



Appendix I
Retail Study
Catchment
Plan



Appendix II
Experian
Population
Estimates and
Projections
Data Profiles

Household and Population Estimates

Data Profile



Household and Population Estimates

Overview

Coverage



Availability



Household and Population Estimates provide mid-year 2013 (30th June 2013) estimates of households and population (i.e. residents). The population estimates are split by age by gender and by residence type (i.e. residents in households, communal residents). Household and Population Estimates are useful for assessing local area demand for products and services targeted at particular combinations of age range, gender, and/or residence type.

Household and Population Estimates are available at Postcode, 2011 Census Output Area (OA) and Postal Sector levels:

- Postcode estimates. Key counts are available at Postcode level. This low level of geography contains, on average, 16 households.
- 2011 Census Output Area (OA) and Postal Sector estimates. These estimates are fully compatible with the postcode estimates and provide more detailed splits of the population by age (20 bands), by gender (2 bands), and by residence type (2 bands), providing 80 bands in total.

Household and Population Estimates are created using a variety of small area data sources to estimate and track household and population change over time, including 2011 Census results, and Postal Address File (PAF) information. The estimates have been re-based for the 2014 release given the first use of 2011 Census results for small areas.

The estimates take account of changing postal geography. They are also calibrated to Local Authority District/Unitary Authority level (LAD/UA) targets based on the most recently available Government population estimates. Targets for mid-2013 have then been created by adjusting these estimates using information from 2011-Census based projections, change rates between government mid-2011 and mid-2012 estimates, and/or change rates between 2001 Census and 2011 Census results, dependent upon data availability. The estimates take account of people and households that were not recorded in the 2011 Census (under-enumeration). They are updated annually to allow for changes in housing stock and population changes due to births, deaths, migration, and the ageing of the population.

Key definitions of Experian household and population estimates (e.g. households, residents, residence type) for the latest year are consistent with 2011 Census definitions - see Appendix 1.

For a list of data sources used to create Household and Population Estimates, see Appendix 2.

Household and Population Estimates

Impact of using 2011 Census results

The 2014 Local Area Data release is the first Experian Local Area Data release where 2011 Census data relating to small areas (Output Areas and Postcodes) has been used within the Household and Population estimates methodology. Once per decade, the first release of the latest Census results provides the most accurate and comprehensive small area figures on the level and characteristics of households and population. As the Census results remain static until the results from the next Census are released, then the relevance of these figures degrades over time in the period between each Census. The first use of new Census data within the methodology is a significant event. It has the following impact on the Experian Households and Population Estimates methodology and results:

- **Methodology:** Within the method, significantly greater emphasis is placed on the latest Census results for this release than for many years. This is because the small area Census results being used for the 2014 release are relatively recent. They relate to the 2011 Census, undertaken on 27th March 2011. In the 2013 Experian Local Area Data release and other releases in the preceding ten years, much more out-of-date small area Census data, relating to the 2001 Census undertaken on 29th April 2001, has been used.
- **Methodology:** A very large range of 2011 Census results are released by the UK Census Agencies over a very long timescale. Whilst the overwhelming majority of 2011 Census results needed for the longer term methodology were available at the time of creation of the 2014 Release Household and Population estimates, a small number of 2011 Census outputs expected to be used in the longer term methodology were not available. This was particularly the case for Scotland, where release of Census results by NRS (National Records of Scotland) lagged considerably behind the release of equivalent outputs, by ONS and NISRA, for the rest of the UK. This means that data used in some parts of the methodology for the 2014 release is different to the data that will be used within the longer term methodology.
- **Results:** The release of 2011 Census data can cause a large change (or step-jump) in both the local area and national level Household and Population estimates. This is because a solution previously using 2001 Census data has been updated to a solution using Census data that is ten years more up-to-date. As each Census provides an extremely accurate snapshot of the population level at the date that it is undertaken, the receipt of new Census results provides a completely new benchmark. It thus replaces previous versions of household and population estimates where the previous benchmark (2001 Census results) had been updated year-on-year using annually available sources that are less accurate than once-per-decade Census data.

Household and Population Estimates

Methodology

Local Authority District/Unitary Authority (LAD/UA) level targets

LAD/UA level household and population estimates are initially created. These act as calibration targets for the small area estimates:

- LAD/UA level targets of population estimates are created via a mixture of methods. Generally, for areas where the latest government sub-national population projections take 2011 Census results into account, then change rates from the latest projections are applied to government population estimates. Where the latest government sub-national population projections do not take 2011 Census results into account, then either 2001 to 2011 Census change rates, or latest government mid-year estimates change rates, are taken into account. Relevant government mid-year estimate age by gender distributions are then overlaid onto these targets.
- LAD/UA level targets of communal residents are estimated using 2011 Census results showing the proportion of population in each area that lives in communal establishments.
- Finally, LAD/UA level targets of households are created by various methods. Given the relatively recent release of 2011 Census data, then 2011 Census results showing the ratio of 'Residents in Households per Household' have been given a very high priority in the target setting process for the 2014 Local Area Data release.

Initial small area estimates

The method to create small area estimates of households, residents in households, and residents in communal establishments, relies on the following main procedures:

- The 2011 Census count of households is used as a starting point. A 'ratio change' method is then used to evaluate change since the Census. This is undertaken using proxy measures of households that are available on a regular basis and can thus be used to track change since Census Day (27th March 2011). Such a source is Experian counts of Non-Commercial Addresses (NCAs), derived from PAF information.
- The 2011 Census local area ratio of 'residents in households per household' is then applied to households to estimate 'residents in households'
- Residents in communal establishments (Communal Population) are then estimated using a combination of Output Area and Postcode level 2011 Census results. Any known new communal establishments that have been built since the Census are also accounted for at this stage.
- The initial estimates of the three variables created above are then calibrated to reflect appropriate Local Authority District/Unitary Authority level targets.

Household and Population Estimates

Age and gender profiles

2011 Census results for small areas have initially been released by the UK Census Agencies (ONS, NRS, NISRA) for univariate tables, followed by the later release of results for multivariate tables. At the time of creation of 2014 release Household and Population estimates, univariate tables showing population split separately by (a) age (b) gender, and (c) residence type (In households, In communal establishments), had been released for all small areas within the UK. However, multivariate tables showing population split by the combined attributes of (a) age by gender and/or (b) age by gender by residence type, had only been released for some areas within the UK.

Given this, the methodology to create estimates of population, by the combined attributes of age bands by gender by residence type, has been re-designed for the 2014 release.

- First, separate estimates of (a) population by age band and (b) population by gender, were created by overlaying the relevant 2011 Census univariate table results onto the population estimate created above. Calibration to relevant LAD/UA level targets was undertaken. (Note: Estimates of population split by the separate dimension of residence type have already been created at this point, within the 'Initial small area estimates' work described earlier).
- Secondly, a new method of Iterative Proportional Fitting (IPF) is then used to estimate the population counts within each combined age band by gender by residence type 'cell'. This takes the pre-set separate values of population by (a) age band (b) gender (c) residence type, and applies the IPF method to obtain suitable estimates of the combination of these dimensions. Within this method, initial estimates of the counts of each 'cell' are taken from 2011 Census data wherever possible, and from previous Experian estimates if suitable 2011 Census data has not been released at the required time. Given widely differing release dates for equivalent 2011 Census data from the three sub-national Census Agencies responsible for release of 2011 Census results for their geographic areas of responsibility (ONS – England & Wales, NRS – Scotland, NISRA – Northern Ireland), this is the key part of the methodology where multivariate input data has differed between the constituent parts of the UK. This has ranged from the use of high quality 2011 Census multivariate results as a starting point for the IPF solution for small areas in England & Wales, through to the use of previous Experian multivariate results as an equivalent starting point for small areas in Scotland.

Household and Population Estimates

Variables

Postcode level estimates

For each postcode:



Household Estimates

- Household Estimate 2013

Population Estimates

- Population Estimate 2013
- Total population split by age (3 bands), by gender (2 bands), and by residence type (2 bands):

Age

- 0–14
- 15+
- 18+

Gender

- Male
- Female

Residence type

- Residents in households
- Communal residents

Table 1 Overview of population estimates available at Postcode level

Age	Total population		Residents in households		Communal residents	
0-14	Male	Female	Male	Female	Male	Female
15+	Male	Female	Male	Female	Male	Female
18+	Male	Female	Male	Female	Male	Female

Note

Total population = Residents in households + Communal residents.

Household and Population Estimates

2011 Census OA and Postal Sector level estimates

For each Postal Sector/2011 Census Output Area:



Household Estimates

- Household Estimate 2013

Population Estimates

- Population Estimate 2013
- Total population split by age (20 bands), by gender (2 bands), and by residence type (2 bands):

Age

- 0–4
- 5–9
- 10–14
- 15
- 16–17
- 18–19
- 20–24
- 25–29
- 30–34
- 35–39
- 40–44
- 45–49
- 50–54
- 55–59
- 60–64
- 65–69
- 70–74
- 75–79
- 80–84
- 85+

Gender

- Male
- Female

Household and Population Estimates

Residence type

- Residents in households
- Residents in Communal Establishments

Table 2 Overview of population estimates available at Postal Sector and 2011 Census Output Area levels

Age	Total population		Residents in households		Communal residents	
	Male	Female	Male	Female	Male	Female
0-4	Male	Female	Male	Female	Male	Female
5-9	Male	Female	Male	Female	Male	Female
10-14	Male	Female	Male	Female	Male	Female
15	Male	Female	Male	Female	Male	Female
16-17	Male	Female	Male	Female	Male	Female
18-19	Male	Female	Male	Female	Male	Female
20-24	Male	Female	Male	Female	Male	Female
25-29	Male	Female	Male	Female	Male	Female
30-34	Male	Female	Male	Female	Male	Female
35-39	Male	Female	Male	Female	Male	Female
40-44	Male	Female	Male	Female	Male	Female
45-49	Male	Female	Male	Female	Male	Female
50-54	Male	Female	Male	Female	Male	Female
55-59	Male	Female	Male	Female	Male	Female
60-64	Male	Female	Male	Female	Male	Female
65-69	Male	Female	Male	Female	Male	Female
70-74	Male	Female	Male	Female	Male	Female
75-79	Male	Female	Male	Female	Male	Female
80-84	Male	Female	Male	Female	Male	Female
85+	Male	Female	Male	Female	Male	Female

Note:

Total Population = Residents in households + Residents in Communal Establishments.

Update Frequency

Annual.

Household and Population Estimates

Appendix 1 Definitions

Source

Definitions below are based upon the ONS 2011 Census: Glossary of Terms, available from the ONS website at <http://www.ons.gov.uk/ons/guide-method/census/2011/census-data/2011-census-user-guide/glossary/index.html>.

Population (= Total Population = Usual Residents)

2011 Census definition of population base for published statistics:

The main population base for statistics from the 2011 Census is the usual resident population. This means the statistics relate to where people usually live, as opposed to where they were on Census night. For 2011 Census purposes, a usual resident of the UK is anyone who, on Census Day (27th March 2011), was in the UK and had stayed or intended to stay in the UK for a period of 12 months or more, or had a permanent UK address and was outside of the UK and intended to be outside of the UK for less than 12 months.

The above definition is preserved by Experian for the annual mid-year population estimates, but the reference date relates to estimates as at mid-year of the relevant estimation year. Thus, for the 2014 Local Area Data release containing mid-2013 estimates, the reference date is mid-2013 (30th June 2013), rather than Census Day (27th March 2011) as referred to above.

It is important to note that there are some special cases in terms of the definition of a usual resident for some population subgroups. These are as follows:

- Schoolchildren and full-time students
- Armed Forces
- People with a second address
- Children with parents who live apart
- Residents in communal establishments (= Communal residents)
- Prisoners

The definition (i.e. location where counted within Usual Residents) is provided below within the relevant sub-section of Appendix 1.

Households

2011 Census definition of a household:

“A household is defined as

- one person living alone, or
- a group of people (not necessarily related) living at the same address who share cooking facilities and share a living room or sitting room or dining area.

Household and Population Estimates

This includes:

- sheltered accommodation units in an establishment where 50 per cent or more have their own kitchens (irrespective of whether there are other communal facilities), and
- all people living in caravans on any type of site that is their usual residence. This will include anyone who has no other usual residence elsewhere in the UK.

A household must contain at least one person whose place of usual residence is at the address. A group of short-term residents living together is not classified as a household, and neither is a group of people at an address where only visitors are staying.”

Household resident (All Household residents = Residents in Households)

2011 Census definition of a household resident (within Usual Residents);

"A household resident is a person whose place of usual residence is in an individual household, and not within managed residential accommodation in a communal establishment.”

Communal establishment

2011 Census definition of communal establishment:

"A communal establishment is an establishment providing managed residential accommodation. 'Managed' in this context means full-time or part-time supervision of the accommodation. Examples of communal establishments are:

- Sheltered accommodation units.
- Small hotels, guest houses, bed & breakfasts and inns and pubs with residential accommodation with room for 10 or more guests (excluding the owner/manager and his/her family).
- All accommodation provided solely for students (during term-time). This includes university-owned cluster flats, houses and apartments located within student villages, and similar accommodation owned by a private company and provided solely for students.
- Accommodation available only to nurses. This includes cluster flats and similar accommodation, provided solely for nurses.

Please see the ONS: 2011 Census: Glossary of Terms for greater detail regarding this definition : <http://www.ons.gov.uk/ons/guide-method/census/2011/census-data/2011-census-user-guide/glossary/index.html>.

Household and Population Estimates

Communal establishment resident (= Resident in Communal establishment)

2011 Census definition of communal establishment resident (within Usual Residents):

"A communal establishment resident is a person whose place of usual residence is in managed residential accommodation. This means any person who was living, or expected to live in a communal establishment for six months or more. Individuals resident in a communal establishment for less than six months are included as resident at their home address.

Any person usually resident in the UK who was visiting the establishment on census day and did not have a usual address elsewhere is also classified as a resident of the communal establishment (regardless of how long they stayed or intended to stay there). Any person from outside the UK who intended to stay in the UK for three months or more in total, and who did not have another address at which they usually lived in the UK, is also classified as a resident of the establishment."

Schoolchildren and full-time students

2011 Census treatment of Schoolchildren and full-time students (within Usual Residents):

"Schoolchildren and students in full-time education studying away from their family home are treated as usually resident at their term-time address."

Armed Forces

2011 Census treatment of Armed Forces (within Usual Residents):

"Armed forces personnel were counted as usually resident at their permanent or family home even if the majority of their time was spent at their 'working' address.

Additionally, the following clarification applied to armed forces personnel with specific circumstances:

- A member of the armed forces on deployment on operations was included at their permanent or family address regardless of length of deployment.
- A member of the armed forces with no permanent or family address at which they were usually resident was recorded as usually resident at their base address.
- If the permanent (stationed) base was abroad, e.g. Germany or Cyprus, then the armed forces member was not included in the census count.
- A member of the armed forces serving on a ship inside UK waters on 27 March 2011 (Census Day) was counted as usually resident at their family/permanent home or resident on the ship if they did not have a family/permanent home.
- A member of the armed forces serving on a ship outside UK waters on 27 March 2011 (Census Day) was counted as usually resident at their family/permanent home or home port/naval base if they did not have a family/permanent home.

Household and Population Estimates

- Additionally, armed forces personnel from overseas forces based in the UK for three months or longer were counted as usually resident in the UK at their UK permanent or family home/base address.”

People with a second address

2011 Census treatment of ‘People with a second address’ (within Usual Residents):

“People with a second address, for example those working away from home and other people with two or more addresses, were counted as usually resident at their permanent or family home even if the majority of their time is spent at another address. This includes people who spent time at a second address outside of the UK, but only if they intended to remain outside the UK for less than 12 months in total (except armed forces deployed on operations).”

Children with parents who live apart

2011 Census treatment of ‘Children with parents who live apart’ (within Usual Residents):

“Children with parents who live apart and spend part of their time living with each parent were advised to be counted as usually resident at the address at which the child spent the majority of their time. If the child spent time equally living with each parent then they were advised to be counted as usually resident at the address where they were staying overnight on 27 March 2011.”

Prisoners

2011 Census treatment of ‘Prisoners’ (within Usual Residents):

“Place of usual residence for people in prison applies to sentenced prisoners in a similar way as others in communal establishments, based upon the length of their sentence. This means that

- If they were convicted with a sentence of six months or more then they were counted as usually resident in the prison.
- If they were convicted with a sentence of less than six months then they were counted as usually resident at their permanent or family home and as a visitor to the prison.
- If they were on remand they were counted as usually resident at their permanent or family home, and as a visitor to the prison, irrespective of how long they were in prison on remand.

Household and Population Estimates

Appendix 2 Data Sources

Government population estimates and projections

England

- ONS: Mid-year 2011 Population Estimates by single year of age and sex (at LAD/UA level).
- ONS: Mid-year 2012 Population Estimates by single year of age and sex (at LAD/UA level).
- ONS: Interim 2011-based subnational population projections for England (at LAD/UA level).

Scotland

- NRS: Mid-year 2011 Population Estimates by single year of age and sex (at LAD/UA level).
- NRS: Mid-year 2012 Population Estimates by single year of age and sex (at LAD/UA level).

Wales

- ONS: Mid-year 2011 Population Estimates by single year of age and sex (at LAD/UA level).
- ONS: Mid-year 2012 Population Estimates by single year of age and sex (at LAD/UA level).
- Welsh Office : 2011-based Population Projections for Wales (at LAD/UA level).

Northern Ireland

- NISRA: Mid-year 2011 Population Estimates by single year of age and sex (at LAD/UA level).
- NISRA: Mid-year 2012 Population Estimates by single year of age and sex (at LAD/UA level).

Household and Population Estimates

Government household projections

England

- DCLG: 2011-based interim household projections for England (at LAD/UA level).

Scotland

- NRS: 2010-based Household Projections for Scotland (at LAD/UA level).

2011 Census data

England

- Postcode Headcounts
- 2011 Census Output Area level Univariate Tables
 - QS101EW : Population by Residence Type
 - QS103EW : Population by Single Year of Age
 - QS104EW : Population by Gender
 - QS115EW : Households
- 2011 Census Output Area level Multivariate Tables
 - PP05 : Male usual resident population by five year age group
 - PP06 : Female usual resident population by five year age group
- 2011 Census Middle Layer Super Output Area (MSOA) level Multivariate Table
 - DC1104EW : Total Population split by combinations of Residence Type by Sex by Age

Scotland

- Postcode Headcounts.
- 2011 Census Output Area level Univariate Tables
 - QS101SC : Population by Residence Type
 - QS103SC : Population by Single Year of Age
 - QS104SC : Population by Gender
 - QS405SC : Households

Household and Population Estimates

Wales

- Postcode Headcounts
- 2011 Census Output Area level Univariate Tables
 - QS101EW : Population by Residence Type
 - QS103EW : Population by Single Year of Age
 - QS104EW : Population by Gender
 - QS115EW : Households
- 2011 Census Output Area level Multivariate Tables
 - PP05 : Male usual resident population by five year age group
 - PP06 : Female usual resident population by five year age group
- 2011 Census Middle Layer Super Output Area (MSOA) level Multivariate Table
 - DC1104EW : Total Population split by combinations of Residence Type by Sex by Age

Northern Ireland

- Postcode Headcounts
- 2008-based population projections (at Local Government District (LGD) level).
- 2011 Census Output Area level Univariate Tables
 - QS101NI : Population by Residence Type
 - QS103NI : Population by Single Year of Age
 - QS105NI : Population by Gender
 - QS109NI : Households
- 2011 Census Output Area level Multivariate Table
 - Total Population by Single Year of Age and Sex
- 2011 Census N.Ireland level Multivariate Table
 - DC1101NI : Population by Age by Sex by Residence Type

Other

- Postcode to Output Area and higher geography lookup tables
- 2001 Census counts of Households, Residents in Households, Residents in Communal establishments at LAD/UA level
- Experian counts of 'Non-Commercial Addresses (NCAs)' (derived from PAF).

Household and Population Estimates

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Latest Release: UK 2014 Data Release

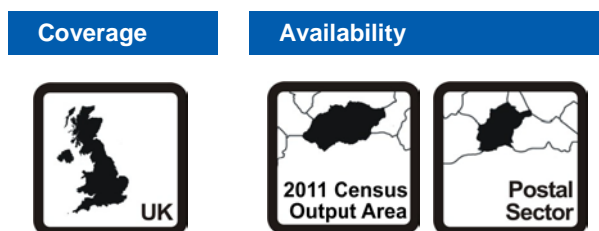
Population and Household Projections

Data Profile



Population and Household Projections

Overview



Population and household projections provide projections of the number of households and the resident population for each year from 2014 up to and including 2033. Population projections are also split by gender and up to 20 age bands.

Population change is clearly one of the most basic drivers of changes in consumer demand. Population and household projections therefore provide a valuable insight into projected future demand within local areas.

Population and household projections allow companies to plan allowing for likely changes in demand, such as siting new outlets where large increases in the total population are projected. They can be particularly useful for companies targeting a certain age/gender range – for example, child care nurseries can find sites with increasing projected numbers of children, and football clubs can target areas with expected high numbers of teenage males.

Population and household projections were first built in 1994. For the UK 2014 Data Release, they have been rebuilt using the latest input data and an enhanced 'demographic component model' methodology, and cover a much longer time period.

As 2013 Experian figures have been used as a base, projections from 2014 onwards can be compared to the Experian 2013 mid year population age and gender estimates.

Methodology

Population projections are produced using a 'demographic component model' based on:

- Experian current age and gender estimates.
- Government population projections by age/gender band (for areas such as Unitary Authorities, Local Authority Districts and London boroughs).

The 'demographic component model' uses the Experian 2013 mid year age and gender estimates as a base and then projects the population forward year-on-year until the final year is reached. The following yearly components of population change are taken into account within the method:

- Birth rate (applicable in the 0-4 age band).
- Ageing :- Population received from preceding age band.
- Ageing :- Population lost to succeeding age band.
- Net migration – by age band.

Population and Household Projections

- Death rate – by age band.

The `communal population' within each local area is assumed to be static over time. The annual birth, net migration and death rates are calculated from the government population projections which are available for approximately 400 `control areas' (such as Local Authority Districts). As Experian's most recent age band estimates are used as a base (which are more up-to-date than the 'base year' used by government projections) the resultant Experian projections are not scaled to the government projections but are instead checked to confirm that 'rates of population change' agree with the government data source.

Users may find some differences between releases of these data due to the inclusion of as much Census 2011 data as was available at the time of their creation; this affects nearly all the Experian data products for this release. A decennial census is an important bench mark for small area estimation, and although calibration has taken place in the intervening years using the most up to date information released by the ONS, there is no substitute for the detail offered by Census 2011.

Population and household projections are available as:

- Micromarketer suite datasets.
- Flat files at OA and Postal Sector level.
- Individual reports.

Variables

For each postal sector/OA:

Household Projections

- Household projections from 2014 to 2033.

Population Projections (Total Population - i.e. Residents)

- Total population projections from 2014 to 2033.

Population Projections (Female Population)

- Female population projections from 2014 to 2033.

Population Projections (Male Population)

- Male population projections from 2014 to 2033.

Population Projections (Total Population by Age Band)

- Total population projections from 2014 to 2033, split by 20 age bands.

Population and Household Projections

Population Projections (Total Population by Coarse Age Band)

- Total population projections from 2014 to 2033, split by 18 coarse age bands.

Population Projections (Female Population by Age Band)

- Female population projections from 2014 to 2033, split by 20 age bands.
In the Micromarketer suite, these are provided for years 2014, 2015, 2016, 2017, 2018, 2021, 2026 and 2033 only.

Population Projections (Female Population by Coarse Age Band)

- Female population projections from 2013 to 2032, split by 18 coarse age bands.
In the Micromarketer suite, these are provided for years 2014, 2015, 2016, 2017, 2018, 2021, 2026 and 2033 only.

Population Projections (Male Population by Age Band)

- Male population projections from 2014 to 2033, split by 20 age bands.
In the Micromarketer suite, these are provided for years 2014, 2015, 2016, 2017, 2018, 2021, 2026 and 2033 only.

Population Projections (Male Population by Coarse Age Band)

- Male population projections from 2014 to 2033, split by 18 coarse age bands.
In the Micromarketer suite, these are provided for years 2014, 2015, 2016, 2017, 2018, 2021, 2026 and 2033 only.

Table 1 Age bands

20 Age bands	18 Coarse age bands
Age 0-4	Age 0-4
Age 5-9	Age 5-9
Age 10-14	Age 10-14
Age 15	Age 15-19
Age 16-17	
Age 18-19	
Age 20-24	Age 20-24
Age 25-29	Age 25-29
Age 30-34	Age 30-34
Age 35-39	Age 35-39
Age 40-44	Age 40-44
Age 45-49	Age 45-49
Age 50-54	Age 50-54
Age 55-59	Age 55-59
Age 60-64	Age 60-64

Population and Household Projections

20 Age bands	18 Coarse age bands
Age 65-69	Age 65-69
Age 70-74	Age 70-74
Age 75-79	Age 75-79
Age 80-84	Age 80-84
Age 85+	Age 85+

Table 2 Overview of projections available in the Micromarketer suite

Year	HH	Population					Female		Male	
		Total	Female	Male	Age	Coarse Age	Age	Coarse Age	Age	Coarse Age
2014	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2015	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2016	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2017	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2018	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2019	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No
2020	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No
2021	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2022	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No
2023	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No
2024	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No
2025	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No
2026	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
2027	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No
2028	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No
2029	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No
2030	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No
2031	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No
2032	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No
2033	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Update Frequency

Annual.

Population and Household Projections

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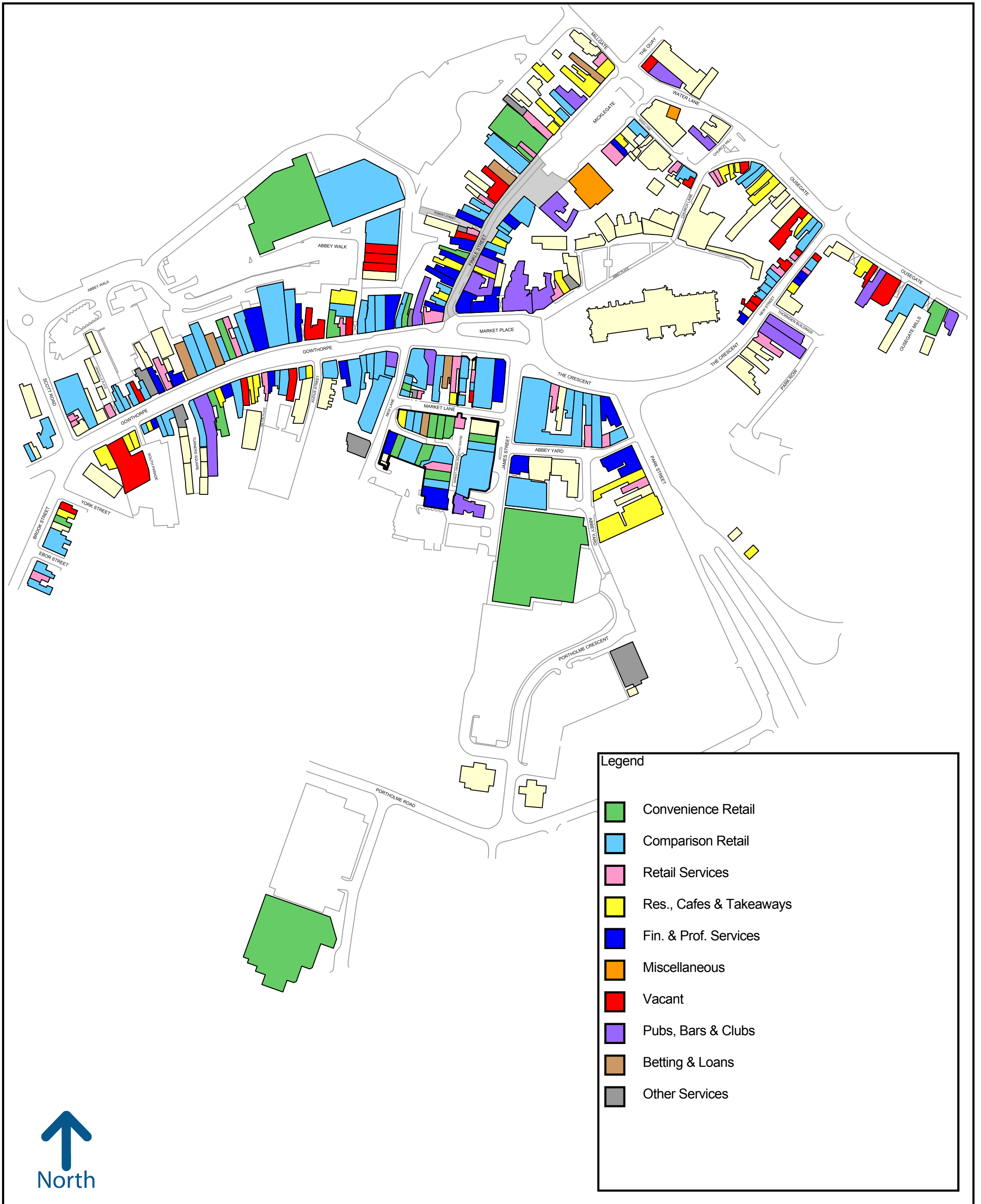
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Latest Release: UK 2014 Data Release



Appendix III
Selby Health
Check Data



130 metres

For more information on our products and services:
www.experian.co.uk/goad | goad.sales@uk.experian.com | 0845 601 6011

Experian Goad Plan Created: 08/12/2014
 Created By: GVA



REPORT : RETAIL REQUIREMENTS : DETAILED REPORT

Company Name: Premier Inn **Retailer Type:**

Address: Oakley House Oakley Road, **Contact:**
Bedfordshire, Luton, LU4 9QH

Email: **Telephone:** 0870 242 8000

Requirements size: 10,000 - 50,000 sq ft **Use:** All

Outlets Required: Selby

Location: Prime, in Town

Notes: Premier Inn is looking to acquire units/locations for standalone hotels and hotels with restaurants. Premier Inn with Branded Restaurant: Table Table/Brewers Fayre/Beefeater and a 40+ bed Premier Inn; Edge of Town/Out of Town locations - 1 to 1.75 acres; Freehold or Leasehold. Require: Solus Premier Inn: Standalone Premier Inn Hotel from 80 to 120 bedrooms; City and town centre locations; Freehold or Leasehold.

Initial Research Date: 18 Apr 2011 **Last Update Date:** 13 Mar 2013

Agent: **Wsb Property Consultants** **Telephone:** 01132341444
LLP

Agent Address: Basinghall Buildings, Upper
Basinghall Street, Leeds, LS1
5HR

Contact: **Adam Mobley**
01132341444
amobley@wsbproperty.co.uk

Company Name: Dominos Pizza Group Ltd **Retailer Type:** Fast Food & Take Away
Address: Thornbury West Ashland, **Contact:** Hayley Laskey
Milton Keynes, MK6 4BB
Email: property@dominos.co.uk **Telephone:** 01908 580 000
Requirements size: 1,000 - 1,200 sq ft **Use:** All
Outlets Required: Selby
Location: Prime, in Town
Notes: Domino's Pizza has a goal of opening over 60 new stores each year and is always on the lookout for new properties across the UK and Ireland - especially in our target locations. We will look at a wide range of sites on local high streets, parades or edge of town shopping developments.

Our ideal location would meet the following criteria, but we are also interested in properties that tick the majority of these boxes: Frontage - 18ft (5.5m) - minimum 15ft (4.5m), Area - 1,000 sq. ft. - 1,200 sq. ft. (93 - 112 m sq.), which can be over two floors - Minimum requirement = 800 sq. ft. on the ground floor, High visibility, Hot Food Takeaway usage (A5) (or possibility of change of use), Close proximity to family neighbourhoods and students Parking.

Last Update Date: 02 Jul 2014

Company Name: Halfords Ltd **Retailer Type:** Car Parts/Motor Factors
Address: Icknield Street Drive, Washford **Contact:** Matt Arnold
West, Redditch, B98 0DE
Email: matt.arnold@halfords.co.uk **Telephone:**
Requirements size: 3,500 - 8,000 sq ft **Use:** All
Outlets Required: Selby
Location: Prime, in Town
Notes: As part of a significant national expansion of our MOT, servicing, repair and tyre business we're searching the UK for a further 200 sites with the following key features:

- Prominent locations with nearby retail and motor trade activity
- Buildings of 3,500 to 8,000 Sq Ft
- Development sites of around 0.25 acre
- Minimum of 8 dedicated parking spaces
- Trade Park, Industrial, Tyre & Exhaust, Garage, Retail and Car Showroom buildings

all considered
Southern Area: contact Simon Allen
Northern Area: contact Claire Counce

Initial Research Date: 21 Jan 2014 **Last Update Date:** 28 Jul 2014

Company Name: KFC **Retailer Type:** Fast Food & Take Away
Address: KFC Customer Services, PO **Contact:** Phil Speechley
Box 57984, London, W4 9AX
Email: phil.speechley@yum.com **Telephone:**
Requirements size: 2,626 - 3,010 sq ft **Use:** All
Outlets Required: Selby
Location: Prime, in Town
Notes: Drive Thru' Sites Urgently Required on behalf of KFC .

Out of Centre/Edge of Town Drive Thru's

0.4/0.5 acres

2,626 sq ft to 3,010 sq ft

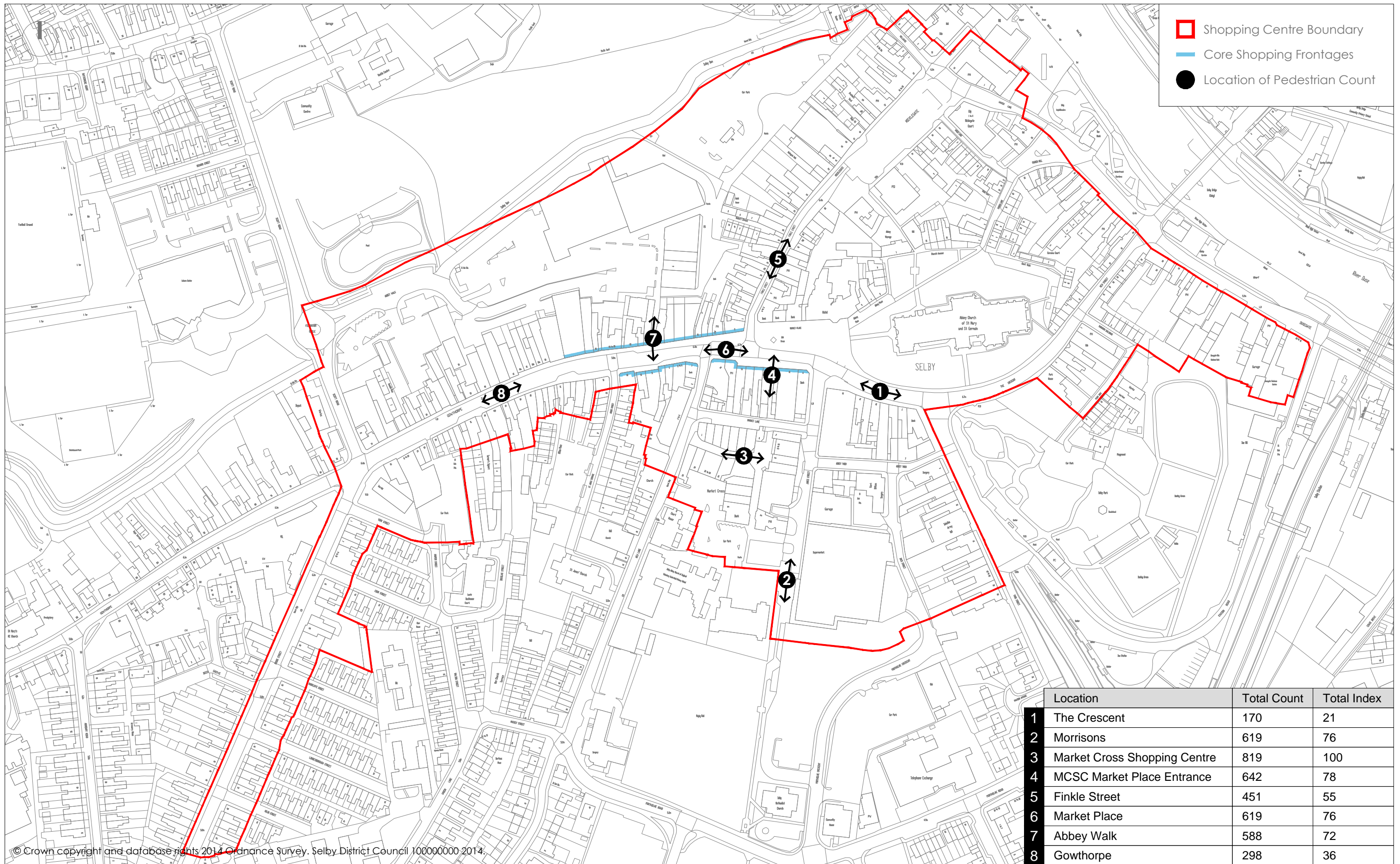
(244 sq m to 280 sq m)

50 to 100 seats

30 – 40 parking spaces

Freehold or Leasehold

Initial Research Date: 18 Jun 2014 **Last Update Date:** 07 Jul 2014
Agent: **Wsb Property Consultants** **Telephone:** 01132341444
LLP
Agent Address: Basinghall Buildings, Upper
Basinghall Street, Leeds, LS1
5HR
Contact: **Adam Mobley**
01132341444
amobley@wsbproperty.co.uk

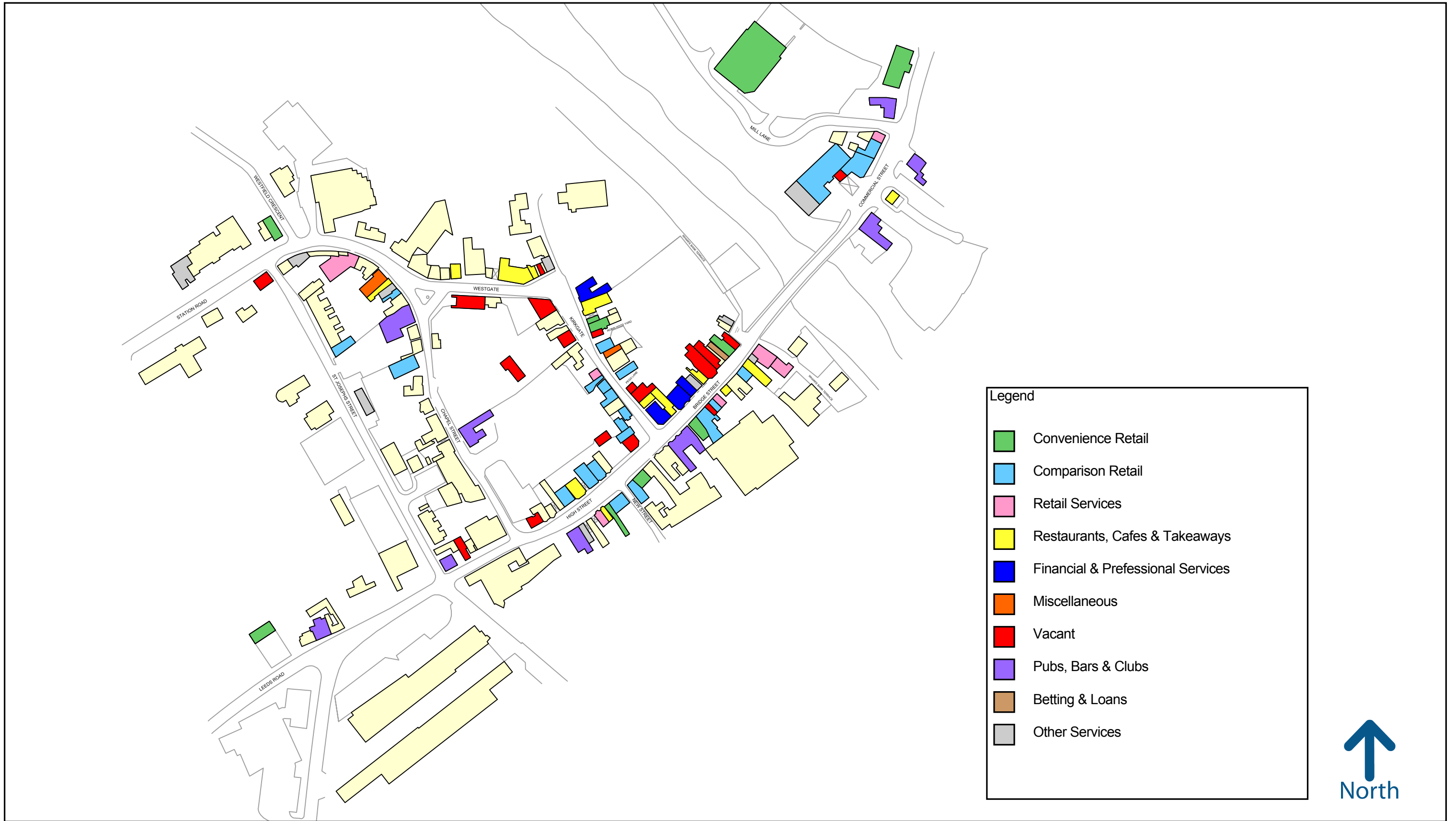


Selby Retail and Leisure Study
Selby Pedestrian Count Locations
 November 2014





Appendix IV
Tadcaster
Health Check
Data



Legend

- Convenience Retail
- Comparison Retail
- Retail Services
- Restaurants, Cafes & Takeaways
- Financial & Professional Services
- Miscellaneous
- Vacant
- Pubs, Bars & Clubs
- Betting & Loans
- Other Services

130 metres

Experian Goad Plan Created: 08/12/2014

Created By: GVA



Appendix V
Sherburn in
Elmet Health
Check Data

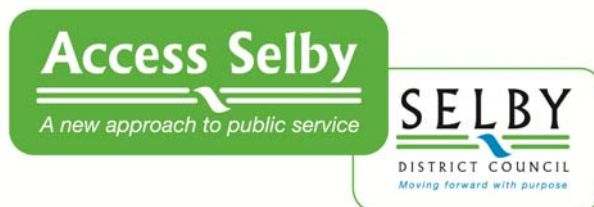




Appendix VI
Retailer
Business Survey
Questionnaire

Selby Retail and Leisure Study

Retailer Business Survey



Please note that the deadline for the return of completed questionnaires is [Tuesday 4 November 2014](#).

Please return the completed questionnaire by post in the pre-paid envelope provided to:
Jonathan Behan, GVA, Norfolk House, 7 Norfolk Street, Manchester, M2 1DW

Q.1 **Which town centre is your business located in?**

PLEASE TICK ONE

- Selby
- Tadcaster
- Sherburn in Elmet

Q.2 **Please describe your business:**

PLEASE TICK ONE

- Food retailer (e.g. newsagent, grocer, supermarket, bakery etc.)
(not including restaurants, cafes, takeaways, public houses)
 - Non-food retailer (e.g. clothes shop, charity shop, bookshop etc.)
 - Retail service (e.g. hairdresser, opticians etc.)
 - Leisure service (e.g. public house, restaurant, café, take-away etc.)
 - Professional service (e.g. bank, estate agent etc.)
 - Other (please specify)
- _____

Q.3a **Is your business an independent outlet or part of a chain?**

- Independent
 - Part of a chain / national group
 - Other (please specify)
- _____

[Go to Q.4](#)

[Go to Q.3b](#)

[Go to Q.3b](#)

THOSE WHO **DID NOT** ANSWER INDEPENDENT AT Q.3a. OTHERS GO TO Q.4.

Q.3b **Do you have any autonomy of decision making on marketing budgets for your business?**

- Yes
- No

Q.4 **What size are your business premises?**

PLEASE SPECIFY IN SQUARE METRES OR SQUARE FEET

_____ sq.ft or sq.m

Q.5 **Are your business premises leased/ rented or owner occupied?**

- Leased/rented
 - Owner occupied
 - Don't know
-

Q.6 **How many staff does your business employ?**

- 1-5 staff
 - 6-10 staff
 - 11-20 staff
 - 21-50 staff
 - 51-100 staff
 - 100 +
-

Q.7 **How long, approximately, has your business traded in the town centre?**

- Under 1 year
 - 1 to 3 years
 - 3 to 5 years
 - 5 to 10 years
 - 10 to 20 years
 - Over 20 years
 - Don't know
-

Q.8a **Has your business always operated from the town centre?**

- Yes
- No
- Don't know

[Go to Q.9](#)

[Go to Q.8b](#)

[Go to Q.9](#)

THOSE WHO ANSWERED **NO** AT Q.8a. OTHERS GO TO Q.9.

Q.8b **If no, where did your business relocate from?**

PLEASE SPECIFY

-
- Don't know
-

Q.9 **During the time trading in the town, has the business:**

- Grown significantly
 - Grown moderately
 - Remained largely static
 - Declined moderately
 - Declined significantly
 - Don't know
-

Q.10 **How would you say that your business has performed over the past 12 months?**

- Very well
 - Well
 - Moderately
 - Poorly
 - Very poorly
 - Don't know
-

Q.11 **How do you expect your business to performance over the next 12 months?**

- Very well
 - Well
 - Moderately
 - Poorly
 - Very poorly
 - Don't know
-

Q.12a **Have you any plans to alter your business in any way in the next five years?**

PLEASE TICK ALL THAT APPLY

- No [Go to Q.13](#)
- Yes, close
- Yes, refurbish existing floorspace
- Yes, extend floorspace
- Yes, reduce floorspace
- Yes, relocate in town centre [Go to Q.12b](#)
- Yes, relocate out of town centre [Go to Q.12b](#)
- Yes, other (please specify)

-
- Don't know [Go to Q.13](#)

THOSE WHO ANSWERED YES, RELOCATE IN TOWN CENTRE OR OUT OF CENTRE AT Q.12a.
OTHERS GO TO Q.13.

Q.12b **If you are relocating, where are you considering moving to?**

PLEASE SPECIFY

-
- Don't know

THOSE WHO ANSWERED YES, RELOCATE IN TOWN CENTRE OR OUT OF CENTRE AT Q.12a.
OTHERS GO TO Q.13.

Q.12c **What is the main reason for this decision?**

- Drop in takings
 - Current retail unit is in poor shape
 - High rates and charges
 - Town centre is too quiet
 - Other (please specify)
-

Q.13 **What specific support would help your business?**

- Training
- Shop Front Improvement Grants
- Marketing assistance
- CCTV / Security
- Other (please specify)

Don't know

Q.14 **What are the main issues affecting your business?**

PLEASE TICK UP TO THREE

- Rents / overheads
- Quality or size of premises
- Security issues
- Poor location of premises
- Lack of visitors / customers
- Training
- Staff recruitment / retention
- Availability of car parking
- Cost of car parking
- Public transport links
- Poor quality of town centre environment
- General economy
- Competition from other businesses in the wider area
- Competition from other businesses in the town centre
- Competition from other town centres in the District
- Competition from other town centres outside of the District
- Other (please specify)

Don't know

Q.15 **Approximately, what proportion (%) of your trade / business comes from?**

PLEASE SPECIFY APPROXIMATE %

Local residents within the town: _____ %

Other residents in the wider Selby District: _____ %

Local employees (i.e. those working in the town): _____ %

Tourist / leisure visitors from outside Selby District: _____ %

Other (please specify):

_____ %

Q.16 **How would you describe the town centre's current shopping mix?**

PLEASE TICK ONE

- Too many small (independent) shops / not enough large (chain) stores
- About the right mix
- Too many large (chain) stores / not enough small (independent) shops
- Not enough shops
- Don't know

Q.17 **Do you think there is an appropriate mix of shops and other non-retail uses (e.g. banks, building societies, amusement arcades, cafes, pubs and restaurants, fast food outlets)?**

PLEASE TICK ONE

- Good balance
- Too many non-retail uses
- Need more street-side cafes, national banks
- Not enough non-retail uses
- Too many cafes
- Too many charity shops, government agencies
- Other (please specify)

Don't know

Q.18 **How would you rate the following aspects of the town centre?**

PLEASE TICK ONE ANSWER PER STATEMENT

	Very Good	Quite Good	Neither Good nor Poor	Quite Poor	Very Poor	Don't know
Rents / rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian connections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety / security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of shops and services available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of shops and services available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment and leisure facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing / promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liveliness / street life / character	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The street market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality / number of places to eat / drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of public realm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General shopping environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q.19 **What is your opinion of the town centre's market position in shopping terms?**

PLEASE TICK ONE

- Too 'up market'
- Fine as it is
- Too 'down market'
- Don't know

Q.20 **What improvement measures would you like would you like to see in the town centre?**

PLEASE TICK UP TO THREE

- Increased choice / range of shops
 - More national chain stores
 - More Independent / specialist traders
 - More quality restaurants / pavement cafes
 - More entertainment / leisure facilities
 - More cultural facilities (i.e. theatre)
 - More special markets
 - Too many budget shops, charity shops etc.
 - Foodstore in the town centre
 - Improved street paving
 - Improved street furniture
 - More street cleaning
 - More street lighting
 - Improved security/CCTV
 - Improved signposting
 - Improved built environment
 - Improved physical connections within the town centre
 - Public toilets
 - Free car parking
 - Flexible car parking arrangements
 - Greater promotion/marketing of the centre
 - Improved public transport
 - Other (please specify)
-
- Don't know

Q.21a **Would you welcome further expansion of the town centre?**

- Yes
- No
- Don't know

[Go to Q.21b](#)

[Go to Q.21b](#)

[Go to Q.22a](#)

[THOSE WHO ANSWERED YES OR NO AT Q.21a. OTHERS GO TO Q.22a.](#)

Q.21b **Please briefly explain why?**

PLEASE SPECIFY

-
- Don't know

[THOSE WHO ANSWERED YES AT Q.20a. OTHERS GO TO Q.21a.](#)

Q.21c **Please describe the type of expansion you would like to see?**

- Town centre redevelopment
- Covered shopping facilities
- Covered market area and other shopping areas
- More grocery / foodstores
- Another large supermarket
- More department stores
- More general retailing
- More independent shops
- More up-market shops
- Cheaper parking
- Need to attract tourism
- Other (please specify)

-
- Don't know

Q.22a **Do you operate any other businesses in any other centres in Selby District?**

- Yes
- No

[Go to Q.22b](#)

[Go to Q.23](#)

[THOSE WHO ANSWERED YES AT Q.22a. OTHERS GO TO Q.23.](#)

Q.22b **If yes, is this other business trading better, worse or the same?**

- Better
 - Worse
 - Same
 - Don't know
-

Q.23 Which centre(s) or out-of-centre retail destination(s) do you consider to be your biggest competitor(s)?

PLEASE TICK UP TO THREE

- York city centre
- Monks Cross Shopping Park, York
- Clifton Moor Retail Park, York
- York Designer Outlet, York
- Leeds city centre
- Birstall Shopping Park / Junction 27 Retail Park, Leeds
- White Rose Shopping Centre, Leeds
- Doncaster town centre
- Pontefract town centre
- Junction 32 Outlet Shopping Village / B&Q, Glasshoughton
- Foodstores
- The Internet
- Other (please specify)

Don't know

Q.24 Are you a member of any of the following?

- Selby Town Enterprise Partnership (STEP)
- Chamber of Commerce
- Chamber of Trade
- Trade association
- Business forum
- Other (please specify)

Q.25 If you have any further comments in regard to the town centre then please express your views below.

Thank you for your participation and contribution

**Please return the completed questionnaire by post in the pre-paid envelope provided to:
Jonathan Behan, GVA, Norfolk House, 7 Norfolk Street, Manchester, M2 1DW**



Appendix VII
Convenience
Retail
Capacity
Assessment

Selby District Council - Retail, Commercial and Leisure Study

Convenience Retail Capacity Assessment

TABLE 1A - SURVEY AREA POPULATION PROJECTIONS

Year	Zone 1 Selby Persons	Zone 2 Sherburn in Elmet Persons	Zone 3 Tadcaster Persons	Zone 4 Eggborough / South Selby Persons	Selby District PCA Total Persons	Zone 5 Northern Fringe Persons	Zone 6 North-Eastern Fringe Persons	Zone 7 South-Eastern Fringe Persons	Zone 8 Western Fringe Persons	Overall Total Persons
2013	51,425	16,352	12,983	18,514	99,274	11,979	7,137	33,540	12,829	164,759
2014	51,868	16,504	13,007	18,521	99,900	12,064	7,171	33,697	12,931	165,763
2017	53,596	17,170	13,519	18,699	102,984	12,306	7,275	34,172	13,191	169,928
2022	57,435	17,955	14,170	18,995	108,556	12,619	7,450	34,987	13,553	177,165
2027	61,284	18,744	14,824	19,292	114,144	13,009	7,615	35,747	13,949	184,464

TABLE 1B - SURVEY AREA POPULATION GROWTH (PERSONS)

Period	Zone 1 Selby Persons	Zone 2 Sherburn in Elmet Persons	Zone 3 Tadcaster Persons	Zone 4 Eggborough / South Selby Persons	Selby District PCA Total Persons	Zone 5 Northern Fringe Persons	Zone 6 North-Eastern Fringe Persons	Zone 7 South-Eastern Fringe Persons	Zone 8 Western Fringe Persons	Overall Total Persons
2013 - 2014	443	152	24	7	626	85	34	157	102	1,004
2014-2017	1,728	665	512	178	3,084	242	104	475	260	4,165
2014-2022	5,567	1,451	1,164	474	8,656	555	279	1,290	622	11,402
2014-2027	9,416	2,239	1,818	771	14,244	945	444	2,050	1,018	18,701

TABLE 1C - SURVEY AREA POPULATION GROWTH (%)

Period	Zone 1 Selby %	Zone 2 Sherburn in Elmet %	Zone 3 Tadcaster %	Zone 4 Eggborough/Sou th Selby %	Selby District PCA Total %	Zone 5 Northern Fringe %	Zone 6 North-Eastern Fringe %	Zone 7 South-Eastern Fringe %	Zone 8 Western Fringe %	Overall Total %
2013 - 2014	0.9%	0.9%	0.2%	0.0%	0.6%	0.7%	0.5%	0.5%	0.8%	0.6%
2014-2017	3.3%	4.0%	3.9%	1.0%	3.1%	2.0%	1.5%	1.4%	2.0%	2.5%
2014-2022	10.7%	8.8%	8.9%	2.6%	8.7%	4.6%	3.9%	3.8%	4.8%	6.9%
2014-2027	18.2%	13.6%	14.0%	4.2%	14.3%	7.8%	6.2%	6.1%	7.9%	11.3%

NOTES:

1. Population estimates at 2013 are ONS based and were sourced from Experian via Micromarketer Online. For Zones 1-4, the population projections for the 2014 base year and each of the forecast years are based on the completed and planned housing development across Selby District sourced from Selby District Council and assume an average household size of 2.38 in 2014, 2.37 in 2017 and 2.36 in 2022 and 2027 (sourced from DCLG). For Zones 5-8, the population projections for the 2014 base year and each of the forecast years are ONS based and were sourced from Experian via Micromarketer Online.

TABLE 2A - CONVENIENCE EXPENDITURE PER CAPITA FORECASTS

Year	Zone 1 Selby £ per person	Zone 2 Sherburn in Elmet £ per person	Zone 3 Tadcaster £ per person	Zone 4 Eggborough / South Selby £ per person	Zone 5 Northern Fringe £ per person	Zone 6 North-Eastern Fringe £ per person	Zone 7 South-Eastern Fringe £ per person	Zone 8 Western Fringe £ per person
2013	£2,027	£2,049	£2,115	£2,115	£2,211	£2,343	£1,935	£2,290
2014	£2,017	£2,039	£2,105	£2,105	£2,200	£2,332	£1,926	£2,279
2017	£2,047	£2,070	£2,137	£2,136	£2,233	£2,367	£1,955	£2,313
2022	£2,109	£2,132	£2,201	£2,201	£2,301	£2,439	£2,014	£2,383
2027	£2,184	£2,208	£2,280	£2,279	£2,382	£2,525	£2,085	£2,468

TABLE 2B - CONVENIENCE EXPENDITURE PER CAPITA FORECASTS (MINUS SFT)

Year	Zone 1 Selby £ per person	Zone 2 Sherburn in Elmet £ per person	Zone 3 Tadcaster £ per person	Zone 4 Eggborough / South Selby £ per person	Zone 5 Northern Fringe £ per person	Zone 6 North-Eastern Fringe £ per person	Zone 7 South-Eastern Fringe £ per person	Zone 8 Western Fringe £ per person
2013	£1,980	£2,002	£2,067	£2,067	£2,160	£2,289	£1,891	£2,237
2014	£1,964	£1,986	£2,050	£2,050	£2,142	£2,271	£1,876	£2,219
2017	£1,980	£2,001	£2,066	£2,066	£2,159	£2,289	£1,890	£2,237
2022	£2,012	£2,034	£2,100	£2,100	£2,195	£2,326	£1,921	£2,273
2027	£2,073	£2,095	£2,163	£2,163	£2,261	£2,396	£1,979	£2,342

NOTES:

1. 2013 convenience expenditure per person data were sourced from Experian via Micromarketer Online and are in 2013 prices.

2. The 2013 convenience expenditure per person data were projected forward to the base year and forecast years using the growth forecasts provided by Experian in Retail Planner Briefing Note 12.1 (October 2014) as summarised for each of the forecast periods below:

Year	Convenience Expenditure Growth per Year
2013-2014	-0.5%
2014-2017	0.5%
2017-2022	0.6%
2022-2027	0.7%

3. Deductions for spending on Special Forms of Trading (SFT) are based on the estimates provided by Experian in Retail Planner Briefing Note 12.1 (October 2014) as summarised for each of the forecast periods below:

Year	Convenience Expenditure Spent on SFT
2013	2.3%
2014	2.6%
2017	3.3%
2022	4.6%
2027	5.1%

TABLE 3 - TOTAL CONVENIENCE EXPENDITURE AND EXPENDITURE GROWTH (MINUS SFT)

		Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	Selby District PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
		£m	£m	£m	£m	Persons	£m	£m	£m	£m	£m
Total Expenditure	2013	£101.84	£32.74	£26.83	£38.26	£199.67	£25.87	£16.34	£63.42	£28.70	£334.00
	2014	£101.89	£32.77	£26.66	£37.97	£199.30	£25.85	£16.28	£63.20	£28.70	£333.32
	2017	£106.11	£34.36	£27.93	£38.63	£207.03	£26.57	£16.65	£64.59	£29.50	£344.33
	2022	£115.58	£36.52	£29.76	£39.89	£221.76	£27.69	£17.33	£67.22	£30.81	£364.81
	2027	£127.03	£39.28	£32.07	£41.73	£240.11	£29.41	£18.25	£70.75	£32.67	£391.18
Total Expenditure Growth	2013 - 2014	£0.05	£0.04	-£0.17	-£0.29	-£0.37	-£0.03	-£0.05	-£0.22	£0.00	-£0.67
	2014-2017	£4.21	£1.59	£1.27	£0.66	£7.73	£0.72	£0.36	£1.39	£0.80	£11.01
	2014-2022	£13.69	£3.75	£3.09	£1.92	£22.46	£1.85	£1.05	£4.02	£2.11	£31.49
	2014-2027	£25.14	£6.50	£5.40	£3.76	£40.81	£3.56	£1.96	£7.55	£3.97	£57.85

TABLE 4A - MAIN FOOD EXPENDITURE AND EXPENDITURE GROWTH (MINUS SFT)

		Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	Selby District PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
		£m	£m	£m	£m	Persons	£m	£m	£m	£m	£m
Main Food Expenditure	2013	£76.38	£24.55	£20.12	£28.69	£149.75	£19.40	£12.25	£47.56	£21.53	£250.50
	2014	£76.42	£24.58	£20.00	£28.47	£149.47	£19.38	£12.21	£47.40	£21.52	£249.99
	2017	£79.58	£25.77	£20.95	£28.97	£155.27	£19.93	£12.49	£48.44	£22.13	£258.25
	2022	£86.69	£27.39	£22.32	£29.92	£166.32	£20.77	£13.00	£50.42	£23.11	£273.61
	2027	£95.28	£29.46	£24.05	£31.30	£180.08	£22.06	£13.69	£53.06	£24.50	£293.38
Main Food Expenditure Growth	2013 - 2014	£0.04	£0.03	-£0.13	-£0.22	-£0.28	-£0.02	-£0.04	-£0.16	£0.00	-£0.51
	2014-2017	£3.16	£1.19	£0.95	£0.50	£5.80	£0.54	£0.27	£1.04	£0.60	£8.26
	2014-2022	£10.27	£2.81	£2.32	£1.44	£16.84	£1.39	£0.78	£3.02	£1.59	£23.62
	2014-2027	£18.86	£4.88	£4.05	£2.82	£30.61	£2.67	£1.47	£5.66	£2.98	£43.39

TABLE 4B - TOP-UP FOOD EXPENDITURE AND EXPENDITURE GROWTH (MINUS SFT)

		Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough/Sout h Selby	Selby District PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
		£m	£m	£m	£m	Persons	£m	£m	£m	£m	£m
Top-Up Food Expenditure	2013	£25.46	£8.18	£6.71	£9.56	£49.92	£6.47	£4.08	£15.85	£7.18	£83.50
	2014	£25.47	£8.19	£6.67	£9.49	£49.82	£6.46	£4.07	£15.80	£7.17	£83.33
	2017	£26.53	£8.59	£6.98	£9.66	£51.76	£6.64	£4.16	£16.15	£7.38	£86.08
	2022	£28.90	£9.13	£7.44	£9.97	£55.44	£6.92	£4.33	£16.81	£7.70	£91.20
	2027	£31.76	£9.82	£8.02	£10.43	£60.03	£7.35	£4.56	£17.69	£8.17	£97.79
Top-Up Food Expenditure Growth	2013 - 2014	£0.01	£0.01	-£0.04	-£0.07	-£0.09	-£0.01	-£0.01	-£0.05	£0.00	-£0.17
	2014-2017	£1.05	£0.40	£0.32	£0.17	£1.93	£0.18	£0.09	£0.35	£0.20	£2.75
	2014-2022	£3.42	£0.94	£0.77	£0.48	£5.61	£0.46	£0.26	£1.01	£0.53	£7.87
	2014-2027	£6.29	£1.63	£1.35	£0.94	£10.20	£0.89	£0.49	£1.89	£0.99	£14.46

NOTES:

1. The convenience goods expenditure is calculated by multiplying the population data (Table 1A) by the convenience goods expenditure per person minus SFT (Table 2B).
2. Of the total convenience expenditure (Table 3), 75% is assumed to be spent on main food shopping (Table 4A) and 25% is assumed to be spent on top-up food shopping (Table 4B).

TABLE 5A - MAIN FOOD MARKET SHARE AND EXPENDITURE 2014

Destination	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
Selby										
Morrisons, Market Cross, Selby Town Centre	27.9% £21.28	4.5% £1.10	0.8% £0.16	10.1% £2.88	17.0% £25.42	2.0% £0.39	1.5% £0.18	0.8% £0.37	0.0% £0.00	10.5% £26.37
Sainsbury's, Abbey Walk, Selby Town Centre	6.1% £4.65	4.9% £1.20	0.7% £0.15	4.3% £1.24	4.8% £7.23	0.0% £0.00	0.0% £0.00	1.7% £0.81	0.0% £0.00	3.2% £8.04
Farmfoods, Micklegate, Selby Town Centre	1.4% £1.10	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £1.10	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.4% £1.10
Local Independent Shops, Selby Town Centre	0.4% £0.28	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.28	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.28
Tesco, Partholme Road, Selby	32.1% £24.51	1.8% £0.45	0.0% £0.00	5.1% £1.45	17.7% £26.41	0.0% £0.00	1.5% £0.18	0.7% £0.33	0.0% £0.00	10.8% £26.93
Aldi, Three Lakes Retail Park, Bawtry Road, Selby	14.4% £11.02	3.0% £0.74	3.8% £0.77	14.1% £4.02	11.1% £16.54	0.0% £0.00	3.0% £0.37	3.0% £1.44	0.0% £0.00	7.3% £18.35
Co-op, Flaxley Road, Selby	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Selby Total	82.2% £62.84	14.2% £3.50	5.3% £1.07	33.6% £9.58	51.5% £76.99	2.0% £0.39	6.0% £0.73	6.2% £2.96	0.0% £0.00	32.4% £81.07
Tadcaster										
Sainsbury's, Mill Lane, Tadcaster Town Centre	0.0% £0.00	0.7% £0.17	48.7% £9.74	0.0% £0.00	6.6% £9.91	0.0% £0.00	0.0% £0.00	0.0% £0.00	9.5% £2.04	4.8% £11.95
Local Independent Shops, Tadcaster Town Centre	0.0% £0.00	0.0% £0.00	0.9% £0.19	0.0% £0.00	0.1% £0.19	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.19
Tadcaster Total	0.0% £0.00	0.7% £0.17	49.7% £9.93	0.0% £0.00	6.8% £10.10	0.0% £0.00	0.0% £0.00	0.0% £0.00	9.5% £2.04	4.9% £12.14
Sherburn in Elmet										
Co-op, Finkle Hill, Sherburn-in-Elmet Town Centre	0.0% £0.00	8.6% £2.12	1.4% £0.29	0.0% £0.00	1.6% £2.41	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £2.41
Tesco Express, Low Street, Sherburn-in-Elmet Town Centre	0.0% £0.00	4.0% £0.99	0.0% £0.00	0.0% £0.00	0.7% £0.99	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.4% £0.99
Local Independent Shops, Sherburn-in-Elmet Town Centre	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Sherburn in Elmet Total	0.0% £0.00	12.6% £3.11	1.4% £0.29	0.0% £0.00	2.3% £3.39	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.4% £3.39
Local Centres										
Local Independent Shops, Barlby Village/Osgodby	0.4% £0.28	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.28	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.28
Tesco Express, Doncaster Road, Brayton	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Local Independent Shops, Brayton	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Local Independent Shops, Byram/Brotherton	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Local Independent Shops, Carlton	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Local Independent Shops, Cawood	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Local Independent Shops, Eggborough/Whitley	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Local Independent Shops, Escrick	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Local Independent Shops, Hemingbrough	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Local Independent Shops, Monk Fryston/Hillam	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Local Independent Shops, North Duffield	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Local Independent Shops, Riccall	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Local Independent Shops, South Milford	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Local Independent Shops, Thorpe Woughtby	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Local Centres Total	0.4% £0.28	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.28	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.28
Other Selby District										
Other Selby District Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Selby District Total	82.6% £63.13	27.6% £6.78	56.4% £11.29	33.6% £9.58	60.7% £90.77	2.0% £0.39	6.0% £0.73	6.2% £2.96	9.5% £2.04	38.8% £96.89
Outside Selby District										
Morrisons, Marine Villa Road, Knottingley	0.8% £0.60	22.7% £5.59	0.0% £0.00	16.9% £4.82	7.4% £11.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	4.4% £11.00
Tesco, Boothferry Road, Goole	1.8% £1.36	0.0% £0.00	0.0% £0.00	12.4% £3.52	3.3% £4.89	0.0% £0.00	0.0% £0.00	59.7% £28.30	0.0% £0.00	13.3% £33.18
Morrisons, Boothferry Road, Goole	0.9% £0.65	0.0% £0.00	0.0% £0.00	5.2% £1.48	1.4% £2.13	0.0% £0.00	0.0% £0.00	12.7% £6.02	0.0% £0.00	3.3% £8.15
Aldi, South Baileygate Retail Park, Pontefract	0.0% £0.00	11.5% £2.82	0.0% £0.00	6.5% £1.85	3.1% £4.67	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.9% £4.67
Morrisons, Stuart Road, Pontefract	0.4% £0.34	4.0% £0.97	0.0% £0.00	0.9% £0.24	0.9% £1.55	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £1.55
Tesco Extra, Tadcaster Road, York	3.3% £2.51	0.8% £0.19	7.7% £1.53	0.0% £0.00	2.8% £4.24	54.2% £10.51	1.8% £0.22	0.0% £0.00	0.0% £0.00	6.0% £14.97
Asda, Monks Cross, Huntington, York	0.9% £0.67	0.0% £0.00	5.8% £1.16	0.0% £0.00	1.2% £1.84	6.0% £1.17	10.3% £1.24	0.0% £0.00	0.0% £0.00	1.7% £4.27
Other Stores, York	7.7% £5.90	2.3% £0.55	4.5% £0.89	0.0% £0.00	4.9% £7.35	35.5% £6.89	26.3% £3.22	1.3% £0.70	1.7% £0.36	7.4% £18.53
Asda, High Street, Carcroft, Doncaster	0.0% £0.00	0.0% £0.00	0.0% £0.00	13.5% £3.84	2.6% £3.84	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.5% £3.84
Sainsbury's, Colton Retail Park, Colton, Leeds	0.0% £0.00	11.0% £2.69	0.0% £0.00	0.0% £0.00	1.8% £2.69	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.1% £2.69
Tesco, Aberford Road, Garforth	0.0% £0.00	5.3% £1.31	5.8% £1.15	0.0% £0.00	1.6% £2.46	0.0% £0.00	0.0% £0.00	0.0% £0.00	5.6% £1.20	1.5% £3.66
Asda, Killingbeck Drive, Killingbeck, Leeds	0.0% £0.00	3.1% £0.77	6.5% £1.29	0.0% £0.00	1.4% £2.07	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.0% £0.43	1.0% £2.50
Morrisons, The Horsefall Centre, Wetherby	0.0% £0.00	0.0% £0.00	8.6% £1.73	0.0% £0.00	1.2% £1.73	0.0% £0.00	0.0% £0.00	0.0% £0.00	60.0% £12.91	5.9% £14.64
Other, Outside Selby District	1.6% £1.25	11.8% £2.90	4.7% £0.95	11.0% £3.14	5.5% £8.24	2.2% £0.42	55.6% £6.78	19.9% £9.43	21.3% £4.58	11.8% £29.46
Outside Selby District Total	17.4% £13.29	72.4% £17.80	43.6% £8.71	66.4% £18.90	39.3% £58.70	98.0% £18.99	94.0% £11.48	93.8% £44.44	90.5% £19.49	61.2% £153.10
Overall Total	100.0% £76.42	100.0% £24.58	100.0% £20.00	100.0% £28.47	100.0% £149.47	100.0% £19.38	100.0% £12.21	100.0% £47.40	100.0% £21.52	100.0% £249.99

NOTES:
 1. The main food market shares are derived from the household survey results.
 2. The overall main food market shares are calculated by dividing the expenditure retained by each destination by the total overall main food expenditure.

TABLE 5B - TOP-UP FOOD MARKET SHARE AND EXPENDITURE 2014

Destination	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
Selby										
Morisons, Market Cross, Selby Town Centre	6.2% £1.58	0.0% £0.00	1.1% £0.07	3.4% £0.32	4.0% £1.97	0.0% £0.00	0.0% £0.00	2.7% £0.42	0.0% £0.00	2.9% £2.39
Sainsbury's, Abbey Walk, Selby Town Centre	9.1% £2.31	0.0% £0.00	0.7% £0.05	3.0% £0.29	5.3% £2.64	0.0% £0.00	0.0% £0.00	1.3% £0.21	0.0% £0.00	3.4% £2.85
Farmfoods, Micklegate, Selby Town Centre	3.3% £0.85	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.7% £0.85	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £0.85
Local Independent Shops, Selby Town Centre	14.2% £3.62	0.0% £0.00	0.0% £0.00	0.0% £0.00	7.3% £3.62	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	4.3% £3.62
Tesco, Portholme Road, Selby	8.4% £2.13	4.2% £0.35	0.0% £0.00	1.1% £0.11	5.2% £2.59	0.0% £0.00	2.2% £0.09	0.0% £0.00	3.5% £0.25	3.5% £2.93
Aldi, Three Lakes Retail Park, Bawtry Road, Selby	10.2% £2.60	0.0% £0.00	2.5% £0.17	5.4% £0.52	6.6% £3.29	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.9% £3.29
Co-op, Flaxley Road, Selby	2.8% £0.70	0.0% £0.00	1.8% £0.12	0.0% £0.00	1.6% £0.82	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £0.82
Selby Total	54.2% £13.79	4.2% £0.35	6.1% £0.41	13.0% £1.23	31.7% £15.78	0.0% £0.00	2.2% £0.09	4.0% £0.63	3.5% £0.25	20.1% £16.75
Tadcaster										
Sainsbury's, Mill Lane, Tadcaster Town Centre	0.0% £0.00	0.0% £0.00	60.5% £4.03	0.0% £0.00	8.1% £4.03	2.1% £0.14	0.0% £0.00	0.0% £0.00	13.8% £0.99	6.2% £5.16
Local Independent Shops, Tadcaster Town Centre	0.0% £0.00	0.0% £0.00	5.0% £0.33	0.0% £0.00	0.7% £0.33	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.4% £0.33
Tadcaster Total	0.0% £0.00	0.0% £0.00	65.4% £4.36	0.0% £0.00	8.8% £4.36	2.1% £0.14	0.0% £0.00	0.0% £0.00	13.8% £0.99	6.6% £5.49
Sherburn in Elmet										
Co-op, Finkle Hill, Sherburn-in-Elmet Town Centre	0.0% £0.00	21.2% £1.74	9.8% £0.65	0.0% £0.00	4.8% £2.39	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.9% £2.39
Tesco Express, Low Street, Sherburn-in-Elmet Town Centre	0.0% £0.00	6.4% £0.52	1.8% £0.12	0.0% £0.00	1.3% £0.64	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.8% £0.64
Local Independent Shops, Sherburn-in-Elmet Town Centre	0.0% £0.00	16.4% £1.34	0.8% £0.05	0.0% £0.00	2.8% £1.40	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.9% £0.21	1.9% £1.61
Sherburn in Elmet Total	0.0% £0.00	44.0% £3.60	12.4% £0.82	0.0% £0.00	8.9% £4.43	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.9% £0.21	5.6% £4.64
Local Centres										
Local Independent Shops, Barlby Village/Osgodby	5.6% £1.43	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.9% £1.43	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.7% £1.43
Tesco Express, Doncaster Road, Brayton	4.8% £1.21	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.4% £1.21	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.5% £1.21
Local Independent Shops, Brayton	0.6% £0.16	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.16	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.16
Local Independent Shops, Byram/Brotherton	0.7% £0.17	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.17	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.17
Local Independent Shops, Carlton	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.3% £0.22	0.4% £0.22	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.22
Local Independent Shops, Cowood	0.6% £0.16	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.16	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.16
Local Independent Shops, Eggborough/Whitley	0.0% £0.00	0.0% £0.00	0.0% £0.00	8.7% £0.83	1.7% £0.83	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £0.83
Local Independent Shops, Escrick	0.7% £0.17	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.17	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.17
Local Independent Shops, Hemingbrough	4.2% £1.07	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.2% £1.07	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.3% £1.07
Local Independent Shops, Monk Fryston/Hillam	0.0% £0.00	2.7% £0.22	0.0% £0.00	0.0% £0.00	0.4% £0.22	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.22
Local Independent Shops, North Duffield	3.2% £0.82	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.6% £0.82	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £0.82
Local Independent Shops, Riccail	5.5% £1.40	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.8% £1.40	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.7% £1.40
Local Independent Shops, South Milford	0.0% £0.00	6.1% £0.50	0.0% £0.00	0.0% £0.00	1.0% £0.50	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £0.50
Local Independent Shops, Thorpe Willoughby	1.2% £0.31	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £0.31	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.9% £0.21	0.6% £0.52
Local Centres Total	27.1% £6.91	8.7% £0.71	0.0% £0.00	11.0% £1.04	17.4% £8.66	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.9% £0.21	10.7% £8.88
Other Selby District										
Kelfield	6.1% £1.56	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.1% £1.56	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.9% £1.56
Other Selby District Total	6.1% £1.56	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.1% £1.56	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.9% £1.56
Selby District Total	87.4% £22.26	57.0% £4.67	83.9% £5.59	24.0% £2.28	69.8% £34.80	2.1% £0.14	2.2% £0.09	4.0% £0.63	23.2% £1.66	1.9% £1.56
Outside Selby District										
Co-op, Market Place, Snaith	0.0% £0.00	0.0% £0.00	0.0% £0.00	37.6% £3.57	7.2% £3.57	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Other Stores, Snaith	0.0% £0.00	1.1% £0.09	0.0% £0.00	7.6% £0.72	1.6% £0.81	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	4.3% £3.57
Morisons, Marine Villa Road, Knottingley	0.0% £0.00	17.1% £1.40	0.0% £0.00	6.1% £0.57	4.0% £1.98	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £0.81
Co-op, Selby Road, Askern	0.0% £0.00	0.0% £0.00	0.0% £0.00	7.4% £0.70	1.4% £0.70	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.4% £1.98
Sainsbury's, Colton Retail Park, Colton, Leeds	0.7% £0.17	5.2% £0.42	0.0% £0.00	0.0% £0.00	1.2% £0.60	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.8% £0.70
Other Stores, Leeds	0.0% £0.00	0.0% £0.00	5.3% £0.35	2.3% £0.22	1.1% £0.57	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.5% £0.25	0.7% £0.60
Aldi, South Baileygate Retail Park, Pontefract	0.0% £0.00	3.5% £0.29	0.0% £0.00	2.3% £0.22	1.0% £0.51	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £0.82
York	2.5% £0.64	1.2% £0.10	4.8% £0.32	0.0% £0.00	2.1% £1.04	38.2% £2.47	7.5% £0.30	0.0% £0.00	0.0% £0.00	0.6% £0.51
Other, Outside Selby District	9.4% £2.39	14.9% £1.22	6.1% £0.40	12.7% £1.21	10.5% £5.23	59.6% £3.85	90.3% £3.68	96.0% £15.17	73.3% £5.26	4.6% £3.84
Outside Selby District Total	12.6% £3.21	43.0% £3.53	16.1% £1.07	76.0% £7.21	30.2% £15.02	97.9% £6.32	97.8% £3.98	96.0% £15.17	76.8% £5.51	55.2% £46.01
Overall Total	100.0% £25.47	100.0% £8.19	100.0% £6.67	100.0% £9.49	100.0% £49.82	100.0% £6.46	100.0% £4.07	100.0% £15.80	100.0% £7.17	100.0% £83.33

NOTES:

- The top-up food market shares are derived from the household survey results.
- The overall top-up food market shares are calculated by dividing the expenditure retained by each destination by the total overall top-up food expenditure.

TABLE 6 - OVERALL CONVENIENCE GOODS MARKET SHARE AND EXPENDITURE 2014

Destination	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
Selby										
Morrisons, Market Cross, Selby Town Centre	22.4% £22.86	3.4% £1.10	0.8% £0.23	8.4% £3.20	13.7% £27.40	1.5% £0.39	1.1% £0.18	1.2% £0.79	0.0% £0.00	8.6% £28.76
Sainsbury's, Abbey Walk, Selby Town Centre	6.8% £6.96	3.7% £1.20	0.7% £0.19	4.0% £1.52	5.0% £9.88	0.0% £0.00	0.0% £0.00	1.6% £1.02	0.0% £0.00	3.3% £10.89
Farmfoods, Micklegate, Selby Town Centre	1.9% £1.94	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £1.94	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £1.94
Local Independent Shops, Selby Town Centre	3.8% £3.90	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.0% £3.90	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.2% £3.90
Tesco, Partholme Road, Selby	26.1% £26.64	2.4% £0.80	0.0% £0.00	4.1% £1.56	14.6% £29.00	0.0% £0.00	1.7% £0.27	0.5% £0.33	0.9% £0.25	9.0% £29.86
Aldi, Three Lakes Retail Park, Bawtry Road, Selby	13.4% £13.62	2.3% £0.74	3.5% £0.94	11.9% £4.53	9.9% £19.83	0.0% £0.00	2.3% £0.37	2.3% £1.44	0.0% £0.00	6.5% £21.64
Co-op, Flaxley Road, Selby	0.7% £0.70	0.0% £0.00	0.0% £0.12	0.4% £0.00	0.4% £0.82	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.82
Selby Total	75.2% £76.64	11.7% £3.85	5.5% £1.48	28.5% £10.81	46.6% £92.77	1.5% £0.39	5.1% £0.82	5.7% £3.58	0.9% £0.25	29.3% £97.82
Tadcaster										
Sainsbury's, Mill Lane, Tadcaster Town Centre	0.0% £0.00	0.5% £0.17	51.7% £13.77	0.0% £0.00	7.0% £13.94	0.5% £0.14	0.0% £0.00	0.0% £0.00	10.5% £3.03	5.1% £17.11
Local Independent Shops, Tadcaster Town Centre	0.0% £0.00	0.0% £0.00	1.9% £0.52	0.0% £0.00	0.3% £0.52	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.52
Tadcaster Total	0.0% £0.00	0.5% £0.17	53.6% £14.29	0.0% £0.00	7.3% £14.46	0.5% £0.14	0.0% £0.00	0.0% £0.00	10.5% £3.03	5.3% £17.63
Sherburn in Elmet										
Co-op, Finkle Hill, Sherburn-in-Elmet Town Centre	0.0% £0.00	11.8% £3.86	3.5% £0.94	0.0% £0.00	2.4% £4.80	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.4% £4.80
Tesco Express, Low Street, Sherburn-in-Elmet Town Centre	0.0% £0.00	4.6% £1.51	0.4% £0.12	0.0% £0.00	0.8% £1.63	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.5% £1.63
Local Independent Shops, Sherburn-in-Elmet Town Centre	0.0% £0.00	4.1% £1.34	0.2% £0.05	0.0% £0.00	0.7% £1.40	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.21	0.5% £1.61
Sherburn in Elmet Total	0.0% £0.00	20.5% £6.71	4.2% £1.11	0.0% £0.00	3.9% £7.82	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.21	2.4% £8.03
Local Centres										
Local Independent Shops, Barby Village/Osgodby	1.7% £1.71	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.9% £1.71	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.5% £1.71
Tesco Express, Doncaster Road, Brayton	1.2% £1.21	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £1.21	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.4% £1.21
Local Independent Shops, Brayton	0.2% £0.16	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.16	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.16
Local Independent Shops, Byram/Brotherton	0.2% £0.17	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.17	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.17
Local Independent Shops, Carlton	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £0.22	0.1% £0.22	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.22
Local Independent Shops, Cawood	0.2% £0.16	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.16	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.16
Local Independent Shops, Eggborough/Whitley	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.2% £0.83	0.4% £0.83	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.83
Local Independent Shops, Escrick	0.2% £0.17	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.17	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.17
Local Independent Shops, Hemingbrough	1.1% £1.07	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.5% £1.07	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £1.07
Local Independent Shops, Monk Fryston/Hillam	0.0% £0.00	0.7% £0.22	0.0% £0.00	0.0% £0.00	0.1% £0.22	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.22
Local Independent Shops, North Duffield	0.8% £0.82	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.4% £0.82	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.82
Local Independent Shops, Riccall	1.4% £1.40	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £1.40	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.4% £1.40
Local Independent Shops, South Millford	0.0% £0.00	1.5% £0.50	0.0% £0.00	0.0% £0.00	0.2% £0.50	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.50
Local Independent Shops, Thorpe Willoughby	0.3% £0.31	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.31	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.21	0.2% £0.52
Local Centres Total	7.1% £7.19	2.2% £0.71	0.0% £0.00	2.8% £1.04	4.5% £8.95	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.21	2.7% £9.16
Other Selby District										
Kelfield	1.5% £1.56	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.8% £1.56	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.5% £1.56
Other Selby District Total	1.5% £1.56	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.8% £1.56	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.5% £1.56
Selby District Total	83.8% £85.39	34.9% £11.45	63.3% £16.88	31.2% £11.86	63.0% £125.57	2.1% £0.53	5.1% £0.82	5.7% £3.58	12.9% £3.70	40.3% £134.21
Outside Selby District										
Morrisons, Marine Villa Road, Knottingley	0.6% £0.60	21.3% £6.99	0.0% £0.00	14.2% £5.39	6.5% £12.98	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.9% £12.98
Aldi, South Baileygate Retail Park, Pontefract	0.0% £0.00	9.5% £3.11	0.0% £0.00	5.4% £2.07	2.6% £5.18	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.6% £5.18
Other Stores, Pontefract	0.3% £0.34	5.7% £1.86	0.0% £0.00	0.6% £0.24	1.2% £2.44	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £2.44
Tesco, Boothferry Road, Goole	1.5% £1.52	0.0% £0.00	0.0% £0.00	9.6% £3.63	2.6% £5.15	0.0% £0.00	0.0% £0.00	51.0% £32.26	0.0% £0.00	11.2% £37.41
Other Stores, Goole	0.9% £0.94	0.0% £0.00	0.0% £0.00	7.8% £2.95	2.0% £3.89	0.0% £0.00	0.0% £0.00	32.4% £20.48	2.9% £0.84	7.6% £25.20
Tesco Extra, Tadcaster Road, York	2.5% £2.51	0.6% £0.19	6.0% £1.59	0.0% £0.00	2.2% £4.29	42.4% £10.97	1.3% £0.22	0.0% £0.00	0.0% £0.00	4.6% £15.48
Asda, Marks Cross, Huntingdon, York	0.7% £0.67	0.0% £0.00	4.5% £1.21	0.0% £0.00	0.9% £1.89	5.1% £1.32	7.7% £1.26	0.0% £0.00	0.0% £0.00	1.3% £4.47
Other Stores, York	6.4% £6.55	2.0% £0.65	4.2% £1.11	0.0% £0.00	4.2% £8.31	33.8% £8.75	21.6% £3.52	1.1% £0.70	1.3% £0.36	6.5% £21.65
Asda, High Street, Carcroft, Doncaster	0.0% £0.00	0.0% £0.00	0.0% £0.00	10.1% £3.84	1.9% £3.84	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.2% £3.84
Morrisons, The Horsefair Centre, Wetherby	0.0% £0.00	0.0% £0.00	6.5% £1.73	0.0% £0.00	0.9% £1.73	0.6% £0.16	0.0% £0.00	0.0% £0.00	49.7% £14.27	4.8% £16.16
Co-op, Market Place, Snaith	0.0% £0.00	0.0% £0.00	0.0% £0.00	9.4% £3.57	1.8% £3.57	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.1% £3.57
Sainsbury's, Colton Retail Park, Colton, Leeds	0.2% £0.17	9.5% £3.12	0.0% £0.00	0.0% £0.00	1.7% £3.29	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £3.29
Asda, Killingbeck Drive, Killingbeck, Leeds	0.0% £0.00	2.4% £0.77	4.9% £1.29	0.6% £0.22	1.1% £2.28	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.4% £0.68	0.9% £2.97
Tesco, Aberford Road, Garforth	0.0% £0.00	4.0% £1.31	4.6% £1.22	0.0% £0.00	1.3% £2.53	0.0% £0.00	0.0% £0.00	0.0% £0.00	6.5% £1.87	1.3% £4.41
Other, Outside Selby District	3.1% £3.20	10.1% £3.33	6.1% £1.63	11.1% £4.20	6.2% £12.36	15.9% £4.11	64.2% £10.46	9.8% £6.18	24.3% £6.97	12.0% £40.08
Outside Selby District Total	16.2% £16.50	65.1% £21.33	36.7% £9.79	68.8% £26.11	37.0% £73.72	97.9% £25.32	94.9% £15.46	94.3% £59.62	87.1% £25.00	59.7% £199.12
Overall Total	100.0% £101.89	100.0% £32.77	100.0% £26.66	100.0% £37.97	100.0% £199.30	100.0% £25.95	100.0% £16.28	100.0% £63.20	100.0% £28.70	100.0% £333.32

NOTES:

1. The overall convenience goods market shares are calculated by applying 75% / 25% weightings to the market shares identified for main food / top-up food shopping from the household survey results.
2. The overall convenience goods market shares are calculated by dividing the expenditure retained by each destination by the total overall convenience goods expenditure.

TABLE 7 - MAIN FOODSTORES PERFORMANCE ANALYSIS 2014

Destination	Net Sales Area Floorspace sq.m	Net Convenience Floorspace %	Net Convenience Floorspace sq.m	'Benchmark' Sales Density £/sq.m	'Benchmark' Store Turnover £m	Survey-derived Turnover £m	Trading Performance £m
Selby							
Morrisons, Market Cross, Selby Town Centre	2,475	85.0%	2,104	£12,857	£27.0	£28.8	£1.71
Sainsbury's, Abbey Walk, Selby Town Centre	1,625	65.0%	1,056	£12,181	£12.9	£10.9	-£2.0
Tesco, Porholme Road, Selby	1,739	90.0%	1,565	£11,619	£18.2	£29.9	£11.7
Aldi, Three Lakes Retail Park, Bawtry Road, Selby	940	72.2%	679	£8,261	£5.6	£21.6	£16.0
Co-op, Flaxley Road, Selby	130	87.3%	114	£7,823	£0.9	£0.8	-£0.1
Selby Total	6,909	-	5,517	-	£64.6	£92.0	£27.4
Tadcaster							
Sainsbury's, Mill Lane, Tadcaster Town Centre	906	87.5%	793	£12,181	£9.7	£17.1	£7.5
Tadcaster Total	906	-	793	-	£9.7	£17.1	£7.5
Sherburn in Elmet							
Co-op, Finkle Hill, Sherburn-in-Elmet Town Centre	681	87.3%	594	£7,823	£4.6	£4.8	£0.1
Tesco Express, Low Street, Sherburn-in-Elmet Town Centre	147	95.0%	140	£11,619	£1.6	£1.6	£0.0
Sherburn in Elmet Total	828	-	734	-	£6.3	£6.4	£0.1
Local Centres							
Tesco Express, Doncaster Road, Brayton	257	95.0%	244	£11,619	£2.8	£1.2	-£1.6
Local Centres Total	257	-	244	-	£2.8	£1.2	-£1.6
Selby District Total	8,900	-	7,289	-	£83.4	£116.7	£33.4

NOTES:

1. Net sales area floorspace sourced from IGD for all destinations except for the Tesco and Aldi stores in Selby. Net floorspace of Tesco, Selby sourced from planning application documents (LPA ref. 2009/0724/FUL). Net floorspace of Aldi, Selby sourced from planning application documents (LPA ref. 2008/0259/FUL).

2. Net convenience floorspace % based on Verdict and GVA judgement.
3. Benchmark sales density - company average sales density sourced from Verdict.
4. Survey derived turnover - turnover drawn from study area as set out in Table 6.
5. Trading performance - Survey derived turnover minus benchmark turnover.

TABLE 8 - CONVENIENCE RETAIL COMMITMENTS IN SELBY DISTRICT (AT 24 NOVEMBER 2014)

Application Ref	Details of Proposal	Decision Date	Gross Floorspace sq.m	Net Sales Area Floorspace		Net Uplift in Sales Area Floorspace		Convenience Sales Density £ per sq.m	Convenience Turnover £m	Turnover Drawn from Residents of Zone					Turnover Drawn from Residents of Zone				
				Total	Convenience	Total	Convenience			Zone 1	Zone 2	Zone 3	Zone 4	PCA Total	Zone 1	Zone 2	Zone 3	Zone 4	PCA Total
				sq.m	sq.m	sq.m	sq.m			%	%	%	%	%	£m	£m	£m	£m	£m
2012/0541/EIA	Mixed use development including foodstore, Olympia Park, BOCM site, Barlby Road, Selby	Resolution to approve subject to S106	2,000	1,400	1,032	1,400	1,032	12,502	12.9	95.0%	0.0%	0.0%	0.0%	95.0%	12.3	0.0	0.0	0.0	12.3
CO/2002/1185	Mixed use development including foodstore and shops, Staynor Hall site, Selby	06/06/2005	2,000	1,400	1,032	1,400	1,032	12,502	12.9	85.0%	0.0%	0.0%	10.0%	95.0%	11.0	0.0	0.0	1.3	12.3
2012/0159/OUT	Mixed use development including shops, former Rigid Paper site, Denison Road, Selby	04/07/2014	1,492	1,044	522	1,044	522	3,500	1.8	95.0%	0.0%	0.0%	0.0%	95.0%	1.7	0.0	0.0	0.0	1.7
2014/0692/FUL	Aldi, Low Street (former Sissons Haulage site), Sherburn in Elmet	04/09/2014	1,537	1,000	800	1,000	800	8,261	6.6	0.0%	75.0%	15.0%	0.0%	90.0%	0.0	5.0	1.0	0.0	5.9
Selby District Total			7,029	4,844	3,386	4,844	3,386		34.2						25.0	5.0	1.0	1.3	32.2

NOTES:

- Gross floorspace sourced from planning application documents.
- Net sales area floorspace (including convenience/comparison floorspace split) for Tesco and Aldi schemes sourced from planning application documents. Net sales area floorspace of Olympia Park, Staynor Hall and Rigid Paper schemes estimated based on a 70% net to gross ratio. 'Big 4' (Tesco, Asda, Sainsbury's and Morrisons) average convenience/comparison floorspace split of 73.7%/26.3% sourced from Verdict assumed for Olympia Park and Staynor Hall schemes. 50%/50% convenience/comparison floorspace split assumed for Rigid Paper scheme.
- Company average convenience sales density sourced from Verdict assumed for Tesco scheme. 'Big 4' average convenience sales density sourced from Verdict assumed for Olympia Park and Staynor Hall foodstore schemes. Company average sales density sourced from Mintel for Aldi scheme. Sales density of £3,500 /sq.m assumed for Rigid Paper scheme.
- Turnover drawn from zones based on GVA judgement.

TABLE 9A - SELBY CONVENIENCE CAPACITY (ZONE 1, BASELINE)

	2014	2017	2022	2027
Total Expenditure (Zone 1)	£101.9m	£106.1m	£115.6m	£127.0m
Retention Level (Zone 1)	75.2%	75.2%	75.2%	75.2%
Retained Expenditure	£76.6m	£79.8m	£86.9m	£95.6m
Turnover of Stores (Zone 1)	£76.6m	£76.6m	£77.2m	£78.3m
Residual Capacity (Baseline)	£0.0m	£3.2m	£9.8m	£17.2m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	0	254	775	1,347
Capacity for New Floorspace (sq.m gross)	0	362	1,108	1,924

TABLE 9B - SELBY CONVENIENCE CAPACITY (ZONE 1, POST COMMITMENTS)

	2014	2017	2022	2027
Residual Capacity (Baseline)	£0.0m	£3.2m	£9.8m	£17.2m
Turnover of Commitments in Selby	£0.0m	£0.0m	£27.8m	£28.2m
Trade Draw to Commitments in Selby (Zone 1)	£0.0m	£0.0m	£25.1m	£25.5m
Residual Capacity (Post Commitments)	£0.0m	£3.2m	£-15.4m	£-8.3m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	0	254	-1,221	-649
Capacity for New Floorspace (sq.m gross)	0	362	-1,744	-928

TABLE 9C - SELBY CONVENIENCE CAPACITY (ZONE 1, POST COMMITMENTS, ALLOWANCE FOR OVER-TRADING)

	2014	2017	2022	2027
Residual Capacity (Post Commitments)	£0.0m	£3.2m	£-15.4m	£-8.3m
Allowance for Over-Trading at Existing Stores	£13.7m	£13.7m	£13.7m	£13.7m
Residual Capacity (Post Commitments, Allowance for Over-Trading)	£13.7m	£16.9m	£-1.7m	£5.4m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	1,095	1,349	-133	422
Capacity for New Floorspace (sq.m gross)	1,564	1,927	-191	602

NOTES:

- Total Expenditure - total convenience expenditure of residents of Zone 1, excluding SFT, as set out in Table 3.
- Retention Level - the total market share of stores in Selby drawn from residents of Zone 1. The market share of Selby remains constant in each of the forecast years in all scenarios.
- Retained Expenditure - the product of the total expenditure and the retention level of Selby.
- Turnover of stores - the turnover of stores in Selby that is derived from the expenditure of Zone 1 residents. The turnover of stores is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out in Experian Retail Planner 12.1 (October 2014) as summarised for each of the forecast periods below. Note that we have assumed a convenience sales density growth rate of 0.0% for the period 2014 to 2017, rather than negative rate identified by Experian.

Year	Convenience Sales Density Growth per Annum (%)
2014-2017	0.0%
2017-2022	0.1%
2022-2027	0.3%

- Residual capacity - the total retained expenditure minus the turnover of stores.
- Sales Density - assumed sales density for converting the residual capacity (£m) to a floorspace capacity (sq.m). The sales density of £12,502/sq.m in 2014 is the average convenience sales density of the 'Big 4' foodstore operators sourced from Verdict and is allowed to grow at the sales density rates set out above to account for improvements in floorspace efficiency.
- Capacity for New Floorspace - the residual capacity divided by the sales density estimate. 70% gross to net ratio assumed.
- Commitments - trade draw from Zone 1 to commitments in Selby as set out in Table 8. We have assumed that the Tesco scheme in Selby will not be implemented and that all other committed schemes in Selby will be open and trading by 2022. The turnover of commitments is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out above.
- Allowance for over-trading - we have made an allowance for half of the over-trading identified at existing stores across Selby to be counted towards expenditure capacity for new floorspace.

TABLE 10A - TADCASTER CONVENIENCE CAPACITY (ZONE 3, BASELINE)

	2014	2017	2022	2027
Total Expenditure (Zone 3)	£26.7m	£27.9m	£29.8m	£32.1m
Retention Level (Zone 3)	53.6%	53.6%	53.6%	53.6%
Retained Expenditure	£14.3m	£15.0m	£16.0m	£17.2m
Turnover of Stores (Zone 3)	£14.3m	£14.3m	£14.4m	£14.6m
Residual Capacity (Baseline)	£0.0m	£0.7m	£1.6m	£2.6m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	0	54	124	202
Capacity for New Floorspace (sq.m gross)	0	77	177	288

TABLE 10B - TADCASTER CONVENIENCE CAPACITY (ZONE 3, INCREASE IN MARKET SHARE TO 60%)

	2014	2017	2022	2027
Total Expenditure (Zone 3)	£26.7m	£27.9m	£29.8m	£32.1m
Retention Level (Zone 3)	53.6%	53.6%	60.0%	60.0%
Retained Expenditure	£14.3m	£15.0m	£17.9m	£19.2m
Turnover of Stores in Tadcaster	£14.3m	£14.3m	£14.4m	£14.6m
Residual Capacity (Increase in Market Share to 60%)	£0.0m	£0.7m	£3.5m	£4.6m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	0	54	275	362
Capacity for New Floorspace (sq.m gross)	0	77	393	518

TABLE 10C - TADCASTER CONVENIENCE CAPACITY (ZONE 3, INCREASE IN MARKET SHARE TO 65%)

	2014	2017	2022	2027
Total Expenditure (Zone 3)	£26.7m	£27.9m	£29.8m	£32.1m
Retention Level (Zone 3)	53.6%	53.6%	65.0%	65.0%
Retained Expenditure	£14.3m	£15.0m	£19.3m	£20.8m
Turnover of Stores in Tadcaster	£14.3m	£14.3m	£14.4m	£14.6m
Residual Capacity (Increase in Market Share to 65%)	£0.0m	£0.7m	£5.0m	£6.2m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	0	54	393	488
Capacity for New Floorspace (sq.m gross)	0	77	562	697

TABLE 10D - TADCASTER CONVENIENCE CAPACITY (ZONE 3, INCREASE IN MARKET SHARE TO 60%, ALLOWANCE FOR OVER-TRADING)

	2014	2017	2022	2027
Residual Capacity (Increase in Market Share to 60%)	£0.0m	£0.7m	£3.5m	£4.6m
Allowance for Over-Trading at Existing Stores	£7.5m	£7.5m	£7.5m	£7.5m
Residual Capacity (Increase in Market Share to 60%, Allowance for Over-trading)	£7.5m	£8.1m	£10.9m	£12.1m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	596	650	867	946
Capacity for New Floorspace (sq.m gross)	852	929	1,239	1,351

TABLE 10E - TADCASTER CONVENIENCE CAPACITY (ZONE 3, INCREASE IN MARKET SHARE TO 65%, ALLOWANCE FOR OVER-TRADING)

	2014	2017	2022	2027
Residual Capacity (Increase in Market Share to 65%)	£0.0m	£0.7m	£5.0m	£6.2m
Allowance for Over-Trading at Existing Stores	£7.5m	£7.5m	£7.5m	£7.5m
Residual Capacity (Increase in Market Share to 65%, Allowance for Over-trading)	£7.5m	£8.1m	£12.4m	£13.7m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	596	650	985	1,071
Capacity for New Floorspace (sq.m gross)	852	929	1,408	1,530

NOTES:

- Total Expenditure - total convenience expenditure of residents of Zone 3, excluding SFT, as set out in Table 3.
- Retention Level - the total market share of stores in Tadcaster drawn from residents of Zone 3. The market share of Tadcaster remains constant in each of the forecast years in Table 10A (baseline scenario). In Tables 10B (increase in market share to 60%) and 10C (increase in market share to 65%) we have assumed that the market share increases to 60% and 65%, respectively, by 2022.
- Retained Expenditure - the product of the total expenditure and the retention level of Tadcaster.
- Turnover of stores - the turnover of stores in Tadcaster town centre that is derived from the expenditure of Zone 3 residents. The turnover of stores is allowed to grow between 2014 and 2027 to account for sale density growth at the rates set out in Experian Retail Planner 12.1 (October 2014) as summarised for each of the forecast periods below. Note that we have assumed a convenience sales density growth rate of 0.0% for the period 2014 to 2017, rather than negative rate identified by Experian.

Year	Convenience Sales Density Growth per Annum (%)
2014-2017	0.0%
2017-2022	0.1%
2022-2027	0.3%

- Residual capacity - the total retained expenditure minus the turnover of stores.

6. Sales Density - assumed sales density for converting the residual capacity (£m) to a floorspace capacity (sq.m). The sales density of £12,502/sq.m in 2014 is the average convenience sales density of the 'Big 4' foodstore operators sourced from Verdict and is allowed to grow at the sales density rates set out above to account for improvements in floorspace efficiency.

7. Capacity for New Floorspace - the residual capacity divided by the sales density estimate. 70% gross to net ratio assumed.

8. Allowance for over-trading - we have made an allowance for all of the over-trading identified at the existing Sainsbury's store in Tadcaster to be counted towards expenditure capacity for new floorspace.

TABLE 11A - SHERBURN IN ELMET CONVENIENCE CAPACITY (ZONE 2, BASELINE)

	2014	2017	2022	2027
Total Expenditure (Zone 2)	£32.8m	£34.4m	£36.5m	£39.3m
Retention Level (Zone 2)	20.5%	20.5%	20.5%	20.5%
Retained Expenditure	£6.7m	£7.0m	£7.5m	£8.0m
Turnover of Stores (Zone 2)	£6.7m	£6.7m	£6.8m	£6.9m
Residual Capacity (Baseline)	£0.0m	£0.3m	£0.7m	£1.2m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	0	26	57	93
Capacity for New Floorspace (sq.m gross)	0	37	82	132

TABLE 11B - SHERBURN IN ELMET CONVENIENCE CAPACITY (ZONE 2, POST COMMITMENTS)

	2014	2017	2022	2027
Residual Capacity (Baseline)	£0.0m	£0.3m	£0.7m	£1.2m
Turnover of Commitments in Sherburn in Elmet	£0.0m	£5.9m	£6.0m	£6.1m
Trade Draw to Commitments in Sherburn in Elmet (Zone 2)	£0.0m	£5.0m	£5.0m	£5.1m
Residual Capacity (Post Commitments)	£0.0m	-£4.6m	-£4.3m	-£3.9m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	0	-370	-339	-304
Capacity for New Floorspace (sq.m gross)	0	-529	-485	-434

TABLE 11C - SHERBURN IN ELMET CONVENIENCE CAPACITY (ZONE 1, POST COMMITMENTS, INCREASE IN MARKET SHARE TO 35%)

	2014	2017	2022	2027
Total Expenditure (Zone 2)	£32.8m	£34.4m	£36.5m	£39.3m
Retention Level (Zone 2)	20.5%	35.0%	35.0%	35.0%
Retained Expenditure	£6.7m	£12.0m	£12.8m	£13.7m
Turnover of Stores in Sherburn in Elmet	£6.7m	£6.7m	£6.8m	£6.9m
Trade Draw to Commitments from Zone 2	£0.0m	£5.0m	£5.0m	£5.1m
Residual Capacity (Post Commitments, Increase in Market Share)	£0.0m	£0.4m	£1.0m	£1.8m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	0	29	82	142
Capacity for New Floorspace (sq.m gross)	0	41	117	203

NOTES:

- Total Expenditure - total convenience expenditure of residents of Zone 2, excluding SFT, as set out in Table 3.
- Retention Level - the total market share of stores in Sherburn in Elmet drawn from residents of Zone 2. The market share of Sherburn in Elmet remains constant in each of the forecast years in Tables 11A (baseline scenario) and 11B (post commitments). In Table 11C (increase in market share to 35%) we have assumed that the market share increases to 35% by 2017.
- Retained Expenditure - the product of the total expenditure and the retention level of Sherburn in Elmet.
- Turnover of stores - the turnover of stores in Sherburn in Elmet that is derived from the expenditure of Zone 2 residents. The turnover of stores is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out in Experian Retail Planner 12.1 (October 2014) as summarised for each of the forecast periods below. Note that we have assumed a convenience sales density growth rate of 0.0% for the period 2014 to 2017, rather than negative rate identified by Experian.

Year	Convenience Sales Density Growth per Annum (%)
2014-2017	0.0%
2017-2022	0.1%
2022-2027	0.3%

- Residual capacity - the total retained expenditure minus the turnover of stores.

6. Sales Density - assumed sales density for converting the residual capacity (£m) to a floorspace capacity (sq.m). The sales density of £12,502/sq.m in 2014 is the average convenience sales density of the 'Big 4' foodstore operators sourced from Verdict and is allowed to grow at the sales density rates set out above to account for improvements in floorspace efficiency.

7. Capacity for New Floorspace - the residual capacity divided by the sales density estimate. 70% gross to net ratio assumed.

8. Commitments - trade draw from Zone 2 to commitments in Sherburn in Elmet as set out in Table 8. We have assumed that the Aldi scheme in Sherburn in Elmet will be open and trading by 2017. The turnover of commitments is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out above.

Selby District Council - Retail and Leisure Study

Convenience Retail Capacity Assessment Sensitivity Test: ONS Based Population Growth

TABLE 12A - SENSITIVITY TEST: SURVEY AREA POPULATION PROJECTIONS

Year	Zone 1 Selby Persons	Zone 2 Sherburn in Elmet Persons	Zone 3 Tadcaster Persons	Zone 4 Eggborough / South Selby Persons	Selby District PCA Total Persons	Zone 5 Northern Fringe Persons	Zone 6 North-Eastern Fringe Persons	Zone 7 South-Eastern Fringe Persons	Zone 8 Western Fringe Persons	Overall Total Persons
2013	51,425	16,352	12,983	18,514	99,274	11,979	7,137	33,540	12,829	164,759
2014	51,862	16,489	13,093	18,617	100,061	12,064	7,171	33,697	12,931	165,924
2017	53,165	16,900	13,421	18,937	102,423	12,306	7,275	34,172	13,191	169,367
2022	55,351	17,589	13,972	19,489	106,401	12,619	7,450	34,987	13,553	175,010
2027	57,219	18,163	14,438	19,939	109,759	13,009	7,615	35,747	13,949	180,079

TABLE 12B - SENSITIVITY TEST: SURVEY AREA POPULATION GROWTH (PERSONS)

Period	Zone 1 Selby Persons	Zone 2 Sherburn in Elmet Persons	Zone 3 Tadcaster Persons	Zone 4 Eggborough / South Selby Persons	Selby District PCA Total Persons	Zone 5 Northern Fringe Persons	Zone 6 North-Eastern Fringe Persons	Zone 7 South-Eastern Fringe Persons	Zone 8 Western Fringe Persons	Overall Total Persons
2013 - 2014	437	137	110	103	787	85	34	157	102	1,165
2014-2017	1,303	411	328	320	2,362	242	104	475	260	3,443
2014-2022	3,489	1,100	879	872	6,340	555	279	1,290	622	9,086
2014-2027	5,357	1,674	1,345	1,322	9,698	945	444	2,050	1,018	14,155

TABLE 12C - SENSITIVITY TEST: SURVEY AREA POPULATION GROWTH (%)

Period	Zone 1 Selby %	Zone 2 Sherburn in Elmet %	Zone 3 Tadcaster %	Zone 4 Eggborough/Sou th Selby %	Selby District PCA Total %	Zone 5 Northern Fringe %	Zone 6 North-Eastern Fringe %	Zone 7 South-Eastern Fringe %	Zone 8 Western Fringe %	Overall Total %
2013 - 2014	0.8%	0.8%	0.8%	0.6%	0.8%	0.7%	0.5%	0.5%	0.8%	0.7%
2014-2017	2.5%	2.5%	2.5%	1.7%	2.4%	2.0%	1.5%	1.4%	2.0%	2.1%
2014-2022	6.7%	6.7%	6.7%	4.7%	6.3%	4.6%	3.9%	3.8%	4.8%	5.5%
2014-2027	10.3%	10.2%	10.3%	7.1%	9.7%	7.8%	6.2%	6.1%	7.9%	8.5%

NOTES:

1. ONS based population estimates and projections for all zones were sourced from Experian via Micromarketer Online.

TABLE 13 - SENSITIVITY TEST: TOTAL CONVENIENCE EXPENDITURE AND EXPENDITURE GROWTH (MINUS SFT)

		Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	Selby District PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
		£m	£m	£m	£m	Persons	£m	£m	£m	£m	£m
Total Expenditure	2013	£101.84	£32.74	£26.83	£38.26	£199.67	£25.87	£16.34	£63.42	£28.70	£334.00
	2014	£101.88	£32.74	£26.84	£38.16	£199.63	£25.85	£16.28	£63.20	£28.70	£333.65
	2017	£105.25	£33.82	£27.73	£39.12	£205.92	£26.57	£16.65	£64.59	£29.50	£343.23
	2022	£111.39	£35.78	£29.34	£40.93	£217.44	£27.69	£17.33	£67.22	£30.81	£360.50
	2027	£118.61	£38.06	£31.23	£43.13	£231.03	£29.41	£18.25	£70.75	£32.67	£382.10
Total Expenditure Growth	2013 - 2014	£0.04	£0.01	£0.01	-£0.10	-£0.04	-£0.03	-£0.05	-£0.22	£0.00	-£0.34
	2014-2017	£3.37	£1.08	£0.89	£0.96	£6.29	£0.72	£0.36	£1.39	£0.80	£9.58
	2014-2022	£9.51	£3.04	£2.50	£2.76	£17.81	£1.85	£1.05	£4.02	£2.11	£26.84
	2014-2027	£16.73	£5.32	£4.39	£4.97	£31.40	£3.56	£1.96	£7.55	£3.97	£48.44

NOTES:

1. The convenience goods expenditure is calculated by multiplying the population data (Sensitivity Test, Table 12A) by the convenience goods expenditure per person minus SFT (Table 2B).

TABLE 14A - SENSITIVITY TEST: SELBY CONVENIENCE CAPACITY (ZONE 1, BASELINE)

	2014	2017	2022	2027
Total Expenditure (Zone 1)	£101.9m	£105.3m	£111.4m	£118.6m
Retention Level (Zone 1)	75.2%	75.2%	75.2%	75.2%
Retained Expenditure	£76.6m	£79.2m	£83.8m	£89.2m
Turnover of Stores (Zone 1)	£76.6m	£76.6m	£77.2m	£78.3m
Residual Capacity (Baseline)	£0.0m	£2.5m	£6.6m	£10.9m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	0	203	525	851
Capacity for New Floorspace (sq.m gross)	0	290	750	1,216

TABLE 14B - SENSITIVITY TEST: SELBY CONVENIENCE CAPACITY (ZONE 1, POST COMMITMENTS)

	2014	2017	2022	2027
Residual Capacity (Baseline)	£0.0m	£2.5m	£6.6m	£10.9m
Turnover of Commitments in Selby	£0.0m	£0.0m	£27.8m	£28.2m
Trade Draw to Commitments in Selby (Zone 1)	£0.0m	£0.0m	£25.1m	£25.5m
Residual Capacity (Post Commitments)	£0.0m	£2.5m	£-18.5m	£-14.6m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	0	203	-1,471	-1,145
Capacity for New Floorspace (sq.m gross)	0	290	-2,101	-1,635

TABLE 14C - SENSITIVITY TEST: SELBY CONVENIENCE CAPACITY (ZONE 1, POST COMMITMENTS, ALLOWANCE FOR OVER-TRADING)

	2014	2017	2022	2027
Residual Capacity (Post Commitments)	£0.0m	£2.5m	£-18.5m	£-14.6m
Allowance for Over-Trading at Existing Stores	£13.7m	£13.7m	£13.7m	£13.7m
Residual Capacity (Post Commitments, Allowance for Over-Trading)	£13.7m	£16.2m	£-4.8m	£-0.9m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	1,095	1,298	-383	-73
Capacity for New Floorspace (sq.m gross)	1,564	1,854	-548	-105

NOTES:

1. Total Expenditure - total convenience expenditure of residents of Zone 1 (ONS based population growth for all zones sensitivity test), excluding SFT, as set out in Table 13.
2. Retention Level - the total market share of stores in Selby drawn from residents of Zone 1. The market share of Selby remains constant in each of the forecast years in all scenarios.
3. Retained Expenditure - the product of the total expenditure and the retention level of Selby.
4. Turnover of stores - the turnover of stores in Selby that is derived from the expenditure of Zone 1 residents. The turnover of stores is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out in Experian Retail Planner 12.1 (October 2014) as summarised for each of the forecast periods below. Note that we have assumed a convenience sales density growth rate of 0.0% for the period 2014 to 2017, rather than negative rate identified by Experian.

Year	Convenience Sales Density Growth per Annum (%)
2014-2017	0.0%
2017-2022	0.1%
2022-2027	0.3%

5. Residual capacity - the total retained expenditure minus the turnover of stores.
6. Sales Density - assumed sales density for converting the residual capacity (£m) to a floorspace capacity (sq.m). The sales density of £12,502/sq.m in 2014 is the average convenience sales density of the 'Big 4' foodstore operators sourced from Verdict and is allowed to grow at the sales density rates set out above to account for improvements in floorspace efficiency.
7. Capacity for New Floorspace - the residual capacity divided by the sales density estimate. 70% gross to net ratio assumed.
8. Commitments - trade draw from Zone 1 to commitments in Selby as set out in Table 8. We have assumed that the Tesco scheme in Selby will not be implemented and that all other committed schemes in Selby will be open and trading by 2022. The turnover of commitments is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out above.
9. Allowance for over-trading - we have made an allowance for half of the over-trading identified at existing stores across Selby to be counted towards expenditure capacity for new floorspace.

TABLE 15A - SENSITIVITY TEST: TADCASTER CONVENIENCE CAPACITY (ZONE 3, BASELINE)

	2014	2017	2022	2027
Total Expenditure (Zone 3)	£26.8m	£27.7m	£29.3m	£31.2m
Retention Level (Zone 3)	53.6%	53.6%	53.6%	53.6%
Retained Expenditure	£14.4m	£14.9m	£15.7m	£16.7m
Turnover of Stores (Zone 3)	£14.4m	£14.4m	£14.5m	£14.7m
Residual Capacity (Baseline)	£0.0m	£0.5m	£1.2m	£2.0m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	0	38	98	159
Capacity for New Floorspace (sq.m gross)	0	54	141	227

TABLE 15B - SENSITIVITY TEST: TADCASTER CONVENIENCE CAPACITY (ZONE 3, INCREASE IN MARKET SHARE TO 60%)

	2014	2017	2022	2027
Total Expenditure (Zone 3)	£26.8m	£27.7m	£29.3m	£31.2m
Retention Level (Zone 3)	53.6%	53.6%	60.0%	60.0%
Retained Expenditure	£14.4m	£14.9m	£17.6m	£18.7m
Turnover of Stores in Tadcaster	£14.4m	£14.4m	£14.5m	£14.7m
Residual Capacity (Increase in Market Share to 60%)	£0.0m	£0.5m	£3.1m	£4.0m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	0	38	248	316
Capacity for New Floorspace (sq.m gross)	0	54	354	451

TABLE 15C - SENSITIVITY TEST: TADCASTER CONVENIENCE CAPACITY (ZONE 3, INCREASE IN MARKET SHARE TO 65%)

	2014	2017	2022	2027
Total Expenditure (Zone 3)	£26.8m	£27.7m	£29.3m	£31.2m
Retention Level (Zone 3)	53.6%	53.6%	65.0%	65.0%
Retained Expenditure	£14.4m	£14.9m	£19.1m	£20.3m
Turnover of Stores in Tadcaster	£14.4m	£14.4m	£14.5m	£14.7m
Residual Capacity (Increase in Market Share to 65%)	£0.0m	£0.5m	£4.6m	£5.6m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	0	38	364	438
Capacity for New Floorspace (sq.m gross)	0	54	520	625

TABLE 10D - SENSITIVITY TEST: TADCASTER CONVENIENCE CAPACITY (ZONE 3, INCREASE IN MARKET SHARE TO 60%, ALLOWANCE FOR OVER-TRADING)

	2014	2017	2022	2027
Residual Capacity (Increase in Market Share to 60%)	£0.0m	£0.5m	£3.1m	£4.0m
Allowance for Over-Trading at Existing Stores	£7.5m	£7.5m	£7.5m	£7.5m
Residual Capacity (Increase in Market Share to 60%, Allowance for Over-trading)	£7.5m	£7.9m	£10.6m	£11.5m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	596	634	840	899
Capacity for New Floorspace (sq.m gross)	852	906	1,200	1,284

TABLE 10E - SENSITIVITY TEST: TADCASTER CONVENIENCE CAPACITY (ZONE 3, INCREASE IN MARKET SHARE TO 65%, ALLOWANCE FOR OVER-TRADING)

	2014	2017	2022	2027
Residual Capacity (Increase in Market Share to 65%)	£0.0m	£0.5m	£4.6m	£5.6m
Allowance for Over-Trading at Existing Stores	£7.5m	£7.5m	£7.5m	£7.5m
Residual Capacity (Increase in Market Share to 65%, Allowance for Over-trading)	£7.5m	£7.9m	£12.0m	£13.0m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	596	634	956	1,021
Capacity for New Floorspace (sq.m gross)	852	906	1,366	1,459

NOTES:

- Total Expenditure - total convenience expenditure of residents of Zone 3 (ONS based population growth for all zones sensitivity test), excluding SFT, as set out in Table 13.
- Retention Level - the total market share of stores in Tadcaster drawn from residents of Zone 3. The market share of Tadcaster remains constant in each of the forecast years in Table 10A (baseline scenario). In Tables 10B (increase in market share to 60%) and 10C (increase in market share to 65%) we have assumed that the market share increases to 60% and 65%, respectively, by 2022.
- Retained Expenditure - the product of the total expenditure and the retention level of Tadcaster.
- Turnover of stores - the turnover of stores in Tadcaster town centre that is derived from the expenditure of Zone 3 residents. The turnover of stores is allowed to grow between 2014 and 2027 to account for sale density growth at the rates set out in Experian Retail Planner 12.1 (October 2014) as summarised for each of the forecast periods below. Note that we have assumed a convenience sales density growth rate of 0.0% for the period 2014 to 2017, rather than negative rate identified by Experian.

Year	Convenience Sales Density Growth per Annum (%)
2014-2017	0.0%
2017-2022	0.1%
2022-2027	0.3%

- Residual capacity - the total retained expenditure minus the turnover of stores.

6. Sales Density - assumed sales density for converting the residual capacity (£m) to a floorspace capacity (sq.m). The sales density of £12,502/sq.m in 2014 is the average convenience sales density of the 'Big 4' foodstore operators sourced from Verdict and is allowed to grow at the sales density rates set out above to account for improvements in floorspace efficiency.

7. Capacity for New Floorspace - the residual capacity divided by the sales density estimate. 70% gross to net ratio assumed.

8. Allowance for over-trading - we have made an allowance for all of the over-trading identified at the existing Sainsbury's store in Tadcaster to be counted towards expenditure capacity for new floorspace.

TABLE 16A - SENSITIVITY TEST: SHERBURN IN ELMET CONVENIENCE CAPACITY (ZONE 2, BASELINE)

	2014	2017	2022	2027
Total Expenditure (Zone 2)	£32.7m	£33.8m	£35.8m	£38.1m
Retention Level (Zone 2)	20.5%	20.5%	20.5%	20.5%
Retained Expenditure	£6.7m	£6.9m	£7.3m	£7.8m
Turnover of Stores (Zone 2)	£6.7m	£6.7m	£6.8m	£6.9m
Residual Capacity (Baseline)	£0.0m	£0.2m	£0.6m	£0.9m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	0	18	46	74
Capacity for New Floorspace (sq.m gross)	0	25	65	105

TABLE 16B - SENSITIVITY TEST: SHERBURN IN ELMET CONVENIENCE CAPACITY (ZONE 2, POST COMMITMENTS)

	2014	2017	2022	2027
Residual Capacity (Baseline)	£0.0m	£0.2m	£0.6m	£0.9m
Turnover of Commitments in Sherburn in Elmet	£0.0m	£5.9m	£6.0m	£6.1m
Trade Draw to Commitments in Sherburn in Elmet (Zone 2)	£0.0m	£5.0m	£5.0m	£5.1m
Residual Capacity (Post Commitments)	£0.0m	-£4.7m	-£4.4m	-£4.1m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	0	-379	-351	-323
Capacity for New Floorspace (sq.m gross)	0	-541	-501	-461

TABLE 16C - SENSITIVITY TEST: SHERBURN IN ELMET CONVENIENCE CAPACITY (ZONE 1, POST COMMITMENTS, INCREASE IN MARKET SHARE TO 35%)

	2014	2017	2022	2027
Total Expenditure (Zone 2)	£32.7m	£33.8m	£35.8m	£38.1m
Retention Level (Zone 2)	20.5%	35.0%	35.0%	35.0%
Retained Expenditure	£6.7m	£11.8m	£12.5m	£13.3m
Turnover of Stores in Sherburn in Elmet	£6.7m	£6.7m	£6.8m	£6.9m
Trade Draw to Commitments from Zone 2	£0.0m	£5.0m	£5.0m	£5.1m
Residual Capacity (Post Commitments, Increase in Market Share)	£0.0m	£0.2m	£0.8m	£1.4m
Sales Density	£12,502/sq.m	£12,502/sq.m	£12,590/sq.m	£12,780/sq.m
Capacity for New Floorspace (sq.m net)	0	14	62	109
Capacity for New Floorspace (sq.m gross)	0	20	88	156

NOTES:

- Total Expenditure - total convenience expenditure of residents of Zone 2 (ONS based population growth for all zones sensitivity test), excluding SFT, as set out in Table 13.
 - Retention Level - the total market share of stores in Sherburn in Elmet drawn from residents of Zone 2. The market share of Sherburn in Elmet remains constant in each of the forecast years in Tables 11A (baseline scenario) and 11B (post commitments). In Table 11C (increase in market share to 35%) we have assumed that the market share increases to 35% by 2017.
 - Retained Expenditure - the product of the total expenditure and the retention level of Sherburn in Elmet.
 - Turnover of stores - the turnover of stores in Sherburn in Elmet that is derived from the expenditure of Zone 2 residents. The turnover of stores is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out in Experian Retail Planner 12.1 (October 2014) as summarised for each of the forecast periods below. Note that we have assumed a convenience sales density growth rate of 0.0% for the period 2014 to 2017, rather than negative rate identified by Experian.
- | Year | Convenience Sales Density Growth per Annum (%) |
|-----------|--|
| 2014-2017 | 0.0% |
| 2017-2022 | 0.1% |
| 2022-2027 | 0.3% |
- Residual capacity - the total retained expenditure minus the turnover of stores.
 - Sales Density - assumed sales density for converting the residual capacity (£m) to a floorspace capacity (sq.m). The sales density of £12,502/sq.m in 2014 is the average convenience sales density of the 'Big 4' foodstore operators sourced from Verdict and is allowed to grow at the sales density rates set out above to account for improvements in floorspace efficiency.
 - Capacity for New Floorspace - the residual capacity divided by the sales density estimate. 70% gross to net ratio assumed.
 - Commitments - trade draw from Zone 2 to commitments in Sherburn in Elmet as set out in Table 8. We have assumed that the Aldi scheme in Sherburn in Elmet will be open and trading by 2017. The turnover of commitments is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out above.



Appendix VIII
Comparison
Retail
Capacity
Assessment

Selby District Council - Retail and Leisure Study

Comparison Retail Capacity Assessment

TABLE 1A - SURVEY AREA POPULATION PROJECTIONS

Year	Zone 1 Selby Persons	Zone 2 Sherburn in Elmet Persons	Zone 3 Tadcaster Persons	Zone 4 Eggborough / South Selby Persons	Selby District Total Persons	Zone 5 Northern Fringe Persons	Zone 6 North-Eastern Fringe Persons	Zone 7 South-Eastern Fringe Persons	Zone 8 Western Fringe Persons	Overall Total Persons
2013	51,425	16,352	12,983	18,514	99,274	11,979	7,137	33,540	12,829	164,759
2014	51,868	16,504	13,007	18,521	99,900	12,064	7,171	33,697	12,931	165,763
2017	53,596	17,170	13,519	18,699	102,984	12,306	7,275	34,172	13,191	169,928
2022	57,435	17,955	14,170	18,995	108,556	12,619	7,450	34,987	13,553	177,165
2027	61,284	18,744	14,824	19,292	114,144	13,009	7,615	35,747	13,949	184,464

TABLE 1B - SURVEY AREA POPULATION GROWTH (PERSONS)

Period	Zone 1 Selby Persons	Zone 2 Sherburn in Elmet Persons	Zone 3 Tadcaster Persons	Zone 4 Eggborough / South Selby Persons	Selby District Total Persons	Zone 5 Northern Fringe Persons	Zone 6 North-Eastern Fringe Persons	Zone 7 South-Eastern Fringe Persons	Zone 8 Western Fringe Persons	Overall Total Persons
2013 - 2014	443	152	24	7	626	85	34	157	102	1,004
2014-2017	1,728	665	512	178	3,084	242	104	475	260	4,165
2014-2022	5,567	1,451	1,164	474	8,656	555	279	1,290	622	11,402
2014-2027	9,416	2,239	1,818	771	14,244	945	444	2,050	1,018	18,701

TABLE 1C - SURVEY AREA POPULATION GROWTH (%)

Period	Zone 1 Selby %	Zone 2 Sherburn in Elmet %	Zone 3 Tadcaster %	Zone 4 Eggborough / South Selby %	Selby District Total %	Zone 5 Northern Fringe %	Zone 6 North-Eastern Fringe %	Zone 7 South-Eastern Fringe %	Zone 8 Western Fringe %	Overall Total %
2013 - 2014	0.9%	0.9%	0.2%	0.0%	0.6%	0.7%	0.5%	0.5%	0.8%	0.6%
2014-2017	3.3%	4.0%	3.9%	1.0%	3.1%	2.0%	1.5%	1.4%	2.0%	2.5%
2014-2022	10.7%	8.8%	8.9%	2.6%	8.7%	4.6%	3.9%	3.8%	4.8%	6.9%
2014-2027	18.2%	13.6%	14.0%	4.2%	14.3%	7.8%	6.2%	6.1%	7.9%	11.3%

NOTES:

1. Population estimates at 2013 are ONS based and were sourced from Experian via Micromarketer Online. For Zones 1-4, the population projections for the 2014 base year and each of the forecast years are based on the completed and planned housing development across Selby District sourced from Selby District Council and assume an average household size of 2.38 in 2014, 2.37 in 2017 and 2.36 in 2022 and 2027 (sourced from DCLG). For Zones 5-8, the population projections for the 2014 base year and each of the forecast years are ONS based and were sourced from Experian via Micromarketer Online.

TABLE 2A - COMPARISON EXPENDITURE PER CAPITA FORECASTS

Year	Zone 1 Selby £ per person	Zone 2 Sherburn in Elmet £ per person	Zone 3 Tadcaster £ per person	Zone 4 Eggborough / South Selby £ per person	Zone 5 Northern Fringe £ per person	Zone 6 North-Eastern Fringe £ per person	Zone 7 South-Eastern Fringe £ per person	Zone 8 Western Fringe £ per person
2013	£3,151	£3,160	£3,452	£3,222	£3,717	£3,886	£2,799	£3,903
2014	£3,327	£3,337	£3,645	£3,402	£3,925	£4,103	£2,956	£4,122
2017	£3,689	£3,700	£4,041	£3,772	£4,352	£4,549	£3,277	£4,570
2022	£4,301	£4,314	£4,712	£4,398	£5,074	£5,305	£3,821	£5,329
2027	£5,049	£5,064	£5,532	£5,163	£5,957	£6,227	£4,486	£6,256

TABLE 2B - COMPARISON EXPENDITURE PER CAPITA FORECASTS (MINUS SFT)

Year	Zone 1 Selby £ per person	Zone 2 Sherburn in Elmet £ per person	Zone 3 Tadcaster £ per person	Zone 4 Eggborough / South Selby £ per person	Zone 5 Northern Fringe £ per person	Zone 6 North-Eastern Fringe £ per person	Zone 7 South-Eastern Fringe £ per person	Zone 8 Western Fringe £ per person
2013	£2,801	£2,809	£3,069	£2,864	£3,304	£3,454	£2,489	£3,470
2014	£2,938	£2,947	£3,219	£3,004	£3,466	£3,623	£2,610	£3,640
2017	£3,172	£3,182	£3,475	£3,244	£3,742	£3,912	£2,819	£3,930
2022	£3,613	£3,624	£3,958	£3,694	£4,262	£4,456	£3,210	£4,476
2027	£4,252	£4,264	£4,658	£4,348	£5,016	£5,243	£3,778	£5,267

NOTES:

1. 2013 comparison expenditure per person data were sourced from Experian via Micromarketer Online and are in 2013 prices.

2. The 2013 comparison expenditure per person data were projected forward to the base year and forecast years using the growth forecasts provided by Experian in Retail Planner Briefing Note 12.1 (October 2014) as summarised for each of the forecast periods below:

Year	Comparison Expenditure Growth per Year
2013-2014	5.6%
2014-2017	3.5%
2017-2022	3.1%
2022-2027	3.3%

3. Deductions for spending on Special Forms of Trading (SFT) are based on the estimates provided by Experian in Retail Planner Briefing Note 12.1 (October 2014) as summarised for each of the forecast periods below:

Year	Comparison Expenditure Spent on SFT
2013	11.1%
2014	11.7%
2017	14.0%
2022	16.0%
2027	15.8%

TABLE 3 - TOTAL COMPARISON EXPENDITURE AND EXPENDITURE GROWTH (MINUS SFT)

		Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	Selby District PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
		£m	£m	£m	£m	Persons	£m	£m	£m	£m	£m
Total Expenditure	2013	£144.04	£45.94	£39.84	£53.03	£282.84	£39.58	£24.65	£83.47	£44.52	£475.07
	2014	£152.38	£48.63	£41.86	£55.64	£298.52	£41.81	£25.98	£87.96	£47.07	£501.34
	2017	£170.02	£54.63	£46.98	£60.66	£332.29	£46.05	£28.46	£96.31	£51.84	£554.96
	2022	£207.51	£65.06	£56.09	£70.18	£398.84	£53.79	£33.20	£112.31	£60.66	£658.79
	2027	£260.56	£79.93	£69.05	£83.87	£493.40	£65.25	£39.93	£135.03	£73.47	£807.09
Total Expenditure Growth	2013 - 2014	£8.34	£2.69	£2.02	£2.61	£15.67	£2.23	£1.33	£4.49	£2.55	£26.27
	2014-2017	£17.64	£6.00	£5.12	£5.02	£33.77	£4.24	£2.48	£8.36	£4.78	£53.62
	2014-2022	£55.13	£16.43	£14.23	£14.54	£100.32	£11.97	£7.21	£24.35	£13.60	£157.46
	2014-2027	£108.17	£31.29	£27.19	£28.23	£194.89	£23.44	£13.95	£47.08	£26.41	£305.76

NOTES:

1. The comparison goods expenditure is calculated by multiplying the population data (Table 1A) by the comparison goods expenditure per person minus SFT (Table 2B).

TABLE 4A - CATEGORIES OF COMPARISON GOODS EXPENDITURE PER PERSON 2013

Comparison Goods Category	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe
	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person
Clothing, Shoes & Accessories	£914	£922	£1,012	£922	£1,119	£1,094	£810	£1,147
Furniture, Carpets & Household Textiles	£382	£375	£418	£390	£432	£478	£342	£453
DIY & Decorating Goods	£88	£85	£96	£95	£96	£116	£79	£105
Major Household Appliances	£115	£110	£127	£113	£140	£153	£100	£136
Electrical Goods	£256	£268	£283	£269	£309	£307	£241	£346
Books, Stationery, CDs & DVDs	£184	£185	£201	£188	£216	£232	£163	£235
Health and Beauty Products	£459	£457	£499	£482	£564	£542	£396	£563
Household Goods	£110	£105	£124	£112	£127	£148	£91	£129
Personal Goods	£142	£139	£153	£145	£184	£176	£112	£189
Recreational Goods	£382	£397	£401	£379	£404	£456	£362	£458
Gardening and Pet Products	£118	£117	£138	£127	£126	£184	£102	£142
Total Comparison Expenditure	£3,151	£3,160	£3,452	£3,222	£3,717	£3,886	£2,799	£3,903

TABLE 4B - CATEGORIES OF COMPARISON GOODS EXPENDITURE WEIGHTINGS

Comparison Goods Category	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe
	%	%	%	%	%	%	%	%
Clothing, Shoes & Accessories	29.0%	29.2%	29.3%	28.6%	30.1%	28.1%	28.9%	29.4%
Furniture, Carpets & Household Textiles	12.1%	11.9%	12.1%	12.1%	11.6%	12.3%	12.2%	11.6%
DIY & Decorating Goods	2.8%	2.7%	2.8%	3.0%	2.6%	3.0%	2.8%	2.7%
Major Household Appliances	3.6%	3.5%	3.7%	3.5%	3.8%	3.9%	3.6%	3.5%
Electrical Goods	8.1%	8.5%	8.2%	8.4%	8.3%	7.9%	8.6%	8.9%
Books, Stationery, CDs & DVDs	5.8%	5.9%	5.8%	5.8%	5.8%	6.0%	5.8%	6.0%
Health and Beauty Products	14.6%	14.5%	14.4%	15.0%	15.2%	14.0%	14.1%	14.4%
Household Goods	3.5%	3.3%	3.6%	3.5%	3.4%	3.8%	3.3%	3.3%
Personal Goods	4.5%	4.4%	4.4%	4.5%	5.0%	4.5%	4.0%	4.9%
Recreational Goods	12.1%	12.6%	11.6%	11.8%	10.9%	11.7%	12.9%	11.7%
Gardening and Pet Products	3.7%	3.7%	4.0%	3.9%	3.4%	4.7%	3.7%	3.6%
Total Comparison Expenditure	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 4C - CATEGORIES OF COMPARISON GOODS TOTAL EXPENDITURE (MINUS SFT) 2014

Comparison Goods Category	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
	£m	£m	£m	£m	£m	£m	£m	£m	£m
Clothing, Shoes & Accessories	£44.21	£14.19	£12.27	£15.92	£12.59	£7.31	£25.45	£13.82	£145.76
Furniture, Carpets & Household Textiles	£18.48	£5.77	£5.07	£6.73	£4.85	£3.19	£10.76	£5.46	£60.32
DIY & Decorating Goods	£4.27	£1.31	£1.16	£1.65	£1.09	£0.78	£2.47	£1.26	£13.97
Major Household Appliances	£5.56	£1.69	£1.54	£1.95	£1.58	£1.02	£3.15	£1.64	£18.12
Electrical Goods	£12.39	£4.12	£3.44	£4.65	£3.47	£2.06	£7.58	£4.18	£41.88
Books, Stationery, CDs & DVDs	£8.91	£2.85	£2.44	£3.25	£2.43	£1.55	£5.12	£2.84	£29.40
Health and Beauty Products	£22.21	£7.03	£6.05	£8.32	£6.34	£3.63	£12.44	£6.79	£72.81
Household Goods	£5.32	£1.62	£1.50	£1.93	£1.43	£0.99	£2.87	£1.56	£17.21
Personal Goods	£6.86	£2.13	£1.86	£2.50	£2.07	£1.18	£3.53	£2.28	£22.41
Recreational Goods	£18.50	£6.10	£4.86	£6.55	£4.54	£3.05	£11.38	£5.53	£60.52
Gardening and Pet Products	£5.69	£1.81	£1.67	£2.20	£1.42	£1.23	£3.22	£1.71	£18.94
Total Bulky Expenditure	£46.38	£14.70	£12.88	£17.17	£12.41	£8.27	£27.17	£14.25	£153.23
Total Non-Bulky Expenditure	£106.01	£33.93	£28.99	£38.47	£29.40	£17.71	£60.79	£32.82	£348.11
Total Comparison Expenditure	£152.38	£48.63	£41.86	£55.64	£41.81	£25.98	£87.96	£47.07	£501.34

NOTES:

- 2013 expenditure per person data for each category of comparison goods were sourced from Experian via Micromarketer Online and are inclusive of SFT.
- The categories of comparison goods expenditure weightings are calculated by dividing the 2013 expenditure on each category of comparison goods by the total comparison goods expenditure.
- The total expenditure for each category of comparison goods is calculated by multiplying the expenditure weighting for each categories of comparison goods (Table 4B) by the total comparison goods expenditure (minus SFT) of the residents of each zone at 2014 (Table 3A).

TABLE 5 - OVERALL COMPARISON GOODS MARKET SHARE AND EXPENDITURE 2014

Destination	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
Selby										
Selby Town Centre	37.9% £57.70	3.7% £1.80	1.3% £0.54	13.6% £7.57	22.6% £67.60	0.2% £0.10	4.9% £1.27	3.0% £2.65	0.1% £0.06	14.3% £71.67
Three Lakes Retail Park, Bawtry Road, Selby	5.4% £8.19	2.2% £1.05	0.2% £0.07	5.5% £3.03	4.1% £12.34	0.0% £0.00	0.6% £0.17	0.8% £0.72	0.0% £0.00	2.6% £13.24
Tesco, Portholme Road, Selby	0.4% £0.67	0.0% £0.00	0.0% £0.00	0.5% £0.27	0.3% £0.94	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.94
Selby Total	43.7% £66.55	5.9% £2.85	1.4% £0.60	19.5% £10.87	27.1% £80.88	0.2% £0.10	5.5% £1.43	3.8% £3.37	0.1% £0.06	17.1% £85.84
Tadcaster										
Tadcaster Town Centre	0.0% £0.00	0.2% £0.08	7.4% £3.11	0.0% £0.00	1.1% £3.19	0.3% £0.14	0.0% £0.00	0.0% £0.00	0.7% £0.31	0.7% £3.64
Tadcaster Total	0.0% £0.00	0.2% £0.08	7.4% £3.11	0.0% £0.00	1.1% £3.19	0.3% £0.14	0.0% £0.00	0.0% £0.00	0.7% £0.31	0.7% £3.64
Sherburn in Elmet										
Sherburn in Elmet Town Centre	0.0% £0.03	8.8% £4.26	2.2% £0.93	0.0% £0.00	1.7% £5.22	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £5.22
Sherburn in Elmet Total	0.0% £0.03	8.8% £4.26	2.2% £0.93	0.0% £0.00	1.7% £5.22	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £5.22
Local Centres										
Barby Village / Osgodby	0.3% £0.47	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.47	0.0% £0.00	0.3% £0.08	0.0% £0.00	0.0% £0.00	0.1% £0.55
Brayton	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.08	0.0% £0.08	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.08
Carlton	0.0% £0.00	0.3% £0.14	0.2% £0.10	0.1% £0.07	0.1% £0.31	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £0.47	0.2% £0.78
Eggborough / Whitley	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £0.31	0.1% £0.31	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.31
Hemingbrough	0.0% £0.07	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.07	0.0% £0.00	0.0% £0.00	0.3% £0.23	0.0% £0.00	0.1% £0.30
Monk Fryston / Hillam	0.0% £0.00	0.5% £0.25	0.0% £0.00	0.0% £0.00	0.1% £0.25	0.0% £0.00	0.3% £0.07	0.0% £0.00	0.0% £0.00	0.1% £0.32
North Duffield	0.1% £0.21	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.21	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.21
South Milford	0.0% £0.00	0.2% £0.08	0.0% £0.00	0.0% £0.00	0.0% £0.08	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.08
Local Centres Total	0.5% £0.75	1.0% £0.47	0.2% £0.10	0.8% £0.45	0.6% £1.78	0.0% £0.00	0.6% £0.15	0.3% £0.23	1.0% £0.47	0.5% £2.63
Other Selby District										
Other, Selby District	0.2% £0.35	0.1% £0.04	0.3% £0.12	0.3% £0.15	0.2% £0.66	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.66
Other, Selby District Total	0.2% £0.35	0.1% £0.04	0.3% £0.12	0.3% £0.15	0.2% £0.66	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.66
Selby District Total	44.4% £67.68	15.8% £7.70	11.6% £4.87	20.6% £11.48	30.7% £91.73	0.6% £0.23	6.1% £1.59	4.1% £3.60	1.8% £0.84	19.5% £97.99
Outside Selby District										
York City Centre	25.7% £39.15	9.3% £4.54	35.8% £14.99	8.0% £4.43	21.1% £63.11	53.1% £22.18	46.0% £11.94	10.5% £9.20	10.6% £5.00	22.2% £111.45
Monks Cross Shopping Park, York	8.6% £13.11	2.0% £0.97	12.4% £5.17	1.5% £0.85	6.7% £20.11	8.7% £3.64	13.4% £3.49	5.5% £0.42	3.0% £1.39	5.8% £29.04
Clifton Moor Retail Park, York	4.3% £6.61	2.4% £1.16	13.0% £5.46	0.1% £0.06	4.4% £13.28	12.4% £5.19	2.2% £0.58	0.4% £0.37	2.9% £1.36	4.1% £20.78
York Designer Outlet, Fulford, York	3.8% £5.83	0.3% £0.15	3.1% £1.30	1.5% £0.86	2.7% £8.14	2.2% £0.94	2.0% £0.53	0.9% £0.77	0.5% £0.22	2.1% £10.60
Tesco Extra, Tadcaster Road, York	0.4% £0.68	0.0% £0.00	2.1% £0.90	0.0% £0.00	0.5% £1.58	5.3% £2.22	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.8% £3.80
Other Retail Parks and Stores, York	1.8% £2.76	0.3% £0.12	2.8% £1.16	0.0% £0.00	1.4% £4.04	5.3% £2.20	2.3% £0.60	0.3% £0.24	0.8% £0.38	1.5% £7.46
Leeds City Centre	1.9% £2.95	22.7% £11.02	4.9% £2.05	5.2% £2.90	6.3% £18.91	2.1% £0.86	1.8% £1.13	16.9% £7.96	5.9% £2.94	5.9% £29.45
White Rose Shopping Centre, Leeds	1.0% £1.51	3.2% £1.58	1.2% £0.50	6.9% £3.83	2.5% £7.42	0.4% £0.18	0.0% £0.00	0.0% £0.05	3.7% £1.74	1.9% £9.39
Birstall Shopping Park / Junction 27 Retail Park, Leeds	2.1% £3.23	2.2% £1.05	1.6% £0.68	2.7% £1.52	2.2% £6.48	0.5% £0.22	0.0% £0.00	0.0% £0.00	0.7% £0.32	1.4% £7.02
Other Retail Parks and Stores, Leeds	0.1% £0.08	2.4% £1.18	3.7% £1.54	0.2% £0.10	1.0% £2.91	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.2% £1.02	0.8% £3.93
Doncaster Town Centre	0.3% £0.51	0.0% £0.00	0.2% £0.08	19.6% £10.90	3.9% £11.50	0.0% £0.00	0.5% £0.14	12.1% £10.62	0.0% £0.00	4.4% £22.25
Retail Parks and Stores, Doncaster	0.0% £0.00	0.0% £0.00	0.0% £0.00	4.8% £2.68	0.9% £2.68	0.0% £0.00	0.0% £0.00	0.2% £0.19	0.3% £0.14	0.6% £3.01
Pontefract Town Centre	0.1% £0.09	12.7% £6.17	0.0% £0.00	3.9% £2.18	2.8% £8.44	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.7% £8.44
Retail Parks, Pontefract	0.1% £0.09	2.9% £1.39	0.0% £0.00	2.4% £1.36	0.9% £2.84	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.4% £0.21	0.6% £3.04
Junction 32 Outlet Shopping Village/B&O, Glasshoughton	0.9% £1.42	6.6% £3.21	0.8% £0.32	4.9% £2.72	2.6% £7.67	0.0% £0.00	0.0% £0.00	1.1% £0.99	0.3% £0.12	1.8% £8.78
Castleford Town Centre	0.0% £0.05	6.0% £2.93	0.6% £0.25	1.6% £0.90	1.4% £4.14	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.7% £1.29	1.1% £5.43
Castleford Retail Park, Castleford	0.2% £0.35	1.0% £0.47	0.0% £0.00	1.1% £0.63	0.5% £1.45	0.0% £0.00	0.0% £0.00	0.2% £0.21	0.1% £0.05	0.3% £1.71
Knottingley Town Centre	0.0% £0.06	1.8% £0.85	0.0% £0.00	1.2% £0.67	0.5% £1.58	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £0.29	0.4% £1.87
Goole Town Centre	1.7% £2.58	0.0% £0.00	0.0% £0.00	4.0% £2.24	1.6% £4.83	0.0% £0.00	2.7% £0.69	42.2% £37.11	0.0% £0.00	8.5% £42.63
Other, Outside Selby District	2.4% £3.64	8.6% £4.16	6.1% £2.57	9.6% £5.32	5.3% £15.69	9.4% £3.94	24.2% £6.29	25.7% £22.62	52.6% £24.74	14.6% £73.28
Outside Selby District Total	55.6% £84.70	84.2% £40.93	88.4% £36.99	79.4% £44.16	69.3% £206.79	99.4% £41.58	93.9% £24.40	95.9% £84.36	98.2% £46.23	80.5% £403.34
Overall Total	100.0% £152.38	100.0% £48.63	100.0% £41.86	100.0% £55.64	100.0% £298.52	100.0% £41.81	100.0% £25.98	100.0% £87.96	100.0% £47.07	100.0% £501.34

NOTES:

- The overall comparison goods market shares are calculated by applying the weightings for each category of comparison goods as set out in Table 4B to the market shares identified for each category from the household survey results.
- The overall comparison goods market shares are calculated by dividing the expenditure retained by each destination by the total overall comparison goods expenditure.

TABLE 6A - CLOTHES & SHOES MARKET SHARE AND EXPENDITURE 2014

Destination	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
Selby										
Selby Town Centre	14.7% £6.51	3.3% £0.47	0.0% £0.00	6.9% £1.09	9.3% £8.08	0.0% £0.00	1.9% £0.14	4.1% £1.03	0.0% £0.00	6.3% £9.25
Three Lakes Retail Park, Bawtry Road, Selby	0.4% £0.19	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.19	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.19
Selby Total	15.1% £6.70	3.3% £0.47	0.0% £0.00	6.9% £1.09	9.5% £8.26	0.0% £0.00	1.9% £0.14	4.1% £1.03	0.0% £0.00	6.5% £9.43
Tadcaster										
Tadcaster Town Centre	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Tadcaster Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Sherburn in Elmet										
Sherburn in Elmet Town Centre	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Sherburn in Elmet Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Local Centres										
Barlby Village / Osgodby	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Carlton	0.0% £0.00	0.9% £0.12	0.0% £0.00	0.0% £0.00	0.1% £0.12	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.12
Local Centres Total	0.0% £0.00	0.9% £0.12	0.0% £0.00	0.0% £0.00	0.1% £0.12	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.12
Other Selby District										
Other, Selby District Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Selby District Total	15.1% £6.70	4.2% £0.60	0.0% £0.00	6.9% £1.09	9.7% £8.39	0.0% £0.00	1.9% £0.14	4.1% £1.03	0.0% £0.00	6.6% £9.56
Outside Selby District										
York City Centre	38.9% £17.21	16.3% £2.32	53.3% £6.53	13.8% £2.21	32.7% £28.27	68.3% £8.60	59.8% £4.37	20.1% £5.12	19.1% £2.64	33.6% £49.00
Monks Cross Shopping Park, York	16.3% £7.21	3.7% £0.53	23.1% £2.83	3.0% £0.48	12.8% £11.05	15.9% £2.00	14.3% £1.05	0.9% £0.23	6.3% £0.87	10.4% £15.20
York Designer Outlet, Fulford, York	12.4% £5.48	0.9% £0.12	5.5% £0.67	4.0% £0.63	8.0% £6.90	5.6% £0.70	7.2% £0.53	1.7% £0.44	0.0% £0.00	5.9% £8.58
Clifton Moor Retail Park, York	1.4% £0.62	2.9% £0.41	3.9% £0.47	0.0% £0.00	1.7% £1.50	0.0% £0.00	1.6% £0.12	0.9% £0.23	0.0% £0.00	1.3% £1.84
Other Retail Parks and Stores, York	1.4% £0.63	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.63	1.8% £0.23	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £0.86
Leeds City Centre	4.2% £1.84	38.8% £5.50	6.5% £0.80	7.9% £1.25	10.8% £9.39	4.0% £0.50	0.0% £0.00	5.8% £1.46	21.6% £2.99	9.8% £14.35
White Rose Shopping Centre, Leeds	3.2% £1.42	9.3% £1.32	4.1% £0.50	16.9% £2.69	6.9% £5.94	0.0% £0.00	0.0% £0.00	0.0% £0.00	4.4% £0.61	4.5% £6.54
Doncaster Town Centre	0.5% £0.22	0.0% £0.00	0.7% £0.08	24.8% £3.94	4.9% £4.25	0.0% £0.00	1.9% £0.14	22.6% £5.75	0.0% £0.00	7.0% £10.14
Junction 32 Outlet Shopping Village/B&Q, Glasshoughton	2.0% £0.87	8.1% £1.15	1.7% £0.20	5.8% £0.92	3.6% £3.15	0.0% £0.00	0.0% £0.00	2.6% £0.66	0.0% £0.00	2.6% £3.81
Castleford Town Centre	0.0% £0.00	4.2% £0.60	1.4% £0.17	1.0% £0.15	1.1% £0.92	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.1% £0.29	0.8% £1.21
Pontefract Town Centre	0.0% £0.00	4.4% £0.62	0.0% £0.00	1.7% £0.27	1.0% £0.89	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £0.89
Meadowhall, Sheffield	0.0% £0.00	0.0% £0.00	0.0% £0.00	4.9% £0.78	0.9% £0.78	0.0% £0.00	0.0% £0.00	6.6% £1.67	0.0% £0.00	1.7% £2.46
Wakefield Town Centre	0.0% £0.00	2.9% £0.41	0.0% £0.00	1.0% £0.16	0.7% £0.57	0.0% £0.00	0.0% £0.00	1.8% £0.46	2.1% £0.29	0.9% £1.32
Other, Outside Selby District	4.5% £2.00	4.4% £0.62	0.0% £0.00	8.4% £1.33	4.6% £3.95	4.4% £0.55	13.3% £0.97	33.0% £8.39	44.4% £6.14	13.7% £20.00
Outside Selby District Total	84.9% £37.51	95.8% £13.60	100.0% £12.27	93.1% £14.83	90.3% £78.20	100.0% £12.59	98.1% £7.17	95.9% £24.41	100.0% £13.82	93.4% £136.20
Overall Total	100.0% £44.21	100.0% £14.19	100.0% £12.27	100.0% £15.92	100.0% £86.59	100.0% £12.59	100.0% £7.31	100.0% £25.45	100.0% £13.82	100.0% £145.76

NOTES:

1. The overall comparison goods market shares are calculated by applying the weightings for each category of comparison goods as set out in Table 4B to the market shares identified for each category from the household survey results.
2. The overall comparison goods market shares are calculated by dividing the expenditure retained by each destination by the total overall comparison goods expenditure.

TABLE 6B - FURNITURE, CARPETS & HOUSEHOLD TEXTILES MARKET SHARE AND EXPENDITURE 2014

Destination	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
Selby										
Selby Town Centre	37.1% £6.85	0.0% £0.00	0.0% £0.00	6.7% £0.45	20.3% £7.30	0.0% £0.00	13.9% £0.44	0.0% £0.00	0.0% £0.00	12.8% £7.74
Three Lakes Retail Park, Bawtry Road, Selby	3.7% £0.69	0.0% £0.00	0.9% £0.05	6.0% £0.41	3.2% £1.14	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.9% £1.14
Selby Total	40.8% £7.54	0.0% £0.00	0.9% £0.05	12.7% £0.86	23.4% £8.44	0.0% £0.00	13.9% £0.44	0.0% £0.00	0.0% £0.00	14.7% £8.89
Tadcaster										
Tadcaster Town Centre	0.0% £0.00	1.3% £0.08	14.2% £0.72	0.0% £0.00	2.2% £0.79	2.9% £0.14	0.0% £0.00	0.0% £0.00	3.7% £0.20	1.9% £1.14
Tadcaster Total	0.0% £0.00	1.3% £0.08	14.2% £0.72	0.0% £0.00	2.2% £0.79	2.9% £0.14	0.0% £0.00	0.0% £0.00	3.7% £0.20	1.9% £1.14
Sherburn in Elmet										
Sherburn in Elmet Town Centre	0.0% £0.00	6.5% £0.38	0.0% £0.00	0.0% £0.00	1.0% £0.38	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £0.38
Sherburn in Elmet Total	0.0% £0.00	6.5% £0.38	0.0% £0.00	0.0% £0.00	1.0% £0.38	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £0.38
Local Centres										
Local Centres Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Other Selby District										
Other, Selby District Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Selby District Total	40.8% £7.54	7.8% £0.45	15.1% £0.76	12.7% £0.86	26.7% £9.61	2.9% £0.14	13.9% £0.44	0.0% £0.00	3.7% £0.20	17.2% £10.40
Outside Selby District										
York City Centre	21.1% £3.90	5.8% £0.33	21.0% £1.06	9.8% £0.66	16.5% £5.96	36.4% £1.77	39.8% £1.27	11.4% £1.22	7.1% £0.39	17.6% £10.61
Monks Cross Shopping Park, York	9.3% £1.72	4.3% £0.25	20.9% £1.06	0.0% £0.00	8.4% £3.02	20.1% £0.98	13.0% £0.42	1.1% £0.11	0.0% £0.00	7.5% £4.53
Clifton Moor Retail Park, York	4.2% £0.78	1.4% £0.08	10.3% £0.52	0.0% £0.00	3.8% £1.39	23.8% £1.16	3.0% £0.10	0.0% £0.00	6.7% £0.37	5.0% £3.01
Other Retail Parks and Stores, York	2.0% £0.37	0.0% £0.00	2.2% £0.11	0.0% £0.00	1.3% £0.48	2.4% £0.12	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £0.59
Leeds City Centre	1.3% £0.23	17.3% £1.00	2.3% £0.12	7.6% £0.51	5.1% £1.86	0.0% £0.00	3.3% £0.11	0.0% £0.00	19.5% £1.06	5.0% £3.03
Birstal Shopping Park / Junction 27 Retail Park, Leeds	11.3% £2.08	10.8% £0.63	11.2% £0.57	10.7% £0.72	11.1% £4.00	2.9% £0.14	0.0% £0.00	0.0% £0.00	0.0% £0.00	6.9% £4.13
Crown Point Retail Park, Leeds	0.0% £0.00	9.1% £0.53	1.5% £0.05	0.0% £0.00	1.6% £0.58	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.4% £0.18	1.3% £0.76
Killingbeck Retail Park, Leeds	0.0% £0.00	0.0% £0.00	6.9% £0.35	0.0% £0.00	1.0% £0.35	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £0.35
Other Retail Parks and Stores, Leeds	0.0% £0.00	1.3% £0.08	1.1% £0.05	0.0% £0.00	0.4% £0.13	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.13
Doncaster Town Centre	0.6% £0.11	0.0% £0.00	0.0% £0.00	25.3% £1.70	5.0% £1.81	0.0% £0.00	0.0% £0.00	13.3% £1.43	0.0% £0.00	5.4% £3.24
Retail Parks and Stores, Doncaster	0.0% £0.00	0.0% £0.00	0.0% £0.00	10.5% £0.71	2.0% £0.71	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.2% £0.71
Pontefract Town Centre	0.0% £0.00	13.2% £0.76	0.0% £0.00	2.8% £0.19	2.6% £0.95	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.6% £0.95
Retail Parks, Pontefract	0.0% £0.00	1.4% £0.08	0.0% £0.00	1.3% £0.09	0.5% £0.17	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.17
Harrogate Town Centre	0.0% £0.00	9.1% £0.53	0.0% £0.00	0.0% £0.00	1.5% £0.53	0.0% £0.00	0.0% £0.00	0.0% £0.00	7.1% £0.39	1.5% £0.91
Junction 32 Outlet Shopping Village/B&Q, Glasshoughton	0.0% £0.00	1.4% £0.08	0.0% £0.00	4.5% £0.30	1.1% £0.38	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £0.38
Wakefield Town Centre	0.6% £0.11	2.5% £0.14	2.2% £0.11	0.0% £0.00	1.0% £0.36	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £0.36
Castleford Town Centre	0.0% £0.00	2.6% £0.15	0.0% £0.00	3.1% £0.21	1.0% £0.36	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.7% £0.20	0.9% £0.56
Hull City Centre	0.7% £0.12	0.0% £0.00	0.0% £0.00	10.3% £0.21	0.9% £0.33	0.0% £0.00	10.3% £0.33	9.4% £1.01	0.0% £0.00	2.8% £1.67
Goole Town Centre	6.2% £1.14	0.0% £0.00	0.0% £0.00	5.6% £0.38	4.2% £1.52	0.0% £0.00	6.6% £0.21	43.6% £4.69	0.0% £0.00	10.7% £6.43
Other, Outside Selby District	2.0% £0.37	11.9% £0.68	5.9% £0.30	3.0% £0.20	4.3% £1.56	11.5% £0.56	10.0% £0.32	21.3% £2.29	48.7% £2.66	12.2% £7.39
Outside Selby District Total	59.2% £10.94	92.2% £5.32	84.9% £4.31	87.3% £5.88	73.3% £26.44	97.1% £4.72	86.1% £2.75	100.0% £10.76	96.3% £5.25	82.8% £49.92
Overall Total	100.0% £18.48	100.0% £5.77	100.0% £5.07	100.0% £6.73	100.0% £36.05	100.0% £4.85	100.0% £3.19	100.0% £10.76	100.0% £5.46	100.0% £60.32

NOTES:

- The overall comparison goods market shares are calculated by applying the weightings for each category of comparison goods as set out in Table 4B to the market shares identified for each category from the household survey results.
- The overall comparison goods market shares are calculated by dividing the expenditure retained by each destination by the total overall comparison goods expenditure.

TABLE 6C - DIY & DECORATING GOODS MARKET SHARE AND EXPENDITURE 2014

Destination	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
Selby										
Selby Town Centre	30.9% £1.32	2.8% £0.04	2.2% £0.03	4.6% £0.08	17.4% £1.46	0.0% £0.00	5.6% £0.04	3.9% £0.10	0.0% £0.00	11.4% £1.60
Three Lakes Retail Park, Bawtry Road, Selby	30.0% £1.28	4.3% £0.06	0.7% £0.01	14.6% £0.24	18.9% £1.58	0.0% £0.00	1.6% £0.01	2.6% £0.07	0.0% £0.00	11.9% £1.66
Selby Total	60.9% £2.60	7.0% £0.09	2.9% £0.03	19.3% £0.32	36.3% £3.04	0.0% £0.00	7.2% £0.06	6.5% £0.16	0.0% £0.00	23.3% £3.26
Tadcaster										
Tadcaster Town Centre	0.0% £0.00	0.0% £0.00	3.9% £0.05	0.0% £0.00	0.5% £0.05	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.05
Tadcaster Total	0.0% £0.00	0.0% £0.00	3.9% £0.05	0.0% £0.00	0.5% £0.05	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.05
Sherburn in Elmet										
Sherburn in Elmet Town Centre	0.0% £0.00	2.6% £0.03	1.7% £0.02	0.0% £0.00	0.6% £0.05	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.4% £0.05
Sherburn in Elmet Total	0.0% £0.00	2.6% £0.03	1.7% £0.02	0.0% £0.00	0.6% £0.05	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.4% £0.05
Local Centres										
Eggborough / Whitley	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.8% £0.05	0.6% £0.05	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.05
Local Centres Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.8% £0.05	0.6% £0.05	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.05
Other Selby District										
Other, Selby District Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Selby District Total	60.9% £2.60	9.6% £0.13	8.5% £0.10	22.1% £0.36	38.0% £3.19	0.0% £0.00	7.2% £0.06	6.5% £0.16	0.0% £0.00	24.4% £3.40
Outside Selby District										
Junction 32 Outlet Shopping Village/B&Q, Glasshoughton	1.0% £0.04	60.0% £0.78	8.6% £0.10	29.2% £0.48	16.8% £1.41	0.0% £0.00	0.0% £0.00	0.9% £0.02	5.2% £0.07	10.7% £1.50
York City Centre	5.2% £0.22	1.8% £0.02	18.8% £0.22	0.0% £0.00	5.6% £0.47	17.0% £0.18	33.8% £0.26	0.9% £0.02	5.0% £0.06	7.1% £1.00
B&Q, Hull Road, York	21.2% £0.91	0.0% £0.00	32.5% £0.38	0.0% £0.00	15.3% £1.28	61.6% £0.67	41.1% £0.32	2.8% £0.07	15.3% £0.19	18.1% £2.53
Clifton Moor Retail Park, York	1.6% £0.07	2.7% £0.04	20.2% £0.23	0.0% £0.00	4.0% £0.34	17.1% £0.19	0.0% £0.00	0.0% £0.00	9.9% £0.13	4.7% £0.65
Goole Town Centre	5.7% £0.24	0.0% £0.00	0.0% £0.00	5.6% £0.09	4.0% £0.34	0.0% £0.00	6.9% £0.05	46.9% £1.16	0.0% £0.00	11.1% £1.55
B&Q, Rawcliffe Road, Goole	0.0% £0.00	0.0% £0.00	0.0% £0.00	12.3% £0.20	2.4% £0.20	0.0% £0.00	0.0% £0.00	31.9% £0.79	0.0% £0.00	7.1% £0.99
Leeds City Centre	0.0% £0.00	3.5% £0.05	2.4% £0.03	0.0% £0.00	0.9% £0.07	0.0% £0.00	0.0% £0.00	0.0% £0.00	10.4% £0.13	1.5% £0.21
B&Q, Killingbeck Drive, Leeds	0.0% £0.00	2.4% £0.03	8.3% £0.10	0.8% £0.01	1.7% £0.14	0.0% £0.00	0.0% £0.00	0.0% £0.00	15.2% £0.19	2.4% £0.33
Castleford Retail Park, Castleford	0.5% £0.02	8.9% £0.12	0.0% £0.00	0.9% £0.02	1.8% £0.15	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.1% £0.15
Pontefract Town Centre	0.0% £0.00	5.9% £0.08	0.0% £0.00	4.4% £0.07	1.8% £0.15	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.1% £0.15
Retail Parks, Pontefract	0.0% £0.00	1.7% £0.02	0.0% £0.00	2.0% £0.03	0.7% £0.06	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.4% £0.06
Castleford Town Centre	1.2% £0.05	3.4% £0.04	0.0% £0.00	2.8% £0.05	1.7% £0.14	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.7% £0.03	1.3% £0.18
Doncaster Town Centre	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.9% £0.06	0.8% £0.06	0.0% £0.00	0.0% £0.00	2.7% £0.07	0.0% £0.00	0.9% £0.13
B&Q, White Rose Way, Doncaster	0.0% £0.00	0.0% £0.00	0.0% £0.00	6.6% £0.11	1.3% £0.11	0.0% £0.00	0.0% £0.00	0.9% £0.02	0.0% £0.00	0.9% £0.13
Snaith	0.0% £0.00	0.0% £0.00	0.0% £0.00	5.7% £0.09	1.1% £0.09	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.09
Other, Outside Selby District	2.5% £0.11	0.0% £0.00	0.7% £0.01	3.6% £0.06	2.1% £0.18	4.2% £0.05	11.0% £0.09	6.3% £0.16	36.2% £0.46	6.6% £0.92
Outside Selby District Total	39.1% £1.67	90.4% £1.18	91.5% £1.06	77.9% £1.28	62.0% £5.20	100.0% £1.09	92.8% £0.72	93.5% £2.31	100.0% £1.26	75.6% £10.57
Overall Total	100.0% £4.27	100.0% £1.31	100.0% £1.16	100.0% £1.65	100.0% £8.38	100.0% £1.09	100.0% £0.78	100.0% £2.47	100.0% £1.26	100.0% £13.97

NOTES:

- The overall comparison goods market shares are calculated by applying the weightings for each category of comparison goods as set out in Table 4B to the market shares identified for each category from the household survey results.
- The overall comparison goods market shares are calculated by dividing the expenditure retained by each destination by the total overall comparison goods expenditure.

TABLE 6D - DOMESTIC APPLIANCES MARKET SHARE AND EXPENDITURE 2014

Destination	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
Selby										
Selby Town Centre	45.9% £2.55	5.7% £0.10	2.4% £0.04	8.0% £0.16	26.5% £2.84	0.0% £0.00	12.7% £0.13	2.7% £0.09	3.8% £0.06	17.2% £3.12
Three Lakes Retail Park, Bawtry Road, Selby	15.8% £0.88	1.3% £0.02	0.0% £0.00	5.2% £0.10	9.3% £1.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	5.5% £1.00
Selby Total	61.8% £3.43	7.1% £0.12	2.4% £0.04	13.2% £0.26	35.8% £3.84	0.0% £0.00	12.7% £0.13	2.7% £0.09	3.8% £0.06	22.8% £4.12
Tadcaster										
Tadcaster Town Centre	0.0% £0.00	0.0% £0.00	1.3% £0.02	0.0% £0.00	0.2% £0.02	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.02
Tadcaster Total	0.0% £0.00	0.0% £0.00	1.3% £0.02	0.0% £0.00	0.2% £0.02	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.02
Sherburn in Elmet										
Sherburn in Elmet Town Centre	0.0% £0.00	5.5% £0.09	0.0% £0.00	0.0% £0.00	0.9% £0.09	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.5% £0.09
Sherburn in Elmet Total	0.0% £0.00	5.5% £0.09	0.0% £0.00	0.0% £0.00	0.9% £0.09	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.5% £0.09
Local Centres										
Local Centres Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Other Selby District										
Other, Selby District Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Selby District Total	61.8% £3.43	12.5% £0.21	3.7% £0.06	13.2% £0.26	36.8% £3.96	0.0% £0.00	12.7% £0.13	2.7% £0.09	3.8% £0.06	23.4% £4.23
Outside Selby District										
York City Centre	7.5% £0.42	3.2% £0.05	20.5% £0.32	3.7% £0.07	8.0% £0.86	19.1% £0.30	22.8% £0.23	0.0% £0.00	3.6% £0.06	8.0% £1.45
Clifton Moor Retail Park, York	21.1% £1.17	7.7% £0.13	26.9% £0.41	0.0% £0.00	16.0% £1.72	68.7% £1.08	2.2% £0.02	1.5% £0.05	7.0% £0.12	16.5% £2.99
Monks Cross Shopping Park, York	5.4% £0.30	1.5% £0.02	7.9% £0.12	2.6% £0.05	4.6% £0.50	6.2% £0.10	21.9% £0.22	0.0% £0.00	7.8% £0.13	5.2% £0.95
Pontefract Town Centre	0.0% £0.00	27.3% £0.46	0.0% £0.00	7.4% £0.14	5.6% £0.60	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.3% £0.60
Parkside Retail Park, Park Road, Pontefract	0.0% £0.00	15.2% £0.26	0.0% £0.00	20.0% £0.39	6.0% £0.65	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.6% £0.06	3.9% £0.70
South Baileygate Retail Park, Pontefract	0.0% £0.00	4.4% £0.07	0.0% £0.00	0.0% £0.00	0.7% £0.07	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.4% £0.07
Doncaster Town Centre	0.0% £0.00	0.0% £0.00	0.0% £0.00	9.9% £0.19	1.8% £0.19	0.0% £0.00	0.0% £0.00	15.4% £0.49	0.0% £0.00	3.7% £0.68
Danum Retail Park, Doncaster	0.0% £0.00	0.0% £0.00	0.0% £0.00	14.7% £0.29	2.7% £0.29	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.6% £0.29
Thorp Arch Retail Park, Weithery	0.0% £0.00	0.0% £0.00	15.4% £0.24	0.0% £0.00	2.2% £0.24	3.2% £0.05	2.2% £0.02	0.0% £0.00	14.2% £0.23	3.0% £0.54
Harrogate Town Centre	0.0% £0.00	10.2% £0.17	1.2% £0.02	0.0% £0.00	1.8% £0.19	0.0% £0.00	0.0% £0.00	0.0% £0.00	7.0% £0.12	1.7% £0.31
Leeds City Centre	0.0% £0.00	1.5% £0.02	9.7% £0.15	0.0% £0.00	1.6% £0.17	0.0% £0.00	0.0% £0.00	0.0% £0.00	10.3% £0.17	1.9% £0.34
Crown Point Retail Park, Leeds	0.0% £0.00	1.6% £0.03	10.5% £0.16	0.0% £0.00	1.8% £0.19	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.2% £0.05	1.3% £0.24
Birstall Shopping Park / Junction 27 Retail Park, Leeds	0.0% £0.00	1.5% £0.02	0.0% £0.00	3.8% £0.07	0.9% £0.10	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.5% £0.10
Junction 32 Outlet Shopping Village/B&Q, Glasshoughton	0.0% £0.00	6.2% £0.10	0.0% £0.00	1.3% £0.03	1.2% £0.13	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.13
Castleford Town Centre	0.0% £0.00	2.7% £0.04	0.0% £0.00	3.7% £0.07	1.1% £0.12	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.2% £0.05	0.9% £0.17
Castleford Retail Park, Castleford	0.0% £0.00	3.2% £0.05	0.0% £0.00	1.1% £0.02	0.7% £0.08	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.2% £0.05	0.7% £0.13
Snaith	0.0% £0.00	0.0% £0.00	0.0% £0.00	6.9% £0.13	1.3% £0.13	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.13
Goole Town Centre	0.9% £0.05	0.0% £0.00	0.0% £0.00	3.5% £0.07	1.1% £0.12	0.0% £0.00	4.7% £0.05	46.3% £1.46	0.0% £0.00	9.0% £1.62
Other, Outside Selby District	3.3% £0.18	1.5% £0.02	4.3% £0.07	8.3% £0.16	4.0% £0.43	2.9% £0.05	33.5% £0.34	34.0% £1.07	33.0% £0.54	13.4% £2.43
Outside Selby District Total	38.2% £2.12	87.5% £1.48	96.3% £1.48	86.8% £1.69	63.2% £6.78	100.0% £1.58	87.3% £0.89	97.3% £3.06	96.2% £1.57	76.6% £13.88
Overall Total	100.0% £5.56	100.0% £1.69	100.0% £1.54	100.0% £1.95	100.0% £10.74	100.0% £1.58	100.0% £1.02	100.0% £3.15	100.0% £1.64	100.0% £18.12

NOTES:

1. The overall comparison goods market shares are calculated by applying the weightings for each category of comparison goods as set out in Table 4B to the market shares identified for each category from the household survey results.
2. The overall comparison goods market shares are calculated by dividing the expenditure retained by each destination by the total overall comparison goods expenditure.

TABLE 6E - ELECTRICAL GOODS MARKET SHARE AND EXPENDITURE 2014

Destination	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
Selby										
Selby Town Centre	41.2% £5.11	5.1% £0.21	5.2% £0.18	10.0% £0.46	24.2% £5.96	2.7% £0.10	3.5% £0.07	1.1% £0.08	0.0% £0.00	14.8% £6.21
Three Lakes Retail Park, Bawtry Road, Selby	12.5% £1.54	0.0% £0.00	0.0% £0.00	8.3% £0.38	7.8% £1.93	0.0% £0.00	2.4% £0.05	1.2% £0.09	0.0% £0.00	4.9% £2.07
Tesco, Portholme Road, Selby	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.3% £0.06	0.2% £0.06	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.06
Selby Total	53.7% £6.65	5.1% £0.21	5.2% £0.18	19.5% £0.91	32.3% £7.95	2.7% £0.10	5.9% £0.12	2.3% £0.17	0.0% £0.00	19.9% £8.34
Tadcaster										
Tadcaster Town Centre	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Tadcaster Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Sherburn in Elmet										
Sherburn in Elmet Town Centre	0.0% £0.00	4.0% £0.17	0.0% £0.00	0.0% £0.00	0.7% £0.17	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.4% £0.17
Sherburn in Elmet Total	0.0% £0.00	4.0% £0.17	0.0% £0.00	0.0% £0.00	0.7% £0.17	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.4% £0.17
Local Centres										
Local Centres Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Other Selby District										
Other, Selby District Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Selby District Total	53.7% £6.65	9.2% £0.38	5.2% £0.18	19.5% £0.91	33.0% £8.12	2.7% £0.10	5.9% £0.12	2.3% £0.17	0.0% £0.00	20.3% £8.51
Outside Selby District										
York City Centre	13.8% £1.70	0.0% £0.00	32.6% £1.12	4.1% £0.19	12.3% £3.01	31.0% £1.08	25.2% £0.52	1.2% £0.09	14.3% £0.60	12.7% £5.30
Clifton Moor Retail Park, York	19.3% £2.39	4.2% £0.17	26.6% £0.91	1.2% £0.06	14.4% £3.53	48.6% £1.69	7.5% £0.15	1.2% £0.09	10.1% £0.42	14.1% £5.89
Monks Cross Shopping Park, York	5.6% £0.70	2.8% £0.12	4.9% £0.17	2.9% £0.13	4.5% £1.12	5.8% £0.20	21.0% £0.43	0.0% £0.00	0.0% £0.00	4.2% £1.75
Vanguard Shopping Park, York	0.0% £0.00	0.0% £0.00	9.1% £0.31	0.0% £0.00	1.3% £0.31	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.31
Other Retail Parks and Stores, York	0.7% £0.09	1.4% £0.06	0.0% £0.04	0.0% £0.00	0.8% £0.19	3.0% £0.11	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.29
Pontefract Town Centre	0.7% £0.09	21.0% £0.86	0.0% £0.00	8.3% £0.39	5.4% £1.34	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.2% £1.34
Parkside Retail Park, Park Road, Pontefract	0.0% £0.00	12.2% £0.50	0.0% £0.00	17.5% £0.81	5.3% £1.31	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.5% £0.15	3.5% £1.46
South Baileygate Retail Park, Pontefract	0.7% £0.09	2.9% £0.12	0.0% £0.00	0.0% £0.00	0.8% £0.21	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.5% £0.21
Leeds City Centre	0.7% £0.09	18.0% £0.74	1.7% £0.06	1.2% £0.06	3.8% £0.94	3.0% £0.11	0.0% £0.00	0.0% £0.00	11.3% £0.47	3.6% £1.52
Birstall Shopping Park / Junction 27 Retail Park, Leeds	3.2% £0.40	1.3% £0.06	0.0% £0.00	4.2% £0.20	2.6% £0.65	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.6% £0.65
Crown Point Retail Park, Leeds	0.0% £0.00	5.6% £0.23	1.4% £0.05	0.0% £0.00	1.1% £0.28	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.2% £0.13	1.0% £0.41
Doncaster Town Centre	0.8% £0.10	0.0% £0.00	0.0% £0.00	9.7% £0.45	2.2% £0.55	0.0% £0.00	0.0% £0.00	6.2% £0.47	0.0% £0.00	2.4% £1.02
Danum Retail Park, Doncaster	0.0% £0.00	0.0% £0.00	0.0% £0.00	15.7% £0.73	3.0% £0.73	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.7% £0.73
Castleford Town Centre	0.0% £0.00	10.6% £0.44	0.0% £0.00	1.2% £0.06	2.0% £0.49	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.2% £0.13	1.5% £0.62
Castleford Retail Park, Castleford	0.0% £0.00	3.0% £0.12	0.0% £0.00	0.0% £0.00	0.5% £0.12	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.12
Junction 32 Outlet Shopping Village/B&Q, Glasshoughton	0.0% £0.00	4.2% £0.17	0.0% £0.00	4.3% £0.20	1.5% £0.37	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.9% £0.37
Goole Town Centre	0.8% £0.10	0.0% £0.00	0.0% £0.00	3.7% £0.17	1.1% £0.27	0.0% £0.00	2.9% £0.06	56.2% £4.26	0.0% £0.00	11.0% £4.59
Thorp Arch Retail Park, Wetherby	0.0% £0.00	0.0% £0.00	7.3% £0.25	0.0% £0.00	1.0% £0.25	3.0% £0.11	2.4% £0.05	0.0% £0.00	6.7% £0.28	1.6% £0.69
Other, Outside Selby District	0.0% £0.00	3.8% £0.16	9.9% £0.34	6.6% £0.31	3.3% £0.80	2.7% £0.10	35.1% £0.72	32.8% £2.49	47.7% £1.99	14.6% £6.10
Outside Selby District Total	46.3% £5.74	90.8% £3.75	94.8% £3.26	80.5% £3.74	67.0% £16.48	97.3% £3.38	94.1% £1.93	97.7% £7.41	100.0% £4.18	79.7% £33.37
Overall Total	100.0% £12.39	100.0% £4.12	100.0% £3.44	100.0% £4.65	100.0% £24.59	100.0% £3.47	100.0% £2.06	100.0% £7.58	100.0% £4.18	100.0% £41.88

NOTES:

1. The overall comparison goods market shares are calculated by applying the weightings for each category of comparison goods as set out in Table 4B to the market shares identified for each category from the household survey results.
2. The overall comparison goods market shares are calculated by dividing the expenditure retained by each destination by the total overall comparison goods expenditure.

TABLE 6F - BOOKS, STATIONERY, CDS & DVDS MARKET SHARE AND EXPENDITURE 2014

Destination	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
Selby										
Selby Town Centre	68.1% £6.07	2.3% £0.07	0.0% £0.00	30.0% £0.97	40.8% £7.11	0.0% £0.00	3.8% £0.06	0.0% £0.00	0.0% £0.00	24.4% £7.17
Three Lakes Retail Park, Bawtry Road, Selby	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Tesco, Portholme Road, Selby	3.1% £0.28	0.0% £0.00	0.0% £0.00	4.0% £0.13	2.3% £0.41	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.4% £0.41
Selby Total	71.2% £6.35	2.3% £0.07	0.0% £0.00	34.0% £1.10	43.1% £7.52	0.0% £0.00	3.8% £0.06	0.0% £0.00	0.0% £0.00	25.8% £7.58
Tadcaster										
Tadcaster Town Centre	0.0% £0.00	0.0% £0.00	11.9% £0.29	0.0% £0.00	1.7% £0.29	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £0.29
Tadcaster Total	0.0% £0.00	0.0% £0.00	11.9% £0.29	0.0% £0.00	1.7% £0.29	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £0.29
Sherburn in Elmet										
Sherburn in Elmet Town Centre	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Sherburn in Elmet Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Local Centres										
Local Centres Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Other Selby District										
Other, Selby District Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Selby District Total	71.2% £6.35	2.3% £0.07	11.9% £0.29	34.0% £1.10	44.7% £7.81	0.0% £0.00	3.8% £0.06	0.0% £0.00	0.0% £0.00	26.8% £7.87
Outside Selby District										
York City Centre	16.4% £1.46	5.4% £0.15	46.3% £1.13	7.2% £0.23	17.1% £2.98	63.5% £1.54	71.6% £1.11	13.9% £0.71	9.4% £0.27	22.5% £6.61
Monks Cross Shopping Park, York	4.3% £0.38	0.0% £0.00	8.0% £0.20	0.0% £0.00	3.3% £0.58	4.1% £0.10	3.2% £0.05	0.0% £0.00	4.3% £0.12	2.9% £0.85
Clifton Moor Retail Park, York	0.9% £0.08	0.0% £0.00	12.4% £0.30	0.0% £0.00	2.2% £0.38	3.7% £0.09	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.6% £0.47
Tesco Extra, Tadcaster Road, York	0.0% £0.00	0.0% £0.00	9.7% £0.24	0.0% £0.00	1.4% £0.24	24.6% £0.60	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.8% £0.83
Other Retail Parks and Stores, York	3.2% £0.29	0.0% £0.00	1.7% £0.04	1.7% £0.05	2.2% £0.38	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.3% £0.38
Leeds City Centre	0.0% £0.00	21.4% £0.61	6.3% £0.15	1.9% £0.06	4.7% £0.82	0.0% £0.00	0.0% £0.00	0.0% £0.00	29.1% £0.83	5.6% £1.65
Other Retail Parks and Stores, Leeds	1.9% £0.17	2.6% £0.07	0.0% £0.00	2.0% £0.06	1.8% £0.31	0.0% £0.00	0.0% £0.00	0.0% £0.00	4.3% £0.12	1.5% £0.43
Doncaster Town Centre	0.0% £0.00	0.0% £0.00	0.0% £0.00	17.2% £0.56	3.2% £0.56	0.0% £0.00	0.0% £0.00	2.3% £0.12	0.0% £0.00	2.3% £0.68
Pontefract Town Centre	0.0% £0.00	30.9% £0.88	0.0% £0.00	16.1% £0.52	8.0% £1.40	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	4.8% £1.40
Castleford Town Centre	0.0% £0.00	8.3% £0.24	0.0% £0.00	0.0% £0.00	1.4% £0.24	0.0% £0.00	0.0% £0.00	0.0% £0.00	5.1% £0.15	1.3% £0.38
Knottingley Town Centre	0.0% £0.00	16.2% £0.46	0.0% £0.00	5.4% £0.17	3.7% £0.64	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.2% £0.64
Asda Superstore, Leeds Road, Glasshoughton	0.0% £0.00	5.7% £0.16	0.0% £0.00	0.0% £0.00	0.9% £0.16	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £0.16
Goole Town Centre	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.4% £0.11	0.6% £0.11	0.0% £0.00	0.0% £0.00	70.0% £3.58	0.0% £0.00	12.6% £3.69
Other, Outside Selby District	2.0% £0.18	7.0% £0.20	3.7% £0.09	11.3% £0.37	4.8% £0.84	4.1% £0.10	21.5% £0.33	13.8% £0.71	47.8% £1.36	11.3% £3.33
Outside Selby District Total	28.8% £2.56	97.7% £2.79	88.1% £2.15	66.0% £2.14	55.3% £9.65	100.0% £2.43	96.2% £1.49	100.0% £5.12	100.0% £2.84	73.2% £21.53
Overall Total	100.0% £8.91	100.0% £2.85	100.0% £2.44	100.0% £3.25	100.0% £17.46	100.0% £2.43	100.0% £1.55	100.0% £5.12	100.0% £2.84	100.0% £29.40

NOTES:

- The overall comparison goods market shares are calculated by applying the weightings for each category of comparison goods as set out in Table 4B to the market shares identified for each category from the household survey results.
- The overall comparison goods market shares are calculated by dividing the expenditure retained by each destination by the total overall comparison goods expenditure.

TABLE 6G - HEALTH & BEAUTY PRODUCTS MARKET SHARE AND EXPENDITURE 2014

Destination	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
Selby										
Selby Town Centre	77.4% £17.19	4.0% £0.28	1.4% £0.09	26.7% £2.22	45.4% £19.78	0.0% £0.00	5.0% £0.18	2.5% £0.31	0.0% £0.00	27.8% £20.27
Three Lakes Retail Park, Bawtry Road, Selby	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.9% £0.08	0.2% £0.08	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.08
Selby Total	77.4% £17.19	4.0% £0.28	1.4% £0.09	27.6% £2.30	45.5% £19.85	0.0% £0.00	5.0% £0.18	2.5% £0.31	0.0% £0.00	27.9% £20.35
Tadcaster										
Tadcaster Town Centre	0.0% £0.00	0.0% £0.00	21.4% £1.30	0.0% £0.00	3.0% £1.30	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.8% £1.30
Tadcaster Total	0.0% £0.00	0.0% £0.00	21.4% £1.30	0.0% £0.00	3.0% £1.30	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.8% £1.30
Sherburn in Elmet										
Sherburn in Elmet Town Centre	0.0% £0.00	42.8% £3.01	14.0% £0.84	0.0% £0.00	8.8% £3.85	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	5.3% £3.85
Sherburn in Elmet Total	0.0% £0.00	42.8% £3.01	14.0% £0.84	0.0% £0.00	8.8% £3.85	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	5.3% £3.85
Local Centres										
Barlby Village / Osgodby	0.5% £0.12	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.12	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.12
Brayton	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.9% £0.08	0.2% £0.08	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.08
Carlton	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	6.2% £0.42	0.6% £0.42
Eggborough / Whitley	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.0% £0.25	0.6% £0.25	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.25
Monk Fyston / Hillam	0.0% £0.00	0.9% £0.06	0.0% £0.00	0.0% £0.00	0.1% £0.06	0.0% £0.00	2.0% £0.07	0.0% £0.00	0.0% £0.00	0.2% £0.14
North Duffield	1.0% £0.21	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.5% £0.21	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.21
South Milford	0.0% £0.00	0.9% £0.06	0.0% £0.00	0.0% £0.00	0.1% £0.06	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.06
Local Centres Total	1.5% £0.33	1.8% £0.13	0.0% £0.00	3.9% £0.32	1.8% £0.78	0.0% £0.00	2.0% £0.07	0.0% £0.00	6.2% £0.42	1.7% £1.27
Other Selby District										
Other, Selby District Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Selby District Total	78.9% £17.52	48.6% £3.42	36.8% £2.23	31.5% £2.62	59.1% £25.78	0.0% £0.00	7.0% £0.25	2.5% £0.31	6.2% £0.42	36.8% £26.77
Outside Selby District										
York City Centre	12.9% £2.86	0.9% £0.06	28.5% £1.72	1.8% £0.15	11.0% £4.79	42.3% £2.68	28.2% £1.02	3.9% £0.49	4.6% £0.31	12.8% £9.30
Monks Cross Shopping Park, York	4.2% £0.92	0.0% £0.00	2.2% £0.13	1.0% £0.08	2.6% £1.14	2.3% £0.15	9.4% £0.34	0.0% £0.00	0.0% £0.00	2.2% £1.63
Tesco Extra, Tadcaster Road, York	0.0% £0.00	0.0% £0.00	6.0% £0.36	0.0% £0.00	0.8% £0.36	12.9% £0.82	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.6% £1.18
Other Retail Parks and Stores, York	0.5% £0.12	0.9% £0.06	3.0% £0.18	0.0% £0.00	0.8% £0.37	2.2% £0.14	3.3% £0.12	0.8% £0.10	4.0% £0.27	1.4% £0.99
Pontefract Town Centre	0.0% £0.00	20.3% £1.43	0.0% £0.00	5.7% £0.48	4.4% £1.91	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.6% £1.91
Leeds City Centre	0.5% £0.12	11.7% £0.82	4.8% £0.29	3.7% £0.31	3.5% £1.54	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.4% £0.16	2.3% £1.70
White Rose Shopping Centre, Leeds	0.0% £0.00	0.0% £0.00	0.0% £0.00	7.3% £0.61	1.4% £0.61	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.8% £0.61
Asda, Killingbeck Drive, Killingbeck, Leeds	0.0% £0.00	0.9% £0.06	5.1% £0.31	0.0% £0.00	0.8% £0.37	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.5% £0.37
Goole Town Centre	2.1% £0.46	0.0% £0.00	0.0% £0.00	11.3% £0.94	3.2% £1.40	0.0% £0.00	0.0% £0.00	84.4% £10.50	0.0% £0.00	16.3% £11.90
Doncaster Town Centre	0.0% £0.00	0.0% £0.00	0.0% £0.00	11.3% £0.94	2.1% £0.94	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.3% £0.94
Snaith	0.0% £0.00	0.0% £0.00	0.0% £0.00	11.0% £0.92	2.1% £0.92	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.3% £0.92
Wetherby Town Centre	0.5% £0.10	0.0% £0.00	6.8% £0.41	0.0% £0.00	1.2% £0.51	0.0% £0.00	0.0% £0.00	0.0% £0.00	63.0% £4.28	6.6% £4.79
Knottingley Town Centre	0.0% £0.00	3.7% £0.26	0.0% £0.00	2.8% £0.23	1.1% £0.50	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.50
Castleford Town Centre	0.0% £0.00	5.7% £0.40	0.0% £0.00	0.0% £0.00	0.9% £0.40	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.5% £0.40
Meadowhall, Sheffield	0.0% £0.00	0.0% £0.00	5.1% £0.31	0.8% £0.07	0.9% £0.37	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.5% £0.37
Other, Outside Selby District	0.5% £0.11	7.3% £0.52	1.7% £0.11	11.9% £0.99	3.9% £1.72	40.3% £2.56	52.1% £1.89	8.4% £1.04	19.8% £1.34	11.7% £8.55
Outside Selby District Total	21.1% £4.69	51.4% £3.61	63.2% £3.82	68.5% £5.70	40.9% £17.83	100.0% £6.34	93.0% £3.37	97.5% £12.13	93.8% £6.37	63.2% £46.04
Overall Total	100.0% £22.21	100.0% £7.03	100.0% £6.05	100.0% £8.32	100.0% £43.61	100.0% £6.34	100.0% £3.63	100.0% £12.44	100.0% £6.79	100.0% £72.81

NOTES:

1. The overall comparison goods market shares are calculated by applying the weightings for each category of comparison goods as set out in Table 4B to the market shares identified for each category from the household survey results.
2. The overall comparison goods market shares are calculated by dividing the expenditure retained by each destination by the total overall comparison goods expenditure.

TABLE 6H - HOUSEHOLD GOODS MARKET SHARE AND EXPENDITURE 2014

Destination	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
Selby										
Selby Town Centre	50.4% £2.68	4.5% £0.07	2.2% £0.03	15.5% £0.30	29.8% £3.09	0.0% £0.00	2.7% £0.03	1.1% £0.03	0.0% £0.00	18.3% £3.15
Three Lakes Retail Park, Bawtry Road, Selby	0.0% £0.00	1.5% £0.02	0.0% £0.00	5.3% £0.10	1.2% £0.13	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.13
Tesco, Portholme Road, Selby	2.4% £0.13	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.3% £0.13	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.8% £0.13
Selby Total	52.8% £2.81	6.0% £0.10	2.2% £0.03	20.8% £0.40	32.2% £3.34	0.0% £0.00	2.7% £0.03	1.1% £0.03	0.0% £0.00	19.8% £3.40
Tadcaster										
Tadcaster Town Centre	0.0% £0.00	0.0% £0.00	6.5% £0.10	0.0% £0.00	0.9% £0.10	0.0% £0.00	0.0% £0.00	0.0% £0.00	6.7% £0.10	1.2% £0.20
Tadcaster Total	0.0% £0.00	0.0% £0.00	6.5% £0.10	0.0% £0.00	0.9% £0.10	0.0% £0.00	0.0% £0.00	0.0% £0.00	6.7% £0.10	1.2% £0.20
Sherburn in Elmet										
Sherburn in Elmet Town Centre	0.0% £0.00	4.6% £0.07	0.0% £0.00	0.0% £0.00	0.7% £0.07	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.4% £0.07
Sherburn in Elmet Total	0.0% £0.00	4.6% £0.07	0.0% £0.00	0.0% £0.00	0.7% £0.07	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.4% £0.07
Local Centres										
Carlton	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.1% £0.05	0.3% £0.05
Local Centres Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.1% £0.05	0.3% £0.05
Other Selby District										
Other, Selby District Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Selby District Total	52.8% £2.81	10.7% £0.17	8.7% £0.13	20.8% £0.40	33.9% £3.52	0.0% £0.00	2.7% £0.03	1.1% £0.03	9.8% £0.15	21.6% £3.73
Outside Selby District										
York City Centre	23.3% £1.24	8.2% £0.13	31.2% £0.47	1.2% £0.02	18.0% £1.87	38.4% £0.55	59.0% £0.58	5.1% £0.15	0.0% £0.00	18.3% £3.15
Monks Cross Shopping Park, York	3.9% £0.21	3.1% £0.05	6.2% £0.09	5.1% £0.10	4.3% £0.45	5.5% £0.08	12.7% £0.13	2.7% £0.08	6.1% £0.10	4.8% £0.83
Clifton Moor Retail Park, York	1.2% £0.07	0.0% £0.00	19.9% £0.30	0.0% £0.00	3.5% £0.37	7.2% £0.10	2.3% £0.02	0.0% £0.00	0.0% £0.00	2.8% £0.49
York Designer Outlet, Fulford, York	3.1% £0.17	1.4% £0.02	0.0% £0.01	0.0% £0.00	2.0% £0.20	11.0% £0.16	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.1% £0.36
Tesco Extra, Tadcaster Road, York	0.0% £0.00	0.0% £0.00	12.3% £0.18	0.0% £0.00	1.8% £0.18	16.0% £0.23	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.4% £0.41
Leeds City Centre	2.0% £0.11	27.0% £0.44	2.2% £0.03	7.3% £0.14	6.9% £0.72	2.4% £0.03	2.5% £0.02	0.0% £0.00	9.8% £0.15	5.4% £0.93
Bistall Shopping Park / Junction 27 Retail Park, Leeds	9.3% £0.50	5.6% £0.09	2.0% £0.03	9.1% £0.18	7.7% £0.79	5.8% £0.08	0.0% £0.00	0.0% £0.00	0.0% £0.00	5.1% £0.88
Asda, Killingbeck Drive, Killingbeck, Leeds	0.0% £0.00	0.0% £0.00	8.3% £0.13	0.0% £0.00	1.2% £0.13	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.13
Pontefract Town Centre	0.0% £0.00	19.7% £0.32	0.0% £0.00	3.8% £0.07	3.8% £0.39	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.3% £0.39
Doncaster Town Centre	0.0% £0.00	0.0% £0.00	0.0% £0.00	14.8% £0.29	2.8% £0.29	0.0% £0.00	0.0% £0.00	11.9% £0.34	0.0% £0.00	3.6% £0.63
Danum Retail Park, Doncaster	0.0% £0.00	0.0% £0.00	0.0% £0.00	8.4% £0.16	1.6% £0.16	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.9% £0.16
Junction 32 Outlet Shopping Village/B&Q, Glasshough	0.0% £0.00	8.6% £0.14	0.0% £0.00	3.4% £0.07	2.0% £0.20	0.0% £0.00	0.0% £0.00	1.3% £0.04	3.3% £0.05	1.7% £0.29
Goole Town Centre	1.2% £0.07	0.0% £0.00	0.0% £0.00	10.4% £0.20	2.6% £0.27	0.0% £0.00	0.0% £0.00	58.8% £1.69	0.0% £0.00	11.3% £1.95
Knottingley Town Centre	0.6% £0.03	4.4% £0.07	0.0% £0.00	4.5% £0.09	1.8% £0.19	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.1% £0.19
Castleford Town Centre	0.0% £0.00	4.4% £0.07	0.0% £0.00	1.2% £0.02	0.9% £0.09	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.1% £0.05	0.8% £0.14
Wetherby Town Centre	0.0% £0.00	0.0% £0.00	6.2% £0.09	0.0% £0.00	0.9% £0.09	0.0% £0.00	0.0% £0.00	0.0% £0.00	51.3% £0.80	5.2% £0.89
Other, Outside Selby District	2.4% £0.13	7.0% £0.11	2.0% £0.03	10.0% £0.19	4.5% £0.47	13.8% £0.20	20.9% £0.21	19.0% £0.55	16.7% £0.26	9.7% £1.67
Outside Selby District Total	47.2% £2.51	89.3% £1.45	91.3% £1.37	79.2% £1.53	66.1% £6.86	100.0% £1.43	97.3% £0.96	98.9% £2.83	90.2% £1.41	78.4% £13.49
Overall Total	100.0% £5.32	100.0% £1.62	100.0% £1.50	100.0% £1.93	100.0% £10.37	100.0% £1.43	100.0% £0.99	100.0% £2.87	100.0% £1.56	100.0% £17.21

NOTES:

1. The overall comparison goods market shares are calculated by applying the weightings for each category of comparison goods as set out in Table 4B to the market shares identified for each category from the household survey results.
2. The overall comparison goods market shares are calculated by dividing the expenditure retained by each destination by the total overall comparison goods expenditure.

TABLE 6I - PERSONAL GOODS MARKET SHARE AND EXPENDITURE 2014

Destination	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
Selby										
Selby Town Centre	36.2% £2.48	1.4% £0.03	1.3% £0.02	12.1% £0.30	21.3% £2.84	0.0% £0.00	2.6% £0.03	0.0% £0.00	0.0% £0.00	12.8% £2.87
Three Lakes Retail Park, Bawtry Road, Selby	2.7% £0.19	0.0% £0.00	0.0% £0.00	1.3% £0.03	1.6% £0.22	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £0.22
Selby Total	38.9% £2.67	1.4% £0.03	1.3% £0.02	13.5% £0.34	22.9% £3.06	0.0% £0.00	2.6% £0.03	0.0% £0.00	0.0% £0.00	13.8% £3.09
Tadcaster										
Tadcaster Town Centre	0.0% £0.00	0.0% £0.00	15.4% £0.29	0.0% £0.00	2.1% £0.29	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.3% £0.29
Tadcaster Total	0.0% £0.00	0.0% £0.00	15.4% £0.29	0.0% £0.00	2.1% £0.29	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.3% £0.29
Sherburn in Elmet										
Sherburn in Elmet Town Centre	0.0% £0.00	8.6% £0.18	0.0% £0.00	0.0% £0.00	1.4% £0.18	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.8% £0.18
Sherburn in Elmet Total	0.0% £0.00	8.6% £0.18	0.0% £0.00	0.0% £0.00	1.4% £0.18	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.8% £0.18
Local Centres										
Local Centres Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Other Selby District										
Other, Selby District Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Selby District Total	38.9% £2.67	9.9% £0.21	16.7% £0.31	13.5% £0.34	26.4% £3.53	0.0% £0.00	2.6% £0.03	0.0% £0.00	0.0% £0.00	15.9% £3.56
Outside Selby District										
York City Centre	47.3% £3.24	18.3% £0.39	38.0% £0.71	21.3% £0.53	36.5% £4.87	89.0% £1.84	67.0% £0.79	7.4% £0.26	15.0% £0.34	36.2% £8.11
York Designer Outlet, Fulford, York	2.7% £0.19	0.0% £0.00	6.4% £0.12	1.4% £0.04	2.6% £0.34	3.7% £0.08	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.9% £0.42
Clifton Moor Retail Park, York	0.0% £0.00	0.0% £0.00	16.3% £0.30	0.0% £0.00	2.3% £0.30	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.4% £0.30
Vanguard Shopping Park, York	0.0% £0.00	0.0% £0.00	8.5% £0.16	0.0% £0.00	1.2% £0.16	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.16
Other Retail Parks and Stores, York	1.5% £0.11	0.0% £0.00	4.0% £0.07	0.0% £0.00	1.3% £0.18	3.7% £0.08	0.0% £0.00	0.0% £0.00	7.7% £0.17	1.9% £0.43
Leeds City Centre	4.4% £0.30	34.5% £0.74	6.2% £0.11	15.5% £0.39	11.5% £1.54	0.0% £0.00	0.0% £0.00	3.2% £0.11	19.8% £0.45	9.4% £2.11
White Rose Shopping Centre, Leeds	0.0% £0.00	5.0% £0.11	0.0% £0.00	17.8% £0.44	4.1% £0.55	0.0% £0.00	0.0% £0.00	1.4% £0.05	4.2% £0.10	3.1% £0.70
Doncaster Town Centre	0.8% £0.05	0.0% £0.00	0.0% £0.00	19.2% £0.48	4.0% £0.53	0.0% £0.00	0.0% £0.00	7.7% £0.27	0.0% £0.00	3.6% £0.80
Pontefract Town Centre	0.0% £0.00	19.2% £0.41	0.0% £0.00	0.0% £0.00	3.1% £0.41	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.8% £0.41
Junction 32 Outlet Shopping Village/B&Q, Glasshoughton	0.0% £0.00	4.1% £0.09	0.0% £0.00	2.9% £0.07	1.2% £0.16	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.16
Meadowhall, Sheffield	0.0% £0.00	0.0% £0.00	0.0% £0.00	4.3% £0.11	0.8% £0.11	0.0% £0.00	0.0% £0.00	1.4% £0.05	0.0% £0.00	0.7% £0.16
Other, Outside Selby District	4.4% £0.30	8.9% £0.19	4.0% £0.07	4.1% £0.10	5.0% £0.67	3.5% £0.07	30.4% £0.36	78.8% £2.78	53.3% £1.22	22.7% £5.09
Outside Selby District Total	61.1% £4.19	90.1% £1.92	83.3% £1.55	86.5% £2.16	73.6% £9.82	100.0% £2.07	97.4% £1.15	100.0% £3.53	100.0% £2.28	84.1% £18.85
Overall Total	100.0% £6.86	100.0% £2.13	100.0% £1.86	100.0% £2.50	100.0% £13.35	100.0% £2.07	100.0% £1.18	100.0% £3.53	100.0% £2.28	100.0% £22.41

NOTES:

1. The overall comparison goods market shares are calculated by applying the weightings for each category of comparison goods as set out in Table 4B to the market shares identified for each category from the household survey results.
2. The overall comparison goods market shares are calculated by dividing the expenditure retained by each destination by the total overall comparison goods expenditure.

TABLE 6J - RECREATIONAL GOODS MARKET SHARE AND EXPENDITURE 2014

Destination	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
Selby										
Selby Town Centre	25.9% £4.79	6.9% £0.42	1.8% £0.09	20.0% £1.31	18.4% £6.61	0.0% £0.00	3.0% £0.09	7.8% £0.88	0.0% £0.00	12.5% £7.59
Three Lakes Retail Park, Bawtry Road, Selby	11.1% £2.04	13.3% £0.81	0.0% £0.00	16.1% £1.06	10.9% £3.91	0.0% £0.00	2.7% £0.08	3.8% £0.43	0.0% £0.00	7.3% £4.43
Selby Total	37.0% £6.84	20.2% £1.24	1.8% £0.09	36.1% £2.37	29.2% £10.53	0.0% £0.00	5.7% £0.17	11.6% £1.32	0.0% £0.00	19.9% £12.01
Tadcaster										
Tadcaster Town Centre	0.0% £0.00	0.0% £0.00	3.3% £0.16	0.0% £0.00	0.4% £0.16	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.16
Tadcaster Total	0.0% £0.00	0.0% £0.00	3.3% £0.16	0.0% £0.00	0.4% £0.16	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.16
Sherburn in Elmet										
Sherburn in Elmet Town Centre	0.0% £0.00	2.0% £0.12	0.0% £0.00	0.0% £0.00	0.3% £0.12	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.12
Sherburn in Elmet Total	0.0% £0.00	2.0% £0.12	0.0% £0.00	0.0% £0.00	0.3% £0.12	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.12
Local Centres										
Barlby Village / Osgodby	1.1% £0.21	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £0.21	0.0% £0.00	2.7% £0.08	0.0% £0.00	0.0% £0.00	0.5% £0.29
Carlton	0.0% £0.00	0.0% £0.00	1.8% £0.09	0.0% £0.00	0.2% £0.09	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.09
Local Centres Total	1.1% £0.21	0.0% £0.00	1.8% £0.09	0.0% £0.00	0.8% £0.30	0.0% £0.00	2.7% £0.08	0.0% £0.00	0.0% £0.00	0.6% £0.38
Other Selby District										
Other, Selby District Total	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00
Selby District Total	38.1% £7.05	22.2% £1.36	6.9% £0.33	36.1% £2.37	30.8% £11.10	0.0% £0.00	8.3% £0.25	11.6% £1.32	0.0% £0.00	20.9% £12.67
Outside Selby District										
York City Centre	35.2% £6.51	17.5% £1.07	30.1% £1.46	5.6% £0.36	26.1% £9.41	66.6% £3.02	47.0% £1.43	9.7% £1.10	6.1% £0.34	25.3% £15.31
Clifton Moor Retail Park, York	7.7% £1.42	4.8% £0.29	31.1% £1.51	0.0% £0.00	9.0% £3.23	17.0% £0.77	5.7% £0.17	0.0% £0.00	0.0% £0.00	6.9% £4.17
Monks Cross Shopping Park, York	8.6% £1.59	0.0% £0.00	10.8% £0.52	0.0% £0.00	5.9% £2.11	0.0% £0.00	26.3% £0.80	0.0% £0.00	0.0% £0.00	4.8% £2.92
York Designer Outlet, Fulford, York	0.0% £0.00	0.0% £0.00	8.5% £0.41	2.1% £0.14	1.5% £0.55	0.0% £0.00	0.0% £0.00	1.9% £0.22	0.0% £0.00	1.3% £0.77
Leeds City Centre	1.2% £0.23	15.8% £0.97	3.7% £0.18	2.1% £0.14	4.2% £1.51	4.1% £0.19	0.0% £0.00	0.0% £0.00	24.1% £1.33	5.0% £3.03
Birstall Shopping Park / Junction 27 Retail Park, Leeds	1.3% £0.25	4.1% £0.25	1.8% £0.09	4.2% £0.28	2.4% £0.87	0.0% £0.00	0.0% £0.00	0.0% £0.00	5.7% £0.32	2.0% £1.18
Doncaster Town Centre	0.0% £0.00	0.0% £0.00	0.0% £0.00	31.5% £2.07	5.7% £2.07	0.0% £0.00	0.0% £0.00	14.4% £1.64	0.0% £0.00	6.1% £3.71
Junction 32 Outlet Shopping Village/B&Q, Glasshoughton	2.7% £0.51	4.3% £0.26	0.0% £0.00	8.3% £0.54	3.6% £1.31	0.0% £0.00	0.0% £0.00	2.0% £0.23	0.0% £0.00	2.6% £1.55
Castleford Town Centre	0.0% £0.00	13.7% £0.84	0.0% £0.00	4.2% £0.28	3.1% £1.11	0.0% £0.00	0.0% £0.00	0.0% £0.00	5.2% £0.29	2.3% £1.40
Pontefract Town Centre	0.0% £0.00	4.1% £0.25	0.0% £0.00	0.0% £0.00	0.7% £0.25	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.4% £0.25
Parkside Retail Park, Park Road, Pontefract	0.0% £0.00	4.8% £0.29	0.0% £0.00	0.0% £0.00	0.8% £0.29	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.5% £0.29
Other, Outside Selby District	5.1% £0.94	8.7% £0.53	7.2% £0.35	5.9% £0.39	6.1% £2.20	12.3% £0.56	12.7% £0.39	60.4% £6.87	58.8% £3.25	21.9% £13.28
Outside Selby District Total	61.9% £11.45	77.8% £4.75	93.1% £4.53	63.9% £4.18	69.2% £24.91	100.0% £4.54	91.7% £2.80	88.4% £10.07	100.0% £5.53	79.1% £47.85
Overall Total	100.0% £18.50	100.0% £6.10	100.0% £4.86	100.0% £6.55	100.0% £36.01	100.0% £4.54	100.0% £3.05	100.0% £11.38	100.0% £5.53	100.0% £60.52

NOTES:

1. The overall comparison goods market shares are calculated by applying the weightings for each category of comparison goods as set out in Table 4B to the market shares identified for each category from the household survey results.
2. The overall comparison goods market shares are calculated by dividing the expenditure retained by each destination by the total overall comparison goods expenditure.

TABLE 6K - GARDEN & PET PRODUCTS MARKET SHARE AND EXPENDITURE 2014

Destination	Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
Selby										
Selby Town Centre	41.6% £2.37	6.3% £0.11	3.6% £0.06	13.8% £0.30	25.0% £2.84	0.0% £0.00	4.0% £0.05	4.0% £0.13	0.0% £0.00	16.0% £3.02
Three Lakes Retail Park, Bawtry Road, Selby	24.3% £1.38	7.6% £0.14	0.8% £0.01	28.8% £0.63	19.1% £2.17	0.0% £0.00	1.9% £0.02	4.2% £0.13	0.0% £0.00	12.3% £2.32
Tesco, Portholme Road, Selby	0.5% £0.03	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.3% £0.03	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.2% £0.03
Selby Total	66.4% £3.78	13.9% £0.25	4.5% £0.07	42.6% £0.94	44.4% £5.04	0.0% £0.00	5.9% £0.07	8.2% £0.26	0.0% £0.00	28.4% £5.38
Tadcaster										
Tadcaster Town Centre	0.0% £0.00	0.0% £0.00	12.1% £0.20	0.0% £0.00	1.8% £0.20	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.1% £0.20
Tadcaster Total	0.0% £0.00	0.0% £0.00	12.1% £0.20	0.0% £0.00	1.8% £0.20	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.1% £0.20
Sherburn in Elmet										
Sherburn in Elmet Town Centre	0.5% £0.03	11.2% £0.20	3.8% £0.06	0.0% £0.00	2.6% £0.29	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.6% £0.29
Sherburn in Elmet Total	0.5% £0.03	11.2% £0.20	3.8% £0.06	0.0% £0.00	2.6% £0.29	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.6% £0.29
Local Centres										
Barby Village / Osgodby	2.5% £0.14	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.3% £0.14	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.8% £0.14
Carlton	0.0% £0.00	1.0% £0.02	1.0% £0.02	3.0% £0.07	0.9% £0.10	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.5% £0.10
Eggborough / Whitley	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.9% £0.02	0.2% £0.02	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.02
Hemingbrough	1.2% £0.07	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.6% £0.07	0.0% £0.00	0.0% £0.00	7.1% £0.23	0.0% £0.00	1.6% £0.30
Monk Fyston / Hillam	0.0% £0.00	10.1% £0.18	0.0% £0.00	0.0% £0.00	1.6% £0.18	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £0.18
South Milford	0.0% £0.00	0.9% £0.02	0.0% £0.00	0.0% £0.00	0.1% £0.02	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.1% £0.02
Local Centres Total	3.7% £0.21	12.1% £0.22	1.0% £0.02	3.9% £0.09	4.7% £0.53	0.0% £0.00	0.0% £0.00	7.1% £0.23	0.0% £0.00	4.0% £0.76
Other Selby District										
Lumby Garden Centre, Lumby	1.7% £0.09	2.2% £0.04	7.4% £0.12	0.0% £0.00	2.3% £0.26	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.4% £0.26
Crown Garden Centre, Whitley	0.5% £0.03	0.0% £0.00	0.0% £0.00	7.0% £0.15	1.6% £0.18	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £0.18
Other, Selby District	4.0% £0.23	0.0% £0.00	0.0% £0.00	0.0% £0.00	2.0% £0.23	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.2% £0.23
Other, Selby District Total	6.1% £0.35	2.2% £0.04	7.4% £0.12	7.0% £0.15	5.9% £0.66	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.5% £0.66
Selby District Total	76.8% £4.37	39.4% £0.71	28.7% £0.48	53.5% £1.18	59.3% £6.73	0.0% £0.00	5.9% £0.07	15.3% £0.49	0.0% £0.00	38.5% £7.30
Outside Selby District										
York City Centre	6.7% £0.38	0.0% £0.00	14.8% £0.25	0.0% £0.00	5.5% £0.63	43.2% £0.61	28.4% £0.35	1.0% £0.03	0.0% £0.00	8.6% £1.62
B&Q, Hull Road, York	3.6% £0.21	0.0% £0.00	12.0% £0.20	0.0% £0.00	3.6% £0.41	21.5% £0.30	10.9% £0.13	0.0% £0.00	7.9% £0.14	5.2% £0.98
Clifton Moor Retail Park, York	0.0% £0.00	2.3% £0.04	18.0% £0.30	0.0% £0.00	3.0% £0.34	7.7% £0.11	0.0% £0.00	0.0% £0.00	3.4% £0.06	2.7% £0.51
Other Retail Parks and Stores, York	1.2% £0.07	0.0% £0.00	5.6% £0.09	0.0% £0.00	1.4% £0.16	7.0% £0.10	5.9% £0.07	0.0% £0.00	0.0% £0.00	1.8% £0.33
Junction 32 Outlet Shopping Village/B&Q, Glasshoughton	0.0% £0.00	19.7% £0.36	1.0% £0.02	5.3% £0.12	4.3% £0.49	0.0% £0.00	0.0% £0.00	1.1% £0.04	0.0% £0.00	2.8% £0.52
Leeds City Centre	0.6% £0.03	7.5% £0.13	7.8% £0.13	2.2% £0.05	3.0% £0.34	2.4% £0.03	0.0% £0.00	0.0% £0.00	12.0% £0.21	3.1% £0.58
Colton Retail Park, Garforth, Leeds	0.0% £0.00	5.2% £0.09	0.0% £0.00	0.0% £0.00	0.8% £0.09	0.0% £0.00	0.0% £0.00	0.0% £0.00	3.4% £0.06	0.8% £0.15
Doncaster Town Centre	0.6% £0.03	0.0% £0.00	0.0% £0.00	10.2% £0.22	2.3% £0.26	0.0% £0.00	0.0% £0.00	1.1% £0.04	0.0% £0.00	1.5% £0.29
Castleford Town Centre	0.0% £0.00	5.2% £0.09	2.0% £0.03	3.1% £0.07	1.7% £0.19	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	1.0% £0.19
Pontefract Town Centre	0.0% £0.00	5.2% £0.09	0.0% £0.00	2.2% £0.05	1.2% £0.14	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.14
Knottingley Town Centre	0.5% £0.03	3.1% £0.06	0.0% £0.00	2.0% £0.04	1.1% £0.13	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.0% £0.00	0.7% £0.13
Goole Town Centre	0.5% £0.03	0.0% £0.00	0.0% £0.00	3.7% £0.08	1.0% £0.11	0.0% £0.00	0.0% £0.00	49.2% £1.58	0.0% £0.00	8.9% £1.69
Other, Outside Selby District	9.6% £0.54	12.6% £0.23	9.9% £0.17	17.9% £0.39	11.7% £1.33	18.2% £0.26	48.8% £0.60	32.2% £1.04	73.2% £1.25	23.7% £4.48
Outside Selby District Total	23.2% £1.32	60.6% £1.10	71.3% £1.19	46.5% £1.02	40.7% £4.63	100.0% £1.42	94.1% £1.16	84.7% £2.72	100.0% £1.71	61.5% £11.64
Overall Total	100.0% £5.69	100.0% £1.81	100.0% £1.67	100.0% £2.20	100.0% £11.36	100.0% £1.42	100.0% £1.23	100.0% £3.22	100.0% £1.71	100.0% £18.94

NOTES:

- The overall comparison goods market shares are calculated by applying the weightings for each category of comparison goods as set out in Table 4B to the market shares identified for each category from the household survey results.
- The overall comparison goods market shares are calculated by dividing the expenditure retained by each destination by the total overall comparison goods expenditure.

TABLE 7 - COMPARISON RETAIL COMMITMENTS IN SELBY DISTRICT (AT 24 NOVEMBER 2014)

Application Ref	Details of Proposal	Decision Date	Gross Floorspace sq.m	Net Sales Area Floorspace		Net Uplift in Sales Area Floorspace		Comparison Sales Density £ per sq.m	Comparison Turnover £m	Turnover Drawn from Residents of Zone					Turnover Drawn from Residents of Zone				
				Total	Comparison	Total	Comparison			Zone 1	Zone 2	Zone 3	Zone 4	PCA Total	Zone 1	Zone 2	Zone 3	Zone 4	PCA Total
				sq.m	sq.m	sq.m	sq.m			%	%	%	%	%	£m	£m	£m	£m	£m
2012/0541/EIA	Mixed use development including foodstore, Olympia Park, BOCM site, Barlby Road, Selby	Resolution to approve subject to S106	2,000	1,400	368	1,400	368	9,867	0.0	95.0%	0.0%	0.0%	0.0%	95.0%	0.0	0.0	0.0	0.0	0.0
CO/2002/1185	Mixed use development including foodstore and shops, Staynor Hall site, Selby	06/06/2005	2,000	1,400	368	1,400	368	9,867	0.0	85.0%	0.0%	0.0%	10.0%	95.0%	0.0	0.0	0.0	0.0	0.0
2012/0159/OUT	Mixed use development including shops, former Rigid Paper site, Denison Road, Selby	04/07/2014	1,492	1,044	522	1,044	522	3,500	1.8	95.0%	0.0%	0.0%	0.0%	95.0%	1.7	0.0	0.0	0.0	1.7
2014/0692/FUL	Aldi, Low Street (former Sissons Haulage site), Sherburn in Elmet	04/09/2014	1,537	1,000	200	1,000	200	8,261	1.7	0.0%	75.0%	15.0%	0.0%	90.0%	0.0	1.2	0.2	0.0	1.5
Selby District Total			7,029	4,844	1,459	4,844	1,459		3.5						1.7	1.2	0.2	0.0	3.2

NOTES:

- Gross floorspace sourced from planning application documents.
- Net sales area floorspace (including convenience/comparison floorspace split) for Tesco and Aldi schemes sourced from planning application documents. Net sales area floorspace of Olympia Park, Staynor Hall and Rigid Paper schemes estimated based on a 70% net to gross ratio. 'Big 4' (Tesco, Asda, Sainsbury's and Morrisons) average convenience/comparison floorspace split of 73.7%/26.3% sourced from Verdict assumed for Olympia Park and Staynor Hall schemes. 50%/50% convenience/comparison floorspace split assumed for Rigid Paper scheme.
- Company average comparison sales density sourced from Verdict assumed for Tesco schemes. 'Big 4' average comparison sales density sourced from Verdict assumed for Olympia Park and Staynor Hall foodstore schemes. Company average sales density sourced from Mintel for Aldi scheme. Sales density of £3,500 /sq.m assumed for Rigid Paper scheme.
- Turnover drawn from zones based on GVA judgement.

TABLE 8A - SELBY COMPARISON CAPACITY (ZONE 1, BASELINE)

	2014	2017	2022	2027
Total Expenditure (Zone 1)	£152.4m	£170.0m	£207.5m	£260.6m
Retention Level (Zone 1)	43.7%	43.7%	43.7%	43.7%
Retained Expenditure	£66.6m	£74.3m	£90.6m	£113.8m
Turnover of Stores (Zone 1)	£66.6m	£73.6m	£83.4m	£93.0m
Residual Capacity (Baseline)	£0.0m	£0.6m	£7.2m	£20.8m
Sales Density	£4,000/sq.m	£4,426/sq.m	£5,012/sq.m	£5,589/sq.m
Capacity for New Floorspace (sq.m net)	0	140	1,443	3,724
Capacity for New Floorspace (sq.m gross)	0	199	2,062	5,321

TABLE 8B - SELBY COMPARISON CAPACITY (ZONE 1, POST COMMITMENTS)

	2014	2017	2022	2027
Residual Capacity (Baseline)	£0.0m	£0.6m	£7.2m	£20.8m
Trade Draw to Commitments in Selby (Zone 1)	£0.0m	£0.0m	£2.3m	£2.6m
Residual Capacity (Post Commitments)	£0.0m	£0.6m	£4.9m	£18.2m
Sales Density	£4,000/sq.m	£4,426/sq.m	£5,012/sq.m	£5,589/sq.m
Capacity for New Floorspace (sq.m net)	0	140	979	3,260
Capacity for New Floorspace (sq.m gross)	0	199	1,398	4,657

NOTES:

1. Total Expenditure - total comparison expenditure of residents of Zone 1, excluding SFT, as set out in Table 3.
2. Retention Level - the total market share of stores in Selby drawn from residents of Zone 1. The market share of Selby remains constant in each of the forecast years in all scenarios.
3. Retained Expenditure - the product of the total expenditure and the retention level of Selby.
4. Turnover of stores - the turnover of stores in Selby that is derived from the expenditure of Zone 1 residents. The turnover of stores is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out in Experian Retail Planner 12.1 (October 2014) as summarised for each of the forecast periods below.

Year	Comparison Sales Density Growth per Annum (%)
2014-2017	3.4%
2017-2022	2.5%
2022-2027	2.2%

5. Residual capacity - the total retained expenditure minus the turnover of stores.
6. Sales Density - assumed sales density for converting the residual capacity (£m) to a floorspace capacity (sqm). The sales density of £4,000/sq.m in 2014 is based on GVA professional judgement having regard to the characteristics of Selby and is allowed to grow at the sales density rates set out above to account for improvements in floorspace efficiency.
7. Capacity for New Floorspace - the residual capacity divided by the sales density estimate. 70% gross to net ratio assumed.
8. Commitments - trade draw from Zone 1 to commitments in Selby as set out in Table 7. We have assumed that: the Tesco scheme will not be implemented and that the remaining committed retail schemes in Selby will be open and trading by 2022. The turnover of commitments is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out above.

TABLE 9 - TADCASTER COMPARISON CAPACITY (ZONE 3, BASELINE)

	2014	2017	2022	2027
Total Expenditure (Zone 3)	£41.9m	£47.0m	£56.1m	£69.1m
Retention Level (Zone 3)	7.4%	7.4%	7.4%	7.4%
Retained Expenditure	£3.1m	£3.5m	£4.2m	£5.1m
Turnover of Stores (Zone 3)	£3.1m	£3.4m	£3.9m	£4.4m
Residual Capacity (Baseline)	£0.0m	£0.0m	£0.3m	£0.8m
Sales Density	£4,000/sq.m	£4,426/sq.m	£5,012/sq.m	£5,589/sq.m
Capacity for New Floorspace (sq.m net)	0	11	54	141
Capacity for New Floorspace (sq.m gross)	0	16	77	201

NOTES:

1. Total Expenditure - total comparison expenditure of residents of Zone 3, excluding SFT, as set out in Table 3.
2. Retention Level - the total market share of stores in Tadcaster drawn from residents of Zone 3. The market share of Tadcaster remains constant in each of the forecast years in all scenarios.
3. Retained Expenditure - the product of the total expenditure and the retention level of Tadcaster.
4. Turnover of stores - the turnover of stores in Tadcaster that is derived from the expenditure of Zone 3 residents. The turnover of stores is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out in Experian Retail Planner 12.1 (October 2014) as summarised for each of the forecast periods below.

Year	Comparison Sales Density Growth per Annum (%)
2014-2017	3.4%
2017-2022	2.5%
2022-2027	2.2%

5. Residual capacity - the total retained expenditure minus the turnover of stores.
6. Sales Density - assumed sales density for converting the residual capacity (£m) to a floorspace capacity (sqm). The sales density of £4,000/sq.m in 2014 is based on GVA professional judgement having regard to the characteristics of Tadcaster and is allowed to grow at the sales density rates set out above to account for improvements in floorspace efficiency.
7. Capacity for New Floorspace - the residual capacity divided by the sales density estimate. 70% gross to net ratio assumed.

TABLE 10A - SHERBURN IN ELMET COMPARISON CAPACITY (ZONE 2, BASELINE)

	2014	2017	2022	2027
Total Expenditure (Zone 2)	£48.6m	£54.6m	£65.1m	£79.9m
Retention Level (Zone 2)	8.8%	8.8%	8.8%	8.8%
Retained Expenditure	£4.3m	£4.8m	£5.7m	£7.0m
Turnover of Stores (Zone 2)	£4.3m	£4.7m	£5.3m	£6.0m
Residual Capacity (Baseline)	£0.0m	£0.1m	£0.4m	£1.0m
Sales Density	£4,000/sq.m	£4,426/sq.m	£5,012/sq.m	£5,589/sq.m
Capacity for New Floorspace (sq.m net)	0	16	72	188
Capacity for New Floorspace (sq.m gross)	0	23	103	268

TABLE 10B - SHERBURN IN ELMET COMPARISON CAPACITY (ZONE 2, POST COMMITMENTS)

	2014	2017	2022	2027
Residual Capacity (Baseline)	£0.0m	£0.1m	£0.4m	£1.0m
Trade Draw to Commitments in Sherburn in Elmet (Zone 2)	£0.0m	£1.4m	£1.6m	£1.7m
Residual Capacity (Post Commitments)	£0.0m	-£1.3m	-£1.2m	-£0.7m
Sales Density	£4,000/sq.m	£4,426/sq.m	£5,012/sq.m	£5,589/sq.m
Capacity for New Floorspace (sq.m net)	0	-294	-238	-122
Capacity for New Floorspace (sq.m gross)	0	-419	-340	-174

NOTES:

1. Total Expenditure - total comparison expenditure of residents of Zone 2, excluding SFT, as set out in Table 3.
2. Retention Level - the total market share of stores in Sherburn in Elmet drawn from residents of Zone 2. The market share of Sherburn in Elmet remains constant in each of the forecast years in all scenarios.
3. Retained Expenditure - the product of the total expenditure and the retention level of Sherburn in Elmet.
4. Turnover of stores - the turnover of stores in Sherburn in Elmet that is derived from the expenditure of Zone 2 residents. The turnover of stores is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out in Experian Retail Planner 12.1 (October 2014) as summarised for each of the forecast periods below.

Year	Comparison Sales Density Growth per Annum (%)
2014-2017	3.4%
2017-2022	2.5%
2022-2027	2.2%

5. Residual capacity - the total retained expenditure minus the turnover of stores.
6. Sales Density - assumed sales density for converting the residual capacity (£m) to a floorspace capacity (sqm). The sales density of £4,000/sq.m in 2014 is based on GVA professional judgement having regard to the characteristics of Sherburn in Elmet and is allowed to grow at the sales density rates set out above to account for improvements in floorspace efficiency.
7. Capacity for New Floorspace - the residual capacity divided by the sales density estimate. 70% gross to net ratio assumed.
8. Commitments - trade draw from Zone 2 to commitments in Sherburn in Elmet as set out in Table 8. We have assumed that the Aldi scheme in Sherburn in Elmet will be open and trading by 2017. The turnover of commitments is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out above.

Selby District Council - Retail, Commercial and Leisure Study

Comparison Retail Capacity Assessment Sensitivity Test: ONS Based Population Projections

TABLE 11A - SENSITIVITY TEST: SURVEY AREA POPULATION PROJECTIONS

Year	Zone 1 Selby Persons	Zone 2 Sherburn in Elmet Persons	Zone 3 Tadcaster Persons	Zone 4 Eggborough / South Selby Persons	Selby District PCA Total Persons	Zone 5 Northern Fringe Persons	Zone 6 North-Eastern Fringe Persons	Zone 7 South-Eastern Fringe Persons	Zone 8 Western Fringe Persons	Overall Total Persons
2013	51,425	16,352	12,983	18,514	99,274	11,979	7,137	33,540	12,829	164,759
2014	51,862	16,489	13,093	18,617	100,061	12,064	7,171	33,697	12,931	165,924
2017	53,165	16,900	13,421	18,937	102,423	12,306	7,275	34,172	13,191	169,367
2022	55,351	17,589	13,972	19,489	106,401	12,619	7,450	34,987	13,553	175,010
2027	57,219	18,163	14,438	19,939	109,759	13,009	7,615	35,747	13,949	180,079

TABLE 11B - SENSITIVITY TEST: SURVEY AREA POPULATION GROWTH (PERSONS)

Period	Zone 1 Selby Persons	Zone 2 Sherburn in Elmet Persons	Zone 3 Tadcaster Persons	Zone 4 Eggborough / South Selby Persons	Selby District PCA Total Persons	Zone 5 Northern Fringe Persons	Zone 6 North-Eastern Fringe Persons	Zone 7 South-Eastern Fringe Persons	Zone 8 Western Fringe Persons	Overall Total Persons
2013 - 2014	437	137	110	103	787	85	34	157	102	1,165
2014-2017	1,303	411	328	320	2,362	242	104	475	260	3,443
2014-2022	3,489	1,100	879	872	6,340	555	279	1,290	622	9,086
2014-2027	5,357	1,674	1,345	1,322	9,698	945	444	2,050	1,018	14,155

TABLE 11C - SENSITIVITY TEST: SURVEY AREA POPULATION GROWTH (%)

Period	Zone 1 Selby %	Zone 2 Sherburn in Elmet %	Zone 3 Tadcaster %	Zone 4 Eggborough/Sou th Selby %	Selby District PCA Total %	Zone 5 Northern Fringe %	Zone 6 North-Eastern Fringe %	Zone 7 South-Eastern Fringe %	Zone 8 Western Fringe %	Overall Total %
2013 - 2014	0.8%	0.8%	0.8%	0.6%	0.8%	0.7%	0.5%	0.5%	0.8%	0.7%
2014-2017	2.5%	2.5%	2.5%	1.7%	2.4%	2.0%	1.5%	1.4%	2.0%	2.1%
2014-2022	6.7%	6.7%	6.7%	4.7%	6.3%	4.6%	3.9%	3.8%	4.8%	5.5%
2014-2027	10.3%	10.2%	10.3%	7.1%	9.7%	7.8%	6.2%	6.1%	7.9%	8.5%

NOTES:

1. ONS based population estimates and projections for all zones were sourced from Experian via Micromarketer Online.

TABLE 12 - SENSITIVITY TEST: TOTAL COMPARISON EXPENDITURE AND EXPENDITURE GROWTH (MINUS SFT)

		Zone 1 Selby	Zone 2 Sherburn in Elmet	Zone 3 Tadcaster	Zone 4 Eggborough / South Selby	Selby District PCA Total	Zone 5 Northern Fringe	Zone 6 North-Eastern Fringe	Zone 7 South-Eastern Fringe	Zone 8 Western Fringe	Overall Total
		£m	£m	£m	£m	Persons	£m	£m	£m	£m	£m
Total Expenditure	2013	£144.04	£45.94	£39.84	£53.03	£282.84	£39.58	£24.65	£83.47	£44.52	£475.07
	2014	£152.36	£48.59	£42.14	£55.93	£299.02	£41.81	£25.98	£87.96	£47.07	£501.84
	2017	£168.65	£53.77	£46.64	£61.43	£330.49	£46.05	£28.46	£96.31	£51.84	£553.17
	2022	£199.98	£63.74	£55.30	£72.00	£391.02	£53.79	£33.20	£112.31	£60.66	£650.98
	2027	£243.27	£77.45	£67.25	£86.69	£474.66	£65.25	£39.93	£135.03	£73.47	£788.35
Total Expenditure Growth	2013 - 2014	£8.32	£2.65	£2.30	£2.90	£16.17	£2.23	£1.33	£4.49	£2.55	£26.77
	2014-2017	£16.29	£5.18	£4.50	£5.50	£31.47	£4.24	£2.48	£8.36	£4.78	£51.33
	2014-2022	£47.62	£15.15	£13.16	£16.07	£92.00	£11.97	£7.21	£24.35	£13.60	£149.14
	2014-2027	£90.91	£28.86	£25.11	£30.76	£175.64	£23.44	£13.95	£47.08	£26.41	£286.51

NOTES:

1. The comparison goods expenditure is calculated by multiplying the population data (Sensitivity Test, Table 11A) by the comparison goods expenditure per person minus SFT (Table 2B).

TABLE 13A - SENSITIVITY TEST: SELBY COMPARISON CAPACITY (ZONE 1, BASELINE)

	2014	2017	2022	2027
Total Expenditure (Zone 1)	£152.4m	£168.7m	£200.0m	£243.3m
Retention Level (Zone 1)	43.7%	43.7%	43.7%	43.7%
Retained Expenditure	£66.5m	£73.7m	£87.3m	£106.2m
Turnover of Stores (Zone 1)	£66.5m	£73.6m	£83.4m	£93.0m
Residual Capacity (Baseline)	£0.0m	£0.0m	£4.0m	£13.3m
Sales Density	£4,000/sq.m	£4,426/sq.m	£5,012/sq.m	£5,589/sq.m
Capacity for New Floorspace (sq.m net)	0	6	789	2,376
Capacity for New Floorspace (sq.m gross)	0	9	1,127	3,394

TABLE 13B - SENSITIVITY TEST: SELBY COMPARISON CAPACITY (ZONE 1, POST COMMITMENTS)

	2014	2017	2022	2027
Residual Capacity (Baseline)	£0.0m	£0.0m	£4.0m	£13.3m
Turnover of Commitments in Selby	£0.0m	£0.0m	£2.5m	£2.7m
Trade Draw to Commitments in Selby (Zone 1)	£0.0m	£0.0m	£2.3m	£2.6m
Residual Capacity (Post Commitments)	£0.0m	£0.0m	£1.6m	£10.7m
Sales Density	£4,000/sq.m	£4,426/sq.m	£5,012/sq.m	£5,589/sq.m
Capacity for New Floorspace (sq.m net)	0	6	324	1,911
Capacity for New Floorspace (sq.m gross)	0	9	464	2,731

NOTES:

1. Total Expenditure - total comparison expenditure of residents of Zone 1 (ONS based population growth for all zones sensitivity test), excluding SFT, as set out in Table 12.
2. Retention Level - the total market share of stores in Selby drawn from residents of Zone 1. The market share of Selby remains constant in each of the forecast years in all scenarios.
3. Retained Expenditure - the product of the total expenditure and the retention level of Selby.
4. Turnover of stores - the turnover of stores in Selby that is derived from the expenditure of Zone 1 residents. The turnover of stores is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out in Experian Retail Planner 12.1 (October 2014) as summarised for each of the forecast periods below.

Year	Comparison Sales Density Growth per Annum (%)
2014-2017	3.4%
2017-2022	2.5%
2022-2027	2.2%

5. Residual capacity - the total retained expenditure minus the turnover of stores.
6. Sales Density - assumed sales density for converting the residual capacity (£m) to a floorspace capacity (sqm). The sales density of £4,000/sq.m in 2014 is based on GVA professional judgement having regard to the characteristics of Selby and is allowed to grow at the sales density rates set out above to account for improvements in floorspace efficiency.
7. Capacity for New Floorspace - the residual capacity divided by the sales density estimate. 70% gross to net ratio assumed.
8. Commitments - trade draw from Zone 1 to commitments in Selby as set out in Table 7. We have assumed that: the Tesco scheme will not be implemented and that the remaining committed retail schemes in Selby will be open and trading by 2022. The turnover of commitments is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out above.

TABLE 14 - SENSITIVITY TEST: TADCASTER COMPARISON CAPACITY (ZONE 3, BASELINE)

	2014	2017	2022	2027
Total Expenditure (Zone 3)	£42.1m	£46.6m	£55.3m	£67.3m
Retention Level (Zone 3)	7.4%	7.4%	7.4%	7.4%
Retained Expenditure	£3.1m	£3.5m	£4.1m	£5.0m
Turnover of Stores (Zone 3)	£3.1m	£3.5m	£3.9m	£4.4m
Residual Capacity (Baseline)	£0.0m	£0.0m	£0.2m	£0.6m
Sales Density	£4,000/sq.m	£4,426/sq.m	£5,012/sq.m	£5,589/sq.m
Capacity for New Floorspace (sq.m net)	0	0	37	111
Capacity for New Floorspace (sq.m gross)	0	0	53	159

NOTES:

1. Total Expenditure - total comparison expenditure of residents of Zone 3 (ONS based population growth for all zones sensitivity test), excluding SFT, as set out in Table 12.
2. Retention Level - the total market share of stores in Tadcaster drawn from residents of Zone 3. The market share of Tadcaster remains constant in each of the forecast years in all scenarios.
3. Retained Expenditure - the product of the total expenditure and the retention level of Tadcaster.
4. Turnover of stores - the turnover of stores in Tadcaster that is derived from the expenditure of Zone 3 residents. The turnover of stores is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out in Experian Retail Planner 12.1 (October 2014) as summarised for each of the forecast periods below.

Year	Comparison Sales Density Growth per Annum (%)
2014-2017	3.4%
2017-2022	2.5%
2022-2027	2.2%

5. Residual capacity - the total retained expenditure minus the turnover of stores.
6. Sales Density - assumed sales density for converting the residual capacity (£m) to a floorspace capacity (sqm). The sales density of £4,000/sq.m in 2014 is based on GVA professional judgement having regard to the characteristics of Tadcaster and is allowed to grow at the sales density rates set out above to account for improvements in floorspace efficiency.
7. Capacity for New Floorspace - the residual capacity divided by the sales density estimate. 70% gross to net ratio assumed.

TABLE 15A - SENSITIVITY TEST: SHERBURN IN ELMET COMPARISON CAPACITY (ZONE 2, BASELINE)

	2014	2017	2022	2027
Total Expenditure (Zone 2)	£48.6m	£53.8m	£63.7m	£77.5m
Retention Level (Zone 2)	8.8%	8.8%	8.8%	8.8%
Retained Expenditure	£4.3m	£4.7m	£5.6m	£6.8m
Turnover of Stores (Zone 2)	£4.3m	£4.7m	£5.3m	£5.9m
Residual Capacity (Baseline)	£0.0m	£0.0m	£0.2m	£0.8m
Sales Density	£4,000/sq.m	£4,426/sq.m	£5,012/sq.m	£5,589/sq.m
Capacity for New Floorspace (sq.m net)	0	0	50	150
Capacity for New Floorspace (sq.m gross)	0	0	71	214

TABLE 15B - SENSITIVITY TEST: SHERBURN IN ELMET COMPARISON CAPACITY (ZONE 2, POST COMMITMENTS)

	2014	2017	2022	2027
Residual Capacity (Baseline)	£0.0m	£0.0m	£0.2m	£0.8m
Turnover of Commitments in Sherburn in Elmet	£0.0m	£1.8m	£2.1m	£2.3m
Trade Draw to Commitments in Sherburn in Elmet (Zone 2)	£0.0m	£1.4m	£1.6m	£1.7m
Residual Capacity (Post Commitments)	£0.0m	-£1.4m	-£1.3m	-£0.9m
Sales Density	£4,000/sq.m	£4,426/sq.m	£5,012/sq.m	£5,589/sq.m
Capacity for New Floorspace (sq.m net)	0	-310	-260	-160
Capacity for New Floorspace (sq.m gross)	0	-442	-371	-228

NOTES:

1. Total Expenditure - total comparison expenditure of residents of Zone 2 (ONS based population growth for all zones sensitivity test), excluding SFT, as set out in Table 12.
2. Retention Level - the total market share of stores in Sherburn in Elmet drawn from residents of Zone 2. The market share of Sherburn in Elmet remains constant in each of the forecast years in all scenarios.
3. Retained Expenditure - the product of the total expenditure and the retention level of Sherburn in Elmet.
4. Turnover of stores - the turnover of stores in Sherburn in Elmet that is derived from the expenditure of Zone 2 residents. The turnover of stores is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out in Experian Retail Planner 12.1 (October 2014) as summarised for each of the forecast periods below.

Year	Comparison Sales Density Growth per Annum (%)
2014-2017	3.4%
2017-2022	2.5%
2022-2027	2.2%

5. Residual capacity - the total retained expenditure minus the turnover of stores.
6. Sales Density - assumed sales density for converting the residual capacity (£m) to a floorspace capacity (sqm). The sales density of £4,000/sq.m in 2014 is based on GVA professional judgement having regard to the characteristics of Sherburn in Elmet and is allowed to grow at the sales density rates set out above to account for improvements in floorspace efficiency.
7. Capacity for New Floorspace - the residual capacity divided by the sales density estimate. 70% gross to net ratio assumed.
8. Commitments - trade draw from Zone 2 to commitments in Sherburn in Elmet as set out in Table 8. We have assumed that the Aldi scheme in Sherburn in Elmet will be open and trading by 2017. The turnover of commitments is allowed to grow between 2014 and 2027 to account for sales density growth at the rates set out above.



Appendix IX
Recommended
Town Centre
Boundaries

