0.63	£0.64	£0.64	£0.64	£0.65	£0.65	£0.65	£0.66	£0.66	£0.66	£0.67	£0.67
Total Facilities Turnover	£6.95	£6.98	£7.63	£7.67	£7.71	£7.75	£7.79	£7.82	£7.86	£7.90	£7.94	£7.98	£8.02	£8.06	£8.10	£8.14	£8.18	£8.22	£8.27	£8.31
Inflow from Other Zones (Increased by 2.5%)	£2.72	£2.73	£2.75	£2.76	£2.77	£2.79	£2.80	£2.82	£2.83	£2.84	£2.86	£2.87	£2.89	£2.90	£2.92	£2.93	£2.94	£2.96	£2.97	£2.99
Surplus Expenditure	£7.20	£7.29	£6.78	£6.89	£7.00	£7.14	£7.27	£7.41	£7.55	£7.70	£7.86	£8.04	£8.22	£8.39	£8.57	£8.76	£8.92	£9.09	£9.25	£9.44

Convenience Table 13a: Convenience Goods Capacity Within Zone 3 - Tadcaster - Increase in Market Share of 5%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£21.95	£22.16	£22.39	£22.65	£22.91	£23.23	£23.51	£23.83	£24.15	£24.50	£24.84	£25.25	£25.63	£26.01	£26.40	£26.82	£27.18	£27.55	£27.92	£28.32
Zone 3 Market Share	54.6%	54.6%	54.6%	54.6%	54.6%	54.6%	54.6%	54.6%	54.6%	54.6%	54.6%	54.6%	54.6%	54.6%	54.6%	54.6%	54.6%	54.6%	54.6%	54.6%
Market Share Expenditure (£m)	£11.98	£12.10	£12.23	£12.37	£12.51	£12.68	£12.84	£13.01	£13.18	£13.37	£13.56	£13.78	£13.99	£14.20	£14.41	£14.64	£14.84	£15.04	£15.24	£15.46
Turnover of Existing Provision (£m)	£6.95	£6.98	£7.02	£7.05	£7.09	£7.12	£7.16	£7.20	£7.23	£7.27	£7.30	£7.34	£7.38	£7.41	£7.45	£7.49	£7.53	£7.56	£7.60	£7.64
Turnover of Commitments (£m)			£0.61	£0.62	£0.62	£0.62	£0.63	£0.63	£0.63	£0.64	£0.64	£0.64	£0.65	£0.65	£0.65	£0.66	£0.66	£0.66	£0.67	£0.67
Total Facilities Turnover	£6.95	£6.98	£7.63	£7.67	£7.71	£7.75	£7.79	£7.82	£7.86	£7.90	£7.94	£7.98	£8.02	£8.06	£8.10	£8.14	£8.18	£8.22	£8.27	£8.31
Inflow from Other Zones (Increased by 5%)	£2.79	£2.80	£2.81	£2.83	£2.84	£2.86	£2.87	£2.88	£2.90	£2.91	£2.93	£2.94	£2.96	£2.97	£2.99	£3.00	£3.02	£3.03	£3.05	£3.06
Surplus Expenditure	£7.82	£7.91	£7.41	£7.52	£7.64	£7.79	£7.92	£8.07	£8.22	£8.38	£8.55	£8.74	£8.93	£9.11	£9.30	£9.50	£9.67	£9.85	£10.02	£10.22

Notes

- (1) 2007 prices
- (2) Total available expenditure from Comparison Table 3a
- (3) Catchment Area Market Share from Convenience Table 6a
- (4) Floorspace data from Comparison Tables 7 and 8
- (5) Floorspace efficiency assumed to be 0.5% per annum for all centres / locations (Page 12, Experian Retail Planner Briefing Note 7.1, August 2009)
- (6) Inflow from table 5c
- (7) No inflow assumed from outside Study Area
- (8) Surplus expenditure is calculated by adding 'market share expenditure' to inflow expenditure, then deducting the existing turnover of facilities
- (9) Figures not exact due to rounding
- (10) Inflow increased by 0.5% p.a for Convenience Goods (Figure 1, Page 7, Experian Retail Planner Briefing Note 7.1, August 2009)

Selby District Council – Selby Retail, Commercial and Leisure Study 2009
Convenience Goods Analysis



Convenience Table 14a: Convenience Goods Capacity Within Zone 4 - Eggborough / South Selby - Constant Market Share

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£30.96	£31.25	£31.59	£31.95	£32.32	£32.76	£33.17	£33.61	£34.06	£34.55	£35.04	£35.62	£36.15	£36.69	£37.24	£37.83	£38.34	£38.86	£39.38	£39.95
Zone 4 Market Share	20.9%	20.9%	20.9%	20.9%	20.9%	20.9%	20.9%	20.9%	20.9%	20.9%	20.9%	20.9%	20.9%	20.9%	20.9%	20.9%	20.9%	20.9%	20.9%	20.9%
Market Share Expenditure (£m)	£6.46	£6.53	£6.60	£6.67	£6.75	£6.84	£6.93	£7.02	£7.11	£7.21	£7.32	£7.44	£7.55	£7.66	£7.78	£7.90	£8.01	£8.11	£8.22	£8.34
Turnover of Existing Provision (£m)	£1.53	£1.54	£1.55	£1.55	£1.56	£1.57	£1.58	£1.59	£1.59	£1.60	£1.61	£1.62	£1.63	£1.63	£1.64	£1.65	£1.66	£1.67	£1.67	£1.68
Turnover of Commitments (£m)			£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.10	£0.10	£0.10	£0.10
Total Facilities Turnover	£1.53	£1.54	£1.64	£1.64	£1.65	£1.66	£1.67	£1.68	£1.68	£1.69	£1.70	£1.71	£1.72	£1.73	£1.74	£1.74	£1.75	£1.76	£1.77	£1.78
Inflow from Other Zones at Constant Market Share	£0.42	£0.42	£0.42	£0.42	£0.43	£0.43	£0.43	£0.43	£0.44	£0.44	£0.44	£0.44	£0.44	£0.45	£0.45	£0.45	£0.45	£0.46	£0.46	£0.46
Surplus Expenditure	£5.35	£5.41	£5.38	£5.45	£5.52	£5.61	£5.69	£5.78	£5.86	£5.96	£6.05	£6.17	£6.27	£6.38	£6.49	£6.60	£6.71	£6.81	£6.91	£7.02

Convenience Table 14b: Convenience Goods Capacity Within Zone 4 - Eggborough / South Selby - Increase in Market Share of 2.5%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£30.96	£31.25	£31.59	£31.95	£32.32	£32.76	£33.17	£33.61	£34.06	£34.55	£35.04	£35.62	£36.15	£36.69	£37.24	£37.83	£38.34	£38.86	£39.38	£39.95
Zone 4 Market Share	23.4%	23.4%	23.4%	23.4%	23.4%	23.4%	23.4%	23.4%	23.4%	23.4%	23.4%	23.4%	23.4%	23.4%	23.4%	23.4%	23.4%	23.4%	23.4%	23.4%
Market Share Expenditure (£m)	£7.24	£7.31	£7.39	£7.47	£7.56	£7.66	£7.75	£7.86	£7.96	£8.08	£8.19	£8.33	£8.45	£8.58	£8.71	£8.84	£8.97	£9.09	£9.21	£9.34
Turnover of Existing Provision (£m)	£1.53	£1.54	£1.55	£1.55	£1.56	£1.57	£1.58	£1.59	£1.59	£1.60	£1.61	£1.62	£1.63	£1.63	£1.64	£1.65	£1.66	£1.67	£1.67	£1.68
Turnover of Commitments (£m)			£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.10	£0.10	£0.10	£0.10
Total Facilities Turnover	£1.53	£1.54	£1.64	£1.64	£1.65	£1.66	£1.67	£1.68	£1.68	£1.69	£1.70	£1.71	£1.72	£1.73	£1.74	£1.74	£1.75	£1.76	£1.77	£1.78
Inflow from Other Zones (Increased by 2.5%)	£0.44	£0.44	£0.44	£0.45	£0.45	£0.45	£0.45	£0.45	£0.46	£0.46	£0.46	£0.46	£0.47	£0.47	£0.47	£0.47	£0.48	£0.48	£0.48	£0.48
Surplus Expenditure	£6.15	£6.21	£6.19	£6.27	£6.35	£6.45	£6.54	£6.64	£6.74	£6.84	£6.95	£7.08	£7.20	£7.32	£7.44	£7.57	£7.69	£7.80	£7.92	£8.04

Convenience Table 14c: Convenience Goods Capacity Within Zone 4 - Eggborough / South Selby - Increase in Market Share of 5%

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Total Available Expenditure (£m)	£30.96	£31.25	£31.59	£31.95	£32.32	£32.76	£33.17	£33.61	£34.06	£34.55	£35.04	£35.62	£36.15	£36.69	£37.24	£37.83	£38.34	£38.86	£39.38	£39.95
Zone 4 Market Share	25.9%	25.9%	25.9%	25.9%	25.9%	25.9%	25.9%	25.9%	25.9%	25.9%	25.9%	25.9%	25.9%	25.9%	25.9%	25.9%	25.9%	25.9%	25.9%	25.9%
Market Share Expenditure (£m)	£8.01	£8.09	£8.17	£8.27	£8.36	£8.48	£8.58	£8.70	£8.82	£8.94	£9.07	£9.22	£9.36	£9.50	£9.64	£9.79	£9.92	£10.06	£10.19	£10.34
Turnover of Existing Provision (£m)	£1.53	£1.54	£1.55	£1.55	£1.56	£1.57	£1.58	£1.59	£1.59	£1.60	£1.61	£1.62	£1.63	£1.63	£1.64	£1.65	£1.66	£1.67	£1.67	£1.68
Turnover of Commitments (£m)			£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.09	£0.10	£0.10	£0.10	£0.10
Total Facilities Turnover	£1.53	£1.54	£1.64	£1.64	£1.65	£1.66	£1.67	£1.68	£1.68	£1.69	£1.70	£1.71	£1.72	£1.73	£1.74	£1.74	£1.75	£1.76	£1.77	£1.78
Inflow from Other Zones (Increased by 5%)	£0.44	£0.44	£0.44	£0.45	£0.45	£0.45	£0.45	£0.45	£0.46	£0.46	£0.46	£0.46	£0.47	£0.47	£0.47	£0.47	£0.48	£0.48	£0.48	£0.48
Surplus Expenditure	£6.92	£6.99	£6.98	£7.07	£7.16	£7.27	£7.37	£7.48	£7.59	£7.71	£7.83	£7.97	£8.10	£8.24	£8.37	£8.52	£8.65	£8.77	£8.90	£9.04

- Notes**
- (1) 2007 prices
 - (2) Total available expenditure from Comparison Table 3a
 - (3) Catchment Area Market Share from Convenience Table 6a
 - (4) Floorspace data from Comparison Tables 7 and 8
 - (5) Floorspace efficiency assumed to be 0.5% per annum for all centres / locations (Page 12, Experian Retail Planner Briefing Note 7.1, August 2009)
 - (6) Inflow from table 5c
 - (7) No inflow assumed from outside Study Area
 - (8) Surplus expenditure is calculated by adding 'market share expenditure' to inflow expenditure, then deducting the existing turnover of facilities
 - (9) Figures not exact due to rounding
 - (10) Inflow increased by 0.5% p.a for Convenience Goods (Figure 1, Page 7, Experian Retail Planner Briefing Note 7.1, August 2009)